



tourism

Department:
Tourism
North West Provincial Government
REPUBLIC OF SOUTH AFRICA

DIRECTORATE: CORPORATE COMMUNICATION & ICT

NOTES FOR

**MEC DESBO MOHONO-DEPARTMENT OF TOURISM DURING THE
PROVINCIAL CABINET/EXCO INTERVIEW WITH MOTSWEDING FM HELD AT**

SABC STUDIOS-MAHIKENG CAPITAL CITY

NGAKA MODIRI MOLEMA DISTRICT

ON THE, 21ST JULY 2015



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

HOST- THABISO MOSS

Listeners at home should remember that Tourism happens to be a core functional area of concomitant National and Provincial Competency. The sector is aligned to schedule 4A of the Constitution of Republic of South Africa, with section 4B again identifying Local tourism as Local Government core functional area. In our midst we should remember that we are of the same grain and we not falling far from the apple tree which is our National Government. Our fifth administration provincially has tasked Agriculture, Culture and Tourism as the nucleus of all the economic activities of the Province. In Tourism we have to make it a point that in the year 2020 we would increase our Gross Domestic Product from 4% to 8%, thus resulting in 25 000 jobs been created in the sector. Again we are thriving as the Province from moving away from top 7 to at least top 4. Again together with our newly established Tourism Board we have come up with a brand mantra known as “A Re Yeng Bokone Bophirima” where a million life exhilarating and heart pumping experience lie a shot left away.

In Tourism we Pride ourselves with putting our youth at the fore front in everything we do as a Department. Thus far the Department has dug deep in their reserves in making sure that we position our youth in all our Programmes. To date we have:

- The Department will be taking about 50 learner’s to participate in the National Tourism Career Exhibition Expo (NTCE) IN Bloemfontein. The main purpose of this Exhibition is to expose our youth to various career options within the Tourism Sector.

Again we want to kill this perception that Tourism is for the Whites and the Rich. It’s a fallacy and a myth.

- The Department through our agency (NWTB) owns two (2) Hotels Schools (Mafikeng & Taung) where our youths continue to pursue following courses Diploma in Hospitality Management, Professional Cookery, and Food & Beverage. Upon successful conclusion of these courses one can be Hotel

Managers, Restaurant Managers, Lodge Owners. More recently we had our French counterparts from the Jean Dourant Hotel Management School visiting our Mahikeng Hotel School, mainly to share ideas and to further teach our lecturers and students about the latest cooking techniques. Austrians again have shown a tremendous interest in exchange programmes with both our Hotel Schools in the near future.

- The Department is currently **funding about 10 capable students** from both our Mahikeng and Taung Hotel Schools. These students come from near and the far flung areas of our Province for example during our last year's Mandela day, we identified two students from Marikana who will soon finish their Professional Cookery, Food and Beverage studies.
- The Department continue to be great partners of Bray July, last year together with our partners namely Gambling Board we have taken Miss Bray under our tutelage giving her a drivers license and currently she is employed by the Board itself. This year again we will try by all means to take under our wings both Miss Bray and Mr. Bray in uplifting their social and moral values within the community.
- Again together with our National Department we have what is termed the Tourism Buddies who as a Department we are responsible of torturing and nurturing their skills thus positioning them to be employed in future. Again we are encouraging them to be rather Employers than employees within the sector.
- As we speak currently we are about to complete phase one of the Taung Hotel School decorations, and I must say we have tried to include as many youths as possible in building construction and sharing the knowledge from nearby communities.
- As part and parcel of encouraging our Youth not to idle our Tourism and Growth Unit will be rolling out sporting activities throughout other district, with the first one being hosted by Dr. Ruth Segomotsi Mompati during the June 16

commemorations. Again this will be followed by workshops around the four districts.

ACHIEVEMENTS

The ship is steady well under at times rough seas, but the bottom line is that we have managed to make ends meet with the little that we have. Team Tourism has and will always be about people who should think out of the ordinary in making sure that we meet the expectations of our people: Thus far we have managed to realize the following:

- The Department has managed to come up with **Three well articulated and loaded strategies** namely the Events Strategy, Tourism Sector Strategy and Cultural Tourism Strategy.
- The Department together with Tourism Board has been nomadic in trying to lure and attract investors from all works of life. This has seen our Team Tourism members been at the **Durban July, Cape Town International Jazz Festival**.
- Again in sharing and learning new methods and techniques from the Tourism Sector the Board led a delegation to the International Durban Tourism Indaba. I must say to our listeners at home that indeed this was a fruitful exercise.
- Our Marketing and Advertising wing led by the Tourism Board has been very active in making sure that the **“A Re Yeng Bokone Bophirima”** brand property is in everybody’s lips. They have been involved in a number of activations together with our home grown talent like your **Stoan Seate, Mandla Gaduka** and **Mr. Mo aka Motlapele Morule**. They have been to Botswana, Wolmaranstad for World Angling Tournament, Meetings Africa and Meetings Incentives Conference Exhibitions.
- Again we have been very successful in capitalizing on using events to lure and position the North West Province as the ultimate Tourist choice. We have partnered with Bray July Recreation Club to organize the Kalahari Bray July, the ever growing DJ Nation Annual Celebrations which continue to change many lives.
- The Department together with the Board has been to oversee missions, having meetings, attending workshops, sitting for colloquiums.

Most importantly we have agreed with most countries we have visited to establish a good working rapport in all Tourism related matters and to share best practices within the field.

- We have developed a draft Air Lift Strategy in favor of all Tourism activities and we can announce to our listeners that travelling has never been easy, as most of them do not like travelling distances as it zaps their energy. Currently the status quo is that both Pilane and Mahikeng International Airport are fully operational.
- Through the United Nations World Tourism Organizations the Province is currently bidding to host the World Eco Tourism Conference in **MAY 2017**, and I must say we gave a sterling presentation now ours is to hope.
- Again let me highlight the fact that soon construction will be on side at Lotlamoreng Dam. Ours is to return Lotlamoreng to where it used to be.
- Manyane Game reserve is also currently going under heavy construction.

The Department will continue to be the leader in making sure that The North West Province is the ultimate tourist attraction. We will promote quality Tourism Products and services. Again during the September month we will be celebrating the Tourism and Heritage month in Bloemfontein. Let us all be rest assured that we will be in full force in selling our 'A Re Yeng Bokone Bophirima' brand property.

KE A LEBOGA. I THANK YOU.

MEC-DESBO MOHONO



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