

Growing SMME Businesses Together... sSTEP by sSTEP

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Amid all the colour and buzz of the Tourism Indaba 2007, the Tourism Enterprise Programme (TEP), a partnership between the Business Trust and Department of Environmental Affairs and Tourism, launched two major projects on Monday (14 May). The 2010 Host City programme, in preparation for SMMEs participation in 2010, and TEP Toolkits, aim to raise the level of knowledge, awareness and understanding of the tourism business in the SMME sector.



2010 Host City Programme – How can SMMEs engage with opportunities around the 2010 FIFA World Cup?

This programme will assist SMMEs in the tourism industry to benefit from the overall opportunity offered by the 2010 FIFA World Cup South Africa™ and to make a significant contribution to the national shared growth initiative launched by Asgi-SA. The 2010 Host City Programme is a national research strategy to determine what SMME tourism products exist, where SMMEs are

located, and what services SMMEs offer to the tourism consumer. It will also look at what skills SMMEs require, whether SMMEs meet quality assurance standards, and perform a diagnosis of the tourism business and economy.

The research will be conducted in the nine host city areas as well as six Global Competitiveness Programme (GCP) areas and a number of satellite areas still to be identified by MATCH. These satellite areas will be in proximity to host cities and will have a concentration of at least 200 rooms.

The programme will look at a number of sectors within tourism, and will include accommodation, transportation, entertainment, historical heritage and archaeological sites, nature-based activities, arts & craft, tour operators and tour guides, and food and beverage establishments

Based on the research undertaken, recommendations will be made for local tourism development for each area as well as for tourism capacity development. The report will also look at the tourism status of each area identifying weaknesses both in suppliers, infrastructure and service, product and quality gaps. A tourism SMME database will be compiled and solutions identified to develop the product in readiness for and to ensure that businesses are sustainable beyond 2010.



Toolkits – Giving SMMEs practical advice

Access to tourism and business related information is consistently noted as a large concern and gap for tourism SMMEs. To address this, TEP implemented the Toolkit Project in 2006 with three toolkits and with additional funding from the Department of Environmental Affairs and Tourism the project has been expanded to eight toolkits. The five new topics are:

- Marketing in Tourism
- Quality Assurance and Customer Care
- Tourism Channel
- Communication in Tourism
- Business Administration in Tourism

Topics currently available from the [TEP website](#) include [Legalities and Compliance](#); [Website Planning and Development](#); and [Business Planning](#).

30 000 toolkits will be distributed nationally in five languages, it will also be available for download from the [TEP website](#). The project has been enhanced to include interactive and practical workshops. Four workshops will be held in each of the nine provinces of South Africa and by June 2008, 7200 SMMEs will have attended these workshops.

What is TEP?

The Tourism Enterprise Programme is a partnership between the Business Trust and the Department of Environmental Affairs and Tourism (DEAT) that enables firms in the tourism sector to conclude commercially viable transactions and thereby expand their businesses and create jobs. To read more about TEP please [click here](#).

To learn more about the Business Trust [click here](#)