

Do you know how to start your tourism business?

You know that you have what it takes to make a success in tourism and you are sure that the business that you plan to start will be your vehicle to success. To be sure, you have attended the Tourism Awareness Information Session and you have read through all the literature made available to you. You are now ready to attend the valuable **Beginners' Information Session**.

Beginners' Information Session

The purpose of the beginner's session is to:

- Provide a brief overview of the Tourism Awareness Information Session
- Understand entrepreneurship
- Suggest tools to draw up a professional business plan
- Understand financial planning
- Know how to set up a business
- Provide guidelines on drafting a professional loan proposal
- Recommend funding and support organisations that are out there to assist you
- Ensure that you will be operating legally and within the framework of the relevant regulations
- Provide expertise on product conceptualisation
- Realise the importance of marketing and industry research

The purpose of the beginner's session is also to ensure that the tourism product you conceptualise is in line with tourist demand (international and domestic). It would also be an advantage if you developed your tourism product or experience along the lines of the Integrated Tourism Development Framework (ITDF).

The Integrated Tourism Development Framework is a comprehensive document that will serve as a guide for the development of infrastructure and products in the tourism industry over the next ten years. The framework identifies 11 priority nodes and corridors for tourism development in the Western Cape. Each of these priority areas has its own unique selling propositions.

Sub-frameworks are currently being developed which will very clearly define the investment, infrastructure and marketing frameworks for each of these priority areas.

The broad outcomes of the ITDF will be discussed in the Tourism Awareness Session. In the Beginners' Session, the ITDF will be discussed in depth with regard to the Tourism Development Areas (TDAs) that are applicable to your region.

For more information on the ITDF and other relevant policies, refer to the following section in this brochure:

"Policies that will impact on your business"

It is often the individuals who have travelled extensively and know what seems to work in other popular tourism destinations around the world that are successful in tourism. They know exactly how to use the best assets of their particular region to turn into a tourist attraction. Not all emerging entrepreneurs have had this opportunity, unfortunately but key insights in this regard will be shared with you in this section. The facilitators have been carefully selected both for their tourism knowledge and experience in training as well as their personality and approachability to potential entrepreneurs.

These are some of the topics that will be covered in the full day Beginners' Session, designed to ensure that new tourism businesses can put their best foot forward when stepping into the tourism industry. The beginner's information session takes place at least twice per year. These sessions as well as all other tourism business development programmes are conducted in all six regions of the Western Cape. From the outset we want to ensure that you have every chance of success.

The Tourism Entrepreneurship Support Agent (THD)

The Tourism Entrepreneurship Support Agent in your region will invite you to attend the Beginners' Session. They will have your details that you have supplied for our database prior to attending the Awareness Session. They will keep in contact with you to receive your evaluation of the awareness session and whether or not you have decided to enter the challenging yet exciting world of tourism. If you are sure about your future in tourism, they will invite you to the Beginner's Session.

They may also be able to provide some assistance to you after you have attended the Beginner's Session, when you are busy drawing up your own business plan or loan proposal. Thrash out your ideas with them and discuss the way you have written your plan to see whether it would sound acceptable to a potential financier or investor.

Beginners Information Manual

If you are accepted for the Beginners Information Session the THD will supply you with the Beginners Information manual prior to the session. Read through this information before the workshop so that you can be armed with information on how to start your tourism business. This will ensure that you have the opportunity to really contribute to the discussion, and derive maximum benefit from attending.

