

Zululand District Municipality Tourism



Zululand

Presentation Outline

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LOCALITY MAP



Background

- Tourism in Zululand as is the case in the global economy has been thrown into crisis by the COVID19 pandemic, putting hundreds of businesses and jobs at risk
- The priority for the sector is to resume operations as early as it is safe to do so, but re-opening has just been the start of a difficult recovery

TOURISM RELIEF FUND

- Capped at R50 000 per entity, grant funding can be utilised to subsidise expenses towards fixed costs, operational costs, supplies and other pressure cost items.
- 26 Tourism and Hospitality businesses benefited from this fund

BUSINESSES THAT HAVE SHUTDOWN

- In the case of lockdown regulations no businesses have reported to permanently shutdown

RETRENCHED WORKERS

- There are no permanent retrenchments

RECOVERY PHASES

As stated by South African Tourism, ZDM will embark on recovery plan execution in three phases;

- Protective Interventions (0-3 months)
- Managed Re-Opening (3-9 months)
- Growth Interventions (9-24 months)

RECOVERY PHASES

PHASE 1	PHASE 2	PHASE 3
Phase 1's focus will primarily be on interventions to protect the domestic supply side of the sector	In Phase 2, the emphasis will be on managing the re-opening of the sector as tourism activity scales back up	Phase 3 will target factors that can drive long-term growth in tourism supply and demand.

CHALLENGES FACED BY ZDM

- Many Heritage Sites are currently closed
- This is having economic consequences on communities living around these sites
- Covid-19 has also suspended many intangible cultural heritage practices

CONCLUSION

Tourism revival in Zululand is critical, not just because of the jobs and businesses that it supports, but because of;

- its interconnectedness
- its resilience
- and its ability to rebound quickly

THANK YOU!!!!!!