

Tourism sector to boost the economy

PRETORIA: The National Tourism Sector Strategy (NTSS) seeks to increase tourism's total direct and indirect contribution to the economy to R499 billion by 2020 said Tourism Deputy Minister Tokozile Xasa.

Through the NTSS, said Xasa, the tourism sector is committed to creating a total of 225 000 additional jobs by the year 2020.

"The department in consultation with key tourism stakeholders is in the process of finalising the NTSS Implementation plan and the Monitoring and Evaluation Framework for the NTSS. The Delivery Forum has been put in place to drive collective implementation of the strategy.

"It provides for the growth and development of the domestic and events tourism as sustainability pillars, it further provides for capacity development at local government level."

Speaking at the opening of the Pearl of Oudtshoorn Hotel on Saturday, 28 January 2012, Xasa urged the community of Greater Oudtshoorn to set the bar high in job creation and training.

"Government is committed to working towards ensuring that tourism becomes rooted at local government level to promote ownership by local communities, with a particular emphasis on community development and job creation," she said.

Xasa said it is an active citizen campaign which emphasizes patriotism and the role that each and every South African can play to build Brand South Africa.

"We need to constantly remind South Africans what a fantastic destination our country is to explore. We want to encourage people to explore for themselves the new and upgraded attractions and facilities in cities across our country and experience the investments in the industry.

"The more we travel, the better ambassadors we become for our country and the better hosts we are to foreign visitors," she said.