

# Western Cape Tourist Guide Newsletter

**FIRST QUARTER 2005**

Dear Tourist Guide...

The Western Cape, "A Home for All" is South Africa's premier tourist destination, boasting one thousand kilometers of unspoilt beaches, unparalleled botanical splendour and sharp contrasting scenes of beauty.

The Western Cape has a range of tourism "icons" which provide a strong branding to the Western Cape, including Table Mountain, Robben Island, Kirstenbosch, The Cango Caves, the Namaqualand flowers, whales and events such as the Two Oceans Marathon, the Argus Cycle Tour, the Klein Karoo Kunstefees and others. It has a rich socio-cultural heritage that has provided the province with a unique canvas of cultural experiences, shaped by its African roots and European and Asian influences and links.

The importance of the tourist guide to the tourism industry cannot be underestimated. The tourist guide is the first person to make contact with the visitor who sets foot on our shores. The tourist guide, in many instances, fulfils the role of an unofficial ambassador of the nation.

Owing to this unique position that they occupy in the tourism value chain; the tourist guide must be encouraged and rewarded for elevating the country's competitiveness through professionalism, service quality and excellence.

## **CRAIG ZIMAN, THE WESTERN CAPE TOURIST GUIDE OF THE YEAR 2005**

Congratulations to Craig Ziman for receive the accolade for the provincial tourist guide of the year!!!! This was announced at a glittering cocktail party hosted by the Department of Economic Development on 22<sup>nd</sup> April at Cape Milner Hotel in Tamboerskloof.

"I'm very happy with the award and I'd like to thank the Department of Economic Development and Tourism for pulling this off in such a short time" said Craig.

Craig, a qualified regional guide, has been working for Thompsons Touring as a German-speaking guide. He qualified as Western Cape guide in 2003. He has extensive knowledge of the Western Cape province, Namaqualand and Port Elizabeth.

He has good understanding of guest expectations and would go an extra mile to exceed those expectations. Craig is very passionate about tour guiding and shows a lot of potential.

The runner up was a young and aspirant local culture guide, Thabelo Moji. "I am really taken aback by receiving this award as I'm very new in the industry and hoping to learn more from experienced guides," she said.

Both winners receive free membership to the CTGA.

## **WELCOME TO THE NEW CHIEF DIRECTOR: ECONOMIC PARTICIPATION.**

Ms Tembeka Mhleka has been appointed the new Chief Director of Economic Participation.

The newly appointed Western Cape Chief Director- Economic Participation, Tembeka Mhleka, is a woman who understands the ways and needs of local people.

Born and raised in Gugulethu, she knows poverty and hunger and has devoted her life to creating new opportunities for those who need it most.

Tembeka brings with her a wealth of experience. She has worked at numerous departments at both national and provincial levels.

Prior joining Department of Economic Development, she was working for the National Department of Trade and Industry in Pretoria and Department of Economic Development and Tourism in Free State.

## **NATIONAL FEDERATION OF TOURIST GUIDES OF SOUTH AFRICA (NFTGSA): AN UPDATE**

The establishment of a national organisation is not a new vision. We are building on the foundation of the work of others over the years, including many of the respected names in the tourism industry.

It is widely recognised that the tourist-guiding sector, although well represented by specialist and regional guiding associations, remains fragmented with no one single forum in which Government, Industry and Guides themselves can discuss or negotiate matters of concern or interest.

Immediate progress has been made with phase 1 in the implementation of a series of provincial meetings, which were held throughout November 2004.

At the conclusion of the meetings, the guides present were invited to give a clear mandate to the Interim Steering Committee to go ahead with the formation of the new National Federation of Tourist Guides South Africa (NFTGSA) and this was given unanimously at every meeting.

We are almost at the end of Phase II, the establishment phase, where a further round of Provincial Workshops were held. At the recent Western Cape workshop the ISC was given a vote of confidence to proceed. The following imperatives were highlighted; that there must be effective communication, constructive marketing, keeping administration simple, not becoming over legislated and to recognise specialisation.

The inaugural launch on 09 / 10 March marked the end of Phase II, where each Province will put forward guide representatives to elect a fully representative Steering Committee, and that the process of legalising NFTGSA can commence.

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 Association, it will strengthen our resolve to be globally competitive while, of course, remaining Proudly South African.

## **TOURIST GUIDES DOING IT FOR THEMSELVES**

Two Western Cape tourist guides recently spoke to us and shared some of their experiences as guides in the industry.

Exciting new prospects for Suraya Abrahams and Leonardo Adams, two local guides are that, as tourist guides they are doing things for themselves.

Satisfied with the service and assistance they usually receive from the Tourist Guide Registration office, they eagerly shared

with the tourism office how tourism is beginning to work for them in a meaningful way.

Suraya has been in the hospitality industry for many years, as part of a large hotel chain. Then, one day she decided to enrol for a tourist guide course and never looked back. She is now preparing herself to take on the challenge of becoming a tour operator.

She became known in Malaysia as a reliable South African tourist guide when film crews started contacting her to assist them with itineraries. She is currently working with crews from Malaysia and brought Leonardo on board when tourist guides were needed to assist with a project.

Leonardo, himself a registered tourist guide, spoke with great excitement about his future in the industry. According to him he is stepping out as a tour operator within three years. And if all goes according to plan he will launch himself as a reputable tour operator.

Suraya encourages HDI tourist guides not to give up at the first disappointment or stumbling block but to keep on holding on to their dreams and continue to keep on working tourism until it turns around and starts working for them.

The film crew was doing a series and chose Cape Town for its scenic beauty and the warmth of the people.

All the best scenic places in Cape Town will be flighted on Malaysian television in a series over a number of weeks.

Suraya said over the years as a tourist guide she went the extra mile by making visitors experience that special Cape Town welcome by inviting them into her home for a home cooked meal. She developed the personal friendship touch and soon found herself taking people on tour for days on end.

Commenting on service delivery standards in the industry Leonardo said transformation needed to be stepped up to reflect greater HDI entry into the industry.

“Yes, it is about service delivery that does not only meet acceptable standards for the tourism industry, but also maintains it. It goes hand in hand with transformation for the industry”, she said.

## **EMERGING TOURIST BUSINESS OFFERS SUPPORT TO TOWNSHIP**

This story of benevolence started when Lyn Inch from Elite Tours and Golf met, according to her, one of the finest, friendliest and most well-spoken waiters in the Victoria and Alfred Waterfront.

She offered to sponsor him a tourist-guiding course. Unfortunately he decided not to accept the offer due to the fact that he was doing two shifts per day and could not stay away from work to attend a full time course. He also had a problem reading. It was a very sad moment for all of them when he declined the offer due to personal circumstances.

Determined to contribute to transformation, the company continued to search for a candidate and soon found another very suitable candidate, Ms Mzikazi Gudlindlu.

Thank you to Elite Tours and Golf SA for your contribution to empowerment and transformation within the industry!

## **INTERNATIONAL TOURIST GUIDES DAY**

The Department of Economic Development hosted a brunch on Monday 21 February 2005 at Cape Point to honour the contribution tourist guides make to our tourism industry.

International Tourist Guide Day, an initiative of the World Federation of Tourist Guide Associations, is held on 21 February each year.

In 1990 when it was held for the first time, 15 countries participated. Since then, guides in an ever growing number of countries have been giving their complimentary services on 21 February to their local communities, conducting tours for the disabled, the disadvantaged, for children and the general public.

It is a public relations exercise drawing the attention of local authorities, fellow citizens and the media to the quality and value of the work of professional tourist guides.

Welcoming tourist guides to International Tourist Guide Day at Cape Point, Lynne Brown, MEC Finance, Economic Development and Tourism, said the tourist guide industry has been built upon relationships.

She said tourist guides further strengthened this relationship and were our ambassadors.

"Our common goal is to create equity and growth for all. We are working towards one goal: Our Vision – to create a Home for All," she said.

### **ILLEGAL GUIDING - NEW PAMPHLET HITS THE STREET**

The Department of Economic Development is releasing a brand new pamphlet alerting tourist guides and tourists on the responsibility of only using THETA registered and accredited tourist guides.

A series of meetings was held with the Management of the Provincial Traffic Authorities and the City Traffic Authorities to discuss issues of illegal guiding and misconduct.

It was agreed that both provincial and municipal traffic police would assist in the process of distributing these pamphlets on our tourism routes.

While it is a national requirement to only use tourist guides who are THETA trained and registered, the pamphlet has been

designed with the specific focus of addressing illegal guiding and misconduct in the Western Cape.

### **RED DOOR: PAINTING THE PROVINCE RED**

The Provincial Government of the Western Cape has heard the cries of the small business community. For years SMME operators have complained about a lack of access to finance and opportunities.

On Monday, 22 November 2004, Provincial Government launched an innovative R110 million-a-year package Support for SMMEs.

Known as **Real Enterprise Development** or the **RED Door**, the initiative will see the opening of a network of offices that offer top-range advice, information and finance to small business entrepreneurs.

The first two RED Door offices in the Western Cape opened their doors for business in Khayelitsha and Mitchell's Plain, respectively, on 22 November 2004.

The Khayelitsha office is situated in the Makhaza Centre, c/o Lansdowne Avenue and Cekeka Street and the Mitchell's Plain RED Door office is located at the Promenade, c/o AZ Berman and Morgenster Roads.

The official opening of these two offices follows several initiatives, plans and actions taken by the Provincial Government to create economic development in its quest to fight against poverty and unemployment.

The Red Door will consist of:

- A network of 35 one-stop-shops support hubs for SMMEs, called The Red Door, spread across the Province with at least one in each municipality over the next three years.
- A fund to provide access to finance for small business, which normally falls

outside of the net of banks and other financial institutions.

- A structured curriculum of training courses provided all year round in three languages and at two educational levels at the 35 Red Door offices.
- A holistic approach to ensure that all major needs of enterprises are addressed to dramatically increase the success rate of emerging SMMEs.
- Harnessing the partnership of National, government departments, parastatals, local authorities, banks, big business and NGOs to finance the RED Initiative at a level which is more than 20 times the level of funding that was available for these purposes before.

Entrepreneurship has been acknowledged worldwide as the engine of economic growth. Without small business development, the economy stagnates, employment declines and ultimately the general standard of living deteriorates. The SMME sector could generate approximately 60 000 jobs a year in the Western Cape.

Information, advice and services will be provided in the following areas:

- Business idea development
- Business plan development
- Financing, including loans, incentives, grants and investment recruitment
- Manufacturing advice
- Tendering and procuring advice and opportunities
- Operational and administrative advice
- Management skills and Human Resource Development
- Labour relations
- Patenting and intellectual property
- Tax assistance
- Export and import processes
- Marketing research and advice
- Legal advice
- IT advice
- Financial management advice
- Black Economic Empowerment (BEE) strategies and deal structuring
- Client care

A prerequisite for a loan from RED Finance will be that the beneficiaries participate in a comprehensive mentoring and skills development programme tailored for the needs of the enterprise and the entrepreneur.

In this way the Department of Economic Development will ensure the sustainability of the enterprises and guarantee that the loans will be repaid for other enterprises to use.

## **INTRODUCTION TO TOURISM CRISIS RESPONSE AND COMMUNICATION PROCEDURES**

This procedure aims to provide guidelines for responding to a variety of tourism safety, security and any consumer related situation that may have a negative impact on the tourism industry within the Western Cape such as:

- Medical Emergency (107)
- Safety and Security situation (10111).
- Other consumer related problems (0800 007 081).

## **ANTICIPATED ACTION OR SUPPORT NEEDED FOR TOURISTS**

On account of their slightly different characteristics tourists may need to receive unique types of support.

The anticipated support that may be required in a tourism related incident is likely to involve the following:

- Liaising with SAPS
- Facilitate with emergency medical situations which could involve help in visiting hospitals/ doctors and (where necessary) arranging referrals to further professional medical assistance or services
- Complaints relating to goods and services related to tourists (e.g. quality of accommodation and costs of service)
- Help with finding short-term

- temporary accommodation
- Help with basic necessities where possible or required
- Help with contacting family or friends.
- Facilitate counselling
- Assisting with legal processes where possible
- Help in acquiring replacement documents (e.g. passports, traveller's cheques, flight tickets)
- Additional information or advice

### **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.

Should you have any queries regarding the process for **re-registration**, kindly contact our office 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](mailto: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 2004, 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](http://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.**

### **IMPORTANT NOTICE: 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  
P O Box 979  
Cape Town, 8000**

#### **TEN DAY WAITING PERIOD WHEN PAYING BY CHEQUE**

**All cheque payments will be subject to a ten-day clearance by the bank. This means that Tourist Guides paying by cheque will have to wait ten days before their registration is actioned.**