



Accredited through  
**Cape Tourism and Hospitality  
Skills Training Company CC  
(CTHSTC)**  
2008/12444/23

**Business Plan**

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# 1 Introduction

Cape Tourism and Hospitality Skills Training Company is a BBEE compliant training provider, launched in 2008 to provide *training and development* opportunities for our clients.

The joint venture partners of Cape Tourism and Hospitality Skills Training Company are African Dream-Makers NPC (2012/187332/08), Livingstone Tourism Academy (Pty) Ltd (future holding company) and their employees.

CTHSTC is an accredited training provider operating since 2008.

CTHSTC offers a variety of training programmes and proved itself in especially training tourism related qualifications, entrepreneurship and also public services programmes. We have trained more than 1500 tourist guides.

CTHSTC's aim is to provide training which satisfies the need for real skills in South Africa by offering short courses based on skills programmes and **the FETC L4 National Tourist Guide Certificate**.

## 2 Vision

*To contribute to skills training and development in South Africa thus indirectly contributing to job creation and a better country for all especially youth and unemployed in the Rural areas of South Africa using Tourist Guiding as the vehicle for sustainable development.*

## 3 Mission

*It is the mission of CTHSTC to provide excellent and relevant training to learners in the tourism and hospitality industry. This will be done by:*

- *Using English as medium of instruction*
- *Enabling learners to gain knowledge, skills and values*
- *Developing the learner's skill to disseminate relevant information*
- *Delivering an educational programme which meets the needs of both the individual learner and the larger community*
- *Demanding the highest standard of excellence in all areas of scope*

## 4 Objectives

### 4.1 Goals

- To focus on skills and entrepreneurial development
- To promote entrepreneurship and sustainable development
- To identify projects for mentoring and further development
- To contribute to skills and knowledge in order to alleviate unemployment
- To obtain DHET registration

### 4.2 Objectives

- To provide quality training and development through professional presentations and fair assessment practices.
- To present cost effective and competitive training, assessment and moderation.
- To understand, to implement and to communicate the strategic objectives to all stakeholders
- To continuously increase knowledge base regarding current international practice and techniques
- To maintain international and safety standards and comply with legislation
- To develop and motivate stakeholders through continuous interaction

### 4.3 Strengths to build on

- Knowledge and understanding of the National Qualifications Framework and QTCO
- Partnerships broaden scope, spread administrative burden, decrease vulnerability of non-functional SETA's, decrease pressure to design programmes.
- Branding of products with partner names creates more trust.
- Knowledge sharing between partners.

### 4.4 Opportunities

- ❖ To identify small and micro business to support with training and development
- ❖ To utilise the requirements of The Tourism Act which requires from Tourist Guides to have a NQF accredited qualification or skills programme.
- ❖ To utilise the requirement to upgrade the First Aid qualification once every 3 years
- ❖ To act as project manager and contract accredited training providers to deliver the programme and extend our scope substantially.
- ❖ To utilise technology to increase the number of students who are able to participate by developing e-learning programmes.

## 4.5 Challenges

- Duration of re-application for provider accreditation and programme approval
- Volume of information regarding new curriculum
- Decrease in demand for tourist guide training due to knowledge of younger generation of tourist and use of technology
- Computer literacy of lower educated learners
- Access to e-learning due to lack of resources
- Lack of language skills of learners to divert to e-learning
- Confusion about the limits of a "site guide" and a "guide with the full qualification" on levels 2 & 4. Site guides only has 6 unit standards and are allowed, in the current system, to tour all the regions of South Africa. The full qualification has 26 unit standards and includes the fundamentals and does not give an advantage other than a level 4 qualification.

## 4.6 STEEPLED Analysis

(social, technological, economic, environmental, political, legal, ethics, demographics)

When conducting a STEEPLED analysis, the following is relevant:

Social	Technological
<p>Tourist Guiding</p> <ul style="list-style-type: none"> <li>○ The younger generation tourists are more sophisticated and confident to travel on their own</li> <li>○ The tourist guiding industry is slowly but surely changing to reflect employment equity, however still controlled by too many 'old' guides.</li> </ul> <p>Other programmes</p> <ul style="list-style-type: none"> <li>○ Learners are mostly more technological advanced and spread information faster via Twitter, Facebook, etc.</li> <li>○ Large component of learners do not have the resources and therefore go to the FET colleges where they get bursaries</li> </ul>	<p>Tourist Guiding</p> <ul style="list-style-type: none"> <li>○ The use of technology to plan itineraries opens the world</li> <li>• The use of GPS systems ease driving in other countries and decrease demand for tourist guides</li> </ul> <p>Other programmes</p> <ul style="list-style-type: none"> <li>• The increased level of computer literacy increases the need for e-learning systems</li> <li>• Accessibility of the internet on mobile devices is an advantage which can contribute to the e-learning environment</li> </ul>

Economical	Environmental
<ul style="list-style-type: none"> <li>○ The occurrence of 'professional students' who jump from one incentive to the next increase the need for proper practical training during the workplace learning periods.</li> <li>○ Availability of grants to assist learners either through SETA's or funding request via partners</li> <li>○ Many students rely on government to fund their further education</li> <li>○ Older students who dropped out of school may progress faster in career if employers understand the educational levels and advantages of level 4 qualifications.</li> </ul>	<ul style="list-style-type: none"> <li>○ Programmes offered already include use of electronic media vs handbooks which saves paper as the NQF is a paper hungry system</li> <li>○ Proper trained tourism students in guiding, entrepreneurship, hospitality, etc has a good understanding of acceptable environmental practices.</li> </ul>
Political	Legal
<ul style="list-style-type: none"> <li>○ Accredited programmes give assurance of quality</li> <li>○ continuous changes in the education system creates a feeling of dismay if modules or years have to be added</li> <li>○ The changes in the system obviously increase the challenges to re-design and submit qualifications for re-accréditation.</li> </ul>	<ul style="list-style-type: none"> <li>○ Tourist guide, project managers are guided by different acts and care should be taken that we keep up to date with legislation and changed requirements and adapt programmes accordingly.</li> </ul>
Ethics	Demographics
<p>Programmes developed in line with SETA requirements Ensure that reference is give when research is part of portfolio's</p>	<ul style="list-style-type: none"> <li>○ Learners are mostly adults and have to cope with the family commitments</li> <li>○ Learners are permanently living in the Overberg and not willing to drive to Cape Town for training</li> <li>○ Cape Town learners attend programmes closer to own suburbs</li> <li>○ Sponsored learners prepared to travel during the week however return home over weekends which should be taken into consideration with scheduling and budgeting.</li> </ul>
Knowledge	
<ul style="list-style-type: none"> <li>○ Correctness of qualifications accredited</li> <li>○ speed of learning</li> <li>○ Ability of educators to transfer knowledge and guide assessment</li> <li>○ Continuous learning by educators</li> </ul>	

## 5 Our Team

**Jacques Nell** - BA. Psychology and Education (UNISA), FED Technical (OKSA), National Cert Tourist Guiding (THETA), National Cert Assessor (IPD)

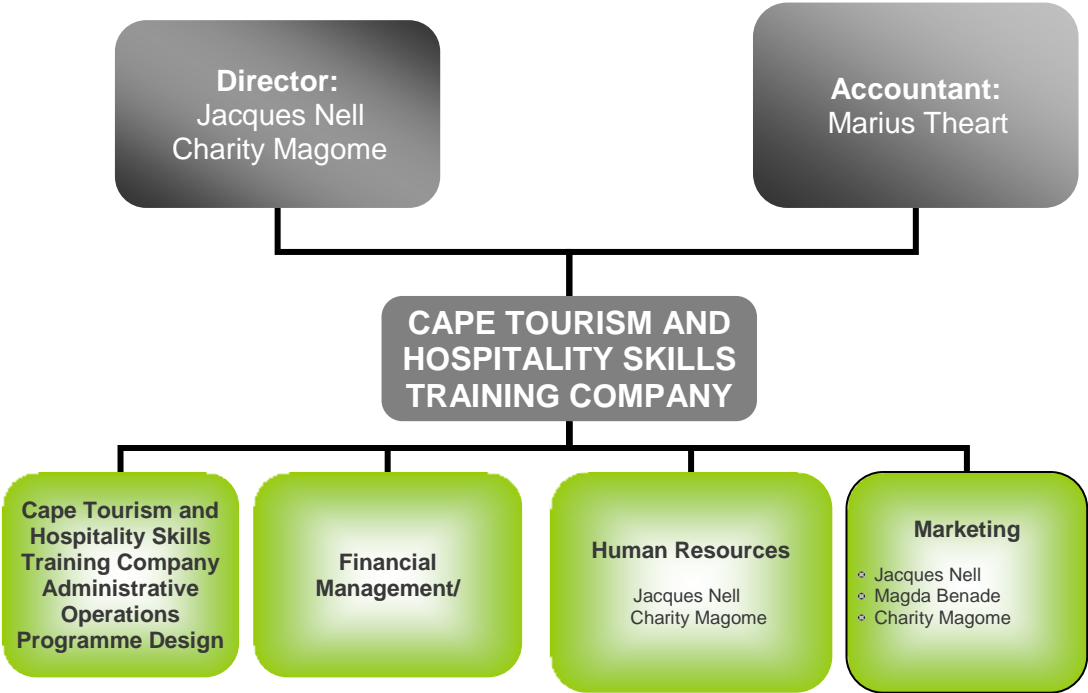
Jacques is one of our joint venture partners and has been a tour operator, tourist guiding lecturer and school principal at several institutions. He is involved in different tourism and business development forums and a technical specialist.

**Charity Magome**-50% BBEEE Partner

**Magda Benadé** - B Comm (Unisa partial) MDP (University of Stellenbosch) SMP (University of Stellenbosch) NQF Facilitator/Assessor/ Moderator/Verifier

She has extensive experience in the Armourment, Baking-, Wine- and Tourism industries in a variety of skills, management of business units and her own businesses.

5.1 Organogram



## **6 Business Information**

### **6.1 Company Details**

Cape Tourism and Hospitality Skills Training Company  
12 Paul Sauer Street  
Rozendal  
Stellenbosch  
7600

### **6.2 Company Registration Details**

Company registration no:	2008/124444/23
Company registration date:	11.06.2008
CATHSSETA Provider registration no:	613/P/000222/2013
Company SARS tax no:	9365051177
BBEEE registration no:	B0207707

### **6.3 Banking Details and Internet Transfers**

ABSA Stellenbosch  
Bank code: 632-005  
Account: 9257758657

### **6.4 Auditors**

Marius Theart  
Capstone  
Postnet Suite 244  
Private Bag X13  
Brackenfell  
7561

### **6.5 References**

Livingstone Tourism academy  
Department of Tourism  
Department of Cultural Affairs  
DEAT  
FUNDI-Contract in place.  
DHET-Registration  
Montavigus Projects  
Nguni Skills



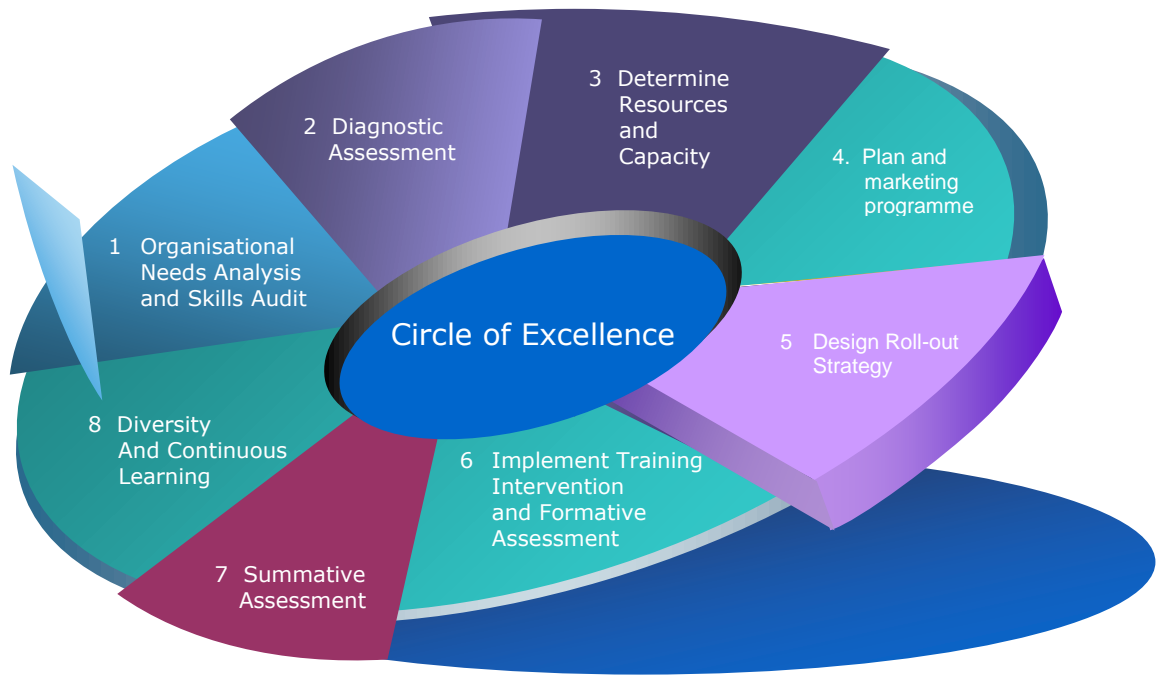
## 7 Training Philosophy and Process

We believe that effective training includes:

- Requires the learner to have a goal before participating in training
- Addresses multiple learning styles (visual, auditory, and kinesthetic learners) and respects the different means of learning, from in-person structured group sessions to online quick tips.
- Promotes learning that is sequential, cumulative and developmental
- Use of active learning techniques, providing as much hands-on practice and workplace experiential learning as possible with the most relevant examples to the learner
- Promotes reflective thinking and problem solving-based learning through open discussions, shaped by guidance of subject experts
- Is timed appropriately so that learners can put their new knowledge to use immediately

The training process is as follow:

- Research and development of appropriate qualifications and Skills Programmes to comply with client and business needs;
- Apply outcomes-based and adult learning principles, complying with all criteria of the relevant NQF Unit Standards and QMS;
- Incorporate continuous assessment activities in each programme, including formative assessments during training sessions, normative assessment, practical workplace assessment and summative assessment after completed workplace practical;
- Manage data and report as appropriate to relevant stakeholders and SETA;
- Implement training programmes in accordance with our QMS
- Accommodate learners with skills through the recognition of prior learning process to enhance development and continuous learning.



## 8 Products and Services

Cape Tourism and Hospitality Skills Training Company formed through joint venture agreements partnerships with various accredited training providers to extend our scope:

<b>TOURISM:</b>	<b>INITIAL CONTACT</b>
TOURISM ENREPRENEURSHIP: EVENT&TOURISM MANAGEMENT&TOURISM MARKETING	5 DAYS
AGRI- TOURISM	3 DAYS
<b>HOSPITALITY:</b>	
WAITER&BAR	5 DAYS
FOOD &WINE PARING	2 DAYS
BASIC WINE COURSE	2 DAYS
ADVANCED WINE COURSE	4 DAYS
HOUSEKEEPING SKILLS/HOMECARE SKILLS	4DAYS
FRONT OF OFFICE	3DAYS
MENU PLANNING&COSTING	3DAYS
FOOD HYGIENE	3DAYS
BAKING SKILLS	5DAYS
RECIPE DRIVEN COOKING SKILLS	5DAYS
<b>GENERIC&amp;LIFE SKILLS:</b>	
FIRST AID L1	2 DAYS
CUSTOMER SERVICES	2 DAYS
START OWN BUSINESS	2 DAYS
ENTREPRENEUR DEVELOPMENT	3 DAYS
BASIC COMPUTER SKILLS	5 DAYS
COMMUNICATION SKILLS	2 DAYS
BASIC ENGLISH	5 DAYS
ASSERTIVENESS SKILLS&CONFLICT MANAGEMENT	2 DAYS
TRAIN THE TRAINER	3 DAYS
BASIC SWIMMING SKILLS	3 DAYS
ABET	CENCE/PARTNER
BASIC ACCOUNTING	3 DAYS
<b>ARTS&amp;CRAFTS:</b>	
BEADWORK	5 DAYS
SEWING&DRESSMAKING	5 DAYS
UPHOLSTERY	10 DAYS
POTTERY	10 DAYS
PAPERMAKING	5 DAYS
PAINTING/ARTS&CRAFTS	5 DAYS

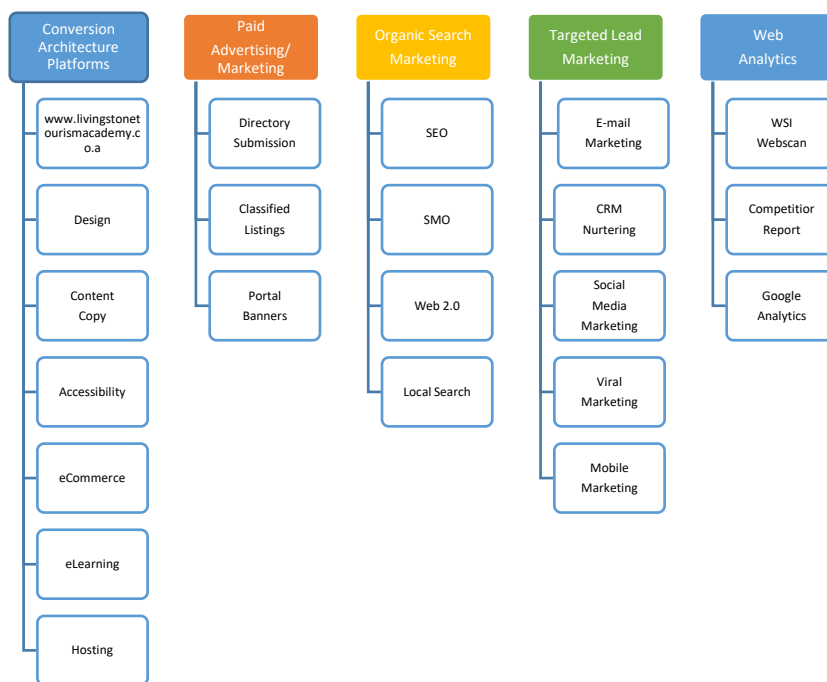
LEATHER CRAFT	10 DAYS
BASIC PLUMBING	5 DAYS
WELDING	5 DAYS

## 9 Organisational Training

	Tourism	Accredited	Awaiting Accreditation	Non-Accredited	Duration (Classroom days plus practical)	Level	Credits	Cost
TG/CulSiteGd/4/0031	Tourist Guiding: Culture Site (Skills Programme)	✓			400NH	L4	40	6750
TG/NatSiteGd/4/0032	Tourist Guiding: Nature Site (Skills Programme)	✓			400NH	L2	40	6750
<b>FETC/National Tourist Guide L4(71549)</b>	National FETC L4 Certification	✓			1340NH	L4	134	66000
17174 National Certificate: Tourism: Guiding 2 Qualification	Guiding 2 Qualification	✓			130 NH	L2	130	6750

## 10 Marketing Plan

### 10.1 Marketing Strategy



#### Web Design & Moodle design

- Create password access
- Put links for course material (pdf), assessments on website

#### E-Mail Marketing

E-mail marketing will include:

- contact with guides who may be interested in upgrading their provinces
- persons interested in hospitality
- email newsletter should direct person to website to click link to access learning material and assessments.

#### Social Media Marketing

- Add social media links to website
- Create groups for travellers, aquaponics, crafts
- Photos of special events,
- Encourage customers to upload their photo's
- Newsletter – subscribe, face book, special offers to subscribers only
- Online Advertising – target people close by with special offers
- Google Ad words – focus on very specific keywords
- Make us of remarketing – clever way of marketing, different calls to action

## 10.2 Target Market

Cape Tourism and Hospitality Skills Training Company focuses on adult training within the broader business sector - our training is therefore designed to address the needs of our clients. Our programmes are skills focussed with a maximum practical hour in addition to the vocational training. With this in mind the following aspects are considered:

- ❖ Skills programmes that address immediate training needs;
- ❖ Training Programmes that are demand driven;
- ❖ Sustainable use of time by providing maximum access to training, e-learning and self-study options;
- ❖ Networking opportunities during learning shapes the knowledge and skills of our learners and broaden their perspective.

Cape Tourism and Hospitality Skills Training Company' current focus is on training in the tourism sector with a variety of careers offered in the generic management sector. The changing demand of tourist guiding skills as well as limitations caused by the slow programme approval process, requires new strategies to ensure sustainable business units.

CTHSTC's focus will be on training different skills in South Africa and offer short courses rather than full qualifications which is currently more affordable. Care will be taken, where possible, that short courses are aligned with the qualifications and/or unit standards to ensure that learners will benefit and is in a position to get acknowledgement for a qualification once all relevant standards have been completed.

Programmes that could be offered by CTHSTC and its partners are indicated in the attached table with proposed costs per person per programme unless otherwise indicated.

### 10.3 Marketing Priorities

Priority will be given to the marketing of the following programmes currently presented:

	Qualification / Skills Programme No	Programme Details	Venue	Time	Who	Selling price
	Tourist Guiding					
7.1	TG/CuISG/4/0031	Tourist Guiding: Culture (first province and 2 <sup>nd</sup> exam other provinces)	Per Province at TVET colleges. Contract in Place	Monthly and evenings 400NH	Facilitator Assessor Moderator	R6 750
7.2	FETC L4-National Tourist Guide	National Tourist guide-Matric level	Per Province at TVET colleges. Contract in Place	Monthly and evenings 1340NH	Facilitator Assessor Moderator	R66 000



## **11 Conclusion**

Cape Tourism and Hospitality Skills Training Company' aims to become a major contributor to rural development and take training to the community which is more sustainable vs traditional methods of an institution in one location. We commit ourselves to deliver training at a high standard and focussed on specific speciality fields.

Our objective to implement e-learning on a public access basis as well as intranet via our computer centres, which will include a mobile training facility. We also need to diversify our services to include more of the other programmes available vs the main focus which is currently on tourist guiding.