



BUYOLO
BUSINESS | ADVISORY | SERVICES

Development of the Tourism Product Development Guidelines

Client

The City of Cape Town

Objectives

The purpose of the Tourism Product Development Guidelines was to provide a practical and easy to understand booklet for potential business owners and those that were already running their businesses.

Tactics employed

Research was conducted to cover different areas of the guidelines to develop a booklet.

Outcomes

The guidelines outlined the following:

- How the tourism industry works
- Principles of responsible tourism
- Relevance and role of government in tourism
- Starting a Tourism Business
- Entrepreneurship
- Product Development
- Business Planning
- Marketing the business
- Legalities and Compliances
- Business Management