



DIRECTORATE: CORPORATE COMMUNICATION& ICT

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National Tourism Sector Strategy to play pivotal role in fostering vision 2020

Mahikeng - In order to position Tourism as a key lever of economic growth and development while also ensuring alignment with National Development Plan (NDP) and the Tourism Act No. 3 of 2014, the Tourism cartel in the North West Province recently converged at the Protea Hotel in Mahikeng under the guidance of the National Department of Tourism to put the finger on the pulse of the Tourism industry through reviewing the National Tourism Sector Strategy (NTSS).

The review was meant at soliciting inputs from various industry role players and measuring growth and the sustainability on the tourism industry with specific relevance to prescripts of good governance and also achieving goals set for vision 2020.

Chief Director for Tourism Planning with the North West Department of Tourism, Ishmael Kgokong said that this exercise is aimed at re-looking at the external environment for the changes necessitating a shift in strategy.

“We also want to ensure that the strategy retains its relevance in this dynamic and fast changing environment, give effect to the overarching national strategic plans and critical policy determinations and provide strategic direction for the continued sustainable growth and development of the sector”, he said.

Chief Director for Policy and Knowledge Services at the National Department of Tourism, Sa Ngidi said that the overall target of the NTSS is to increase tourism’s

contribution to the GDP, employment, increase domestic and the number of international tourist.

“The NTSS is aligned with the National Development Plan because Tourism is a labour intensive industry and creates direct jobs. There is a need to put emphasis on increasing employment and also create a viable environment that will allow for an increase in domestic and international tourists. We will implement this through Cohesive Communication, Branding and Marketing, Delivering a World Class Visitor Experience, Promoting Responsible Tourism Practices, Promoting Transformation within the Sector and Creating a Conducive and Enabling Regulatory Environment”, said Ngidi

The National Tourism Sector Strategy aims to grow an inclusive Tourism Economy in South Africa with domestic, regional and international components based on service excellence, provision of world class experience and maintaining a positive brand image.

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For enquiries : Dineo Lolokwane (Spokesperson)

Cell : 072 542 8444

Tel : 018 388 2081

Email : dlolokwane@nwpg.gov.za



2nd Floor, West Wing
Garona Building, University Drive
Mmabatho
2735
Tel: 018 388 2081
Email: tramokgadi@nwp.gov.za

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