



**BUYOLO**  
BUSINESS | ADVISORY | SERVICES

## **Tourism Awareness**

### **Client**

City of Cape Town

### **Objectives**

- Upskill Taxi/Cab drivers in order to become more knowledgeable about Cape Town as a tourism destination
- Assist Cabs/taxi drivers to develop the ability to assist customers as and when needed.
- Help Cab/ Taxi drivers to be fully aware Cape Town's places of interests for visitors and to provide the necessary support and safety measures for tourists etc.

### **Tactics employed**

The half-day workshops started with delegates introducing themselves and their level of experience in the Tourism Industry as well as Customer Care. The module was interactive and participatory in nature including in-depth discussions and presentations as well as group work.

### **Outcomes**

At the end of the training session participants were expected to be able to offer good customer service to visitors

This was to be reflected in their ability to:

- know the importance of tourists and tourism to the growth of the local economy
- understand and be able to meet the needs and expectations of visitors;
- give tourists information on local attractions, amenities and facilities; and
- understand the importance of safety and security and how to advise visitors about these aspects in a constructive manner.