



**BUYOLO**  
BUSINESS | ADVISORY | SERVICES

## **Case Study 4**

### **Development of the Tourism Product Development Guidelines**

#### **Client**

The City of Cape Town

#### **Objectives**

The purpose of the Tourism Product Development Guidelines was to provide a practical and easy to understand booklet for potential business owners and those that were already running their businesses.

#### **Tactics employed**

Research was conducted to cover different areas of the guidelines to develop a booklet.

#### **Outcomes**

The guidelines outlined the following:

- How the tourism industry works
- Principles of responsible tourism
- Relevance and role of government in tourism
- Starting a Tourism Business
- Entrepreneurship
- Product Development
- Business Planning
- Marketing the business
- Legalities and Compliances
- Business Management