



**tourism**

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA



**KWAZULU-NATAL PROVINCE**

ECONOMIC DEVELOPMENT, TOURISM  
AND ENVIRONMENTAL AFFAIRS  
REPUBLIC OF SOUTH AFRICA



## **MEDIA STATEMENT**

### **CHAMPIONING SERVICE EXCELLENCE IN TOURISM**

**09 September 2022**

The Department of Tourism in collaboration with the KwaZulu-Natal Department of Economic Development and Environmental Affairs, and the Okhahlamba District Municipality today hosted activities in Bergville to raise awareness on the importance of Service Excellence and the Tourism Norms and Standards in the tourism value chain.

Over the years, the Department of Tourism has done extensive work to address service delivery challenges in the sector. Through the National Tourism Service Excellence Strategy, the Service Excellence Standard (SANS 1197) were developed to empower managers and staff within the tourism value chain to put systems in place to improve service levels.

Okhahlamba District Municipality in KwaZulu-Natal is a popular gateway to the Northern Drakensberg tourism attractions and holiday resorts. The Department identified the town of Bergville to launch its Service excellence awareness and capacity building programmes to enhance the areas service levels.

“The third pillar of the Service Excellence Strategy advocates for the implementation of initiatives in small towns that enhance service levels. We have collaborated with the Okhahlamba District Municipality to implement programmes in Bergville, and in surrounding areas, that contribute towards growing tourism and visitor numbers,” said Mothepane Sesele who heads Service Excellence Initiative at the Department.

“Yesterday, we met with sector stakeholders and the community to engage on the focal areas of the Service Excellence Strategy, with a view of getting their support in the implementation of our capacity building programmes, and the public awareness campaign that will be implemented in the district in the coming months,” added Sesele.

The Department’s two-day activities in the Okhahlamba district commenced with an engagement with trade and the community on the importance of the SANS 1197, and culminated with clean-up activities in Winterton.

“We are so happy to have collaborated with the Department of Tourism on the Service Excellence programme in our area. Our districts boast breath-taking tourism offerings, and is home to some of South Africa’s prominent young musicians that have helped to shine a spotlight on our area,” said Mayor Vikizitha Mlotshwa of the Okhahlamba District Municipality.

“We look forward to initiating a joint multi-media campaign to inculcate a culture of service excellence among the business community and our local communities to grow our economy and see it thrive from tourism,” added Mayor Mlotshwa.

**ISSUED BY THE DEPARTMENT OF TOURISM**

For Further information on the Service Excellence Strategy, and the activities in Bergville visit [www.tourism.gov.za](http://www.tourism.gov.za) or follow us on social media @DepartmentofTourism

ENQUIRIES:

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**MEMBERS OF THE MEDIA ARE INVITED AS FOLLOWS:**

**Date:** Friday, 09 September 2022  
**Venue:** Bergville Sports Centre (Starting point)  
**Time:** 08h00 or 08h30

<b>PROGRAMME : SERVICE EXCELLENCE AWARENESS CAMPAIGN ACTIVITIES</b>	
<b>TIME</b>	<b>ACTIVITY</b>
<b>08h30 - 09h00</b>	Media Briefing - (Bergville Sports Centre)
<b>09h00 - 11h30</b>	CLEAN – UP CAMPAIGN & TREE PLANTING Venue: WINTERTON – KETHANE WARD
<b>12h00 – 13h30</b>	Compliance: Door to door visits to selected businesses

**Kindly confirm your attendance to by 08 September 2022 to:**

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