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## DIRECTORATE: COMMUNICATION & ICT

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### Media release

**29 January 2015**

#### **MEC Mohono engages Tourism stakeholders in the Dr. Kenneth Kaunda District**

**Klerksdorp** - To effectively and efficiently foster integrated tourism planning and development across all spheres of Government, the North West Department of Tourism has commenced with a series of district Tourism makgotla across the province.

First of these sessions was held at Klerksdorp in the Dr. Kenneth Kaunda District where North West MEC for Tourism Desbo Mohono highlighted the importance of such stakeholder engagement sessions. She said that they give industry role players the opportunity to make strategic inputs on how the department can improve the way it conducts its business.

“Platforms such as these can come up with tangible and possible ideas while at the same breath making sure that they become solutions to the promised land. These gatherings have to be able to answer pertinent questions that will either break or make us as a very competitive industry”, MEC Mohono said.

MEC Mohono went further to urge Tourism product owners to package their products well and explore other means of packaging besides the conventional methods.

“As a department we also urge our people to package their inventions in authentic cultural and nature based manner. The other very important factor that I have to make mention in particular when coming to packaging our products is the issue of E-Tourism Frontiers in the digital market. This trend continues to evolve at a lightning speed and our commitment has to be on the cusp of this curve”, she added.

“Our mandate has always been results orientated in terms of overall direction for Tourism and the targets that we strive to achieve in the long run. As a government of the people we will come to your aid. We will try to assist everybody that shows determination and vigour and most importantly those that meet the criteria we have set to either receive funding or any other kind of help we can give to our people through our SETAs”, she concluded.



The District Tourism Makgotla will continue in other districts of the province with the sole intention of soliciting strategic inputs which will facilitate industrial and institutional growth of the Tourism sector in the North West Province.

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