



# Western Cape Tourist Guide Newsletter

SECOND QUARTER 2005



## DEPARTMENT OF ECONOMIC DEVELOPMENT

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## Message from the editor

### Dear Tourist Guide

Many guides whom I've met over the past few weeks have confirmed that with winter at hand, bookings are rather slow. However, things at the Tourist Guide Registration Office (TGRO) have been all but slow with us focusing our efforts on empowering our existing black guides through further training and further development. Some of the initiatives include the following:

- The National Department of Environmental Affairs and Tourism and the Alliance Francaise have sponsored a free French course for 25 Black tourist guides, which started in March.
- Some of our Black tourist guides also received an opportunity to participate in a free Golf Training Programme.
- South African Tourism launched the "WELCOME" Visitor Training Programme as a tool to improve service levels in the industry.

All of these programmes, training – sessions and events tie in with the vision of our Department to empower our tourist guides and ensure transformation in the Industry.

We hope you find this newsletter of interest and we wish you a fruitful and viable guiding season.

Regards,  
Editor

## NTGASA UPDATE

The first national association for tourist guides in South Africa was officially launched in SOWETO on 10 March 2005. This process came into being through the work of various stakeholders within the tourism family.

Provinces were then given the mandate to form Provincial Associations. The Western Cape Province has held 4 weekly meetings to date, with an Interim Executive Committee constituting the following members:

Jeremy Howard, (co-ordinator), Pippa Wordie (CTGA), Ed Hill (FGASA), Kiki Belluigi (Italian Guides Association), Mervyn Sparks (independent), Eric Blumer (independent), Mervyn Wessels (independent).

On 05 May, at the Constantia Neck Restaurant, a communication strategy for the association was proposed, whereby various means of communicating with members were addressed. These include a website, newsletters and press releases.

It has been agreed that the provincial structure will be in the form of a board of executives consisting of seven members. The executive will consist of the chairman, vice-chairman, treasurer, secretary and three other non-executive members.

Regional structures will have boards comprising of four members, i.e. chairman, vice-chairman, treasurer and secretary. This structure will be responsible for matters at a local level.

To date the business plan has been discussed in more detail as well as statistics on registered guides provided by Yasmin Dockrat, Tourist Guide Registrar.

An action plan has been developed and it was decided that NTGASA should liaise with the Provincial Department of Economic Development on a roadshow to market membership to the association.

It was further concluded that there should be a meeting with existing formal associations to discuss intergration of membership and pre-planning for the regional and provincial structures.

In addition, clear dates should be set for the formation of the provincial and regional structures.

## **NATIONAL TOURIST GUIDE OF THE YEAR 2005**

The Department of Environmental Affairs and Tourism (DEAT) has begun its search for the best overall and emerging Tourist Guide in the country.

The Western Cape representatives are Craig Ziman, our provincial Tourist Guide of the Year and Thabelo Moji, runner up or emerging Tourist Guide of the year.

The process requires them to complete questionnaires, gather evidence and prepare portfolios that they will submit to a tour operator.

The tour operator will then make recommendations and send the portfolios to Provincial Registrars, who will in turn make their recommendations.

The portfolios will be sent to the National Registrar where an adjudication panel will review and select the winners.

The winners will be announced at World Tourism Day celebrations in the Free State on 27 September 2005.

## **FRENCH FOR HDI GUIDES**

The Department of Environmental Affairs and Tourism and its partners, the Alliance Francaise and the French Embassy have sponsored French language training for 25 HDI tourist guides in March this year.

Participants have been divided into two groups and lectures are held in Mitchell's Plain and Cape Town on Fridays from 17h00-19h00. The content of the course includes oral communication and writing skills.

Tourist guides receive free books and CDs. This course was able to empower the guides as foreign-language is of vital importance in SA tourism.

The course, which kicked off on March 11, fulfils one of the government's key strategic objectives, which is to promote Historically Disadvantaged Individuals (HDI's) into mainstream tourism businesses.

## **TOURISM INDABA 2005**

Widely regarded as the continent's premier travel and trade exhibition, the Tourism Indaba has grown in status, quality and diversity to become one of the industry's top three 'must visit' travel trade shows of its kind in the global calendar.

Held at the International Convention Centre, Durban (ICC), from Saturday 07 May, through to Tuesday 10 May, it was the biggest in its 23-year history, with a total of 1 583 exhibiting companies drawn from throughout the Southern African Development Community region (SADC).

South African Tourism hosted over 300 small and medium tourism businesses at a workshop session held during the Indaba.

Encouraging the attendees to "network for success", Dr Danisa Baloyi, deputy chairperson of SA Tourism, spoke about the need for small businesses to work together in sharing business information, best practice and ideas for new products.

Minister of Environmental Affairs and Tourism, Marthinus Van Schalkwyk, used this year's Indaba as a platform to announce the Black Economic Empowerment Tourism Charter. This charter will apply to every enterprise in the tourism value-chain, from the largest corporates to the smallest entrepreneur.

The upcoming 12 months will be critical for the country's nine provinces that will be battling for the honour of hosting 2007-2009 Tourism Indaba. This sought after tender is awarded every three years, and the bidding process kicks off in September. The much awaited outcome will be announced during the 2006 Tourism Indaba in Durban, KwaZulu Natal.

(SOURCE: S.A TOURISM)

## **BLACK TOURIST GUIDES ON GREENER PASTURES**

20 Black tourist guides in the Province enjoyed a golf day and workshop on 06 June 2005. The golf day was suggested by Craig Ziman, Tourist Guide of the Year 2005, and was facilitated both the Tourist Guide Registration Office and Craig Ziman. This initiative's purpose is to equip and empower our black guides to be able to handle and present a golf tour.

The tourist guides were welcomed to the River Club in Observatory, Cape Town, by Pierre Pienaar of the Logical Golf Academy and Bruce Crossely of Big Country Golf Tours.

They were given an opportunity to practice a few golf strokes and learn how to make golf tours run smoothly. Pierre and Bruce also took the guides onto a mashie course, which is a par 3 course, and explained the etiquette to follow when accompanying golfers on the course.



Larry Gould, the top golfing journalist in South Africa and author of "Larry Gould's Guide to Golf in South Africa, Where to Play – Where To Stay" then gave a short talk and personally autographed copies of his two latest books.

The guides have also been given their own webpages with SMS notification courtesy of [www.tourguide.co.za](http://www.tourguide.co.za) ...MAHALA (free). The programme will be run again on 26 July, 2005, at the Steenberg Golf Course in Tokai, as the sponsors are keen to assist with the development and advancement of black tourist guides in the industry.

A second workshop was held on Tuesday, 26 July. Our Registrar Ms. Yasmin Dockrat attended and said that not only was it a fun day, but guides were provided with real skills to enter a niche area, viz. Golf Tours within our guiding sector.

We would like to thank our sponsors Thompsons Touring (Transport),

Pierre Pienaar of Logical Golf Academy (Golf Coaching), Bruce Crossley of Big Country Golf, Larry Gould (Larry Goulds Guide to Golf), Website - [www.tourguide.co.za](http://www.tourguide.co.za),

Tony (Photographer).

## **OTHER TOURISM**

### **NEWS:**

## **GOLF FESTIVAL TO ATTRACT BIG NUMBERS**

South Africa is to host its first National Festival of Golf from 11-17 July, in the Southern Cape.

The event, says Cape Town Routes Unlimited, is geared to attract a large number of visitors from all walks of life and boost the tourism appeal of the Western Cape.



As part of a broader strategy for tourism in the region it summarises that idea of destination marketing as it attracts people to an area for a specific reason, but then sells them the whole idea," said Lyndon Barends, chairman of National Festival of Golf Pty Ltd.

This will also be a huge opportunity for our recently qualified golf guides to structure their newly acquired skills.

Golf tourism is proving to be a big market and this festival aims to take advantage of this 'fragmented' market. "The National Festival of Golf is the perfect 'tool' to unite this market.

## **WELCOME VISITOR EXPERIENCE TRAINING**

In May 2005 at the Tourism INDABA, South African Tourism announced a customer-service training programme called "WELCOME" Visitor Experience Training.

The courses are aimed at training frontline staff, concierges, tourist guides and information officers with soft skills such as interpersonal communication, attitudes and service levels. A basic introduction to the South African tourism landscape will also be covered. The course takes half a day and is free on a first-come first-serve basis as sessions are limited.

The core objective of the "WELCOME" project is to ensure that all visitors to South Africa are greeted in a warm and memorable manner, and that they "carry" their experience home with them and encourage their friends, family and associates to visit South Africa.

The Tourism Training Institute will present the course material. The 5 dates for the **tourist guide-specific** training programmes in Cape Town are as follows:

- **20 July** - **Wednesday**
- **24 August** - **Wednesday**
- **21 September** - **Wednesday**
- **19 October** - **Wednesday**
- **23 November** - **Wednesday**

**The training will be held at Wesgro boardroom, 12th floor Waldorf Arcade, 80 St George's Mall, Cape Town.**

This information has been communicated to tourist guides via e-mail. If you are interested and have not received notification hereof please contact Farhaana Allie on 021 483 9130 or e-mail [faallie@pgwc.gov.za](mailto:faallie@pgwc.gov.za).

For info about courses please contact Lulama Tshabalala on 011 895 3109 or e-mail: [lulama@southafrica.net](mailto:lulama@southafrica.net), or [nikki@tourismtraining.co.za](mailto:nikki@tourismtraining.co.za).

## **SINGLE VISA FOR SADC BY 2008**

Eight Southern African countries have committed to developing a **Single Visa System** by 2008. This will enable travellers to move more easily between SADC (Southern African Development Community) countries.

The countries that will form part of the single visa zone include South Africa, Swaziland, Zambia, Zimbabwe, Lesotho, Namibia, Mozambique and Botswana.

The plan was revealed at a meeting of regional tourism ministers in Johannesburg on June 13, 2005. "We have agreed in principle to put in place a single visa for the region," said tourism minister, Marthinus van Schalkwyk.

The plans for the Univisa, as it will be known, form part of a decision made by the ministers to exploit the tourism potential of the region's Transfrontier Parks for the 2010 World Cup. As the parks cross borders between the various countries, the Univisa will do away with cumbersome visa restrictions and in that way promote regional tourism.

The single visa will include the development of a standardised visa application form and SADC stamp, a SADC database and the alignment of regional immigration regulations.

This should prove useful to all national guides who take tourists to the SADC countries.

**NB: The tourist guide ID card is to be used as the primary tool for identifying tourist guides. Therefore a tourist guide is required to wear both their badge, but more importantly their ID card clearly displayed on their person. Failure to do so may result in the assumption that you are guiding illegally.**

## **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 tourist guide still fail to re-register his/her details will be removed from our database.

Any tourist guide who did not re-register, but continues to guide will be doing so illegally and in contravention of the Tourism Second Amendment Act No. 70 of 2000.

## **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 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).

Should you have queries regarding the process of **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 Linah Maqashu on

(021) 483 8754 or e-mail:  
[Lmaqashu@pgwc.gov.za](mailto:Lmaqashu@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 Ms Anne Pedrito on

(021) 483 3012 or e-mail:  
[Apedrito@pgwc.gov.za](mailto:Apedrito@pgwc.gov.za).

## IMPORTANT NOTICE:

### Illegal Guiding and misconduct

The Tourist Guide Registration Office with the support of The Department of Economic Development is in the process of an educational drive in ensuring awareness around Illegal Guiding.

This has been viewed as a stepping-stone to tackling the difficulties that our guides face daily due to Illegal guiding.

Together with the Provincial Traffic Authorities and the Provincial Legal Services we are striving to create awareness and promote a consistent and effective regulatory framework to ensure proper monitoring of illegal guiding and misconduct and the effective reduction thereof.

The Tourist Guide Registration Office has launched a new Illegal Pamphlet that will be distributed to various stakeholders and at strategic tourist points.

We welcome your views on this matter and request that you email us on [faallie@pgwc.gov.za](mailto:faallie@pgwc.gov.za)



## IMPORTANT NOTICE:

### 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.

### OFFICIAL HOURS FOR CASHIER'S OFFICE

08:00 – 12:30 and 13:30 – 15:00, Mondays to Fridays

### APPLICATION 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**

### For any further queries contact:

Tourist Guide Registration Office  
Department of Economic Development

Tel: (021) 483 2960

Fax: (021) 483 2957