

## Are you struggling to make a profit?

We know that the majority of our entrepreneurs do not have a business background or formal business training, let alone the experience of running a business in the dynamic and challenging tourism industry. Another problem is access to markets, and finance. Our response is a comprehensive set of services and programmes targeted at meeting these needs.

### Intermediate Training Programme

Most entrepreneurs recognise that some formal business training would greatly advance the professionalism of their business, but do not have the money or time to spend months at a business school doing courses in business management. For this reason, the Department of Economic Development made the decision to offer tourism business management training sessions at a greatly reduced rate. Not only are there only 8 (eight) full day sessions in one year, but these are limited to the off-peak times when most entrepreneurs are doing their preparations for the peak season. We have also ensured that the training is tourism-specific and scenario-based. Case studies, marketing channels, pricing, and other issues are discussed from a tourism perspective. We have ensured that training is customised to you, the tourism entrepreneur, so that you are equipped to manage and grow your tourism business, at your convenience, during the off-peak period in the Western Cape, in 8 succinct and powerful sessions.

### Fast Track

After you have attended the Intermediate Training Programme and you understand all the concepts discussed as part of that programme, you may have even implemented some of the tools that you have learnt. However, you still need one-on-one support in the form of coaching to implement the rest of the tools to ensure that your business breaks even and becomes profitable. Speak to your local THD agent to see whether you would be eligible for Fast Track, which, through basic mentorship, could achieve the following objectives in your business:

- Registration of your business with CIPRO, any patents (if applicable), CTRU (E-business), TEP and local tourism bureau.
- Link to regional RED Door and additional support offered locally
- Attendance at Cape Tourism Showcase and Showcase training, if relevant
- Adequate Financial Records Kept and Financial Statements produced
- Comprehensive Business Plan produced by yourself
- Networking sessions with other entrepreneurs and established businesses in the region
- Inclusion in directory of goods & services
- Link to Tradeworld Sourcelink, to Supply Chain Management of Provincial & local Government and to Incubator facilities, if available and necessary, linked to Red Door.
- Increased access to business opportunities
- Assistance with promotional collateral (business cards, brochures, if applicable)
- Professional image
- Personal Development Programme

### The Cape Tourism Showcase

One of the first successful initiatives of the Western Cape-based Tourism Business Forum was the Cape Tourism Showcase in 2002, which has been taking place annually ever since. The Cape Tourism Showcase takes place annually in August and approximately 140 businesses are given the opportunity to exhibit.

We understand that the new emerging products may need a stepping stone to Indaba, where they get a taste of what a tourism trade show is all about before embarking on the costly exercise of attending Indaba. Indaba may also not be for everybody. Many tourism businesses depended on the annual Indaba as the platform to exhibit their tourism business, but this does not suit all tourism businesses. There are a number of individual accommodation places or restaurants that would not be considered by international delegates at Indaba, since they are one individual product. However, they may be considered as part of a package of tourism experiences. Few international buyers would be looking at putting their own packages of experiences together. They would rather prefer to purchase packages of experiences from a reputable operator.

We therefore saw the opportunity of providing these reputable operators with new, fresh, emerging products that they could incorporate into their packages. This required a separate tradeshow ... the Cape Tourism Showcase!

Cape Town Routes Unlimited (CTRU) for Cape Town and the Western Cape is usually responsible for the smooth operations of the event. However, all the partners of the Tourism Business Forum are responsible for various aspects of the event and take strategic decisions required to make sure that the Cape Tourism Showcase meets its objectives of providing an effective marketing platform for emerging product.

### Indaba Roving

Attending Indaba as a roving exhibitor is an opportunity extended to businesses who have attended the Showcase for a year or more and / or who would benefit from attending the Indaba. This means that you do not have a stand at Indaba, but you can make appointments with potential buyers, partners, associations, support organisations and so much more. We find that when exhibitors start off at Indaba with a stand, they are "chained" to the stand. However, as a roving exhibitor, there is a realisation that networking, moving around and being noticed, sussing out the competition and the standards and practices of stand design, is the other 90% of benefits that can be derived from such a massive show such as Indaba. Exhibitors are more likely to return the following year deriving the other 90% of benefits, while also having a stand as one promotional tool.

Indaba training is provided prior to the show, to ensure that the exhibitors make the best use of this valuable opportunity.

### Tourism Enterprise Programme (TEP)

The Tourism Enterprise Programme (TEP) is an initiative of the Business Trust. The main aim of TEP is to encourage and facilitate the growth and expansion of tourism enterprises in response to the increasing demand for tourism activity by: Financial assistance to tourism SMME's for Marketing, Training and professional services.

Assistance to large operators, investors, SMME's and HDE in identifying viable linkages or business opportunities. (Visit [www.tep.co.za](http://www.tep.co.za) for updates on this programme.)

### The Department of Trade and Industry (DTI) Incentives

If you invest in any capital infrastructure as part of your tourism business, the DTI reimburses you with a certain percentage of your investment. Conditions apply. For more information, please refer to the section:

"Other SMME Support Organisations"

