



DIRECTORATE: CORPORATE COMMUNICATION & ICT

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Tourism Enterprise Development remains pivotal in growing the economy.

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Mmabatho - The Development of Small, Medium and Micro Enterprises (SMMEs) in Villages, Townships and Small Dorpies is important for growing the economy of the North West Province and the country.

Recently the tourism industry role players, stakeholders, tourism students and enthusiasts within the province converged at the Mmabatho Convention Center where an opportunity was presented to the industry to explore various business funding and financial assistance models which could help in developing their small, medium and micro enterprises into bigger businesses. The venture was also geared at creating enabling environment to product owners.

Thuso Monnagaratoe, Managing Director at Lovisto Tours and Transport said that it was important for SMMEs within the tourism sector to be continuously developed and given the necessary support as the tourism sector is a key pillar in growing the country's economy. He said that the sector needs such initiatives in order for it to remain sustainable and continue to create jobs.

"Tourism is one of the key drivers of our economy and it is vital that there is adequate support which should include being introduced to various funding and financial assistance opportunities which we can then explore to our own satisfaction. Government needs to create a conducive environment for our business to operate and we appreciate efforts made by these government institutions to collectively expose us to these development finance institutions, their services and also how they can help us grow as businesses", said Monnagaratoe.

This exhibition of opportunities for financial assistance mechanisms was brought by the National Department of Tourism in collaboration with the North West Department of Tourism, development finance institutions which included private banking cartels and government business funding agencies.

Deputy Minister for Tourism, Elizabeth Thabethe urged tourism SMMEs to use this opportunity to their advantage. She said that her department developed the Enterprise Development Support programme to provide training and support for SMMEs in order to improve their sustainability in the tourism sector.

“This programme is divided into four focus areas which are Tourism Enterprise Development, Tourism Incubators Programme, Online Tourism Information Portal and SMMEs Financial and non-Financial Support”, said Deputy Minister Thabethe.

Managing Director of Onthatile Industries, Thato Mpolokeng said that most SMMEs do not realize opportunities that are there when working together with government institutions. She said that government is doing enough and only needs SMMEs to come to the party to take advantage of these opportunities.

“Our government is doing a lot to develop SMMEs by developing opportunities such as this one. As small business people we need to start working together with government to ensure that we grow our businesses and subsequently the economy. We can’t leave it to government alone, we need to also play our part by ensuring that we make use of all available platforms created for us. We also need to instil the culture of partnerships and collaborations as small businesses. This does not only show that we can work together but it also strengthens us businesses”, Mpolokeng said.

Onthatile industries is a 100% black woman owned Public Relations and Communications Company which specializes in business consulting, arts & crafts, events management, artist management and casting. The company is located in Lonely Park Village in Mahikeng.

The National department of Tourism has engaged and will continue to engage with stakeholders in the tourism sector and within the tourism value chain across the country to roll out plans which involves sharing of information and the provision of real-time assistance to community members attending these engagement sessions.

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