



**MINISTRY OF TOURISM
REPUBLIC OF SOUTH AFRICA**

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Minister Xasa to officiate Blue Flag Programme

03 October 2017

Minister of Tourism, Tokozile Xasa will officiate the Blue Flag programme at Dolphin Beach, Jeffreys Bay in the Eastern Cape tomorrow, 4 October 2017.

Blue Flag is an international annual award which focuses on the environmental management of our coastline and coastal waters to help tourism growth and development. Although it is a voluntary eco-label, has become an international symbol of quality for beaches, boats and marinas that meet a standard of excellence in the areas of safety, amenities, cleanliness, environmental information and environmental management.

Blue Flag has been in operation since 1987 and, according to the United Nations World Tourism Organisation, it is the most well-known eco-label of its kind.

The Tourism Blue Flag Programme is a project linked to the Beach Stewards Programme which was implemented last year by the Department of Tourism in partnership with Wildlife and Environment Society of South Africa (WESSA). The project is a 28-month long initiative aimed at training 200 youth from low-income, coastal households in the National Certificate in Environmental Education Training and Development Practices NQF 5 specialising in Tourism. The beach stewards provide local member municipalities with adequate infrastructural support to maintain the required high standards of safety, environmental management, water quality and environmental education at Blue Flag sites, as well as assist other beaches to attain this prestigious status.

Members of the media are cordially invited to attend:

Date : Wednesday, 04 October 2017

Venue : Dolphin Beach, Jeffreys Bay

Time : 09:30 – 14:00

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