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## Dear Tourist Guide

The Tourist Guide Registration Office's objectives include industry development and transformation.

Training and empowering of new black tourist guides in the industry as well as improving the skills of existing black tourist guides is an imperative that is high on our list of priorities.

All training initiatives are well planned and implemented in order to ensure that our tourist guides maximise their information intake and continually improve their skills.

Some of the training and development courses for this quarter include:

- The Visitor Welcome Training, hosted in conjunction with SA Tourism.
- Culture Guide Training implemented through the Cape Peninsula University of Technology (CPUT) .
- Nature Guide Training for black Tourist Guides already involved in the tourism industry.

We hope this newsletter reaches you as the peak-season descends upon and we wish you well in our active and vibrant guiding industry.

Please feel free to forward all comments and suggestions regarding the newsletter, ideas and feedback on projects to our offices.

Regards

Editor



DEPARTMENT OF ECONOMIC DEVELOPMENT AND TOURISM  
DEPARTEMENT VAN EKONOMIESE ONTWIKKELING & TOERISME  
ISEBE LOPHUHLISO LWEZOQOQOSHO NEZOKHENKETHO





## Tourist Guide Training Programme 2005

Our booming Tourism industry in the Western Cape is about to welcome 19 new black tourist guides at the end of November 2005.

The Department of Economic Development and Tourism with its annual personal skills development programme, has undertaken to train 19 participants from various rural towns, namely Caledon, Swellendam, Grabouw, Hermanus, Bonnievale and Cape Town.

The Department is proud to implement this initiative in association with the Cape Peninsula University of Technology. With the relevant training in place these prospective guides assisted with the Tourism Youth Indaba in Outdshoorn in July of this year.

They will graduate towards the end of 2005 and will be employed as tourist guides by the various tourism establishments where they are currently working.

Written by Lee-Ann Bell



Some of the PGWC Tourist Guide Training participants for 2005 at the Tourism Youth Indaba, Outdshoorn in July 2005. Left to right: Roger Kordjie (Bonnievale), Calvin Barry (Caledon), John Hartnick and Andrew Kordjie (both from Grabouw).

## Visitor Welcome Training

In May 2005 at the International Tourism Exhibition (INDABA), the National Minister of Tourism, Mr. Marthinus van Schalkwyk, launched a customer service training programme called "WELCOME Visitor Experience Training".

The core objective of the "WELCOME" project is to ensure that all visitors to South Africa are greeted in a warm and memorable manner and that they "carry" their experience home with them and encourage their friends, family and associates to also visit South Africa.



Tourist guides listening attentively at the Visitor Welcome Training

As a result, SA Tourism welcomed this training in terms of co-ordinating the programme in all the major cities throughout the country. The first session for tourist guides in the Western Cape took place on the 20 July 2005, where 25 tourist guides were hosted. The maximum number of tourist guides to attend a single session is 30, so as to maximize participation. The sessions are workshop-based and tourist guides are given 'Welcome Training' manuals.

To date four training sessions have been completed, with the final session being held on the 23rd November 2005. These sessions are intended specifically for tourist guides who are new to the industry.



## Training for Community Nature Guides

Another training programme for this quarter focused on the Masiphumele, Red Hill and Ocean View communities where we selected and trained 15 individuals to be Community Nature Guides.

The training programme was run in conjunction with My African Dream Community Project, who were awarded the tender and co-ordinated the training with the Nature College, a fully THETA - accredited training institution. A THETA - accredited assessor evaluated the individuals, on a practical level.

The course was conducted on the National Qualification TGSP2 (Nature Site Guide Level 2), and included basic training in business and life skills. This initiative forms part of the Department's vision of creating sustainable employment opportunities; increasing levels of participation in the economy; and is indicative of the Department's intention to facilitate transformation within tourist guiding industry.

Candidates were selected due to the fact that they were already involved in the tourism industry and displayed entrepreneurial flair as well as the potential to create unique, niche tourist-guiding products within the communities where they are based. The successful candidates will be registered as Nature Guides (Specialist Community Guides) by December 2005.



Group of local nature guides with the 2 Facilitators, Janis and Terry Corr standing on the far left and the former Provincial Registrar, Yasmin Dockrat standing on the far right.

### First Aid Institutions – Certification valid for 3-years

1. ST JOHNS: 021 461 8420
2. EDUMED: 021 946 3106
3. EMT: 021 447 4321

## **I am a Tourist Guide: By Graham Young (WC 2404)**



**I** am a Tourist Guide. The career, which I have chosen, is unique in that it enables me, whilst earning a living, to contribute to the well being of the country in which I live.

In helping towards the expansion of my own business, I create jobs and contribute to the improvement of my country's economy. In providing the best possible professional help to my guests or clients, I enable them to enjoy greater comfort, well being and happiness.

Because I approach my calling with a professional attitude, my clients are assured that they are served in their best interest.

I am aware of the need for a higher level of personal integrity. I will not knowingly conduct a tour which I consider to be inferior, dangerous or of questionable value.

I realised that guiding includes complete tourist satisfaction; my manner in dealing with prospective clients, the service which I offer and the effort I make to ensure their satisfaction will be of the highest order.

My loyalty to my profession precludes me from negotiating any tour, which may be detrimental to my financial standing or reputation. I realize that to my clients I represent South Africa and the image which I present, must be complimentary to its ideals and business philosophy.

I also recognise the fact that my responsibilities do not extend only to my country and clients but to the community in which I live and work and not least to myself.

I deserve the best out of life because I work for it and earn it. Quietly, and without fuss I pursue my own development as a human being, honing and perfecting those talents and abilities which I have.

Each day is an adventure and each day I endeavor to do something towards the betterment of my fellow country people.

In all I do – I do my best Because I am a Tourist Guide

## **National Tourist Guide of the Year Competition**

The National Department of Environmental Affairs and Tourism (DEAT) in collaboration with SA Tourism hosts an annual competition called the Welcome Awards. This includes awards for the Best and the Emerging Tourist Guide of the year, respectively. This is a national event, with all 9-provinces displaying their guiding talents through their various nominated Provincial Tourist Guide Winners.

With September being Tourism Month, we saw the Welcome Awards hosted in Bloemfontein in the Free State on 27 September 2005, where the best overall Provincial Tourist Guide (Craig Ziman) and Emerging Tourist Guide (Thabelo Moji) winners were announced. Each nominated candidate received a certificate of recognition. This event allows our country to add value to the tourism industry as well as supporting our country's ambassadors.

In 2004, the Western Cape claimed the prize when the national winner, Faizal Gangat, was proclaimed best Tourist Guide for South Africa. This year the 2 candidates from the Western Cape were outstanding nominees with reputable names in the Tourist Guiding industry. Craig Ziman, winner of the 2005 Provincial Guide of the Year and Thabelo Moji, Emerging Guide winner for 2005, represented the Western Cape proudly.

The Eastern Cape had the honour of bringing home the Tourist Guide of the Year Award for 2005.



## Tourist Guide Registration Database

The Tourist Guide Registration Office has realised that there is a gap in the market in respect of marketing and promoting tourist guides and have therefore embarked on redesigning and improving our website and database.

The Tourist Guide Registration Database is a breakthrough in the guiding industry; it allows the staff at the Tourist Guide Registration Office (TGRO) to filter through the database in order to distinguish between new guides, existing guides, and guides whose registration have expired.

The database is able to store all data pertaining to tourist guides and is able to ensure that all general information within a particular guide file can be viewed on the database.

The system has been enhanced by the introduction of a bulk-SMS and bulk-email feature. This enables us to disseminate important information to all tourist guides including reminders if they need to re-register, by means of an SMS received on

your cell phone or via email.

The system is continually being upgraded to ensure that the usage and benefits to you are maximised.

It also means keeping track of illegal guiding as all complaints can be captured and logged on the system.

The best part of this database is that anyone can log onto it directly (including Tour Operators) to source a tourist guide; whether you are looking for a specialised category or language specific guides. The direct URL to this website is:

**Below: visual sample of the on-line Tourist Guide Database.**

Personal Details			
Language	Not Selected ▼	Gender	Not Selected ▼
Ethnicity	Not Selected ▼		
General Details			
Category	Not Selected ▼	Region	Not Selected ▼
Specialty	Not Selected ▼	Go	

## **ACCESS TO THE CAPE PROJECT – 2005**

Building on the success of the Access to the Cape project of 2004, the Provincial Department of Economic Development and Tourism has allocated R200 000 to run this project again in partnership with Cape Town Routes Unlimited (CTRU). The campaign started in Tourism month, September 2005 and continued in October.

The main objectives of the project was to:

- Expose local visit opportunities to provincial citizens (in their area).
- Provide marginalized communities an opportunity to explore the treasures of the Western Cape.
- Provide an opportunity for big tourist attraction role players in the Western Cape to make themselves more accessible to local communities.

### **Proposed Access to the Cape program:**

The idea this year was to work in closer partnership with the Regional Tourism Organizations (RTOs) and events were planned during Tourism Month, to make them more accessible to local people. For further information feel free to

[Nntenety@pgwc.gov.za](mailto:Nntenety@pgwc.gov.za)

**During September and October the following events took place and groups from the local communities including school groups, women's forums and elderly people had an opportunity to participate in events:**

- The Overberg Festival
- The Whale Festival in Hermanus
- A visit to Table Mountain
- A Langa Township Tour
- Boat trip - Houtbay and the Waterfront
- A visit to the Kango Caves, Ostridge Farm and the Wildlife Ranch
- Experiencing Agri-tourism products in George

## **Safety and security tips: - We welcome, We care**

The Tourist Victim Support Programme (TVSP) offers assistance to tourists by facilitating the process of replacing lost passports, airline tickets, emergency accommodation, trauma counseling, etc. The programme does not duplicate existing emergency response services and cannot:

- offer financial assistance;
- replace lost items;
- provide medical attention;
- compensate for loss; or
- offer legal advice.

In case of emergency, please call the following emergency numbers:

Police Flying Squad (10111)

Ambulance Services (10177)

City of Cape Town General Emergencies (107)

Consumer related problem (0800 007 081)

A few precautions that one should take to ensure safety include:

- Note all emergency numbers;
- Pre-plan your journey;
- Be alert at all times;
- Avoid walking alone; and
- Plan your route.

### **Tourism Enterprise Development Initiative:**

For more information on the Tourism Business Support System of the Provincial Department of Economic Development & Tourism, contact your local Tourism Help Desk Agent (THD):

Catherine Colling on 021 426 4260 or email:

[catherinec@tourismcapetown.co.za](mailto:catherinec@tourismcapetown.co.za)



## TRAINING PROVIDERS

**NB:** To date only 3-training providers (WC) are fully Theta-accredited. Other training providers are still in the process of accreditation. Certificates from training providers **not** accredited by Theta will **not** be accepted by the Tourist Guide Registration Office.

If unsure about a Training Provider please feel free to consult with our office for further clarity.

NO	PROVIDER NAME	PROVINCE	STATUS
1.	Livingston Tourism Academy Wally Brandt	WC	Full Accreditation
2.	Tourist Guide Institute Andre de Waal	WC	Full Accreditation
3.	The Nature College Johan Fourie	WC	Full Accreditation
4.	Adventure Qualifications Network (Wildways)  do not accept anything under the name of Wildways, as they asked to be registered Adventure Qualifications Network.	KZN	Provisional Accreditation Mountaineering & Marine Assessment only
5.	Alive PLT cc	WC	Phase B No certificates will be accepted
6.	Details Tourism Training cc	KZN	Compliance Plan Verification Report
7.	Drum Beat Academy	TSHWANE	Provisional Accreditation
8.	Energy Guides	JHB	Full Accreditation
9.	FGASA	JHB	Provisional Accreditation Nature Site guides/ Level 2 & 4 Assessment Only
10.	Gold Reef Guides	JHB	Full Accreditation
11.	South Cape College Accredited through Umaluzi	WC	Provisional Accreditation Compliance Plan/Recommendation
12.	Superior Tourist Guides Training School	WC	Certification suspended No certificates will be accepted
13.	Training for Outcomes	WC	Provisional Accreditation No certificates will be accepted after 2004 In-Active Provider
14.	Garden Route Tourism Academy Neeltjie Snyman		Phase A No certificates will be accepted
15.	Limpopo Field Guiding		Not Accredited No certificates will be accepted
16.	UNISA		Not Accredited No certificates will be accepted
17.	South African Mountaineering Development Trust: M.D.T.		Not Listed With Theta No certificates will be accepted

## GENERAL INFORMATION

### IMPORTANT NOTICE: Illegal Guiding and misconduct

The Tourist Guide Registration Office in the Department of Economic Development and Tourism is rolling out an educational drive to ensure awareness around Illegal Guiding.

This has been viewed as a stepping-stone to tackling the difficulties that our guides face daily due to Illegal guiding.

Together with the Provincial traffic Authorities, we are striving to create awareness and promote a consistent and effective regulatory framework to ensure proper monitoring of illegal guiding and misconduct and the effective reduction thereof by officials of the Traffic Authorities.

The Tourist Guide Registration Office has launched a new pamphlet that will be distributed to various stakeholders and at strategic tourist points.

We welcome your comments on this initiative via email: [faallie@pgwc.gov.za](mailto:faallie@pgwc.gov.za)

### REGISTRATION INFORMATION: TEN DAY WAITING PERIOD WHEN PAYING BY CHEQUE

All cheque payments will be subject to a ten-day clearance by the bank. This means that tourist guides paying by cheque will have to wait ten days before their registration is activated.

### OFFICIAL HOURS FOR CASHIER'S OFFICE

08:00 – 12:30 and 13:30 – 15:00  
Mondays to Fridays

### APPLICATIONS VIA POST:

Registration forms together with the accompanying documentation and payment can also be posted to:

Tourist Guide Registration  
Cashier's Office  
Department of Economic Development and Tourism

P. O. Box 979  
Cape Town, 8000

For any further queries contact:  
Tourist Guide Registration Office  
Department of Economic Development and Tourism

Tel: (021) 483 2960

Fax: (021) 483 2957

Email: [Nbartes@pgwc.gov.za](mailto:Nbartes@pgwc.gov.za)







**FROM US TO YOU**

**Wishing all stakeholders, partners and tourist guides well**

Finally, on behalf of the Tourist Guide Registration Office (TGRO), we would like to wish all our stakeholders, partners and tourist guides well over the festive season.

All the best to our Jewish stakeholders, partners and tourist guides for the period of Rosh Hashana, to our Hindu stakeholders, partners and tourist guides for Navaratra, to our Muslim stakeholders, partners and tourist guides for the month of Ramadaan and for Eid and to our Christian stakeholders, partners and tourist guides for Christmas. We wish you all the best.

May all your days and months ahead be blessed. This message comes from all the staff and the Registrar at the Tourist Guide Registration Office.

**Farewell to Yasmin Dockrat**

Yasmin Dockrat, the Provincial Registrar has resigned and has concluded her within the Department of Economic Development and Tourism.

Noxolo Ntenetya has been appointed as the Acting Tourist Guide Registrar for the Western Cape.

Our thanks goes to Yasmin for her sterling work in organising and managing the Tourist Guide Registration office and our best wishes go with her for the future.

Our best wishes and support go to Noxolo with the new challenge of being the Acting Provincial Registrar for the Western Cape.

**Right: Noxolo Ntenetya, Acting Provincial Registrar for the Tourist Guide Registration Office**

