



**tourism**

Department:  
Tourism  
**REPUBLIC OF SOUTH AFRICA**



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## **Service Excellence Legacy Committee set to enhance tourist experience at Robben Island**

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Visitors to Robben Island can look forward to an enriched service and heritage experience, as they are welcomed by the newly appointed members and ambassadors of the Island's Service Excellence Legacy Committee.

Speaking at the breakfast event to launch Robben Island Museum's (RIM) Service Excellence Legacy Committee, Minister Derek Hanekom lauded the employees' enthusiasm and efforts in adopting and embracing a culture of Service Excellence. He also reminded staff that every one of them have a responsibility of ensuring a memorable service experience for all visitors to the Island.

"Robben Island received 360 000 visitors last year. They will all tell 10 others if it was a life changing experience. Everyone makes up this experience. If one slips, it destroys the entire good experience," said Minister Hanekom.

The Robben Island Museum Chief Executive Officer, Mr Mava Dada indicated that it is a priority for the Museum to provide an excellent visitor experience and that the Service Excellence programme contributes towards to meeting this goal.

"The roll-out the Service Excellence Programme has come at an ideal time. The museum recently appointed a new board which identified service excellence as critical to the tourist experience," said Dada.

During the launch every ambassador received a Service Excellence Legacy Team blazer with a token stating: "Excellence service starts with me!" Newly appointed Service Excellence Ambassador Thozama Koli was adamant that they would take service to a higher level. "We will have to put papers in our shoes to make them fit us, because there is a lot of challenges ahead and a lot needs to change to ensure excellence service to all."

The Robben Island Museum is one of four identified tourism products that are participating in the Department's Service Excellence Integrated Product Support initiative. The initiative aims to assist tourism products to develop a Service Excellence culture in terms of its operations and processes, through the application of the Service Excellence Strategy and Standards.

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