**MEDIA INVITE**

**TRANSFORMATION FOR KASIE TOURISM**

As part of the department’s commitment to empower and ensure participation of SMMEs in the tourism value chain for job creation, DESTEA is creating a platform for tourism stakeholders interaction and linkages between tourist guides, tour operators and kasie tourism products by hosting events in the township. It further gives an opportunity to kasie products to showcase their services. This also allows DESTEA to showcase enterprises supported by the department and its partners in ensuring exposure for such businesses to the market as well as other prospects.

The purpose of the event is to ensure transformation of this industry but endorsing involvement of previously disadvantaged communities whilst showcasing tourism destinations in the township and creating economic opportunities.

Opportunities created by this project include, creating access to areas that are often not visited by tourists because of their location, offering the potential to involve a wide spectrum of the community. To encourage tour operators to include kasie tourism as part of an experience in their packages and itineraries.

The event will commence as a tour with a tour guide and story teller from Bloemfontein via Trompsburg, Springfontein, Smithfield, Rouxville and finale destination is Zastron at a car wash, where exhibitors will be displaying their products and services, DESTEA officials will be presenting different funding models available as well as the concept of Kasie Tourism.

**Members of the media are invited to experience kasie tourism in Xhariep District. The details of the event are as follows:**

* **DATE:** Saturday, 18 August 2018
* **VENUE**: Tsipe’s Car Wash, Next to MPCU, Vechtkop Street, Zastron.
* **TIME:**  14:00 – 16h00

End

**Issued by the Department of Economic, Small Business Development, Tourism and Environmental Affairs.**

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