



## Contents:

Letter from the Editor	- 1
South African Tourism Glitters More Than Gold Indaba 2006	- 2
Welcome Awards 2006	- 2
Thabelo Moji At Indaba 2006	- 3
Training Programmes for 2006/ 2007	- 3
Unpacking the Tourism Act	- 4
A Moment to reflect: By Johan Wolmarans	- 5
Regulars	- 6

## Letter from the Editor

Dear Tourist Guide

This issue focusses on Indaba 2006, which took place in Durban from 6 - 9 May 2006, where Western Cape Tourist Guides did us proud.

Another key focus area is that of training within the Guiding Industry. All training programmes place an emphasis on Transformation.

We would also like to encourage all tourist guides to read and comply with the Tourism Second Amendment Act 70 of 2000. Copies of this Act are available at our offices and on [www.capegateway.gov.za/tourguide](http://www.capegateway.gov.za/tourguide).

The 12th International Tourist Guides Convention is to take place in Cairo Egypt on the 22-26 January 2007. The registration for the convention will be open as from August 2006. The full programme and itinerary can be found on [www.wftga.org](http://www.wftga.org).

Forward all comments and suggestions regarding the newsletter to: [faallie@pgwc.gov.za](mailto:faallie@pgwc.gov.za).

Regards

Farhaana Allie

Ground floor, Waldorf Arcade  
80 St. George's Mall  
Cape Town  
8001  
Tel: 021 483 9130



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





## SOUTH AFRICAN TOURISM GLITTERS MORE THAN GOLD

“At our annual Tourism Indaba last year we issued a challenge to the tourism industry - to rise above the already-record tourism arrival figures of 6.7 million in 2004, and to break the key psychological barrier of 7 million international arrivals in 2005. Today we see the fruits of that labour with the announcement of the spectacular performance of tourism last year - not only meeting, but far exceeding that goal and every expectation.” This was the jubilant response of Marthinus van Schalkwyk, Minister of Environmental Affairs and Tourism, to the release in April by Statistics South Africa of the annual tourist arrival figures for 2005.

The attendance of Indaba 2006 was a huge success with a record-breaking 11 133 participants having visited the trade show Indaba this year. This figure represents a four percent increase over last year’s total of 10 701 participants. Furthermore, Indaba 2006 has welcomed more first-time local and international visitors than ever before, cementing its position as a ‘must-visit’ event on local, regional and international travel trade calendars.

One of the milestones of the Indaba 2006 was the launch of the Cape to Namibia Route on the 7th May 2006. The main purpose of this project is to develop a viable tourism route from the Western Cape, through the Northern Cape to Namibia. The N7 from Cape Town to Namibia passes through some significant tourist attractions in the Western Cape.

A large delegation of 224 Western Cape tourism products participated in Indaba, including 30 Small, Medium and Micro Enterprise (SMME) co-exhibitors. Prior to Indaba, these SMMEs went through a specialist exhibition training programme designed to guide them how to package their products, pricing strategies, learn business presentation skills, understand the importance of pre-arranging appointments and generally how to successfully promote themselves in what is often an extremely daunting environment, especially for the novice exhibitor.

Cape Town Routes Unlimited won the Indaba 2006 Silver Award for Best Stand. Other Western Cape winners were: The Cape Town Big Six as well as the Eden District who both won Gold awards in the same category. Ikapa Tours & Travel, V & A Waterfront and West Coast Tourism won Silver Awards while Boulders Beach Lodge, Phantom Forest, The Best of Franschoek, Kagga Kamma Private Game Reserve, Sante Winelands Hotel & Wellness Centre, Plettenberg Bay -

Naturally Spectacular and the Twelve Apostles Hotel and Spa won Bronze Awards.

With many Western Cape finalists featured in the South African Tourism’s inaugural Welcome Awards, Cape Grace at the V&A Waterfront brought back home the award for Best Accommodation.

### WELCOME AWARDS 2006: Tourist Guide Category

The Welcome Awards recognises businesses and individuals that are turning holidays into life changing experiences, who are sending tourists home as ambassadors and are meeting and exceeding the needs of the visitor. The Welcome Awards are about finding and showcasing companies and individuals who are raising the bar in terms of visitor experiences. There are only four categories namely: tourist guide, accommodation, tour operators and travel agents.

Only registered Tourist Guides who have been operating for more than two years were allowed to enter. Tourist Guides were required to complete a questionnaire as well as submit at least five testimonials from clients and/or references from tour operators to support their entries. Department of Environmental Affairs and Tourism oversaw the tourist guide category of the Welcome Awards and was responsible for the selection of the short-listed candidates.

Although the winner for the Tourist Guide category, Alan Weyer, is from the Eastern Cape, the Western Cape is proud of Thabelo Moji, who was announced as the first runner-up for this category.



Above: Thabelo Moji with the winners of the other categories of the Welcome Awards 2006

These premier tourism awards are a partnership between South African Tourism, Department of Environmental Affairs and Tourism (DEAT), South African Tourism Services Association (SATSA), Tourism Grading Council of SA (TGCSA) and Association of South Africa Travel Agents (ASATA).

## Thabelo Moji makes the WC Proud at Indaba 2006

My very first visit to Indaba was unbelievable!



Left: Thabelo Moji at Indaba 2006 - first runner-up tourist guide in the Welcome Awards

I have to start with the fact that I felt honored to have been named the first runner-up tourist guide in the Welcome Awards. This was after quite a rigorous testing process, which involved taking a 'mystery' guest on tour. It was inspiring to get that kind of recognition when I've only been a tourist guide for 3 years.

The opening ceremony was like no other event that I've ever had the pleasure of attending! The music, the colours, the dancing and the poetry all blended together to inspire a true sense of pride in this beautiful country. Unfortunately I did not get to shake the Deputy President's hand as I did not win in my category, I was the first runner-up. That's okay though, it just means that I have to work little bit harder next year and win.

At the show itself, all the Provinces out-did themselves; the stands were incredible! I don't think that is possible to say which stand was the best. The volume of information available at Indaba is phenomenal! I now believe that every Tourist Guide must visit Indaba at least once just to collect information about each province. All the major players from every single province are there, under one roof! What could be more convenient! As a roving exhibitor I walked for hours on end. I absorbed tons of information. I made contact with quite a number of operators. And I managed to leave with a certificate! I will definitely be back next year!

Many thanks to SA Tourism for arranging my airfare and for the award. Kea Leboha! Enkosi!

## CONGRATULATIONS MIKE - YOU DESERVE IT!

"I feel honored and privileged", these are the words from Mike van Niekerk, the newly elected Board of Directors member of NAUI Worldwide NAUI is the world's oldest recreational scuba diving training agency. Even though Mike seems to be a busy man he still finds time for his commitments as a National Tourist Guide as well as an assessor.

Mike says he thinks he has been elected to the Agency because of his experience in Tourism and Law as he is the only lawyer in the NAUI board of director's worldwide.

## Training Programmes for 2006/ 2007

### French Language Training (Phase II)

This year sees Department of Environmental Affairs and Tourism in partnership with the Department of Economic Development and Tourism starting Phase II of the French Language Training. Training has begun in both Cape Town and Mitchell's Plain offices of the Alliance Francaise. There are 23 registered Tourist Guides completing the second phase of the French language training.

### German Language Training

As a result of our efforts in meeting the needs of our core market Department of Economic Development and Tourism will embark on training of registered Tourist Guides in German.

The training will be a pilot project to train HDI tourist guides in the German language to effectively communicate with the German market, which is a fast and growing market in the Western Cape. This training is aimed to take place later this year.

### Business Tourism Training

Cape Town & Western Cape is Africa's fastest growing business tourism destination and is recognised internationally as one of the outstanding value for money business tourism destinations in the world. The Cape has an excellent infrastructure and support system for hosting any event with a wide selection of multipurpose venues to choose from including the impressive city landmark, the Cape Town International Convention Centre. However there is a gap in the guiding sector as there are currently limited tourist guides specialising in business tours.



Department of Economic Development and Tourism and Cape Town Routes Unlimited will launch a pilot project to train tourist guides in business tourism. This training programme is aimed at upskilling existing tourist guides who have a flair and passion for business tourism. They will undergo an extensive programme that will enable them to become familiar with the business world and its ever changing trends.

## Unpacking the Tourism Second

### Amendment Act, 70 of 2000

All registered tourist guides are required to comply with the above mentioned Act. The Act talks to various sections, which are imperative to the guiding industry.

The main sections that tourist guides should focus on within the Act are listed under section 21 including the roles that the registrars need to play regarding the registration of the Tourist Guides.

In terms of the procedure relating to the registration of tourist guides, any person who wishes to be registered as a tourist guide must apply on an application form that must be accompanied by:

- (i) proof of the competence contemplated in section 21 B of the Act (inclusive of a valid first aid certificate);
- (ii) proof of having passed the quality assurance process
- (iii) the registration fee of R240.00;
- (iv) four recent, clear, unmounted and identical full-face colour photographs of the applicant (showing only the head and shoulders), measuring 30 x 25 mm; and
- (v) a declaration to comply with laws and regulations applicable to tourist guides, including the tourist guide code of conduct and ethics.

No person shall be registered as a Tourist Guide in terms of this Act; if he or she:

- a) is within the Republic or elsewhere convicted of an offence and is sentenced to imprisonment without the option of a fine;
- b) loses his or her South African citizenship or right of permanent residence or work permit in the Republic;
- c) has failed to pass the prescribed quality assurance process that a tourist guide shall complete not later than two years after the date of his or her last registration.

When the Provincial Registrar registers any person as a tourist guide, he or she shall issue to that person a registration certificate and a badge, which shall be in the prescribed form. Registration as a Tourist Guide shall be valid for a period of two years, reckoned from the date of issue of the registration certificate.

Any person registered as a Tourist Guide may before the end of the period for which he or she has been registered, apply to the Provincial Registrar on the prescribed form for the renewal of his or her registration as a tourist guide in respect of the ensuing period of two years, and if the person so applies for the renewal of his or her registration, his or her registration shall upon the payment of the prescribed fee be renewed, unless he or she has become subject to any of the disqualifications mentioned above since the previous registration or renewal of registration.

#### Contravening the Act:

Any person may lodge a complaint with a Provincial Registrar if a person is acting as a Tourist Guide in contravention of the Act. Any person may lodge a complaint with a Provincial Registrar regarding misconduct of a registered Tourist Guide.

The Provincial Registrar shall, if the complaint discloses:

- (i) a contravention of this Act or any other law constituting an offence, lay a charge with the South African Police Service and take steps in accordance with section 21 F;
- (ii) misconduct not constituting an offence, including a contravention of the code of conduct and ethics contemplated in section 21 C, take steps in accordance with section 2 IF.

The Provincial Registrar may:

- (a) issue a warning to the tourist guide;
- (b) impose the prescribed fine, which may not exceed R1 000, on the tourist guide; or
- (c) withdraw the registration as a tourist guide for such period, not exceeding five years, as the Provincial Registrar may determine.

**Please check expiry dates on your work permits and/or First Aid Certificates before registration to avoid any delays in the registration process.**

## A Moment to reflect:

### By Johan Wolmarans WC: 1476

*I am Your Tourist Guide* ..... These are the words that we as tourist guides use to open the “door” when we meet our tourist, and it is from that moment that we face a whole host of challenges and opportunities. I am sure that I will not cover all your experiences in this short article and maybe we should stand still and share a few of them.

I remember with what enthusiasm I applied for a position as a Tourist Guide shortly after I graduated to be a Tourist Guide for the Western Cape. I also remember the tremendous let down that I experienced when I found out that most Tourist Guides do not have a permanent position and those that are employed by the big Coach Operators were really working on as and when needed basis, this was not a stable job market that I was about to enter and I was up for the challenge.

My first overland tour to the Garden Route and Route 62 was quite a new experience because the operator that I worked for allowed a few errors to creep into the Tour arrangements with some Tourists with no rooms booked for them and it being high season rooms were at a premium in Knysna. Suddenly a new challenge for me the Tourist Guide, find a room for the Tourist and then do what ever you can to ensure that your tourist still has a holiday to remember and not a nightmare to remember South Africa by, suffice to say that the coach driver and I slept in the coach so that our tourists experienced a seamless holiday.

I have to say that sometimes you receive tremendous support from the Tour Operators operations staff, when they go the extra mile to make life for you as Tourist Guide very pleasant, I remember the one tour that one of the touring couples had to find different accommodations urgently when the hotel that they were booked in was just not up to the standard that they paid for, when they upgraded their tour with the operator in England. The young lady at our Tour Operators office worked until late to ensure that all was well; it made my tour a whole lot easier.

Some times a mishap on tour can threaten to spoil it all for everybody; I remember on a return journey from Port Elizabeth to Cape Town, the group was booked to travel on the Outeniqua Tjoe Choe. All went well until one of the Tourists stumbled and severally bumped his head in the Train, my first aid training came in handy and all appeared to be well until he showed some signs that there was more to the bump than a plaster over the cut could repair.

We had to stop for an ambulance to meet the train along the way, and I went with him and his wife to the nearest medical centre in George, my Coach Driver had to meet the rest of our Group and drive them to the Hotel.

It is not strange to make flight, hotel and other arrangements while you are on tour but I remember one tour where I had a very strange situation, an elderly couple was on tour because they won the tour when they bought South African wine in their Country. They arrived under the impression that all expenses for meals and drinks were included on the tour, when they found out that they were under the wrong impression they came to me stating that their personal funds were very low and that the restaurants that we were using is way above their means. Well I let the rest of the group understand that this couple had a special diet to follow, and I joined them at a Wimpy every night.

It is amazing how a tour can have a certain theme developing as the days progress, I once had an author of a politically based book on South Africa on tour with me and that tour really turned into a tour with hundreds of questions on how South Africa survived the change over to a new dispensation. Other tours may have a Historical, Fauna and Flora theme, but the tour that I remember best was the tour when for no reason at all turned into a tour with education as the theme and when the group asked me to stop at CNA in Nelspruit to buy books, pens, etc. for a little school near Hazyview. We had to stop several times to buy more because once they started and experienced the joy that they gave the children, it did not stop until we arrived in Cape Town. I have many more of these great moments on tour to tell and perhaps those moments when it feels that your tour is about to fail, it is the moments when you see joy and amazement on your tourists face that you know it is all worth the effort.

South Africa has so much to offer and it is for that reason that I strive to become a National Tourist Guide (one more province to go!). To be able to experience the vastness of the great Karoo, the Majesty of the Drakensberg, the wonder of our Peoples Culture, or to taste a well-made wine in the Cape wine district, and a tear at farewell with tourists makes me a Tourist Guide.



Left: Johan Wolmarans, MC for the International Tourist Guides' Day, 2006

## GENERAL INFORMATION

### IMPORTANT NOTICE

#### Illegal Guiding and Misconduct

The Department of Economic Development and Tourism has launched an educational drive to ensure awareness around Illegal Guiding.

This has been viewed as a stepping stone to address the difficulties that tourist guides face daily due to Illegal Guiding.

We aim at creating awareness and promoting a consistent and effective regulatory framework to ensure proper monitoring of illegal guiding and misconduct

The Department of Economic Development and Tourism 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)



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

1. ST JOHNS: 021 461 8420
2. EDUMED: 021 946 3106
3. EMT: 021 701 6901

### REGISTRATION INFORMATION

The following information will assist you with the registration process.

#### TEN-DAY WAITING PERIOD WHEN PAYING BY CHEQUE

All cheque payments will be subject to a ten-day clearance by the bank. Tourist guides paying by cheque will have to wait ten days before their registration will be 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, please contact:  
The 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)



Please note that the Department of Economic Development and Tourism will be calling for nominations for the Provincial Tourist Guide of the Year for 2006