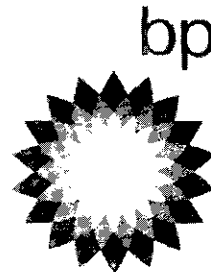




WESTERN CAPE TOURISM BOARD
"A GUIDE TO SUCCESSFUL MARKETING
IN THE TOURISM INDUSTRY"



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PREFACE

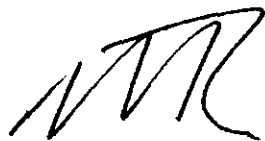
The Western Cape is blessed with the natural resources and physical infrastructure to provide tourism products for domestic and international tourists. SMME's (Small, Medium and Micro Enterprises) have been recognised as key drivers of growth in the tourism industry. These businesses have the ability to create employment and income which is fundamental to the economic well-being of communities and South Africa.

The objective of this document is to provide owners and managers of tourism businesses with an understanding of the marketing process, explain the issues to consider and provide a description of the tools used in marketing tourism businesses. The document provides a number of guidelines to assist businesses to develop a successful approach. The guidelines require careful application to your own business situation.

Understanding that small businesses require a wide range of business and marketing skills, to operate successfully, it is hoped that this guide will serve as a reference for the key elements of marketing your business. The document is written to be used in the day to day running of a small business, but also aims to provide operators with the necessary understanding of marketing terminology and processes.

Remember, for every 8 tourists hosted, 1 job is created!

Wishing you every success in your venture



Dr Mike Fabricius
CEO - WESTERN CAPE TOURISM BOARD

