

Cape Town diversifies tourism offering to boost community involvement

The City of Cape Town, in partnership with Cape Town Tourism has marked Tourism Month outlining key events it has planned to participate in. This year's focus, having recently revised the Tourism Development Framework (TDF), is on creating more community-based offerings. The updated TDF takes a new immersive approach to cultural tourism and aims to change the landscape as a whole by embracing transformation in tourism.



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"Tourism is a key priority sector for the City, being a significant contributor to employment that sustains around 300,000 jobs in total, making it the sector with the highest economic growth and employment potential," says Alderman James Vos, The City's mayoral committee member for economic opportunities and asset management.

"I am truly excited about the future of tourism in Cape Town. We have a month packed with activities that showcase the potential of this sector and what our beautiful city has to offer.

"We will kick-off the activities at a school in Mitchells Plain as part of a roadshow with Thando, the mobile visitor information vehicle, the only one of its kind in South Africa. Our aim is to educate scholars on the importance of the tourism sector and encourage them to consider it as a career path. This outreach includes a competition where scholars are encouraged to tell us why they love Cape Town," he adds.

From these entries, 60 winners will be chosen and taken on a **City Sightseeing Red Bus Tour**; followed by a **Curated Routes** tour of Khayelitsha, showcasing a variety of experiences to several hotel industry representatives from leading hotels in Cape Town.

The tour will allow the winners to meander through the neighbourhood experiencing the area's diverse activities and interacting with the most inspirational people, including artists, baristas and start-up business owners.

"This is to further encourage these partners to promote beyond the big six when they engage with tourists visiting our shores."

Capetonians are encouraged to have a 'love affair' with the city. Thando the mobile visitor information vehicle will be strategically parked throughout the city allowing locals to access information about the incredible attractions this city has to offer. Part of the campaign is to promote affordable tourism. "There are so many ways to enjoy what Cape Town has to offer without spending a fortune."

The City of Cape Town's immediate priority is to champion the implementation of the TDF that aims to boost the city's unique places and cultural awareness that will help diversify tourism products that will lead to more community involvement and economic benefits. The City's objective is to also facilitate sustainable job creation to help establish 'tourism-preneurs' while transforming the tourism landscape in Cape Town.

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