

MEDIA INVITATION

28 OCTOBER 2010

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

Two hotel schools in South Africa and the Amadeus IT Company from Spain will sign a social corporate responsibility agreement to promote the development of sustainable tourism through the use of technology by small hotels on the 4th of October 2010 in Mafikeng. The Amadeus IT Company will provide the two hotel schools, North West Hotel School and the Mpumalanga Regional Training Trust with advanced technology to access worldwide distribution systems to manage and market their products. The initiative is intended to help increase the occupancy rate of small hotels with a potential to grow their business and to improve their service levels by bench marking with international hotels.

Event details are as follows:

Date: 4 October 2010

Time: 9 – 12pm

Venue: North West Hotel School in Mafikeng
Nelson Mandela Road.

Please confirm your attendance with Lizzy Suping at 012 310 3310 or lsuping@tourism.gov.za or Diana Rangaka at 018 397 1526, drangaka@nwptb.co.za .

ISSUED BY THE NATIONAL DEPARTMENT OF TOURISM