

# Western Cape

*'Many people are changing their lives by making use of job opportunities in tourism, government, construction companies and other business sectors in the province.'*

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**S**outh Africa is enjoying remarkable growth in the economy, and the Western Cape Province is sharing in this.



people with skills like tour guiding and running successful Bed and Breakfast (B+B) businesses.

## ■ Township tourism

Western Cape Finance and Tourism spokesperson

## ■ Using opportunities

According to the Bureau for Economic Research, many people are changing their lives by making use of job opportunities in tourism, government, construction companies and other business sectors in the Western Cape.

2005 saw more foreign tourists coming in spending a lot of money in the province.

## ■ Foreign money

According to CallingTheCape, the province's Call Centre, foreign money from tourism lifted the Cape's coffers by R507 million.

Having created 4 000 new jobs in the Western Cape in 2005, the Call Centre industry has been targeted as one of the most important areas.

## ■ Transformation

The challenge is to create

opportunities in tourism in the Western Cape for black people. To promote this, the provincial Department of Finance and Tourism started a programme to train previously disadvantaged people to start their own tourism businesses. The department is sponsoring projects to equip township

Thabo Mabaso said they were awaiting the results of a study about township tourism.

"We want to find out if townships have enough structures to become successful tourism destinations and how they can be developed," he said.

Mabaso said they were teaching young business people or entrepreneurs various tourism skills.

"They are taught how to do business plans, manage businesses and how to market themselves."

A new focus will be to encourage the performing arts, music and design areas, to take their place alongside the movie industry in driving growth in the province.

## Did you know?

**Wine and grapes produced in the Western Cape are amongst the largest exported products in the country and is an important contribution to the economy.**



For more information on opportunities telephone CallingTheCape on 0860 142 142