

Ten important guiding principles underpin Namibia's tourism policy aimed at guiding the way towards achieving the mission of the Namibian tourism sector these are:

1. Tourism policy must serve government objectives and shall be for the benefit of all Namibians and visitors. Government intervention, whether in the form of regulation, facilitation or investment, will be driven by national interest, not by narrow self interests. This policy is promoting both domestic as well as international tourism. Promoting domestic tourism will ensure that Namibians also enjoys the beauty of their tourism attractions.
2. Tourism needs to be competitive. Attracting investment and successful marketing require positive interventions by government to create a competitive business environment which enhances the country's ability to compete internationally and regionally.
3. The tourism policy must enable the private sector to operate and compete effectively in global markets to generate responsible tourism. Government recognizes the contribution that the private sector makes towards government objectives.
4. Increased local participation and equity are essential to spread the benefits of tourism. Broad-based black economic empowerment will underpin the future of society and the economy. Both men and women must develop appropriate skills which equip them to become fully involved in profitable business operation, management and ownership.
5. Tourism development must be economically, socially and environmentally sustainable. Namibia neither wants, nor can afford to permit, tourism that yields only short-term benefits and leaves behind a wake of destruction, de-motivation or disruption to the fabric of local life.
6. Sustainability is inextricably linked to the protection of the natural resource base namely, environment, aesthetic value, wildlife and culture. Government recognizes the need to be involved in managing, promoting and financing aspects of these.
7. The government's investment and operational functions with regards to the tourism sector are related to the areas of infrastructural development, marketing, education and skills development. Government will further facilitate the identification and removal of strategic barriers to tourism development and thus create an enabling environment for the tourism sector to operate competitively. It is also government's responsibility to ensure conservation, quality standards, fiscal policies and the provision of a rational and equitable business environment. Government recognizes the importance of its role in these areas, without which Namibian tourism will not achieve its potential. Government owned tourism enterprises such as Namibian Wildlife Resorts and Air Namibia need to operate on commercial principles.
8. Tourism investment, development and promotion must be market-driven. Assessment of the market potential and viability must be undertaken before committing resources. Otherwise projects risk failure, wastage of resources, local de-motivation, and the opportunity cost of these resources being invested in viable development projects elsewhere. If not however, there must be valid justification on the basis of national economic benefit or on social or environmental factors, e.g. conflict resolution, wildlife conservation, community cohesion etc.
9. It is the government policy to promote interventions on the basis of national economic benefits.
10. The human factor is of prime importance in tourism. The quality of service provided should be of a standard that meets the requirements of present day national, regional and international tourism.