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ABOUT THIS USER GUIDE

This User Guide is intended to be used by any user who intends to apply for membership of Women in Tourism Eastern Cape. To obtain a holistic view of the whole process, the website functionality that is available to approved members are also mentioned but not explained in detail. Approved members must rather use the Website User Guide for Members.

The role of the person performing a task is indicated in brackets behind the task name. For example: APPLY FOR MEMBERSHIP (APPROVED USER).

TERMINOLOGY

WiTEC Admin

Someone who has administrator's access to the website and who is tasked with performing certain functions such as the approval of membership applications.

User

Someone who visits the website; also called a guest or a visitor.

User Role

A person who registers on the website is automatically assigned a role. The role controls what functionality the user can use on the website. The default role is "Subscriber". When a Registered User applied for membership and was approved, the role is updated to "Member" to allow the member to use the functionality that is reserved for Members. Other user roles are "Administrator" and "Editor". The user roles of "Administrator" and "Editor" are assigned by the Webmaster.

Registered User

Someone who has registered on the website to be able to login and apply for membership.

Approved User

Someone who has registered on the website and whose user registration has been approved by WiTEC Admin to be able to login and apply for membership.

Member

Someone whose application for membership of Women in Tourism Eastern Cape has been approved by WiTEC Admin.

Landing Page

A landing page is a standalone web page created specifically for a marketing or advertising campaign. It is where a visitor "lands" after clicking on a link in an email, or ads from Google, Bing, YouTube, Facebook, Instagram, Twitter, or similar places on the web. Unlike web pages, which typically have many goals and encourage exploration, landing pages are designed with a single focus or goal, known as a call to action (CTA).

Website Page and Website Post

A website page typically features static content that remains relatively unchanged over time, such as an 'About Us' or 'Contact' page. In contrast, a website post is dynamic and frequently updated, often forming part of a blog or news section where new articles are regularly added.

In the case of the WiTEC website, the Welcome page, About WITEC, Membership, etc. are all static pages. The website posts can be found on [News & Galleries](#) page. An example of a post is “[East London WIT Networking Events for 2019](#)”.

INTRODUCTION

PURPOSE AND BENEFITS OF THE WOMEN IN TOURISM EASTERN CAPE WEBSITE¹

Here are the importance and benefits of having a website for Women in Tourism Eastern Cape members:

Benefits for Members

1. **Increased Visibility:** The website showcases members' tourism-related businesses, services, and products to a global audience.
2. **Improved Credibility:** A professional website enhances credibility and trust among potential customers and partners.
3. **Access to New Markets:** The website enables members to reach new markets, customers, and business opportunities beyond their local area.
4. **Networking Opportunities:** The website facilitates connections and collaborations among members, promoting a sense of community and support.

Benefits for Women in Tourism Eastern Cape

1. **Promotion of Women-Led Businesses:** The website highlights the contributions and achievements of women-led tourism businesses in the Eastern Cape.
2. **Empowerment and Capacity Building:** The website provides resources, training, and support to help women entrepreneurs develop their businesses and skills.
3. **Representation and Advocacy:** The website serves as a platform for Women in Tourism Eastern Cape to advocate for women's interests and concerns in the tourism industry.
4. **Community Engagement:** The website fosters engagement and participation among members, stakeholders, and the broader community.

Practical Uses of the Website

1. **Directory of Members:** The website provides a directory of members, their businesses, and services.
2. **Event Calendar:** The website lists upcoming events, workshops, and conferences related to women in tourism.
3. **Resource Library:** The website offers a library of resources, including reports, research papers, and training materials.
4. **News and Blog:** The website features news, articles, and blog posts on topics relevant to women in tourism.

¹ Provided by Weziwe Busakwe – Provincial Chairperson

By having a website, Women in Tourism Eastern Cape members can gain increased visibility, credibility, and access to new markets, while promoting women-led businesses and empowerment in the tourism industry.

ACCESSIBILITY OF THE WEBSITE

Any website visitor, whether logged in or not, have access to all the pages that appear in the website menu including the Member Zone. However, the options that are available in the Member Zone depends on the user's status.

Certain functions (options) in the Member Zone of the website are reserved for particular users, depending on the user's status as explained below.

1. A user (not logged in) will see the following options in the Member Zone:
 - 1.1. **Register** - Create a user profile. You will need one to apply for membership.
 - 1.2. **Login** - Log in to access options for Registered Users.
2. A user profile must be approved by WiTEC Admin before the user will be allowed to login to the website. This is to prevent spammers from exploiting the website's functionality.
3. An Approved User (someone whose user profile has been approved) will see the following options in the Member Zone:
 - 3.1. **Apply for membership** - Use this option to complete the membership application.
 - 3.2. **Logout** - Logout of the site to continue browsing as a guest.
 - 3.3. **Account** - Use this option to control various aspects of your user account.
 - 3.4. **User** - Use this option to view and edit your user profile.
 - 3.5. **Password Reset** - Use this option to reset your password.
4. A WiTEC Member (someone whose application for membership has been approved) will see the options mentioned in 3 above as well as the following options:
 - 4.1. **Update membership details** - Use this option to keep your membership details up to date including uploading a proof of payment and renewal of membership.
 - 4.2. **Submit business details** - Use this option to submit your business details to appear in our directory.
 - 4.3. **Update business details** - Use this option to keep your business details up to date for our directory.
 - 4.4. **Renew membership** - Use this option to renew your membership.
5. A WiTEC Administrator will see all the options mentioned in 3 and 4 above as well as the following options:
 - 5.1. **Approve User Registration** - Approve a APPROVED USER to login and submit their application for membership.
 - 5.2. **Approve Member Application** - Verify payment, approve membership and set expiry date of membership.

- 5.3. **Publish Member** - Moderate and publish the member's profile.
- 5.4. **Update User Role** - Allow approved member to edit their details and submit their business information.
- 5.5. **Registered Users** - View a list of Registered Users to edit the profile, activate the account, etc.
- 5.6. **View members** - View a compact list of members to view or update their details.
- 5.7. **View directory details** - View a compact list of directory entries to moderate the information submitted.
- 6. **Sitemap:** To view a list of all the pages and posts on the website, the website visitor can follow the link on [SITEMAP](#) which appears in the website footer. Certain options in the sitemap will be indicated as "Restricted Content", depending on the user's status. The sitemap itself is a post which is accessible to any website visitor.
- 7. **Events, News and Galleries:** Events, News and galleries are created and maintained by the WiTEC administrator from the website's backend. Members are encouraged to send information and pictures of **Upcoming Events** and **News** to a WiTEC Administrator for publishing on the website. Information of past events (a write-up and photos) can also be sent to a WiTEC Administrator for publishing in the website galleries. Please send your contributions to admin@womenintourism-ec.co.za.

HOW DOES SOMEONE BECOME A MEMBER?

- 1. A user must first register a profile on the website and login before they can apply for membership.
- 2. A membership application must be approved by WiTEC Admin before the member will appear in the directory of members and before they can submit their business details to appear in the business directory.
- 3. An approved member has the following distinct records in the website's database:
 - 3.1. **User Account:** This is created when someone registers as a user on the website. A user role is attached to every user account. The default role is "Subscriber".
 - 3.2. **Membership Application:** This is created when an approved user submits an application for membership on the website.
 - 3.3. **Member Profile:** This record is automatically created from the information that is submitted with the application form and must be published by WiTEC Admin before it is publicly visible.
 - 3.4. **Business Information:** This record is created when the member submits their business details for publishing on the website.

4. Summary of steps to become a member:

[CREATE A USER PROFILE](#)

[LOGIN](#)

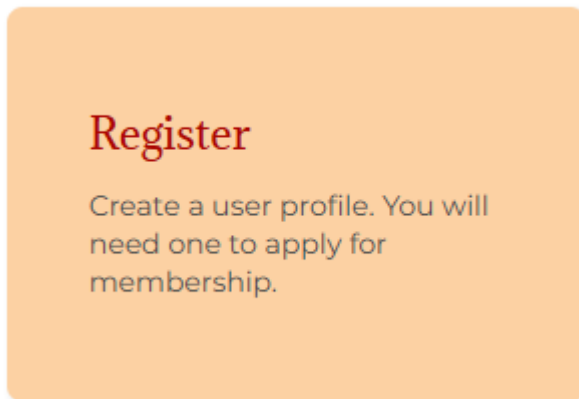
[APPLY FOR MEMBERSHIP](#)

IMPORTANT NOTE FOR EXISTING MEMBERS

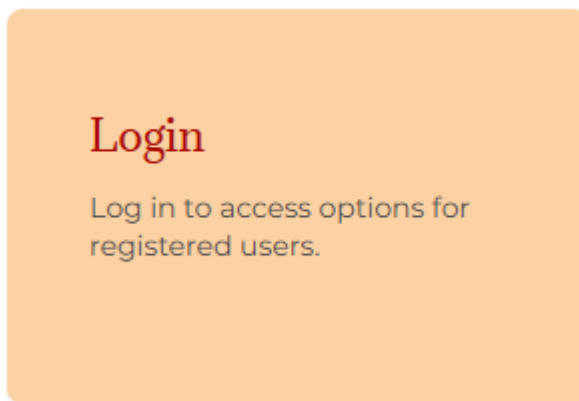
1. Existing members, it is persons who were members of Women in Tourism Eastern Cape before the implementation of the new website, must register anew on the website.
2. Exactly the same process that is applicable to new members must be followed.
3. **Why is this necessary?**
 - 3.1. As explained in paragraph [3 above](#), an approved member has 4 distinct records in the website's database.
 - 3.2. Existing members were imported from the old website. However, the import can only create one of the records in the database. It is the member's profile record that is displayed in the [Member Showcase](#).
 - 3.3. The other records being the User Account, Membership Application and Business Information can only be created by the member by following the registration and application process from start to finish as explained in this User Guide.
4. **What are the benefits of registering anew on the website?**
 - 4.1. A User Account is created which allows the member access to functionality that is reserved for Members.
 - 4.2. This allows a member to submit their Business Information for publication in the website's [Business Directory](#).
 - 4.3. This allows the member to update their details at any time.
 - 4.4. This allows the member to easily submit a renewal application without having to resubmit all their details.
 - 4.5. The application information is saved in the database and is accessible by the member at any time when it is required.
 - 4.6. It assists WiTEC Management with the task of managing membership of the organisation.
5. **Will the system force an existing member to again pay the annual membership fee?**
 - 5.1. The short answer is **NO**.
 - 5.2. The uploading of a proof of payment during the application process is not compulsory. This is to allow existing members whose membership has not yet expired, to follow the registration and application process without problems.
 - 5.3. Existing members who have registered anew, must renew their membership before the expiry date as explained in this User Guide.

OVERVIEW OF THE PROCESS

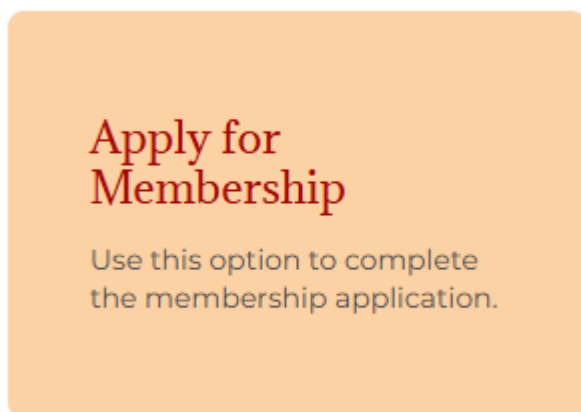
1. The user registers on the website by executing the [Register](#) function.



2. The Registered User receives an email informing them that the registration must be approved by WiTEC Admin.
3. At the same time, WiTEC Admin is informed by email that a user has registered on the website and the user profile must be moderated (approved or rejected if spam).
4. WiTEC Admin logs in to the website to moderate the user registration.
5. WiTEC Admin approves or rejects the user registration.
6. The Registered User receives an email informing them of the outcome of the moderation process, i.e. the user registration has been approved or rejected.
7. The Approved User logs in to the website to apply for membership by executing the [Login](#) function.



8. The Approved User submits an application for membership by executing the [Apply for Membership](#) function.

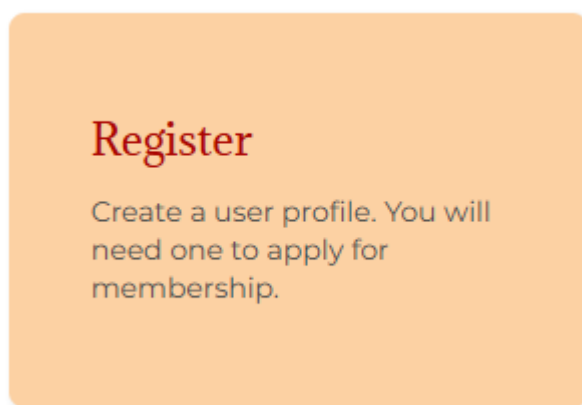


9. The Approved User receives a welcome email informing them of the membership fee and banking details and requesting them to pay the membership fee if they haven't done so already.
10. At the same time, WiTEC Admin is informed by email that an application for membership has been received.
11. The email includes all the information of the member that was submitted including a proof of payment if provided.
12. If the Approved User submitted the application without uploading a proof of payment, they can at any time go back to the [Member Zone](#) and upload a proof of payment by executing the Update membership details function.
13. WiTEC Admin receives an email every time when membership details are updated.
14. After receiving a membership application, WiTEC Admin undertakes the following tasks:
 - 14.1. Verify payment, approve membership and set expiry date of membership.
 - 14.2. Moderate and publish the member's profile on the website.
 - 14.3. Change the user's profile to "Member", allowing the approved member to edit their details and submit their business information.
15. The member submits their business details for the [Business Directory](#) by executing the Submit business Details function. This is optional and is not enforced by the system.
16. WiTEC Admin receives an email when a member has submitted their business details. The business details can be moderated by WiTEC Admin, but this is not enforced by the system.
17. The member's business details are immediately publicly available on the website.
18. The member can at any time update their business details by executing the Update business details function.
19. WiTEC Admin receives an email every time when a member has updated their business details. The business details can be moderated by WiTEC Admin, but this is not enforced by the system.

STEP-BY-STEP INSTRUCTIONS

CREATE A USER PROFILE (USER)

1. Navigate to the Member Zone from the website menu on the left.
2. You will be presented with two options:
 - Register
 - Login
3. Select the Register option. Note: If you have already registered, please select the Login option. You won't be allowed to register more than one profile with the same email address.

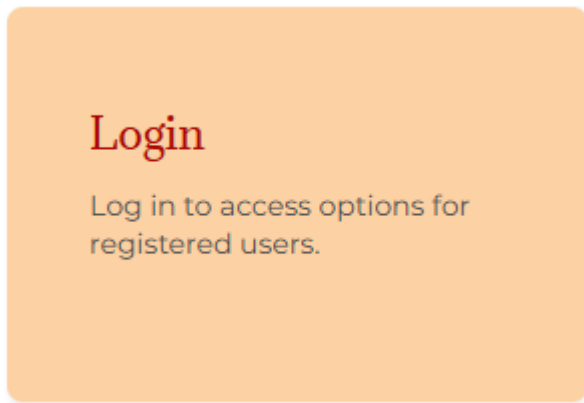


4. Complete the fields in the “Register a User Account” form.
 - 4.1. **Username:** The username must consist of at least 8 characters. A maximum of 24 characters are allowed.
 - 4.2. **First Name:** Must be provided.
 - 4.3. **Last Name:** Must be provided.
 - 4.4. **Password:** Must be provided.
 - 4.5. **Confirm Password:** Must be provided.
 - 4.6. **E-mail Address:** It is recommended that you provide your personal email address for receiving notifications from the system. You can provide a business email address later, when you upload your business information.
 - 4.7. **Biography:** Please provide a short biography to enable us to validate your eligibility to apply for membership. Maximum 40 words.
 - 4.8. **Business Name:** Please provide the name of your business or the name of your employer if you are an employee of a tourism company.
 - 4.9. **Business Description:** Please provide a short description of your business. Maximum 300 characters and 70 words.
5. Verify the information and make sure that everything is correct and complete.
6. Press the Register button.
7. You will receive an email informing you that your user account is pending review by a WiTEC administrator.

8. You will receive another email when your account has been approved (or rejected). Please be on the lookout for the “account approved” email. Once you have received this email, you can proceed to the next step which is to login to the website to submit your application for membership.

LOGIN (APPROVED USER)

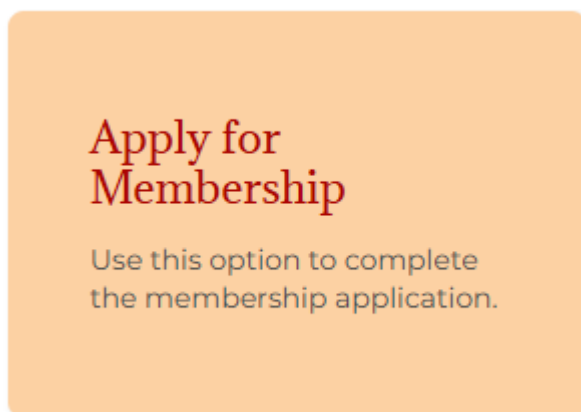
1. Navigate to the Member Zone from the website menu on the left.
2. If you are not already logged in, you will be presented with two options:
 - Register
 - Login
3. Select the Login option.



4. Complete your username and password and press the Login button.
5. If you have not yet been approved as a member of Women in Tourism Eastern Cape, you will be directed to the Member Zone where you will be presented with the following options:
 - **Apply for Membership** - Use this option to complete the membership application.
 - **Logout** - Logout of the site to continue browsing as a guest.
 - **Account** - Use this option to control various aspects of your user account.
 - **User** - Use this option to view and edit your user profile.
 - **Password Reset** - Use this option to reset your password.
6. If you have already been approved as a member of Women in Tourism Eastern Cape, you will be directed to the Home page.

APPLY FOR MEMBERSHIP (APPROVED USER)

1. Navigate to the Member Zone from the website menu on the left.
2. Select the Apply for Membership option.



3. You will be directed to the Membership Application page.
4. Please note the banking details at the top of the page below the banner. You can also download the banking details by clicking on the “DOWNLOAD BANKING DETAILS” button and save it to your drive or print a hard copy.
5. If you have not already paid the R500 membership fee, you may continue with the application and upload your proof of payment later. However, it is recommended that you first make the deposit and then return to this page to continue with the application.
6. Take note of the message that is displayed. This informs you what information will be needed to complete the application.
7. Please make sure that you have the following ready to upload it during the registration process:
 - 7.1. Your personal details including Name, Contact Numbers, Physical Address and Email Address.
 - 7.2. Your Business Name and a short description of your business (maximum 300 characters).
 - 7.3. Your profile photo (compulsory):
 - Please provide us with a high-quality head and shoulders photo.
 - Maximum file size: 5 MB
 - Recommended photo dimensions: 600 x 600 pixels (square)
8. Please complete all the required fields.
 - **Title** – E.g Ms, Mrs or Miss
 - **Full Name** – Enter your first name.
 - **Surname** – Must be provided.
 - **Date of Birth** – Select your date of birth from the date picker.
 - **Nationality** – E.g. South Africa

- **WiTEC Position** – Select your position in the branch from the drop-down list. The default is “Member”.
- **Branch** – Select your branch from the drop-down list. If you are a member of the Provincial Executive Committee, hold down the CTRL key on your keyboard and select “Provincial” and select your local branch while holding down the CTRL key.
- **Tourism Sector** – Select your tourism sector from the drop-down list. You can select more than one tourism sector if relevant, by holding down the CTRL key on your keyboard while doing the selection.
- **Short Biography** – Please provide us with a short biography. This information will be displayed in your public profile on the website. Maximum 70 words.
- **Mobile Number** – Must be provided. Enter the number without any spaces or special characters.
- **Landline Number** – Optional. Enter the number without any spaces or special characters.
- **Physical Address** – Please enter the address elements e.g. street number and street name, suburb and area in one line with commas separating the different address elements.
- **Town / City** – Must be provided.
- **Postal Code** – Must be provided.
- **Email Address** – Enter your email address. We recommend providing your personal email address where you would like to receive communication from Women in Tourism Eastern Cape.
- **Confirm Email** – Enter your email address again to make sure there are no typing errors.
- **May we share your information with other Women in Tourism members or on our online membership directory?** – Select Yes or No. If you selected “No”, your profile won’t be published on the website.
- Please verify that all the information is correct and complete and press the Next button if you are ready to continue.
- **Profile Photograph** – Please upload a high-quality head and shoulders photo. The photo should be at least 600 pixels wide and 600 pixels high (square). We suggest that you use a photo without any distracting background i.e. a neutral background.
- **Upload proof of payment** – Upload the proof of payment from your computer. Allowed file types are doc, docx, jpg, jpeg, png, pdf.
- **Owner / Director or Employee of a tourism business** – Please select the appropriate option.
- **Occupation / Position in Business** – If you are an employee, please provide your occupation or your position in the business.

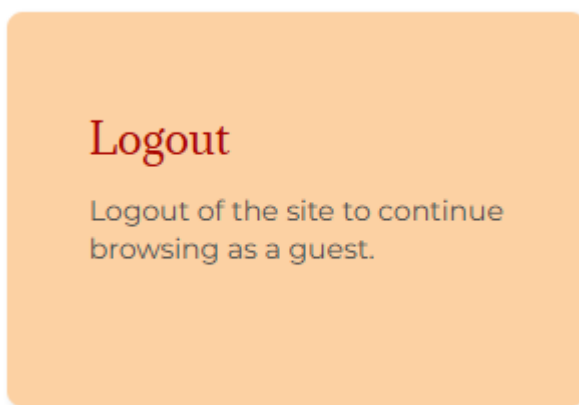
- **Business Name** - Please provide us with your business / employer's trading name. We need the name that your business is known by to the public. Therefore, leave out Pty Ltd, CC, etc.
 - **Business Description** – Please provide us with a short description of your business or your employer's business if you are an employee. Maximum 300 characters.
 - **Membership Status** – This information is completed by the WiTEC administrator.
9. Press the Submit button if you are sure that all the information is correct and complete. You can select the Previous button to go back to the previous page if you want to check.
 10. The following message is displayed if all the required fields were completed: *“Thank you for your application to join Women In Tourism Eastern Cape! We will get in touch with you shortly”*.
 11. You can now log out and continue browsing the website as a guest or stay logged in. You will receive an automated email at the email address you provided to confirm that we have received your application for membership.
 12. Your application will be reviewed by a WiTEC administrator. Your membership profile will be published on the website as soon as your application can be linked to your membership payment.

USER ACCOUNT MANAGEMENT (APPROVED USER)

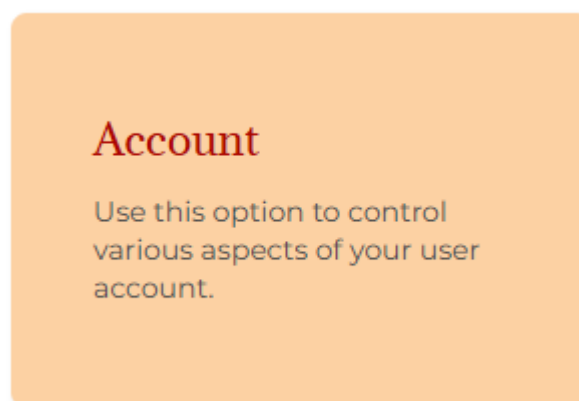
1. Any Approved User whether approved as a member or not can perform certain functions to manage their user profile. A user profile is distinct from a membership profile. A user must first register a profile on the website and login before they can apply for membership.
2. To manage your user profile (e.g. to change your email address or to reset your password), login to the website and navigate to the [Member Zone](#). You will be presented with the following options under the heading **Registered Users**.
 - **Logout** - Logout of the site to continue browsing as a guest.
 - **Account** - Use this option to control various aspects of your user account.
 - **User** - Use this option to view and edit your user profile.
 - **Password Reset** - Use this option to reset your password.

LOGOUT (APPROVED USER)

1. Select the Logout option to log out from the website. You will be redirected to the website's Home page.

**USER ACCOUNT (APPROVED USER)**

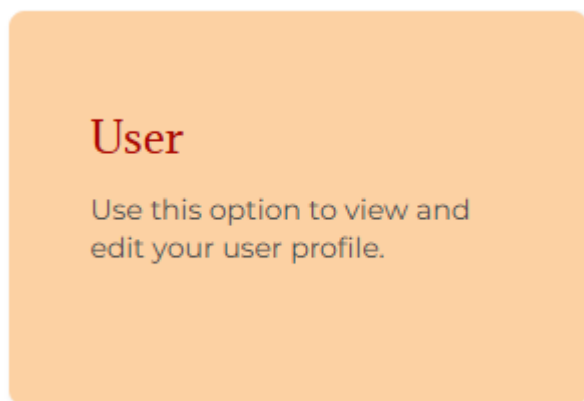
1. Select the Account option to view your user account and make any necessary changes.



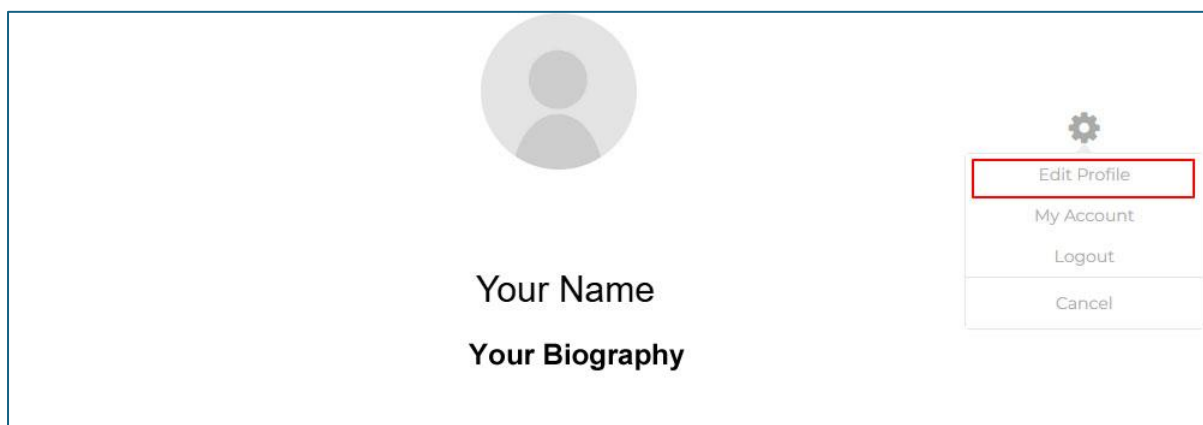
2. On this page, you can update your First Name, Last Name and Email address.
3. There is also an option to change your password.
4. Press the Update Account button when you are done.

EDIT USER PROFILE (APPROVED USER)

1. Select the User option to view and edit other aspects of your user profile.



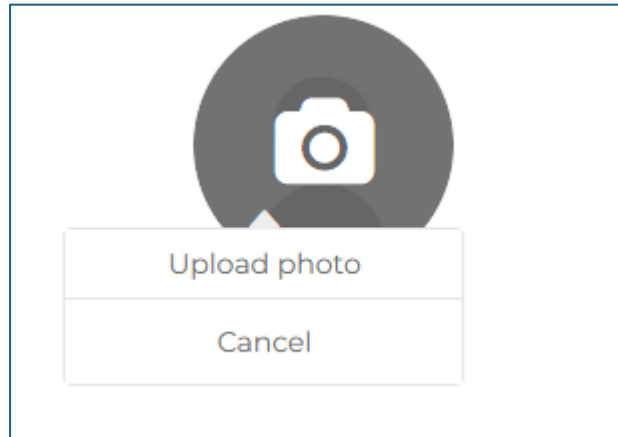
2. An intermediary page is displayed with a profile image, your name and a gear icon on the right. Your biography (a short description of yourself) is displayed below your name if previously added.



3. Profile image: Please note that a placeholder image is displayed if you haven't uploaded a profile image. It is not required to upload a profile image for your user account.
4. Click on the gear icon on the right and select "Edit Profile" from the drop-down list.
5. The information on the Edit Profile page is distinct from your WiTEC membership information, if you have already submitted an application for membership. Any updates here won't reflect on your membership profile. This information is used purely to identify you as a registered website user.

6. You can update or complete the following information:

- 6.1. **Profile Image:** This is optional. If you want to upload a profile image, click on the camera icon. The photo should be at least 190 pixels wide and 190 pixels high (square). The maximum dimensions are 300 pixels x 300 pixels.



- 6.2. **Biography:** This is optional. Here you can add a short description of yourself (biography). This text block appears below your name on the page and will initially be blank until you have added something. Maximum 180 characters.

Ayanda Ngcobo Name for demonstration purposes only.

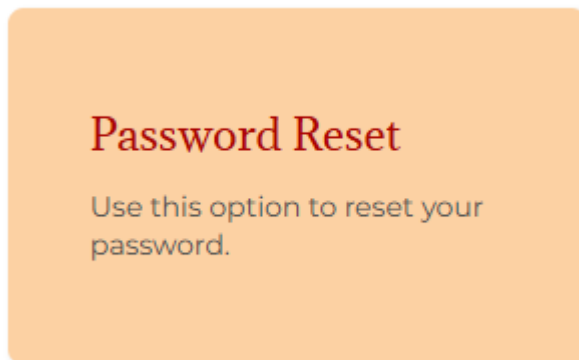
Say something about yourself.

180

- 6.3. **Account Type:** This is a display field for information purposes and cannot be changed. It will either show “Subscriber” or “Member”. The value of this field will be updated by WiTEC Admin.
- 6.4. **First Name:** Must be provided.
- 6.5. **Last Name:** Must be provided.
- 6.6. **Business Name:** Must be provided.
- 6.7. **Business Description:** Must be provided.
7. Again, note that the Business Name and Business Description is distinct from your Business Directory information. Any updates here won’t reflect in your business directory record. This information is used purely to identify you as a registered website user.
8. Press the Update Profile button when you are done.

RESET PASSWORD (APPROVED USER)

1. If you forgot your password, you could select the Password Reset option to reset your password.



2. Enter your email address or username in the box provided and press "Reset password".
3. You will receive an email with a link to reset your password.

Reset Password

To reset your password, please enter your email address or username below.