

# Western Cape Tourist Guide Newsletter

**THIRD QUARTER 2004**

Dear Tourist Guide...

## **RE-LOCATION NOTICE**

**The Tourist Guide Registration office has re-located to the Ground Floor, NBS Waldorf Building, 80 St Georges Mall, effective 1 July 2004.**

## **CTGA CONFERENCE "PARTNERS IN TRANSFORMATION"**

**Thursday 05 & Friday 06 August at Nederburg Wine Estate, Paarl.**

CTGA has taken the initiative to address the issue of Transformation or the lack thereof!

This will be a dynamic conference for tourism office personnel, tour operator managers, tourism educators and ALL Guides. The conference will host top industry personalities and other dynamic speakers and will have educational workshops and interactive sessions.

This is your opportunity to meet the who's who in the industry, ask the burning questions and have many more answers. Get on board and become a 'Partner in Transformation'.

Enclosed, please find a registration form for the Conference.

## **2010..... VIVA SOUTH AFRICA !!!!**

And the winner is.....South Africa!!!!!!  
With military precision, from Zurich to the Union Buildings, from Soweto to Crossroads, from Manenberg to Mamre and Mitchell's Plain, the whole country rapturously rose to her feet and broke out in spontaneous and thunderous applause at the announcement that South Africa won the bid to host the 2010 Soccer World Cup.

Among the strong South African bid team, led by Chairperson Irvin Khoza and CEO Danny Jordaan, were President Thabo Mbeki, former Presidents Nelson Mandela and FW de Klerk and Archbishop Desmond Tutu.

It is estimated that as many as one hundred thousand visitors from the continent and the rest of the world could flock to our shores.

The whole country is poised to benefit in different ways. Stadia, roads and other infrastructure will either be built or upgraded in some of the nine provinces.

Young children have begun to dream of playing the beautiful game and represent their country in 2010.

The spirit of the African Renaissance and African unity is re-established on

the African Continent and in the heart of every African across the globe.

The Western Cape Cabinet has committed itself to full and immediate support for the 2010 World Cup.

A Cabinet sub-committee was set up by Mr Ebrahim Rasool, Premier of the Western Cape, and its initial brief includes the following:

1. A scoping exercise to establish the impact of the event and preparation needs of the Province, including stadia, transport, safety, work creation, sport development, tourism, audience development, community participation, capacity needed, capacity development, planning and strategic issues.
2. Strengthening and developing co-operation and planning between the Province and Local Government, especially that of the Unicity toward beneficial synergies.
3. Integrating World Cup 2010 preparations into iKapa Elihlumayo's strategies and ensuring that it first benefits the poor of our Province.
4. An assessment of what is needed to complete the Athlone Stadium and to enhance the associated development on the Klipfontein corridor.

The Premier said the Province and the City had a lot to gain from the World Cup.

"The tourist spin-offs of such a major event for a province like ours will be enormous and must benefit all our

people, especially our poor fellow citizens," he said.

He went on to caution against any exploitation of the event through exorbitant pricing policies and poor service.

"This is an opportunity to grow this very beneficial industry even more. We need to and must use these five years to showcase and develop Cape Town as a premier, value-for-money world soccer destination," he said.

In the words of President Thabo Mbeki, we echo: "It is Africa's time!".

## **WELCOME MADAM MINISTER**

Ms Lynne Brown has been appointed as the new Minister for Finance, Economic Development and Tourism in the Western Cape.

Ms Brown was very active in youth circles during the eighties. She functioned as a youth development leader at church level and in the community at large.

Her work in the church was focussed on finding a political voice in the church to dedicate and commit it to the struggle for equality and democracy. Some aspects of her organisational background involved leadership positions in the Mitchell's Plain Youth Congress, the United Women's Organisation, the United Democratic Front (UDF), the ANC Women's League, the Federation of South African Women, the National Literacy Project, the Extramural Education Project, and Molo Songololo.

Her high school education was completed at Parkwood Secondary School in Ottery.

Her formal studies included qualifying as a teacher at Hewat Training College, obtaining a Certificate in Adult and Continuing Education from the University of the Western Cape (UWC) and a Certificate in Gender Planning Methodology from the University College, London.

In her early days as a teacher she taught at Salt River High and Beaufort West Junior Secondary Schools.

Ms Brown entered the Provincial Legislature in 1994 as a member of the ANC.

She served as Chairperson of the Community Services and Health and Welfare Committees and was a Member of the Standing Committees for Finance and Public Accounts.

She was the Spokesperson for Arts and Culture, Education and Culture and Health and Welfare.

She was appointed Deputy Speaker and later became Speaker of the Provincial Legislature in December 2001.

In May 2004 Ms Brown was appointed Member of the Executive Committee (MEC) for Finance, Economic Development and Tourism.

### **NEW REGISTRAR APPOINTED**

Ms Yasmin Dockrat commenced employment as the Provincial Registrar for Tourist Guides on Monday, 17 May 2004. Ms Dockrat's key focus areas include improving operational efficiency in the Tourist Guide Registration office and investigating the Act and Regulations in order to develop a policy framework for illegal guiding and misconduct.

Ms Dockrat hails from the Department of Trade and Industry (the dti) where she spent the last two and a half years. She initially joined the dti in their investment promotion division, TISA, whereafter she moved over to the dti in 2003.

Her focus at the dti was implementing governance and operational frameworks for public entities that report to the dti.

Prior to working at the dti, she was at Investec's Private Bank. She qualified as an attorney in Durban in 2000 after studying at the University of Natal, Durban.

The Registrar can be contacted at [Registrar@pgwc.gov.za](mailto:Registrar@pgwc.gov.za) or on (021) 483 2960.

The Tourist Guide Registration Office also has a link on the following website: [www.capegateway.gov.za](http://www.capegateway.gov.za).

### **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.

Currently we are re-registering for the month of July and re-registration notifications for the month of August are being posted to the tourist guides.

**NB.** If your re-registration period is July, you are urged to please register within the prescribed month as indicated in the Re-registration letter.

That means, for example, if you registered with this office in July 2002,

you will have to re-register in July 2004.

Should you have any queries regarding the process for **re-registration**, kindly contact **Ms Delia Fish** on **(021) 483 2960** or via email [Dfish@pgwc.gov.za](mailto:Dfish@pgwc.gov.za).

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 via email [Apedrito@pgwc.gov.za](mailto:Apedrito@pgwc.gov.za).

Please note: 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 **Ms Avril Maarman** on **(021) 483 3012** or via email [Amaarman@pgwc.gov.za](mailto:Amaarman@pgwc.gov.za).

**Extended deadline:**

**Please note that the deadline for registering of Tourist Guides previously recognised by SATOUR, has been extended for a further period of 1 year i.e. from 31 May 2004 until 31 May 2005.**

**Therefore, Tourist Guides who have not yet been assessed by a Theta-accredited training provider will be entitled to 'provisional registration' for a period of one year.**

**If, during the (interim) provisional registration period, they have been fully assessed, they may then apply for and attain full registration through the Tourist Guide Registration office.**

**Should you have any queries on the above, please contact the Provincial Registrar directly.**

**IMPORTANT NOTICE: NEW OFFICE HOURS FOR CASHIER'S OFFICE**

Tourist guides who plan to register in person at our offices and who intend to pay cash for their registration must please note that the Cashier's office has also been re-located to the **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.**

**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.

Thereafter, the tourist guide must take the application form with the attached documentation to the Cashier's office, where your payment will be processed.

The Cashier will then issue the tourist guide with the original receipt as proof of payment.

Please note: Tourist Guide Registration and the Cashier are next to each other on the Ground Floor.

### **APPLICATIONS VIA POST:**

All posted registration forms together with the accompanying documentation and payment must be posted to:

**The Head of Department  
Department of Economic Development  
and Tourism  
Tourist Guide Registration  
Cashier's Office  
P O Box 979  
Cape Town 8000**

### **REPORTING AN ILLEGAL GUIDING ACTIVITY AND MISCONDUCT**

Upholding the Tourist Guide Code of Conduct and Ethics is a very important matter in the life of the 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 vital importance.

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

### **ACCREDITATION – TRAINING PROVIDERS/ASSESSORS:**

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. 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.

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 by that training provider or been assessed by a non-accredited assessor. If the training provider has been granted provisional accreditation status, 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 weekly updates of the training providers' accreditation status from Theta. Also, an updated accredited assessors' list will be provided.

This should alleviate any problems with regard to registrations and will enable the Tourist Guide Registration office to keep the tourist guiding fraternity accordingly informed.

For any technical detail enquiries regarding training provider accreditation status, kindly contact Theta directly, as follows:

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

## **DESTINATION MARKETING ORGANISATION (DMO) UPDATE – MILESTONES**

The DMO, a Section 21 Company, has been formed to combine the efforts of the City and Province to boost tourism in the region.

They recently shared some of the many milestones achieved during their reasonably short existence.

The following were some of the achievements listed:

- Establishing Cape Town Tourism and Events Company (CTTEC), the Section 21 Company that was a forerunner to the DMO.
- 12 Board Members were appointed (Nine board meetings to date).
- Legislation passed legalising the existence of the DMO.
- All six City Local Tourism Bureaus (LTBs) joined the DMO.
- Western Cape Tourism Board (WCTB) staff transferred 01 April 2004.
- Visitor Services Operations in 12 offices around the Cape Metro.
- A Marketing Framework has been finalised.
- Draft policy for Leisure Marketing, MICE & Events and Product Development has been developed.
- CEO, Ms Nokuthula Dube, appointed.
- COO, Dr Mike Fabricius, appointed.
- Visual identity finalised (roll- out to follow soon).
- E-business system on the brink of roll-out (64 out of 75 Local Tourism Bureaus have already bought in).
- General Managers currently being appointed.

## **FREE LISTING FOR GOLF TOURIST GUIDES ON NEW WEB SITE**

Cape Golf website, a free web site listing service for golf tourism, was recently announced.

The Cape Golf website was initiated by the Western Cape Tourism Forum. The Forum works in collaboration with the DMO (Destination Marketing Organisation) and consists of an array of golf industry participants, such as the various tourism authorities, golf club managers, golf tour operators, hotel owners, FEDHASA, the PGA of SA, golf media and other industry experts.

The website is aimed at the foreign golf tourist and golf tour operators and attempt to provide as much information as possible. The site is crisp and the listings are brief, but all listings have at least an email address and more often than not a website address as well, so that the viewer has access to as much detailed information as possible.

There are sections for golf clubs, accommodation, golf tour operators and car rental agencies, i.e. those facilities that need to be booked well in advance by the tourist or operator.

An additional section for tourist guides (preferably golf tourist guides) will be added. This is not a requirement for listing, but golf tourist guides will get preferential placing. Golf tourist guides are encouraged to take up the invitation to get free listings. Only banner ads are charged for.

Getting listed is very easy. Once on the website click on the "GET LISTED" link to the right of the picture at the top of every page and follow the instructions.

For more information contact:

Mr Gert Blij (Convener)

Phone and fax: (021) 790 2724

Cell: 082 881 4120

[gert@icon.co.za](mailto:gert@icon.co.za)

[www.capegolf.co.za](http://www.capegolf.co.za)

## **MEMBERSHIP – CAPE TOURIST GUIDES' ASSOCIATION (CTGA)**

The Cape Tourist Guides' Association (CTGA) is a private, non-profit organisation representing Tourist Guides' in the Western Cape.

**Membership fee of just R180 per year! Subscriptions are payable 01 March annually and for first time members only there is an additional joining up fee of R75 00.**

For further information, please contact the Secretariat, Pumza Mapapu: Cape Tourist Guides' Association (CTGA)

Tel : (021) 483 4534

Fax : (021) 483 3597

Email : [info@ctga.org.za](mailto:info@ctga.org.za)

Physical: Ground Floor, NBS Waldorf Building, 80 St Georges Mall

Postal: P.O. Box 16107, Vlaeberg, 8018

### **NOTICE:**

Should you wish to obtain copies of our first and second quarter newsletters for 2004, please feel free to contact our offices.

# Cape Tourist Guides' Association

presents

## **"Partners in Transformation"**

**Nederburg Wine Estate, Paarl**

Thursday      5 August, 2004                      08h00 – 17h00 (Open Session)  
 Friday         6 August, 2004                      08h00 – 12h30 (Guides Only)

**Registration Form**      To be received by Friday 23 July, 2004 and return either by  
 Fax: 021 439 3051 or Email: [hermione@iafrica.com](mailto:hermione@iafrica.com)

|   |   |
|---|---|
| Name of Company/Organisation:   | Position:                               |
| Name of Representative:   | Title:                                  |
| GUIDE Surname:  | Initials:                      Title:   |
| Name for use on name tag:   | Guide Reg No:<br>(WC or other Province) |
| Postal Address:   | Postal Code:                            |
| Email address:  |   |
| Telephone:  | Fax:                                    |
| <b>Special Dietary requirements</b> , please indicate: Vegetarian    Halaal    Kosher    Diabetic<br><b>Other:</b>  |   |
| <b>Conference Cost: R450 per delegate</b><br><b>Inclusive:</b> x 1 full day conference (champagne breakfast, lunch, tea/coffee breaks)<br>x half day workshops and afternoon entry to the Cape Tourism Showcase at CTICC<br><b>Speakers:</b> MEC Lynne Browne, DEDT WC<br>Cheryl Carolus, SA Tourism / Nokhuthula Dube DMO Cape Town<br>Nicky Newton-King, Deputy CEO JSE/ Clem Sunter, Anglo American<br>Bryan Slingers, Chairman, Ogilvy Cape Town & participation of DEDT WC / THETA |   |
| <b>Payments:</b> Standard Bank, Cape Town Branch<br>a/c Name: Cape Tourist Guides' Association - a/c No: 07001 3470   |   |
| <b>NB:</b> Please fax a copy of the deposit slip with your details to Fax No: 021 439 3051  |   |

### **Friday 06 August Morning Workshops: 08h30 – 12h30**

(minimum of 15 delegates required per workshop)

**indicate your choices in order of preference e.g. 1, 2, 3, 4**

However, if you choose any course longer than three hours, you may only participate in that one.

|  |  |  |  |
|--|--|--|--|
| Understanding the wine industry, courtesy of Nederburg                                 |  | Plants do travel and plants are culture – Wim Tijmans – A Living Legend. <b>3½ hours</b> |  |
| Sangoma – traditional medicine   |  | How we create our worlds - Gordon Oliver   |  |
| It's your business, run it successfully. <b>4 hours</b> – Cheryl Rae                   |  | The importance of self awareness when dealing with tourists – Robert M. Barnes           |  |
| Geological and fossil highlights of the Western Cape- <b>4 hours</b><br>Dr John Arnold |  | African music  |  |

**A food and wine pairing, courtesy of Nederburg, to end the morning**

|  |            |           |
|--|------------|-----------|
| <b>Post Conference Tour (optional) - R95 per guide, depending on numbers - Friday, 6 Aug 13h00 – 17h00</b> |            |           |
| See how Paarl is Transforming – old & new developments   | <b>Yes</b> | <b>No</b> |