



DEPARTMENT of ECONOMIC DEVELOPMENT and TOURISM

Provincial Government of the Western Cape

1st Quarter Newsletter For Tourist Guides

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Minister's Foreword



It is an honour to address you once more in your quarterly newsletter.

What a spectacular event the 2010 FIFA World Cup™ has been for our country and indeed Cape Town. Having the soccer extravaganza in South Africa has transformed us into a nation of football fanatics and it also proved to be an ideal opportunity for people from different backgrounds, regions and continents to come together.

For many of our tourist guides the period has been busy. I hope that you have derived much benefit from the influx of visitors to our country during a traditionally unseasonal time for tourists.

Former President, Nelson Mandela once said, "The greatest glory of living lies not in never falling but in rising every time you fall." It does not matter that we did not qualify for the knockout stage of the tournament, but what does matter is that we were able to show that we are an all-embracing country.

South Africa has certainly staked its place on the world stage.

With all the aesthetic changes that took place in preparation for the World Cup, some of us may have lost sight of the fact that through all these changes, there have been people who have continued to work hard to promote our wonderful province. The contribution of these hardworking people has ensured that all visitors to the Western Cape were accorded the highest level of service and unrivalled experiences.

This is why I am so pleased that competitions such as the Emerging Tourism Entrepreneur of the Year (ETEYA) and National Welcome Awards exist. These competitions and awards recognize that within the hospitality industry, service excellence is not only about great service, but it is also about embracing the passion, aptitude and ability that leaves customers with a lasting impression.

It was a proud moment for our province during this year's Tourism Indaba when M'Hudi Wines was announced as the winner of the 2010 Emerging Tourism Entrepreneur of the Year Award. And, there was more great news. During South African Tourism's announcements of the National Welcome Award winners, our very own Philip Coetzee was selected as the runner-up in the National Guiding category, after recently being selected as the provincial winner in this category. The Western Cape took the honours in three of the eight Welcome Award categories namely; accommodation, tour operators and tourist attraction.

Let us continue to keep the Western Cape flag flying high as we look forward to a bumper tourism year.

ALAN WINDE
MINISTER OF FINANCE, ECONOMIC DEVELOPMENT AND TOURISM



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ACHIEVEMENTS AND ACCOLADES

WESTERN CAPE SMME SCOOPS THE EMERGING TOURISM ENTREPRENEUR OF THE YEAR AWARD: INDABA 2010

Western Cape wine farm, M'hudi Wines, scooped the prestigious Emerging Tourism Entrepreneur of the Year Award (ETEYA) at Indaba 2010 in Durban.

The ETEYA was launched 10 years ago to encourage and sustain the development of Small, Medium and Micro Enterprises (SMMEs), showcasing some of South Africa's product offerings, which can compete in the global market.

M'hudi Wines was started in 2004 by the Rangaka family. In a leap of faith — and without prior knowledge or training about winemaking — they purchased a farm, left their professions, and moved across the country to begin a new life in the beautiful valleys of Stellenbosch. Malmsey Rangaka is the CEO and president, her husband Diale is the viticulturalist and export marketer, their son Tseliso is the winemaker, their daughter Lebogang is the marketer, and their youngest son Senyane creates their branding materials. They produce Sauvignon Blanc, Pinotage and Merlot, and have created a boutique venue for wine tasting, intimate parties and small seminars.

Western Cape Finance, Economic Development and Tourism Minister, Alan Winde, Cape Town Routes Unlimited (CTRU), Stellenbosch Tourism and the Western Cape are delighted that this prestigious award has made its way to the Western Cape.

Speaking after the awards ceremony, an ecstatic Malmsey Rangaka said, "I feel so overwhelmed. I never expected to win. I have worked hard during every step of this competition. I gave it my all and getting the award is the cherry on top. I have learned so much and am so grateful for this experience."

Minister Winde who had also attended the Indaba showcase said, "Our economy is built on the energy and sustainability of our entrepreneurs, and in the tourism industry the emphasis is on responding to demand in a sustainable manner. M'hudi Wines' most recent achievement was the development of an organic Pinotage which speaks to growing tourism in a responsible manner."

As part of its SMME development programme, Cape Town Routes Unlimited (CTRU) has supported M'hudi Wines since its inception. Calvyn Gilfellan, CEO of CTRU who led the marketing endeavour of the Cape Town and Western Cape delegation at Indaba 2010 said, "This is wonderful triumph for M'hudi Wines and our beautiful destination, and particularly the Cape Winelands. M'hudi Wines is on the path to great success and CTRU is proud to be associated with its growth." Gilfellan further said that CTRU helped 20 SMMEs attend Indaba 2010 "as it is on platforms such as these that they are exposed to countless opportunities".

We acknowledge the successes of all our emerging entrepreneurs as we can only truly benefit and sustain our industry as a collective.

Saluting a winner: overall ETEYA winner Malmsey Rangaka shares her joy with the Western Cape Minister of Finance, Economic Development and Tourism, Alan Winde.



[Source: www.southafrica.net]



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ACHIEVEMENTS AND ACCOLADES

WELCOME AWARDS 2010



South African Tourism in partnership with the Department of Tourism and Provincial Tourist Guides Registrars, announced the top tourist guides in three sub-categories – National, Provincial and Site at the Welcome Awards 2009/10 Ceremony.

The event took place during Indaba 2010 at the Nkosi Albert Luthuli Convention Complex at the Durban ICC on 9 May 2010. On the guiding front, our very own tourist guide, Philip Coetzee — who was recently selected as the Western Cape Provincial Winner in the National Tourist Guiding category — was declared the runner-up at this prestigious national event. Coetzee competed in the National Welcome Competition with some of the best guides in South Africa. We are immensely proud that a Western Cape registered guide was selected as one of the top finalists.

Our province scooped several awards during the Welcome Awards Ceremony. The Western Cape Department of Economic Development and Tourism would like to congratulate all of the winners and participants of the competition.

The Welcome Award category winners for 2009/2010 are:

1	Accommodation	Cape Grace	Western Cape
2	Tour Operators	Edge of Africa	Western Cape
3	Tourist Attraction	Vergelegen Wines	Western Cape
4	Restaurants	School of Tourism & Hospitality	Gauteng
5	Parks	Kapama Private Game Reserve	Gauteng
6	Travel Agencies	Flight Centre Gateway	KwaZulu-Natal
7	MESE (MICE)	South African Reserve Bank Conference Centre	Gauteng
8	Tourist Guides	Collen Sibuyi	Mpumalanga

[Source: www.southafrica.net]



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ACHIEVEMENTS AND ACCOLADES

LET'S LOOK BEYOND 2010: A MESSAGE FROM SOUTH AFRICAN TOURISM CHIEF EXECUTIVE OFFICER THANDIWE JANUARY-MCLEAN

Delegate numbers at Indaba 2010 were up – and particularly encouraging for Thandiwe January-McLean, CEO, South African Tourism, was the rise in the number of buyers and visitors from the rest of the African continent.

“This has been an outstanding Indaba for many of us. It has been the Indaba at which we have collectively cast our minds to the future of our industry, and of our destination. The pace of business at Indaba this year, and the quality of delegates, both exhibiting and buying, indicate that we have every reason to be optimistic about South Africa as a destination after the 2010 World Cup. The brisk business that was conducted here this year gives us every confidence that our industry is on a sound footing for the future.”

“There was a 100 per cent increase in buyers from Angola, an 18 per cent increase from Mozambique and a 23 per cent increase from Tanzania. Between them, these markets sent 83 buyers to Indaba 2010. This is an excellent achievement for the industry that Indaba has succeeded in attracting outstanding attendance during a period in which the effects of the global economic crisis still lingers and when the window to purchase 2010 FIFA World Cup™ collateral is largely closed. Clearly, the hunger is growing for the beauty, accessibility and unique human experiences that South Africa offers a world of travellers.

Indaba is always hard work, and not only for us at South African Tourism. A successful Indaba demands months of planning by every delegate. It demands an investment of time and energy. It is this partnership and focus on a collective cause that makes Indaba, and our industry, as successful as they are.

South Africa stands before one of the most exciting times in its history - being host to a FIFA World Cup™. We all need to grab this opportunity to show our many visitors the best time ever in South Africa. And we need to work together with creative insight and energy after the World Cup to maintain arrivals to South Africa. This World Cup offers our industry and nation a rich legacy. Let's all leave Indaba 2010 determined to realise that legacy,” says January-McLean.

[Source: www.indaba-southafrica.co.za]



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TOURISM UPDATES

TOURISM SERVICE EXCELLENCE SEMINARS FOR FRONTLINE STAFF - FOR 2010 AND BEYOND

The National Department of Tourism, in partnership with the Federated Hospitality Association of Southern Africa (FEDHASA), rolled out 75 comprehensive Service Excellence Readiness Seminars in all nine provinces in April and May 2010, with the aim being to register 250 000 frontline staff and 200 training providers within the tourism value chain. The value chain includes the public and private sector within the tourism sector and other affected government departments including the South African Police Service, Home Affairs, Transport, South African Revenue Service and sectors such as banking and retail.

The seminars were based on the recommendations of the findings of the Service Excellence Study conducted by the Disney Institute, which also presented the seminars.

South Africa is ranked 62nd out of 124 countries by the World Travel Tourism Council on its customer service delivery standards. The inability to provide excellent service levels is exacerbated by the lack of customer service culture by some frontline staff, inadequate job training, and a non-existent sense of urgency, an imbalanced focus on technical job skills as opposed to interpersonal "customer and people" skills development.

Understanding customer needs and the provision of superior customer service are among the main reasons for frontline staff being criticized in many organizations. The Tourism Sector through its Service Excellence Initiative seeks to improve South Africa's overall customer service at all service "touch points" in the sector, with a view of transforming this country into a globally-competitive service economy, and the world's destination of choice.

The programme included video testimonials by current South African cast members of Disney's Animal Kingdom® Theme Park on the importance of personal responsibility in providing excellent customer service. Also included in the programme were the service guidelines and behaviours, namely:

- I project a positive image and energy;
- I am courteous and respectful to all customers; and
- I go above and beyond expectations in my position.

Participants received a Certificate of Completion and a Service Guidelines Card upon completion of the seminar.

The details of the seminars that were held in the Western Cape were as follows:

Date	Venue	No. of people trained
13 May 2010	His People Centre, Goodwood	508
14 May 2010	Cape Town Convention Centre (CTICC), Cape Town	920
15 May 2010	Stellenbosch Municipality	210
17 May 2010	George Civic Centre	172
18 May 2010	Khayaletu Hall Knysna	144



Picture of participants at the Tourism Service Excellence seminars held in the Western Cape in May.

[Source: www.tourism.gov.za and Ms. Melissa Wicomb, Western Cape Department of Economic Development and Tourism, Tourism Human Resource Development]



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GUIDING SECTOR NEWS

MARINE GUIDING – NOT JUST A JOB, BUT A LONG-TERM CAREER OPPORTUNITY



Louis Willemse and marine guide Chris van Gass prepare anxious learners for the arrival of King Neptune at Cape Agulhas during Marine Week.



King Neptune covered a considerable distance under water, breathing through a kelp snorkel to bring learners his conservation message.

Most people associate the edge of the sea with beaches, surfing, braais and volleyball. But here are some things worth remembering: The restless sea has been breaking against the land and shaping it for millions of years, exposing it and covering it again. All life on earth has its origins in the sea, with more than 90 per cent of Planet Earth's life-giving oxygen manufactured by ocean plants. Consider the force of the moon driving the rising and falling tides and mysteriously, the release of eggs and sperm by millions of sea animals allowing our minds to be free and to align our thoughts with the universe. The passionate coastal marine guide can facilitate this process of getting in tune with the universe.

Once we are in tune, we are able to understand that life on the rocky shores is not really different to life in the Kruger National Park. Herds of marine herbivores feed on plants, and the herbivores in turn are hunted by predators. It is all the same. The beach sand is a giant filter. Billions of microscopic animals living between the sand grains purify the water before sending it back to the ocean.

The Field Guides Association of Southern Africa (FGASA) recognizes the need for trained guides to serve clients in 22 marine-protected areas along our 3 500km coastline. The comprehensive learning material was compiled in cooperation with the Two Oceans Aquarium in Cape Town. The aquarium has been successfully training in-house guides for more than 15 years.

The FGASA Marine Course is recognized by the World Wildlife Fund (WWF) as a logical entry into a longer-term career in Marine Protected Area (MPA) management. To this end, Mr. Peter Chadwick, manager of the WWF Honda Marine MPA project secured part sponsorship for an initial six-month marine/nature guide course at De Hoop Reserve in the Overberg. This was followed by Train-the-Trainers courses in the Namaqualand and West Coast National Parks. There are two FGASA-endorsed training providers; Bhejane in KwaZulu-Natal and Afritracks in the Western/Northern Cape. Ulovane, situated in the Eastern Cape will follow shortly.

The first course, in KwaZulu-Natal has been completed and the internationally acclaimed Oyster Catcher Trail is hosting the next course in August 2010.

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[Source: Louis Willemse - National Tourist Guide, FGASA-endorsed Trainer/assessor]



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INTERNATIONAL NEWS

INTERNATIONAL TOURISM: FIRST RESULTS OF 2010 CONFIRM UPWARD TREND

International tourism is steadily gaining momentum following an extremely challenging 2009. International tourist arrivals grew by 7 per cent in the first two months of 2010 worldwide, according to the latest UNWTO World Tourism Barometer. Growth was particularly strong in Asia, Africa and the Middle East. UNWTO forecasts international tourist arrivals to grow by 3 to 4 per cent in 2010.

2010 – Emerging destinations lead recovery

According to the April Interim Update of the UNWTO World Tourism Barometer, international tourist arrivals are estimated to have increased by 7 per cent in the first two months of 2010. This follows the upturn already registered in the last quarter of 2009 when arrivals grew by 2 per cent after 14 consecutive months of negative results. Though data for March is still limited, countries with data already reported confirm that this positive trend is set to continue. Growth was positive in all world regions during the first two months of 2010, led by Asia and the Pacific (+10 per cent) and Africa (+7 per cent). Information for the three countries of the Middle East that have reported results so far also point to a strong rebound in the region, compared to the very subdued first months of 2009. The pace of growth was slower in Europe (+3 per cent) and in the Americas (+3 per cent), the two regions hardest hit by the global crisis and where economic recovery is proving to be comparatively weaker.

A large number of countries around the world reported positive results in the first months of 2010. Of the 77 destinations reporting data for this period, 60 showed positive figures, of which 24 posted double-digit growths. Among these were Estonia, Israel, Hong Kong (China), Macao (China), Japan, Taiwan (China), Indonesia, Singapore, Vietnam, Guam, India, Nepal, Sri Lanka, US Virgin Islands, Nicaragua, Ecuador, Kenya, Seychelles, Morocco, Egypt and Saudi Arabia.

Though there is a clear improvement on the negative results of 2009, this growth must be treated with caution as it is being measured against a particularly weak period of 2009 — the worst months of the global economic crisis. On the whole, international tourist arrivals totalled 119-million during the first two months of 2010, up 7 per cent on 2009 but still 2 per cent below the value of the record year of 2008.

2010 forecast not affected by recent air traffic disruption UNWTO forecasts international tourist arrivals to grow by 3 to 4 per cent in 2010.

This outlook has not been altered by the recent air traffic disruption in European airspace. Although impacting very seriously on travellers, specific destinations and companies, in particular airlines, airports and tour operators, UNWTO estimates that the closure of a major part of European airspace between 15 and 20 April this year might have caused a loss of less than half-a-per cent of the yearly volume of international tourist arrivals in Europe and 0.3 per cent of the total count for the world.

Nevertheless, while the positive trend registered in the first months of 2010 reflects improved economic conditions, UNWTO warns that many challenges remain. “Although economic results have improved significantly in recent months, with a positive impact on tourism demand, we must remain cautious as many factors can still jeopardize the pace of recovery”, said UNWTO Secretary-General, Taleb Rifai in Sofia, Bulgaria at the opening of the UNWTO Seminar on Tourism Governance In Times Of Crisis: Conjunctural and Structural Policies.

“The economic recovery is being driven mainly by emerging economies, while growth is still sluggish in most advanced ones. At the same time, increasing unemployment levels in major tourism source markets is a cause of concern”, he added.

[Source: www.UNWTO.org]



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INTERNATIONAL NEWS

NEWS FROM WORLD FEDERATION OF TOURIST GUIDES' ASSOCIATION

Tallinn Guide Association is glad to welcome tourist guides to the next World Federation of Tourist Guide Associations (WFTGA) Convention in Tallinn, Estonia from 31 January 2011 to 4 February 2011.

Tallinn, the capital of Estonia is located in Eastern Europe on the shores of the Baltic Sea. As a Hanseatic town dating back to 1154, it has been a meeting point for East and West for centuries. Its close proximity to all major European capitals and its good infrastructure makes it a convenient venue for any international event.

Tallinn Guides' Association, a union of 156 tour guides in Tallinn, has been a proud member of WFTGA since 2007.



For the 2011 Convention there will be a comprehensive programme both for the participants in the convention and for those accompanying them under the theme: "Culture as a Unifying Guide." In 2011, Tallinn will be the European Capital of Culture, and naturally this became the underlying idea for the convention.

The intention in drafting the programme for the convention is to meet the expectations of members who want to learn and experience something new to enhance their professional skills, and also to provide a good experiential background to the training and discussions during the workshops organized together with the WFTGA.

Tours and excursions taking place during the week of the convention, as well as pre- and post-tours will enable delegates to take a walk through Estonia's history, to experience both medieval times and modern culture at the crossroads of Europe.

"We are honoured to host the WFTGA Convention 2011 and warmly welcome you to Tallinn! Come and be ESTonished!" A message by: Laura Taul, president of the Tallinn Guides' Association.

[Sources: <http://wftga2011.konverents.eu> and <http://wftga.org/>]