

Section 7:

Conclusion

Marketing tourism products is different from most other products because what is being sold is the consumption of an experience rather than a tangible product. This means that the customer often walks away from the tourism offering with only a memory of an experience. Many businesses mistakenly understand marketing to be just promotion and advertising, but it is a much broader concept that can be applied to all parts of a tourism business.

Considering the complexity of marketing a tourism business, it is important to have a logical approach when planning your marketing activities. You, as a tourism product owner, cannot operate in isolation. The importance of networking and joint marketing campaigns cannot be over emphasized. Building partnerships with other tourism product owners and roleplayers, is “the name of the game”.

Remember that tourism is a dynamic, ever-changing industry. Keep up to date on all tourism issues, including new policies, trends and statistics.

Always be determined and strive for success.

Good luck with your Tourism Venture.

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ANNEXURES

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LIST OF ABBREVIATIONS

DEAT	Department of Environmental Affairs and Tourism
SMME'S	Small, Medium and Micro Enterprises
SATOUR	Tourism South Africa
WCTB	Western Cape Tourism Board
RTO	Regional Tourism Organisation
LTB	Local Tourism Bureau
BABASA	Bed and Breakfast Association of South Africa
GHASA	Guest House Association of South Africa
SATSA	South African Tourism Services Association
ASATA	Association for South African Travel Agents
SETA	Sector Education and Training Authority
NQF	National Qualifications Framework
FEDHASA	Federated Hospitality Association of South Africa
TOACT	Tour Operators Association of Cape Town
SAACI	South African Association for the Conference Industry
WECBOF	Western Cape Business Opportunities Forum
TBCSA	Tourism Business Council of South Africa

SOURCES OF BUSINESS ADVICE

The Local Business Service Centres (LBSCs) provide non-financial support services to entrepreneurs. These services include: entrepreneurial and business training, business linkages and marketing assistance, research, referrals. The LBSCs listed below have been accredited by NTSIKA.

Table 1: Sources of Business Advice

Local Business Service Centre	Telephone Number
Atlantis Business Information Centre	021 - 572 0254
Centre for Opportunity Development	021 - 448 7501
Cape Town Job Creation Project	021 - 31 6100
Cape Town Small Business Centre	021 - 919 3242
Clotex	021 - 448 8936
Isibane Resource Centre	021 - 696 2028
Nicro Small Business Centre	021 - 397 6063
South Cape Business Centre	044 - 873 3431
South Cape Skills Centre	044 - 880 2067
Stellenbosch Business Hive	021 - 883 8344
Zenzele Enterprises	021 - 361 1840
Just Exchange	021 - 448 6672
Mag Training Centre	023 - 614 1175
West Coast Business Development Centre	022 - 714 1731
Other	
Western Cape Business Opportunity Forum (WECBOF)	021 - 951 6852
University of the Western Cape Enterprise Development Unit	021 - 959 2244



REGISTRATION

REGISTRATION WITH THE DISTRICT COUNCIL

Institution	Telephone Number
Cape Metropolitan Council	021 - 487 2911
Breede River District Council	021 - 347 6411
Klein Karoo District Council	044 - 272 2241
Overberg District Council	028 - 425 1157
Central Karoo District Council	020 - 15 1150
West Coast District Council	022 - 433 2380
Garden Route District Council	044 - 874 4040
Winelands District Council	021 - 887 2900

REGISTRATION WITH THE DEPARTMENT OF LABOUR

Institution	Telephone Number
Department of Labour	021 - 460 5911

REGISTRATION WITH THE LOCAL AUTHORITY

TRADE NAMES

Institution	Telephone Number
Registrar of Copyright Designs, Patents and Trademarks	012 - 310 9791

SOURCES OF FINANCE

The availability of finance to develop and promote your business is important. The institutions and organisations listed below have increased their financial commitment to Small Business Development. Retail Financial Intermediaries (RFIs) specialise in providing small loans from R1000,00 to R50 000,00.

Table 2: Sources of Finance

Small Business Units at Banks	Telephone Number
ABSA New Enterprise Banking Unit	021 - 914 2550
FBC Fidelity Bank	021 - 552 2122
Mercantile Bank of Lisbon	021 - 419 9402
NBS	086 - 03 3311
Nedbank NED Enterprise Unit	021 - 683 8410
Standard Bank	021 - 401 2511

Retail Financial Intermediaries Accredited by Khula

Business Finance	021 - 683 7656
IBTT	021 - 361 6222
Start Up Fund	021 - 975 1745
Masinedane Community Services	021 - 854 6303
Triple Trust	021 - 689 6000
Stellenbosch Business and Learning Centre	021 - 883 8344
Get Ahead	021 - 31 0621
South Cape Educational Trust	044 - 873 3433
South Cross Development Trust	021 - 683 7100
Landelike Ontwikkelingsmaatskappy (LANOK)	021 - 863 5000
Nations Trust	021 - 424 5853

Other

IDC	011 - 269 3000
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TOURISM RELATED INSTITUTIONS

The institutions and associations listed below may be able to provide you with additional insight into the specific business you are embarking on:

Table 3: Tourism Related Institutions

Institution	Telephone number
South African Tourism Services Association (SATSA)	011 - 883 9103
Federated Hospitality Association of South Africa (FEDHASA)	011 - 886 2394
Western Cape Tourism Board (WCTB)	021 - 914 4613
Tourism South Africa (SATOUR)	011 - 778 8000
Department of Economic Affairs, Agriculture and Tourism	021 - 483 4165
National Department of Environmental Affairs and Tourism (DEAT)	012 - 310 3716
Bed and Breakfast Association of South Africa (BABASA)	012 - 344 0594
Guest House Association of South Africa (GHASA)	021 - 762 0880
Association For South African Travel Agents (ASATA)	011 - 930 6444
Landelike Ontwikkelingmaatskappy (LANOK)	021 - 863 5000
Industrial Development Corporation (IDC)	011 - 269 3000
Craft Action Body	021 - 447 0489
Tour Operators Association of Cape Town (TOACT)	021 - 434 8401
Black Association of Travel Agents of South Africa (BATASA)	011 - 773 9040
Hospitality Industries Training Board (HITB)	021 - 595 1730
Regional Tourism Organisations	
Winelands	021 - 872 0686
Breede River	023 - 347 6411
Overberg	028 - 214 1466
Klein Karoo	044 - 279 2532
Central Karoo	023 - 414 3001
Garden Route	044 - 873 6314
	044 - 873 6355
Cape Metropolitan Tourism	021 - 487 2718
West Coast	022 - 433 2380
Local Tourism Bureaux	
Albertinia Tourism Bureau	028 - 735 1000
Amalienstein / Zoar Information Office	028 - 561 1000
Ashton Information Office	023 - 615 1100

Aurora Information Office	022 - 952 1703
Barrydale Information Office	028 - 572 1572
Beaufort West Information Office	023 - 1487
Bitterfontein Information Office	027 - 642 7017
Blaauwberg Tourism Bureau	021 - 557 8600
Bonnievale Information Office	023 - 616 2078
Caledon Tourism Bureau	028 - 212 1511
Calitzdorp Information Office	044 - 213 3312
Cape Town Tourism Bureau	021 - 426 4267/8
Ceres Information Office	023 - 36 1287
Citrusdal Information Office	022 - 921 3210
Clanwilliam Tourism Bureau	027 - 482 2024
Darling Tourism Bureau	022 - 492 3361
De Doorns Hex River Valley Information Office	023 - 356 2041
De Rust Information Office	044 - 241 2109
Doringbaai / Strandfontein	027 - 215 1321
Elandsbaai Tourism Bureau	022 - 972 1640
Dysselsdorp Information Office	044 - 251 6201
Ebenhaezer Information Office	027 - 217 1616
Elim Information Office	028 - 482 1806
.....	028 - 482 1705
Franschhoek Valley Tourism	021 - 876 3603
Gansbaai Tourism Bureau	028 - 384 1439
Genadendal Information Office	028 - 251 8582
George Information Office	044 - 801 9296/8
Goedverwacht Tourism Bureau	022 - 912 4784
Graafwater / Leipoldtville Tourism Bureau	027 - 422 1108
.....	027 - 422 1661
Grabouw / Elgin Valley Information Office	021 - 859 9030
Greyton Tourism Bureau	028 - 254 9414
Groot Brakrivier Tourism Bureau	044 - 620 3338
Haarlem Information Office	044 - 763 1071
Hangklip / Kleinmond Information Office	028 - 271 5657
Heidelberg Information Office	028 - 722 1917
Helderberg Tourism Bureau	021 - 851 4022
Herbetsdale Tourism Bureau	044 - 651 1605
Hermanus Tourism Bureau	028 - 312 2629
Hopefield Tourism Bureau	022 - 723 0500
Klawer / Trawal Tourism Bureau	027 - 216 1367
Knysna Tourism Bureau	044 - 382 5510
Ladismith Information Office	028 - 551 1378



Laingsburg Information Office	023 - 551 1019
Lambertsbaai Tourism Bureau	027 - 432 2335
.....	027 - 432 1000
Langebaan Tourism Bureau	022 - 772 1515
Lutzville / Koekenaap Tourism Bureau	027 - 217 2825
Malmesbury Information Office	022 - 487 1133
.....	022 - 487 2996
McGregor Information Office	023 - 625 1738
Montagu Information Office	023 - 614 2471
Moorreesburg Tourism Bureau	022 - 433 1072
Mossel Bay Information Office	044 - 691 2202
Napier Information Office	028 - 423 3325
Oostenberg Tourism Bureau	021 - 988 1151
Oudshoorn Information Office	044 - 279 2532
Paarl Tourism Bureau	021 - 872 3829
Peninsula Tourism Bureau	021 - 788 6193
Piketberg Information Office	022 - 913 2063
Plettenberg Bay Information Office	044 - 533 4065
Pniel Information Office	021 - 885 1500
Porterville Tourism Bureau	022 - 931 2100
Prince Albert Information Office	023 - 541 1366
Redelinghuys Tourism Bureau	022 - 962 1650
Riversdale Information Office	028 - 713 2418
Riviersonderend	028 - 261 1511
Robertson Information Office	023 - 626 4437
Saldanha Tourism Bureau	022 - 714 2088
Sedgelyield Information Office	044 - 343 2658
Stanford Tourism Bureau	028 - 341 0340
Stellenbosch Information Office	021 - 883 3584
Stilbaai Tourism Bureau	028 - 754 2549
Suidpunt Information Office	028 - 424 2584
Suurbraak Information Office	028 - 522 1806
Swellendam Information Office	028 - 514 2770
Touws Rivier Information Office	023 - 358 1192
Tulbagh Information Office	023 - 230 1348
Tygerberg Tourism Bureau	021 - 970 3172
Uniondale Information Office	044 - 752 1266
Vanrhynsdorp Information Office	027 - 219 1552
Velddrif Information Office	022 - 783 1821
Villiersdorp Information Office	028 - 840 0169
Vredenburg Greater Information Office	022 - 715 114

Vredendal Tourism Bureau	027 - 213 3678
Wellington Tourism Bureau	021 - 873 4604
Wilderness Information Office	044 - 877 0045
Witsand Information Office	028 - 537 1011
Wolseley Information Office	023 - 231 1028
Worcester Information Office	023 - 347 1408
Wupperthal Information Office	027 - 482 3410
Yzerfontein Information Office	022 - 451 2366
.....	022 - 451 2211

Annexure VI

INSTITUTIONS OFFERING TRAVEL AND TOURISM COURSES IN THE WESTERN CAPE

Table 4: Tourism Education and Training Institutions

Institution	Telephone Number
Boston Business School	021 - 426 1450
Boston Computer School - Bellville	021 - 948 6761
Boston Computer School - Wynberg	021 - 797 3336
Cape College for Career Education	021 - 462 2053
Cape Technikon	021 - 460 3292
Cape Town Academy - Bellville	021 - 949 8324
Cape Town Academy - City Campus	021 - 419 6383
Damelin College - Cape Town	021 - 419 1818
Durbanville College	021 - 975 1038
IMD College - George	0441 - 73 3920
Intec College	021 - 426 0626
Montrose College	021 - 683 4170
Oudtshoorn Technical College	0443 - 22 2119
Robford College	021 - 674 3288
Sivuyile College	021 - 637 0606
Stellenbosch Technical College	021 - 887 3027
The Tourism Academy	021 - 422 2034
Tourism Spectrum	021 - 887 8153
Travel Agents Training	021 - 685 1321
Travel Training Institute	021 - 26 2293
Tygerberg College	021 - 58 1050
University of the Western Cape	021 - 959 2259
Varsity College - Cape Town	021 - 424 4462
Varsity College - Rondebosch	021 - 685 5021

Annexure VI

MORE USEFUL ASSOCIATIONS TO CONTACT

TOURISM SIGNAGE

Institution	Telephone Number
The Provincial Department of Transport	021 - 483 2137
South African National Roads Agency	021 - 425 1510
Cape Metropolitan Council: Directorate Transportation and Traffic	021 - 418 6830

USEFUL ASSOCIATIONS IN ESTABLISHING AND OPERATING YOUR BUSINESS

Institution	Telephone Number
SATSA	011 - 883 9103/4
SATOUR	011 - 778 8000
FEDHASA	011 - 886 2394
GHASA	021 - 762 0880
BABASA	012 - 344 0594

TRADE ASSOCIATIONS IDENTIFIED BY SATOUR (see Annexure D for full names)

Institution	Telephone Numbers
SATSA	011 - 883 9103
ASATA	011 - 930 6444
TOACT	021 - 434 8401

SUPPLIERS TO THE INDUSTRY

Institution	Telephone Numbers
South African National Craft Council	011 - 728 3070
National Arts Council of South Africa	011 - 838 1383
Craft Action Body	021 - 447 0489
Zenzele Enterprises	021 - 36 1184

SHUTTLE SERVICES SOURCES OF INFORMATION

Institution	Telephone Numbers
The Provincial Department of Transport	021 - 483 2137
South African National Roads Agency	021 - 425 1510
Cape Metropolitan Council: Directorate Transportation and Traffic	021 - 418 6830
Local Road Transportation Branch	021 - 592 4713

EVENT AND CONVENTION MANAGEMENT

Institution	Telephone Numbers
SAACI	031 - 764 6977
Cape Technikon Tourism Division - Debbie Smal	021 - 460 3911

ACCREDITED TOURIST GUIDE TRAINING INSTITUTIONS FOR THE WESTERN CAPE PROVINCE

ORGANISATION	CONTACT PERSON	TELEPHONE	FACSIMILE	COURSE
Tourist Guide Institute	Andre de Waal	021 - 948 3441	021 - 948 3443	Cape Town, Garden Route and Little Karoo, Namaqualand, Eastern Cape, Western Cape, Northern Cape, Wine Course
Superior Tourist Guide Training	Kirsty Kotze	021 - 531 3395	021 - 531 1572	Cape Town, Western Cape
Durbanville College	Ellen Smit	021 - 975 1038	021 - 96 1721	Cape Town, Western Cape
Livingstone Tourism Academy	Wally Brandt	021 - 96 3971	021 - 975 2425	Cape Town, Western Cape, Eastern Cape
Alive! PTL	Jolene du Plessis	083 212 1125	083 8212 1125	Community guides
Outeniqualand Tourist Guide Training	Keith Burton	044 - 577 834	044 - 577 834	Garden Route and Little Karoo
Serapms	Hildegard Serapins	021 - 797 8836	021 - 797 8836	Cape Town
Cape Technikon	Centre for Continued Education	021 - 466 3079	021 - 461 3709	Cape Town
Robford College	Rob Hicks	021 - 686 7652	021 - 686 7652	Cape Town, Western Cape
Cape College	Salch Booley	021 - 462 2053	021 - 461 1608	Cape Town
Imbizo Tourism	Michelle Gavron	021 - 531 6803	021 - 531 6803	Western Cape

