

# WESKUS STREEK-TOERISME ORGANISASIE WEST COAST REGIONAL TOURISM ORGANISATION

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**1 June 2011**

## REPORT ON TOURISM AWARENESS WORKSHOP

### BACKGROUND

1. On request of the Department of Community Services of the West Coast District Municipality, a Tourism Awareness workshop was presented to on 31 May 2011 to members of the DMA in Kliprand.

### ATTENDANCE

2. The workshop was attended by 14 members( See attendance register):

TOWN	AMOUNT
Kliprand	2
Nuwerus	2
Rietpoort	5
Dept Community Services	2
Bitterfontei	2
Molsvlei	1
<b>Total</b>	<b>14</b>



*Attendees of the workshop*

3. They raised the following expectations:
  - a. Want to know what tourism is
  - b. How does tourism works.
  - c. How can they get into Tourism
  - d. Funding possibilities to start a tourism business.

### **THE WORKSHOP**

4. The workshop covered the following subjects in theory:
  - a. Tourists: The Market.
  - b. The Tourism Industry
  - c. You and Tourism entrepreneurship
  - d. Developing a business idea
  - e. Identifying local business opportunities( practical)
  - f. Role-players in Tourism
  - g. Support and Skills Development



*A group at work*

### **CLOSING REMARKS**

This was the forth workshop of its kind in the DMA. Participants from all four interventions who want to start an own business should be encouraged to attend follow – up workshop to make them realise that need.

**(D.S.CORNELIUS)**  
**DEVELOPMENT OFFICIAL**