



IT'S

PARADISE

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For Immediate Release

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Ugu South Coast Tourism preparing for Summer Season through Tourism Awareness Campaign

As part of Ugu South Coast Tourism's Development Department mandate, annual Tourism Awareness campaigns are rolled out throughout the destination. These workshops and initiatives address key issues surrounding the importance of tourism and what it means to communities at large, and also include discussions around topics such as safety issues, and social and environmental responsibilities, all of which are encompassed within the Sunny and Safe Campaign, as devised and implemented by USCT in 2015.

In USCT's efforts to educate young and old on the importance of Tourism and its contribution to the local economy, various private and government role players are called in to assist with the various workshops and presentations. Many of these events are hosted in the more rural areas, which often fall outside of mainstream media reach and access to resources. Another key element of what is outlined in these Tourism Awareness workshops is how the role of individuals can contribute towards seeing growth of this sector and how safety plays such a key role in contributing towards a positive message.

A key example is beach utilization. Given that during peak seasons such as December and January, where the South Coast's glorious beaches are frequented en-mass from out of towners, often unfamiliar with the ways of nature and in some cases, inexperienced with dealing with crowds, education around beach rules and regulations forms an essential component of the workshops.

In this regard, Ugu Beach Manager, Anton Botha delegated two lifeguards to accompany the Ugu South Coast Tourism team when visiting the communities and local schools. On the 19th of July the KwaWosiyana Sports Centre played host to a workshop in the district of Eziqoleni, followed by presentations to the kwaMadlala community on the 20th of July at kwaMadlala Tribal Court.

More than 100 people attended each Tourism Awareness presentation. The Life guards in attendance emphasised the importance of obeying the beach rules such as the necessity (and reason) to swim between the flags, the dangers of swimming at night, why wearing



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recommended beach outfits is necessary, the illegalities of littering, noise levels and drinking in public spaces and of course, how quickly and easily children can disappear in crowded spaces and also for those unskilled with swimming especially in the ocean, on how easily the sea can sweep an inexperienced swimmer into the depths, which can so easily result in avoidable drownings.

Beach Safety was also presented to local primary and high Schools. Zuzicebo High School at Ezingoleni, Frankland Primary School at KwaQwabe under the Umzumbe Municipality, and Denver Zoar Primary School at KwaMadlala in Hibiscus Coast.

Other stakeholders who accompanied the Ugu South Coast Tourism team included the KZN Liquor Authority who discussed the number of road accidents caused by drinking and driving, and underage alcohol abuse. The South Coast Development Agency (SCDA) and the Small Enterprise Development Agency (SEDA) also highlighted opportunities for emerging businesses.

Highly respected Inkosi Ngamzizwe Madlala also requested the community members to take note of what had been presented and to take up the opportunities presented by tourism activities which can result in creating job opportunities – one such example being that of local crafters selling their products to the surrounding communities, tourists as well as at consumer and trade shows supported by USCT.

Ends

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Photo: NSRI Lifeguard Senzo Ncane in presentation.

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