

Tourism training for Sasol forecourt attendants

Sasol forecourt attendants in Johannesburg will be trained on all tourism attractions in the city to enhance its customers' experience to its fuel stations by offering directions, information and insight into the tourist attractions in and around the city.

The Sasol and Johannesburg Tourism Company (JTC) joint training programme recognises that the FIFA 2010 World Cup tournament is more than visibility of flags but about the actions and experiences that visitors will carry with them long after they have left. Sasol is reportedly the first company to partner with JTC to incorporate tourism education into the training programme of service station attendants.

The two-day training programme will include different modules on tourism awareness, cultural diversity and a tour of all the tourist attractions in the city of Johannesburg. Forecourt attendants are expected to provide specific information on all Johannesburg tourist sites - from Mandela House in Orlando, Constitution Hill in Braamfontein to Liliesleaf in Rivonia and on completion of the programme will be rewarded with a THETA certificate (National Vocational Qualification level 1).

"We are delighted to offer this value-add service to our customers, both local and foreign, to ensure that they get the most out of their experience of the city of Johannesburg," says Sasol Oil MD, Maurice Radebe. "The knowledge that our forecourt attendants stand to gain from their training will be of tremendous value and the company will incorporate this initiative into the on-going training of our forecourt attendants, as a way of continuously improving the experience."

Lindiwe Kwele, CEO of the JTC adds, "While players in the tourism sector might be aware of the need to enhance tourist services along the tourist routes and of creating an awareness of the impact of tourism, it's wonderful when business at large starts to embrace this thinking. It is so important for all South Africans to be informed about the impact that the tourist presence has on the economy in general and on job creation in particular."