



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



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SUPPORT



ENERGISE



CREATE



STIMULATE



GROW

Letter from the Editor

Dear Tourist Guide

The Newsletter has been reformatted to align to the Department's image.

September marks the start of Tourism Month and the beginning of the peak-season.

For this quarter we focused on Tourism month and spend some time with Cape Town Routes Unlimited (CTRU) and WESGRO.

The Department of Economic Development and Tourism has embarked on a campaign to clamp down on Illegal Guides. This is being accomplished in conjunction with the Metro Police officials.

It is important that tourist guides carry their badges and registration cards on them at all times when guiding.

Forward all comments and suggestions regarding the newsletter to: faallie@pgwc.gov.za.

Regards

Farhaana Allie

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THE WESTERN CAPE TO TAKE PERSONAL RESPONSIBILITY FOR TOURISM'S GROWTH AND SUCCESS – PROVINCIAL MEC

The tourism industry in Cape Town and the Western Cape will experience real growth and continue to enrich lives when all sectors of society take personal responsibility for its growth and success. This was the core message of this year's Western Cape Tourism Month, launched by the Provincial MEC for Finance and Tourism Lynne Brown at Paternoster in the West Coast, on Friday, 1 September 2006.

The global, national and provincial theme for World Tourism Day 2006 was *Tourism Enriches*. Tourism Month was initiated by the National Department of Environment and Tourism (DEAT) and South African Tourism (SAT) as a platform to foster awareness of tourism's potential positive impact on the economy and society in general. It incorporates World Tourism Day which is celebrated worldwide on 27 September, annually. Tourism Enriches also confirms the key contributory role tourism plays in relation to the Accelerated and Shared Growth Initiative of South Africa (ASGISA), which places particular emphasis on the economic growth potential to the Tourism Industry.

At the Paternoster launch, Cape Town Routes Unlimited, the official tourism destination marketing organisation for Cape Town and the Western Cape, also unveiled the 2006/2007 Wild Flower Route Map, illustrating where and how the Western Cape and Namaqualand's most spectacular wild flowers can be viewed. Cape Town Routes Unlimited, in co-operation with the Northern Cape Tourism Board, produced 15 000 copies of the map to be distributed to trade shows, conferences, regional and local tourism organisations and bureaus. At various points, Regional and Local Tourism Offices as well as Tourism Information Offices, tourists and residents will be able to pick up their free copy of the map.

For more information on wild flowers call the: West Coast Regional Tourism Office at tel. (022) 433 8505, or the Namaqualand Regional Tourism Office at tel. (027) 718 2986.

For up-to-date flower reports, visit www.tourismcapetown.co.za and www.northerncape.org.za.

Enquiries: Linda Chonco at 082 3343354

WESTERN CAPE TOURISM MONTH CORE MESSAGE EVENTS

In the Western Cape a whole range of tourism activities took place during Tourism Month. According to Provincial MEC for Finance and Tourism Lynne Brown who launched Tourism Month at an auspicious event in Paternoster, the following events stood out conveying the month's core message:

Access to the Cape

For many years members of local communities have been prohibited from visiting major tourism attractions. This isolation mainly stems from issues relating to ownership, affordability, accessibility and the lack of awareness of tourism attractions. As South Africa celebrated ten years of Democracy, the Provincial Government of the Western Cape, in partnership with Cape Town Routes Unlimited (CTRU), decided that it was imperative that an annual programme, Access to the Cape, was established to address some of these barriers.



Photo: M Smith
The MEC Lynne Brown - Western Cape Finance and Tourism and Hillary Morris - Regional Tourism Organisation of the West Coast, Unveiling the Wild Flower Map at the Tourism Month Launch on 1 Sep 2006 at Paternoster Lodge



The 2006 programme included visits to the West Coast Fossil Park on World Tourism Day for 90 community members, twelve history walks for 750 community members from Laingsburg, Prince Albert and Beaufort West, an Eden Fun Ride for 50 previously disadvantaged learners, an excursion for mentally challenged children from Oudtshoorn's Ejade and Kairos Schools, a Knysna Tourism Eisteddfod, various Heritage Day celebrations and visits to festivals in the Western Cape.

Cape Tourism Showcase

The Cape Tourism Showcase, held for the fifth time this year, aimed to give both emerging and established business, leisure and events tourism products and consumers from the Western Cape, Eastern Cape and Northern Cape an opportunity to showcase their products to the trade. The Showcase provides small businesses and entrepreneurs with opportunities to grow and develop their businesses, and to gain a vital foothold in the tourism industry.

Between 150 and 200 exhibitors participated in this year's Cape Tourism Showcase, which took place from 15 to 17 September 2006 at the Cape Town International Convention Centre. The Showcase, due to its growing importance as a powerful and effective initiative, was hosted as a stand-alone event this year.

"The Cape Tourism Showcase underlines the importance of support, broader involvement and working together. It assists us in mainstreaming emerging tourism entrepreneurs, and in promoting an inclusive tourism industry in Cape Town and the Western Cape," says MEC Brown.

Access Destination Workshop

The first Airline Destination Workshop, an initiative by Airports Company South Africa Cape Town International Airport, was launched in 2003 in partnership with the Provincial Department of Economic Development and Tourism. The purpose of the workshop was to get together top airline and tourism industry players in one room to discuss Air Access to Cape Town. Last year a decision was taken that the workshop should find its home at Cape Town Routes Unlimited as its focus has gone beyond the airline issue to wider tourism challenges.

The first Access Destination Workshop, addressing the key issue of the accessibility of Cape Town and the Western Cape in relation to land and air transport, welcome culture, pricing, seasonality and tourism experiences, took place at the BOE Auditorium, V&A Waterfront, Cape Town,

on 12 September 2006. The workshop, titled ACCESS FOR GROWTH, was hosted by CTRU in partnership with ACSA, the Provincial Government and City of Cape Town.

Cape 365

Cape 365, a special programme to make the Western Cape a year-round tourist destination, was launched on Tuesday, 12 September 2006 at the Western Cape tourism destinations work session.

It is designed as part of a ten-year tourist development programme by the Western Cape government to attract more international and domestic tourists to the Western Cape in the "quieter" winter months from April to September.

The region usually marketed as a summer destination, but Cape 365 vision is to develop a second "winter trade market" for the Western Cape. Western Cape MEC for Finance and Tourism said that the strategy was the end product of the past four years' work to improve tourism access to the Western Cape.

"These tourism events, including many others that will have residents and visitors to Cape Town and the Western Cape in awe over the next thirty days, underline the fact that we need to work together, within and outside the tourism industry, support each other and become involved to take tourism where it needs to go – in the Western Cape, but also in South Africa and Africa," says Minister Brown.

For more information on Western Cape events and conferences, visit www.tourismcapetown.co.za.

Welcome Awards 2007

Launched at Tourism Indaba 2005 the Welcome Awards aims to reward tourism businesses and individuals that have exceeded their expectations and turned their clients into ambassadors for SA. This initiative is a partnership between The Tourism Grading Council of SA, South African Tourism Service Association, Association of South African Travel Agencies and the Department of Environmental Affairs and Tourism.



The Welcome Awards 2007 – Tourist Guide Category

The Department of Economic Development and Tourism is calling for Entries for the Provincial Welcome Awards 2007. This initiative aims to find the shining examples of individuals and businesses in South Africa who are raising the level and standards of customer service in the tourism industry. Competition criteria:

- Only registered Tourist Guides may enter.
- Tourist Guides should have been operating for more than two years.
- Tourist Guides must include the category of operation (site, regional, provincial, national) and specialty (if any) in their entry forms.
- Tourist Guides are required to submit at least five testimonials from clients and references from tour operators to support their entries.
- Top Tourist Guides will be selected at Provincial level.
- Closing date for entries at Provincial level is 31st October 2006.
- The 27 winning Tourist Guides (three per province) will be entered into the National Welcome Awards.
- Winners for the Provincial Award will be announced on 30 November 2006.
- Five semi-finalists will be chosen following the first round of judging based on the entry forms and submissions.
- Three finalists will be chosen following the mystery tourist programme and the category winner will be announced at Indaba.
- In this entry you will need to give an example of how you “went beyond expectation” in delivering your service.
- Indicate how you apply ever-improving service to your customers (visuals may be attached).
- The Department of Environmental Affairs and Tourism will oversee and run this category of the Welcome Awards, and you are welcome to contact the department for any assistance you may need when entering.

Entry forms can be collected from the Provincial Department of Economic Development and Tourism (Ground Floor, Waldorf Arcade, 80 St George's Mall, Cape Town) or can be downloaded from our website at www.capecapeway.gov.za/touristguide. Entry forms can be posted to tourist guides on request

Hermanus Whale Festival

The 15th Hermanus Whale Festival started with a big splash on Friday 22 September, breach with the Welcome Whales Wave on Saturday 23 September and lobtail to the music which was till Monday 25 September 2006.

Pic courtesy of David Booth



Public Entities in Government

The Western Cape Public Sector has a comprehensive list of various government organisations and departments, parastatals, NGOs and other public entities, that may be useful to citizens and tourists in the Western Cape. The purpose of these entities is to make general information available in order to enable ease of communication with and among organisations within the Public Sector. For further information log onto: www.capecapeway.gov.za

The Department of Economic Development and Tourism strongly encourages partnerships with public entities. The Tourism Chief Directorate works closely with 2-entities and this partnerships are well maintained in order to achieve the Department's objectives.

1. Cape Town Routes Unlimited

Cape Town Routes Unlimited (CTRU) is the tourism marketing body for Cape Town and the Western Cape. Created in April 2004, the CTRU is the amalgamation of Cape Town Tourism and the Western Cape Tourism Board. The strategy of the CTRU is to further develop the tourism infrastructure to ensure tourists enjoy their visit to Cape Town and the Western Cape.



CTRU was formed under the auspices of the Department of Economic Development and Tourism and the City of Cape Town. The formation of Cape Town Routes Unlimited represents a partnership between local and provincial governments to create a focused entity that promotes and transforms tourism in the province.

CTRU has created a brand for Cape Town and the Western Cape as a year-round holiday destination which has world-class urban and rural offerings. It is now actively marketing this brand to grow tourism in the area. In addition, the body provides strategic direction and marketing support to the province's tourism industry.

CTRU has five focus areas - leisure tourism, events, conferencing and incentives, visitor services and product development. CTRU is a public/private partnership.

Whether you're an adrenalin junkie with adventure in your heart, a gourmand seeking the next culinary masterpiece, or a stressed-out executive looking for relaxation, consider making Cape Town and the Western Cape your next holiday destination. Situated at the southern tip of Africa, with pleasant climate of sunny summers and mild winters, Cape Town and the Western Cape offers a whole world of diverse experiences, wrapped into one unique destination.

We deliver on the South African promise by promoting sustainable growth, transformation and pride while marketing Cape Town and the Western Cape. As an integrated marketing agency, we maintain a common destination brand identity throughout the provinces six regions. The six regions consist of Cape Town, Winelands, Overberg, Garden Route & Klein Karoo, Cape Karoo and West Coast.

We unlock unlimited opportunities, build relationships, inspire standards and promote welcoming and unique tourism experiences. The organisation's overriding goal is to proactively market the region locally and internationally as a preferred leisure, business tourism and events destination. For more information on CTRU, visit www.tourismcapetown.co.za. or contact: 021 487 4800



2. WESGRO

Cape Town and the Western Cape, Where Business is Beautiful ...

World-class studio launched in Cape Town Wesgro, the investment and trade promotion

agency of the Western Cape, in August announced that a Heads of Agreement has been signed with Dreamworld Film City Limited (DFCL) which will see the agency take a 10% stake into DFCL for an investment of R30 Million over 5 years.

This investment will ignite the first phase of the development and see delivery of the province's flagship film studio near Faure in Cape Town, making the city as Africa's premier movie-making location.

Wesgro CEO, Ismail Dockrat, said: "This investment is not only the largest commitment in our film industry but leads the way by ensuring the existence of a permanent film infrastructure which will ensure a strong and growing order book for the province. The economic benefits of this development will include job creation opportunities and SMME development for the community of Faure and surrounding communities which are traditionally economically depressed areas of Cape Town."

Local oil and gas industry boosted by German investment. At the Oil Africa Conference 2006 in Cape Town that took place in March this year, Germany's MAN Ferrostaal announced a R 216 million cash injection into the Western Cape's oil and gas services sector which will result in major infrastructural development in the ports of Saldanha and Cape Town. This investment, expected to total R1.5 billion at the end of the project, will stimulate economic growth through generating 740 permanent jobs in Saldanha in its first phase, increasing to 1500 jobs in its final phase, while consolidating 724 sustained jobs in Cape Town. Such an investment will serve as a catalyst for the Western Cape to tap into the billion dollar oil and gas services industry in Western Africa.

City hosted an African Aerospace and Defence Exhibition from 20 to 24 September 2006. This biennial exhibition was held for the first time at Ysterplaat Air Force base in Cape Town and aims to promote the local aerospace and defence industry.

For more information contact Faith Kolala: faith@wesgro.org.za or Tel 021 487 8650. Visit www.wesgro.org.za for more events and business news



Training of Tourist Guides 2006

From 19 June to 6 July 2006 Drumbeat Academy's, Jasmin Johnson trained ten Tourist Guides as Culture Site Guides on NQF Level 4. The training included assessment, moderation and certification as well as First aid level 1 training.

Ten candidates were chosen from historically disadvantaged communities in the Western Cape including, Hout Bay, Phillipi, Hawston, Guguletu, Atlantis, Woodstock, Langa etc. to be trained as tourist guides.

The students will be qualifying very soon and will then be able to take up full time employment with tour operator's or even start up their own businesses.



Group of tourist guides in training on a tour in the Winelands.

Buses, coaches, shuttles etc were all pulled over with the help of the Metro Police and the tourist guide on board were asked to produce their registration card and badge. Those compliant and registered were given a T-shirt with the message, "I am a legal tourist guide, are you?" on the back.



Metro Police together with the SANPark's staff and the staff of the Department of Economic Development and Tourism at Cape Point where tourist guides were stopped in order for their validity of their registration to be checked.

More than 40 tourist guides were stopped, of which 9 were definitely guiding illegally, as they were not registered or have not renewed registration, 11 tourist guides did not carry their registration cards on them and there was even a tourist guide guiding and driving a coach.

The Registrar will be issuing the unregistered tourist guides with warning letters and will follow up with respective Tour Operators as well.

This is a start in the tourism industry to clamp down on Illegal Guiding and strengthening the relationship between Metro Police and SANParks respectively.

Illegal Tourist Guiding Campaign

The Tourist Guide Registration Office did an inspection on Tourist Guides with the support of the Metro Police at Cape Point on 23 August 2006.

The SANPark's staff were helpful in ensuring that we were set up, by opening their office and allocating an area whereby traffic could be pulled over. The main problem faced was the fact that many tourist guides did not carry their registration cards on them, and if they had it, the card was hidden amongst many credit cards and other cards. It is imperative for all tourist guides to wear their badge and their card on their body when guiding.



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 steppingstone to address the difficulties that tourist guides face daily due to Illegal Guiding.

We aim at creating awareness and promote 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 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

REGISTRATION INFORMATION

The following information will assist you with the registration process.

All cheque payments will be subject to a ten-day clearance by the bank therefore tourist guides paying by cheque will have to wait ten days before their registration will be processed.

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:
Department of Economic Development and Tourism

Tel: (021) 483 2960

Fax: (021) 483 2957

Email: registrar@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
4. Frontline: 021 689 1710

Check expiry dates on your work permits and/ or First Aid Certificates before registration; And ensure that you bring certified copies of documents for the registration process.

