



**tourism**

Department:  
Tourism  
North West Provincial Government  
**REPUBLIC OF SOUTH AFRICA**

## **OPENING ADDRESS**

**BY MEC DESBO MOHONO DEPARTMENT OF TOURISM**

**AT THE 4<sup>TH</sup> PROVINCIAL LILIZELA AWARDS HELD AT**

**RIO CASINO AND RESORTS**

**KLERKSDORP DR.KENNETH KAUNDA DISTRICT**

**MUNICIPALITY**

**ON THE, 18<sup>th</sup> JUNE 2015**

**Programme Director- Rre Stone Seate**

**Honourable Mayor**

**Tourism Product Owners**

**Private Stakeholders**

**MaApara Nkwe a rona**

**Media Houses Present**

**Comrades and Friends**

The journey that began on the 01<sup>st</sup> of July 2014, with a single placid stride continues tonight at these 2015 Provincial Lilizela Awards. Programme Director Rre Seate, ka Setswana gatwe ga re simolola tiro eno ya go tlhama le go bopa lefapha "Re ne re tsoma Tau ka diatla, re logile segwenegwene. Re ne re kgapha ka boloko, re gonyeditse marama go le maswe". Ladies and Gentlemen it is now over a year and two months that we are in existence in trying to fill up the jigsaw enigma called Department of Tourism. A lot has happened Bagaetsho, but I am glad to announce to this habitat at large that we are still standing. Yes, there has been up's and down's but who said it is going to be easy anyway. Ladies and Gentlemen we know that September month is Tourism Month countrywide and as a Province we fully align ourselves with this year's mantra of saying "A re yeng Bokone Bophirima, where a million new experiences lie a shot Left away".

Dames en Here, September is ook nasionale erfinis maand, en ons wil net se ons moet dit ook fiesveer. That is how far I can go in my little Afrikaans Ladies and Gentlemen. Again as we celebrate Heritage month, we do so with pride and joy as the Department of Tourism in applauding and recognizing efforts done by **Dr. Otsile Ntswane** and **Proffesor Sifiso Ndlovu** for producing a well written Setswana Book titled **“Batswana and Liberation Struggle”** We are really proud of your little efforts and we hope that more is still coming. Now let’s support these two great minds by buying a copy or two in trying to preserve our Culture, Heritage, folklore and diversity. Because we should realize as Tourism Product owners and Business People and a country at large, that if there’s one thing that **we have failed to do during our 2010** World Cup was **to sell our people**, our rich folklore stories, traditions, culture. All we did was to market our Stadia, Hotels, B n B’s, Roads, Infrastructure but there was **nothing** about our people and their Heritage. Now this is the beginning of selling Tourism by our people for the people by the people.

Ladies and Gentlemen, it is said stars shine bright at night, tonight we are doing just that by celebrating their efforts, sacrifice, their ambassadorship, their will and sheer drive of making sure that Tourism in the North West is noticed and is taken to greater heights at all costs.

They say the strength of the Crocodile is in the river, In Tourism we say our strength is in our Tourism Product Owners, from Tour Guides, Artists, Rangers, Hoteliers, Chefs, Marketers, Crafters, Operators and everybody else who continue to contribute immensely to this morose Industry. We salute and give Kudus to you all in helping us to realize the dream of "A re yeng Bokone Bophirima" as a destination of choice.

Ladies and Gentlemen, the importance of the tourism system for economic development in the North West has been clearly acknowledged in the development strategies and plans for the province.

The province has indicated its intention to capture a greater share of the tourism system and its benefits, particularly in terms of employment creation and capital investment. All over the Province as we have seen more recently in Marikana during our three days Tourism Month Launch, we find our people subjected to the most abject forms of poverty and deprivation, hunger, lack of adequate shelter, illiteracy and ignorance, and the ravages of preventable diseases. There is at times a tendency to view civil liberties as distinct from socio-economic rights. They are sometimes postulated as the more abstract part of democracy and as of less immediate relevance to the masses of people who are poor and in want. Ladies and Gentlemen those of you who were with us in Marikana saw that our people needs help now, not a second later.

I again appeal to all of you in this industry to come to the party and induce your creativity levels in coming up with ways and mechanisms of uplifting the socio economic status of our people everywhere you live. Again let me thank those who heeded our call to Marikana last week. They say it takes those with guts and determination to climb were eagles bare and you have done just that. Re a leboga re le lefapha.

Programme Director and the house at large I can boldly and proudly say in front of everybody in this majestic habitat that Tourism has progressed over the fourteen months in existence. Thanks to you again, but we are saying more still needs to be done. Dreams do not have deadlines, bigger and better things are supposed to be the order of the day in Tourism. We have to lead by example and be mature in our decision making. Maturity includes the recognition that no one is going to see anything in us that we don't see in ourselves. Let us stop waiting for people to tell us what should be done, as if they are producing a movie. Amongst us we are capable of writing our own scripts for our own movies to unfold. The Department of Tourism in the North West Province lives by the three C's of Life which is Choices, chances, Changes. As Tourism Product Owners we are saying you must make a choice to take a chance or your life will never change.

However I want to submit that our products should encompass nature, but also cultural components. This will help us to promote a more encompassing image that tells a true story of local people in a sustainable interactive dialogue with nature. A tourist product should tell a story of our political, social and economic prosperity as a nation, a story of who we are defined by our past, present and future. This is what a tourist product should tell a tourist thus creating "Come Back" phenomena within our shores. This I believe can be done Ladies and Gentlemen, nothing is **IMPOSSIBLE**, the word itself says **IM' POSSIBLE**, and so what is it that can stop you from attaining more with the little you currently have?

To all the Competition entrants, I am saying you have been entrepreneurs and you worked assiduously in giving visitors an extraordinary experience capped by superior excellence. Without you, our destination would not be as recognised and renowned as it is today. You continue to spur the Provinces hospitality competitive through the excellent service you continue to dish out in every given opportunity. The Tourism sector with growth of 6, 6 percent last year which exceeded the global average is on track with our goal as a country of creating 225,000 jobs.

With this level of growth, we will be well on track to achieve the National Development Plan's target of pushing the mandate of the sector by 2020. The job market of the future will consist of those jobs that robots cannot perform. Our blue-collar work is pattern recognition, making sense of what you see. Gardeners will still have jobs because every garden is different. The same goes for construction workers. The losers are white-collar workers, low-level accountants, brokers, and agents. But ask yourself as a Tourist Product Owner and Business Person or even as an investor, where will you be in the near future. By the mere fact that our Hospitality industry is a bit stable for now, doesn't mean we have to be on our laurels it actually translates to more problems coming soon. As they say it becomes dark before there's light. Now what about when there is darkness, what will you be doing?

Ladies and Gentlemen over the last year was more of a learning curve for most of us. But the Department will further strengthen its continuous work to educate our people about Tourism and its offerings. Again we will not stop to Benchmark with those stakeholders that we feel can add value unto our brand as we have seen in Botswana more recently. The Department is again proud to tell the house at large that we have strengthened our internal personnel with people or rather let me say

women who have the expertise and the pedigree of taking Tourism in the North West to greater heights. We are of the opinion that they will be able to hit the ground running in making sure that you receive a better and improved service within the Department. With time and constant engagements most of you will know them and work together.

In my conclusion Ladies and Gentlemen to our competitors, I am saying being in war itself is a gallant, awards are a mere decoration" the job ahead is a moiré of a situation. You have to look unto yourselves and say the time has come that I make a super-human effort to be other than human, to respond to the call, to create for myself a glorious future and to remind yourself of the Latin saying "GLORIA EST COSEQUENDA, loosely translated to Glory must be sought after. Whoever we may be, whatever our immediate interest, however much we carry baggage from our past, however much we have been caught by the fashion of cynicism and loss of faith in the capacity of the people, let us err today and say - nothing can stop us now as the department of tourism no matter the potholes ahead! **Batswana** a re tlogeleng go **Tswana** fa go nna thata.

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

**MEC-DESBO MOHONO**

**DEPARTMENT OF TOURISM NORTH WEST PROVINCE**