



**the detea**

the department of economic  
development, tourism and  
environmental affairs  
FREE STATE PROVINCE

## MEDIA ADVISORY

### 2011 NATIONAL WORLD TOURISM CELEBRATION DAY

**Clarens:** World Tourism Day is celebrated annually by the South African Tourism fraternity led by the National Department of Tourism. This year World Tourism Day will be celebrated at Clarens on the 27<sup>th</sup> September 2011. This year the theme under which these celebrations are taking place is the “**tourism linking cultures**” co-hosted by the Free State province. The national event will be held in the Free State co-hosted by the DETEA.

When tabling his 2011/12 budget vote speech, the MEC: Mxolisi Dukwana said, “Tourism product development should receive added attention to enhance Free State Tourism offerings. To achieve this desired growth and ensure competitiveness of the tourism sector in our province we have lined up some exiting tourism project which we believe could change tourism landscape and help us position the Free State as a tourism destination of choice”.

The aim of the Tourism Month is to promote domestic tourism as well as to encourage South Africans to travel in their own country and to showcase how South Africa as a Tourism destination create memorable cultural experience for both domestic and international tourism. As part of the Tourism Month activities, the National Department of Tourism will host a Public Lecture intended to create a dialogue on the importance of culture and heritage in growing and developing tourism.

Minister of National Department of Tourism, Marthinus van Schalkwyk, and Premier of the Free State Province: Ace Magashule and MEC: Mxolisi Dukwana will address guests at this occasion.

Amongst other activities, celebrating and acknowledging excellence in tourism there will be tourism awards for the best tourism product owners in the Free State. The awards will be held at Clarens Square during the gala dinner on the 26/09/2011.

**End**

Compiled by Communication Unit  
Department of Economic Development, Tourism and Environmental Affairs

#### COMMUNICATION & ICT

24 Bojanala Building  
Markgraaf Street  
Bloemfontein  
9300

Private Bag X 20801  
Bloemfontein  
9300

Tel +27 (0)51 400 9542  
Fax +27 (0)51 400 9541  
e-mail: [tauk@dtееafs.gov.za](mailto:tauk@dtееafs.gov.za)

[www.freetatetourism.gov.za](http://www.freetatetourism.gov.za)

For more information contact Lebogang Maloale or Kagisho Leteane, Herman Pooe at 051 400 9550/9465 or e-mail [maloale@detea.fs.gov.za](mailto:maloale@detea.fs.gov.za) or [leteanek@detea.fs.gov.za](mailto:leteanek@detea.fs.gov.za), Pooeh@detea.fs.gov.za