



**MINISTRY OF TOURISM
REPUBLIC OF SOUTH AFRICA**

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Tourism celebrates success of Journey to Service Excellence (J2SE) pilot project in Upington.

1 September 2014

Deputy Minister of Tourism, Ms. Tokozile Xasa will address the public and tourism stakeholders in Upington at a media event to celebrate the success of the Journey to Excellence (J2SE) pilot programme. The Media Event is the final stage of a three phase pilot programme that began in November 2013, with an objective to cultivate a culture of Service Excellence in Upington.

The J2SE pilot programme is part of the National Tourism Service Excellence Strategy launched by the Department of Tourism in 2011. Through the programme, the community in Upington were informed, trained and exposed to the four components of the South African National Standards on service excellence (SANS 1197:2012).

MEMBERS OF THE MEDIA ARE INVITED TO ATTEND

DATE: 4 September 2014

SESSION 1:

MEDIA TOUR: SHOWCASING (J2SE)

07h00 – 08h00	Service Excellence Awareness Creation (Blitz): Dr Harrison Hospital - Upington
08h00 – 08h15	Departure for Rosedale Police station
08h15 – 08h45	Proceedings at Rosedale Police Station – Service Excellence Hero 3 acknowledgement
08h45 – 09h00	Depart for Shoprite (Mark Street Entrance)
09h00 – 09h30	Proceedings at Shoprite - Service Excellence Hero 1 acknowledgement
09h30 – 09h45	Depart for Upington Rugby Field

SESSION 2:

J2SE CELEBRATIONS - (Upington Rugby Field)

09h45 – 10h00	Registration Arrival at the main venue
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Members of the media should RSVP no later than 03 September 2014 to:

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