

Launch of the new Domestic Tourism Growth Strategy encourage South Africans to explore their country, increase and sustain domestic tourism revenue

NATIONAL ASSEMBLY

(For oral reply)

QUESTION NO. 144

INTERNAL QUESTION PAPER NO. 6

DATE OF PUBLICATION: 15 August 2012

Ms R M M Lesoma (ANC) to ask the Minister of Tourism:

How will the launch of the new Domestic Tourism Growth Strategy encourage South Africans to (a) explore their country, (b) increase and (c) sustain domestic tourism revenue?

NO2384E

MS R M M LESOMA (ANC)
SECRETARY TO PARLIAMENT
HANSARD
PAPERS OFFICE
PRESS

144. THE MINISTER OF TOURISM ANSWERS:

- (a) One of the activities of the strategy is to create awareness on the unique attractions we have as a country. Creating awareness will encourage people to explore these attractions thus developing the propensity to travel within one's location.
- (b) Developing the propensity to travel will result in building the affinity to travel by the domestic market, especially the young generation over time thus increasing the travelling culture.
- (c) Once there is a culture of travel, as local travelers within our country, we will become the backbone of the economy thus sustaining it.