



---

**DIRECTORATE: CORPORATE COMMUNICATION & ICT**

---

**MEDIA ADVISORY**

**13 March 2018**

**Tourism to boost VTSD economy**

The North West Province is affectionately known as the Platinum Province, due to the large production of the mineral in the Bojanala district. It is said to be the largest producer of the precious metal worldwide and continues to boost the Provincial and the country's economy positively.

However the Province is also rich in Agriculture, Culture and Tourism. The trio are mainly embedded in the previously disadvantaged areas of the Province. The 5<sup>th</sup> Administration of the Province has however identified economic potential growth in Villages, Townships and Small Dorpies (VTSD) areas of the Province.

Currently there are about 753 such areas in the North West Province and the Provincial government has taken a resolution to strengthen economic activities towards the said areas with the sole objective of enhancing local economies.

In the 2016 State of the Province Address (SOPA), Premier Supra Mahumapelo reiterated the Provincial Government's decision to intensify efforts to build an inclusive VTSD economy that promotes enterprise and industrial development, and reduce unemployment in rural areas. He further announced that the Province would undertake a process to craft development plans for its 753 VTSD areas.

The process was led by the Provincial Planning Commission and completed within six months. Following the completion of the Provincial VTSD Development Plan, a Provincial VTSD Lekgotla was held in December 2016. One of the resolutions of the

VTSD Lekgotla was that a VTSD Tourism Action Plan will be rolled out and implemented by the Department of Tourism during the 2017/2018 financial year.

The Department has just completed the consultation process within the four districts of the Province and stakeholders engaged, all hailed the plan. Stakeholders included among others Municipalities, Traditional Authorities, role players within the broader tourism value chain, community representatives and many others.

The consultation process was mainly aimed at among others; to fully disclose information on the proposed project plan, its components, and its activities with the beneficiary communities and stakeholders; to obtain information, identify needs, priorities of beneficiary communities and stakeholders, and solicit inputs and feedback from stakeholders.

According to Ishmael Kgokong, the Tourism Planning Chief Director in the Department of Tourism, the other objectives of the plan are to encourage the participation of beneficiary communities and stakeholders in project activities such as the preparation of tourism development plans that affect them, enterprise support programs, awareness raising activities, and monitoring. He further said that it is important that as we develop and implement programmes and projects, consideration is given to the aspirations of local communities.

“Government is determined to make sure that the VTSD concept identifies opportunities that are in those areas, unearth new products and provide necessary support that will ultimately benefit locals. North West is rich in culture and heritage, and through local cultural activities jobs can be created and further boost local economies. We exist to create a conducive platform and environment for those who are interested in tourism programmes and those that are already in the industry. We hope that by the end on this programme most VTSD areas shall have indentified tourism products that attracts both international and local tourist”.

“Critical to embarking on this programme, we need to focus on five critical areas that will determine the success, growth and development of the industry in the North West Province. These areas are facilitating access to various tourism destinations,

effective marketing and promotion, enhancement of visitor experiences, effective destination management and more importantly community beneficiation. This will resonate well with the anticipation of building an inclusive economy in line with the radical economic transformation principle”, he said.

Stakeholders at all the VTSD workshops held agreed with the plan and further urged the Department to work closely with them, as they understand the dynamics around their areas. However despite many attractions known in various areas, many other new attractions have been uncovered and are said to be requiring local government intervention for development. Delegates further indicated that thorough consultation with locals the venture can turn the VTSD concept into fruition.

To date there are over hundred existing attractions across the Province and many more are now emerging. The Department will further use its Provincial Tourism Sector Strategy, the events and Culture strategies to strengthen the plan. “Through the assistance of the National Tourism Department of funding some of the developments in our local areas such as Letlamoreng dam and Manyane game reserve the plan will come handy in boosting tourism in the Province”, added Kgokong.

The establishment of the second Hotel School in Taung Is said to be one of the greatest boost in the Tourism industry. Currently many young people have been enrolled in different tourism studies and young people are now determined to go all the way in making a career out of it and what they will be empowered with.

Currently the North West prides itself with attractions among others such as Taung dam, Thomeng, Taung skull, Dinkgwaneng, Vryburg town as the biggest producer of beef, Baberspan/Logadigadi, Ka-Ditshwene, Vredefordome, Bird sanctuary, Game parks like Manyane, Pilanesburg and Madikwe, Sun City, Centres of Excellence in Potchefstroom and Phokeng, Second World war battlefields, Old buildings which are over hundred years old and many other state of the art establishments. Ninety percent of attractions are in the VTSD areas and they attract over Fifty thousand international tourists annually.

**Issued by** : North West Department of Tourism  
**For enquiries** : Dineo Lolokwane (Spokesperson)  
**Cell** : 072 542 8444  
**Tel** : 018 388 2081  
**Email** : [dlolokwane@nwpg.gov.za](mailto:dlolokwane@nwpg.gov.za)

**Find us on the following social media platforms:**



**@NWDeptOfTourism**



**North West Department of Tourism**