

Western Cape Tourist Guide Newsletter

FIRST QUARTER 2004

RE-REGISTRATION OF TOURIST GUIDES

The tourist guide office is currently involved in the re-registration of tourist guides who registered with this office for the period 2002-2004.

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.

We are currently reconciling January's re-registrations, processing February's re-registrations and finalising reminders for March and April.

You are urged to notify this office of any change of address or contact details.

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

IMPORTANT UPDATE: LAUNCH OF DATA BASE SYSTEM

Notice is hereby given that a new Tourist Guide database has been implemented.

The database has been designed over a three-year period and will be officially launched at a breakfast function, which will be hosted by Mrs Joyce Witbooi, Provincial Minister of Economic Development and Tourism on Saturday, 21 February 2004. The launch coincides with International Tourist Guides' Day.

URGENT REMINDER: ASSESSMENT DEADLINE

Many former SATOUR registered guides have become aware of the new deadline for their assessments.

The announcement is repeated for those who may have missed the first notice:

"Following our recent call for the submission of proof of assessment, we are delighted to inform you that the National Minister of Environmental Affairs and Tourism, Mr Valli Moosa has announced the extension date for submissions as 31 May 2004."

A formal notice was placed in the Government Gazette on Friday, 3 October 2003 and media alerts were placed in the print media.

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

- All pending assessments and Recognition for Prior Learning (RPL's), which were due on 30 September 2003, should be completed by 31 May 2004.
- THETA declaration of competence (certificates) must be submitted for re-registration.
- All SATOUR guides should have been assessed for re-registration failing which they will have to undergo re-training".

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.

INTRODUCING THE ACTING REGISTRAR

Ms Labeeqah Schuurman, Tourism Lecturer and Tourist Guide Trainer from the Cape Technikon's Faculty of Management, has recently joined the Department of Economic Development and Tourism, as Deputy Director: Special Projects and Infrastructure Support. She is, however fulfilling the position of Acting Registrar, until the appointment of the Provincial Tourist Guide Registrar. The Registrar can be contacted at Registrar@pgwc.gov.za

REGISTRATION OFFICE: RE-LOCATION AND PAYMENTS

The Chief Directorate of the Department of Economic Development and Tourism re-located in December 2003 from No. 9 Dorp Street to 7th floor, NBS Building, St George's Mall, Cape Town.

The Tourist Guide Registration Office is still located at 148 Long Street, Cape Town until further notice.

Plans are afoot to ultimately re-locate the Registration office to the Ground Floor, NBS Building. This move has become necessary; as the Department will house its own Cashier's office in the NBS building.

If the move does not happen tourist guides' would have to walk to St George's Mall to pay their registration fee and walk back to Long Street to register. This would be time consuming, and would not be welcome, especially during the winter months.

The Cashier's office will be operating from the NBS building by 01 April 2004. The proposed date for the re-location of the Registration office is approximately May/June 2004. Essentially, there will be a very short period during which guides would have to walk between the Registration office and the Cashier's office. This is unavoidable and measures are being put in place to create an environment whereby guides will not become frustrated with the process in the interim period.

Cheque payments will only be accepted at our office until 01 April 2004 and must be sent to:

The Department of Economic Development and Tourism
P O Box 979

Cape Town, 8000
Attention: Ernest Sonnenberg

From 01 April 2004, all payments will be processed by the Cashier's office. Guides' will be informed well in advance of the new payment details.

REPORTING AN 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 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.

The Department has mandated 4 Inspectors to assist in the reporting of illegal guides.

The Inspectors have been appointed for the period 15 December 2003 – 31 January 2004 as a once-off pilot.

This was necessary due to the increased emphasis on policing the industry and in providing a framework in which illegal guiding is taken in a serious light.

Further to this, the Department is in the process of finalising the procedures to follow when dealing with illegal guides and cases of misconduct.

PROVINCIAL TOURIST GUIDE OF THE YEAR: FAIZAL GANGAT

Faizal Gangat arrived in Cape Town in 1997, having lived and worked in KwaZulu/Natal for 28 years, most of which he was a partner in a retail furniture and electrical appliance business.

In 2000, he completed a tourist guiding course and Cape Capers Tours was born at the beginning of 2001 when he was granted a permit to transport tourists. At first, Faizal had to continue working full time in his rep job but through his occasional tours, he realised how slanted mainstream tourism marketing and delivery was, and felt more could and should be done.

Knowing he could play a large role in that process, he traded in his old Merc for a combi, gave up his job and concentrated all efforts on his "Township Experience" He hasn't looked back. The company now has offices in Woodstock, runs 3 vehicles, employs two freelance drivers and is anticipating carrying 100 passengers per month on his tours in the 2003/2004 season.

Faizal sees himself as a facilitator more than a guide. Eighty percent of his tours are cultural and sustainable development tours, such as the Cape

Care Route. With his contact with the various communities, he spreads the benefits of tourism, inspires and assists aspirant and educates product and service owners about the opportunities available to them.

EXCITING DEVELOPMENTS

DESTINATION MARKETING ORGANISATION (DMO)

The joint marketing process for tourism has resulted in the establishment of the Cape Town Tourism and Events Company (CTTEC) on 01 July 2003, which was formed as the precursor to the Destination Marketing Organisation.

The CTTEC will among others, refine the existing draft tourism framework into a strategy and a marketing plan for the DMO and establish management structures to take the process forward.

The DMO will shortly be established by statute in terms of the Western Cape Tourism Bill. The Western Cape Tourism Bill aims to repeal the Western Cape Tourism Act of 1997, to allow for a more flexible structure and a partnership that can deliver on a joint marketing process for the Western Cape.

The Bill, which is the proposed legislation, was published in the Provincial Gazette of November 2003. The availability of the Bill was also publicised via local newspapers to 16 publications. Approximately 30 submissions and comments were received, all of which have been handed to the Standing Committee for consideration.

The Provincial Standing Committee on Agriculture, Tourism and Gambling held

public hearings on 03 February 2004 in Cape Town and 04 February 2004 in Worcester. The purpose of the public hearings allowed verbal input from those people who did not make written submissions and those who made verbal submissions the opportunity to clarify aspects of their written submissions, if they wished.

Following the hearings, where necessary, comments will be incorporated and the Bill will be submitted to the Provincial Parliament for consideration.

CAPE TOURIST GUIDES' ASSOCIATION (CTGA)

The Department has agreed to sponsor CTGA office space. CTGA moved in on the 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.

TOURIST GUIDE TRAINING

Following on from last year, the Department has shortlisted 40 candidates who will be interviewed by a panel during this month.

From this, a final group of trainees' will be selected to be trained as tourist guides by the Cape Technikon. You will be updated of progress in this regard.

We wish you every success for the new year!