

Western Cape Tourist Guide Newsletter

SECOND QUARTER 2004

Dear Tourist Guide...

URGENT REMINDER: ASSESSMENT DEADLINE

We would like to draw your attention to the following important reminder:

- 1) All pending assessments and Recognition of Prior Learning (RPLs), which were due on 30 September 2003, must be completed by 31 May 2004.
- 2) All SATOUR guides should have been assessed for Provincial re-registration, failing which they will have to undergo re-training.
- 3) THETA declaration of competence (certificates) must be submitted when re-registering.
- 4) The cost for new registration and re-registration is R240.00 per registration.

Please note all guides who have upgraded through assessments and added new sites, regions or national to their categories, need to pay R30.00 for a new ID Card.

In addition, assessment upgrades to national require a new national badge at R30.00.

REMINDER: RE-REGISTRATION OF TOURIST GUIDES

The Tourist Guide Registration office is processing re-registrations of tourist guides who registered for the period 2002-2004.

Currently we are re-registering for the month of April and re-registration notifications for the months' of May and June are being posted to the tourist guides.

The current registration is staggered over a twelve-month period to ensure that every person has the benefit of his or her full two years' of first registration.

That means, for example, if you registered with this office in July 2002, you will have to re-register in July 2004. You are urged to notify this office of any change of address or contact details.

Also, if there is any uncertainty with regard to your re-registration, then kindly give us a call.

UPDATE ON THE APPOINTMENT OF THE REGISTRAR

The appointment of the Registrar is still being finalised. The Acting Registrar can be contacted at Registrar@pgwc.gov.za

The Tourist Guide Registration office has a link on the following website:
www.capegateway.gov.za

NEW OFFICE HOURS FOR CASHIER'S OFFICE

Tourist guides who plan to register in person at our offices at 148 Long Street, Cape Town and who intend paying cash for their registration must please note that the Cashier's office is now situated on the 6th floor, NBS Waldorf Building, 80 St Georges Mall. Operating hours: 09:00 – 12:00 Mondays to Fridays.

Those persons who will register in person (walk-ins) should please note the following important procedures for registration:

All walk-in application forms must first be checked by the Tourist Guide Registration office, still currently situated at 148 Long Street, Cape Town, before the Cashier will accept your payment.

Once the Tourist Guide Registration office has checked your application form and all the relevant documentation, the responsible person will write "checked" and initial it with the date on the top right hand corner.

Thereafter, the tourist guide takes the application form with the attached documentation to the Cashier's office, where your payment will be processed. The Cashier then issues the tourist guide with the original receipt as proof of payment.

The Cashier's office is situated at:
6th Floor
NBS Waldorf Building
80 St George's Mall, Cape Town

All posted registration forms and the accompanying documentation must be posted to:

**The Head of Department
Department of Economic
Development and Tourism
Tourist Guide Registration
Cashier's Office
P.O. Box 979
Cape Town, 8000**

The Tourist Guide Registration office will still be re-locating to the banking hall, NBS Waldorf Building, 80 St Georges Mall. You will be notified of the final date of the re-location in due course.

REPORTING ON ILLEGAL GUIDING ACTIVITY AND MISCONDUCT

Upholding the Tourist Guide Code of Conduct and Ethics is a very important matter in the lives of Tourist Guides.

The procedure, when reporting an illegal tourist guide/tour operating activity or misconduct on the part of a fellow tourist guide, is important.

A standardised form has been designed, which must be completed by persons wishing to lodge a complaint. These can be collected at our offices.

The following are a few points to remember:

- Write down the name of the person who appears to be operating illegally or is guilty of misconduct.
- Write down the name of the tour operator who is using the illegal tourist guide.
- Write down time, place and registration number of vehicle.

- Persons lodging a complaint must supply their names, and contact details, as well as their Tourist Guide (WC) number.

To date: We have currently dedicated a staff member to assist with the processing of illegal guiding and misconduct complaints.

The procedures for dealing with these complaints are being defined at national level.

Also, the Provincial Tourist Guide Registration office wishes to initiate some form of action to immediately address the problem.

FOLLOW-UP: LAUNCH OF DATA BASE SYSTEM

The much-anticipated launch of the tourist guide data base system was celebrated with a feast of activity at the Cape Technikon Hotel School, Granger Bay, Victoria and Alfred Waterfront.

The launch date, the 21st February 2004, was on International Tourist Guide Day and was a celebration of the achievements of all tourist guides.

On this day too, the Department honoured Faizal Gangat, the Provincial Tourist Guide of the Year winner.

Also, on this occasion Ms Nokhuthula Dube, CEO of the Destination Marketing Organisation (DMO) was introduced to tourist guides' and other industry stakeholders.

The tourist guide data base system is in line with government's policies on e-government and knowledge economy and is the first of its kind in South Africa.

With the launch of the new system further quality service is ensured.

Efficiency is enhanced by strict validation rules, which ensures data integrity.

The system has built-in reminders for renewals, thereby ensuring regular updates on qualifications and information of tourist guides. In addition, SMS technology facilitates prompt communication with the registered tourist guides.

More importantly, the registration system has an Internet Website enabling tourists, tour operators and the general public access to specific tourist guides based on various selection criteria.

The selection criterion is restricted to the tourist guide's name, gender, language, proficiency, area of operation and guiding speciality.

Please note: The tourist guide data on the database is currently being updated. This process should be finalised by June 2004.

HONOURING OUR UNSUNG WOMEN IN TOURISM

More than 300 tourism role players joined in and witnessed as Western Cape Minister of Tourism and Gambling, Joyce Witbooi, honoured women in tourism in this province, who over the years have not received public recognition for their commitment to tourism, but who, in their own quiet way contributed to tourism development.

The event was held at Marco's African Place in the Bo-Kaap. Two women bands: Women Unite Marimba Band and Madame Afrique performed, with

Shado Twala being the MC.

According to Minister Witbooi the event is destined to become an annual one and the intention is to honour and recognise unsung tourism stars.

“The evening is about honouring our unsung stars, efforts which often go unnoticed. These women serve as an inspiration to all women in the Western Cape, from rural areas to the city. They show that tourism works and works well. Tourism is a vital component of South Africa’s economy and all of the nominees through their endeavours, are playing a part in enriching the economy”, she said.

The twelve nominees honoured were:

Glenda Appies, Debbie Bruce, Dale Isaacs, Maria Maile, Emmah Makatu, Hanli Matthysen (posthumous award), Marian Mercur, Cheryl Mulder-Verbruggen, Shareen Parker, Itumeleng Pooe, Maureen Wicomb and Rose Willis.

NEW CEO FOR DESTINATION MARKETING ORGANISATION (DMO) ANNOUNCED

The new CEO of tourism in the Western Cape is Ms Nokhuthula Dube.

This announcement was made by Mr Monwabisi Kalawe, Chairman of the Board of the Destination Marketing Organisation (DMO) - the Section 21 Company formed to combine the efforts of the City and the Province to boost tourism to the region.

Responding to the news of her appointment, Ms Dube said, “I am honoured to be appointed as CEO and I am looking forward to taking on the challenges that lie ahead”.

“I know and appreciate that I have the support of a strong team of enthusiastic, professional people in the private and government sector who will help me to succeed in this extremely important post,” she said.

Ms Dube moved from Gauteng to Cape Town. She has been an active participant in tourism in South Africa and internationally.

She has worked on numerous projects within the hospitality, leisure and tourism sector at both national and provincial levels. She is currently leading the team commissioned to prepare a Domestic Tourism Growth Strategy for South Africa on behalf of South African Tourism and DEAT.

Her international experience also includes operational hotel management positions in Europe, undertaking market studies in key European, North American, Asian and Southern African source markets to ascertain market characteristics and behavioural patterns impacting on destination development and marketing.

Mrs Joyce Witbooi, Provincial Minister of Tourism and Gambling has pledged the Province’s full confidence in the new CEO.

“ I am certain that Ms Dube’s skills and experience will be instrumental in ensuring the successful transformation of tourism in the Western Cape,” said Minister Witbooi.

MIKE FABRICIUS JOINS NEW TOURISM BODY AS CHIEF OPERATING OFFICER

The CEO of the Destination Marketing Organisation (DMO), Ms Nokhuthula Dube announced that Dr. Mike Fabricius has been appointed as the Chief Operations Officer of the new body.

Dr. Fabricius was previously CEO of the Western Cape Tourism Board (WCTB), the provincial marketing agency for the Western Cape.

Responding to the news of his new position, he said he was delighted to be offered the opportunity to contribute to the continued strategic marketing of the Western Cape.

"I am looking forward to working with Ms Dube and the rest of the team to deliver on the challenges of growing our tourism economy," he said.

In terms of the Tourism Act passed in March this year, in the Provincial Legislature, the WCTB has been disbanded and merged with other tourism agencies to form the new Destination Marketing Organisation (DMO) for the City and the Province.

Ms Dube, CEO of the DMO said with the appointment of Dr. Fabricius the DMO ensured that it retained the best available tourism expertise in the Province.

"There is no doubt in my mind that we will form a formidable team for the benefit of tourism in the Province," she said.

Dr. Fabricius played a significant role in the shaping of South Africa's post 1994-tourism strategy.

During the mid 1990's, he was Director of Domestic Tourism of SA and was closely involved in the establishment of the provincial tourism agencies in South Africa.

TOURIST GUIDE TRAINING UPDATE

The first full-time black tourist guide training session was undertaken at the Wellington Campus of the Cape Technikon between 15-19 March 2004 for candidates from the Boland Region and Overberg regions.

A repeat session, for candidates from the Cape Town Region was held at the Cape Technikon Main Campus, District Six, between 5 and 8 April 2004. Candidates from the West Coast and Overberg regions also joined this session.

In total, 23 candidates have joined the course and are being trained as tourist guides' by the Cape Technikon, under the sponsorship of the Department of Economic Development and Tourism. The training should be completed by the end of July 2004.

NOTICE FROM THE TABLE MOUNTAIN AERIAL CO. LTD.

CABLEWAY VOUCHER SYSTEM

The company wishes to inform tourist guides as follows:

"We have recently had a number of problems with tourist guides presenting invalid vouchers. This causes unnecessary delays with your tour group. Please remember that we have only a few rules around our voucher system and all of them are designed to

prevent fraud and misuse of your account."

Please be reminded that:

"Only Table Mountain Aerial Cableway Company vouchers are accepted at window no 4."

"If the tourist guide does not have a voucher they need to stand in the queue."

"Vouchers may not be altered to INCREASE the passenger figures. We have no way of checking that the tour operator concerned has endorsed this increase."

"Should fewer visitors be in the tour, vouchers can be altered down in number as this does not affect your budget."

"Faxed copies of vouchers are not accepted unless by prior arrangement."

"Our admin office works 08:30 to 16:30 and all voucher problems need to be sorted out during these times as our tickets office staff are not able to check payment and pick up faxes etc. This function would only increase their time away from the ticket office window and thus increase the waiting time for your groups."

"A minimum of two paying passengers is required for us to issue a free complimentary tourist guide ticket".

REMINDER: CAPE TOURIST GUIDES' ASSOC (CTGA)

The Department has agreed to sponsor CTGA office space. CTGA moved in on 07 January 2004 and the reception area is being shared between the two offices.

We believe that this partnership will build on providing a more efficient service to our guides. In addition, CTGA has agreed to finalise a mentorship programme, whereby its members will mentor a minimum of 10 new tourist guides per year.

HOW TO BECOME A MEMBER OF CTGA

The Cape Tourist Guides' Association or CTGA is a private, non-profit organisation representing Tourist Guides' in the Western Cape. CTGA members come from all walks of life: accountants, bankers, lawyers, librarians, nurses, teachers, salespersons, etc.

The aims and objectives of the Association include:

- To promote and maintain the highest standards of professionalism amongst members through a code of ethics.
- To promote, protect and develop the interests of its members and to represent them in dealings with the relevant governing authorities, tour and travel related operators, agents and the general public.
- To seek affiliation with appropriate industry bodies or associations.

- To provide benefits to the membership which currently include:
 - Monthly Meetings with Guest Speakers.
 - Socials to get to know your fellow members.
 - Mini-Educationals bi-monthly
 - Directory listing all members that is distributed to the industry
 - E-news keeping members up-to-date with latest industry news
 - A bi-monthly newsletter
 - Discounted books: wine, industry stats books, field guide reference books and other "Once a Year Winter" Educational (\pm 5 days)

All of the above is covered in the membership fee of just R180 per year!

Subscriptions are payable 01 March annually and for first time members only there is an additional joining up fee of R75.00.

For further information, please contact the Secretariat, Pumza Mapapu:
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