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From Left: Prof Bayat (CPUT), MEC Lynne Brown and the Acting Provincial Registrar, Noxolo Ntenetya at Suikerbossie on International Tourist Guides' Day, 21 February 2006

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Letter from the Editor

Dear Tourist Guide

This is the first edition for 2006. The year 2005/2006, focused on transformation, upskilling of existing tourist guides and ensuring that the industry is well regulated and maintained at all times.

The year also saw the Provincial Registrars lobbying the Department of Environmental Affairs & Tourism (DEAT) to amend the Tourism Act, highlighting Illegal Guiding and misconduct and ensuring that tourist guides are trained by accredited training providers and are abiding by legislation.

The main event highlighted in this newsletter is International Tourist Guides' Day and the burning issue in the industry, Illegal Guiding.

Other than that we have had a bumper, jam-packed 2005/2006 and our operations for 2006/2007 have been put into place already.

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

Regards

The Editor

Ground floor, Waldorf Arcade
80 St. George's Mall
Cape Town
8001
Tel: 021 483 9130

Please note that the Tourist Guide Registration Office will be calling for nominations for the Provincial Tourist Guide of the Year for 2006



International Tourist Guides' Day 2006

Illegal Guiding

21 February 2006 was International Tourist Guides' Day, a celebration of tourist guides. With celebration comes the reminder that we are faced with many challenges. It was decided that the burning issue of Illegal Guiding would be the theme for the day.

The Acting National and Provincial registrar's and their staff visited Table Mountain and the Nelson Mandela Gateway, to highlight the plight of Illegal Guiding by doing inspections on tourist guides as they came into these tourist attractions with tourists by the bus-loads. The main purpose of these visits was to request tourist guides to produce their identity cards and badges as they arrived with tourists.



Above: Acting National & Provincial Registrar's: Lulamile Stuurman & Noxolo Ntenetya checking up on Tourist Guides

This exercise proved to be a success as we came across nine unregistered tourist guides. It was concluded that many individuals are unaware of Illegal Guiding and awareness campaigns have been implemented to ensure that the correct messages are communicated in the Industry. Warning letters were handed out the day. We had one tourist guide coming into our office to renew registration, immediately after being checked up on. The Tourist Guide Registration Office will endeavour in future to do monthly spot inspections at some of Cape Town's major tourist attractions.

We also had an information stand outside our offices in St. Georges Mall, ensuring information was communicated to the passing public.

The initiatives were a success and the message of Illegal Guiding was well communicated, based on the feedback received from tourist guides with regard to the activities held on the day.



From Left: Edwin Rihlamvu (DEAT) and Ishmael Sabodien (Ocean View tourist guide) in front of the information stand, in front of the Waldorf Arcade, St. Georges Mall, Cape Town on International Tourist Guides Day.

Celebrating Tourist Guides' Day

Tourist Guides' Day 2006, an annual event held on 21 February, a dinner at Suikerbossie Restaurant in Hout Bay. The MEC for Finance and Tourism, Ms. Lynne Brown honoured us with her presence.

Just a note of thanks to you and all stakeholders for the opportunity to attend Tuesday nights event. It was great to be treated like a guest as opposed to being the host. The gift will come in handy:-) Good luck to both Departments in achieving their goals for the next year. As a guest house manager and tour guide exposure to the market and legislation is invaluable.
ZAHIEDA VAN DER FORTE; WC 3042



She had the following important message to add to her warm welcome, *“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. And long after the visitor has departed the memory of the service the tourist guide had rendered lingers on. Many people return to our shores because of the first encounter they have had while being accompanied by the tourist guide. The tourist guide, in many instances, fulfils the role of an unofficial ambassador of the nation.”*

The keynote address was delivered by Ms. Bulelwa Seti, Chief Director for Tourism Support of the Department of Environmental Affairs and Tourism (DEAT). She said, *“The deliberate theme for this year’s celebration is {Fighting Against Illegal Tourist Guiding}, aptly demonstrates our committment to combat illegal tourist guiding in the country”* She placed emphasis on many vital aspects including: Training of historically disadvantaged tourist guides, transformation, BEE charter and scorecard, foreign language training and our relationship with SA tourism regarding the domestic tourism growth strategy aiming at growing the number of domestic tourists.

Key roleplayers in this industry including Dr. Patrick Matlou (Deputy Director General: Tourism, DEAT), *“It is against this background that we appeal to the entire tourism industry to join hands with us as we seek to urgently challenge these issues, lest they thwart our intention to contribute towards economic growth that we have committed to. Furthermore, our state of readiness for the 2010 Soccer World Cup will be tested by how we effectively address issues that may impact on tourist growth in South Africa,”* he said.

The evening also highlighted 12 individuals from Redhill, Masiphumelele and Ocean View receiving their tourist guiding badges. They were all part of a pilot project to train previously disadvantaged individuals to become Nature Site tourist guides.

Thanks so much for your hospitality - the evening was a great success and I now fully understand your motivation behind doing it. The speakers were most appropriate and you and your team were perfect hosts.
Cheryl Mulder Verbruggen

Thank you for a well organised and enjoyable evening. The speakers were good and so was the food and the company. Once again, thank you for your hospitality,
Robert Verbruggen WC1170.



Above: Dr. Matlou, DEAT & Acting Provincial Registrar Noxolo Ntenetya at the International Tourist Guides’ Day dinner.

DEAT GETS ROMANTIC WITH CHINA!

MARRIAGES OF INTERNATIONAL TOURISM RELATIONS PAY OFF

Edwin Siphso Rihlamvu and Yvonne Caroline Mashishi

In acknowledging the need for Chinese-speaking tourist guides South Africa as well as the strategic positioning in the country, as a home to multi-lingualism, DEAT partnered with the People’s Republic of China through its Embassy in Pretoria, to train 13 black tourist guides in Gauteng in the Chinese language.

“The long-term object of this esteemed project is to capacitate black tourist guides in language proficiencies so that they are able to equitably participate in this very competitive tourism labour industry,” said Lulamile Stuurman, Acting [in both portfolios as] National Registrar of Tourist Guides and Director, Tourism Human Resources Development.



This milestone occurrence marked the second leg, [first being training in the German language in the recent past] of an admirably successful drive that was initiated by Minister Vali Moosa back in 2003: *“To assert the quality of our historically disadvantaged tourist guides to be the fore-runners in terms of contact with tourists, entrench our quality of service offerings and enhance South Africa’s global competitiveness!”*

This glorious occasion was also the opportune prelude to the event that marked the 16th International Tourist Guides Day.

The success of this pilot group, which was manifestly themed: South Africa – Alive with Chinese language Possibilities and succinctly titled: Bridging the Language Barrier will serve as testimony that this training process was worthwhile in engaging in. These adequately trained learners gained the unprecedented amount of knowledge, skill and ability to speak, read and write Chinese”, triumphantly surmised Patience Molokoza, after having patiently wiped away the proud and celebratory tears!

As our tourist guiding African Sisters and Brothers were “clattering” away in Mandarin with their Chinese Embassy “contemporaries”, to our enchantment, we were exposed to the stark learning that indeed: South Africa is - Alive with Chinese Language Possibilities!!!

With the elation of Chinese Embassy Minister-Councillor Zhou Yuxio, akin with the uncompromising South African – taught kwaito-maestro dancing queen in the person of Teacher Chin Wang, the 13 tourist guides graduates, who sang us a praise song in Mandarin, and chatted amongst themselves in same, will be placed with local tour operators for experimental learning and later taken to China for experiential internship.

Establishment of the Western Cape Tourist Guide Association (WCTGA)

Farhaana Allie

It is widely understood that the tourist guiding sector, although well represented by specialist and regional guiding associations, remains fragmented.

Department of Economic Development and Tourism has therefore identified the need to establish a single association as part of the National effort to unify the sector.

The main aims of the association will be: to give a single voice to all tourist guides in the Western Cape:

- * to be committed to the principles of transformation and sustainability of the Tourist Guiding sector,
- * to create and maintain professional standards
- * to promote the guiding industry as a professional body that should be recognized
- * acknowledged as such within the tourism value chain.

It is the view of the Provincial government that the Association will achieve the above through the following:

- * Empowerment of HDI guides and communities to seek sustainability of their products through capacity building
- * Recognising and acting on the need to de-marginalise those tourist guides outside of current structures
- * Creating an enabling environment for guides to increase their knowledge base by introducing continuing professional development

A service provider has been appointed to assist the Department in establishing the association. We will conduct stakeholder consultations to ensure buy-in and inclusion of the existing Associations into the Western Cape Tourist Guide Association (WCTGA).

GENERAL INFORMATION

IMPORTANT NOTICE

Illegal Guiding and Misconduct

The Department of Economic Development and Tourism has launched an educational drive to ensure awareness around Illegal Guiding. The Tourist Guide Registration Office will drive the project.

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 Tourist Guide Registration Office has launched a new 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



Please check expiry dates on your working permits and/ or First Aid Certificates before registration

REGISTRATION INFORMATION

The following information will assist you with the registration process.

TEN DAY WAITING PERIOD WHEN PAYING BY CHEQUE

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

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:
The Tourist Guide Registration Office
Department of Economic Development and Tourism
Tel: (021) 483 2960
Fax: (021) 483 2957
Email: Nbartes@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