



DEPARTMENT OF ECONOMIC DEVELOPMENT AND TOURISM

SUPPORT • ENERGISE • CREATE • STIMULATE • GROW



SUPPORT

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Letter from the Editor

Dear Tourist Guide

The countdown has begun for 2010 and we encourage tourist guides to expand their horizons through upskilling and being informed. Welcome to all our tourist guides for 2007.

In order to prepare for 2010 this Department will be doing an audit on foreign language proficiency of tourist guides in the Western Cape. This will assist in enabling us to understand which languages are still required within the Guiding sector.

A strong emphasis is being placed on the role-out of publications as tourist guides are always in need of information and need to be aware of the developments within the world of tourism.

Training and upskilling programmes are part of the plans for this year to ensure that further transformation is taking place ensuring that tourism growth is spread across the province and benefited by numerous communities.

Congratulations to Cape Tourist Guides Association for becoming a member of the World Federation of Tourist Guides' Association.

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

Regards
Farhaana Allie

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International Tourist Guides' Day Celebrations

International Tourist Guides' day is celebrated annually on 21 February 2007 in recognition of the work done by tourist guides in the global community. Many activities take place world-wide to celebrate the wonderful work that tourist guides' do and the service that they render.

This year the Department ploughed back into communities in need by giving them an opportunity to sample the work of tourist guides by becoming "tourists" in their own city, as many have not ever been exposed to tourism.

Two newly trained tourist guides' were given the exposure of being able to guide Historically Disadvantaged Individuals from Atlantis and Paarl on a Peninsula Tour. This was not only a highlight for the groups who were taken on tour but for the tourist guides who had the opportunity to gain experience.



Noxolo Ntenetya (Registrar) addressing the group as to who we are as a Department and the purpose of the tour, explaining the importance of tourism within communities and understanding the concept of tourist guides.
- photograph by Farhaana Allie

International Tourist Guide Day - Dinner at Moyo Restaurant

Celebration of tourist guides are of utmost importance and therefore the 23 February 2007 was earmarked as the day to celebrate our tourist guides' as 21 February 2007 was International Tourist Guides' Day.

Tourist Guides' are the unofficial ambassadors of our country and therefore they need to be recognised for the work that they do. This year saw the Department of Economic Development and Tourism hosting tourist guides' at Moyo Restaurant for an evening of entertainment and hospitality. The evening also highlighted an interactive presentation in order to inform tourist guides why South Africa is a growing and developing country.



Guests at Suikerbossie – the group relaxing after an exciting PeninsulaTour.



Guests from the Old age home in Atlantis enjoying the atmosphere.

The group enjoyed the tour and at the braai interacted with staff from the registration office and expressed their heartfelt gratitude. The tour and braai all formed part of celebrations for International tourist guides' day.



Tourist Guides' having their faces painted at Moyo

I would like to thank you and everyone at your office for organizing such a special evening for us, tourist guides, in celebration of this internationally recognized day. It really helped with travelling home and I could relax and enjoy the evening.

*Kind regards
Sharon Cottle*

Firstly let me thank you for a nice evening on Friday I had a nice time ever, hope this was just the beginning for me to attend Tourist Guides functions.

Notthemba George





Group of tourist guides enjoying the food at Moyo together with Honjiswa from the registration office - socializing at its best
- photograph by Linah Maqashu



Group of tourist guides enjoying the food at Moyo
- photograph by Linah Maqashu

Steuart Pennington of SA Good news was the guest speaker and inspired tourist guides as to why they are representing a wonderful country. He is a co-editor and publisher of : South Africa - The Good News”, South Africa 2014 - The Story of our Future and Miracles that are Changing a Nation, these books play an invaluable part in promoting SA both locally and abroad.



Above Steuart Pennington of SA Good news in action

South Africa 2014 – The Story of our Future

Steuart focused on a number of key issues that affect South Africa and our future: international perspectives; the economy; politics; leadership; social development; crime

and poverty. Included in the presentation was taking a glance at the South African puzzle, the pieces that have been placed and the pieces that are still missing; ending with the challenges we have to overcome during the next 10 years. The presentation was a combination of slides, video clips, storytelling and humor which engenders national pride in South Africa’s achievements.



Group of tourist guides at Spier listening to Steuart Pennington presentation and attentively taking notes
- photography by Farhaana Allie

Training of Unemployed Historically Disadvantaged Individuals (HDI) Tourist Guides

The Department of Environmental Affairs & Tourism(DEAT) in partnership with the Western Cape Department of Economic Development & Tourism (DEDAT) have training 12 unemployed individuals from Khayelitsha, Mitchell’s Plain and Central Karoo areas. The training represented and promoted equity in the Tourist Guiding Industry.

These areas were selected as they form part of the Presidential nodal areas. DEAT identified the Central Karoo Region as a rural development node while Khayelitsha and Mitchell’s Plain (City of Cape Town Metropolitan) have been identified as urban renewal areas.

The common features of these nodes are that they are areas of severe neglect, where poverty is at it most endemic. Individuals from the Central Karoo Region, Khayelitsha and Mitchell’s Plain were interviewed and 12 underwent the training.

PTC-Group Education & Training were selected by DEAT as the trainers for the 12 HDI who did the training in order to become tourist guides. Training took place on the following dates at District Six Guest House on the following dates.

Module 1 Facilitation: 15-19 January 2007

Module 2 Facilitation: 5-9 February 2007

Module 3 Facilitation: 26 February - 2 March 2007





Far left is Ernest Sonnenberg, trainer from PTC with the group of students from Central Karoo Region, Khayelitsha and Mitchell's Plain training to be tourist guides - photograph by Farhaana Allie



Ezzat Davids (far right) in Egypt, Cairo with a few of the World Federation of Tourist Guides Associations (WFTGA) representatives from Egypt, Cairo. The person second from left is Aladin Khalifa, the newly elected Vice President of the WFTGA and the third person, wearing the black suit, white shirt with blue tie is Walid El Batouty, the newly elected Treasurer of the WFTGA.

World Federation of Tourist Guides Associations (WFTGA) by Ezzat Davids

The WFTGA Tourist Guide Assessors Course was conducted in three parts. Parts 1 & 2 was conducted in Cyprus during January 2006 and the third part was conducted in Cairo during January 2007.

"I have successfully completed Parts 1, 2 & 3 of the WFTGA Course and I am now a registered WFTGA Tourist Guide Trainer. Participants on the course were from Malta, Abu Dhabi, Dubai, Germany, Cyprus and South Africa. I am also the first WFTGA Tourist Guide Trainer in South Africa and also on the African Continent.

This WFTGA accreditation should be seen as an indication of the CPUT's commitment to make a constructive, positive, sustainable and meaningful contribution to the many aspects tourism sector, in this case Tourist Guide Training. The initial process was started by the Dean of the Business Faculty when Professor Bayat attended the WFTGA Convention in Dunblane, Scotland in 2003.

The WFTGA Convention in Cairo has also placed emphasis on the importance of establishing a National Federation of Tourist Guides Associations in all countries.

WFTGA Executive Board Goals for 2007-2009

Raise the profile of tourist guides around the world through contacts with tourism and international organisations e.g. WTO, UN, UNESCO and USAID Continue to increase membership especially in the Gulf, Africa, South America and Eastern Europe Develop further the co-operation with FEG and other bodies including IATM Continue the development of the WFTGA training programme to offer our support and help to tourist guides everywhere."

The Aussie Traveler

While Australia continues to dominate world cricket and to a lesser extent rugby, what are their travelers up to? With their position as one of the top 10 long-haul outbound markets in the world and South Africa's sixth largest long-haul market, Cape Town Routes Unlimited decided to examine the trend of the Aussie Traveler.

First of all Australia is one of the world's wealthiest nations deriving its riches primarily from service based industries. Their disposable income is amongst the highest in the world. To put it mildly, Aussies love traveling, but currently SA attracts only 1.4% of their long-haul travelers. So where do they go, how do they get there and what do they do?

According to South African Tourism (SAT), of those Australians that make the long flight to our shores, 53% come primarily for leisure but if we include business tourism and VFR travelers (visiting friends and relatives) who are also holidaying, this figure goes up to 83%. For the majority of holiday makers the Western Cape and Gauteng are the most popular stops and the V&A Waterfront and Table Mountain come up tops in terms of attractions. 70% of these leisure travelers will visit another country together with SA like Zimbabwe, Botswana, Zambia and Kenya, being at the top of their list.

While this market is an underdeveloped one as far as SA is concerned it does outperform its Asian neighbours such as China, India, Indonesia and Japan. The Australian traveler has tended to tighten his/her belt in recent years in terms of money spent in the destination, probably due to exchange rate fluctuations. Australians also tend to spend on average twice as much before the trip than they do in South Africa.

Airlines play a critical role in the trend of the Aussie traveler with only SAA and Qantas providing direct service. Four others, Malaysian, Emirates, Air Mauritius and



SIA provide indirect access with Melbourne and Brisbane residents using low cost airlines to connect to Perth and Sydney en-route to SA. Australians use the internet extensively to gather information on their destination but sparingly when it comes to booking online, although this is increasing. Most products are sold through inbound operators, wholesalers and retailers rather than direct.

Australians are pretty independent when it comes to traveling but the 60 plus age group tend towards package travel. Although Africa is still a relatively new destination it is growing fast and particularly the last five to ten years have seen a marked increase in wholesalers offering Africa as a destination.

While traveling, Australians enjoy experiencing different cultures (most important tourism experience), natural beauty, local food and wine, wildlife, beaches, sporting events, nightlife and other activities all of which the Cape offers in abundance.

While the majority of information received about SA is positive, there is also a high proportion of mixed and negative information about the destination. Most info is gathered through the media; newspapers, travel shows, books, the internet as well as tour operators and travel agents, but expat South Africans also play a part. Not surprisingly safety and the perception that South Africa is not a child friendly destination are key barriers to more visitors making the long haul to SA from Down Under.

Late last year Cape Town Routes Unlimited participated in the annual Australia SA Tourism Roadshow with workshops in Perth, Brisbane, Melbourne and Sydney. Our destination travel trade guide was distributed to approximately 500 wholesalers and retailers specializing in travel to South Africa. The full SA Tourism - Australia travel trade database was made available to Cape Town Routes Unlimited at the conclusion of the Roadshow which will be used for follow-up marketing activities. At the same time we were able to secure the full SA Tourism Japan travel trade data base for our database of international travel trade.

Story by CTRU

Provincial Operating Licence Board Closure

A decision has been made by Provincial Government to close the Provincial Operating Licence Board for a period of 3-months, meaning that issuing of new permits or permissions of operating licences for public transport has been temporarily suspended.

This decision however does not affect the Tourism Services at the Licencing Board. This all forms part of Public Transport Improvement Programme, the Department of Transport and Public Works is rolling out an exciting initiative to improve the quality, speed, and levels of service it renders applications for delivery of public transport services.

As part of this initiative the following is being implemented:

- A new facility to handle all applications for operating licences and licencing of vehicles is to be built
- New business processes designed to increase the

speed and reliability of processing applications, improve convenience to operators; as well as registration and licencing of vehicles have been designed

- The number of staff members at the licencing center has been increased from 36 to 92, with emphasis on bringing on board skills to improve customer service.

Cape Argus 8 January 2007

GIRAFFE HOUSE WILDLIFE AWARENESS CENTRE



We aim to have an Open Day for Tour Guides and Tour Operators on 25 April 2007. The objective is to give the Guides and Operators a value filled day, and take them on tours around the wildlife centre, showing them what we have to offer their clients. They will each receive a media pack with full details upon arrival, and we would request that all Tour Guides coming through, bring their identification of registration, so as to prove that they are authentic. **Contact Camerilla on +27 21 972 1567 or +27 82 679 7105 or e-mail camerilla@kingsley.co.za to RSVP.**

Situated within the winelands area of the Cape, GIRAFFE HOUSE WILDLIFE AWARENESS CENTRE is about showcasing African animals within a territory which is similar to their own natural habitat in which they will feel comfortable and safe, and their immediate needs are adequately met. The main focus of GIRAFFE HOUSE is to showcase and preserve AFRICAN ANIMALS only, housing some very rare and seldom seen AFRICAN species.

GIRAFFE HOUSE would use the opportunity of bringing African animals to the people, to educate both children and adults alike. People who would not otherwise have the opportunity to see (or even know about) our African wildlife. Sustainable educational programs are in place, and already Giraffe House is working together with The City Of Cape Town to partake in their regional Environmental Youth Program which spans a full week. Because GIRAFFE HOUSE actively networks with National breeding institutions, none of our animals kept on our premises are "wild caught", and the necessary permits from Nature Conservation are in place to house all our animals.

- 15 hectares of land, which is situated between Klapmuts and Stellenbosch on the Exit 39 turnoff from the N1
- 39 kms from the centre of Cape Town
- Owned and Managed by 3 qualified Vets and 2 Nature Conservators, who together boast over 50 years of hands on experience within their fields.
- Assisted by a full compliment of South African staff
- Housing over 50 various animals, which includes the only giraffes, hippos, rhinos and buffalo in Cape Town
- Open 7 days a week, with specialized visits and tours accommodated
- Member of Cape Town Tourism

IMPORTANT NOTICE

Illegal Guiding and Misconduct

The Department of Economic Development and Tourism has launched an educational drive to ensure awareness around Illegal Guiding.

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 Department of Economic Development and Tourism has launched a 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

REGISTRATION INFORMATION

The following information will assist you with the registration process.

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

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:

Department of Economic Development and Tourism
Tel: +27 21 483 2960
Fax: +27 21 483 2957
Email: registrar@pgwc.gov.za



FIRST AID INSTITUTIONS CERTIFICATION VALID FOR 3-YEARS

1. ST Johns: +27 21 461 8420
2. EDUMED: +27 21 946 3106
3. EMT: +27 21 701 6901
4. Frontline: +27 21 689 1710

Check expiry dates on your work permits and/or First Aid Certificates before registration; And ensure that you bring certified copies of documents for registration process.

