



**tourism**

Department:  
Tourism  
North West Provincial Government  
REPUBLIC OF SOUTH AFRICA

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## DIRECTORATE: CORPORATE COMMUNICATION & ICT

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**KEY NOTE ADDRESS**  
**BY MEC DESBO MOHONO DEPARTMENT OF TOURISM DURING THE NORTH**  
**WEST PROVINCIAL TOURISM LEKGOTLA HELD AT MPHE BATHO CULTURAL**  
**MUSEUM**  
**IN MORULENG**  
**BOJANALA DISTRICT**  
**ON THE, 23rd MARCH 2015**



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**"A re yeng Bokone Bophirima"**  
A re yeng Bokone Bophirima

**Programme Director**

**Kgosi NyalalaPilane**

**MorenaKagisoPilane- Ceo BB**

**Cllr G.V. Tihapi-MMC for LED Bojanala District Municipality**

**Acting HOD-Mr.Charles Ndabeni**

**Ms.Nawaal Motlekar-CEO Kwenta Media**

**Mr.Tebogo van Wyk-Commercial Director SA Express Airways**

**Mr. Bernard Meyer-Tourism Incentive**

**Dr. Salifou Siddo-CEO Tourism Enterprise Partnership**

**Dr. Otsile Ntsoane-CEO KYS Heritage**

**Ms. Thembi Kunene-CEO Tourism Grading Council of S.A**

**Ms. Sylvia Leabile-Chairperson SABCOHA**

**All Media Houses**

**Ladies and Gentlemen**

We are in Moruleng Village, we are not in Sun City and we are not in Rustenburg Civic Centre. We are in Moruleng. I know many in this house were skeptical and cynical when they heard that the Department wanted to host such a colossal event in these shores. Yes it is wonderful to be under the moon and stars of Moruleng Village. We have decided to go against the grain Ladies and Gentlemen by bringing government to the people.

The mark we are branding is indeed indelible and stories will be narrated to generations to come, and it will begin by saying .....**The first Department to host an event at MpheBatho Cultural Museum is the Department of Tourism in the year 2015.** Ladies and Gentlemen let me from the deepest of my heart thank Kgosi NyalalaPilane for allowing the Department to be his guest tonight.

I must say that Kgosi had a choice to either agree or disagree but he agreed to host us tonight, and for that I am saying we thank you and your people for allowing government to visit your people. Re leboga go menagane go re amogelamomotsengonowalona o montleebile o le seriti Kgosi.Ladies and



Gentlemen, during this human rights month we are saying Moruleng indeed is the right place to host such an event. As a Department and if we are saying we are the defenders of our Freedom Charter and its values, if we are saying we are practicing human rights philosophy and if we are saying we live by the norms and standards of fairness and justice in our country, then I believe we have made a right choice by coming to Moruleng. Ladies and Gentlemen again one of the good reason that prompted the Department to host this event here is that it is one of the best models one can find in a village.

This cultural village has rich history that needs to be tapped into and be told by our people to our people not anyone else. This rich history needs to be told to market this place for tourists to come here. Ladies and Gentlemen Moruleng is one of the fastest growing villages when coming to economic spin-offs and it has been identified by the provincial administration is one of the villages that can contribute immensely to our target of 6% growth come five years' time.

Again I have had the opportunity to go through their master plan and I must say it fits governments ideology of making sure that small Dorpies especially villages are considered. The Premier in his state of the province address more recently in Mogwase also alluded to the fact that we are going to have the Eco-tourism Route and Moruleng forms part and parcel of that pronouncement made by the Premier. Now as the leading Department when coming to making sure that the Province's Tourism is visible and vibrant we are casting our first stone in Moruleng.

This Lekgotla comes after the other four successful districts makgotla that saw our people coming in numbers to partake in helping the Department to map the way forward. Jaanong Lekgotla leno le tšile go konontela le go gatisa se sebuilweng modidikeng tša rona ka bone jwa tsone.

Lefapha gape le bone go le matshwanedi gore re bitse bomankge le baitsanape mo go tšeno tša bojanala e le go netefatsa fa ba re fatlhosa ebile ba re thusa go tla ka lenaneo le re tla le dirisang jaaka lefapha ga re naya bagaetsho ditirelo. Malatsiano ka bobedi a tshwanelwa ke go re ungwela go utlwala bagaetsho. Jaanong ne ke re Tau e senang seboka e siiwa ke none e tlhotsa, ebile gatwe bontsi bobolaya noga, jaanong a re tshwaraganeleng kgetsi eno ya tsie re ise kwa isong rotlhe, e re morago ga e sena go butswa re kgone go jarotlhe. Ga ke bone re palelwa bagaetsho

ke go tla kamaano le ditsela tse di maleba tse di ka tsholetsang Bojanala moporofensengenoyarona.Porofenseyaronagajaana e ememomaamong abosupafa go tliwamoketelongyabajanala,mmere tswakomaamong a bone.Jaanong re le lefapha re batla gore kangwaga ole wa 2020 re be re tokafaditsemaemo a rona. Jaanong re itemogetse gore bojanalakwametsengyarona e tsenyeletsa le makeishene a ronabokatsenyalo tse lo loutlwalang. Puso e tswelletseka go alaphate le go tekatafolemometsengyarona e le go bontshabagaetsho gore gaba a lebalwaebile re babontsha gape gore ditshonotsa go itshidisa di mopelegamatlho a bone. Jaanong tota tshwetso ke ya bagaetsho gore a ba e tsaya, kana ba e tlogela e feta jaaka basetsana ba batlhano ba ba neng bapalelwa ke go tlatsa dipone tsa bone ka lookwane baemetse morena.

Sengwe gape se bagaetshobasa se lemogengke gore pusofa e tlamobathong,ga go reye gore e tshwanelwafelake go fanakamadi,puso e kgona go gonayamatlhale, mekgwammogo le ditselatsa go ka bona madio.Ladies and Gentlemen I am glad that the principles embodied in the Bakgatla's master plan and their vision of economic statecraft are highly relevant to government strategies and most importantly to the upcoming Eco-Tourism route that is currently underway. When one looks at Rustenburg one would realize that it is central to everything thus making it federal to all the villages surrounding it. It has achieved impressive economic results over the past decade or so, inclusive in its growth path was the fact that they were able to inculcate the private sector, improved investments thus increasing the chances of bilateral trade.

Again within the very Eco Tourism route, it is envisaged that within no time the Pilanesburg airstrip will be fully functional. That can only be good news Ladies and Gentlemen. This will happen simultaneously with the Mahikeng airdrome been refurbished and fully functional. Now this says arrivals will boost our stature as a province and our people will be afforded with an opportunity to find permanent jobs.

Ladies and Gentlemen as "Brand North West Tourism" we will continue to refresh and refine all our marketing activities to get more and more travellers and visitors from around our shores and most importantly Africa as a whole to consider us as the number one destination in South Africa. "Brand North West Tourism" is therefore our marketing force, and custodian of our global destination brand to the world. We must



tell the world about a destination that is truly remarkable, with warm people, breathtaking scenery and unrivaled value for money, our fauna and flora, our structures and institutions.

Again what is close to my heart and needs to be given full attention is the Dr. Ruth Segomotsi Mompati Heritage Route that joins Dr. Kenneth Kaunda Districts. That route has the potential but it needs to be unleashed especially when coming to branding and signage issues. There's lot of history in that district for example Dinkgwaneng which is an ancestral place, Small Heaven but to go there is a task because there's no signage nor branding this includes the renowned Taung Skull but that one is better because it is receiving attention currently. For us to have traffic tourism across all districts we need to address such issues Ladies and Gentlemen. Our final strategy after these two days has to be simple and clear, but action orientated.

In that way we will be positioning "Brand North West Tourism" as the Alpha and Omega of Tourism. To illustrate and even paint a clearer picture during and after our district Makgotla, we had lots and lots of enquiries from people who were coming up with ways of how to position ourselves to the outer world. That is what we want as government, your response, your feedback, and your ideas. Let us engage and come up with solutions in branding and positioning our province. Ladies and Gentlemen they say great events cast their shadows before they happen, that on its own shows that we are on the right track as North West Tourism Brand. Let our products be reachable and accessible to thousands of revelers.

On the other hand as much as we are branding and selling the province, but gatherings of this magnitude are there to also help you to find yourself and your business stature. It is very important to identify and align your business model with each and every speaker that is presenting during this two day event. Let this sessions be business as usual, because after here I want people to be having solutions and how to approach government. This is because I know that within the Tourism sector there are numerous best practice models that can be applied to help improve the "Brand North West Tourism".

I also know that the preferences of consumers are formed by the cultural, geographic, or regular characteristics of the communities, cities or villages they are

visiting. Understanding this relationship as a seller allows for the adoption of more fluid sector growth models. It will be very wrong of me before closure to encourage our delegates, owners and operators etc. to make use of the opportunity presented by technology.

Today, digital marketing platforms and channels are imbued into every aspect of the Tourism industry as a whole. Digital is a central part of all destination marketing efforts, allowing destinations to meaningfully engage directly with their potential travellers and to connect with trade partners. I am saying if MpheBatho Cultural Museum has the WI-FI connectivity and they are right in the heart of Moruleng Village, what stops you from going all out in making sure that we position our products and institutions to be of the first class grade. It is believed Ladies and Gentlemen that the Morula tree besides been a lovely fruit can help with birth issues. Now I am saying perhaps it was a good omen for us to be here in Moruleng tonight as we are surrounded by Morula trees giving impetus believe that the Tourism Sector will become one of the icons in turning the fortunes of this province around.

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

**MEC-DESBO MOHONO**

**NORTH WEST DEPARTMENT OF TOURISM**





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