

## Tourism sector drive for Covid-19 Vaccination...

The Ministry of Environment, Forestry and Tourism launched the tourism sector's drive for Covid-19 Vaccination campaign recently.

The campaign aims at increasing the level of understanding and participation of employees and businesses in the sector to voluntarily participate in the vaccination against Covid-19 in order to reduce the inherent health risks of hosting and engaging with guests from various places.

Furthermore, the vaccination campaign intends to increase the uptake and vaccination coverage amongst the general population in the country.

Officiating at the event Tourism Minister Hon. Pohamba Shifeta encourage Namibians particularly those employed in the tourism sector that vaccination is our most effective weapon in the fight against this pandemic,

"Increasing the understanding and participation of employees and business in the sector to voluntarily participate in the vaccination against covid-19 in order to reduce health risks posed by hosting and engaging with guests from various places and to reduce the risk of falling very sick and hospitalization". Shifeta Stressed.

The tourism Minister further urged all major institutions to develop initiatives and engage employees positively to increase vaccination coverage in the sector.

Mr. Digu //Naoben, Chief Executive Officer of The Namibian Tourism Board said there is no doubt that having fully vaccinated frontline tourism staff inspires confidence among travelers and will be good for our destination. Further-more he added that this becomes a selling point and can be used a marketing strategy.

The vaccinated population in Namibia remains low according to //Naoben the Executive Director of the ministry of health and social services. He also added that tourism has for many years played a major role in contributing to the country's GDP and has created thousands of job opportunity for Namibians.

Ben Nangombe who spoke on behalf of the Ministry of Health and social services, commended the initiative of the campaign and stressed that it will have a positive impact on the industry and will create much needed boost of confidence in the sector as part of Namibian's overall Covid-19 strategic trajectory. Nangombe further stressed that the tourism sector has helped the Ministry of Health in so many ways to save lives, sustain livelihood and to keep the economy afloat.

"This is also to engage in safer travel protocols rather than stopping travel altogether, because of the many people and livelihoods that depend on travel and the tourism economy of this country, not only directly but also indirectly with those working those working in the following industries that depend on the entire tourism value chain, such as food production, services and manufacturing, etc." Nangombe added