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Transformation in the Cape Town Metropole's Tourism Sector

Client

City of Cape Town

Objectives

Increase the pace and effectiveness of Broad Based Black Economic Empowerment (B-BBEE) efforts in the tourism sector.

Tactics employed

- Research for match-making models (using questionnaires)
- Facilitation of B-BBEE workshops
- Analysis of the existing Cape Town Tourism (CTT) database

Outcomes

- Match-making models were identified and industry players were guided to minimise duplication (i.e. existing programmes are strengthened rather than supplemented by yet more new programmes)
- Workshop participants gained more insight into B-BBEE legislation and why it is good for business
- BEE credentials of clients in Cape Town Tourism's database were analysed, indicating the need for more improvements.