



**tourism**

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA

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## **Department of Tourism urges Responsible Tourism over the Easter Season**

**29 March 2018**

Today the Department of Tourism launched their responsible tourism campaign at Total Petroport Panorama on the N1 north of Pretoria to encourage all tourists to celebrate Easter in a responsible manner.

Themed “#WeDoTourismResponsibly,” the campaign urged tourists to be safe and responsible as they explore the country, to adhere to the rules of the road to ensure safe travel, ensure the safety of children and women, to reduce their carbon footprint and to preserve the cultural and environmental aesthetics of our tourism destinations.

“This Easter holiday, we encourage all South Africans to take their time and explore South Africa by using well resourced Visitors Information Centres and registered tourist guides. The Department of Tourism also urges South Africans to prioritise the safety of everyone by acting responsibly while traveling and to be sensitive towards the environment, different cultures and the drought situation in various parts of the country,” stated the Deputy Director General: Corporate Management, Lulama Duma.

During the launch, departmental officials handed out responsible tourism pamphlets to tourists containing safety and responsible tourism messages, contact details of the Tourism Complaints Officer and information on responsible tourism practices.

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