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## DIRECTORATE: CORPORATE COMMUNICATION & ICT

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### **The National Tourism Sector Strategy**

The National Sector Strategy was developed in 2011 after the White Paper of Tourism promotion (1996) by the Department of Tourism. Its main objective is to “grow a sustainable tourism economy in South Africa, with domestic, regional and international components, based on innovation, service excellence, meaningful participation and partnerships”

The following are key themes that have been embraced as informing the NTSS :

#### **Theme 1 : Tourism growth and the economy**

- To grow the Tourism sector’s absolute contribution to the economy;
- To provide excellent people development and decent work within the tourism sector;
- To increase Domestic Tourism’s contribution to the Tourism economy; and
- To contribute to the regional tourism economy

#### **Theme 2 : Visitor experience and the brand**

- To deliver a world-class visitor experience;
- To entrench a tourism culture among South Africans; and
- To position South Africa as a globally recognised tourism destination brand

#### **Theme 3 : Sustainability and good governance**

- To achieve transformation within the Tourism sector;
- To Address the issue of geographic, seasonal and rural spread;
- To promote ‘ responsibility tourism’ practices within the sector; and

- To unlock Tourism economic development at a provincial and local government level.