



tourism

Department:
Tourism
North West Provincial Government
REPUBLIC OF SOUTH AFRICA

KEY NOTE ADDRESS

BY MEC DESBO MOHONO DEPARTMENT OF TOURISM

DURING THE ANNUAL TLOKWE TOURISM AWARDS

HELD AT MADIBA BANQUET HALL

POTCHEFSTROOM

DR.KENETH KAUNDA DISTRIC MUNICIPALITY

ON THE, 17th JUNE 2015

Programme Director

District Mayor- Cllr Khotso Khumalo

Honourable Councillors

Media Houses Present

MaApara Nkwe and Ladies and Gentlemen

Ladies and Gentlemen I greet you after yesterday's country wide youth celebrations in commemoration of the class of '76. They will forever be germane to this country's memoirs of historic events that saw many of us been given back the decorum and status as a black person without a voice. For that we will forever be grateful and may the spirit of the '76 class lay forever in unyielding peace. Bagaetsho, gompiano kopano ya rona ke e e botlhokwa thata mo lefapheng la tsa Bojanala mo kgaolong eno ya Tlokwe mmogo le go ikala ga Porofense ya rona ya Bokone Bophirima. Re tlile go keteka le go itumela le botlhe ba ba dirileng matshetshe mo ngwageng o o fetileng. These awards are most important as not only do they recognize the achievements of the Tourism Industry and Highlight its contribution to the economic prosperity of the North West Province, but they also increase awareness in the community of the industry itself.

Through this increased awareness the industry will more successfully grow and develop even further. I strongly believe that this fifth administration, more than any other has recognized the contribution and the strides that a viable tourist industry can make to the North West Province economy that has to grow by six percent. We are committed to the promotion and development of this sector and these awards are indicative of this commitment.

Today we are celebrating efforts of people who chose a road that is less travelled because it has thorns. These are people who never entertained negativity and they never listened when told they were not going to make it. No matter how financially small they were, but the dream and the desire pushed them to the limits. These are people who know that size and the past does not matter. They adhere religiously to the mantra of "If you think you are too small to make a difference, try sleeping in a room with a pestilential mosquito." These are people with high value, morals and most importantly their level of discipline is second to none. The tourism industry like any other craft or diligence requires high levels of discipline, but contrary to that discipline should not be a replacement of enthusiasm.

Ladies and Gentlemen Tourism remains our biggest export earner in our country and the province at large and we must do everything in our preeminence to not only maintain that contribution but most importantly to expand it as well. As a Department that is celebrating one year into existence (1) we are pleased with the progress made thus far, but we are saying it is not enough. Our presence here Honorable Mayor is that of a parent during the child graduations, as much as we are happy but we cannot wait for our relations to blossom and most importantly to develop and widen the synergy between the Department and other Municipalities. Honorable Councilors will agree with me that you are at the cold front and face of service delivery. Now we should be saying how best do we carry the burden together? Partnerships of this enormity should not only be about gala dinners and endless meetings without solution driven mandates been drawn.

As a Department we are saying we are forever available to be used as an automobile in carrying the hopes of our people forward. I have seen what happens when one person has superiority of force over another, when the stronger appropriate to themselves the prerogative even to annual the injunction that God our father created all men and women in his image.

Now we are one government , ours is to toil together in making sure that promises becomes a reality for our people to live happily ever after. Most will know that as government we have plans to strengthen strategic relations and partnerships with the private sector as they are the best thermometer in improving efficiency thus also enhancing visitor experience with better services and infrastructure. Gone are the days when we treat government mandate as a "No Profit" machine. In Brand Tourism North West we have long taken a stand of making sure that we partner where we see that our people are going to grow and be self sustainable after few years of our support.

And of course, we will continue to acknowledge and reward those individuals in the industry who make a special effort to help government achieve its mandate as we are doing today. These are shining examples of genuine North West hospitality for the whole entire industry. And as Brand Team North West we are scoring runs across the board, making a huge contribution to the economy, earning us a substantial income as a province, and enhancing our reputation for excellence and consistency country wide. We are like the members of an orchestra playing as one. Ours is to stand together in making sure that Tourism becomes the ultimate winner, but not individuals with their ego's and interests.

I know what signifies when race and colour are used to determine who is human and who, sub-human. I have seen the destruction of all sense of self-esteem, the consequent striving to be what one is not, simply to acquire some of the benefits which those who had improved themselves as masters had ensured that they enjoy. I have experience of the situation in which race and colour is used to enrich some and impoverish the rest. Now today we are one in this gathering, as we will be leaving let us again be one in implementing phase.

Bagaetsho tota isago ya Bojanala mo porofensing ya pakasela ebile ya tshepisa. Mo malobeng re kgonne go bula semmuso boemala fofane jwa ga Pilane. Seno ka bo sone se raya gore go tla nna le lotseno mo Porofenseng ya rona. Mo malobeng ka tekanyetso kabo ya Lefapha ke buile ke sa kgale mathe ganong gore ke tle go leka ka bojotle go bula sekolo sa Hotele sedikeng seno sa Ngaka Kaunda. Go sa ntse go le fela jalo bagaetsho,lefapha le semeletse go tla ka togamaano le go rerisa botlhe ba ba maleba mo go diragatseng toro eno. Re tla bo re le Porofense ya ntlha ya go nna le dikolo tsa dihotele tsa puso di le tharo. Re motlotlo thata re le porofense ka diphitlheleo tse re di boning go fitlha fa. Bana ba rona gape ba tsweletse go dira matshetshe ka Porogorama ya dimasepala le puso e e itsagaleng jaaka Tourism

Buddies. Bana bano ba bona ikatiso mo ditheong ka go farologana mme fa ba fetsa bangwe ba kgona le go ikemela. Mme jaaka Puso ke se re se batlang. Again Ladies and Gentlemen I urge all participants to be on par with the recent tourism trends that are increasing the levels of mean and the mode. We have seen a revolution in marketing and sales over the past few years, a streamlining of the industry to make it operate in a smarter fashion, to reach out to the world through technological development to help people choose North West as their number one holiday destination. Last year during the very same event, I spoke about products packaging. Again this year I will repeat for that is what will distinguish your business from others. During the annual Durban Tourism Indaba, I marvelled at how other product owners are going an extra mile in making sure that they lure investors and most importantly visitors to their business. I do not think that what I saw in Durban cannot be surpassed. We as the Brand Team North West when we say "A re yeng Bokone Bophirima" we know that we have people that are capable. Ga twe mosadi fa a inama wa be a ikantse motlokolo, jaanong le rona ga re tswa fa re ya mafatsheng re fitlha re laletsa batho go tla kwano re a bo re ikantse lona. Se re swabiseng tlheng bagaetsho. We place highest priority on working with all of you in this vestibule to create the best possible tourism milieu to achieve growth.

If we are striving for happiness within this industry, we have to be our own sunshine. Again Ladies and Gentlemen on top of our economic growth, we have to produce a highly positive environment. We have to, together turn our minds to the task of equipping our workforce with better skills to service the industry and the rest of the economy. As the saying goes "For you to have an omelette, you have to have an egg first". close quote. In that way business will flourish, but only if we invest in our workforce. Our vision as Tourism within the province should not be about the now moment, we have to know that tomorrow is here so that the long term prospects should favour us.

Lastly I am told that the competition for these year's categories is even tougher. I am saying that is exactly what we want. This will create a healthy competition for our people to improve their servicers. It is been said "The most distinguishing feature of winners is their intensity of purpose, they develop a habit of doing the things losers don't want to do" close quote. I say well done to all of you who made it. To all those who did not do well, its introspection time. Next year I want to see you smiling like what I see in front of me today.

I THANK YOU.KE A LEBOGA

MEC-DESBO MOHONO