



**Western Cape  
Government**

Economic Development  
and Tourism

**BETTER TOGETHER.**

## **TOURISM ENTERPRISE DEVELOPMENT IN THE WESTERN CAPE**

Noxolo Ntenetya  
Director: Tourism Sector Transformation

Cape Town

26 April 2013

# CONTENT OF THE PRESENTATION

---

- National Tourism Sector Strategy
- Tourism Enterprise Partnership
- DEDAT Tourism Enterprise Development
- DEDAT's interventions
- Questions and answers

# National Tourism Sector Strategy (NTSS)

- Higher on the NTSS priorities is employment creation.
- NTSS efforts will be channelled towards working with all relevant stakeholders to increase job and **entrepreneurial opportunities** and encourage the meaningful participation of previously disadvantaged communities and individuals in tourism.
- The NTSS promotes industry transformation as well as **the participation and growth of small medium and micro enterprises.**



# TOURISM ENTERPRISE DEVELOPMENT (NATIONALLY)

---

## *TOURISM ENTERPRISE DEVELOPMENT (TEP)*

### TEP's OBJECTIVES

- **Job Creation through Enterprise Support**
- **Transformation**
- **Sustainability through Market Access**
- **Impact and Sustainability**



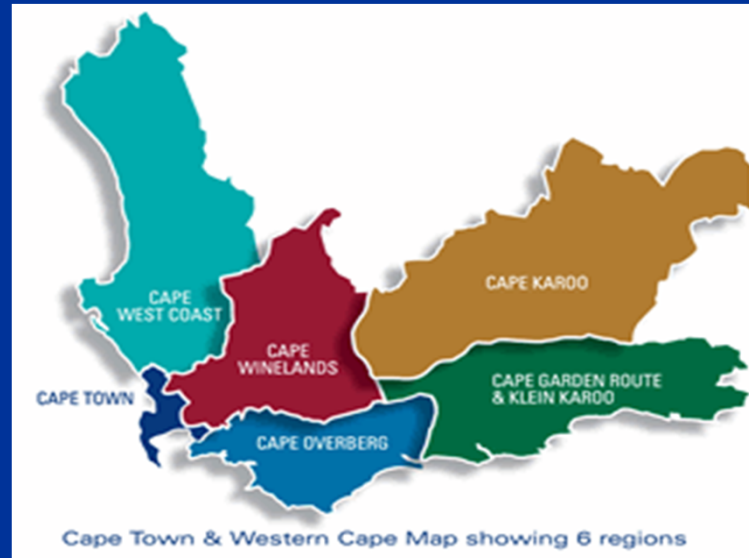
# PARTNERSHIP WITH TEP

---

## DEDAT's MEMORANDUM OF AGREEMENT WITH THE TOURISM ENTERPRISE PARTNERSHIP



# WESTERN CAPE TOURISM ENTERPRISE DEVELOPMENT





Access to support services

Access to training and skills



Access to information

Access to markets and opportunities



Access to finance



# Tourism Enterprise Development

---

Goal: To provide appropriate support structure to uplift the potential small businesses and entrepreneurs to a level of self-sufficiency and sustainability.

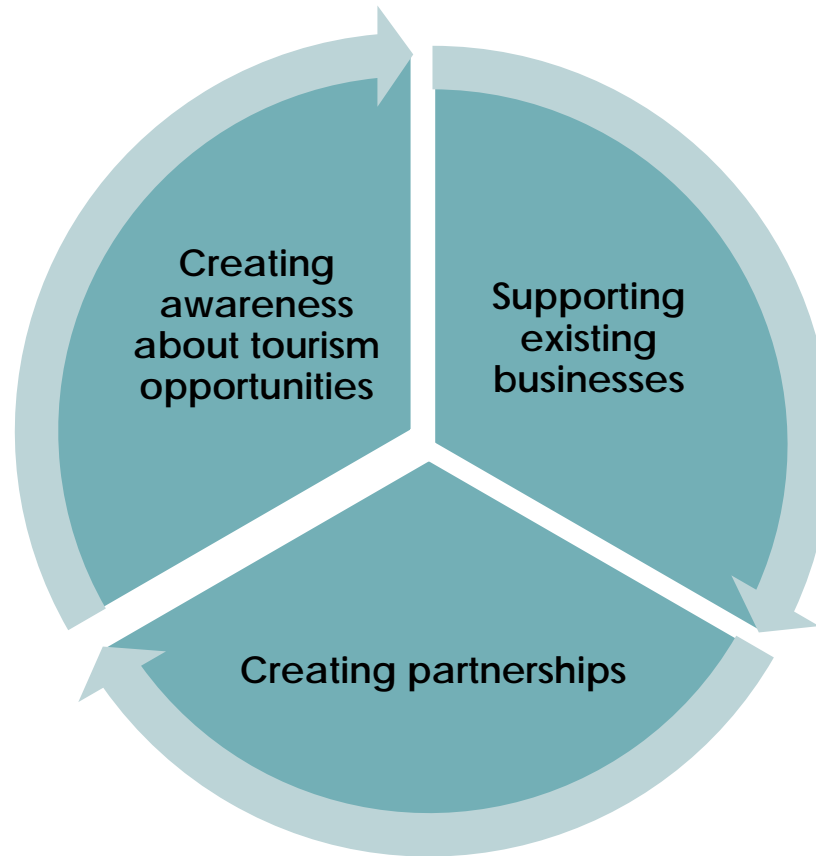


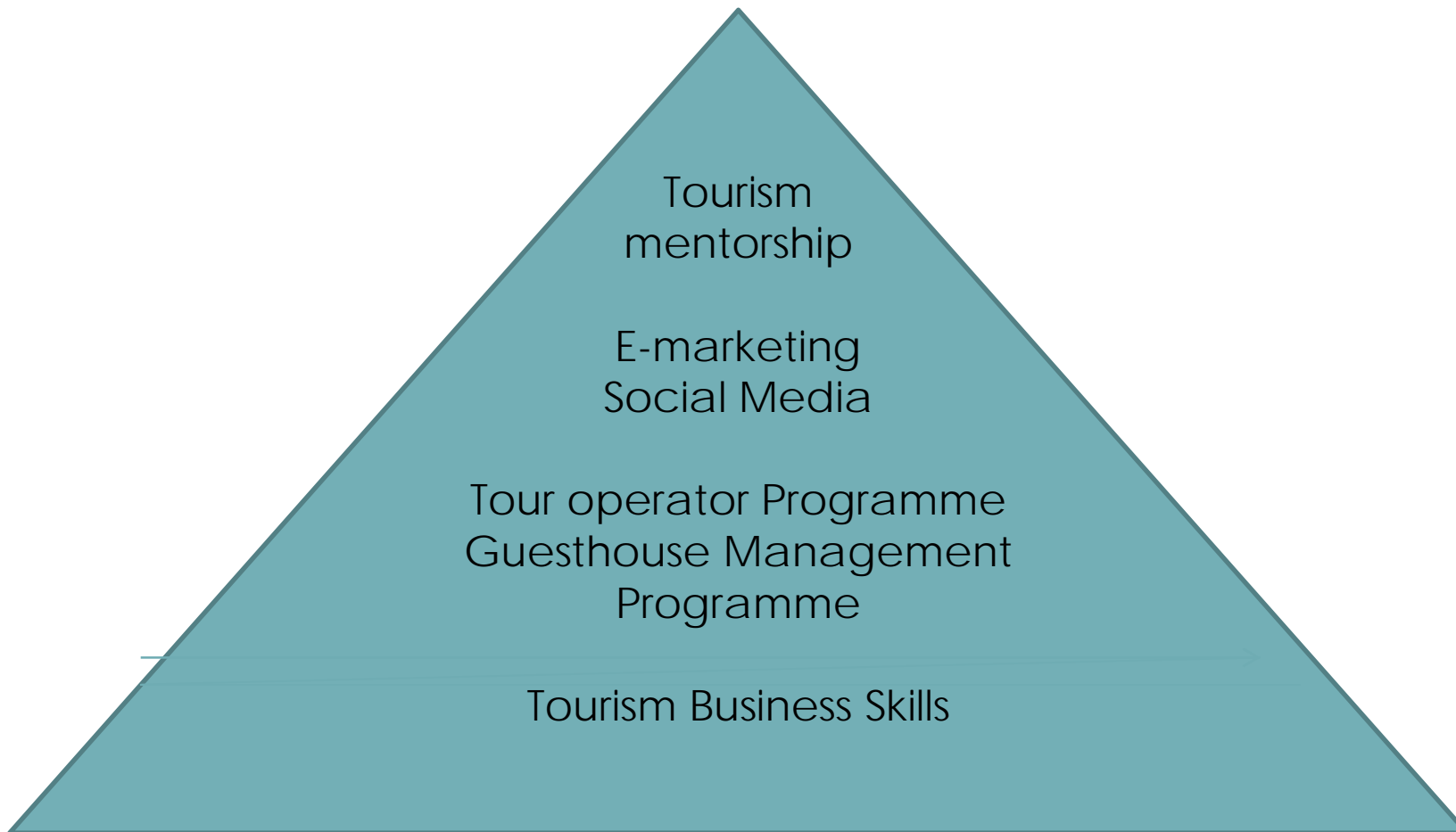
PSO1: Creating opportunities for growth and jobs



# THE STRATEGY

---





# Tourism Enterprise Development

## BUSINESS SKILLS

- BUSINESS STRATEGY
- MARKETING
- HUMAN RESOURCE MANGEMENT
- FINANCIAL MANGEMENT



# GUESTHOUSE MANAGEMENT

The Programme provides theoretical and practical training in the field of guesthouse management. The programme covers the following critical areas

- Customer Care
- How to deal with guests Front Office Management
- Housekeeping
- Food & Beverage Services
- Kitchen Skills
- Stock Control
- Ensuring the health, hygiene and safety of the guest house



## TOUR OPERATOR PROGRAMME



The purpose of this programme is to provide an introduction to the business of Tour Operating and equipping the candidate with a skill for self-employment and sustainability thereof.

This course assists the SMMEs in becoming aware of their responsibilities, optimising the use of resources available to them and co-ordinating their efforts in order to maximise productivity and job satisfaction.

# E MARKETING

---

## Introduction to Internet Marketing

- Website design and development
- Web analytics

## Internet Marketing Strategy

- Social Media
- Mobile Marketing

## Online advertising

- Search engine optimisation
- Online copywriting and development

# SOCIAL MEDIA

---

Social Media and your Business

Defining social media strategy and developing your own  
Facebook, Twitter, Blogs, LinkedIn

Creating own email addressing

How to set up a LinkedIn profile

How to use Google Maps



# BEE VERIFICATION CERTIFICATES

---

## Subsidised Verification

## Networking Sessions/ Workshops/ Presentations

## Leveraging on partnerships

- DEDAT Economic Empowerment Unit
- TEP
- NDT
- WESGRO
- Cape Town Tourism
- Regional Tourism Organisations





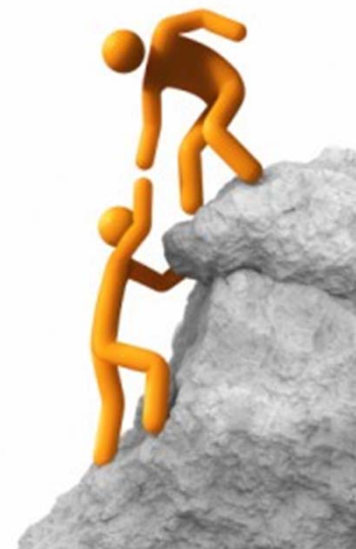
# TOURISM MENTORSHIP PROGRAMME

---

## DONE IN PARTNERSHIP WITH TEP

The Tourism Mentorship Programme is based on the linkage between selected participants of the Tourism Enterprise Development Advanced programme and mentors from the leading private sector bodies in the Province.

The aim is to support businesses experiencing challenges due to growth and other expansion type challenges



# ACCESS TO FINANCE

---

DEDAT ASSISTS TOURISM BUSINESSES BUY FACILITATING ACCESS TO FINANCE THROUGH OTHER PARTNERS



# Tourism Enterprise Development

## WHAT HAVE WE ACHIEVED SO FAR?

Intervention	11/12	12/13	13/14
Business Skills	100	75	50
Emarketing	30	30	20
Social Media		80	50
Accommodation training	N/A	30	50
Tour Operator programme	20	25	N/A
Mentorship	30	30	20

# Contact Us



**Western Cape  
Government**  
Economic Development  
and Tourism

**BETTER TOGETHER.**

**Noxolo Ntenetya**

Directorate: Tourism Sector Transformation

**Tel:** +27 (0) 21 483 9463      **Fax:** +27 (0) 21 483 3085

[Noxolo.Ntenetya@westerncape.gov.za](mailto:Noxolo.Ntenetya@westerncape.gov.za)

[www.westerncape.gov.za](http://www.westerncape.gov.za)