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## DIRECTORATE: CORPORATE COMMUNICATION & ICT

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### Media Release

**11 October 2018**

### Transformation to unlock impending tourism potential

Tourism stakeholders in the North West Province hold the view that transformation should be accelerated to advance growth within the sector. That understanding was expressed at a recent Tourism Transformation Strategy consultation workshop hosted by the National Department of Tourism in Rustenburg.

The transformation strategy pursues synergised relations between all role players to create an inclusive sector through ownership and management control, access to markets, skills development, enterprise and supplier development as well as socio-economic development.

Ishmael Kgokong the Chief Director of Tourism Planning at the North West Department of Tourism indicated that changing the economic landscape lies largely on innovative ways to achieve inclusion.

“People are raising pertinent issues, we as government need to find the best way to include everyone and make them part of the transformation process and leveraging on the integration of programmes that will focus on these specific outcomes”, said Kgokong.

Weighing in on deliberations Chairperson of the Mogwase Tourism Association Rally Kgoadigoadi welcomed the inclusion of role players to make inputs on policy matters.

“We welcome this effort by government to provide a platform to discuss issues that concern us, this shows that when decisions are made our inputs will be reflected”, he said.

Kgoadigoadi added that empowerment as a tool for transformation also means business owners working together to access markets.

“What it will take for us as businesses to transform the sector is coming together, we need to support one another particularly those that are emerging”, he said.

The Director of Sector Transformation at the National Department of Tourism Mathibe Mankge says tourism continues to grow despite economic challenges however there is a need to accelerate the speed of transformation for the sector to remain competitive.

“The introduction of the Amended Tourism B-BBEE Sector Code was set to be a vehicle that would accelerate transformation and address the slow pace of accessibility to those previously disadvantaged”, said Mankge.

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