

WiT FAQ

1. How to become a member?

The Women in Tourism Programme is comprised of nine chapters across all nine (9) provinces. Women who want to participate in the programme are encouraged to register with the Women in Tourism Provincial Chapters in their respective province.

2. How do I start a tourism business?

- Step 1: Have a place where a business will be operating.
- Step 2: Draft a business plan, assistance can be provided by the Department of Trade and Industry (dti)
- Step 3: Get equipment that will be needed to operate your business.
- Step 4: Register your business at the dti.
- Step 5: Apply for site inspection from Department of Health before your business become operational by Health and Safety Inspectors
- Step 6: Apply the marketing strategies to get customers for your business.
- Step 7: Apply for funds (if necessary) to expand your business, information that help with funding are listed on "How to Start and grow your tourism business" booklet.
- Step 8: Once operational, the Grading Council of South Africa will accredit the establishment and issue the certificate with star grading.

3. How do I market my product or service?

Sales happen because of marketing. Businesses use market research to identify their customers and what it is that they want to buy. Marketing involves six issues, which are defined as

- Product or service: what are you producing and what benefits does it offer?
- Production: how is your product/service produced, at what rate, and what raw materials and time are used?
- Price: at what price can the product or service be sold?
- Promotion: how will potential customers know about the product or service?
- Place: where is the business located and what distribution channels will be used?
- Perception (or brand image): how should the customer see the business and the product or service provided?

4. Why do I need insurance

- To protect your fare-paying clients for accidents if an accident happens (passenger liability cover).
- To also protect the company in case the fare-paying clients sue them for the loss of their luggage, belongings, ill health etc (e.g cameras, watches, earrings, necklaces or for eating food at a restaurant and discover afterwards one is ill as a result of food poisoning that the doctor has confirmed

5. How much cover do I get for my vehicles?

Tourism rule of thumb is R1 000 000 per person per incident. If your vehicle takes 10 fare-paying passengers, the cover should be R10 000 000.

6. What is Tourism Service Excellence?

The Tourism Service Excellence Programme was initiated by the Department of Tourism in partnership with the Tourism Business Council of South Africa (TBCSA) with the view:

- To develop an integrated approach to service excellence in the tourism sector;
- To rationalise efforts and develop a strategy that will guide service excellence in the sector; and

- Create an enabling environment for developing a positive customer service culture.
- The overall objective of the programme is to improve service levels in the tourism sector and the value chain.

7. Tourism Business Explained

- Bed & Breakfast - Bed and breakfast is a small lodging establishment that offers overnight accommodation and breakfast
- Gift shops - Stocks souvenir items for the tourist to purchase
- Grading Assessor - An individual contracted to South African Tourism to provide freelance services in grading of tourism establishments
- Professional Conference Organiser - A professional conference organiser, professional congress organiser or conference company is a company which specialises in the organisation and management of congresses, conferences, seminars and similar events
- Restaurant - An establishment that offers its customers various types of food for a fee
- Shisanyama – A township eatery where guests generally buy meat and braai onsite, either by themselves or assisted by staff of that establishment
- Shuttle Services - Dedicated transport service between a tourism establishment and other places that guests need to be at
- Spa Services - Fixed or mobile equipment service to visitor of a particular tourism establishment
- Tourist Guide - An individual who provides assistance, information on cultural, historical and contemporary heritage to people on an organised tours and individual clients at a cost
- Travel Agency - A private retailer or public service that provides travel and tourism related services to public on behalf of suppliers such as activities, airlines, car rentals, cruise ships, hotels, railways, travel insurance and package tours.

8. Tourism important links

- Department of Tourism - 012 310 3911, www.tourism.gov.za
- CATHSSETA: Tourism Sector training and development regulator - Training and accreditation: 011 217 0600, www.cathsseta.org.za
- National Registrar of Tourist Guides - 0860-TOURISM or 0860 868 747, email: TouristGuideEnquiries@tourism.gov.za, www.tourism.gov.za
- Department of Small Business: Policy formulation and regulation of small business sector - 0861843384, www.dsb.gov.za
- Gauteng Department of Economic Development: Tourism Planning, Development & Management - 0110852500, www.gauteng.gov.za
- Gauteng Tourism Authority: Gauteng Tourism promotions & destination branding - 0110852500, www.gauteng.net
- South African Tourism: South African destination marketing Agency - 01189553000, www.southafrica.net

9. Industry Associations

- Casino Association of South Africa: Casinos and betting organisations - 0110119032, www.casasa.org.za
- Chefs Association of South Africa: Professional Chefs - 0114827250, www.sachefs.co.za
- Federated Hospitality Association of South Africa: Hotels - 0127715568, fedhasa.co.za
- National Accommodation Association: B&B and Guesthouse - 0126611099, www.naa-sa.co.za

- Restaurant Association of South Africa: Restaurant and Take-aways – 0117052054, restaurant.org.za
- South African Youth in Travel, Tourism, and Hospitality: Tourism Youth - saytth@gmail.com, www.saytth.co.za
- Tourism Business Council of South Africa: Tourism Associations - 01266440120, <https://tbcsa.travel>

10. Funding Institutions

- Black Business Supplier Development Programme - 0861843384, www.dsbd.gov.za
- Imbewu Fund - 0861843633, www.nefcorp.co.za
- Independent Development Cooperation - 0800303336, www.idc.co.za
- Ithala Development Cooperation - 0861843633, www.nefcorp.co.za
- National Youth Development Agency - 0800203240, www.nyda.gov.za
- Small Enterprise Development Agency - 0124411000, www.seda.org.za
- National Empowerment Fund - 0861843634, www.nefcorp.co.za