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Asmara, 18 September 2010 - A lecture on the importance of efficient service and neatness in promoting tourism potentials and customer satisfaction was offered here in the capital that was organized by the Eritrean Service-Rendering Institutions Association.

Speaking at the lecture given from September 16 to 17, the Chairman of the Association, Mr. Solomon Abraha, stressed the paramount role of efficient service in raising the number of customers and the profit of the institutions. In this respect, he called on service-rendering institutions to be cautious in the provision of service.

Reports indicated that the lecture was conducted in line with the International Tourism Day due to be marked on September 27 under the theme: "Clean Institution, Efficient Service."

A number of experts gave briefings at the lecture focusing on the significance of neatness, vegetation and overall biodiversity.

It was also disclosed that service-rendering institutions in the Central region would undertake sanitation activities from September 23 to 25.