



BUYOLO
BUSINESS | ADVISORY | SERVICES

Responsible tourism training workshops

Client

City of Cape Town

Objectives

The purpose of the workshops was to provide a practical and interactive session on how responsible tourism business can become a way of increasing clients.

Tactics employed

- Taking trainees through life case studies that share the true benefits of responsible business practice
- Provide the tools that will help business owners to make effective changes that have big impacts on the way they run their businesses
- Gain more insight about the 'Responsible Tourism Charter' and hear about the latest developments in the City of Cape Town

Outcomes

By the end of each workshop, delegates learned

- strategy on how to set new goals
- how they can each make a difference by considering how responsible tourism can influence their buying power
- how to strengthen their local enterprises and assist those in need
- how to use the limited natural resources more effectively.