

MEDIA STATEMENT

04 OCTOBER 2010, MAFIKENG

SOUTH AFRICA AND THE AMADEUS IT COMPANY IN SPAIN STRENGTHENS SUSTAINABLE TOURISM SERVICES FOR SMALL HOTELS THROUGH TECHNOLOGY

Two hotel schools in South Africa, the North West Hotel School and The Mpumalanga Regional Training Trust entered into a partnership with the Amadeus IT Company from Spain, which will see the two institutions, increase their occupancy rate with a potential to grow their business and improve their service levels by bench marking with international hotels.

This Corporate Social Responsibility agreement which was signed in Mafikeng today was identified in June this year, during the 88TH session of the United Nations World Tourism Organization where Deputy Minister of Tourism, Ms Tokozile Xasa had a discussion with the Amadeus IT Group on developmental opportunities that could benefit South Africa.

The Amadeus IT Group is a leading transaction processor for the global travel and tourism industry. Its Corporate Social Responsibility Programme supports the development of the local travel industry by targeting small hotels in developing or disadvantaged areas. They enable the small hotels to have access to a worldwide distribution system with a view to market themselves.

The North West Hotel School and the Mpumalanga Development Trust have been chosen as pilots for this project for two years with a view to be rolled out in other provinces. The Amadeus IT Company will donate computers; provide advanced technology to access worldwide distribution system which the institutions will use to sell their product as well as training material to teach specific travel industry related skills and expertise.

Deputy Minister of Tourism, Ms Tokozile Xasa commended the Amadeus IT Company and the Spanish government for the opportunity given to the two institutions adding that South Africa needs such interventions and partnerships. She also made a commitment that the tourism sector in the provinces will ensure that this program becomes a success as it will help towards job creation, skills development and improved customer service levels.

People development and poverty alleviation, forms part of the mandate of the Tourism sector and it is aligned to the broader government outcomes.

Media Enquiries can be referred to :

Trevor Bloem

Head of Communications

Department of Tourism

012 310 3631/082 771 6729

ISSUED BY THE NATIONAL DEPARTMENT OF TOURISM