

## **TUI Cares for South Africa – KwaZulu-Natal’s youth entrepreneurs change the way holidaymakers meet local people**

- *Until 2020, up to 240 people, most of them women, will benefit from the promotion of local products and services through the WOWZULU programme*
- *16 young people from rural communities will earn shares and become owners of eight marketplace businesses located in popular tourist sites across KwaZulu-Natal*
- *WOWZULU promotes community-based tourism offers in areas where communities and tourism live side by side*

**Berlin, 10 April 2019.** *The TUI Care Foundation is linking up with South African non-profit organization Africalgnite for a three year partnership. From today, both organizations will support young entrepreneurs to run marketplaces as sustainable businesses, developing inclusive tourism destinations on South Africa’s Eastern Cape. In teams of two, young entrepreneurs will also be able to acquire up to 75% shares in each business.*

TUI Care Foundation  
Pariser Platz 6a  
10117 Berlin

[www.tuicarefoundation.com](http://www.tuicarefoundation.com)

Over the next two years, eight marketplaces will be established in tourist locations, helping around 240 people to offer their handcrafted souvenirs and products to tourists. Local women who traditionally specialise in these handicrafts will especially benefit and their extensive local knowledge also provides the perfect opportunity to offer excursions to surrounding communities. The marketplaces, their products and the excursions are all part of the WOWZULU programme. Located at the entrance of community areas near tourist sites, they welcome visitors and promote community-based, authentic experiences.

One of the WOWZULU locations is at the bottom of the Drakensberg Amphitheatre, part of the spectacular Drakensberg mountain range in South Africa. With stalls selling a variety of regional food products as well as locally made handicrafts, the marketplace brings together ancient traditional techniques with contemporary design. Africalgnite’s expertise lies in how to develop tourism destinations like this inclusively, resulting in the WOWZULU programme and economic benefits for the whole community.

The teams managing the marketplaces receive regular training and financial support to innovate and improve the customer experience and overall quality of the products. Training covers topics such as marketing and sales, financial and administrative management, customer care and effective management of stakeholders. The products and excursions benefit the regional and local communities and also help to leave a light ecological footprint. Improved recycling, waste management, water consumption and sourcing of organic food products also contribute to sustainable experiences for visitors.

With WOWZULU’s activities acting as a starting point to delve into the local culture, guides from the communities are based at the marketplaces and offer cultural excursions. From cycling through a village to hiking, canoe trips, cooking local cuisine or learning a new skill such as basket weaving, these experiences are locally owned and offer an ideal opportunity to holidaymakers who want to experience the authenticity of the country and help local communities benefit directly from tourism. Africalgnite has already developed WOWZULU offers in some of KwaZulu-Natal’s most popular travel destinations, offering memorable off-the-beaten-track tourist experiences to tourists.

The TUI Care Foundation joins Africalgnite's support for inclusive development of tourism destinations in South Africa. By 2020, the partnership will add another marketplace location, bringing the total to eight marketplaces across KwaZulu-Natal. As support for WOWZULU grows, recognition is increasing too. Isandlwana, a WOWZULU marketplace, is in this year's final of the African Responsible Tourism Awards.

Thomas Ellerbeck, Chairman of the TUI Care Foundation, says: "Community-based tourism in South Africa is both an authentic experience for holidaymakers and an important economic driver for communities. Together with Africalgnite, we want to support KwaZulu-Natal's social entrepreneurs on their way to sustainability and profitability."

Wilna Botha, Africalgnite's CEO, says: "Together with TUI Care Foundation, Africalgnite strives to create viable job opportunities for youths whose job prospects are poor due to limited education or career training, a lack of workplace experience or reduced job opportunities in rural areas. Tourism is the catalyst that ignites their potential".

The project is part of the TUI CARES programme, which works towards inclusive tourism development, economic empowerment of destinations and the protection of a destination's cultural and gastronomic heritage. Through the programme, TUI Care Foundation's aims to support 10,000 livelihoods by 2020 as part of its economic empowerment strategy.

### ***About TUI Care Foundation***

Building on the potential of tourism as a force for good, the TUI Care Foundation supports and initiates partnerships and projects, which create new opportunities for the young generation and contribute to thriving communities all over the world. Connecting holidaymakers to good causes, the TUI Care Foundation fosters education and training initiatives to open up new opportunities and perspectives for young people, the protection of the natural environment in holiday destinations and sustainable livelihoods in thriving destinations where local communities can benefit even more from tourism. TUI Care Foundation works global and acts local - it builds on strong partnerships with local and international organisations to create meaningful and long lasting impact. The charitable foundation values transparency and the efficient use of funds. Therefore 100% of the donations go to destination programmes with all administration costs of the foundation covered by TUI. TUI Care Foundation was founded by TUI, the world's leading tourism business, and is based in the Netherlands.

### **Media contact:**

TUI Care Foundation  
Christian Rapp, Head of Media Relations  
+49 511 – 566 6028  
christian.rapp@tui.com