



IT'S

PARADISE

Ugu South Coast Tourism (Pty) Ltd

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PRESS RELEASE

13th October 2015

Tourism benefits rural communities

KwaZulu-Natal South Coast: More than 350 people from Umzumbe Ward 15 and surrounding areas gathered at the Nomakhanzana Community Hall on the 9th October 2015 to attend a Tourism Awareness Event.

Sponsored by Ugu South Coast Tourism, evidence of the positive impact of tourism was made very clear, through both the significant numbers of enthusiastic attendees and also through speeches made by dignitaries and stakeholders.

Area Ward Councillor Londolo Zungu commented on the positive impact of tourism since 1994 and how this is starting to benefit communities in the rural areas. Increased awareness and investment in the outlying areas has started to reap rewards for the local communities who are now starting to benefit from income generating opportunities.

Supporting this, Ugu Deputy Mayor Mondli Chiliza said he would like to see more tourism involvement in the area and thus encouraged the youth to start their own businesses. Dr Mnguni from Durban University of Technology advised the youth on the various opportunities that exist for those who would like to study tourism and enter hospitality field. What was very encouraging to see was that learners from the local schools, Zibonele High School, Dingimbiza and Nomakhanzana Primary Schools participated in this event, despite the fact that it was school holidays.

In closing, Maxwell Mhlongo from Ugu South Coast Tourism advised the community on the Sunny and Safe Campaign which includes taking cognisance of showing respect for the environment, taking note of the beach rules and regulations, to spend money wisely and say no to drinking and driving. He added that one must be proud of the South Coast, because, as residents, we are the ambassadors for the area and our role in promoting it and ensuring



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visitor satisfaction is key. He also noted that the Sunny and Safe campaign model, devised by Ugu South Coast Tourism CEO Mr Justin Mackrory, was now being used by provincial players as a way forward in educating both tourism hosts and visitors alike.

The day was also made successful by the presentations from Amafa, Heritage KwaZulu-Natal, Umzumbe Time Travel and the Department of Health.

For more information on the Sunny and Safe campaign, please visit www.tourismsouthcoast.co.za or email marketing@tourismsouthcoast.co.za

Ends.

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Maxwell Mhlongo (Ugu South Coast Tourism), Zanele Nkosi (Umzumbe Time Travel), Cllr Mondli Chiliza (Ugu Deputy Mayor) and Cllr Londolo Zungu (Umzumbe Ward 15 Councillor) and local traditional dancers.

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