

Western Cape Tourist Guide Newsletter

FOURTH QUARTER 2004

Dear Tourist Guide...

Spring is in the air and summer on its way.

With the festive season around the corner and the end of 2004 fast approaching, we're taking a look at some of the highlights for the year.

Topping our list of highlights and milestones must certainly be the 2010 World Cup. Who could ever forget the brimming smile and jubilation on the face of former President Nelson Mandela at the announcement that South Africa won the bid to host the World Soccer Cup in 2010.

Charlize Theron, our very own Hollywood lass, brought home our first Oscar for an exceptional performance in a movie.

Our country's 10 years of democracy is being celebrated throughout the year.

Tri-nations rugby glory made us all proud when our warriors on the rugby field were crowned victors over archrivals Australia.

Who could forget the performance of our men and women at the summer Olympic Games in Greece?. The 4 X 100m swim was pure gold!

Our paralympic team beat the best in their league against all odds. We are so proud of them!

Some of the highlights at the Department of Economic Development and Tourism (DEDT) are as follows. We hosted 300 tourism industry players to honour 12 Women in Tourism in the Western Cape.

Real Enterprise Development (Red Door) is one the DEDT's key business highlights of the year.

The Red Door aims to:

Help new businesses in all areas, help and develop existing new business and broaden the ownership base of black business.

The Cape Craft and Design Institute (CCDI) was launched, in partnership with the Cape Technikon and the Department of Sports and Cultural Affairs.

The Integrated Tourism Development Framework (IDTF) projects completed, include the development of a sub-framework for Augulhas, which identifies ways through which the Southern most trip of Africa could be positioned as a tourism Mecca not only for the province, but also for the country and the continent.

This office had the good pleasure of launching its tourist guide database. At

this function, held on International Tourist Guide Day on Saturday 21 February at the Cape Technikon Hotel School in the Waterfront, we announced our Provincial Tourist Guide of the Year, Faizal Gangat.

The Western Cape once again scored top honours when Faizal was named National Tourist Guide of the Year 2004/2005 at the International Tourism Day celebrations in Limpopo on 27 September 2004.

Other highlights include the relocation of the Tourist Guide Registration Office from 148 Long Street to the Ground Floor, 80 St George's Mall, Cape Town.

The turnaround time (waiting period) for I.D. cards was reduced to between two and three weeks via registered post.

Further highlights were the appointment of the Provincial Tourist Guide Registrar, Yasmin Dockrat and the recent Cape Tourist Guide's Association (CTGA) stakeholder conference.

The event that brought smiles of appreciation to many a proud face was when the MEC for Finance, Economic Development and Tourism, Ms Lynne Brown, handed 22 certificates to historically disadvantaged learners who were sponsored by DEDT and qualified as tourist guides at the Cape Technikon in September.

In the spirit of *ubuntu*, we wish all our Muslim colleagues well during their Fast and peace, prosperity and safety to everyone during the festive and holiday seasons.

FAIZAL GANGAT, SOUTH AFRICA'S TOURIST GUIDE OF THE YEAR 2004

Congratulations Faizal, the Western Cape has done it again!

Top honours went to Western Cape tourist guide of the year Faizal Gangat for winning the category "Tourist Guide of the Year Award 2004/2005".

As the winner of the Tourist Guide of the Year Competition, Faizal has been sponsored by ABSA as part of the Department of Environmental Affairs and Tourism (DEAT) initiative to represent South Africa at the World Federation of Tourist Guides Association (WFTGA) in Melbourne, Australia from 29 January to 4 February 2005. He has also been sponsored by the DEDT to attend the Annual World Travel Market in London from 8 to 11 November 2004. He will share the exhibition stand with Cape Town Routes Unlimited.

TRANSFORMATION AND THE NEED TO CHANGE THE INDUSTRY

The tourism industry is increasingly confronted with the issue of transformation.

We as the government of the Western Cape recognise the importance of transforming an imbalanced industry by attempting to create sustainable, effective tourism opportunities.

WESTERN CAPE TRAINS TOURIST GUIDES

For the first time in its history, the Government of the Western Cape has sponsored the training of 22 historically disadvantaged learners to undertake a three-month tourist guide training programme at the Cape Technikon.

The programme began in late May 2004 and cost the Provincial Government R140 000.

The training included important unit standards as laid out in the National Qualifications Framework (NQF), such as Customer Care and Communication, Guiding Techniques, Cultural and Heritage Tourism and Responsible and Sustainable Development.

The 22 trainee tourist guides came from different parts of the province, including the West Coast, Boland and Overberg.

Addressing the new students during the certification ceremony held at the Cape Town Hotel School on Saturday 11 September, Ms Lynne Brown, MEC for Finance, Economic Development and Tourism announced the trainee tourist guides mentorship programme.

The Trainee Guide Mentorship programme is an extension of the Tourist Guide Training Programme.

She said the trainee tourist guides will undergo a selection process and be placed in a mentorship programme for a further practical work period of three months.

The trainees will be able to record their time spent with mentors in a log book which can be produced as proof to

potential employers as evidence of experience and will be used as a type of "reference letter" when working in the industry.

Once they have completed the programme, the trainees may officially register as tourist guides with the Department of Economic Development and Tourism.

The mentorship programme is a partnership agreement between the Department of Economic Development and Tourism and the Cape Tourist Guides' Association (CTGA).

According to MEC Brown a positive outcome of the mentorship programme is that it will assist them to gain additional guiding experience by allowing them to "shadow" other experienced tourist guides.

She said her department was serious in its commitment to addressing transformation in the tourism industry and would create real sustainable and effective tourism opportunities within the industry.

CAPE TOURIST GUIDES ASSOCIATION: PARTNERS IN TRANSFORMATION CONFERENCE FEEDBACK

Transformation in the tourism industry has been a discussion point for a very long time. Tourism is the window to South Africa and tourist guides the ambassadors of the industry.

It was to this end that the Cape Tourist Guides' Association (CTGA) recently held their first annual conference in association with the Department of Economic Development and Tourism (DEDT) at Nederburg Wine Estate in Paarl.

Among the impressive list of speakers was Ms Lynne Brown, MEC for Finance, Economic Development and Tourism.

MEC Brown said the Province has embarked on a series of strategic interventions with the creation of partnerships with leading players in the tourism industry.

The outcome of these interventions resulted in direct partnerships with investors, the private sector and public sector marketing bodies such as South African Tourism (SAT).

“The Global Competitiveness Study, commissioned by SAT, highlighted the importance of tourist guides in our quest to be among the top travel destinations”, she said.

She went on and said the study highlighted the importance of the tourist guide in influencing a visitor to spend two weeks instead of one in Cape Town. The tourist guide is a reflection of what the country has to offer the visitor.

Since the visitor spends the bulk of their time with the tourist guide the tourist guide becomes an ambassador for our country. The tourist guide tantalises the tourist with our beautiful country, its people, heritage, its biodiversity and wealth of life.

“Therefore, it is important that this industry is appropriately regulated to offer the best that our country has at its disposal. It also needs to reflect our country in its entirety, “ she said.

“As a government we are aware that black tourist guides and companies have persistently been complaining about exclusion from the industry.

Participants at this conference should therefore use its sessions to put building blocks toward overcoming this unacceptable legacy”, she said.

She concluded by saying that we have to grapple with issues of transformation and access, while we still deliver superior service to the visitor in the Western Cape.

“ This is not an easy balancing act, but it is one that we have to perfect if we are to get this industry to benefit all in our Province, she said.

TRANSFORMATION: A MATTER OF THE HEART SAYS NOKI

Addressing the CTGA Conference on Transformation, Cape Town Routes Unlimited (formerly The Destination Marketing Organisation, DMO) CEO Nokhutkhula (Noki) Dube, told delegates transformation was much more than just a topic for discussion. According to her, transformation is a reality of our economic and social circumstances and a business imperative that we actually transform as a sector and as an industry.

“It is the responsibility that we as individuals have to embrace actual transformation. Actual transformation needs to take place in our hearts and minds in order for sustainable and real actualisation of transformation to take place in the market place”.

She continued by stating that unless we are personally driven, committed and buy-in, and own what needs to be done, it is not going to happen.

“Transformation is about embracing the diversity that sits at product level. We have one of the most unique

competitive advantages globally and that is ourselves. Our diversity as South Africans is what we are all about. How are we embracing our past and how is it translating to today's realities?. Ms Dube asked.

"The world looks at us in absolute amazement and calls it a miracle that we are now a rainbow nation. Transformation is about improvement. It is about progress. It is about enabling and in partnership we can and will perform", Ms Dube said.

BLACK ECONOMIC EMPOWERMENT STAKEHOLDER WORKSHOP FEED- BACK

A Black Economic Empowerment (BEE) Development and Tourism stakeholder forum workshop was held by the Department of Economic Development and Tourism (DEDT) on Monday 6 September 2004, at the Holiday Inn Garden Court, Cape Town.

The purpose of the stakeholder forum workshop was to elicit input from various stakeholders in the tourism industry on BEE and Human Resource Development (HRD). The input was sought with the intent to develop the terms of reference for ongoing policy formulation on BEE and HRD for the tourism industry within the Department.

Mr. Brendon Roberts, Head of DEDT provided the immediate context for the Micro Economic Development Strategy (MEDS), in the DEDT.

In his opinion the reality of the Western Cape Province's total exposure to the pros and cons of the global economy ought to be an important consideration in the deliberations of the Stakeholders' Workshop on BEE and HRD. He pointed

in a cursory manner to the effects of the global economy on the Province i.e.

High unemployment, low SMME development, high SMME failure and marginalisation of the masses with low levels of participation in the economy.

In his analysis the complacency on the part of most role players and stakeholders in the face of these threats is compounded by the absence of cutting edge global economic intelligence.

In order to secure higher participation in the economy with a differently skilled workforce within 25 years, with a greater emphasis on unconventional employment within 10 years, the Province needs extraordinary interventions in the economy with an integrated social and economic growth and development strategy.

Mr. Roberts described the MEDS as 'an approach' and not a static position paper to the "cutting edge economic intelligence " on the economic state of the Province as well as 50 sectors and sub-sectors.

SA TOURISM SATISFIED WITH NATIONAL CONFERENCE

Ms Cheryl Carolus, Chief Executive Officer of South African Tourism (SAT), praised the outcomes announced at the 3rd National Tourism Conference held at Gallagher Estate, Johannesburg, Gauteng Province.

At this Conference the Johannesburg Partnership for Consolidating Tourism Growth and Gearing Up for 2010 announced their '2010 Tourism Plan'.

The plan was agreed to by over 500 industry stakeholders and formally ratified by Minister of Environmental Affairs and Tourism, Marthinus van Schalkwyk.

“The team at SAT is more than satisfied with the robust way in which the challenges facing the industry and government in gearing up to host 2010 have been openly and honestly addressed during this conference”, Ms Carolus said.

For the first time since the announcement of SA having won the bid, brought together all the key tourism stakeholders to agree to a unified way forward.

According to Ms Carolus it has been extremely heartening to see the way in which the conference deliberations have pulled together concrete plans to address the challenges we face in moving towards 2010.

She said the industry must be congratulated for its mature input and commitment towards pulling together a workable action plan; a blueprint from which to move towards 2010 with confidence.

STATISTICS SHOWS INCREASE

Tourism is an important contributor to the Western Cape economy.

It accounts for approximately 9.8% of the Gross Regional Product and employs 9.6% of the Province’s workforce. It has also been identified as one of the 13 growth sectors in the province.

There are also growth sub-sectors within it, such as eco and adventure

tourism, incentive tourism, health tourism, business and conference tourism.

The Western Cape is in an advantageous position because tourism in the Province continues to grow above the national average. This is attributed to the fact that the Western Cape is the jewel in the crown of South African Tourism.

In 2003 1.5 million foreign arrivals were recorded compared to 1.3 million in 2002 which means that we had 13% growth. This is above the national average of 1.2%. Our total share of the SA tourism market is 24%. Gauteng gets 51 % of the share.

The Western Cape also boasts eight out of ten top South African tourist attractions as voted by the tourists. The key foreign markets for the Western Cape are the United Kingdom and Germany.

NATIONAL FEDERATION OF TOURIST GUIDES SOUTH AFRICA (NFTGSA)

The National Federation of Tourist Guides, South Africa is being established to represent everyone who provides professional and qualified guide services to tourists, regardless of guide registration category. The guiding profession is an integral element of the tourism chain and is critical in adding value to both communities and the tourism industry. NFTGSA will be established in line with the strategic planning and policy to transform and strengthen the sustainability of tourism for the long-term benefit of all communities and cultures.

The new organisation will not supersede existing associations which have, and will continue to work hard for their respective members and the profession. It will present a single umbrella organisation to which government and industry can refer to, and negotiate with, on matters relating to guiding of all categories.

Thanks to the support of DEAT, South African Tourism Services Association (SATSA), the Provincial Registrars and the Tourism Enterprise Programme (TEP), nominated Provincial Guide Representatives met with industry and government spokespersons on 13th September to discuss the way forward in the formation of the National Federation.

An Interim Steering Committee was elected that was charged with the implementation of industry consultation and establishment phases, with project co-ordination being undertaken by Peter Kirchhoff.

This is the consultation and establishment phase. Over the course of the next six months all registered guiding associations will be consulted through a series of Provincial Workshops.

Legitimate guide organisations or associations will not be excluded from this fully accessible process and we are delighted to report that constructive communication has already taken place with a number of existing bodies.

Workshops will be held in the Western and Eastern Cape during mid-end November. Please watch the press for further information.

This is an exciting and challenging project to provide a forum for the guiding profession to express their commitment and energy to increasing the value of the tourism industry. With the planned affiliation to the World Federation of Tourist Guide Associations, it will strengthen our resolve to be globally competitive whilst, of course, remaining Proudly South African!

Members of Interim Steering Committee include:

- Lood Boshoff, Chair, KwaZulu – Natal
- Aldrin Ndalani, Vice-Chair, Limpopo
- Pippa Wordie, Western Cape
- Muriel Falconer, Mpumalanga
- Peter Kirchhoff, Secretary & Project Co-ordinator

For further details please contact:

South African Tourism Services Association (SATSA)
Cheryl Mulder-Verbruggen
Email: satsa@capecourtesy.com
Tel : (021) 439 0163

Department Of Environmental Affairs and Tourism (DEAT)
National Registrar
Ms Nomathamsanqa Siwisa
Email: nsiwisa@deat.gov.za
Tel: (012) 310 3322

Tourism Enterprise Programme (TEP)
Vusi Zwane
Email: vusi.zwane@eciafrica.com
Tel: (011) 804 5750

NFTGSA, Project Co-ordinator
Peter Kirchhoff
Email: peter@kirchhoff.co.za
Tel: (021) 447 7727

ACCREDITATION – TRAINING PROVIDERS/ASSESSORS:

A SETA's main function is to contribute to the raising of skills – to bring skills to the employed, or those wanting to be employed, in their sector.

They have to do this by ensuring that people learn skills that are needed by employers and communities, and therefore training must be to agreed standards, within a national framework, wherever possible.

THETA (Tourism, Hospitality and Sport Education and Training Authority) is the Sector Education and Training Authority (SETA) established under the Skills Development Act (No 97 of 1998) [the Skills Act] for the Tourism, Hospitality and Sport Economic Sector.

Therefore, one of THETA's roles is to quality-assure training providers and assessors in the tourist guiding fraternity.

We would like to draw your attention to the fact that unless a training provider has obtained accreditation status (full or provisional) from THETA, the Tourist Guide Registration Office will not be in a position to register tourist guides who have been trained or assessed by a non-accredited training provider or assessor. If the training provider has been granted provisional accreditation status by THETA, the Tourist Guide Registration Office will then grant

the tourist guide "provisional" registration, which will be valid for one year.

In consultation with THETA, it has been agreed that the Tourist Guide Registration Office will obtain regular updates of the training providers' accreditation status from THETA.

This should assist in alleviating any problems regarding registrations and will enable the Tourist Guide Registration Office to keep the tourist guiding fraternity informed accordingly.

Should you have technical detail enquiries regarding training provider accreditation status, you may contact TETA directly, as follows:

Mr Ebrahim Boomgard
Quality Assurer
ETQA Department
THETA (011) 803 6010

We urge you to ensure that you select a THETA accredited training provider or assessor.

You are welcome to contact this office for clarity on the status of training providers.

REMINDER: RE-REGISTRATION OF TOURIST GUIDES

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

We are re-registering for the month of November at the moment and re-registration notifications for the month of December are being posted to tourist guides.

Please Note: If your re-registration period is December, you are urged to register within the prescribed month as indicated in your re-registration letter. For example, if you registered with this office in January 2003, you will have to re-register in January 2005.

Should you have any queries regarding the process for **re-registration**, kindly contact on **(021) 483 2960**.

Please Note: You are urged to kindly notify this office of any **change of address or contact details**. You may contact **Ms Anne Pedrito on (021) 483 8754** or email: Apedrito@pgwc.gov.za.

Failure to update your information may result in incorrect information being reflected on the Tourist Guide database.

Should you have any queries regarding your identification badge or card, please contact our office on **(021) 483 2960**.

Extended deadline:

The deadline for registering of Tourist Guides previously recognised by SATOUR, has been extended for a further period of one year, i.e. from 31 May 2004 until 31 May 2005.

Tourist Guide Database:

The Tourist Guide Registration Office (TGRO) is updating its database of registered Tourist Guides on an ongoing basis. Since the launch of the database in February, we are able to put any tourist guide's details onto our database in the month after you register or re-register.

The Tourist Guide Registration Office website link is:

www.capegateway.gov.za/touristguide

GUIDES WHO DID NOT RE-REGISTER

Tourist guides who did not re-register during their month of re-registration will be given a one-month grace period.

Should the guide still fail to re-register his/her details will be removed from the database.

Any guide who did not re-register, but continues to guide will be doing so illegally and in contravention with the Tourism Second Amendment Act of 2000.

YOUR ASSESSMENT VS RE-REGISTRATION

Many guides appear to be uncertain about the difference between assessment and re-registration.

Re-registration is the renewal of your tourist guide "membership" with this department. It operates on the same principle of renewing one's driver's licence and Public Driver's Permit (PDP).

Re-registration happens every two years and all registered tourist guides with this department have to renew their registration, referred to as "**re-registration**".

Assessments are performed when former SATOUR tourist guides and other historically disadvantaged individuals (HDIs) approach a THETA accredited assessor to have themselves

assessed or RPL (Recognition for Prior Learning) by the assessor.

This assessment is not the re-registration with the Department of Economic Development and Tourism. Your assessor supplies your details directly to THETA and it is a process between your assessor and THETA.

It is each tourist guide's responsibility to contact the Tourist Guide Registration Office (TGRO) and establish which certified documents and the payment that are required to obtain a tourist guide badge and ID card.

Our office will not accept or process any faxed documents or certificates as they are not regarded as valid.

We strictly require certified copies of original documentation.

In addition, payment for registration and re-registration must accompany all registration forms.

IMPORTANT NOTICE: NEW OFFICIAL HOURS FOR CASHIER'S OFFICE

Tourist guides who wish to register in person at our offices and who intend to pay cash for their registration should please note that the cashier's office has also been re-located to the Tourist Guide Registration Offices **Ground Floor, 80 St. George's Mall. The new operating hours are from 08:00 – 12:30 and 13:30 – 15:00, Mondays to Fridays.**

The office will close at 10h00 on 24 December 2004 and will re-open on 3 January 2005.

IMPORTANT PROCEDURES FOR REGISTRATION:

WALK-INS

All walk-in application forms must first be checked by the Tourist Guide Registration Office, before the cashier will accept your payment.

Once the Tourist Guide Registration Office has checked your application form to ensure that all the relevant documentation is attached, the responsible person will write "Checked" and initial the application form, with the date on the top right hand corner.

The tourist guide must then take the application form with the attached documentation to the cashier's office, where payment is to be processed.

The cashier will issue the tourist guide with an original receipt as proof of payment.

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**

REPORTING AN ILLEGAL GUIDING ACTIVITY AND MISCONDUCT

Upholding the Tourist Guide Code of Conduct and Ethics is vital in the life of a Tourist Guide.

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

A standardised form has been designed, which must be completed by persons wishing to lodge a complaint. These can be collected at the Tourist Guide Registration Office.

The Tourist Guide Registration office is finalising a policy for dealing with illegal guides and misconduct and progress in this regard will be duly communicated.

TOURISM SAFETY HINTS

According to the Tourism Safety Hints brochure, issued by The Department of Environmental Affairs and Tourism (DEAT), South Africa is as safe as any other destination in the world. As in other countries, there are a few basic precautions visitors to our country should take during a visit.

Further information is contained in the Tourism Safety Hints brochure obtainable from the Tourist Guide Registration Office, Ground Floor, Waldorf Arcade, 80 St George's Mall, Cape Town.