



Department of Economic Development and Tourism

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# Tourist Guide Newsletter

October - December 2008

# Department of Economic Development and Tourism

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# Minister's Foreword

Tourism is a major economic driver for the Western Cape. As it should be, looking at the scope of what our province offers visitors. People come here to have fun, to explore the mountains, the forests, the cities, the beaches, the wine, the music, the art, the crafts, and they come, of course, to get to know our people.



A career is not always just about having a job, important as that is. A career is often a calling, something that makes you excited to get up in the morning. And tourism is an exciting career with a wide range of opportunities. As a tourist guide, you know this. You have chosen to be part of this challenging industry. You have seen the opportunities it offers and taken advantage of them.

It is also about people who will continue to help us grow the tourism market in the Western Cape. It's people who run bed-and-breakfast establishments, from Khayelitsha to Claremont and people who work in our industry. Its people who leave lasting impressions on visitors and its people who inspire them to return for repeat visits.

As a tourist guide, your primary skill is the ability to get on with people, to engage them and to interest them in our Province and our country. When you are guiding tourists, you are an ambassador for South Africa. The care, organisation and learning you put into your work as a guide reflects on you, and reveals to your customers that you are there to help them, to show them not only the best our country has to offer, but how great our people are.

Tourism is alive with opportunities. The Western Cape is a destination that has embraced tourism as a major economic driver, and a sector that will create sustainable jobs in the long run.

Here in the Western Cape we've made a bold move to draw together government, business, labour and civil society to shape our tourism policies. This is because we believe effective partnerships are key to developing economy and transforming the sector. The Western Cape Government believes strongly in facilitating co-operation between tourism bodies: local, provincial and national – and between sectors and attractions within the industry.

As we head into our busy tourist season, I want to wish you all the best of luck in your jobs. Remember the words of one Norman MacEwan: 'We make a living by what we get, but we make a life by what we give.'

Give it your all this season.

Mr. Garth Strachan  
Minister of Finance, Economic  
Development and Tourism

# TOURISM WELCOME PROGRAMME

Minister Garth Strachan will be launching the Tourism Welcome Programme over the next while. This Programme aims to create at least 500 work opportunities a year in the Western Cape tourism industry over a 3-year period. Tourism Welcomers will be provided with the necessary skills training and development. This project will provide skills development and work opportunities for the unemployed in the tourism industry in the Western Cape.

The Tourism Welcome Programme in the Western Cape will be aligned to the national initiative hosted by the National Department of Environmental Affairs and Tourism. The Provincial Tourism Welcomers will essentially be the official welcomers and generators of good will. They will welcome people at tourist sites in the Western Cape in a friendly manner. This will enhance the image of the destination as being homely and welcomin.

The Objectives of the Tourism Welcome Programme are to:

- Support the development of social and human capital.
- Develop skills and provide a route for the unemployed into the labour market.
- Create a pool of people who have undertaken Tourism Awareness and SA Host Training for the 2010 FIFA World Cup.

- Showcase South Africa's hospitality.

Welcomers will come from all communities of the Western Cape and reflect the cultural and racial diversity as well as the geographic distribution of the Western Cape. As part of this programme, the opportunity will be afforded to registered tourist guides who are unemployed.

On completion of the training, the welcomers will be placed at Tourism gateways, airport, hotels, iconic attractions, major events.

For more information, please contact Yumnaa Firfirey at (021) 483 8726.

## SPANISH LANGUAGE TRAINING

Twelve (12) tourist Guides were selected to experience a study/work trip to Santander, Spain from 01 to 30 September 2008 with the aim of providing them with foreign language training and vocal experience enabling the tourist guides to acquire employable skills, gain exposure and improve their opportunities of permanent employment or creating self-employment. The main objectives of this programme are:

- To develop oral communication skills in Spanish through training.
- To improve professional skills of guides.
- To allow previously disadvantaged individuals' access to training opportunities.

This programme is also aimed at better positioning our tourist guides to handle the expected inflow of Spanish speaking foreign tourists who would be coming to South Africa in 2010 for the Soccer World Cup. The tourist guides arrived back from Santander on Tuesday 30 September 2008.



## ILLEGAL GUIDING CAMPAIGNS

Following the launch of the illegal guiding campaign by the National Department of Environmental Affairs and Tourism in Pretoria, the Department conducted inspections on tourist guides in the Garden Route on 18 September 2008.

All tourist guides are advised to always carry their registrations cards and badges whenever they are conducting tours as these inspections will be done on a regular basis. Always ensure that your registration is valid by renewing your registration once it expires.



## WESTERN CAPE TOURISM DEVELOPMENT PARTNERSHIP PLENARY

The quarterly Plenary session of the Western Cape Tourism Development Partnership was held on the 29<sup>th</sup> August 2008 at the Sports Science Institute in Newlands.

The Minister for Finance, Economic Development and Tourism, Mr. Garth Strachan, chaired the session.

The key discussion points at the plenary session were around transformation, air access, training and sustainable job creation opportunities within the tourism industry. The key highlights of the WCTD Partnership were the finalisation of the WCTD Framework which ensures joint planning, budgeting and implementation between the Social Partners.

It has defined targets and outcomes that need to be achieved over a ten-year time-frame. By March 2008, all the social partners had contributed to and agreed upon the strategy. Other successes of the WCTD Partnership included the drafting of the Tourism BBEE Strategy and Implementation Plan, the Tourism HRD Strategy and Implementation Plan, the Cape 365 task team and establishment of an Events Trust, the 2010 Community Mobilisation programme and the 2008 Beijing Olympics Student Programme, all emanating from the work of the various sub-committees.

The structure of the WCTD Partnership was also further refined from originally having 5 sub-committees to now having 3 sub-committees namely Tourism Growth, Tourism HRD and Tourism Participation and regular meetings now take place bi-monthly. Government Delegation engagements took the form of roadshows into the various regions where meetings were held with District and Local Municipalities.

At the Plenary session the Business Delegation cited air access, community tourism and speeding up processes for tourist's extending their visas at the Department of Home of Affairs as key areas of concern for tourism growth and development issues.

Labour and Civil Society raised the issues of speeding up transformation, skills training and ensuring that there are job opportunities available for people being trained. As a way forward it was decided that a list of constraints which looks at the blockages specific to the Tourism industry be drawn up and for the WCTD Partnership to take

responsibility via the sub-committee meetings and delegation meetings to address these constraints.

A very brief presentation was also delivered by two of the students who recently returned from the Beijing Olympics Student Programme and shared some of their personal experiences and highlights of their trip. The students are in the process of compiling a comprehensive report of their findings and research which will be presented to the WCTD Partnership.

Minister Strachan concluded the session by stating that "everything is about building partnerships, about sharing information, about identifying the constraints to growing the economy in each sector, in each region, in each city and unblocking those constraints together."



**From Left:** Labeeqah Schuurman: Chief Director Tourism, Joyce Gibbs: Civil Society, Brendon Roberts: Head of Department – Department Economic Development and Tourism



**From left:** Mohammed Parker: CTRU, Vernon Kirsten: SATSA, Marlotte Crous: CTRU

# BEIJING STUDENT EXCHANGE RESEARCH PROGRAMME

In April 2008, the Department of Economic Development and Tourism and the Shandong Provincial Tourism Administration signed a memorandum of understanding to create network of International partnership. The partnership strives to set up an exchange programme specifically for tourism students within Shandong Province and the Western Cape. The Department has realised the importance of providing opportunities for young graduates within the tourism industry with global experience. In response to skills development opportunities were created and provided for suitably qualified students to represent the Western Cape in a joint research study programme during the 2008 Olympics at Liaoning University in Beijing in August. Successful post-graduate candidates were identified through an extensive recruitment and selection process and 6 students attended a study programme in China during the Beijing Olympics 2008.

They were selected through a formal screening and interview process drawn from a potential 18 candidates who applied to participate in this ground breaking programme. The selected students were Brendon Knott (Team Leader), Mecia Petersen, Mushfieqah

Salie, Solomzi Ntshangase, Tracy Daniels and Willene Bruce.

The team attended the Olympic Games Seminar and the Short Course (PED 450) which was hosted by Liaoning University located near one of the Olympic football venues. The PED 450 short-course provided an in-depth examination of mega-sport events including bid processes, financing, infrastructure and facility preparations, security issues, media, sponsorship, and logistics. Research and discussions were held on the impact of mega-sport events and the implications for host residents, tourists, environments, and institutions. The course also included conversational Chinese instruction, Olympic venue tours, and field research at the Olympic Games. The students were given an opportunity to attend the Olympic Games Seminar at the Sino-German Centre for Research Promotion in Beijing on the 12 August 2008.

Specifically, students examined and critiqued Olympic Games candidate city applications using IOC evaluation approaches to understand the complexities of event preparation and production.



# YOUNG DRUMMER BEGUILES NEW ORLEANS' MUSIC FRATERNITY

SIX-YEAR-OLD Cape Town drumming prodigy Daniel Petersen performed to standing ovations at the New Orleans South African Connection's Jazz Festival.

Daniel was introduced to the South African public as Cape Town and the Western Cape's youngest tourism ambassador by Cape Town Routes Unlimited's CEO Calvyn Gilfellan before his departure to New Orleans. Danny's father, Daniel Peterson Snr, says his son's remarkable talent was applauded wherever he performed in the musical centre that is New Orleans. He says Daniel started playing a five-piece drum kit at the age of 14 months, and, despite never having received formal music training, his exceptional talent has brought him wide recognition in the musical world.

He returned to Cape Town with his family late last week and brought back the blessings of the Mayor of New Orleans Mr Ray Nagin, and the South African Ambassador to the US, His Excellency Welile Nhlapoato, to Cape Town and the Western Cape.

The Cape Town and Western Cape Tourism Ambassador Programme focuses on creating a network of people who are passionate, motivated and proud of their home – Cape Town and the Western Cape. Daniel's performance at the NOSACONN (the

New Orleans South African Connection Inc) jazz festival was a reflection of the authentic musical culture of our city and province.



## SOUTH AFRICAN FLAVOUR HITS NEW YORK

Local food producers returned triumphant after participating in the New York Fancy Food 2008 exhibition that was held in New York last month. A local producer – *Fynbos Fine Foods* - scooped a prestigious food accolade from 33 000 other international hopefuls. *Fynbos Fine Foods* manufactures a range of food products that contain fynbos extracts.

Owner of *Fynbos Fine Foods*, Rozelk Abramson said they are incredibly proud to have won the National Association for the Specialty Food Trade (N.A.S.F.T) Sofi Award Silver trophy for 'Outstanding Appetizer' and to have had the opportunity to participate in the South African Pavilion at the New York Fancy Food Show

According to Seanne Kube; Trade Promotion Manager: Americas (North & South), who led the Western Cape delegation to this specialty food event, in addition to securing an international award, South African



food products are in demand and order books going forward for just six of the 23 delegates amount to over R 8 million.

The U.S. is still considered South Africa's second largest export market, trailing slightly behind the United Kingdom. Kube said that health is the most important innovation driver in the global food and drinks market and there is a high demand for niche food products that have additional health benefits.

South Africa is steadily emerging as a significant leader in the specialty food sector. The prestigious award that the local company won is further testament to the quality and innovation that can be found in the Western Cape. This coveted award is awarded to individuals who have made an outstanding contribution to the specialty food industry. The key to successfully accessing the US market is through producing food products that have nutritional benefits added Kube.

The Western Cape is not only gaining a strong reputation in the specialty food industry but also as a cutting-edge creative design hub. A US retailer that specialises in the home décor industry is keen to stock a range of local home and kitchen décor products as early as October 2008.

South African goods have already made significant inroads into the US, with local art being showcased in a famous New York museum. Two restaurants, with an African theme, owned by South Africans are enjoying great success said Kube. In order to successfully penetrate new markets it is essential that exporters use agencies such as Wesgro, which work closely with foreign consulates, the

Department of Trade and Industry and international counterparts with the aim to increase two - way trade between South Africa and the rest of the world.

For more information on the US market contact Seanne Kube at Wesgro on telephone 021 487 8653.

## SA LODGES NAMED IN LIST OF WORLD'S TOP ECO-LODGES

Three South African lodges are included on the latest National Geographic Adventure magazine list of 50 top eco-lodges. Phinda Private Game Reserve, Tswalu Kalahari Reserve and Bushmans Kloof Wilderness Reserve have taken their place among the top environmentally friendly tourism destinations in the world.

An ecolodge, according to the Ecotravel Center, a division of the non-profit Conservation International Foundation, can be defined as a nature-dependent tourist lodge that meets the philosophy and principles of ecotourism. Ecolodges, therefore, are those establishments that focus strongly on a greener way of operating, including the support of local communities, the creation of far-reaching conservation initiatives, and a firm emphasis on adventure. A good ecolodge should engage in responsible practices such as paying respect to local traditions by incorporating cultural elements into the design and décor, disrupting the natural environment as little as possible and using local plant life as much as possible, sourcing food

from local farmers, using recycled or recyclable materials in building, and bridging cultural gaps by promoting cultural exchanges.

### **Tswalu Kalahari Reserve**

Tswalu is committed to restoring and preserving the natural environment and ecological processes that are unique to the Kalahari ecosystems, thereby providing a sanctuary for endangered species such as the African wild dog, listed on the International Union for Conservation of Nature's Red List. Some of Tswalu's projects include a study of the mammals in the reserve and identification of their ecological roles, research into predator-prey relationships of the Kalahari lion in the reserve, a determination of the density of black rhino that can be sustained by vegetation in Tswalu, the development of a Tswalu spider database, and mapping the breeding success of raptors in the reserve.

### **Phinda Private Game Reserve**

Phinda encompasses seven separate ecosystems ranging from woodland, grassland, wetland and forest, to mountain ranges, rivercourses, marshes and pans. The reserve is also home to a contingent of rare black rhino. Many of Phinda's rangers and guides are drawn from the surrounding communities and are thus able to share a wealth of cultural information with guests. All are deeply committed to their work. The reserve runs a full-time ranger school, where prospective rangers study for eight weeks before joining a team and gaining more knowledge in the field. Phinda has embarked on a number of other important conservation and community projects, among them the establishment of a worm farm and

organic garden in a nearby community, which will hopefully produce vegetables for purchase by the lodge, a black rhino range expansion project, the ongoing clearing of an invasive alien plant species known as Triffid Weed, an initiative to re-introduce lion into the reserve, and research into leopards in the area.

### **Bushmans Kloof**

Spectacular Bushmans Kloof Wilderness Reserve in the Western Cape, boasts more than 130 rock art sites, some of which have been dated back to 10 000 years ago. The reserve was born in 1991 when the McAdam brothers bought seven farms and combined them to form the 75km<sup>2</sup> Bushmans Kloof. Initially the land was severely over-grazed and neglected, but the McAdams removed the livestock and let the land restore itself.

Today Bushmans Kloof shelters endangered species such as the Cape mountain zebra, the Cape clawless otter and the Clanwilliam yellow fish. Indigenous trees once more cover the land, which lies within the Cape Floral Kingdom, a proclaimed World Heritage site. The reserve has won much international acclaim, first in 2003 when the US-based magazine *Travel and Leisure* voted it as one of the world's top 25 eco-lodges. Bushmans Kloof is a leading participant in the 1 600km<sup>2</sup> Agter-Pakhuis Conservancy project, which encourages farmers to employ ecotourism principles wherever possible. The reserve has also opened a heritage centre where photographs and artefacts, as well as traditional jewellery, musical instruments, hunting kits and more, pay homage to the culture of the Bushmen.

For more information, visit the National Geographic Adventure website.

## GOOD ADVICE

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

Always use an accredited THETA provider and assessor to do your Tourist Guide Training. Log onto: [www.theta.org.za](http://www.theta.org.za) should you wish to enquire about the status of a company. To avoid any complications, please ensure that your First Aid Training is done through a company that is registered with the Department of Labour.

# THE ELEMENTS OF A GROWING CAPE

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The Department of Economic Development and Tourism is committed to growing the economy of the Cape through innovative strategies that bring fresh insight, new leadership and real results. Our goal is simple - greater productivity, more jobs and a society where everyone is given an equal opportunity to develop to their fullest economic strength.



DEPARTMENT OF ECONOMIC DEVELOPMENT AND TOURISM

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SUPPORT • ENERGISE • CREATE • STIMULATE • GROW