



DIRECTORATE: CORPORATE COMMUNICATION & ICT

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North West Launch Women in Tourism Chapter for Ngaka Modiri Molema

Women in the Tourism sector have headed to the call by the Minister of Tourism Tokozile Xasa to form autonomous bodies that will drive women empowerment initiatives. Women in Ngaka Modiri Molema District in the North West were the first to launch the provincial Women in Tourism chapter with the aim of empowering women in the sector in the province.

The aim of the chapter is to capacitate women and redress the skewed socio-economic landscape of the tourism industry. The participation of women at decision-making level in tourism is said to be incredibly low especially considering the high participation levels at lower and entry level.

Speaking during the launch Head of Department Advocate Neo Sephoti called on women attending, to unite in a quest to grow their business. She said that through such structures women will be able to network and share best practise. "I would like to see your executive represented at the national level. Women in the province have potential and should work closely with officials within the department for this structure to yield positive results. We are here to ensure that we create enabling opportunities for you and your businesses to flourish. The Department is more than willing to assist, to ensure the success of this structure and support women in the industry," said Adv Sephoti.

Also speaking during the National Launch in November last year Minister Xasa said that many of the skills development programmes offered by the department

especially through the Social Responsibility Implementation funding and these programmes remain open for women in Tourism to tap in. “We encourage women to look into funding options available and targeting women in tourism like the National Empowerment Fund and many others” concluded Xasa.

Women attending today’s launch emerged more positive and hopeful that such structures will create platforms and opportunities to expand their businesses and get to know how others are making it within the industry. Other districts are also expected to launch such structures and a provincial committee will be nominated to represent the province at the national level.

The structures will assist women in different platforms including the following:

- The WiT Provincial Chapters will act as a support structures that will coach and mentor new entrants into the industry.
- The Department will facilitate public-private partnerships that will capacitate women in aspects of financial education and management.
- Through the Tourism Incentive Programme, the department will assist women to gain access to domestic and international trade shows to market their products.

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