

South African Tourism Lilizela Awards are open to applicants

The Province of Bokone Bophirima is pleased to announce that entries are now open for the Provincial Lilizela Tourism Awards.

The Lilizela Tourism Awards were launched by the then National Tourism Minister, Mr Marthinus van Schalkwyk, at INDABA 2013 in May and aim to identify and reward tourism businesses who work passionately and with pride to help enhance South Africa's global destination competitiveness. They are an initiative of the National Department of Tourism (NDT) and managed and delivered by the Tourism Grading Council of South Africa (TGCSA), the only official and formal quality assurance body and a business unit of South African Tourism.

Following a successful 3 years of the Lilizela Tourism Awards Programme, South African Tourism embarked on a review of the programme. The aim of the review was to understand from entrants and the industry at large how satisfied they are with the current programme and if any changes were suggested. Over 200 respondents gave valuable feedback on the recent survey and those results will be used to improve elements of the awards.

The Lilizela Tourism Awards are about identifying the best service providers in the industry and acknowledging and awarding them for their dedication to service and product excellence.

These are entrepreneurs who work assiduously to give visitors an extraordinary experience capped by superior excellence. Without these entrepreneurs our destination would not be as recognised and renowned as it is.

"We are delighted as Province Bokone Bophirima to encourage all industry stakeholders to apply and compete as it is through such healthy competition that we improve on our service excellence and quality of service," said MEC for Tourism in the province Mme Desbo Mohono.

"We look forward to rewarding such hard work and efforts of our tourism patriots who continue to ensure that the province remains a destination of choice," she enthused.

The Lilizela Tourism Awards Team is working closely with Provincial Tourism Authorities to help ensure all entrants understand the value of the consumer votes, and to help them make it easy for their guests to vote for them.

While every effort will be made to put in place to promote these awards to consumers, it is important that business owners or managers inform guests about this competition and encourage them to vote for them using the various voting platforms available. Consumer reviews are a key consideration during the adjudication of these awards and are allocated a score of 80%.

To enter or to view the full list of categories and the entry requirements visit www.lilizela.co.za

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