

Overview of the National Tourism Sector Strategy (NTSS)

The National Tourism Sector Strategy (NTSS) is a blueprint for the tourism sector. Principally, the NTSS seeks to ensure sustainable growth of the tourism sector through the creation of a conducive environment. Uppermost in the objectives of the NTSS, is a growing tourism contribution to the South African economy, delivering outstanding visitor experience, promotion of good governance, sustainability and job creation.

The NTSS is also futuristic in its outlook. It seeks to ensure that South Africa become a top 20 destination in the world by the year 2020. This is to be achieved by focusing primarily on domestic tourism, regional and international tourism. Needless to say meaningful participation, partnerships, innovation and service excellence should underpin these focus areas.

Within the National Department of Tourism, and by extension the tourism sector, the NTSS is seen as a critical tool towards achieving targets of the New Growth Path. Thus there was a concerted effort to ensure alignment with the New Growth Path targets when the NTSS was developed.

Moreover the NTSS identifies key strategic clusters to be pursued by stakeholders. These amongst others included people development, tourism growth and development (supply & demand), and the development of a conducive policy and regulatory framework, informed by sound research.

As an overarching strategy, the NTSS called for the development of various strategies in order to achieve the aforementioned vision. Amongst others these include:

- Domestic Tourism Growth Strategy
- National Rural Tourism Strategy and
- National Strategy on Heritage and Cultural Tourism, etc.

There are other strategies and frameworks that the department is currently pursuing in order to ensure that the NTSS vision is achieved.