

NATIONAL ASSEMBLY

REPLY

QUESTION NO 50

**QUESTION 50 FOR ORAL REPLY: INTERNAL QUESTION PAPER 13-2010:
NATIONAL COUNCIL OF PROVINCES: MS B V MCUBE (ANC-GAUTENG)**

Ms BV Mcube to ask the Minister of Arts and Culture:

Whether the Department of Arts and Culture has been working with entities and departments which are directly involved in the planning of the 2010 FIFA world Cup Soccer tournament to ensure that persons visiting South Africa are encouraged to visit our heritage sites and museums, if not, why not; if so, what are the relevant details?

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REPLY:

(i) Yes.

The Department of Arts and Culture has renewed its contract to keep the artwork depicting the world heritage site at OR Tambo International Airport.

(ii) The Department will take up space next to Gauteng, based tour operators at the OR Tambo to promote our institutions and heritage sites as part of "place of interest".

(iii) The Department of Arts and Culture, as part of our welcome campaign will have promoters situated at the airports in Johannesburg, Durban and Cape

Town. These promoters, unemployed youth who will be employed for this period will be handing out our tournament guide pamphlets which promote all our institutions, including our museums, theatres, playhouses, African villages and public viewing areas and their programmes for the tournament period, as well as our heritage sites.