



**tourism**

Department:  
Tourism  
North West Provincial Government  
REPUBLIC OF SOUTH AFRICA



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**DIRECTORATE: COMMUNICATION & ICT**

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**SPEAKING NOTES**

**BY MEC DESBO MOHONO DEPARTMENT OF TOURISM**

**AT THE NORTH WEST PROVINCE TOURISM DISTRICT**

**LEKGOTLA HELD AT**

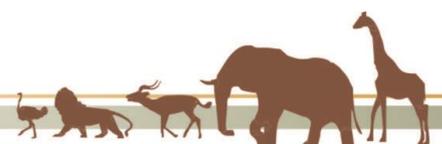
**TAUNG TUSK HOTEL**

**DR.RUTH SEGOMOTSI MOMPATI DISTRICT**

**ON THE, 3rd FEBRUARY 2015**



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**Programme Director**

**Mayor of Matlosana-**

**Acting CEO NWPTB- Tebogo Moopelwa**

**Acting HOD-Mr. Charles Ndabeni**

**Senior Management and Staff in general**

**Media Houses Present**

**Our Stakeholders at both Private and Public Sector**

**Ladies and Gentlemen**

Our journey seems to be gaining momentum after our last Lekgotla we had in Matlosana-Dr Kenneth Kaunda District last week. It was the first of the four we are intending to host in all the districts of the beautiful and majestic North West Province. Ladies and Gentlemen these Makgotla's are not your ordinary talk shops, were lot is going to be said with little action and implementation. We are neither paper pushers nor records gatherers; we are on a rampage in making sure that we position the Tourism sector in the North West Province. This is done in a manner in which at the ultimate end our people have to benefit. As a Department we are clear and succinct of what we want to achieve with these four Makgotlas that will then culminate to the Provincial one in the not so distant future.



Ladies and Gentlemen our take is that we cannot do business with people that we are not familiar with or those that we are not sure we are on the same folio. Now the Department strategy is that we have to establish while building good relations with our fellow private sector counter parts. We have realized that as government alone the task might be overwhelming to achieve. Contrary to that it is not a daunting task but it requires us to work together in making sure that Tourism becomes a golden goose within the province. We are also making it a point to ensure and ensue that we foster the integrated tourism around the province inclusive in our strategy will be planning, growth, development and transformation.

In Klerksdorp Bagaetsho the standard was raised beyond our expectations as a Department. Our people took the bull by its horns in making sure that they fully give their all in making sure that their inputs are well thought of and documented. I must say I was very impressed by the manner in which the Lekgotla went. I strongly believe that the people of Dr. Ruth Segomotsi Mompoti can also do the same and maybe even surpass the Klerksdorp performance. We are not competing Ladies and Gentlemen but the bottom line is that we need you all to dig deep in your reserves in trying to come up with mechanisms that will propel the



future of Tourism forward. I know that most if not all of you in this Lekgotla are full of ideas now we are giving you a platform to table and display them for a just course. As the old saying goes the value of an idea lies in using it to the fullest. Again this clearly shows that as government we value and respect your opinion and your expertise when coming to the field of Tourism. We strongly believe that your inputs Ladies and Gentlemen will help us in improving our North West products. They say Entrepreneur is someone who has a vision for something and want to create something out of it. Today in front

of me I see just that people who want to re-create their destiny by coming up with ideas that will at least make them one step closer to realizing their dream.

Ladies and Gentlemen we know that the Tourism sector within the Province has been tasked with turning the fortunes of the economy around at about 6% to be exact. This mandate bestowed upon us by the provincial administration is not a child's play. We need to double our efforts and make sure that it becomes a reality thus bettering the lives of our people in villages, townships, farms etc. At times I get shivers when I realize the potential Tourism has in our Province. Ours is to tap into it and unleash it.



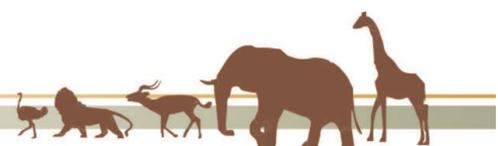
I must say today marks a very important step in our life as this is the first step in the right direction of making sure that we overcome adversity and misfortune. Ladies and Gentlemen when people talk about this district they talk about the famous Taung Skull, the Taung Dam, again that Vryburg is the Texas of South Africa due to the huge produce of cattle sales in the entire Southern Hemisphere with an enormous turnover of more than 250 000 herd of cattle per year. The question is: Is that all there is in this district? I do not believe that and surely you can bare testimony and share same sentiments with me that this district posses lot more potential than we think.

Ladies and Gentlemen if someone can make money from his own birth day and turn that into a money making bee hive then what stops you from also thinking out of the box in turning fortunes of this district. One thing I have realized with Tourism is that it requires you to be creative and always think out of the ordinary. Today DJ Nation's bash is a sought after party within the circles of the who's who in South Africa and neighboring countries like Botswana, Lesotho, Swaziland etc. This party started from humble beginnings but today it receives free air play in both radio and television not to mention newspapers and tourism agencies that are battling it out to sponsor it year in and year out.



It is estimated to be bringing about 52 000 revelers of fun loving in Taung. That is a huge economic spin-off Ladies and Gentlemen. There is an SABC clip where DJ Nation himself was quoted as saying he was humbled by one lady from Manthe who made R40 000 rand from selling fast foods during that busy weekend. Now that is what we want as a Department to see ordinary lives been given a face lifting by Tourism products. If our products are packaged well then surely they will sell a typical example been the one above. Again while on the same breath in terms of how you do your business, yours is to constantly chase the vision, not the money, the money will end up following you anyway.

Ladies and Gentlemen I know that within the private sector it is a bit cruel and cold compared to how government conducts its day to day business. I am saying today is the day in which we expect also the private sector people to come to the fore in telling us as government exactly what is it that they want and the model in which we have to partake in reaching a consensus with us. Most of the Private sector companies see government as a cash cow; little do they realize that we can complement each other in making sure that we improve the lives of our people.



The private sector people also has a tendency of chasing targets while compromising quality now today it is that moment we have to cherish and utilize it to the fullest in ironing out such issues. The Tourism sector is a delicate one in a sense that you are dealing with a clientele base that is sensitive. Now we need answers on how best we can remedy that. Government continues to show that it takes the Tourism industry serious. Yesterday many of you witnessed when we were making history by officially opening up the TAUNG HOTEL SCHOOL AND CONVENTION CENTRE. That on its own shows we mean business and that we are here to stay. I urge all of you Ladies and Gentlemen to utilize the school accordingly and be jealous of it in making sure that it creates a legacy for generations to come. Again let us encourage our children to learn more about the industry as we cannot all become Lawyers, Doctors, Police or even Teachers. The school provides courses of international standards that will be able to help graduate to be internationally marketable. What is also critical is that they are encouraged to think bigger and broader by opening up their own businesses in that way become the entrepreneurs of this district. This will also help the community of Taung to curb the issue of employment as we intend to hire mostly locals due to high levels of unemployment in this district.



Ladies and Gentlemen let me take this opportunity to thank you all who embraced this event. Again as I said earlier your inputs are of great importance no matter how small you may think they are, we plead with you to fully participate and treat this Lekgotla with utmost respect it deserves. In that way we will reach the mountain top together on the other side of the utopia. I officially declare this lekgotla opened and may you continue to be The Tourism agents in your community.

**KE A LEBOGA.I THANK YOU.**

**MEC-DESBO MOHONO**

**DEPARTMENT OF TOURISM NORTH WEST**

