

TOURISM ENTERPRISE DEVELOPMENT WORKSHOP

After a successful Ward Committee session last month, Msunduzi Pietermaritzburg Tourism Association (MPTA) hosted Tourism Enterprise development workshop on Tuesday 11 October 2022

This is part of a greater objective of the revised National Tourism Sector Strategy (NTSS) 2016-2026 to ensure the sustainable development and growth of tourism enterprises in a manner that facilitates inclusive participation, job creation and contributes to the competitiveness of tourism destinations.

Small and medium businesses are the life blood of the South African economy; these businesses are the driving force for economic growth and creation of jobs.

Topics covered;

- Business Tourism
- Components of Tourism industry
- Travel services
- Tourism Push and pull factors
- Type of tourists
- Tourists Purpose of travel
- Tourism value chain
- Marketing mix
- Characteristics of Tourism Product

