Draft National Tourism Sector Strategy

Please comment on the Draft National Tourism Sector Strategy.

The National Department of Tourism (NDT) has developed the Draft National Tourism Sector Strategy (NTSS) to accelerate the responsible growth of the tourism industry from 2010 to 2015. The draft NTSS was approved for public comment by Cabinet and launched on 21 May 2010 at Emperors Place, in Gauteng. The NTSS was also gazetted for public comments in the Government Gazette on 28 May 2010 for a period of 60 days, with a closing date of 31 July 2010.

The strategy is a wide plan and includes deliverables for all role players across the sector. The core objectives identified in the NTSS which will steer the industry towards its vision are to:

- grow the tourism sector's contribution to GDP by more than average GDP growth;
- achieve transformation within the tourism sector;
- provide excellent people development and decent work within the tourism sector;
- entrench a culture of travel amongst South Africans;
- deliver world-class visitor experience; and
- address the issue of geographic, seasonal and rural spread.

A copy of the full strategy is available for downloading on the National Department of Tourism website at [http://www.tourism.gov.za/Pages/tourismIndaba.aspx](http://www.tourism.gov.za/Pages/tourismIndaba.aspx). It will be appreciated if comments can be submitted to pmathebula@tourism.gov.za or strategy@tourism.gov.za.