



tourism
service excellence



tourism

Department
Tourism
REPUBLIC OF SOUTH AFRICA

SERVICE HEROES GUIDELINES

Please give this as a token of appreciation to the most deserving Service Hero.

- Use this token to reward someone who has provided you with exceptional service in the tourism value chain.
- Describe the exceptional qualities, attributes and experience that made the service memorable.
- To add a human touch, please include a picture of your Service Hero
- Spread the word by visiting our website www.tourism.gov.za and share the story about your Hero.

Research has proven that people who feel appreciated are more inclined to offer exceptional service to customers and can serve as role models to others. Remember Excellent Service starts with You!

Play your part in building a service culture in the tourism value chain.



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