



**tourism**

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## **Tour operator category added to Lilizela awards**

**11 November 2014**

Entries for the 2015 Lilizela Tourism Awards have opened, while a new category has been added to the awards to recognise tour operators.

“The Lilizela Tourism Awards are about identifying the best service providers in the industry and acknowledging and awarding them for their dedication to service and product excellence,” says Thulani Nzima, CEO of SA Tourism.

“These are entrepreneurs who work assiduously to give visitors an extraordinary experience capped by superior excellence. Without these entrepreneurs, our destination would not be as recognised and renowned as it is,” he says.

The Lilizela Tourism Awards are aimed at spurring the country’s global competitiveness and creating tourism businesses of excellence. Lilizela is an Nguni word which means to ululate: an act of congratulations when someone has done something well.

Entries will close on May 15, 2015.

**Source:** Tourism Update