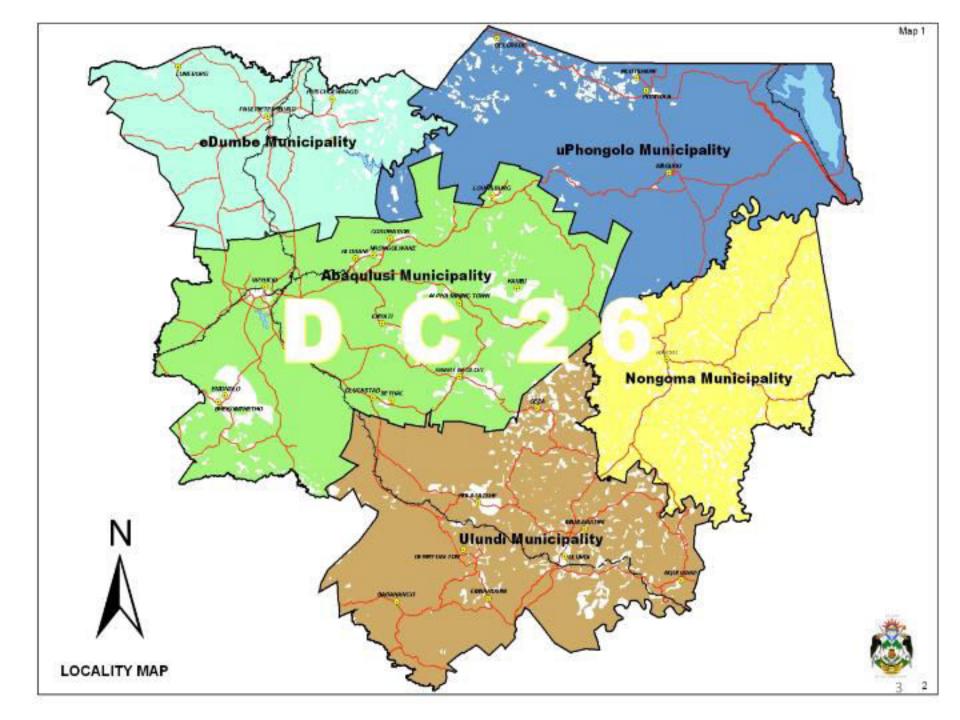
Zululand District Municipality Tourism



Presentation Outline

- ZDM Locality
- 2. Background
- Tourism Relief Fund
- Businesses that have shutdown
- Retrenched Workers
- Recovery Phases
- 7. Challenges
- 8. Conclusion



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