



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

MEDIA INVITE

TOURISM DRIVES SERVICE EXCELLENCE AND SAFETY AWARENESS IN THE EASTERN CAPE PROVINCE

16 JULY 2025

EAST LONDON - The Deputy Minister of Tourism, Ms Maggie Soty, will recognise tourism enterprises that contributed to inculcating a culture of Service Excellence in the King Sabata Dalindyebo Local Municipality in Mthatha, and the Enoch Mgijima Local Municipality in Komane, Eastern Cape Province.

The Department has conducted extensive work over the years to address service delivery challenges in the tourism sector. Through the National Tourism Service Excellence Strategy, Service Excellence fora comprising tourism associations, the public sector, and training institutions have been formed to educate and empower enterprises and the community on the sector's Service Excellence Standards (SANS 1197).

In supporting the Department's Tourism Safety Stakeholder Dialogue, which will bring together stakeholders to discuss and share information on tourism safety issues in the province, the Deputy Minister will add to the Programme by visiting the Old Age Home in the morning of 19th July 2025, called the Philani Day-Care Centre in Mxaxo Village, in Qonce.

The Service Excellence Awards, the Department's Tourism Safety Stakeholder Dialogue, and the Old Age Visitation take place during the country's commemoration of Mandela Month in July. Themed "It's still in our hands to combat poverty and inequality," Mandela Month offers an opportunity for the citizenry to actively contribute to reducing poverty, hunger and inequality.

MEDIA ARE INVITED AS FOLLOWS:

<u>SERVICE EXCELLENCE AWARDS</u>	<u>TOURISM STAKEHOLDER DIALOGUE:</u>
DATE: 18 July 2025 TIME: 11h00 – 14h00 VENUE: International Convention Centre, East London, Eastern Cape Province	DATE: 19 July 2025 TIME: 08h00 – 15h00 VISIT TO THE OLD AGE HOME: Philani Day-Care Centre, Mxaxo B Location, Ward 37, Qonce, Eastern Cape VENUE: International Convention Centre, East London, Eastern Cape Province

RSVP: Media can confirm their attendance on or before 17 July 2025 to: **Mr. Bheka Kweyama** Cell: 071 868 4141 E-mail: bkweyama@tourism.gov.za