

Deputy Minister of Tourism Tokozile Xasa to attend Fitur 2011

The Deputy Minister of Tourism, Ms Tokozile Xasa will from Wednesday, 19 January 2011 attend the international Tourism Fair FITUR 2011 in Madrid, Spain (19-23 January 2011).

FITUR is a landmark exhibition for the hospitality industry designed to optimize the tourist potential and enhance the visitor flow across established and emerging destinations all over the world. A plan has been structured for the event which will enhance the footfalls and ensure a wide publicity to the participants and exhibitors.

The attendance of the Deputy Minister Xasa takes place within the context of strengthening South Africa's participation in the UNWTO and will use this opportunity to meet with the Spain's Ministry of Tourism and the Amadeus Group.

Deputy Minister Xasa is expected to meet the Amadeus Group and brief them on the progress made in the Amadeus Social Responsibility Programme which was officially launched last year. The programme is aimed at using the Amadeus value chain surplus and expertise to support development of social segments or communities and for the development of local tourism and technology.

The National Department of Tourism (NDT) has established cooperation with the Spanish government in the field of tourism. The NDT embarked on a foreign language training programme which was rolled out in three Provinces, namely Gauteng, Limpopo and Western Cape. The project was aimed at equipping previously marginalized and disadvantaged South Africans in the mastery of the Spanish language and culture in order to promote the exchange of information and expertise.

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