



ON THE RADAR

TRENDS

• Eastern Cape Tourism is laying claim to the title 'Adventure Province' in an effort to position itself to attract its fair share of tourists ahead of 2010. Zola Tshefu, CEO of the Eastern Cape Tourism Board, says the province is waking up to its full potential. It has lots to offer, from 800km of pristine coastline, including seven Blue Flag beaches, to its lush, indigenous Tsitsikamma Forest. The world's highest bungee jump launches 216m off the Bloukrans Bridge, luxury private game reserves offer malaria-free safaris on which one might encounter the Big Five, and at the coast one can see the migration of southern right whales and spot great white sharks. ectourism.co.za

• Fair Trade in Tourism SA has initiated a project training youth to become local guides. Recently 13 guides completed their training, and now 10 are fully accredited tourist guides registered with the Gauteng Provincial Registrar. The project aims to train and accredit 50 black tourist guides throughout the country, in preparation for the onslaught of tourists in 2010. fairtourismsa.org.za

DIARY

Young and interested in a career in tourism? From 17-19 September, the National Tourism Careers Expo will be held at the Durban Exhibition Centre. Here students and unemployed youth can meet potential employers: it includes a recruitment clinic. tourismcareers.co.za

AWARDS

Readers of *Travel+Leisure* magazine have voted Cape Town runner-up in the 'Top Cities of the World' category in their 14th annual World's Best poll. The Mother City came in just behind India's Udaipur, one place higher than her third-place finish in 2008. Cape Town also beat cities such as Marrakech, Cairo and Tel Aviv to take top spot in the Africa and Middle East category.