

# NTSS to play key role in achieving Vision 2020

The Tourism cartel in the North West Province recently convened 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 aim is to position Tourism as a key lever of economic growth and development while also ensuring alignment with the National Development Plan (NDP) and the Tourism Act No. 3 of 2014.



North West Tourism Stakeholders make their inputs during the NTSS review in Mahikeng

The review was meant for soliciting inputs from various industry role players and measuring growth and the sustainability of 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, and increase the number of domestic and international tourists.

## Alignment with NDP

“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, the delivery of world-class visitor experience, the promotion of responsible tourism practices, the promotion of 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, provisioning of world class experience and maintaining a positive brand image.

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