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FAST TRACK 1

WELCOMING TOURISM 2



## Fast Track Accelerating Transformation

Change is the only constant. Our reality changes from one moment to the next. The ability to remove our blinkers and be open to seeing the gaps is the key to our success in a changing world.

Gaps may appear in programmes once considered comprehensive and complete. If we are able to immediately accept these shortcomings and respond to them we can maintain our competitive edge.

The success of our Tiered Support Strategy lies in our ability to evolve our Tiered Support Programmes to the constantly changing demands in the tourism environment. The industry is transforming, must transform, and must do so at a considerable pace in order to meet the developmental needs of our country and continent. Thus our programmes should progress in tandem with this changing market place in order to be justified and relevant.

Through the Tiered Support Strategy of the Tourism Business Forum, entrepreneurs are encouraged to develop and grow their businesses in a progressive, systematic manner. They are offered programmes customised to the stage that their business is at. These programmes are designed to improve the success and profitability of their businesses, so that they are able to proceed on to the next stage.

The Tourism Business Forum is constantly on the look out for potential gaps in the Tiered Support Model, which may result in a sluggish progression of tourism businesses even with the support of government interventions.

One such gap that has been identified in

the Tiered Support Model is in the progression from Intermediate to Advanced. While the programmes in places are adequate to ensure that transition from Intermediate to Advanced does take place, this process could be fast tracked and supported with the help of basic mentorship.

At the Intermediate level, the entrepreneurs would have access to the following programmes:

- The Intermediate Training Programme,
- Co-funding assistance, through TEP, for example
- Market access assistance (for example through the Cape Tourism Showcase)

Through the training provided as part of the Tiered Support Strategy, the entrepreneurs understand the tools that they should implement in their businesses, are willing to implement these tools and probably have implemented some of them during the training. However, the time period over which most of the necessary tools will be implemented and the time that it would take for these businesses to break even as a result may be slower than if basic coaching and encouragement were available.

Coaching and encouragement would consolidate entrepreneurs' learnings and experience in order to fast track their swift progression to the Advanced level. This can be achieved through the Fast Track Programme.

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