

Zimbabwe Tourism Authority, VFS Global enter collaborative relationship

The Zimbabwe Tourism Authority (ZTA) has appointed VFS Global to market the country as a tourist destination in India and the Gulf Cooperation Council (GCC) region.

An agreement between ZTA and VFS Global was signed by the chief executive of ZTA, Karikoga Kaseke, on 14 June 2018 at the ZTA office boardroom.

As part of the agreement, VFS Global will support ZTA in creating a unique identity of Zimbabwe as a potential tourist destination by educating and spreading awareness to tour operators, travel agents, MICE planners, and the general traveller based in India or the GCC region.

For more, visit: <https://www.bizcommunity.com>