

**A THEORETICAL ANALYSIS OF THE DEVELOPMENT OF
TOURIST GUIDING IN SOUTH AFRICA**

BY

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DECLARATION

I, Ezzat Davids, declare that the contents of this dissertation/thesis represent my own unaided work, and that the dissertation/thesis has not previously been submitted for academic examination towards any qualification. Furthermore, it represents my own opinions and not necessarily those of the Cape Peninsula University of Technology.



Signed

JANUARY 2008

Date

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TITLE: A THEORETICAL ANALYSIS OF THE DEVELOPMENT OF TOURIST GUIDING IN SOUTH AFRICA

ABSTRACT:

The South African Tourism Industry has developed phenomenally since the country adopted and entered into a democratic era in 1994. Between 1966 and 1990, tourist arrivals struggled to reach the 1 million mark. The tourism development history of South Africa was such that international sanctions, poor tourism research and development, and a disjointed and exclusive tourism growth strategy all contributed to an industry that showed very little prospect of major sustainable growth and future success. The tourism industry was never thought capable of becoming a major contributor to the Gross Domestic Product (GDP) of the country, let alone perceived to possess the potential of becoming a vehicle which would eventually lead to unprecedented, and much needed poverty alleviation and job creation. The myopic strategies and policies of government and government-influenced agencies and organisations were the reason why the period from the 1970's through to the late 1980's showed a general tendency towards tourism stagnation. During this period, there was low investment in the sector and a focus on the narrow white domestic market. As Black South Africans were not allowed to be accommodated in the same hotels as whites or even visit the same beaches as whites, domestic tourism under apartheid geared itself to serve the interests of the privileged white minority population alone (Mkhize, 1994). The period commencing from 1990 until 1998 was characterised by a growth in the tourism industry. The reasons for this growth period are manifold, and include the dismantling of Apartheid, the release of Nelson Mandela, the lifting of international sanctions, the first democratic elections, and the welcoming of South Africa back into the global community of nations.

These political milestones also opened up the doors of tourism activity to the previously marginalised sector of the South African population. Tourism arrivals, which had reached the 1 million mark in 1990, exceeded the 8.4 million mark in 2007. The change in government meant a change in overall policy, which in turn created an enabling

environment for future growth of the tourism industry. The process was ushered in with a period of tourism policy and legislation review, all aimed at democratising the sector.

The institutional rearrangement of government departments and government-appointed structures and organisations addressed the tourism legislative imperatives - this process resulted in a general reorganisation of the then current exclusive racially orchestrated structures, creating increased accessibility to the mainstream tourism industry.

This research has been undertaken in the light of the above transformation, and sought to investigate the process of change that has been brought about in the tourism industry, with special reference to the development of the tourist guiding sector.

It was imperative to take a closer look at the education and training aspect of the tourist guiding sector and the establishment and structure of the Tourism, Hospitality and Sport Education and Training Authority (THETA). In addition, a focus on international tourist guiding training models as well as emphasis being placed on the tourist guiding centre at the Cape Peninsula University of Technology was provided and finally, an overview of tourist guiding representative bodies and associations was looked at.

In concluding, the research would have been incomplete without investigating the development of the broader tourism industry and the legislation, campaigns and initiatives that have been implemented to bring about the much-needed reforms in the tourism industry.

CHAPTER 1

1.1 INTRODUCTION

The development of the tourist guiding sector of the South African tourism industry is directly linked to the overall growth which the industry has displayed. Foreign tourists arriving in South Africa in 1994 totalled 3.7 million, compared to 6.5 million in 2003 (DEAT Annual Report, 2003/4).

Foreign tourist arrivals reached a record high of 7.4 million in 2005. The 690.903 additional foreign tourists who arrived in 2005 represented a 10.3% increase compared to 2004. This growth exceeds the estimated average global rate in tourism growth of 5.5%, and brings the compound average growth rate between 2001 and 2005 to 6.2% (South African Tourism Annual Report 2005/06).

In order to maintain its momentum as one of the country's five top economic growth industries, and continuing to play a key role in contributing to sustainable GDP growth, job creation and poverty alleviation, the industry must accelerate transformation that, to date, has been 'too slow and too shallow'. It is imperative that, for the sustainability of tourism in this country, there must be a wholehearted commitment to ensuring that the economic opportunities available through growing the 'tourism pie' are shared more equitably (Cheryl Carolus. SA Tourism Annual Report 2003/4).

As a labour intensive industry, tourism helps to create jobs and attracts foreign investment. The Department of Environmental Affairs and Tourism (DEAT) aims to expand supporting infrastructure, while promoting job creation, black economic empowerment and transformation. Initiatives to achieve transformation in the tourism industry have included the development of strong partnerships with the private sector in the areas of learnerships and tourist guide training (DEAT Annual Report 2003/4).

Tourist guiding is one component of the tourism industry which has been directly affected by the many noteworthy transformational changes that have transpired in the tourism industry thus far. Government intervention, in the form of the amendment of legal Acts and the restructuring of former tourism bodies and organisations, has had significant effects on the tourist guiding sector, that will be examined in the research.

1.2 PROBLEM STATEMENT

The problem statement would be to determine to what extent government is promoting the process of broad-based transformation in the tourism industry, with special emphasis and focus on developing the tourist guiding sector.

1.3 KEY QUESTIONS

Key Question 1

What is Government's role in promoting the process of transformation in the tourist guiding sector?

Key Question 2

Is Government doing enough to promote transformation in the tourist guiding sector?

Key Question 3

Have any structural changes taken place within the organisations that drive the South African tourist guiding sector?

Key Question 4

To what extent can the structure of the South African Tourist Guiding sector of the tourism industry be compared with the international state of tourist guiding?

Key Question 5

To what extent has tourist guide training been adequately adapted to accommodate the changes within the tourism industry?

Key Question 6

What is the official policy concerning illegal tourist guiding activity?

1.4 HYPOTHESIS

Shouldn't there be more accelerated government intervention and participation in the tourist guiding sector of the tourism industry to ensure that the process of developing, formalising, organising and transforming the sector will be realised sooner.

1.5 RESEARCH OBJECTIVES

The aim of the research is to investigate the development of tourist guiding in South Africa. The research will investigate the legislation which existed before 1994, which led to the Tourism Second Amendment Act, No. 70 of 2000, and the impact that the Tourism Second Amendment Act, No. 70 of 2000 has had on the tourism sector, specifically in the area of education and training of tourist guides. The research will investigate the registration process of tourist guides and the extent to which the amendment of the legislation has affected this process. The Cape Peninsula University of Technology's tourist guiding educational programme will be compared to international tourist guiding models in order to establish whether its curriculum meets internationally accepted standards within the tourism industry. The research also aims to investigate the impact of the Recognition of Prior Learning assessment method and the application of this method within the context of tourist guiding education and training. The aforementioned legislation was a result of a sequence of events, which culminated in the passing of the Tourism Second Amendment Act, No. 70 of 2000.

The processes, which led to the promulgation of the Tourism Second Amendment Act, No. 70 of 2000, will be examined. One of the main reasons for the promulgation of this legislation was to accelerate the process of transformation in the tourist guiding sector.

The many processes referred to, include the dialogue sessions at government-department level in order to determine the involvement and participation of government and to determine to what extent these processes have led to the manifestation of the guiding principles underlying the tourist guiding sector. The research also aims to investigate how these processes and policies have been implemented in the tourism industry and the eventual, resultant effects they have had on the tourist guiding sector of the tourism industry. Tourism industry growth and development has also resulted in the increased involvement of the previously marginalised population of South Africa, however this new dimension has brought about many new challenges.

1.6 DELIMITATION OF THE RESEARCH

The research focuses on the development of the South African tourist guiding sector. Research into this area requires the researcher to investigate the legislative framework pertaining to the tourist guiding sector, as well as the impact that this legislation has had on the sector in South Africa. The research will also investigate the development of the tourist guiding sector within the context of the national and international structure of tourism educational systems in order to establish a level of international standardisation and benchmarking. The research will also focus on government-driven initiatives that have been formulated to bring about transformation in the tourist guiding sector within the context of transformation of the tourism industry.

1.7 RESEARCH METHODOLOGY

1.7.1 Literature search

A study of relevant books, journal articles, academic papers, official reports, government policy, including legislation and subordinate legislation, minutes of meetings, official publications and other policy documents, newspaper articles, unpublished research, and other applicable published and unpublished material, will be used to determine the extent of the body of knowledge pertaining to the research area.

1.7.2 Historical research method

The historical research method deals with locating existing sources of information, such as documents, newspaper reports and official statistics to name a few. The researcher does not interfere or intervene with the events and also does not observe them directly, but rather describes; analyses and interprets events that have already taken place. A basic principle of historical research is that preference, where possible, should be given to primary sources of information as opposed to secondary sources of information in order to avoid the inadvertent or deliberate distortion of information with each transfer thereof. (Wellman and Kruger 2003)

1.7.3 Empirical survey

The research will include a process of data collection, employing an empirical survey of a representative random sample of a research population. The practical area pertaining to the research will be investigated using a questionnaire in the form of a Lickert Scale.

1.7.3.1 Description of the research population

The research population is categorised into three components:

- (i) The total research population is comprised of registered tourist guides, tourism practitioners and tourist guiding students.
- (ii) The target research population that has been identified in collaboration with the supervisors and the statistician is a random sample of the total research population mentioned in item (i).
- (iii) The final response population figure at the time, represents a given percentage of the target population, which responses will be the subject of the statistical analysis.

A total of 171 self administered questionnaires were returned by the target population.

An empirical survey was conducted among the target population (see (ii) above) in the form of a self-administered questionnaire consisting of dependent and independent variables, structured in a qualitative research approach representing a closed-ended format, and predetermined in collaboration with a registered statistician.

1.7.4 Statistical analysis

Appropriate response percentages were determined in collaboration with a registered statistician by determining relative values from the empirical data and transferring such values in a codified form to a computer database. The data thus analysed has been interpreted by utilising selected statistical methods and analytical instruments.

1.7.5 Interpretation and articulation of the research findings

After receiving the statistical analysis of the empirical data from the registered statistician, the results were interpreted meaningfully by the researcher and the findings in terms of the various analytical instruments expressed and described by the researcher by way of tables; followed by a brief textual explanation of each and every analysis event. The statistics were analysed by means of a set of frequency tables.

1.8 SUMMARY

This chapter provided an introduction to the areas and various fields pertaining to the research that will be investigated in greater detail throughout this research project. In this chapter the researcher has provided a brief overview of the state of the South African tourism industry as a backdrop and prelude to the specific research focus area. The specific focus area of tourist guiding cannot be investigated in isolation from the broader tourism industry and therefore an overall sketch of the South African tourism industry is essential in order to contextualise the relationship between the broad tourism industry and the specific field of tourist guiding. The first chapter has also outlined the research methodology that will be applied to test the hypothesis and key questions.

The following chapter will briefly investigate the historical development of tourist guiding within the international and domestic context.

CHAPTER 2

A HISTORICAL OVERVIEW OF TOURIST GUIDING

2.1 INTRODUCTION

This chapter will provide an historical overview of Tourist Guiding in South Africa and will also investigate the historical records for evidence of ancient tourist guiding activity. The chapter goes further to take a closer look at the role of the tourist guide and at the development of a code of conduct and ethics within the tourist guiding fraternity.

This chapter will also investigate the importance of tourist guiding accreditation within the context of tourist guiding education programmes and certification from a domestic and international perspective.

This chapter will further investigate how the South African tourist guiding sector has transformed to include and to encourage members from the previously marginalised sector of the population to become actively involved in the tourist guiding sector and how this process of transformation could contribute to the sustainability of the tourist guiding sector of the industry.

The world witnessed the relatively smooth transition from the pre-1994 Apartheid System to the accepted adoption of a system of democracy in 1994. Thirteen years have passed and the challenges of the first decade of democracy have been met with the necessary effort to establish the foundation for positive future economic growth and performance.

2.2 HISTORICAL EVIDENCE OF TOURIST GUIDING ACTIVITY

According to Pond (1993) the concept of travel, as we know it today, was born out of the period of the great empires existing from 3000 B.C to 500 A.D. That the ancient Persians, Assyrians and Egyptians travelled in an organised fashion is certain. It is also said that the Seven Wonders of the World were created with sightseeing in mind. As tourism flourished, so did the number of tourist guides. Casson (1974) cites the example dating back to ancient times that, "In setting forth to see a site, the visitor's first problem was the same that so often confronts his counterparts today – to run the gauntlet of local guides lying in wait for him, the 'leaders around' (*periegetai*) or 'explainers' (*exegetai*), as guides were also called in Greek". As this may be the case, and a daunting one at that, Casson and other historians concede that guides and their work were both useful and 'even essential'. Casson (1974) goes further to state that 'a tourist was helpless without a guide', referring to a site such as the ancient Olympia.

2.3 THE ROLE OF THE TOURIST GUIDE

According to the research findings of Geva and Goldman (1991:180), the tour guide was the single most important factor in tour satisfaction. Complementing Geva and Goldman's findings, Quiroga's (1990:199-200) data illustrates that a guide promotes satisfaction by encouraging social interaction, which according to her respondents was the most important role of the tour guide. With this in mind, it is interesting to note that Weiler and Ham (2001:262) state that tour guides and guided tours are falling short of delivering a high quality exciting experience that changes, motivates and rejuvenates tourists, while maximising the benefits for tour operators, host communities and the environment. There are many reasons for this phenomenon, which may include a degree of complacency, which may be because of tourists' low expectations, coupled with an inherent lack of imagination on the part of the tour guide (Weiler and Ham, 2001). According to Ham and Krumpal (1996), the tour guide plays an important role in

facilitating a bond between their clients and the places they lead them to, and doing it in such a way that it nurtures respect and caring about those places.

This view is supported by Lopez (1980), whose work suggests that an ineffective guide may have an adverse effect on tourists' enjoyment of their holiday experience. This view is augmented through the conducted research findings of Weiler and Ham (2001) that clients believe that in addition to possessing extensive knowledge of tourist sites and attractions, tourist guides must have a solid grasp of the culture they interpret as well as the culture their clients bring with them.

The role of the tourist guide, as suggested by Cohen (1985), is that of the pathfinder and the mentor. Cohen (1985) goes further to propose the definition of a pathfinder as someone who is leading tourists through a socially defined territory to which they have no access. This proposition is supported by Pearce (1984), who points out that, within the context of cross cultural settings, many tourists still need a guide, as such visitors frequently break social rules and intrude upon the hosts' privacy. In addition to this specific role, Leiper (1996) has noted that the pathfinder role gives the tourist a sense of security in a strange environment.

The role of a mentor, originally, was one of spiritual and intellectual guidance. Contemporary mentoring can be perceived as one of transmission of information and the interpretation of that information. Adler (1989) observes that the one constant in the evolution of sightseeing is that of discourse between the tourist, the mentor and eminent people encountered during the tour. Mass tourism has reduced the opportunity for discourse with eminent people for the majority of tourists. The discourse of discovery of information now, is mainly between the tourist guide and the tourist, and if done well, results in transference of cultural understanding between the tourist guide and the tourist.

2.4 DEVELOPMENT OF A TOURIST GUIDING CODE OF CONDUCT AND ETHICS

It is noted by Weiler and Ham (2001), that the geographical distribution of tour guides is proportionate to the distribution of tourism and that the increase in organised tours will subsequently give rise to an increased demand for quality tour guides. To expound on the view expressed by Weiler and Ham (2001), ways have to be found to raise the awareness of good practice in tour guiding, and secondly, to provide incentives which will improve the standard of guiding practice throughout the industry. The Department of Environmental Affairs and Tourism (DEAT) has taken steps in this regard by having newly qualified tourist guides pledge their allegiance to a code of Conduct and Ethics by signing such a document as recommended in the South African Tourist Guide Manual as a prerequisite to being registered as a tourist guide. Failure to abide by the tenets of the Tourist Guide Code of Conduct and Ethics allows disciplinary measures to be instituted against the tourist guide by the appointed and relevant Provincial Registrar of Tourist Guides.

The DEAT initiated the first commemoration of International Tourist Guide Day in South Africa on 25 February 2004. At these celebrations, the then Minister M.V. Moosa referred to the Tourist Guide of the Year and the Emerging Tourist Guide of the Year Awards, which were launched at the International Tourism Indaba in Durban in 2003. This award system serves as an incentive to tourist guides and individuals who are entering the tourist guiding sector of the industry and possibly results in an increased level of professionalism among guides.

The following points, namely 2.4.1 and 2.4.2, detail in point form the South African Tourist Guiding Code of Ethics and The Guild of Professional Tour Guides of Washington, D.C respectively. The purpose of examining these two codes of conduct is to establish whether a fundamental similarity exists between them.

2.4.1 The South African Tourist Guiding Code and Ethics

A professional tourist guide:

- Shall uphold the principles of the South African Constitution, especially its chapters one and two.
- Shall at all times show willingness to provide optimum support and quality service to all tourists,
and will give tourists an opportunity to enjoy or visit a desired destination.
- Shall in no way discriminate in rendering service to any tourist on any basis, e.g. colour, gender, ethnicity, nationality, physical challenge, age, etc.
- Shall be impartial, unbiased and positive, and represent South Africa objectively.
- Shall be suitably dressed and presentable at all times.
- Shall be punctual, reliable, honest, conscientious and tactful at all times.
- Shall be a responsible driver, when driving as a guide.
- Shall carry out the programme/itinerary of a tour to his/her best abilities and be loyal to the company/organisation that he/she is representing.
- Shall deal with conflict in a sensitive and responsible manner.
- Shall report any incident of injury or death to a nearby tourist authority or police station.
- Shall be knowledgeable and shall assist tourists and not provide them with misleading information.
- Shall in the event of not being familiar with, or being unable to provide information requested by a tourist, consult with the appropriate authorities for assistance.
- Shall at no time be under the influence of alcohol or a narcotic substance while on duty and shall refrain from administering any medication to a client without proper medical consultation.
- Shall never solicit for clients or gratuities.
- Shall be concerned at all times for the safety of the tourist.
- Shall wear the appropriate tourist guide badge and will carry his/her registration card.
- Shall treat all people, cultures and the environment with respect.

(South African Tourist Guide Manual 2005)

2.4.2 The Guild of Professional Tour Guides of Washington, D.C

- A professional guide provides skilled presentation of knowledge, interprets and highlights surroundings, and informs and maintains objectivity and enthusiasm in an engaging manner.
- A professional guide is prepared for each tour when the itinerary is furnished in advance. A professional guide assumes responsibility for reporting on time and for meeting appointments and schedules within the guide's control. A professional guide is sensitive to the interests and values of the tour group and does not share his/her personal views on controversial subjects such as sex, religion, and politics.
- A professional guide has a wide range of knowledge of the city including its history and architecture, cultural and political life, and local folklore. A professional guide keeps current on new exhibits, seasonal events, and other changes throughout the city. A professional guide does not knowingly give out misinformation.
- A professional guide is expected to follow the rules and regulations at all sites and facilities where he/she takes visitors.
- A professional guide knows and follows the policies of the company for whom the guide is working at the time. A guide does not accept or solicit a job from a client of the company that has hired him/her without the consent of the company that has hired him/her. Therefore, personal business cards should not be distributed for these purposes. All business-related communication with the client should be made through the company only. Further,
 1. Each Affiliate member and/or tour company shall be responsible for setting forth policy as to the use of personal information (e.g. business cards, etc.) for contractual employees.
 2. Responsibility is that of the guide to communicate with the tour company as to future employment in regard to continued service with a repeat client.
- A professional guide is knowledgeable about the best routes for all tours. This includes familiarity with the traffic laws as well as the idiosyncrasies of Washington driving. A professional guide informs the driver of the route in a calm, polite, and timely fashion.
- A professional guide dresses appropriately for the type of tour being conducted.

- A professional guide accepts each tour as a serious commitment and cancels only when absolutely necessary and provides as much advance notice as possible.
- A professional guide does not solicit gratuities.
- A professional guide does not initiate patronization of souvenir shops and other places that practice "kickback" payments to the guide and/or drivers, or abuse complimentary meal privileges offered by food establishments.
- A professional guide cooperates with other tour groups and maintains ethical and professional conduct at all times, cultivating a positive relationship with all colleagues.
- A professional guide respects the research and intellectual property of other guides and does not plagiarize or take as one's own another guides commentary or individual presentation technique. (Pond, 1993)

2.4.3 World Federation of Tourist Guide Associations' code of guiding practice

Adherence to the WFTGA Code of Guiding Practice provides an assurance of the high level of professionalism and a value-added service offered by the individual guides to their clients.

Tourist Guide Associations which belong to the World Federation of Tourist Guide Associations accept on behalf of their members WFTGA's principles and aims:

- To provide a professional service to visitors, professional in care and commitment, and professional in providing an objective understanding of the place visited, free from prejudice or propaganda.
- To ensure that as far as possible what is presented as fact is true, and that a clear distinction is made between this truth and stories, legends, traditions, or opinions.
- To act fairly and reasonable in all dealings with all those who engage the services of guides and with colleagues working in all aspects of tourism.
- To protect the reputation of tourism in our country by making every endeavour to ensure that guided groups treat with respect the environment, wildlife, sights and monuments, and also local customs and sensitivities.

- As representatives of the host country to welcome visitors and act in such a way as to bring credit to the country visited and promote it as a tourist destination.

(<http://www.wftga.org>)

2.5 REGULATION OF THE TOURIST GUIDING SECTOR WITH REFERENCE TO LEGISLATION AND GOVERNMENT INITIATIVES AND INTERVENTIONS

Weiler and Ham (2001) state that the future may see the accreditation and certification of guides, if not initiated by industry, then imposed by governments. An award system for tourist guides can be seen as a mechanism to recognise good practice, while simultaneously serving to motivate guides and to regulate the practice of tourist guiding (Weiler and Ham, 2001). Referring to the recipients of the Tourist Guide Award in 2004, Minister M.V. Moosa added that they should remember that other tourist guides will aspire to reach their level, and this will ultimately raise the standard of tourist guiding throughout the whole country.

South Africa's reappearance on the world tourism scene is a result of the political changes that transpired in the country. This also brought about the direct involvement of government at national and provincial level, culminating in the Tourism Second Amendment Act of 2000. This Act was passed to amend the Tourism Act, 1993, so as to insert certain definitions:

- to further provide for the training and registration of tourist guides; to regulate the procedure for lodging complaints;
- to make provision for the endorsement of certain registers in appropriate cases; to provide for disciplinary measures, appeals and reviews;
- to criminalise certain conduct;
- to provide for transitional matters;
- and to provide for matters connected therewith."

In 1998 the Department of Environmental Affairs and Tourism and South African Tourism jointly commissioned a study to be undertaken by a firm of consultants, namely Anitha Soni and Associates. This study was to investigate tourist guiding and the relevance of the tourist guiding qualifications and the need to transform this sector of the industry. A project steering committee was formed, led by the then Director of Tourism Human Resource Development and International Relations, Dr M. S. Bayat, and included various tourism industry stakeholders and representatives of the nine provinces of South Africa. The project was dealt with in a phased manner, which ultimately led to the amendments of the Tourism Amendment Act of 2000 (interview with Professor M.S. Bayat, Dean of Business Faculty, Cape Peninsula University of Technology).

Weiler and Ham, (2001), also state that if the accreditation process of guides is linked to education and training programmes, it could have significant repercussions for individuals working in the industry, especially those without formal qualifications. This issue will be addressed in a section of the Tourist Guide Manual (2001), which deals with process of Recognition of Prior Learning (RPL). RPL Assessment is the process of defining, documenting, measuring, evaluating and granting credit for learning gained through experience or previous training/learning. This means that the existing knowledge and experience of a guide will be assessed and evaluated against the relevant unit standards of the relevant national qualification by a THETA licensed assessor (South African Tourist Guide Manual, 2001).

The Tourism Second Amendment Act of 2000 gave rise to the Department of Environmental Affairs and Tourism's (DEAT) adoption and introduction of the Tourist Guide Manual of 2001. The Tourist Guide Manual can be considered to be the blueprint for the tourist guiding monitoring mechanism, dealing with pertinent issues related to the implications of the Act, and the educational implications with reference to the South African Qualifications Authority (SAQA) and the tourism industry Sector Education and Training Authority (SETA). With regards to the educational component of the Tourist Guide Manual, namely the function of the tourism SETA, the Tourism, Hospitality and Sport Education Training Authority (THETA) has been created. THETA's objectives, in

terms of its constitution, are to develop the skills of workers in the sector, improve the employment prospects of disadvantaged people, to ensure the quality of education and training in and for the sector workplaces, and to cooperate with SAQA. The functions and duties of THETA include monitoring education and training provision, performing the functions of an Education and Training Quality Assurance (ETQA) body and to promote and facilitate education and training provision for small, micro and medium enterprises (SMME) and their employees in the sector.

The Tourist Guide Manual goes further in expounding on the National Qualifications Framework (NQF). The NQF is a means of transforming education and training in South Africa by combining education and training into a single framework, and bring together separate education training systems into a single, national system. It has also been designed to:

- make it easier for learners to enter the education and training system,
- to improve the quality of education and training in South Africa,
- to open up learning and work opportunities for individuals who were previously disadvantaged, based on race or gender
- and to enable learners to develop their full potential to be able to contribute to the economic development of South Africa (Tourist Guide Manual, 2005).

The Tourism Second Amendment Act of 2000, and the Tourist Guide Manual of 2001, provides the opportunity for individuals who were previously excluded from the tourism industry to play an active role in it. During his speech at the International Tourist Guides Day celebrations on 25 February 2004, the then former Minister of Environmental Affairs and Tourism, Valli Moosa, alluded to the new Tourism Act by stating that particular attention in the Act was given to the developmental approach, rather than a prescriptive approach, giving attention to transforming the sector by ensuring the participation of historically marginalised individuals. Minister Valli Moosa (2004) emphasised the need for tourist guides to play an important role in promoting a culture of nation building through tourism by growing domestic tourism in townships, rural areas national parks and tourism icons.

2.6 RESPONSIBLE AND SUSTAINABLE DEVELOPMENT WITHIN THE TOURIST GUIDING SECTOR

In a statement released by South African Tourism (May 2002), it states that the DEAT is aware of the harmful impacts that uncontrolled tourism growth can have on society and the environment, and therefore stressed the importance of responsible tourism development in South Africa. “If a responsible approach to tourism is not adopted and the industry is not adequately planned a number of negative impacts can occur. These include:

- environmental degradation;
- skewing of job creation to prostitution and vice industries;
- seasonality and unemployment during the off-season;
- the use of seasonal and contract labour at the expense of permanent employment;
- leakage of foreign exchange earnings;
- increased urban/rural polarisation;
- concentration of wealth in the hands of owners of tourism plant at the expense of population as a whole;
- and exploitation of local cultures and community groups” (White Paper, 1996).

To address the harmful impacts of uncontrolled tourism development, the DEAT released the provisional National Responsible Tourism Development Guidelines for South Africa in March 2002. The National Responsible Tourism Guidelines for were designed to provide national guidance and indicators to enable the tourism sector to demonstrate progress towards the principles of responsible tourism embodied in the 1996 White Paper on the Development and Promotion of Tourism in South Africa. These guidelines define the responsible tourism development concept as ‘enabling local communities to enjoy a better quality of life, through increased socio-economic benefits and an improvement in environment.’

Quoting from Louis D'Amore, the following guidelines should be adhered to:

- Residents should be made aware of the advantages of tourism and be encouraged to share tourist resources and amenities
- Tourism planning must be based on goals identified by local residents so that they can maintain their lifestyle, keep developments within local carrying capacity, and balance the change of pace with local desires
- Locals should be asked to endorse the images used to portray the local attractions.
- Public and private efforts to maintain local opportunities for recreation must be co-ordinated
- Respect must be retained for local traditions and lifestyles through local involvement in tourist development
- Local capital, enterprise and labour should be invested in tourism development
- Encourage broad-based involvement in tourism events, as it is the local residents' homes which are being put on display
- Destinations must adopt themes that are in line with the local history and lifestyles, and attempt to enhance local pride
- Local growth problems should be mitigated before increasing tourism activity as an agent for change.

Bennet (2000) states that "Tourism development should not take place without the involvement and participation of local communities." South Africa is keen to make this aspect an integral part of tourism development, as described in the White Paper on the Development and Promotion of Tourism in South Africa (1996)".

2.7 EMPOWERMENT AND TRANSFORMATION WITHIN THE TOURIST GUIDING SECTOR

Tourism, properly designed and developed, has the potential to help bridge the psychological and cultural distances that separate people of diverse races, colours, religions and stages of social and economic development. Through tourism, we can come

to appreciate the rich human, cultural and ecological diversity that our world mosaic offers; to evolve a mutual trust and respect for one another and the dignity of all life on earth (D'Amore 1988)

The proposed benefits that are to be realised through growth in the tourism industry can only materialise through a well structured transformation process, governed by legislation. In referring to the Tourism Amendment Act of 1996, the then Minister of Environmental Affairs and Tourism, Dr. Z. Pallo Jordan, addressing the South African Tourism Board in Pretoria on 26 November 1996, described its passage as the opportunity the country had been waiting for. In order to make good on this newfound opportunity, Minister Pallo Jordan explained that it would require a working partnership between government, the communities, the private sector and labour.

Since 1994, an increasing number of South Africans have started to participate in, and benefit from the tourism industry, making us a tourism nation. (Moosa, 2004)

The one sector of the tourism industry that plays a pivotal role in shaping visitor perceptions is that of tourist guiding.

The empowerment of key role-players, like tourist guides, has become a priority area of concern for the Western Cape Ministry of Finance, Economic Development and Tourism, headed by Minister Lynne Brown. A recent conference addressing the process of transformation and growth of the tourist guiding sector of the tourism industry, which was a first of its kind, was held at the Nederburg Wine Estate in Paarl, Cape Town on the 05 August 2004. The aim of this conference was not only to facilitate the process of transformation in the tourist guiding sector, but also to establish a partnership with THETA and SA Tourism. This is a clear display of the involvement of the relevant tourism bodies in the tourist guiding sector. During a pre-conference interview, Minister Lynne Brown said that black tourist guides and companies had complained about being excluded from the industry, and one of the objectives of the conference is to address this issue of exclusion. The Nederburg Conference, International Tourist Guides Day

celebrations and the Tourism Second Amendment Act of 2000 are milestones in the process of re-profiling the South African tourist guide.

From the existing literature review it is evident that government and its relevant departments have laid the foundation and paved the way to transformation in the tourism industry. The tourism industry has been identified as a vehicle that could alleviate levels of poverty and create sustainable employment in local communities, by bringing about the involvement and activity of previously excluded black tourist guides.

2.8 SUMMARY

This chapter provided a brief historical overview the development of the tourist guiding sector within the South African and international contexts. This chapter also focussed on the role of the tourist guide and how this role became increasingly defined. The development and formulation of a professional code of conduct for tourist guides were investigated, focussing on the South African tourist guide code of conduct and ethics in conjunction with the Guild of Professional Tour Guides of Washington, DC to establish whether any similarity exists between the two. Further, issues pertaining to the link between tourist guiding activity and responsible and sustainable development were investigated.

Lastly, this chapter focussed on issues pertaining to transformation and empowerment within the South African tourist guiding sector.

The following chapter will provide an overview of the South African Tourism Industry, with special reference to the arrangement of government and government-related institutions, as well as the various tourism initiatives that have been implemented by government.

CHAPTER 3

AN OVERVIEW OF THE SOUTH AFRICAN TOURISM INDUSTRY WITH REFERENCE TO INSTITUTIONAL ARRANGEMENT AND TOURISM INITIATIVES

3.1 INTRODUCTION

This chapter will provide an overview of the Tourism Industry in South Africa with reference to institutional arrangement and tourism initiatives. In this chapter the researcher will provide a detailed overview of the role of the South African National Department of Environmental Affairs and Tourism (DEAT) and how this department has contributed to the development of the broader South African tourism industry by initiating various tourism campaigns in order to market the industry, both at a national level and at an international level in order to strengthen existing markets and to attract new markets.

The main objective of these initiatives is to grow the South African tourism industry in order to create entrepreneurial and employment opportunities. The Tourism Enterprise Programme and the Business Trust in partnership with the DEAT have introduced many initiatives which contribute to the growth of SMMEs in the tourism industry. The section of this chapter, which provides an overview of the Business Trust and the Tourism Enterprise Programme (TEP), has been adapted from the official TEP website.

3.2 NATIONAL DEPARTMENT OF ENVIRONMENTAL AFFAIRS AND TOURISM

At a national level, the Tourism Branch in the Department of Environmental Affairs and Tourism leads and directs tourism-policy formulation, working in close partnership with South African Tourism, provincial tourism authorities, the tourism industry and other

relevant stakeholders. It aims to ensure and accelerate the practical delivery of tourism benefits to the broad spectrum of the South African population, while maintaining sustainability and quality of life. The White Paper on Tourism, which will be dealt with during this research, provides a policy framework for tourism development (South Africa Yearbook 2005/06).

3.3 SOUTH AFRICAN TOURISM (SAT)

South African Tourism is the official marketing organisation of South Africa as a tourist destination. SAT is tasked, among other functions, to:

- Increase visitor arrivals
- Reduce seasonality
- Promote provincial distribution
- Increase spend
- Increase length of stay

In order to achieve these objectives, SAT has a clearly defined vision, mission and values statement which reads as follows:

Vision of South African Tourism:

For South Africa to be the preferred tourist destination in the world, in order to maximise the economic potential of tourism for the country and its people.

Mission of South African Tourism:

To develop and implement a world-class international tourism marketing strategy for South Africa. In pursuance of this, South African Tourism will:

- Facilitate the strategic alignment of the provinces and industry in support of the global marketing of tourism to South Africa
- Remove all obstacles to tourism growth
- Build a tourist-friendly nation

- Ensure that tourism benefits all South Africans.

Values of South African Tourism:

We work in the spirit and take pride in the achievements of our CAN-DO nation.

We share its roots in REAL and unpretentious values, and embrace the FUSION of our people and our past in new and better ways, to build a better future for all our people by growing tourism in our country.

As people who work for South African Tourism, we place TOLERANCE at the very core of our business.

We uphold the spirit of non-racialism and non-sexism, with respect for diversity in religious beliefs.

We express our PROFESSIONALISM through our commitment to our country, our organisation, and our colleagues, acting with integrity and transparency at all times, and in all our dealings (South African Tourism Annual Report 2006/2007).

3.4 DOMESTIC TOURISM CAMPAIGNS

3.4.1 Welcome campaign

The Welcome Campaign encourages all South Africans to embrace tourism and share South Africa's rich natural and cultural heritage. The motivation for the South African government to introduce an initiative that seeks to attract particularly the South African Black population, who were previously excluded from "mainstream hotels, beaches and other tourist facilities", is supported by Rwigema (1996: 647). It is run as a national general-awareness campaign, through roadshows and community-outreach programmes. Another facet of the campaign is the celebration of Tourism Month. This annual promotion, held in September, aims to promote a culture of tourism among all South Africans (South Africa Yearbook 2005/06).

3.4.2 SA host

SA Host is essentially a national customer-service training programme. The programme was launched in 2001 and aims to develop and promote a culture of customer service in South Africa by creating awareness of the importance of the individual's role in delivering superior customer service in their place of work and their community. The programme was originally developed in Canada and has been successfully run in 14 countries worldwide. Successful workshop participants become South African hosts and are awarded a certificate and a lapel pin identifying them as people who are committed to excellent service and who are ambassadors for their community and South Africa.

The main objectives of the SA Host programmes are to:

- improve service-delivery standards through training
- change attitudes towards visitors by creating an awareness of the value of the visitor industry to the country and the role played by every resident
- elevate national pride (South Africa Yearbook 2005/06).

3.4.3 Sho't left campaign

The Sho't Left Campaign was launched in February 2005 at a cost of R20 million. This campaign aims to increase the number of domestic tourists nationally. The campaign showcases accessible holiday opportunities in all nine provinces. The term 'Sho't Left' derives from everyday taxi language and refers to a situation when a passenger wants to disembark immediately or just around the corner, i.e., "Sho't Left drive" (Rogerson et al, 2005).

The focus of the campaign is to convert interest into the actual booking of accommodation and inspiring people to discover the country. The campaign facilitated closer co-operation with the private sector, and particularly the Association of South African Travel Agents (ASATA). As a result, the public can book affordable Sho't Left

holidays through a retail network of more than 5000 agents, all of whom are equipped with brochures and education leaflets. ASATA also worked with South African Tourism to develop the Sho't Left Enterprise Programme where travel agencies employ domestic agents to stimulate the domestic travel market. (Rogerson et al, 2005)

In alignment with the Tourism Black Economic Empowerment (BEE) Charter, this project also addresses unemployment and skills transfer (South Africa Yearbook 2005/06).

3.5 INTERNATIONAL TOURISM CAMPAIGNS

3.5.1 International tourism growth strategy

The International Tourism Growth Strategy was approved by cabinet in June 2003. The strategy includes an analysis of core markets and their segments. Priority markets have been identified in Europe, Asia and Africa. The strategy not only aims to increase arrivals, but also to:

- increase the duration tourists stay in South Africa
- increase the spending of tourists
- ensure that tourists travel throughout the country, not only in a few provinces
- facilitate transformation and BEE in the local tourism industry (South Africa Yearbook 2005/06).

3.5.2 The Woza 2004 campaign

The Woza 2004 Campaign was launched in February of that year. This campaign is aimed at encouraging German travellers to visit South Africa in large groups, especially during the low tourist season. It is also intended to increase awareness about South Africa and entrenches the country as an affordable, year-round, preferred tourist destination.

This campaign also highlights attractive travel packages that include return flights into South Africa, airport taxes, luxury accommodation at some of the country's leading quality-graded establishments, and hotel and airport transfers.

The New Partnership for Africa's Development (NEPAD) identified tourism as an important sector to address the development challenges facing Africa. The NEPAD Tourism Action Plan has been developed, providing a more detailed framework for action at national and sub-regional levels. The action plan proposes concrete interventions in the following focus areas:

- the creation of an enabling policy and regulatory environment
- institutional-building aimed at promoting tourism
- tourism marketing
- research and development
- investment in tourism infrastructure and products
- human resource development (HRD) and quality (South Africa Yearbook 2005/06).

3.6 DOMESTIC TOURISM GROWTH

The Department of Environmental Affairs and Tourism, in conjunction with South African Tourism, launched the Domestic Tourism Growth Strategy at the Tourism Indaba in Durban in May 2004.

Domestic tourism is particularly valuable to the country because unlike foreign tourism, it is not seasonally based. It contributes R47 billion to South Africa's economy and there is huge potential for growth. Some 49.3 million trips are made annually by South Africans within their own country. This comprises 46% of the country's total income from travel expenditure.

In order to provide continuous support to the growth of the domestic industry, the following initiatives have been implemented:

- greater promotion of the domestic tourism brand
- promoting a set of experiences that relate to South African consumers
- distributing appropriate information in specific places
- facilitating the development of co-operative product packages
- developing marketing and distribution channels
- promoting repeat visitation (South Africa Yearbook 2005/06)

3.7 TOURISM ENTERPRISE PROGRAMME (TEP)

Since 2000, South Africa's Tourism Enterprise Programme (TEP) has functioned as a dedicated support initiative to assist the development and upgrading of small tourism firms within the national tourism economy.

More particularly, the TEP programme sought to bridge the enormous chasm existing between the groups of well-capitalised large tourism enterprises and well-resourced white-owned tourism entrepreneurs on the one hand, and the emerging group of less well-resourced black entrepreneurs who were seeking to enter the South African tourism economy.

By 2000 it was evident that the major share of the benefits of South Africa's new growth in tourism were accruing to the group of established large enterprises or white-owned small enterprise (Rogerson and Visser, 2004). TEP is part of a suite of new initiatives introduced in South Africa which have been designed to widen the number of beneficiaries of tourism growth in the democratic era (Rogerson, 2004a, 2004d).

TEP was initially launched as a four-year job-creation initiative in July 2000, with R60.4 million in funding from the private sector through the Business Trust. The primary thrust

of the programme is to facilitate the growth and expansion of SMMEs in the tourism economy, resulting in job creation and income-generating opportunities.

TEP exceeded all its targets during its first Phase. As a result, the programme was renewed for an additional three years with R80 million jointly provided by the Business Trust and the Department of Environmental Affairs and Tourism.

In the TEP Second Phase, the core transaction facilitation model that was developed in Phase was retained. In addition, systematic issues designed to maximise growth and development of tourism SSMEs are addressed. These include:

- implementing tourism-specific training programmes for SMMEs
- assistance in strengthening and establishing local tourism associations
- developing HIV and AIDS workplace programmes for SMMEs
- development of strategies to help SMMEs gain maximum benefit from the Tourism Industry BEE Scorecard (South Africa Yearbook 2005/06).

3.8 THE ROLE OF THE BUSINESS TRUST IN ESTABLISHING JOB OPPORTUNITIES IN THE TOURISM INDUSTRY

3.8.1 The Business Trust

The Business Trust was established in July 1999 as an initiative of companies in South Africa working in partnership with the government to expand job opportunities and develop human capacity. The Trust aimed to benefit the disadvantaged while the economy was put on a growth path that would provide sustained improvements in the lives of the majority of South Africans. In so doing it was hoped that the commitment of business and the value of the business/government partnership would be demonstrated.

Unemployment has been rising since the 1970s. By 1998, three million people, (24% of the economically active population), were unemployed following the official definition.

Business and government leaders understood that concerted action would be required to face the challenges this posed.

A strategy was devised through intensive consultation. The Business Trust settled on tourism as the sector most likely to yield sizeable numbers of job opportunities in the shortest time. It set its sights on improving the international marketing of South Africa as a tourist destination, on stimulating appropriate training, and on encouraging tourism enterprise. Second, the Trust sought to build capacity in South African schools and colleges. It aimed specifically at improving efficiency, by improving the reading and writing ability of primary school learners; quality, by improving the performance of secondary schools; and effectiveness, by enhancing the relevance to the workplace of South Africa's ailing college sector.

The third point of focus was on two of the most serious impediments to economic growth. The most general impediment was crime and in particular a criminal justice system in considerable need of improvement.

When examining the potential to further develop tourism around existing tourist attractions, it was found that the fear of malaria in the high potential north-eastern parts of the country – and indeed the prevalence of the disease itself – would have to be tackled.

The intended beneficiaries were those disadvantaged South Africans who would benefit from the programmes, government departments whose policies would be supported and whose programmes would be given new impetus, the businesses who participated in the Trust (because of their direct involvement with issues beyond the scope of individual companies), and the wider business community as a result of enhanced relationships and improved perceptions of business.

A partnership structure was devised to govern the Trust. Twelve trustees were drawn from the ranks of the corporate funders of the Trust and eight were appointed by the office of the President, including five cabinet ministers. In addition, the funders had the right to appoint co-chairpersons. The commitment to consensus decision-making held

throughout the process of considering and approving close to R2 billion worth of project activity over five years.

A funding formula (0.15 % of capital or 2 % of earnings) was set to keep funding equitable and enable the Trust to establish the flow of future funding. Only those corporate funders who accepted the formula participated in the Trust (<http://www.tep.co.za>).

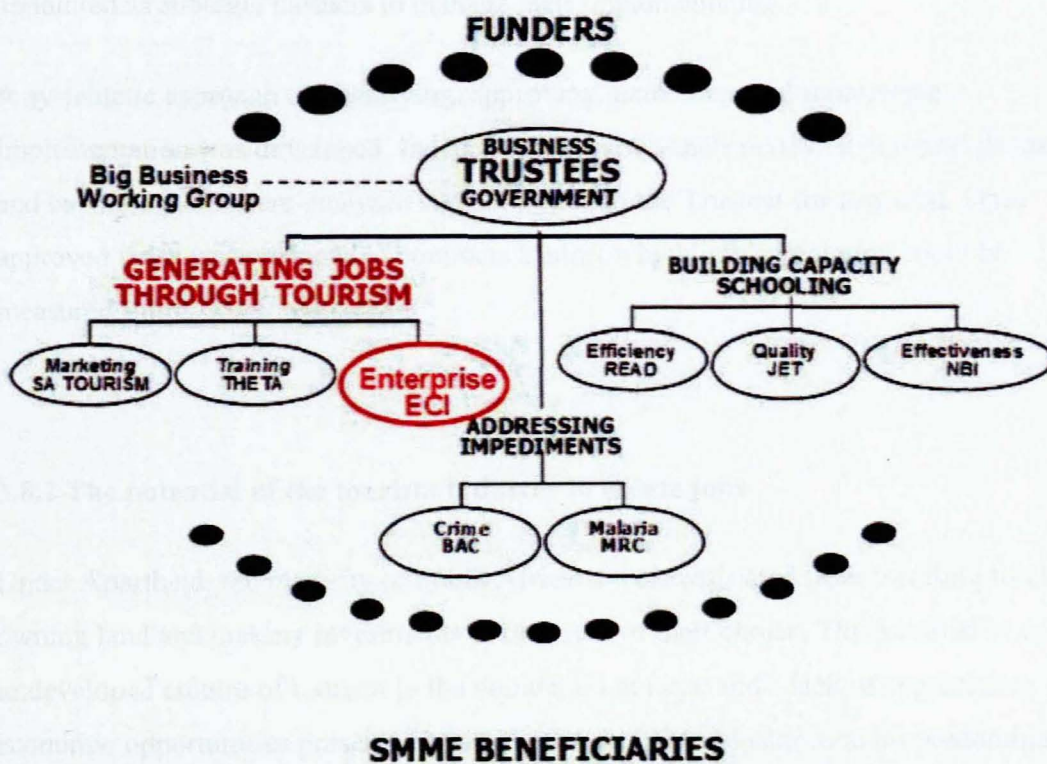


Figure 3.1: The Role of the Business Trust (<http://www.tep.co.za>).

It was understood from the start that while the programmes of the Trust could give new impetus to job creation and capacity building, and help to sustain hope for the disadvantaged, they could not, on their own, resolve the challenges facing South Africa in these areas. This realisation resulted in the proposal of a consultative body to serve as a

meeting ground between senior cabinet ministers, government officials, and business leaders, for discussion of critical national issues. The President accepted the proposal and this led to the creation of the Big Business Working Group, chaired by President Thabo Mbeki.

A means of implementing the strategy that would ensure rapid and effective operations and avoid bureaucracy was sought. It was decided that the Trust would support a small number of large-scale initiatives and that competent implementing agencies would be appointed as strategic partners to manage their implementation.

A systematic approach to identifying, approving, launching, and monitoring implementation was developed. Independent review panels reviewed potential projects, and business plans were analysed and submitted to the Trustees for approval. Once approved these were reduced to contracts against which implementation could be measured (<http://www.tep.co.za>).

3.8.2 The potential of the tourism industry to create jobs

Under Apartheid, the majority of South Africans were restricted from traveling freely or owning land and making investments in the areas of their choice. This resulted in an undeveloped culture of tourism in the population at large and a lack of appreciation of the economic opportunities presented by it. To this day, the industry remains predominantly white-owned and controlled, catering largely for white and foreign tourists.

The 1996 White Paper on the Development and Promotion of Tourism in South Africa recognised the tourism industry's potential for creating economic wealth and jobs. It states: "Tourism, perhaps more than any other sector, has the potential to achieve the objectives of the Reconstruction and Development Programme (RDP) of the new Government. Tourism creates opportunities for the small entrepreneur; promotes awareness and understanding among different cultures; breeds a unique informal sector;

helps to save the environment; creates economic linkages with agriculture, light manufacturing and curios and provides dignified employment opportunities”.

The selection of the tourism industry by the Business Trust to spearhead their job creation initiatives has been borne out by the continuing growth of the industry. In their work on South Africa’s Competitiveness Growth Strategy, the Monitor Group has shown that not only is the sector growing as a whole but is also a good generator of employment:

The tourism GDP growth rate is in the top 4 but is the highest absolute contributor.

The tourism GDP figures have been modeled using WTO figures, foreign direct spread in South Africa, domestic spend and spend by South Africans in other countries

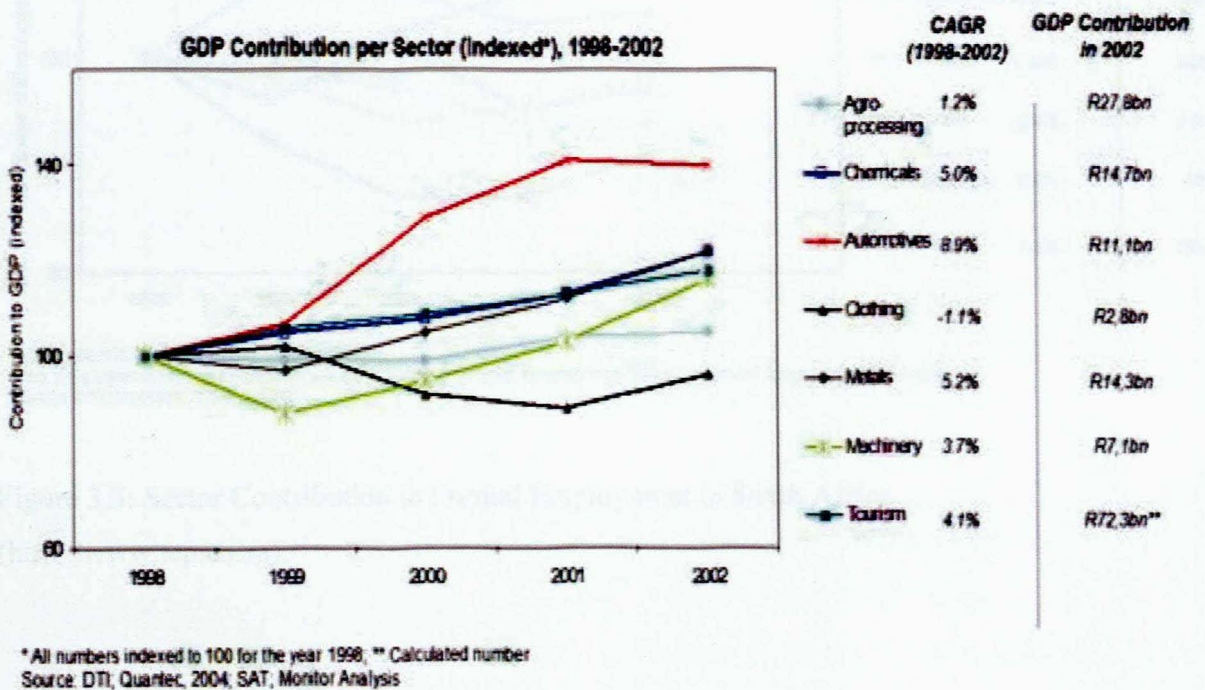


Figure 3.2: Sector contribution to the South African Gross Domestic Product (GDP) (<http://www.tep.co.za>).

In terms of formal sector employment, tourism has shown the strongest growth amongst all sectors.

Tourism is also the sector that is the largest employer of people (direct employment), as is evident in absolute employee numbers.

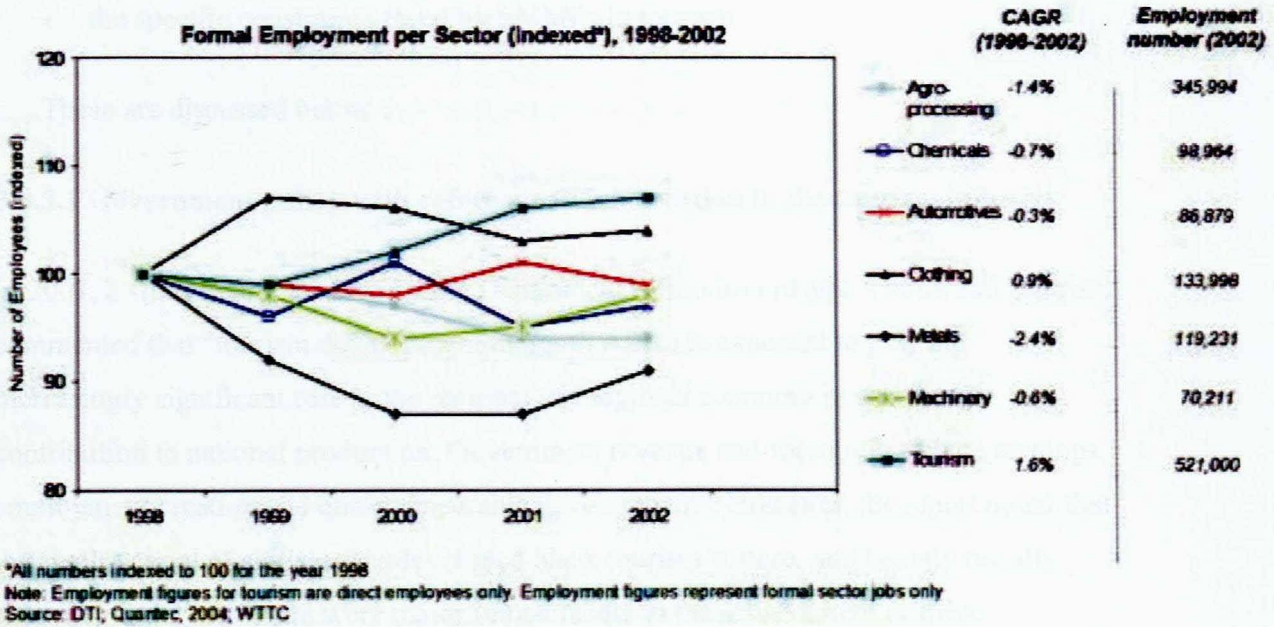


Figure 3.3: Sector Contribution to Formal Employment in South Africa (<http://www.tep.co.za>).

3.8.3 Constraints on the growth and development of the tourism industry

There are three main issues to be addressed for South Africa's tourism industry to realise its GDP and job creation potential:

- Government policy in respect of black economic empowerment (BEE) and transformation
- the effectiveness of SMME support institutions in the tourism industry
- the specific constraints faced by SMMEs in tourism.

These are discussed below :

3.8.3.1 Government policy with reference to job creation in the tourism industry

In 2001, a study commissioned by the Department of Environmental Affairs and Tourism commented that "tourism development in South Africa is expected to play an increasingly significant role in the national and regional economy in terms of its contribution to national production, Government revenue and foreign exchange earnings, employment creation and entrepreneurship development". However, the report noted that the shallow pool of skills, underdeveloped black tourism culture, and heavily racially skewed industry structure were major impediments to the achievement of these objectives.

In June 2001, the Tourism Business Council of South Africa (TBCSA) launched the tourism industry's Charter of Empowerment and Transformation in order to accelerate the process. Although this was a significant step, progress towards the transformation of the industry has been slow. In the 2002 Annual Review of progress against the Charter, it was noted that "There is a high level of BEE awareness among industry participants. This is matched by a corresponding willingness to take positive action – yet frustrated in some cases by uncertainty over the best course of action to take and a lack of expertise and knowledge". It has also been generally acknowledged that one of the Charter's shortcomings was its lack of specific targets and measurement criteria in respect of BEE.

One of the review's recommendations was that "Indicators that will enable empowerment to be properly quantified and monitored should be developed and widely publicised". On 13 July 2004, at a ceremony in Soweto, this came to fruition when the Minister of DEAT announced the formation of a Steering Committee to oversee the development of a scorecard to monitor the industry's progress towards broad-based transformation (<http://www.tep.co.za>).

3.8.3.2 Ineffective SMME support institutions

In a study from June 2003 entitled "A Supply Side Analysis of Financing Tourism SMMEs in South Africa", Professor C Rogerson surveyed forty SMME support programmes and institutions operating in South Africa. These included: national Government programmes such as the DTI, TISA, Ntsika, Khula and others; provincial support programmes in eight provinces; local Government support programmes in four cities; and private sector and donor-funded programmes including those of DFID, the EU and the Business Trust.

Most of these programmes provide generalised support to SMMEs across a broad range of sectors in the South African economy. A specific finding by Rogerson was that, other than TEP, few of them have recognised the importance of tourism as a growth sector that has specific needs. This was identified as a key constraint in the growth and development of SMMEs in the tourism industry.

3.8.3.3 SMME constraints

The most common constraints faced by SMMEs as they endeavour to grow and develop within the tourism industry include: lack of access to information and funding; poor understanding of market requirements; lack of critical size and inadequate skills.

The Business Trust, whilst recognising the potential of the SMME sector of the tourism industry to create jobs, also recognised these obstacles. It was for this reason that they created the Tourism Enterprise Programme which had, as its key objective “to facilitate the growth and development of SMMEs in the tourism economy, resulting in income generating opportunities and job creation”.

3.9 OVERVIEW OF THE TOURISM ENTERPRISE PROGRAMME (TEP)

The Tourism Enterprise Programme (TEP) was launched as a four year job creation initiative in July 2000. It was provided with R60,4 million of funding by the private sector through the Business Trust, and the primary thrust of the programme was to facilitate the growth and expansion of small, medium and micro enterprises (SMMEs) in the tourism economy, thereby creating job opportunities.

Following good performance in Phase I, broader and more ambitious targets were set for TEP’s three year extension – Phase II - running from 1 July 2004 to 30 June 2007.

TEP Phase II is an R80 million three year programme jointly funded by the Business Trust and the Department of Environmental Affairs and Tourism. Phase II was designed to retain its Phase I transaction facilitation approach and other elements were added to broaden the impact and sustainability of the programme.

TEP has worked with large numbers of SMMEs and has identified the following as the most common constraints faced by them:

- **Lack of access to information.** The implication of this, as was noted in the 2002 Annual Review of the Tourism Industry’s Empowerment and Transformation Charter, is that “black SMMEs may lose business opportunities due to lack of access to information about tourism-related tenders, events, products or initiatives”
- **Lack of understanding of market requirements.** Markets include individual tourists, tour operators/brokers, corporate and Government buyers. SMMEs do

not have effective channels of communication with these markets and consequently have a poor appreciation of their needs and the opportunities presented by them, as well as problems in accessing them

- **Lack of access to finance.** This has been highlighted by Rogerson and others as one of the most significant barriers to the growth of the SMME sector and the transformation of the industry (<http://www.tep.co.za>).
- **Lack of credibility and reputation in the market.** Tour operators are reluctant to deal with tourism enterprises that are not graded or properly insured and licensed and which are not members of an accrediting organisation such as SATSA. Many SMMEs do not appreciate the importance of these requirements and tend to be marginalised as a result
- **Lack of critical size.** SMMEs are often too small to warrant attention by tour operators and their individual marketing spend is inadequate. They need assistance to organise themselves routes or clusters so they can market themselves collectively
- **Limited access to affordable business services.** Very often, the only time an SMME makes use of business services such as product design, training, marketing or accounting is when they are assisted by programmes such as TEP to do so. Service providers generally do not see SMMEs as an attractive market segment and do not provide services specifically for them.

TEP's challenge is to determine how to best support SMMEs so that they can realise their full potential.

TEP adopted a demand-driven market-led approach in Phase I of the programme. Successful linkages between buyers and sellers result in transactions. These, in turn, lead to enterprise growth and job creation. In some cases, a transaction may be of a one-off nature (for example, the supply of furniture by an SMME to a hotel), or of a longer term nature (for example, a cleaning contract between an SMME and a large tourism enterprise, or a B&B selling additional bed-nights). The buyers and the sellers are often potentially willing partners, but require assistance from a facilitator such as TEP to help conclude transactions.

TEP's primary beneficiaries are its SMME clients. The buyers can be large tourism corporates purchasing goods and services (such as furniture or maintenance services) from non-tourism SMMEs, or tourists and tour operators purchasing tourism services (such as accommodation or tours) from tourism SMMEs (<http://www.tep.co.za>).

The distinction between these two types of SMMEs is important because it defines the way that TEP works and because of the subsidiary benefits:

- **Direct tourism SMMEs** : The growth and development of tourism SMMEs contributes to the transformation and diversity of the industry. The first point is political, but the latter has a real economic benefit by enhancing the competitiveness of the South African tourism industry vis-à-vis other long haul tourism destinations, such as Brazil or Thailand;
- **Indirect tourism SMMEs** : Increasing the number and value of linkages between the formal tourism industry and SMMEs will not only create jobs but will also contribute to the achievement of goals in the industry's BEE Scorecard.

TEP's success lies in its demand-driven approach, whereby SMMEs are assisted to respond to proven demand for their services. This sets TEP apart from many other development programmes which are often supply-side driven, and where the output of an intervention is often a more skilled SMME rather than an SMME generating new business (<http://www.tep.co.za>).

3.9.1 TEP's methodology

The process employed by TEP is typically as follows:

Step 1. TEP uses two distinct approaches: "top down" and "bottom up". In the former, TEP works with buyers of goods and services that represent the potential market for our SMME clients. These buyers can be either corporates or large enterprises, or they can be tourists or tour operators wishing to buy tourism products. In the latter, TEP assists SMMEs with marketable products to access markets;

Step 2. Corporates wishing to purchase goods and services with SMMEs are often constrained by factors such as:

- not knowing which goods and services can be supplied by SMMEs;
- where to find suitable SMMEs; not appreciating that SMMEs often need special treatment, such as simpler documentation and speedy payment;
- help with quality and technical specifications of the goods and services being purchased.

SMMEs, on the other hand, are often unfamiliar with the way corporates or other buyers do business. They can be confused by the documentation and tender requirements and they do not always appreciate the need for reliable service;

Step 3. TEP works with both parties to help overcome these problems. Over the past four years, TEP has built up a data base of SMME suppliers that they are able to introduce to corporate buyers. TEP is able to help SMMEs comply with the requirements of corporate buyers;

Step 4. Many of the services provided to these SMMEs to help overcome the barriers to consuming deals are through independent fee charging service providers. Services include training, preparation of business plans and tenders. Using their Training and Technical Assistance Fund (TTAF), TEP is able to subsidise the cost of these services in the short term and thereby encourage their use;

Step 5. The output of their work is revenue growth for our SMME clients which over time leads to the creation of jobs.

TEP's transaction facilitation process is depicted in the diagram below. In order to facilitate a successful transaction, the following elements must be present: a market, which can either be a tourist, a corporate or Government buyer; an SMME with potential; a service provider to help build the skills and capacity of the SMME (and sometimes the buyer as well); and a facilitator such as TEP to pull it all together. It is important to note that the role of the facilitator should be a temporary one. Once buyers and sellers have

grown accustomed to working with each other and business service providers are supplying the needs of the SMME market, the facilitator will be able to withdraw from the process (<http://www.tep.co.za>).

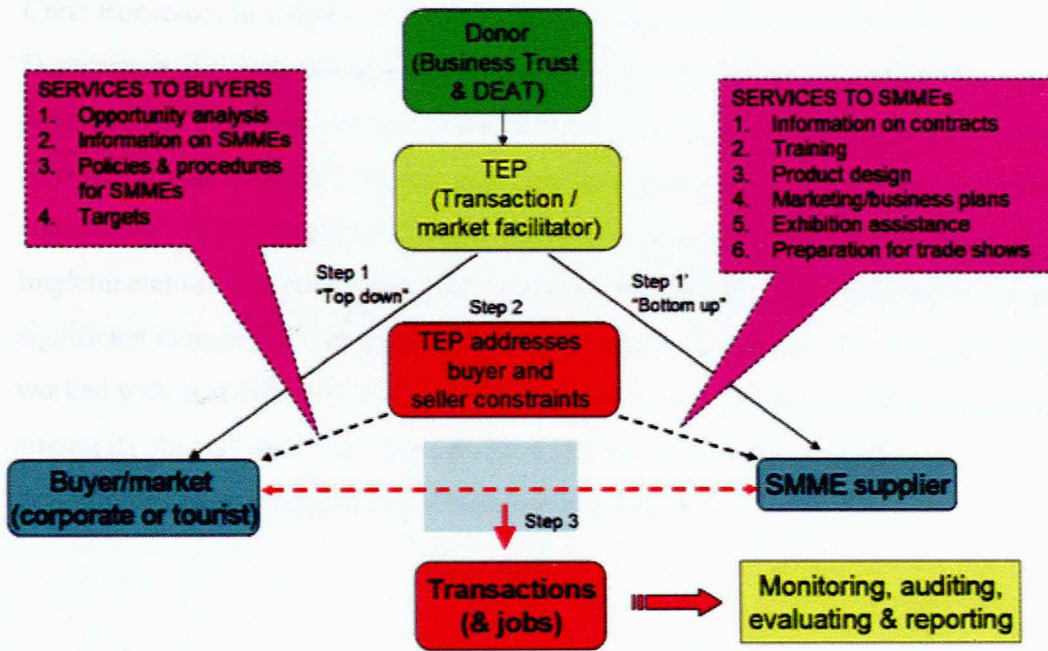


Figure 3.4: The Transactions Approach of TEP (<http://www.tep.co.za>)

3.9.2 TEP's results

TEP has been highly successful in achieving its goals during the first six years. Professor Chris Rogerson, in a study on SMME support programmes undertaken for the Department of Environmental Affairs and Tourism (DEAT) commented: “the successful operations of TEP represent the ‘jewel in the crown’ concerning the financing for tourism SMMEs in South Africa”. Upstart Business Strategies, in their recent evaluation of TEP commented: “TEP has achieved a great degree of success during its four years of implementation. The programme has exceeded virtually all of its quantitative targets by a significant margin. The programme is highly rated by the majority of those that have worked with it at different levels – in Government, among various other role players and among its clients” and “TEP has achieved success where other SMME support programmes have struggled to produce positive results”.

3.9.3 Future direction of TEP

An overview of TEP is summarised in the diagram below:

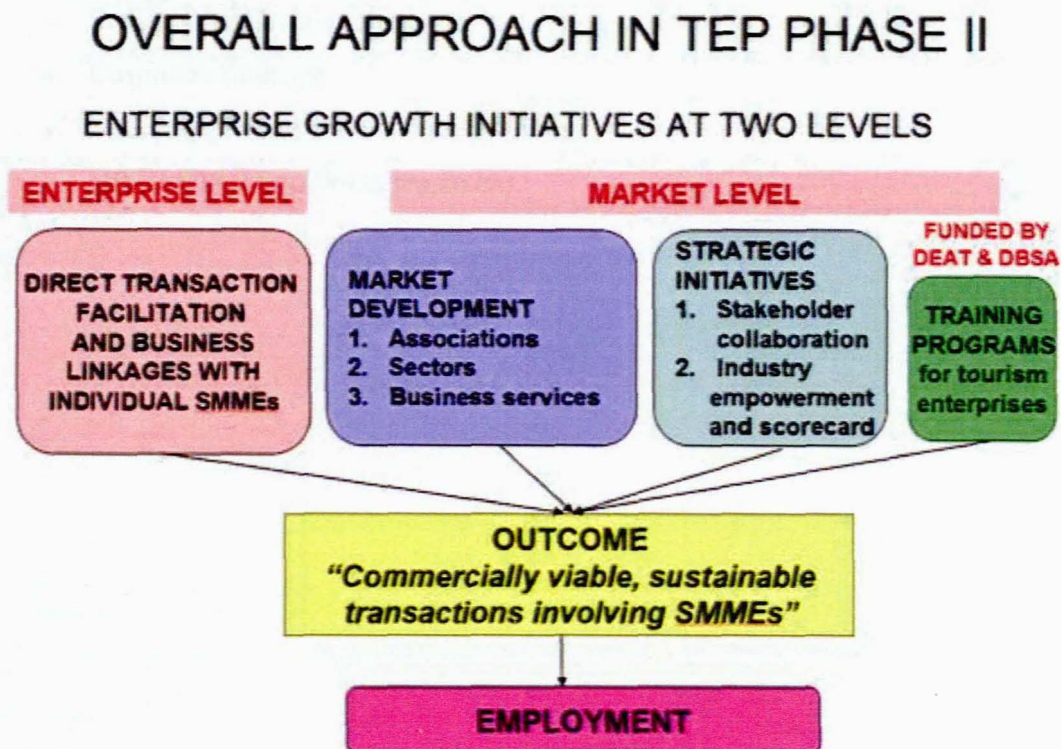


Figure 3.5: Diagrammatic Representation of TEP's Role (<http://www.tep.co.za>)

TEP's goal continues to be enterprise growth and job creation. The targets are shown below.

However, it has been realised that the impact and sustainability of the programme can be greatly increased if individual enterprises are not only assisted to grow and develop, but also to address some of the broader constraints inhibiting the growth of SMMEs in the tourism sector. TEP has been designed from this broader perspective.

The elements of TEP can be summarised as follows:

- Transaction Facilitation
- Sustainable Association Development

- Sectoral Growth Strategies
- Development of Business Services Markets to Serve SMMEs
- Stakeholder Collaboration
- Corporate Strategy
- Training Courses for Tourism SMMEs
- HIV/AIDS (<http://www.tep.co.za>).

3.9.4 Transaction facilitation

TEP Phase II continues to adopt a demand-driven market-led approach. The TEP focuses on initiatives that can be shown to contribute to the growth and development of enterprises, since this is the only way that sustainable jobs can be created in the industry.

TEP's targets in terms of enterprises assisted, revenues generated and jobs created are shown in the table below. Other ancillary targets are also shown:

DESCRIPTION	TEP PHASE I		TEP PHASE II	TOTAL
	July 2000-June 2004		July 2004-June 2007	July 2000-June 2007
Transaction Facilitation	TARGET	ACTUAL	TARGET	TARGET
Value of transactions (R'millions)	450	1 095	1 200	2 295
Number of transactions	1 000	1 552	1 400	2 952
Number of HDE transactions	750	1 068	1 075	2 143
Job opportunities (job equivalents)	10 000	16 836	20 000	36 836
Enterprises registered	1 500	3 169	3 300	6 469
Enterprises assisted	1 000	2 029	2 475	4 504
Service providers registered	100	561	490	1 051
Enterprises in transactions	200	1 202	1 260	2 462
HDE enterprises in transactions	150	867	838	1 705
Direct tourism HDEs in transactions	100	649	750	1 399

Table 3.6: TEP's Proposed Target and Performance Rating Table (<http://www.tep.co.za>)

3.9.5 Sustainable association development

Many SMMEs are too small and have insufficient marketing resources to attract the attention of tour operators or individual tourists. It is only by cooperating as clusters that they are able to market a destination and make an impact. Associations can help achieve this and they have the potential to attract government funds and create linkages with more established tourism organizations, as well as offer services to their members such as bulk buying and group training.

3.9.6 Sectoral growth strategies

The market development methodology identifies high growth tourism sectors which have potential for SMME growth and then implements strategies to realise this potential.

Sectors will be identified through asking the following questions:

- How fast is the sector growing as a whole?
- How many people are currently employed in the sector?
- What is the correlation between the growth in the sector and the creation of new jobs?
- To what extent has the sector been identified as a focus area by organisations such as SA Tourism and the Provincial Tourism Boards?
- What information and statistics are available? Does a development plan exist for the sector?

TEP has applied the above methodology with considerable success in the craft sector. Important partnerships were established with the DTI, the Department of Arts and Culture and others. TEP now has a permanent role in the craft sector policy framework and has organised national trade shows and assisted with direct transactions to stimulate the overall growth of the sector. Follow up work will continue in the craft sector and other sectors will be investigated, developing strategic interventions for TEP to assist both the growth of the sectors and increased participation by SMMEs. Based on

preliminary work, TEP believes that the following sectors have the potential to benefit SMMEs:

- The MICE (meetings, incentives, conferences and exhibitions) industry; and
- Cultural tourism.

In addition, TEP will leverage major opportunities to enhance SMME participation, such as:

- The 2010 World Cup; and
- Government concessions, particularly in the SDIs.

3.9.7 Development of business services markets to serve SMMEs

Business Development Services (BDS) are defined as any non-financial services offered to businesses on a formal or informal basis. Services include training, skills development, advertising, product design, market research, technical information, business consultancy and legal services. It has been shown in TEP and elsewhere that the use of business services by SMMEs is an essential ingredient in the growth and development of these SMMEs.

Over the next three years, TEP will work with service providers to offer services specifically designed for SMMEs as well as integrating new PDI service providers. TEP will simultaneously work with SMMEs to increase the value and range of the services purchased by them. Whilst the immediate goal will be to improve the effectiveness of BDS markets for SMMEs (supply and demand for services), the ultimate goal is improve business performance by the SMMEs.

3.9.8 Stakeholder collaboration

There are many stakeholders who are able to contribute to the growth and development of SMMEs in the tourism sector. These include private sector organisations and associations, national and provincial Government departments, specialist enterprise development programmes, parastatals, South African Tourism, the Tourism Grading Council and others. It is essential that all stakeholders work together to a common purpose to ensure that impact is maximised and that resources are not wasted.

TEP has formed cooperative working relationships with many key stakeholders in the tourism industry. These include government departments, South African Tourism, the TBCSA, the Grading Council, all provincial tourism departments and various private sector associations. With these stakeholders, TEP has undertaken a large number of projects including private sector mentorship schemes, provincial tourism Indabas, SMME training schemes, tourism association development and craft marketing exhibitions. Few of these initiatives would have been as successful as they were without the collaboration of the parties concerned.

A specific example of stakeholder collaboration that will be replicated in other parts of the country is the Tourism Business Forum in the Western Cape. This Forum comprises TEP, SATSA, the provincial tourism department and marketing organisation, DTI and the Cape Craft and Design Institute. In their recent evaluation of TEP, Upstart Business Strategies noted the effectiveness of this Forum not only in helping SMMEs secure business deals, but also in helping to improve the operating and policy environment for SMMEs.

TEP will continue and broaden this work, helping to roll out our methodology for creating these model Forums into the other provinces (<http://www.tep.co.za>).

A framework for stakeholder collaboration is as follows:

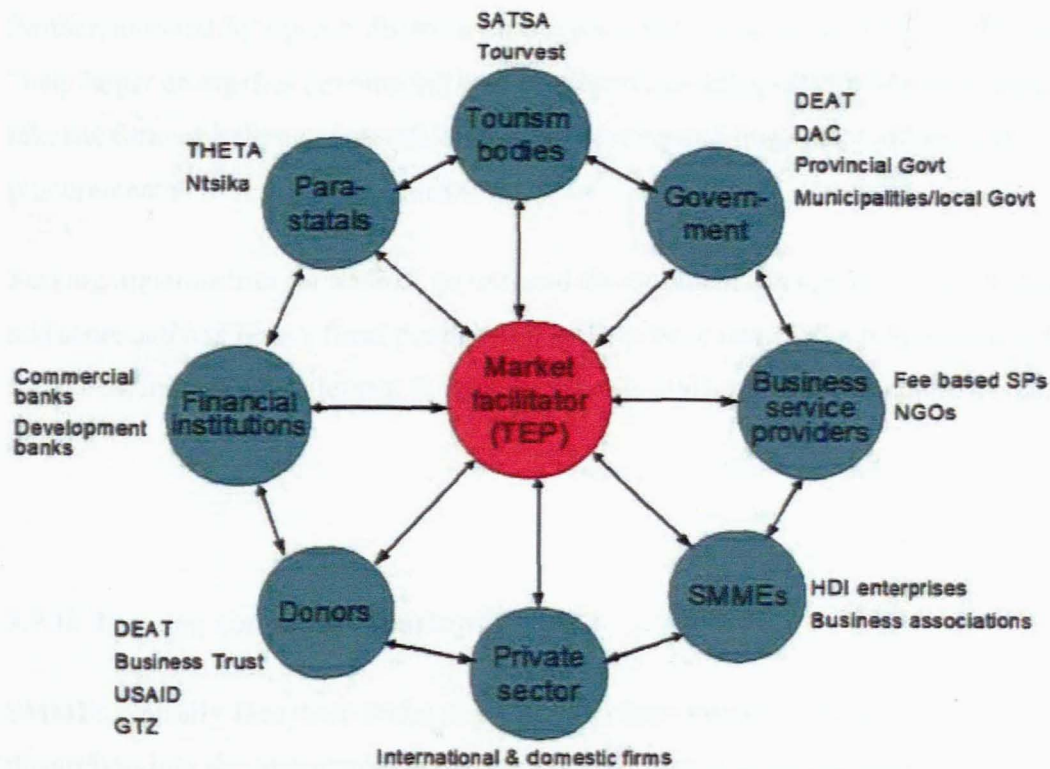


Figure 3.7: TEP’s Stakeholder Framework (<http://www.tep.co.za>).

3.9.9 Corporate strategy

The private sector is a vital business partner for emerging SMMEs, both from a market access and skills development point of view. However, despite the launch of the tourism industry’s Charter of Empowerment and Transformation in June 2001, progress in this direction remains slow. To accelerate the process, the Minister of Environmental Affairs and Tourism in July 2004 announced the formation of a steering committee to oversee the development and introduction of an industry scorecard. The Charter was launched at the Tourism Indaba in 2005.

Transformation of the industry will be measured by the DTI criteria of ownership, management, skills development, procurement and enterprise development. TEP is well

placed to assist all role players in this process. It was stated in the industry's 2003 annual empowerment review: "The Tourism Enterprise Programme can play a leading role in facilitating successful linkages between established players and small black enterprises". Further, as noted by Upstart Business Strategies in their evaluation of TEP, TEP should "help larger enterprises develop the capacity to sustain linkages with SMMEs. This could take the form of helping corporate customers develop and implement affirmative procurement policies and other measures".

Seeking opportunities for SMME growth and development through the industry charter and scorecard has been a focal point for TEP. They have launched a programme to assist formal companies to implement the charter in early 2005, since the inception of the charter.

3.9.10 Training courses for tourism SMME's

SMMEs typically face three major constraints as they attempt to grow and integrate themselves into the mainstream economy, namely: lack of access to finance, markets and skills. TEP was designed to help SMMEs overcome these constraints. In respect of their skills development and training requirements, one of TEP's ongoing interventions is to source services providers that have the ability to provide appropriate training courses to tourism SMMEs at an affordable rate.

TEP's experience has shown that:

- There is a great deal of training material available, though much of it tends to be generic in nature and not specifically focussed on the needs of the tourism industry;
- Similarly, there are many trainers on the market, though many of them are not properly accredited and do not have the required skills to effectively present courses;

- There is a wide variation in the costs and quality of training courses available on the market. Even when the same course material is presented, for example the THETA accredited SA Host programme, has shown variations in course costs of up to 400%;
- Many trainers do not have sufficient empathy with the SMME market to be able to train effectively. Often, trainers who focus on the corporate market also provide SMME training as a sideline, though not very effectively;
- Similarly, much of the available training material is aimed at corporate markets as opposed to the SMME sector. This is compounded by a lack of information of the size and economic attractiveness of the SMME sector. As a result, there is little effort to develop training products specifically for SMMEs, particularly as there is a perception that SMMEs are unwilling and/or unable to pay for their training;
- In many cases, there is insufficient appreciation by SMMEs as to the benefits of training. This is bound to be the case if SMMEs do not perceive a close enough link between training and business improvement;
- Many of the training courses aimed at SMMEs are not graduated and do not take into account the different stages of development of SMMEs. Newcomers to the industry require basic training whereas those that have been in business for years need more advanced training.

3.10 The TEP and the establishment of business linkages

TEP helps SMMEs to:

1. Identify business opportunities in the tourism value chain
2. Equip themselves to take advantage of these opportunities through capacity building initiatives.

This process ensures the successful conclusion of transactions, which in turn leads to revenue growth for the SMME and in time this leads to the sustainable creation of jobs.

TEP's services consist of Non Financial or Indirect Technical Assistance, and Financial or Direct Technical Assistance, which is explained as follows:

- Non Financial or Indirect Technical Assistance
TEP's first and foremost service is helping Tourism SMME's identify viable business opportunities or business linkages. Once this is achieved, TEP mobilises its resources to make this opportunity a reality.

This assistance includes:

- Introductions - matching buyers and suppliers of goods and services
 - Information sharing
 - Mentoring/Aftercare - ensuring that SMMEs have the necessary capacity to successfully conclude more and better business transactions.
- Financial or Direct Technical Assistance:
TEP is not a funding agency. However, TEP does have a Training and Technical Assistance Fund (TTAF), which can be used to contribute to the cost of any approved assistance on a cost-sharing basis. Depending on the circumstances, the client contribution must at least equal the TEP contribution.

TEP's primary beneficiaries are SMMEs which are categorised as follows:

- Direct Tourism Enterprise:
SMMEs that fall directly within the tourism industry, such as tour operators, travel agents, crafters, small hotels and B&B's
- Indirect Tourism Enterprises:
SMMEs that are not directly related to tourism but supply a range of goods and services to tourism organisations.

TEP assists SMME's by assessing their constraints to growth and then jointly identifying appropriate ways of addressing these constraints. TEP's continued challenge is to determine how to best overcome these constraints and to support SMMEs so that they can

realise their full potential. TEP does not offer a menu of services but rather tailor-makes the support according to each SMMEs needs.

Many of the solutions required to overcome the identified constraints are provided through independent fee-charging service providers. In such cases TEP may access its TTAF fund, which is used on a cost-sharing basis with the SMME. In specific circumstances TEP may provide up to 50% of the cost of the activity and the SMME is expected to contribute the balance.

Types of services TEP offers include (but are not limited to):

- Professional Services Assistance:
Business Plans, Feasibility Studies, Marketing Strategies, Research, Assistance with Securing Investments
- Operational Assistance:
Accounting, Legal, Tendering, Certification, Licensing, etc.
- Marketing Assistance:
Exhibitions, Brochures, Websites, Advertising, Memberships, etc.
- Training:
Assistance with attending approved tourism related training courses
- Business Development Services:
Assistance with improving the quality of services provided, by independent fee charging service providers, in the SMMEs market
- Development of HIV/Aids Workplace Programmes:
Focused on the economic impact of HIV/Aids on businesses through educational workshops (<http://www.tep.co.za>)

3.11 TOURISM HUMAN RESOURCE DEVELOPMENT (HRD)

Tourism HRD is considered to be one of the pillars of the development of a new responsible tourism culture in South Africa.

The department supports the full introduction of Travel, Tourism and Hospitality studies as a subject in schools. Travel and Tourism was introduced in 2000 in all schools wishing to offer the subject from grades 10 to 12 (South Africa Yearbook 2005/06).

A skills audit conducted by the National business Initiative (NBI) has revealed that the hospitality, travel and tourism sector requires at least an additional 85000 staff. Positions that need to be occupied include chefs, waiters, cleaners, cashiers, travel consultants, bookkeepers, managers, directors and tour operators. The required number of staff to address the shortage is almost 200% of the current employed figure (Gauteng Business Day, November 2007, Die Burger, 28 October 2007)

3.12 SOUTH AFRICAN TOURISM INSTITUTE (SATI)

The SATI was established with the assistance of the Spanish Government, which provided some R13 million for the project.

The SATI has initiated a number of projects that create a supportive learning environment for teachers, high-school learners and employees in the tourism industry.

The SATI focuses on teacher-development programmes aimed at enhancing the quality of the Travel, Tourism and Hospitality subjects.

The project started with 14 schools and 800 learners in 1996. By 2004, more than 700 schools and 150 000 learners had participated in the project.

There is also emphasis on capacity-building of Department of Education officials and educators.

In 2004, the SATI launched an information pack on tourism and hospitality careers, which contains videos, presentations, leaflets and notes on these careers.

A SATI resource centre has also been established, containing electronic and physical resources on many aspects of tourism and its related industries. The centre is open to the public. Other developmental projects are also underway that include working with tourism role-players to develop levels of customer service and staff training (South Africa Yearbook 2005/06).

3.13 SUMMARY

This chapter provided an overview of the various government initiatives that have been established to create an enabling environment in order to promote growth in the tourism industry. A closer and detailed investigation focussed on the role and establishment of the Business Trust and the Tourism Enterprise Programme. These organisations were looked at in their role to create an economically enabling environment to promote and to stimulate SMME growth within the tourism industry.

This chapter also focussed on the role of tourism human resource development and the role of the South African Tourism Institute to create a supportive learning environment for tourism educators and employees.

The following chapter will provide an overview of the legislative framework of the tourist guiding sector with reference to the various legislation pertaining to the sector and the resultant effect that this legislation has had on the tourist guiding sector.

CHAPTER 4

A LEGISLATIVE FRAMEWORK FOR THE RESEARCH

4.1 INTRODUCTION

This chapter will examine the effects of the legislative processes that were instituted to address the state of tourism and the industry in general. The policy formulation process and the policy implementation phases have been examined in order to determine the extent of the changes that have taken place in the industry, and the extent to which these changes have affected the process of transformation in the tourism industry. These changes were far reaching, and affected a number of key areas in the industry. This chapter will also provide an overview of the effects the legislation has had on tourism education and training. The role played by government will also be looked at, and the extent to which government initiatives have been the catalyst in bringing about these changes. The policy process regarding the new amendments to the tourism bill has also been examined at in this chapter.

4.2 RE-ORGANISATION OF THE SOUTH AFRICAN TOURISM INDUSTRY

Research conducted by Markinor on the potential of the domestic tourism market arose of discussions at strategic framework workshops, held by the South African Tourism Board (Satour) during the early 1990's. According to Heath (1994), this period can be regarded as "the heralding of a new political era in the history of South Africa".

It is pointed out by Heath and Fabricius (1994: 1-2) that the following developments had a positive impact on the South African tourism industry:

- The lifting of economic sanctions, resulting in the opening up of new overseas markets
- An increasing number of airlines introduced services to South Africa

- Increased positive international reporting of South Africa being a appealing tourism destination
- Increased co-operation and co-ordination between the countries in Southern Africa.

At the same time it was realised that tourism could bring socio-economic benefits to South Africa if it:

- Involved the various communities and regions of the country in the industry, especially the previously disadvantaged communities
- Addressed the needs and aspirations of particular emerging markets and entrepreneurs
- Co-ordinated the efforts of all stakeholders in the industry in a common vision;
- Developed in a responsible and sustainable manner
- Upgraded and developed all forms of tourism training.

4.2.1 Tourism White Paper of 1992

The Ministry for Administration and Tourism issued the White Paper on Tourism for the Republic of Tourism. The objective of the White Paper was to provide a tourism strategy for the government and to supply information on the action plan flowing from the said strategy.

According to the White Paper (South Africa, 1992: 2), the government was committed to creating a political environment in South Africa which will be conducive to healthy economic growth. Once an internationally acceptable political dispensation was established, international tourism would play a significant role in the overall development of South Africa.

4.2.2 New Tourism Act 1993

The following points constitute the main objective of the New Tourism Act of 1993:

- To make provision for the promotion of tourism to and in the Republic;
- the further regulation and rationalization of the tourism industry;
- measures aimed at the maintenance and enhancement of the standards of facilities and services hired out or made available to tourists;
- and the co-ordination and rationalization, as far as practicable, of the activities of persons who are active in the tourism industry;
- with a view to the said matters to establish a board with legal personality which shall be competent and obliged to exercise, perform and carry out certain powers, functions and duties;
- to authorize the Minister to establish a grading and classification scheme in respect of accommodation establishments, the membership of which shall be voluntary;
- to authorize the Minister to establish schemes for prescribed sectors of the tourism industry, the membership of which shall be voluntary;
- to make provision for the registration of tourist guides;
- to prohibit any person to act for gain as a tourist guide unless he has been registered as a tourist guide in terms of the Act;
- to authorize the Minister to make regulations; and to provide for matters connected therewith (<http://www.polity.org.za>)

4.2.2.1 New Tourism Act 1993, with reference to registration of tourist guides, categories of tourist guides, and disqualifications and qualifications of tourist guides

- The board shall designate an employee of the board as Registrar of Tourist Guides, who shall exercise such powers, perform such functions and carry out such duties as may be conferred upon, assigned to or imposed upon him in terms of this Act,
- The registrar shall keep a register of tourist guides and shall record in such register the prescribed particulars with regard to tourist guides.
- The board shall for the purposes of this Act determine the different classes of tourist guides.
- No person shall be registered as a tourist guide in terms of this Act unless he, when he appears shows that he has the requisite knowledge of the matters specified.
- The knowledge contemplated in shall relate to the history, geography, fauna, flora, climate, availability of medical and emergency services, background and culture of the different peoples, infrastructure of the tourism industry and the economic circumstances in and of the geographical area in question.

- In order to be registered as a specialist tourist guide in respect of any area or matter the person applying for such registration shall possess specialized knowledge, to the satisfaction of the registrar, of the area or matter to which the application relates.
- Any person who wishes to be registered as a tourist guide shall in the prescribed manner apply to the registrar, and such application shall be accompanied by the prescribed registration fee.
- Upon receipt of such an application and the registration fee, the registrar may request the applicant to furnish such additional particulars and information as he may deem necessary in order to consider the application properly.
- An applicant referred to shall upon the request of the registrar appear before him in person and shall furnish such additional particulars and information as may be required by the registrar in order to enable the registrar to decide whether the application should be granted.
- If the registrar after he has considered the information and particulars contemplated in is satisfied that the applicant complies with the prescribed requirements for registration as a tourist guide falling within any class determined under this Act, he shall register the applicant as a tourist guide.

- When the registrar registers any person as a tourist guide, he shall issue to him a registration certificate and a badge, which shall be in the prescribed form.
- A registration as tourist guide shall be valid for a period of one year, reckoned from the date of issue of the registration certificate.
- Any person registered as a tourist guide shall before the end of the period for which he has been registered, indicate to the registrar whether he wishes to be registered as a tourist guide in respect of the next ensuing period of one year, and if he indicates that he wishes to be so registered he shall upon the payment of the prescribed fee be reregistered.
- If a tourist guide has in the opinion of the registrar failed to comply with any condition subject to which he has been thus registered, or if in the opinion of the registrar it is not in the public interest that a tourist guide should continue to be so registered, the registrar may by notice sent by registered post, direct that tourist guide to advance within a period specified in the notice, of not fewer than 30 days from the date of the notice, reasons why his registration as a tourist guide should not be withdrawn.
- The registrar may by notice sent by registered post suspend the registration as such of the tourist guide concerned, pending the decision of the registrar.

- Any person who considers himself aggrieved by any decision or action of the registrar may appeal to the board against the decision or action in question, and the board may confirm, set aside or amend the decision or action.
- No person who has not been registered as a tourist guide or whose registration as a tourist guide has been suspended shall for reward, whether monetary or otherwise, act as a tourist guide.
- A person who has been registered as a tourist guide in respect of a particular class may act as a tourist guide only in respect of the area or matters determined in respect of that class, as have been set out in the registration certificate issued to that person.

4.3 AN OVERVIEW OF THE WHITE PAPER ON THE DEVELOPMENT AND PROMOTION OF TOURISM IN SOUTH AFRICA OF 1996, WITH REFERENCE TO EDUCATION AND TRAINING

The 1996 White Paper on The Development and Promotion of Tourism in South Africa was a result of the Tourism Green Paper of 1995. The Tourism Green Paper was produced by the Interim Tourism Task Team (ITTT), which was appointed by the Minister of Environmental Affairs and Tourism. The ITTT was given a mandate to produce a discussion paper, which would form the basis for a future national tourism policy. The ITTT represented the business sector, labour movement, provincial governments, community organisations and the national government. Technical assistance was supplied by the European Union to develop a White Paper. The White Paper thus provides a policy framework and guidelines for tourism development in South Africa. It will be followed by an implementation strategy, which will contain a number of

key actions in order to effectively implement the guidelines contained in the White Paper. One key area, which the White Paper focuses on, is that of Education and Training. While the tourism industry has the potential to create jobs, the Government recognises that appropriate skills and experience are necessary to facilitate employment growth as well as international competitiveness, this process being restricted by the lack of physical and financial capacity to deliver education and training. As a result of this situation the tourism industry will increasingly be faced with a critical shortage of skills. The main principles contained in the White Paper, governing the approach to education and training are as follows:

- promote the involvement of the public and private sector institutions in the provision of education and training
- encourage the tourism private sector to increase its commitment to training
- encourage capacity building among the previously neglected groups and address the specific needs of small, micro and medium-sized businesses (SMME's) and emerging entrepreneurs
- making training more accessible to the previously neglected groups of society
- promote tourism awareness at all levels of society
- develop and invest in an education system that will lead to self-sufficiency and reduce reliance on imported skills
- encourage the local media and NGOs to become partners in the tourism education and awareness process in South Africa
- ensure that training is accessible to the previously neglected groups in society in terms of the appropriateness, affordability, location, duration, costs, packaging (not with unnecessary additions as to render them too costly) and language of instruction
- execute of training as a joint responsibility of the national and provincial governments.

The government is committed to the promotion of human resource development through the following policy guidelines:

- support the provision of introductory/bridging courses to facilitate entry into the industry by previously neglected groups and others
- improve access to training opportunities through a system of scholarships, student revolving loans, incentive schemes (e.g. for training institutions to enrol the previously neglected)
- support the improvement of design, marketing, production and packaging skills of craft producers
- develop appropriate skills programmes at the introductory level as well as more specialised and shorter courses for accreditation (e.g. tour guide training for a specific activity such as whale-watching or a cultural area such as the Malay Quarter)
- create a dedicated funding mechanism for training, taking into consideration the experience and practices of countries such as Australia and Kenya as well as the specific needs and requirements of the South African tourism industry
- review and evaluate the existing tourism education and training system with a view to strengthening institutional capability and efficiency in delivering the quality and quantity of appropriate education and training required
- ensure the establishment of a tourism education and training data base to facilitate planning, development and coordination of training activities as well as carry out needs assessment for the industry
- assess the current training curricula to ensure that standards comply with industry requirements
- establish an effective coordination forum for tourism training and education, where all institutions involved in the field are represented
- effectively coordinate the efforts of government departments involved in tourism training and education, e.g. Departments of Labour, Education and Environmental Affairs and Tourism

- develop a series of linked and accredited courses in accordance with the National Qualifications Framework (NQF)
- support on-going efforts to ensure that school programmes and curricula are specifically targeted to include sections on tourism
- improve skills training at all levels including communication skills and the range of languages for tour guides and information officers
- institute a system of practical training through summer jobs, internships and practical attachments within the industry. Develop placement schemes for trainees
- through consistent and continuous investments in tourism education and training, create a major new avenue of export earnings through the export of education and training services (DEAT, 1996)

4.4 OVERVIEW OF THE TOURIST GUIDE POLICY PROCESS

On 09 November 1999 DEAT was represented by Ms Shareen Parker and Dr M. Saheed Bayat when Ms Parker presented the Tourism Guide Policy Process (TGPP) to the Environmental Affairs and Tourism Portfolio Committee. The legislative framework was read to the members of the committee and was followed by a question and answer session to ask questions for the purpose of providing clarity. The Process was as follows:

1. The then-current South African Tourism (SATOUR) Board (which consisted of provincial representatives, together with nominees representing civil society), was appointed in April 1997 by the previous Minister of Environmental Affairs and Tourism, and delegated its powers by the Tourism Amendment Act of 1996 (amendment to the Tourism Act 1993, No. 72 of 1993)
2. The Board was mandated to restructure and bring the organisation in line with the demands of the new policies, as outlined in the Tourism White Paper of 1996.
3. Thereafter, the Board reviewed SATOUR's current role and responsibilities, which included, among other things, the Standards Directorate responsible for Tourist Guiding.

4. Members of the SATOUR management, chaired by the Registrar for Tourist Guides, had initiated and conducted a national audit of the tourist guide registration system and this information was incorporated into the Board overview.
5. These actions undertaken in terms of this audit were:
 - A series of consultative workshops were conducted in every province during 1997 by the SATOUR management, to analyse the current situation, regarding: registration; accreditation; monitoring and evaluation of tourist guides. These workshops yielded a wide range of valuable insights and revealed a series of shortcomings concerning the current system. The workshops were attended principally by tourist guides, tour operators, trainers and provincial representatives from governmental departments and tourism authorities.
 - Some of the key findings emerging out of work by members of the Board were:
 - The Act and regulations were borne out of a different political milieu.
 - The process of consultation had been very narrow.

The Tourism Act 1993 (No. 72 of 1993) and its regulations, were in many ways contrary to the letter and spirit of the Constitution, and new legislation (e.g. latest legislative requirements in Education, Labour, as well as issues central to the Human Rights, Gender Commissions, etc). Examples of this include:

- Wine-tasting certificates were compulsory for all Western Cape guides. Fluency in English was the sole language proficiency criteria. Training modules from 1995 read like old-style text-books, in that they were seen to be compartmentalised and did not reflect the social, economic and political realities that have shaped the country
- The Act failed to recognise that there are constituencies within tourism, like trade unions, women, communities, etc with different needs

- The Tourism Act 1993 has manifested itself by shaping and regulating the tourist guiding fraternity in ways which have created further constraints for disadvantaged individuals (especially with regards to access and training)
- transformation of the entire tourist guide system was long overdue
- A Board Sub-committee on Tourist Guiding was established in keeping with the spirit of the Amendment of November 1996. The composition reflected a sectoral approach; in which the following sectors were represented
 - education and training
 - business
 - tourist guides
 - arts and culture
 - environmental
- A Commission was set up consisting of a representative from both the SATOUR Board and DEAT, the latter being responsible for the legislative framework for tourist guiding. The new Commission, after having met with organisations involved in training, made the recommendation that additional time was needed to develop policy options. These policy options would then be reviewed by the tourist guide subcommittee before finally being put before the SATOUR Board.

DEAT agreed to fund and commission a consultant to develop policy options. A brief was developed and put out to tender. The appointed consultant would commence work in January 1998 and produce a final document by 31 March 1998. The research by the appointed consultant was carried out in parallel with SATOUR, with constant report-back sessions taking place. After a four-month process of consultation, the SATOUR Board accepted the key recommendations and forwarded them to the DEAT. Together with the legal department at DEAT, these recommendations are transformed into a draft bill. The implications of this bill are as follows:

- Shifting of the policy function from SATOUR to DEAT
- The formulation of a new (amended) Act, governing this sub-sector in keeping with the requirements of the new labour and education laws
- A more proactive role to be played by provincial government departments, linking development functions to tourist guiding, with regards to the balancing of urban/rural demographics, reviewing current narratives and integrating local community histories into broader themes
- To provide for easier access for entrants into the tourist guiding sector by addressing the financial implication or costs for potential entrants and the further broadening of opportunities by developing and incorporating a recognition of prior learning (RPL) procedure
- To address issues of job creation, specifically among disadvantaged communities, enabling such individuals to enter into and to participate in the mainstream activities of the tourism industry
- Charting career paths using Tourist Guiding: transforming tourist guiding into a profession, thereby making it possible and enabling tourist guides to move both horizontally and vertically into other sectors within the tourism industry
- Through the South African Qualifications Authority (SAQA) guidelines, the broad cross-section of competencies will enrich the whole training aspect
- The development of new regulations governing tourist guiding, herewith also creating the opportunity to review and develop regulations which are appropriate under present circumstances.

Together with the assistance of Provincial Tourism Departments and authorities, 9 provincial workshops were conducted to familiarise provinces with the SAQA guidelines, to establish provincial interim working groups, and to alert sectors about the future national Standards Generating Body (SGB) structure and its functions. Provincial working groups were requested to review current regulations and make submissions before 15 November 1999. The final implication of the recommendations jointly arrived at by the joint submissions of SATOUR and DEAT's legal department, led to the endorsement of the establishment of the Tourism Sector Education and Training Authority (SETA). SATOUR has been represented at the Tourism Training Advisory Committee (TTAC), which has endorsed the process for application for registration as a SETA, of which tourist guiding, contained within, will become one chamber.

The above procedural steps outline the official Tourism Guide Policy Process, and gave rise to the Tourist Guide Amendment Bill. The importance of the acceptance of the proposed Bill was validated by then Deputy Minister of Environmental Affairs and Tourism, Ms Rejoice Mabudhafasi, during the debate on the Tourist Guiding Amendment Bill at the National Assembly on 19 May 2000. The implications of passing this bill would set the wheels of transforming the tourist guiding sector into motion, insofar as making the industry more accessible not only to entrepreneurs, but also to mass tourism involvement in tourism product and business.

Ms Mabudhafasi emphasised the necessity of opening up the industry to as many people as possible, especially for individuals from previously disadvantaged communities. The Deputy Minister also placed much emphasis on the importance of the role that the tourist guide plays with regards to the transferring or conveying of accurate information and knowledge about the various aspects of South Africa. Ms Mabudhafasi said the Bill would also address the issue of illegal tourist guide activity and the process set up to legitimise the activity, expressing the view that this would hopefully encourage better service and products in the sector. Ms Mabudhafasi also reiterated the importance of public-private partnerships, and urged well-established role-players in the tourist industry

to create opportunities for new tourist guides entering into the industry. Through such processes, inter-linkages between different sectors will be created, which will ultimately enhance the process of nation building (<http://www.pmg.org.za>)

4.5 OVERVIEW OF THE TOURISM SECOND AMENDMENT, ACT NO. 70 OF 2000

The efforts that went into the process of reviewing the Tourism Act of 1993, resulted in the formulation of The Second Tourism Amendment Act No. 70 of 2000, which had the effect of amending the Tourism Act of 1993. The new Amendment Act addressed a range of issues pertaining to the tourist guiding sector, with special attention to facilitating the growth and development of the tourist guiding sector; to improve and maintain standards in the tourist guiding sector; to co-operate on matters of mutual interest in the tourist guiding sector; and to review the regulations relating to tourist guides.

In essence, the Second Tourism Amendment Act of 2000, establishes the legislative grounding which lays the foundation for transitional processes, which include the provision of training for, and registration of tourist guides; to make provision for a code of conduct and ethics for tourist guides; to regulate the procedure for lodging complaints; to make provision for the endorsement of certain registers in appropriate cases; to provide for disciplinary measures, appeals and reviews; to criminalise certain conduct; to provide for transitional matters; and to provide for matters concerned therewith. The Second Amendment Tourism Act was passed in October 2001 and has many implications for tourist guides, ranging from tourist guide registration to education and training.

4.5.1 The Tourism Second Amendment Act, No. 70 of 2000, and its impact on tourist guide registration

One of the fundamental implications of the new Act is that registration of tourist guides became the function of DEAT, and not SATOUR, as was previously the case. The accreditation of guide training providers became the function of the newly created Tourism SETA, called the Tourism, Hospitality, and Sport Education and Training (THETA), and not SATOUR. The Act states that guides were required to re-register with DEAT from the end of June 2001. This took place during the six months from the end of June 2001 to the end of December 2001. The Act also states that guides had a further 18 months to convert their present qualification / training into a national qualification and provide proof of this to DEAT. Whether you are a SATOUR-registered guide or not you need to register with DEAT, as SATOUR is no longer responsible for tourist guide registration. Guides had to forward a completed registration form and the registration fee of R240-00 to the provincial tourism authority in the province in which guides live, or to the provincial tourism authority where most of their guiding activity takes place. The registration period was valid for a two-year period. Registration forms were available from the Provincial Registrar, who will work within the provincial tourism authorities. The appointment of a provincial tourist guide registrar represented a milestone on the road to promoting the accessibility of entering into the tourist guiding sector by bringing the registration process closer to the once marginalised sectors of the population.

4.5.2 Tourism Second Amendment Act, No. 70 of 2000, and the implication of non-compliance with the Act

Failure to register as a guide by 31 May 2002 amounted to contravention of the Act and would result in illegal guides becoming liable for prosecution and fines of up to R5000 will be imposed on illegal guides. Tour operators who are found guilty of utilising the services of illegal guides can be fined amounts of up to R10 000. Failure to acquire

THETA accreditation by 1 October 2003 resulted in tourist guides being de-registered and also becoming liable for prosecution, should guiding activity continue.

In terms of the new Act, the old SATOUR tourist guide badges and identification (ID) cards became null and void as of 31 May 2002. Tourist guides who were previously registered with SATOUR were identified as before with new badges and new Identification (ID) cards. The ID cards state the qualifications as given by SATOUR. Once guides were assessed, according to the new assessment process, they were issued with a new ID card stating their THETA qualifications. Any unregistered person who has been working as a tourist guide in any capacity had to apply for registration with their Provincial Registrar within 6 months. The registration application had to be submitted along with proof of employment, after which a provisional ID card was provided. Guides who fall into this category also had until the 31 October 2003 to be assessed and accredited by THETA. Only once this process was completed was the person issued with a badge and new ID card stating their THETA qualifications.

4.5.3 Tourism Second Amendment Act, No. 70 of 2000, and illegal tourist guiding

Illegal activity within any industry not only undermines the noble efforts to develop a high degree of industry sustainability, but also leads to high levels of frustration on the part of industry roleplayers. The tourist guiding sector of the tourism industry has not been immune to this problem. A workable solution is yet to be found, although guidelines to institute corrective action have been made provision for in the Tourism Second Amendment Act.

The Tourism Second Amendment Act No. 70 of 2000 has clearly established the procedure to be followed in order to become a registered tourist guide in South Africa. Even though the New Tourism Act prescribes a method of instituting legal action against tour operators who utilize the services of illegal tourist guides, and similarly against illegal tourist guides who engage in illegal tourist guiding. In order to monitor the problem of illegal tourist guiding activity, provincial tourism authorities are dependent on

the vigilance of the public to report incidents of such illegal activity. This method of monitoring the problem has proven to be highly ineffective and has led to sentiments of frustration being expressed by registered tourist guides. Through the offices of the Provincial Tourist Guide Registrars, official posters informing the public, tourists and tourist guides about the illegal nature and activities of illegal tourist guiding.

The fragmented nature of the tourist guiding sector has also been a reason for the continuation of illegal tourist guiding. The growing influx of tourists to South Africa has created the opportunity for increased tourist guiding activity, often resulting in such activity being carried out by unregistered or illegal tourist guides. Another reason, and maybe a less incriminating one, is the fact that the cultural-based tourism product has become increasingly popular. The concept of a 'Township Tour' has become a more popular item on the list of guided tours available to tourists. Tourists who visit areas and interact with local members of the host community are often guided through their visit by experienced and knowledgeable individuals. The local guides, in more cases than not, are unregistered guides, who are breaking the law, but at the same time are providing a valuable service in an area which is inaccessible to legal registered guides. Local community guides, because of their familiarity with the local community, are able to guarantee an authentic experience for guests, leaving the guests feeling satisfied and enriched through having participated in some form of meaningful cross-cultural interaction.

4.6 TOURISM BLACK ECONOMIC EMPOWERMENT (BEE)

4.6.1 Development of the Tourism BEE Charter

The Tourism BEE Charter process was launched with the appointment of the BEE Steering Committee by the Minister of Environmental Affairs and Tourism on 13 July 2004.

The Steering Committee was requested to accomplish, inter alia, the following:

- the development of a BEE Charter, including a Scorecard for the Tourism Sector, in order to advance the objectives of the Broad-based Black Economic Empowerment Act no. 53 of 2003
- develop and promote the BEE process in the tourism industry
- be committed to the development of the BEE Charter
- drive the Charter development process, particularly in terms of promotion, deliverables and the solicitation of input
- communicate the process and broader principles of the BEE Charter
- facilitate access to research, input and information in the tourism industry;
- facilitate partnerships between organs of state and the private sector that will advance the objectives of the Charter.

Other responsibilities of the Steering Committee included:

- providing recommendations with respect to the amendment of the Tourism Charter to ensure its alignment with the negotiated Scorecard
- providing recommendations for the consideration of a BEE Tourism Council and the submission of a recommendation to the Minister of Environmental Affairs and Tourism for his approval.

The process after the launch of the Charter Development process and the appointment of the Steering Committee in July 2004 included:

- establishment of sub-sector working groups involving Steering Committee members and representatives of major stakeholders in key tourism sub-sectors
- consultation with the major stakeholders in key tourism sub-sectors and the collation and moderation of input into the preliminary Charter in September 2004
- provincial roadshows and other communication mechanisms to solicit further input from all major stakeholders, as well as any other existing and potential stakeholders, on the preliminary Charter in October 2004
- collation and finalisation of the final draft Charter by the Steering Committee during November and December 2004; and constituencies, which formed the basis for the drafting of the preliminary and final draft Charter.

The final draft was based on the principles of transformation outlined in the BEE Act of 2003. An expansion of these principles also informed the drafting of the final Charter (DEAT, 2005)

4.7 SUMMARY

This chapter expounded on the legislative changes that took place in the tourism industry. One of the milestones of the transformation process was the promulgation of the Tourism Second Amendment Act, which provided accessibility to the industry for the previously marginalised sectors of the population. The long-term value of such measures could potentially translate into the increased possibility of job creation and poverty alleviation by providing the mechanisms necessary to realise such objectives. The issue of failure to abide by the new legislation was also examined. Although the Tourism Second Amendment Act addresses the issue of illegal tourist guiding, the reality of the situation shows that it is an increasingly difficult task to monitor such illegal activities. A very significant area that the Tourism Second Amendment Act deals with is that of tourist guide education and training, which will be examined in the following chapter. The formation of the tourism Sector Education and Training Authority (SETA) was a significant result of the Tourism Second Amendment Act.

The Tourism Black Economic Empowerment Scorecard and Charter were born out of the Broad Based Black Economic Empowerment Act No. 53 of 2003. One of the main objectives of this legislation was to address the issue of, and promote transformation in the tourism industry.

The following chapter will take a closer look at the education and training aspect of the tourist guiding sector and the establishment and structure of the Tourism, Hospitality and Sport Education and Training Authority (THETA). The chapter will also focus on international tourist guiding training models as well as emphasis being placed on the tourist guiding centre at the Cape Peninsula University of Technology. Finally, an overview of tourist guiding representative bodies and associations is provided.

CHAPTER 5

AN OVERVIEW OF TOURIST GUIDING SECTOR WITH REFERENCE TO THE EDUCATIONAL IMPLICATIONS FOR THE SECTOR

5.1 INTRODUCTION

The following chapter looks at the formation of the Tourism, Hospitality and Sport Education and Training Authority (THETA), the tourism Sector Education and Training Authority (SETA). The role of THETA and the development of tourist guiding qualifications including the methods of attaining those qualifications will form sub-contents of this chapter. A few examples of foreign tourist guiding educational models will also be examined, as well as South African tourist guide education models.

This chapter will also focus on the formation of the World Federation of Tourist Guide Associations (WFTGA) and the role this organisation plays in respect of tourist guiding and related activities at an international level. This chapter will also further expand on the various areas of importance pertaining to the role of the WFTGA with reference to tourist guiding education; the importance of the exchange of knowledge between tourist guides; enhancement of the image of the profession; the promotion of a universal code of ethics and skills, as referred to in the Aims of the WFTGA. The WFTGA also focuses on assisting in the establishment of tourist guide associations.

This chapter goes further to examine the formation of a South African tourist guiding representative organisation. The proposed role and structure of such an organisation will be investigated.

5.2 THE SKILLS DEVELOPMENT ACT 97 OF 1998 (SDA)

The Skills Development Act (SDA) establishes mechanisms to improve the relationship between the provision of education and the skills requirements in the workplace, which include new learning programmes and new approaches to implementing workplace-based learning and financial incentives.

The SDA provided the legislative framework and context for the establishment of the Sector Education and Training Authority (SETA). The specific SETA which focuses on the tourism industry is the Tourism, Hospitality and Sport Education and Training Authority (THETA).

5.3 THE SOUTH AFRICAN QUALIFICATIONS AUTHORITY ACT 58 OF 1995 (SAQA)

The aim of the South African Qualifications Authority (SAQA) Act is to provide for the development and implementation of a National Qualifications Framework (NQF), and to establish the South African Qualifications Authority (SAQA).

The SAQA Act enables South Africa to develop its own integrated National Qualifications Framework, accompanied by a supporting quality assurance system.

The quality assurance system focuses on recognition of both newly obtained learning and recognition of prior learning (RPL). The role of the quality assurance system is to ensure that credits, unit standards and qualifications at all levels will comply with recognised national and international standards and be obtained by learners, who comply with set standards (The South African Qualifications Authority Act 58 of 1995).

Du Pre (2000:10) and Smit (1997:236-241) posit that in order for South Africa to be internationally competitive, an education and training system is needed that will provide

the competencies required for global economic competitiveness, ensure the provision of national infrastructure, as articulated in the South African Reconstruction and Development Plan (RDP), redress the inequities created by the apartheid era, and meet the needs of individual learners within the context of the greater labour market.

5.4 NATIONAL QUALIFICATIONS FRAMEWORK (NQF)

The National Qualifications Framework (NQF) ensures that qualifications will promote an integrated approach to education and training. Each standard and qualification, which meets the requirements of the NQF will be registered by the SAQA.

The NQF provides the means to register all types of learning achievements within one of eight levels. The NQF will embody all registered unit standards, credits and qualifications in such a manner that the interrelationships will enhance and facilitate career pathing, portability, articulation and flexibility between economic sectors.

One of the fundamental goals of the NQF is to create a mechanism which enables and promotes lifelong learning. To achieve this goal, the NQF will promote lifelong learning through the: establishment of a Record of Prior Learning for each learner; recognition of prior learning within the person's Record of Learning and register all qualifications; and maintaining Records of Learning by adding new qualifications to one's Record of Learning.

The objectives of the NQF are to:

- Create an integrated national framework for learning achievements
- Facilitate access to, and mobility and progression within education and training
- Enhance the quality of education and training
- Accelerate the redress of past unfair discrimination in education, training and employment opportunities.

As indicated by Du Pre (2000:11) and Smit (1997:23 6-34 1), the objectives of the NQF are aimed at contributing to the full personal development of each learner and to the social and economic development of the nation at large.

5.5 THE ROLE OF THE TOURISM, HOSPITALITY AND SPORT EDUCATION AND TRAINING AUTHORITY (THETA)

The Tourism, Hospitality and Sport Education and Training Authority (THETA), is the Sector Education and Training Authority (SETA), established under the Skills Development Act (No. 97 of 1998) for the Tourism, Hospitality and Sport Education Sector.

THETA was established on the 1 April 2000, and included the merger of the Hospitality Industries Training Board (HITB) and the Travel Industry Education and Training Authority of South Africa (TETASA) (Schuurman, 2004).

Chambers that fall within THETA's scope include:

- Hospitality
- Gambling and Lotteries
- Tourism and Travel Services
- Conservation and Tourist Guiding
- Sport, Recreation and Fitness

The specific scope of each chamber is listed below:

- Hospitality
 - Hotels, motels, boatels and inns not registered
 - Hotels, motels, boatels and inns registered
 - Caravan parks and camping sites
 - Guesthouses and guest farms

- Bed and breakfast establishments
 - Management and operation of game lodges
 - Restaurant or tearoom with liquor license
 - Restaurant or tearoom without liquor license
 - Take-away counters; take-away restaurants; fast food establishments
 - Caterers (including private clinics)
 - Other catering services, including pubs, taverns, and night clubs
 - Timesharing (including resorts and parks; self-catering apartments/cottages)
 - Bioscope cafes
 - Control of undertaking that sells liquor to the public
 - Licensing and control of undertakings that sell food to the public
 - Operation and management of convention centres (<http://www.theta.org.za>)
- Gambling & Lotteries
 - Gambling, licensed casinos & the national lottery (including bookmakers, totalisators, casinos, bingo operators).
- Tourism & Travel Services
 - Tour operators (inbound and outbound tour operators)
 - Safaris and sightseeing trip operators
 - Inbound international flights
 - Travel agency and related activities
 - Renting of land transport equipment including car rentals
 - Tourist information centres
 - Tourism authorities incl. but not limited to tourism marketing, tourist information centres, publicity associations
 - Car Hire.
- Sport, Recreation & Fitness
 - Operation and management of health and well-being centres including but not limited to hydros, spas, fitness centres

- Recreational, cultural and sporting activities
- Recreational, leisure and outdoor adventure activities incl. management and operation of facilities, government departments
- Beaches and amusement facilities and fairs
- Amusement Parks
- Sporting activities
- Operation and management of sporting facilities and clubs
- Operation and management of sport academies
- Promotion and management of sporting events and activities
- Management and operation of non-motorized sporting activities
- Operation and management of recreation parks & beaches, fairs and shows and recreational transport activities
- Sporting activities incl. but not limited to sport federations
- Management and operation of motorized sporting activities
- Operation and management of horse racing events and clubs and academies.

- Conservation & Tourism Guiding
 - Museum activities & preservation of historical sites & buildings
 - Provision for management and operation of monuments, historical sites and buildings
 - Management and operation of museum, cultural and heritage activities
 - Game parks, reserves incl. but not limited to wildlife, parks, zoological or animal parks and botanical gardens
 - Activities of conservation bodies
 - Wildlife conservation incl. wildlife, game, parks, game reserves, zoological establishments, botanical gardens etc
 - Hunting and trapping including related services
 - Guides include adventure, culture, nature, river and mountain.

The objectives of THETA are listed below:

In terms of its constitution THETA aims to:

- develop the skills of workers in the industry
- increase the levels of investment in education and training in the tourism and hospitality sector
- encourage employers in the sector to train their employees and to provide opportunities for work experience and employ new staff
- encourage workers to participate in learnerships and other training programmes
- improve the employment prospects of disadvantaged people
- ensure the quality of education and training in and for the sector workplaces
- assist work seekers to find work and employers to find qualified employees
- encourage providers to deliver education and training in and for the sector workplaces
- co-operate with the South African Qualifications Authority.

In order to achieve its objectives, THETA has to carry out a range of functions and duties, focusing its operations on:

- performing its statutory obligations
- providing excellent, responsive skills development services to the industry sector in general, and employees in particular

To do this, THETA will:

- develop sector skills plans in the framework of the national skills development strategy
- develop annual business plans and budgets to regulate its operations
- implement its sector skills plans by establishing learnerships, approving workplace skills plans, allocating grants to employers, providers and workers
- monitoring education and training provision
- promote learnerships and register learnership agreements

- perform the functions of an Education and Training Quality Assurance (ETQA) body
- receive or collect skills development levies and disburse them in terms of the ACT
- report to the director general on its operations and achievements
- co-operate with the National Skills Authority and other SETAs on skills development policy and strategy and on inter-sectoral education and training provision
- co-operate with employment services and education bodies to improve information about employment opportunities
- appoint staff necessary for the performance of its functions
- promote and facilitate education and training provision for small, micro and medium enterprises (SMMEs).

At present, seven tourist guiding qualifications have been registered with the South African Qualifications Authority (SAQA).

Learnerships are formal learning programmes that link theoretical learning and structured workplace experience, to prepare employees and those who are unemployed, with the skills and knowledge required to perform competently, in an occupation for which there is a clear demand (<http://www.theta.org.za>).

5.6 TOURIST GUIDING QUALIFICATIONS FRAMEWORK IN RESPECT OF EDUCATION AND TRAINING

The tourist guiding qualifications framework was developed as per the recommendations of THETA. THETA performs the function of an Education and Training Quality Assurance (ETQA) Body. It was established under the Skills Development Act (No. 97 of 1998) with the mission of facilitating the achievement of excellent standards and growth through the development and recognition of people. The South African

Qualifications Authority Act (1995) stipulated that National Qualifications would be developed for all components of the education and training system in South Africa. This effectively meant that the Tourist Guiding sector had to develop a set of national qualifications that tourist guides would be expected to achieve. Following an instruction from the then Minister of Environmental Affairs and Tourism, Minister Mohamed Valli Moosa, THETA established a Guiding Standards Generating Body in order to do this. The Parliamentary Portfolio Committee insisted on a revision of the Tourism Act of 1993 and stipulated that future registration of tourist guides be linked to the achievement of national qualifications, as borne out in the Second Tourism Amendment Act of 2000.

The first set of national qualifications for Tourist Guiding was registered on 13 June 2001. Not all the guiding qualifications have been developed, the initial focus being on cultural and nature guiding as well as tracking. At present seven guiding qualifications have been registered with SAQA, four are awaiting registration and a further four have been submitted for public comment. On completion of assessment guides will receive a formal, recognised qualification in tourist guiding that can be measured as a profession against the NQF. Assessment will be conducted by THETA accredited assessors, who will be assessing guides throughout South Africa and converting all their present qualifications and work experience into National Certificates in Tourist Guiding. The tourist guiding qualifications are comprised of a collection of unit standards. Each unit standard represents the acquired knowledge that a person must have, specific to his/her profession. These unit standards were devised in close consultation with tourist guides and other closely related tourism industry stakeholders. Unit standards can be regarded as the building blocks of national qualifications. They are registered statements of desired education and training outcomes together with their associated assessment criteria. In order to register as a site guide specialising in culture, nature, or adventure guiding, the person registering will require a combination of different unit standards relative to the proposed qualification.

5.6.1 Tourist guiding unit standards

The unit standards of any qualification can be considered to be the ‘building blocks’ of a specific qualification. The unit standards required for the various categories of tourist guiding will be specific to the nature of the qualification. Unit standards are registered statements of desired education and training outcomes together with their associated assessment criteria. A tourist guiding qualification is made up of at least three unit standards, two core unit standards and one elective unit standard, each one with a specific credit weighting.

Examples of THETA Tourist Guiding Unit Standard Titles are listed below, detailing the entire scope of each unit standard:

- Create a Guided Experience for Customers
- Conduct a Guided Experience with Customers
- Design a Guided Experience for Customers
- Interpret Guiding for Tourists
- Conduct a Guided Cultural Experience

The application of these unit standards are relative to either a particular region or a specific site and the attainment of the qualification is dependent on the learner’s ability to demonstrate an acceptable level of competency in respect of achieving the broader outcomes of the qualification.

The Critical Cross-Field Outcomes listed below are found in all South African Unit Standards:

- Communicating effectively
- Working in a team
- Organising and managing yourself
- Collecting, analysing, organising and evaluating information
- Using Science and Technology effectively

- Identifying and solving problems
- Understanding the world as a set of related systems
- Being culturally and aesthetically sensitive across a range of social contexts
(<http://www.theta.org.za>).

5.6.2 Tourist guide qualification outcomes

Learners who achieve a tourist guiding qualification will be able to:

- Conduct a guided experience within a specific area that entertains and educates tourists by interpreting cultural and natural environments
- Research, use and plan an itinerary themselves
- Present authentic, balanced interpretation of general aspects of South African society as well as specific sites and resources
- Apply procedures to protect the social and cultural integrity of the host communities
- Supply appropriate alternatives to problems and constraints, taking into account issues such as the constraints of the facilities, tourist expectations, and the requirements of the host community
- Apply a range of presentation techniques appropriate to the audience, context and client profile
- Monitor, reflect and improve the content of the guided experience, their own performance and what they have learned about themselves

From the above it can be observed that the South African Tourist Guide qualification seeks to equip the learner with an all-round, formal perspective of the required competencies needed for the tourist guiding vocation.

5.7 RECOGNITION OF PRIOR LEARNING (RPL) IN THE CONTEXT OF THE SOUTH AFRICAN NATIONAL QUALIFICATIONS FRAMEWORK

The South African Qualifications Authority (SAQA) came into being through the promulgation of the SAQA Act (RSA, 1995), and is the body that is responsible for the development of the National Qualifications Framework (NQF). The objectives of the SAQA Act are:

- to create an integrated national framework for learning achievements
- to enhance the quality of education and training
- to contribute to the full personal development of each learner and the social and economic development of the nation at large.

The functions of SAQA are:

- to oversee the development of the NQF
- to formulate and publish policies and criteria for the bodies that will establish education and training standards and qualifications
- to oversee the implementation of the NQF
- to advise the Minister on matters affecting the registration of standards and qualifications
- to be responsible for the control of the finances of the Authority

The NQF objectives particularly relevant to RPL include:

- Facilitate access to, and mobility and progression within education, training and career paths; and
- Accelerate redress of past unfair discrimination in education, training and employment opportunities.

The main objectives of the RPL system is highlighted in its two main purposes, namely access and redress. RPL in South Africa has been developed to support transformation of the education and training system of the country, including the specific area of tourist guiding (<http://www.theta.org.za>).

5.7.1 Attainment of tourist guiding national qualifications with reference to recognition of prior learning assessment method

One of the key areas of concern of ex-SATOUR registered tourist guides and unregistered tourist guides goes around the question of how they will be able to convert their qualifications or experience into a national qualification. To address this concern an assessment method called the Recognition of Prior Learning Assessment has been created. RPL assessment is the process of defining, documenting, measuring, evaluating and granting credit for learning gained through experience or previous training and learning. This means that the existing knowledge and experience of a tourist guide will be assessed and evaluated against the relevant unit standards of the relevant national qualification by a THETA licensed assessor. The evidence that the guide submits may take many forms, for example, a curriculum vitae, a logbook, demonstration of guiding techniques in a simulated or real scenario, letters of recommendation about the person's guiding quality by people who have been on guiding trips with them.

If a person chooses to be assessed using the RPL method satisfies the criteria of the national qualifications framework, he/she will be deemed competent. If the person is not competent, it does not imply that the person fails. However, the assessor will advise the person with regard to the areas that need attention, or in which they are lacking. The assessor and the person being assessed will agree on a future date when those deficiencies will be re-assessed. In the tourist guiding context, RPL is to be used to assess previously registered SATOUR guides against the SAQA registered guiding standards, as required by the Tourism Second Amendment Act. The RPL method is also used to increase accessibility into the industry, especially for individuals who have practical guiding experience and who wish to formalise their experience by attaining a recognised qualification. This usually applies to individuals who, because of previous marginalisation were unable to access formal education.

5.7.2 International comparability

The standards for the tourist guiding industry have been compared against the United Kingdom standards and show a substantial degree of similarity. This qualification is therefore comparable to the equivalent UK qualification. However, incorporating these unit standards into a tourism qualification, adds a specific South African angle to the qualification, which is an advantage as it enhances portability within the broader tourism industry. This means that the unit standards designed for the tourist guiding qualification allows the learner to further his/her qualification within the tourism industry by supplementing the tourist guiding qualification with other related unit standards.

5.8 TOURIST GUIDE TRAINING AT THE CAPE PENINSULA UNIVERSITY OF TECHNOLOGY (CPUT)

5.8.1 Tourist guide training course content

Culture and Nature Tourist Guide training is conducted in the following areas:

- Guiding Techniques
- Customer Care
- Customer Communication
- Presentation Skills Development
- Western Cape: General Knowledge
- Area Specific: General Knowledge
- Flora: Area Specific
- Fauna: Area Specific
- Responsible and Sustainable Development
- Product Knowledge: Nature Specific
- Culture and Heritage Tourism
- South African Architectural Styles
- History of South Africa

- Historical Perspectives
- Itinerary Planning
- Tour Route Development
- Tourism Product Development
- The Wine Industry and Wine Appreciation
- Tourism Vehicle Licensing and Legislative Requirements
- Entrepreneurship
- Tourism Marketing Strategies
- Operating a Tourism Business
- HIV AIDS in the workplace
- First Aid Training
- Nature Field Trips
- Culture / Site Training Tours
- On-board evaluation (assessment method)
- Panel Assessment (assessment method)

Learners on the tourist guiding course attend two 3-hour lecture sessions per week for a period of six months. In addition to the lecture sessions, learners participate in a minimum of five full-day (8 hours) cultural or nature site visitations that takes the form of on-board assessments.

The structure of tourist guide training programmes is not standardised in South Africa, and there is also no specific structure that needs to be adhered to. Even though standardisation of programmes is not apparent, the course structure has to be aligned with the THETA Tourist Guiding Unit Standards. This is one of the advantages of the outcomes based education and training (OBET) system. There are very few tourist guiding courses in South Africa which require prospective students to undergo an admission exam, although entrance requirements are usually a Senior Certificate Qualification, which is equivalent to a High School Diploma, as specified by foreign tourist guide training programmes. The generally accepted required pass mark in South Africa is 60% and assessment methods vary from on-the-coach or on-board

assessment, an oral exam as well as a panel assessment. Students are required to possess a sound knowledge of the broader tourism industry, and to display a well rounded understanding of the area or region in which they will be guiding. One of the methods of assessment is in a simulated situation, where learners assume the role of the tourist guide and are assessed by qualified assessors, who are usually also qualified tourist guides. Learners are also required to undertake a written exam, during which they are thoroughly tested on all aspects and areas of the course (Graduate Centre for Management, CPUT, 2005)

5.8.2 The Tourist Guiding Centre at the Cape Peninsula University of Technology

5.8.2.1 Background to the tourist guide training centre

The Tourist Guiding Centre, which is a sub-component of the Graduate Centre for Management (GCM), is committed to providing quality training, which enhances the professional delivery of tourist guiding in the tourism industry. This is evidenced in the duration of the training courses, the attention to individual coaching and the emphasis on exiting competent Tourist Guides.

The Tourist Guide Training emphasises:

- Development of Small, Medium and Micro Enterprises (SMMEs)
- Entrepreneurial development in the communities, in addition to tourist guiding, for example, establishment of Bed and Breakfast Accommodation Establishments (B&B's), Guesthouses, home-stays, etc
- Multi-skilling of learners/groups to ensure a sustainable livelihood
- Establishing International best practice.

Many of the adult learners who join the course are active in the tourism industry as entrepreneurs and are directly involved with community upliftment projects. Also, learners are encouraged to participate in the identified niche markets for tourism

development in the Western Cape, with the priority niche areas identified as Ecotourism, Adventure, Cultural Tourism, Business Tourism (previously known as the MICE sector, incorporating meetings, incentives, conferences and exhibitions), Sport Tourism, and Event Management and co-ordinating.

As a result of constantly monitoring the dynamic trends within the broader tourism industry and diligently striving to satisfy the demand for skills upliftment, the GCM has developed a number of Conversational Foreign Language Courses. The motivation behind this development was to meet the demand for adequately and appropriately skilled tourism industry practitioners, who would be able to efficiently satisfy the needs of foreign tourists, whose visitor numbers are constantly increasing, and thereby minimise the foreign language skills shortfall.

The Tourist Guide Training is set to meet the identified technical and skills development objectives and social objectives of provincial and national strategies. These key priority areas are at the forefront of the Tourist Guide Training provided.

The training is fully aligned to THETA's (Tourism, Hospitality and Sport Education and Training Authority) unit standards and the categories for tourist guide registration, as defined by the Department of Economic Development and Tourism (Western Cape). The training is at all times aligned to regional and national developments in the Tourist Guiding fraternity. At the same time, the training includes a much broader frame of reference, than only the THETA registered unit standards

5.8.2.2 Main achievements of the tourist guiding centre

1. The Tourist Guide Centre trained South Africa's first two deaf learners in 2002. One learner took up an employment position at the Department of Economic Development and Tourism (Western Cape) on completion of the course and the

other learner accepted an employment position at the Worcester School for the Deaf.

2. The Tourist Guide Centre was awarded the role of Service/Training Provider, and successfully trained 22 Historically Disadvantaged Individuals (HDIs) as tourist guides in 2004. The programme was initiated by the Department of Economic Development and Tourism (Western Cape). The participants on the training programme were identified by the Regional Tourism Authorities around the Western Cape and the final selection was made by a panel consisting of members of the Tourist Guiding Centre, Cape Tourist Guides Association and the Department of Economic Development and Tourism (Western Cape). The newly trained tourist guides are currently undergoing a Mentorship Programme, which is a first of its kind in the tourism industry, structured in conjunction with the Cape Tourist Guides Association, The Department of Economic Development and Tourism (Western Cape) and the Tourist Guiding Centre.
3. The Tourist Guide Centre signed a Memorandum of Understanding with EcoAfrica Environmental Consultants to provide training in the Richtersveld Region of the Northern Cape Province. This cultural site guide training formed part of the Richtersveld Heritage Project, which was partly funded by the Department of Economic Development and Tourism. The successful delivery of the tourist guide training programme in this region reflected the reinterpretation of a cultural-based tourism product that is truly unique to the area, and at the same time created an opportunity for individuals who were previously marginalised from the mainstream tourism industry to become involved and to further strive towards ownership of certain tourism products and business ventures, and the creation of new innovative tourism products.
4. The training offered has the added competitive advantage of exiting the short course learners with two qualifications, namely the Nature training component, which forms an inbuilt component of the Cultural Site Guide qualification.

5. Training is up-to-date and relevant, with specialist trainers from various fields of expertise, including HIV/Aids, Nature, Customer Care, Communication, Wine Appreciation and First Aid, to name a few.
6. The Tourist Guide Training Centre signed a Memorandum of Understanding with the Game Hunters Education Consultants in 2004 to provide Tourist Guide Training in the Limpopo Province.

5.8.2.3 Nature of the activity

The course includes Customer Care and Communication, Guiding Techniques, Entrepreneurship, Marketing and First Aid. The Tourist Guide Training emphasises one-on-one coaching to ensure that the needs of the individual learner are attended to. The individual needs of the learner are continuously evaluated and assessed. Learners are required to actively participate throughout the course, for example, through itinerary presentations, guiding on training tours and developing Portfolios of Evidence.

The tourist guide training is extremely practical in its orientation. Learners are at all times trained to be competent as tourist guides and to develop their area(s) of expertise. Therefore, training includes practical tours, walks, etc, where learners are placed in a simulated tourism environment and coached on actual job performance.

Once being declared competent, learners are issued with a Declaration of Competence Certificate, which allows for registration at the Provincial Tourist Guide Registrar's offices at the Department of Economic Development and Tourism (Western Cape) to become a registered tourist guide.

5.8.2.4 Higher education context

The training involves a structured administrative process in terms of learner files and evidence checklists. The administrative system includes:

- Learner Guide
- Detailed Course Schedule
- Learner Agreement Sheet
- Appeals Form and Appeals Procedure
- Portfolio Guidelines
- Evidence Checklist
- Learner Course Feedback and Assessment Feedback
- Declaration of Competence and Certificates.

Quality Assurance is built into the system.

Learners receive feedback throughout the course in terms of participation in itinerary presentations and practical tours. Copies of the feedback sheets are filed in the learner files.

5.8.2.5 Site classification of training provided

Culture Site Guide

Culture and Nature Site Guide

Culture and Nature Site Regional Western Cape

Culture and Nature Site National.

5.8.2.6 The tourist guiding centre's contribution to transformation

The Tourism Industry is geared towards a transformation process that will effectively address:

- Equity and access for women, the historically disadvantaged and individuals with special needs and challenges
- Responsible and Sustainable Tourism Development in terms of developing indicators for the measurement thereof.

A key area of responsibility is to significantly transform the tourist guide fraternity by ensuring the valuable inclusion and representation of Black (including Coloured and Indian) Tourist Guides, who display the necessary competencies and deliver a quality service.

5.8.2.7 Nature of links with external stakeholders

The Tourist Guide Centre is recognised throughout the Western Cape Province for its contribution to the tourism industry. Links with stakeholders, including government and communities, are firmly entrenched in the daily operations of the Tourist Guide Centre. Links to industry include an established database in providing industry with tourist guides and in gaining access to tourism products at reduced rates so that trainee tourist guides are able to gain first-hand experience of various product offerings.

The ongoing activity of the Tourist Guide Centre and its involvement in training delivery outside of the Western Cape Province has also ensured that the Tourist Guide Centre remains well acquainted with the general and broader tourism industry as well as the often demanding requirements that the tourism industry makes.

5.8.2.8 Development of foreign language conversational training

In order to realise and establish a situation of industry equity and to further create employment and transformational opportunities, the GCM has embarked on the development of Conversational Foreign Language Courses designed for individuals who are primarily already involved in the tourism and travel industry. Not only have these courses been designed for tourism industry practitioners, for example tourist guides, who are already involved in interaction with foreign guests, but also for those individuals who wish to embark on a career in the tourism industry. This endeavour by the GCM also strives to serve as a catalyst to address the shortcomings of the current state of inequity in the broader tourism industry by training individuals in foreign language proficiency, thereby creating an even greater opportunity that will stimulate employment opportunities and job creation.

Conversational German and French are structured courses that are currently being offered by the GCM as short courses.

The core syllabus covers:

- Greetings and introducing oneself
- Discussion regarding family and family members as well as personal interests and activities
- Geography – discussing local and international geographic places of interest and importance
- Cuisine Interests – ordering traditional and famous (local and international) foods and beverages
- Developing vocabulary pertaining to leisure time activity (for example, shopping) –as per the interest and composition of the travelling group

The course is offered at a beginner's level. On completion learners may continue to the intermediary and advance levels.

5.8.2.9 International affiliation of the CPUT tourist guiding centre

The Cape Peninsula University of Technology is currently a member of the World Federation of Tourist Guide Associations (WFTGA), emphasising the CPUT's commitment to establishing international best practice and striving towards constantly contributing to establishing high standards within the tourist guiding sector. (Graduate Centre for Management, CPUT, 2005)

5.9 EXAMPLES OF INTERNATIONAL TOURIST GUIDE TRAINING MODELS

Tourist Guide Education Training Models around the world only vary in respect of specific knowledge about the country or region in which the guide will operate. Even though these models differ, the one area of congruency is that the course content of the education model or training programme will contain essential information about the specific area which is of vital importance when engaged in accompanying and guiding tourists. The demand that the tourism industry places on education training courses focuses on the delivery of sound, factual, interesting, and up to date information.

5.9.1 The School of Tourist Guides in Greece

The School of Tourist Guides in Greece is a state school (Ministry of Development) it is compulsory for guides in all sites, like museums, monuments and churches to attend a tourist guiding programme for two and a half years. All tourist guides in Greece are national guides, which mean they have a guiding permit to work in the whole country.

The permanent Schools for Tourist Guides are located in Athens and Thessalonica and if the demand for tourist guides increases they can also study in Rhodes, Crete, Corfu and Lesvos Islands.

The candidates must be members of the European Union (E.U.) Countries with a certificate of fluency in Modern Greek language, or foreigners of Greek origin from non-E.U. Countries, who also speak Greek and must have completed their high school education.

The lessons of the Schools that are compulsory to attend and are:

1. Ancient Greek history
2. Byzantine history
3. Modern Greek History
4. Prehistoric archaeology
5. Classical archaeology
6. Byzantine and post- Byzantine archaeology
7. History of art
8. History of architecture
9. History of theatre
10. Religious study
11. Mythology
12. History of ancient Greek literature
13. History of Modern Greek literature
14. Folklore
15. Geography (Natural, Touring)
16. Ecology, Greek environment
17. Geology, Palaeontology, Spileology
18. Archaeological law
19. Tourist Law and Tourist development
20. Travel agencies and hotels
21. Psychology of the tourist
22. First Aid
23. Orthophony
24. Practice in guiding
25. Practice in guiding on the coach

In addition to the above there is also 110 hours of lessons in museums' visits about archaeology and 260 hours of visiting sites and practice guiding in situ (sites, monuments).

If a licensed guide wishes to work in another foreign language other than the one s/he has taken exams in, then s/he has to be tested on that language, written and orally in order to be granted a Certificate of Language Proficiency (<http://www.wftga.org>)

5.9.2 The Scottish Tourist Guide Training Model

In Scotland, potential guides must apply to the Scottish Tourist Guides Association (STGA). They are interviewed and language screened and then if accepted they go on a 4-day introductory course. They have to do oral presentations and a written assignment. If they pass that with a minimum of 60% they are invited to become Student Associate Members of STGA.

They start the course, which is run by the University of Edinburgh and includes Core Knowledge, Practical Skills and Regional Studies (i.e. Applied core knowledge to different parts of Scotland). The course lasts for 2 years and includes 128 hours core knowledge, 280 hours guiding skills/regional studies - this is a mixture of web based distance learning, tutorials, lectures and field visits including two 7-day extended tours around Scotland and several weekend trips.

Students are assessed on coach, foot and on site and have to write four essays plus a longer project and tour notes. If they pass all this, they apply to sit the STGA membership exam which lasts for four days and includes a written exam, a project, oral questions on any area of Scotland, oral questions on practical issues and assessment on coach, site and walk. They are assessed in English but have to do the practical sessions in English and in any language they intend to guide in (whether it is their native language or not) They

must pass with a minimum of 70% and they are then awarded the Blue Badge, a joint STGA, University of Edinburgh Certificate and a Certificate in Scottish Studies (which can count for a degree if they want). The level is University 2nd year or Educational Level 4. Most students are graduates and usually older than 22 years. Guides are also accredited at Level 3 - qualified for an island or group of islands within Scotland only - they do a shorter course but the standard expected is the same - just for a smaller geographical area.

Site Guides are accredited at Level 2 - people who work on one site i.e. A castle or do a fixed route i.e. an open coach city tour or a fixed walk (<http://www.wftga.org>).

5.9.3 The Iceland Tourist Guide School

The Iceland Tourist Guide School was founded in 1976. The objective of the school is to train students to become professional tourist guides who meet the industry's standards of excellent quality. In the past, the school has focused on training guides to conduct coach tours around the whole country. However, demand has been created for training more specialised guides for the industry, namely adventure and hiking guides as well as local guides. The school has plans to offer a special course for adventure travel guides in the near future and is exploring the possibilities of distance learning.

The school follows a curriculum that is authorised by the Icelandic Ministry of Education. Much work has been done over the years to streamline the course to meet the industry's needs for quality guiding. The Ministry of Tourism, the Icelandic Tourist Board, the Icelandic Tourist Guide Association and the Icelandic Tourism Business Association have all had a say in developing and approving the school's curriculum.

Entrance requirements for the Iceland Tourist Guide School include three clearly defined criteria. The prospective student must be at least 21 years of age at the start of the course, have university entrance exemption and meet the oral language proficiency standards. Before being admitted, prospective students are interviewed and examined in an oral

language test by two examiners.

Course duration is one year and includes 444 contact hours. Exams and field trips are additional. Classes are taught over 26 weeks in total. Saturdays are dedicated to field trips. The field trips during the first term include whale watching, four museums in Reykjavik and some churches, the Botanical Garden, and a full-day geological field trip to the surrounding area. In the second term there are seven practical field trips, five for training and two for exams. At the end of the course there is a supervised six-day field trip around Iceland.

Subjects include tourist guiding techniques (presentation skills and group psychology, etc.), geology/geography, history, industries and farming, tourism, society and culture, arts, botany, ornithology, mammals in Iceland, 20-hour first aid course, area interpretation and presentation skills in the student's elected foreign language.

Course evaluation is strict. Students must pass all individual subject exams with a minimum of 70%. At the end of the first term, students have to pass a language exam that covers the content of the subjects taught in the first term. At the end of the second term, students have to pass an oral language exam covering the subjects of the area interpretation in the classroom, and pass two practical oral exams in a coach. The coach oral exams include a four-hour city tour - and an eight-hour tour to Gullfoss waterfall, Geysir geothermal area and the Parliament Plains. During the exam trip the student's presentation is recorded on a tape to be graded by two examiners. Field trips are compulsory and the overall attendance in the course must exceed 80%.

The final evaluation of students takes place during a 6-day tour around Iceland where they practice their presentation skills, guided by a qualified and experienced assessor.

The school capitalises on the professional knowledge of about 50 individuals who are specialists in their fields. There is also a wide range of guest lecturers from the industry who offer their professional knowledge and advice (<http://www.wftga.org>).

5.9.4 World Federation of Tourist Guide Associations (WFTGA) Training Model

The WFTGA course is designed either as an introductory course in practical guiding skills or is suitable for guides who are already competent in local knowledge but require improvement of practical guiding skills.

The course will include:

1. Improvement of Practical Guiding Skills

- 2-Day Communications Seminar, which includes presentation skills, self evaluation, organizing knowledge and tailoring the tour to the audience
- Guiding on a Walk – Town and Countryside (Flora and Fauna)
- Guiding an Archaeological Site
- Guiding a Museum or Art Gallery
- Guiding a Spiritual Site (Church, Mosque, Synagogue or Temple)
- Guiding on Safari or Wilderness
- Guiding on a Moving Vehicle.

2. Applied Knowledge

- Ecology of the Region
- Global Environmental Issues
- Environment and Sustainable Development
- The Effect of Geology on Vernacular Architecture.

3. Cultural Studies

- Group Psychology
- Cultural Sensitivities
- Research Techniques.

4. Business Studies

- Running a Professional Guiding Business
- Guide's Role in Tourism.

Part 1 (Improvement of Practical Guiding Skills) of the WFTGA course is essentially the practical component of the course, during which course participants have to demonstrate their practical competencies with regard to the individual sections of this part of the course, for example, the ability to conduct a walking tour in a town or city (WFTGA Brochure, unpublished document)

5.10 WORLD FEDERATION OF TOURIST GUIDE ASSOCIATIONS (WFTGA)

The World Federation of Tourist Guide Associations (WFTGA) came into being as a result of proposals put forward at the first International Convention of Tourist Guides in February 1985. The WFTGA was officially registered as a non-profit organisation under Austrian law after a second Convention held in Vienna in 1987. With members from five continents, representing well over 55 000 individuals, the WFTGA has established an international network of professional tourist guides and today is the leading global forum for tourist guides (<http://www.wftga.org>).

5.10.1 The Aims of the WFTGA

The WFTGA is dedicated and committed:

- to establishing contact with tourist guide organisations throughout the world and to reinforce their professional ties
- to representing professional tourist guides internationally and to promote and protect their interests
- to enhancing the image of the profession
- to promote a universal code of ethics and skills
- to raising, encouraging and establishing the highest standards of professionalism
- to developing international training, and improving the quality of guiding through education
- to facilitating the exchange of information between members
- to promote high standards of training and ethics within the profession of tourist guides and to enhance the reputation of the profession

5.10.2 The WFTGA Code of Guiding Practice

Tourist Guide Associations, which belong to the WFTGA, accept, on behalf of their members, the WFTGA's principles and aims:

- to provide a professional service to visitors, professional in care and commitment, and professional in providing an objective understanding of the place visited, free from prejudice and propaganda.
- to ensure that as far as possible what is presented as fact is true, and that a clear distinction is made between this truth and stories, legends, traditions, or opinions
- to act fairly and reasonable in all dealings with all those who engage the services of guides and with colleagues working in all aspects of tourism.
- to protect the reputation of tourism in our country by making every endeavour to ensure that guided groups treat with respect the environment, wildlife, sights and monuments, also local customs and sensitivities

- as representatives of the host country to welcome visitors and act in such a way as to bring credit to the country visited and promote it as a tourist destination(<http://www.wftga.org>).

5.10.3 Categories of WFTGA membership

There are three categories of WFTGA membership, namely Full Membership, Affiliate Membership and Individual Membership.

Full Membership is open worldwide to any non-profit making independent Association or group of Associations of Tourist Guides from any one country whose members are registered as official Tourist Guides by the appropriate licensing authority.

Affiliate Membership is open to tourism-related organisations, whether governmental, local authority or other officially-funded or privately-funded bodies involved at city, regional, national or international level with tourism-related activities. Affiliate Membership is also open to education establishments, whether public or state controlled or private fee-paying institutions involved with training in any aspect of the tourism industry.

Individual Membership is open to individual professional tourist guides from countries where the guide association(s) is/are not member(s) of the WFTGA (<http://www.wftga.org>).

5.10.4 WFTGA fee structure

A tiered membership fee structure based on the World Bank's purchasing power parity list has been introduced to make membership affordable for all tourist guide associations worldwide.

5.11 FORMATION OF THE NATIONAL FEDERATION OF TOURIST GUIDES, SOUTH AFRICA (NFTGSA)

The National Federation of Tourist Guides, South Africa is being established to represent all those who provide professional and qualified guide services to tourists, regardless of guide registration category. The guiding profession is an integral element of the tourism chain and is critical in adding value to both communities and the tourism industry.

NFTGSA will be established in line with the strategic planning and policy to transform and strengthen the sustainability of tourism for the long-term benefit of our communities and cultures.

The decision to work towards the establishment of a South African National Federation of Tourist Guides was a result of a meeting that took place on 13 September 2004 between nominated Provincial Guide Representatives, the Department of Environmental Affairs and Tourism (DEAT), the South African Tourism Services Association (SATSA), the Tourism Enterprise Programme (TEP), Provincial Tourist Guide Registrars, and government and tourism industry spokespeople. At this meeting an Interim Steering Committee was elected, which was charged with the implementation of industry consultation and establishment phases, with project coordination being undertaken by the newly elected Secretary and Project Coordinator, Peter Kirchoff. The other members of the newly elected Interim Steering Committee include:

- Lood Boshoff, Chairperson, KwaZulu-Natal
- Aldrin Ndlani, Vice-Chair, Limpopo
- Pippa Wordie, Western Cape
- Murial Falconer, Mpumalanga.

The Interim Steering Committee is made up of members from different provinces who are actively involved in the tourist guiding sector of the industry.

This meeting marked the consultation and establishment phase. The six months following this meeting were dedicated to consulting with all registered guiding associations through

a series of Provincial Workshops where attendees at the workshops were extensively briefed and consulted with on the policy formulation and the proposed establishment of the NFTGSA. No legitimate guide organisation was excluded from this fully accessible process, and positive communication has transpired with a number of existing bodies. The launching of the project was described as an exciting and challenging project, which will provide a forum for the guiding profession to express their commitment and energy to increasing the value of the tourism industry. This process also puts the South African tourist guiding in good stead with the planned affiliation to the WFTGA.

5.11.1 Proposed Aims of the National Federation of Tourist Guides, South Africa (NFTGSA)

It is foreseen that the NFTGSA, when established will become a powerful force in the industry. If the project can be properly funded, the NFTGSA will:

- be a unified body representing all tourist guides, to which government and industry can both refer, and negotiate with, on all matters relating to tourist guiding
- be committed to the transformation of the tourist guiding profession to empower historically disadvantaged individuals (HDIs) and communities, mindful of the need for sustainability and of protection of culture
- negotiate and implement opportunities for job creation, promote mentoring schemes, and fast-tracking for previously disadvantaged individuals
- deepen the value chain by working with government, trainers, employers and service providers in raising the profile of professional guides to increase the level of satisfaction amongst service users, and thus South Africa as a preferred tourist destination
- offer members ongoing opportunities with monitoring of high standards of quality in training, education and professional development

- provide a conduit through which members can gain access to services such as Tourism Enterprise Programme (TEP), giving opportunity for assistance for small to medium-size enterprises
- offer an integrated forum for investment providers and business advisers to access tourist guides at grass-roots level and vice-versa
- provide member benefits including conciliation services, collective representation to government and employers, pay and conditions negotiation, preferential professional insurance and medical aid rates, etc.

5.12 SUMMARY

In this chapter the structure and development of the education and training system was examined. The researcher also examined a few international and South African tourist guide education and training programmes. The reasons for the development of an RPL system were also investigated. In the light of the disparities that existed in the previous South African education context, the RPL system was developed as a vehicle to bring about transformation in the education system by creating accessibility to an educational qualification for individuals who were excluded from the tourism industry. This chapter also examined the WFTGA, Icelandic and Scottish tourist guide training programmes in order to determine whether any similarity exists between the international or foreign programmes and the South African programme.

This chapter focused the WFTGA as a globally representative organisation that serves the interests of tourist guide organisations around the world. Established in 1985, the WFTGA addresses issues pertaining to the global tourist guide fraternity. WFTGA International Conventions are held biennially, and the themes of these conventions focus on important matters facing the global tourist guiding sector. One of the main objectives of the WFTGA is to establish a high level of professionalism in the tourist guiding sector. This chapter also investigated the processes that have been put in place for the establishment of the National Federation of Tourist Guides, South Africa (NFTGSA) and its planned affiliation to the WFTGA. The main reason for the establishment of the NFTGSA is to address and remedy the fragmented nature of the South African tourist guiding sector, by creating a unified representative organisation for the South African tourist guiding sector of the tourism industry.

The following chapter will provide an overview of the research methodology adopted by the researcher.

CHAPTER 6

RESEARCH METHODOLOGY

6.1 INTRODUCTION

This chapter will provide an overview of the research methodology adopted by the researcher. The research method chosen by the researcher is of a qualitative and a quantitative nature.

The researcher will investigate the changes that have taken place in the tourism industry, with special reference to the tourist guiding sector and study the current situation. The purpose of descriptive research is to describe the current state of affairs at the time of the study. (Salkind, 2000) The descriptive research method along with elements of historical research methods will be employed. Non-experimental research includes the descriptive or historical research method, which describes the characteristics of existing and past phenomena. (Salkind, 2000) These changes have come in many forms. The reviewing of the functions and the restructuring of various tourism bodies and transforming them into ones which are not only more representative of the population of South Africa but are also more progressive, placing a strong emphasis on the promotion of industry transformation, at all levels, ranging from representation to national economic contribution. These changes can thus be seen as having socio-economic and environmental impacts. Various legal documents, like the Government Gazette, will be studied. Official governmental speeches and documents will also form the resource base of the research. The process of transformation of the tourism industry has been a far-

reaching one with phenomenal impacts being made at various levels, including education and training.

6.1.1 Questionnaire Design

The questionnaire design that was adopted by the researcher took the form of an attitude scale. A Lickert scale was used to measure the respondents' attitude toward a collection of statements about the attitudinal object. (Wellman and Kruger, 2003)

6.1.2 The Historical Research Method

The historical research method requires the research to locate existing sources of information. These sources of information may consist of documents, official statistics and relics in which information from the past has been preserved. The researcher typically does not observe the events directly, but describes, analyses, and interprets the events that have already taken place. (Wellman & Kruger, 2003)

6.1.3 Empirical Survey

The research will include a process of data collection, employing an empirical survey of a representative sample of a research population. The practical area pertaining to the research will be investigated using a questionnaire. A total of 171 self administered questionnaires were returned by the target population.

6.1.3.1 Description of the research population

The research population is categorised into three components:

- (i) The total research population is comprised of registered tourist guides, tourism practitioners and tourist guiding students.
- (ii) The target research population that has been identified, in collaboration with the supervisors and the statistician, is a predetermined percentage of a random sample of the total research population mentioned in item (i).
- (iii) The final response population figure represents a random percentage of the target population, which responses will be the subject of the statistical analysis.

An empirical survey was conducted among the target population (see (ii) above) in the form of a self-administered questionnaire using a Lickert Scale to determine the respondents' attitude to the statement contained in the questionnaire. Respondents were selected using the simple random sampling method.

6.1.3.2 Statistical analysis

Appropriate response percentages were determined in collaboration with a registered statistician by determining relative values from the empirical data and transferring such values in a codified form to a computer database. The data thus analysed has been interpreted by utilising frequency tables.

6.1.3.3 Interpretation and articulation of the research findings

After receiving the statistical analysis of the empirical data from the registered statistician, the results were interpreted meaningfully by the researcher and the findings in terms of the various analytical instruments expressed and described by the researcher by way of tables, followed by a brief textual explanation of each and every analysis event. The statistics were analysed by means of a set of frequency tables.

6.2 INTERPRETATION OF DATA

Table 6.1: There is a need for more Tourist Guides in South Africa.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	47	27.5	27.5	27.5
Agree	110	64.3	64.3	91.8
Disagree	13	7.6	7.6	99.4
Strongly Disagree	1	.6	.6	100.0
Total	171	100.0	100.0	

An overwhelming percentage of the respondents indicate a strong tendency to agree with the statement in the above table. 27.5% and 64.3% of respondents strongly agree and agree respectively account for a cumulative percentage of 91.8% of all respondents who are in agreement with the statement.

Table 6.2: The Tourist Guiding field in South Africa is over saturated.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	5	2.9	2.9	2.9
	Agree	51	29.8	30.0	32.9
	Disagree	107	62.6	62.9	95.9
	Strongly Disagree	7	4.1	4.1	100.0
	Total	170	99.4	100.0	
Missing	System	1	.6		
Total		171	100.0		

The above table indicates that 30% of the respondents feel that the tourist guiding field is over saturated. 62.9% of respondents disagree with the statement. This response corresponds with the response to the previous statement.

Table 6.3: Transformation in the Tourism Industry is necessary in order to ensure future sustainability of the Tourism Industry.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	64	37.4	37.4	37.4
	Agree	97	56.7	56.7	94.2
	Disagree	7	4.1	4.1	98.2
	Strongly Disagree	3	1.8	1.8	100.0
	Total	171	100.0	100.0	

The above table indicates that 56.7% of respondents agree that transformation is necessary to ensure sustainability of the tourism industry. The respondents who strongly agree and agree with the statement account for 94.2% of the respondents. 4.1% and 1.8% of respondents who disagree and strongly disagree with the statement constitutes 5.9% of all respondents.

Table 6.4: The Government is doing much to bring about transformation in the Tourism Industry.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	19	11.1	11.2	11.2
	Agree	101	59.1	59.4	70.6
	Disagree	49	28.7	28.8	99.4
	Strongly Disagree	1	.6	.6	100.0
	Total	170	99.4	100.0	
Missing	System	1	.6		
Total		171	100.0		

The above table indicates that a cumulative percentage of 70.6% of respondents feel that the government is doing much to bring about transformation in the tourism industry. 29.4% of respondents jointly disagree and strongly disagree with the statement.

Table 6.5: I am aware of and understand the purpose of the Tourism Black Economic Empowerment (BEE) Charter and Scorecard.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	15	8.8	8.9	8.9
	Agree	96	56.1	57.1	66.1
	Disagree	51	29.8	30.4	96.4
	Strongly Disagree	6	3.5	3.6	100.0
	Total	168	98.2	100.0	
Missing	System	3	1.8		
Total		171	100.0		

Table 6.5 indicates that 66.1% of respondents jointly agree and strongly agree with the statement, thus feeling that they are aware and understand the purpose of the Tourism Black Economic Empowerment (BEE) Charter and Scorecard. The remaining 34% of the respondents disagree with the statement.

Table 6.6: The Tourism Black Economic Empowerment (BEE) Charter and Scorecard will add value to the Tourism Industry.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	26	15.2	15.3	15.3
	Agree	120	70.2	70.6	85.9
	Disagree	22	12.9	12.9	98.8
	Strongly Disagree	2	1.2	1.2	100.0
	Total	170	99.4	100.0	
Missing	System	1	.6		
Total		171	100.0		

According to the above table, 70.6% of respondents agree with the statement, and together with those respondents who strongly agree with the statement account for 85.9% of respondents. 14.1% of respondents jointly disagree and strongly disagree with the statement.

Table 6.7: Tourist Guides fulfill the role of being ambassadors of the country.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	78	45.6	45.6	45.6
	Agree	80	46.8	46.8	92.4
	Disagree	11	6.4	6.4	98.8
	Strongly Disagree	2	1.2	1.2	100.0
	Total	171	100.0	100.0	

The above table indicates that 92.4% of respondents strongly agree and agree with the statement, and within that cumulative percentage there is an almost even split between the two response categories. 7.6% of respondents disagree and strongly disagree with the statement.

Table 6.8: Tourist Guides act as cultural brokers in the Tourism Industry.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	45	26.3	26.8	26.8
	Agree	99	57.9	58.9	85.7
	Disagree	21	12.3	12.5	98.2
	Strongly Disagree	3	1.8	1.8	100.0
	Total	168	98.2	100.0	
Missing	System	3	1.8		
Total		171	100.0		

The above table indicates that 58.9% of respondents agree with the statement and 26.8% strongly agree with the statement, leaving a balance of 14.3% of respondents who jointly disagree and strongly disagree with the statement.

Table 6.9: Tourist Guides can greatly contribute to social transformation in South Africa.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	52	30.4	30.4	30.4
	Agree	112	65.5	65.5	95.9
	Disagree	7	4.1	4.1	100.0
	Total	171	100.0	100.0	

According to the above table, 65.5% of respondents agree with the statement and 30.4% of respondents strongly agree with the statement. The remaining 4.1 % of respondents disagree with the statement.

Table 6.10: The guiding activities of Tourist Guides greatly contribute to tourism awareness in South Africa.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	64	37.4	37.6	37.6
	Agree	105	61.4	61.8	99.4
	Disagree	1	.6	.6	100.0
	Total	170	99.4	100.0	
Missing	System	1	.6		
Total		171	100.0		

Table 6.10 indicates that 37.6% of respondents strongly agree and 61.8% of respondents agree with the statement, resulting in a cumulative percentage of 99.4% of respondents who feel that tourist guides greatly contribute to tourism awareness in South Africa. A remainder of 0.6% of respondents disagrees with the statement.

Table 6.11: Tourist Guides act as agents who contribute to spreading the principles of Responsible and Sustainable Development.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	56	32.7	32.9	32.9
	Agree	109	63.7	64.1	97.1
	Disagree	5	2.9	2.9	100.0
	Total	170	99.4	100.0	
Missing	System	1	.6		
Total		171	100.0		

The above table indicates that 64.1% and 32.9% of respondents agree and strongly agree that tourist guides act as agents who contribute to spreading the principles of responsible and sustainable development. 2.9% of respondents disagree with the statement.

Table 6.12: Tourist Guides contribute to the forging of partnerships between established tourism businesses and local communities.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	36	21.1	21.3	21.3
	Agree	108	63.2	63.9	85.2
	Disagree	23	13.5	13.6	98.8
	Strongly Disagree	2	1.2	1.2	100.0
	Total	169	98.8	100.0	
Missing	System	2	1.2		
Total		171	100.0		

The above table indicates that a cumulative percentage of 85.2% of respondents strongly agree and agree that tourist guides contribute to the forging of partnerships between established tourism businesses and local communities. 14.8% of respondents jointly disagree and strongly disagree.

Table 6.13: The Tourist Guiding sector largely contributes to job creation in South Africa.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	54	31.6	31.8	31.8
	Agree	93	54.4	54.7	86.5
	Disagree	21	12.3	12.4	98.8
	Strongly Disagree	2	1.2	1.2	100.0
	Total	170	99.4	100.0	
Missing	System	1	.6		
Total		171	100.0		

Table 6.13 indicates that 31.8% of respondents strongly agree that the tourist guiding sector contributes to job creation in South Africa. A further 54.7% of respondents agree with the statement. 12.4% and 1.2% of respondents disagree and strongly disagree respectively.

Table 6.14: I am aware of and understand the contents of the White Paper on the Development and Promotion of Tourism in South Africa of 1996.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	18	10.5	10.7	10.7
	Agree	83	48.5	49.4	60.1
	Disagree	56	32.7	33.3	93.5
	Strongly Disagree	11	6.4	6.5	100.0
	Total	168	98.2	100.0	
Missing	System	3	1.8		
Total		171	100.0		

The above table indicates that 10.7% of respondents strongly agree and 49.4% of respondents agree with the above statement. 33.3% and 6.5% of respondents respectively disagree and strongly disagree with the statement.

Table 6.15: Local communities should play a more meaningful role in the Tourism Industry.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	84	49.1	49.4	49.4
	Agree	83	48.5	48.8	98.2
	Disagree	3	1.8	1.8	100.0
	Total	170	99.4	100.0	
Missing	System	1	.6		
Total		171	100.0		

Table 6.15 indicates that 49.4% of respondents strongly agree that local communities should play a more meaningful role in the tourism industry. 48.8% of respondents agree with the statement. A remaining percentage of 1.8% of respondents disagrees with the statement.

Table 6.16: More local communities should become formally involved in the Tourism Industry.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	82	48.0	48.5	48.5
	Agree	85	49.7	50.3	98.8
	Disagree	2	1.2	1.2	100.0
	Total	169	98.8	100.0	
Missing	System	2	1.2		
Total		171	100.0		

The above table indicates that 48.5% of respondents strongly agree that more local communities should become formally involved in the tourism industry. 50.3% of respondents agree with the statement. 1.2% of respondents disagree with the statement.

Table 6.17: Tourism Education in South Africa is well organised.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	31	18.1	18.2	18.2
	Agree	82	48.0	48.2	66.5
	Disagree	53	31.0	31.2	97.6
	Strongly Disagree	4	2.3	2.4	100.0
	Total	170	99.4	100.0	
Missing	System	1	.6		
Total		171	100.0		

Table 6.17 indicates that 18.2% of respondents strongly agree that tourism education in South Africa is well organized. 48.2% of respondents agree, bringing the cumulative percentage of respondents who strongly agree and agree with the statement to 66.5%. 31.2% of respondents disagree and 2.4% of respondents strongly disagree with the statement.

Table 6.18: It is important to obtain a sound tourist guiding education in order to secure a future career as a tourist guide.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	69	40.4	41.1	41.1
	Agree	91	53.2	54.2	95.2
	Disagree	8	4.7	4.8	100.0
	Total	168	98.2	100.0	
Missing	System	3	1.8		
Total		171	100.0		

Table 6.18 indicates that a cumulative percentage of 95.2% of respondents feel that it is important to obtain a sound tourist guiding education in order to secure a future as a tourist guide. 4.8% of respondents disagree with the statement.

Table 6.19: The Tourist Guide education and training that I received prepared me well as a Tourist Guide.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	69	40.4	41.1	41.1
	Agree	84	49.1	50.0	91.1
	Disagree	15	8.8	8.9	100.0
	Total	168	98.2	100.0	
Missing	System	3	1.8		
Total		171	100.0		

The above table indicates that 41.1% of respondents strongly agree that the education they received was good preparation as a tourist guide. 50% of respondents agree with the statement, bringing the cumulative percentage of respondents who strongly agree and agree with the statement to 91.1%. 8.9% of respondents disagree with the statement.

Table 6.20: Tourist Guides in South Africa largely contribute to an increase in the satisfaction levels of tourists.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	46	26.9	27.5	27.5
	Agree	99	57.9	59.3	86.8
	Disagree	21	12.3	12.6	99.4
	Strongly Disagree	1	.6	.6	100.0
	Total	167	97.7	100.0	
Missing	System	4	2.3		
Total		171	100.0		

According to the results as indicated in Table 6.20, 27.5% of respondents strongly agree with the statement. 59.3% agree that tourist guides largely contribute to an increase in the satisfaction levels of tourists. 12.6% of respondents disagree and 0.6% of respondents strongly disagree with the statement.

Table 6.21: There is a need for specialised tourist guides in South Africa, for example Nature Guides, Cultural Guides and Adventure Guides

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	75	43.9	44.4	44.4
	Agree	85	49.7	50.3	94.7
	Disagree	8	4.7	4.7	99.4
	Strongly Disagree	1	.6	.6	100.0
	Total	169	98.8	100.0	
Missing	System	2	1.2		
Total		171	100.0		

The results in the above table indicate that 44.4% of respondents strongly agree that there is a need for specialized tourist guides. 50.3% of respondents agree with the statement. The percentage of respondents who disagree and strongly disagree with the statement amount to 5.3%.

Table 6.22: There is a need for a national tourist guiding representative organisation.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	38	22.2	22.6	22.6
	Agree	119	69.6	70.8	93.5
	Disagree	11	6.4	6.5	100.0
	Total	168	98.2	100.0	
Missing	System	3	1.8		
Total		171	100.0		

The above table indicates that a cumulative percentage of respondents who strongly agree and agree with the above statement amount to 93.5%. The total respondents who disagree with the statement account for 6.5% of the response population.

Table 6.23: Tourist Guiding is one of the most important sectors of the South African tourism industry.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	70	40.9	41.4	41.4
	Agree	85	49.7	50.3	91.7
	Disagree	12	7.0	7.1	98.8
	Strongly Disagree	2	1.2	1.2	100.0
	Total	169	98.8	100.0	
Missing	System	2	1.2		
Total		171	100.0		

Table 6.23 indicates that 41.4% of respondents strongly agree and 50.3% of respondents agree with the statement. 7.1% of respondents disagree that tourist guiding is one of the most important sectors of the tourism industry. 1.2% of respondents strongly disagree with the above statement.

6.3 SUMMARY

This chapter provided an overview of the research methodology employed by the researcher with reference to the various methods of data collection and data analysis. The research topic is of such a nature that both a qualitative as well as a quantitative research approach was adopted by the researcher.

This chapter also dealt with the interpretation of the frequency tables, providing further insight to the specific responses for each statement. The interpretation of the data that was analysed in the frequency tables will form part of the basis for the recommendations that will emerge from this research.

The questionnaires that were distributed took the form of a collection of statements, responses to which were completed according to a Lickert Scale, eliciting a specific sentiment or attitude to the statement.

The following chapter will provide a list of recommendations that have been formulated and derived from the research.

CHAPTER 7

RECOMMENDATIONS AND CONCLUDING REMARKS

7.1 INTRODUCTION

The research that was conducted into the development of tourist guiding in South Africa was undertaken within the context of unprecedented growth of the South African tourism industry. As a sector of the tourism industry, the area of tourist guiding is a highly complex one in that it encompasses a range of issues, which include the effects of legislation; the potential of job creation and poverty alleviation; education and training; creating an enabling environment to bring about industry transformation and creating linkages between the public and the private sectors.

This chapter will provide a list of recommendations that have been formulated following the undertaken research. An attempt will be made to address the key questions of this research at the end of this chapter.

7.2 RECOMMENDATIONS

7.2.1 Recommendation 1

There should be greater uniformity in the implementation of tourist guiding programmes and courses. Factors like the length of the course, course content, practical training within the course should become uniform features contained in all programmes. Greater uniformity will lead to a level of standardisation and will also address the potential problem of inadequate courses or programmes being offered to unsuspecting learners.

7.2.2 Recommendation 2

Tourist guides should undergo a compulsory re-assessment or re-evaluation to determine and ensure that tourist guiding and tourism industry product knowledge remains updated. This may also take the form of a refresher course. Although tourist guides are legally bound to re-register every two years, a refresher course should become mandatory as a prerequisite to obtaining the renewed tourist guiding permit.

7.2.3 Recommendation 3

The formation of a nationally representative organisation for tourist guides is essential. The national Department of Environmental Affairs and Tourism initiated the process to form such a representative organisation by arranging workshops in all provinces through each provincial tourist guiding registration office. Due to a number of impeding factors, this initiative did not result in the successful formation of a representative organisation. The need to establish such an organisation has not diminished, however an alternative approach needs to be sought in order to revive the process.

7.2.4 Recommendation 4

Established tour operators need to form partnerships with local community guides or site guides, at a formal and an informal level, in order to ensure mutual benefit for all involved parties and thereby working towards the sustainability of community-based tourism initiatives.

7.2.5 Recommendation 5

The existing monitoring system to address illegal tourist guiding activity needs to be improved in order to protect the integrity of licensed tourist guides and to ensure that an acceptable level of professionalism in the tourist guiding sector is maintained. The Tourism Amendment Act, No. 70 of 2000, makes provision for the implementation of a penalty for both the illegal tourist guide and the tour operator who is guilty of hiring the services of an illegal tourist guide.

7.2.6 Recommendation 6

The training of site guides who will specialise and operate at a specific venue or site will lead to greater diversification within the tourist guiding fraternity and will contribute to the creation employment as well as providing a specialised service to visitors' to a specific site, thereby contributing to a higher level of visitor satisfaction.

7.2.7 Recommendation 7

The area of tourist guide training should be reviewed in order to determine whether the education programmes are adequately structured and designed to test the relevant competencies, as well as to determine whether learners who are being trained as tourist

guides are receiving adequate and relevant practical exposure in order to be well prepared when entering into the tourism industry.

7.2.8 Recommendation 8

In order to establish tourist guiding as a profession, there should be a standardised remuneration system remuneration. This will greatly reduce the tourist guide being left to the mercy of illegal guides who charge much less for their services. A standardised remuneration system will also reduce the incidence of tourist guide exploitation on the part of tour operators.

7.2.9 Recommendation 9

The development of a tourist guide mentorship programme needs to be formulated, ideally between established tour operators and newly qualified tourist guides. Such a partnership could contribute to the improvement of guiding skills, after the newly qualified guide had been exposed to working closely with an experienced guide.

7.2.10 Recommendation 10

Tourism authorities, representing the public sector, should work closely with the private sector in developing programmes which focus on the improvement of guiding skills. The constant growth of the tourism industry coupled with the increasing number of tourist guides requires tourist guides to remain abreast of new industry developments.

7.2.11 Recommendation 11

In order to ensure the sustainability of the domestic tourist guiding sector, tourism authorities should monitor the activities of foreign tour leaders, who accompany foreign tourists and simultaneously act as tourist guides. This practice undermines local tourist guides by reducing employment opportunities. It should be legislated that foreign tourist groups are only allowed to be guided by a locally registered tourist guide, who has the appropriate identification card and badge.

7.2.12 Recommendation 12

The growth of the tourism industry has resulted in the diversification of the overall tourism product, with new tourism products continually being developed. South Africa is becoming increasingly popular as an adventure or activity destination. This trend has consequently brought about the need to train specialised guides who are able to offer their specialised services to tourists who are specifically interested in adventure tourism, like adrenalin or extreme sports, mountaineering, abseiling, paragliding and many more.

7.2.13 Recommendation 13

Tourism authorities should be working closely with transport providers, like minibus and sedan taxi operators, in order to emphasise the importance of such transport providers in being able to deliver a service positively contribute to visitor satisfaction, in the context of an increase number of visitors due to the Soccer World Cup tournament in 2010.

7.2.14 Recommendation 14

Based on the response in Table 7.17, 31.2% of respondents feel that tourism education in South Africa is not well organised. Based on this result, it is highly recommended that training institutions align their tourism educational programmes with the programmes offered at the Cape Peninsula University of Technology.

7.2.15 Recommendation 15

In order to ensure a greater understanding of the role of government, a series of awareness programmes should be designed, developed and implemented to ensure that more industry participants become aware of the role that government is fulfilling. These awareness programmes should focus on issues pertaining to industry legislation and the implications for all parties concerned.

7.3 CONCLUDING REMARKS

The South African tourism industry has to date experienced a record number of visitors. It is in the light of the growing success of the industry that this research has been conducted.

The first chapter provided an overview of the research area and served as an introduction to the specific area that was to be researched. This chapter articulated the problem statement and the research objectives.

Chapter two examined the historical development of tourist guiding, tracing the vocation back to ancient times. The role of the tourist guide was examined and various codes of conduct were looked at. Chapter two also looked at the issue of transformation in the tourist guiding sector.

Chapter three provided an overview of the broader tourism industry, with special reference to institutional arrangement. The relationship between government and the private sector to create an enabling environment for new entrants into the industry was also looked at. Various government initiatives were examined to determine the extent to which they were contributing to the industry.

Chapter four provided a legislative framework for the research and focussed mainly on the legislation that governs the guiding fraternity.

The fifth chapter focussed on the educational implication of the tourist guiding sector. In this chapter South African tourist guide programmes were examined in relation to a few foreign tourist guide training models. Chapter five went further to examine at the Tourist Guiding Centre at the Cape Peninsula University of Technology. This chapter also investigated the role and function of the World Federation of Tourist Guides Associations and provided an overview of the draft constitution of the South African National Federation of Tourist Guides.

Chapter six focussed on the research methodology and the interpretation of the research findings.

Chapter seven, which is also the last chapter, highlights a number of recommendations that can be implemented and further investigated. A number of these recommendations have emanated from responses been extracted from the responses contained in the research findings that was contained in the self administered questionnaire.

The research indicates that government is playing an active role in promoting transformation in the tourist guiding sector. The Tourism Black Economic Empowerment Scorecard and Charter provides the legislative framework for organised industry transformation.

The establishment of the positions of provincial tourist guide registrars has resulted in greater access to individuals who were once excluded from the tourist guiding sector. Issues pertaining to tourist guide registration that was once the responsibility of the former South African Tourism Board, has now become the function of the provincial tourist guide registrars, as a department of the provincial tourism department, overseen by the national Department of Environmental Affairs and Tourism (DEAT).

The general structure of tourist guiding courses display many similarities, as far as the course content goes. The specific course content topics are determined relative to country or region where the courses are being offered.

Tourist guiding legislation, as per the Tourism Second Amendment Act, NO. 70 of 2000, makes provision for punitive measures to be instituted against individuals who operate as illegal tourist guides. The biggest challenge is being able to monitor the provisions of The Act.

The skills shortage in the tourism industry also affects the tourist guiding sector. Tourist guiding programme diversification should be implemented in order to improve service delivery to the increasing number of tourists.

In conclusion, this research has attempted to shed light on the development of the tourist guiding sector, however the recommendations creates an opportunity to conduct further research into this field.

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[27 October 2007]

APPENDIX A: SELF ADMINISTERED RESEARCH QUESTIONNAIRE

E. Davids
P.O.Box 652
Cape Town
8000

Dear Sir / Madam

QUESTIONNAIRE ON THE DEVELOPMENT OF TOURIST GUIDING IN SOUTH AFRICA

Your co-operation in the completion of this random sample survey questionnaire is sought . Your willingness to complete this questionnaire will be highly appreciated. The information obtained will assist the researcher to complete a study on the development of tourist guiding in South Africa.

The questionnaire has been prepared in such manner, so as not to consume to much of your time.

All obtained information will be treated as confidential.

Should you have any comments, queries or additiona;l about the questionnaire, do not hesitate to contact Mr Ezzat Davids on the number 021-4604250.

Thank you for your co-operation.

Ezzat Davids
Researcher

TOURIST GUIDING QUESTIONNAIRE

		Strongly Agree	Agree	Do Not Agree	Strongly Disagree
		1	2	3	4
1	There is a need for more Tourist Guides in South Africa.				
2	The Tourist Guiding field in South Africa is over saturated.				
3	Transformation in the Tourism Industry is necessary in order to ensure future sustainability of the Tourism Industry.				
4	The Government is doing much to bring about transformation in the Tourism Industry.				
5	I am aware of and understand the purpose of the Tourism Black Economic Empowerment (BEE) Charter and Scorecard.				
6	The Tourism Black Economic Empowerment (BEE) Charter and Scorecard will add value to the Tourism Industry.				
7	Tourist Guides fulfill the role of being ambassadors of the country.				
8	Tourist Guides act as cultural brokers in the Tourism Industry.				
9	Tourist Guides can greatly contribute to social transformation in South Africa.				
10	The guiding activities of Tourist Guides greatly contribute to tourism awareness in South Africa.				
11	Tourist Guides act as agents who contribute to spreading the principles of Responsible and Sustainable Development.				
12	Tourist Guides contribute to the forging of partnerships between established tourism businesses and local communities.				
13	The Tourist Guiding sector largely contributes to job creation in South Africa.				
14	I am aware of and understand the contents of the White Paper on the Development and Promotion of Tourism in South Africa of 1996.				
15	Local communities should play a more meaningful role in the Tourism Industry.				
16	More local communities should become formally involved in the Tourism Industry.				
17	Tourism Education in South Africa is well organised.				

18	It is important to obtain a sound tourist guiding education in order to secure a future career as a tourist guide.				
19	The Tourist Guide education and training that I received prepared me well as a Tourist Guide.				
20	Tourist Guides in South Africa largely contribute to an increase in the satisfaction levels of tourists.				
21	There is a need for specialised tourist guides in South Africa, for example Nature Guides, Cultural Guides and Adventure Guides				
22	There is a need for a national tourist guiding representative organisation.				
23	Tourist Guiding is one of the most important sectors of the South African tourism industry.				

**APPENDIX B: WESTERN CAPE TOURIST GUIDE NEWSLETTER, FIRST
QUARTER 2004**

Western Cape Tourist Guide Newsletter

FIRST QUARTER 2004

RE-REGISTRATION OF TOURIST GUIDES

The tourist guide office is currently involved in the re-registration of tourist guides who registered with this office for the period 2002-2004.

The current registration is staggered over a twelve-month period to ensure that every person has the benefit of his or her full two years' of first registration.

That means, for example, if you registered with this office in July 2002, you will have to re-register in July 2004.

We are currently reconciling January's re-registrations, processing February's re-registrations and finalising reminders for March and April.

You are urged to notify this office of any change of address or contact details.

If there is any uncertainty with regard to your re-registration, then kindly give us a call.

IMPORTANT UPDATE: LAUNCH OF DATA BASE SYSTEM

Notice is hereby given that a new Tourist Guide database has been implemented.

The database has been designed over a three-year period and will be officially launched at a breakfast function, which will be hosted by Mrs Joyce Witbooi, Provincial Minister of Economic Development and Tourism on Saturday, 21 February 2004. The launch coincides with International Tourist Guides' Day.

URGENT REMINDER: ASSESSMENT DEADLINE

Many former SATOUR registered guides have become aware of the new deadline for their assessments.

The announcement is repeated for those who may have missed the first notice:

"Following our recent call for the submission of proof of assessment, we are delighted to inform you that the National Minister of Environmental Affairs and Tourism, Mr Valli Moosa has announced the extension date for submissions as 31 May 2004."

A formal notice was placed in the Government Gazette on Friday, 3 October 2003 and media alerts were placed in the print media.

We would like to draw your attention to the following important conditions:

- All pending assessments and Recognition for Prior Learning (RPL's), which were due on 30 September 2003, should be completed by 31 May 2004.
- THETA declaration of competence (certificates) must be submitted for re-registration.
- All SATOUR guides should have been assessed for re-registration failing which they will have to undergo re-training".

Please note all guides who have upgraded through assessments and added new sites, regions or national to their categories, need to pay R30.00 for a new ID Card.

In addition, assessment upgrades to national require a new national badge at R30.00.

INTRODUCING THE ACTING REGISTRAR

Ms Labeeqah Schuurman, Tourism Lecturer and Tourist Guide Trainer from the Cape Technikon's Faculty of Management, has recently joined the Department of Economic Development and Tourism, as Deputy Director: Special Projects and Infrastructure Support. She is, however fulfilling the position of Acting Registrar, until the appointment of the Provincial Tourist Guide Registrar. The Registrar can be contacted at Registrar@pgwc.gov.za

REGISTRATION OFFICE: RE-LOCATION AND PAYMENTS

The Chief Directorate of the Department of Economic Development and Tourism re-located in December 2003 from No. 9 Dorp Street to 7th floor, NBS Building, St George's Mall, Cape Town.

The Tourist Guide Registration Office is still located at 148 Long Street, Cape Town until further notice.

Plans are afoot to ultimately re-locate the Registration office to the Ground Floor, NBS Building. This move has become necessary; as the Department will house its own Cashier's office in the NBS building.

If the move does not happen tourist guides' would have to walk to St George's Mall to pay their registration fee and walk back to Long Street to register. This would be time consuming, and would not be welcome, especially during the winter months.

The Cashier's office will be operating from the NBS building by 01 April 2004. The proposed date for the re-location of the Registration office is approximately May/June 2004. Essentially, there will be a very short period during which guides would have to walk between the Registration office and the Cashier's office. This is unavoidable and measures are being put in place to create an environment whereby guides will not become frustrated with the process in the interim period.

Cheque payments will only be accepted at our office until 01 April 2004 and must be sent to:

The Department of Economic Development and Tourism
P O Box 979

Cape Town, 8000
Attention: Ernest Sonnenberg

From 01 April 2004, all payments will be processed by the Cashier's office. Guides' will be informed well in advance of the new payment details.

REPORTING AN ILLEGAL GUIDING ACTIVITY AND MISCONDUCT

Upholding the Tourist Guide Code of Conduct and Ethics is a very important matter in the lives of Tourist Guides.

The procedure, when reporting an illegal tourist guide/tour operating activity or misconduct on the part of a fellow tourist guide, is important.

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 following are a few points to remember:

- Write down the name of the person who appears to be operating illegally or guilty of misconduct.
- Write down the name of the tour operator who is using the illegal tourist guide.
- Write down time, place and registration number of vehicle
- Persons lodging a complaint must supply their names, and contact details, as well as their Tourist Guide (WC) number.

The Department has mandated 4 Inspectors to assist in the reporting of illegal guides.

The Inspectors have been appointed for the period 15 December 2003 – 31 January 2004 as a once-off pilot.

This was necessary due to the increased emphasis on policing the industry and in providing a framework in which illegal guiding is taken in a serious light.

Further to this, the Department is in the process of finalising the procedures to follow when dealing with illegal guides and cases of misconduct.

PROVINCIAL TOURIST GUIDE OF THE YEAR: FAIZAL GANGAT

Faizal Gangat arrived in Cape Town in 1997, having lived and worked in KwaZulu/Natal for 28 years, most of which he was a partner in a retail furniture and electrical appliance business.

In 2000, he completed a tourist guiding course and Cape Capers Tours was born at the beginning of 2001 when he was granted a permit to transport tourists. At first, Faizal had to continue working full time in his rep job but through his occasional tours, he realised how slanted mainstream tourism marketing and delivery was, and felt more could and should be done.

Knowing he could play a large role in that process, he traded in his old Merc for a combi, gave up his job and concentrated all efforts on his "Township Experience" He hasn't looked back. The company now has offices in Woodstock, runs 3 vehicles, employs two freelance drivers and is anticipating carrying 100 passengers per month on his tours in the 2003/2004 season.

Faizal sees himself as a facilitator more than a guide. Eighty percent of his tours are cultural and sustainable development tours, such as the Cape

Care Route. With his contact with the various communities, he spreads the benefits of tourism, inspires and assists aspirant and educates product and service owners about the opportunities available to them.

EXCITING DEVELOPMENTS

DESTINATION MARKETING ORGANISATION (DMO)

The joint marketing process for tourism has resulted in the establishment of the Cape Town Tourism and Events Company (CTTEC) on 01 July 2003, which was formed as the precursor to the Destination Marketing Organisation.

The CTTEC will among others, refine the existing draft tourism framework into a strategy and a marketing plan for the DMO and establish management structures to take the process forward.

The DMO will shortly be established by statute in terms of the Western Cape Tourism Bill. The Western Cape Tourism Bill aims to repeal the Western Cape Tourism Act of 1997, to allow for a more flexible structure and a partnership that can deliver on a joint marketing process for the Western Cape.

The Bill, which is the proposed legislation, was published in the Provincial Gazette of November 2003. The availability of the Bill was also publicised via local newspapers to 16 publications. Approximately 30 submissions and comments were received, all of which have been handed to the Standing Committee for consideration.

The Provincial Standing Committee on Agriculture, Tourism and Gambling held

public hearings on 03 February 2004 in Cape Town and 04 February 2004 in Worcester. The purpose of the public hearings allowed verbal input from those people who did not make written submissions and those who made verbal submissions the opportunity to clarify aspects of their written submissions, if they wished.

Following the hearings, where necessary, comments will be incorporated and the Bill will be submitted to the Provincial Parliament for consideration.

CAPE TOURIST GUIDES' ASSOCIATION (CTGA)

The Department has agreed to sponsor CTGA office space. CTGA moved in on the 07 January 2004 and the reception area is being shared between the two offices.

We believe that this partnership will build on providing a more efficient service to our guides. In addition, CTGA has agreed to finalise a mentorship programme, whereby its members will mentor a minimum of 10 new tourist guides per year.

TOURIST GUIDE TRAINING

Following on from last year, the Department has shortlisted 40 candidates who will be interviewed by a panel during this month.

From this, a final group of trainees' will be selected to be trained as tourist guides by the Cape Technikon. You will be updated of progress in this regard.

We wish you every success for the new year!

**APPENDIX C: DRAFT CONSTITUTION OF THE NATIONAL TOURIST
GUIDES ASSOCIATION OF SOUTH AFRICA**

*National Tourist Guides
Association of South Africa
(One Voice for all Guides)*

CONSTITUTION

**Draft: January 2005
Amended in Soweto at the
Inaugural Conference of
9th & 10th March 2005**

Author: Enrico Fourie

(On behalf of the Interim Steering Committee)

Version: Amended Constitution as at 10th March 2005

1. THE SIGNATORIES

The signatories to this Constitution are the founding National Executive Members ("the NEC") following the Inaugural Conference of the National Tourist Guides Association of South Africa (hereafter, "the Association" or NTGA).

2. LEGAL STATUS

The Association has legal status as a corporate body under the common law of the Republic of South Africa.

The laws of the Republic of South Africa shall govern the Constitution and the rights and obligations of members of the Association.

3. STATEMENT OF PRINCIPLES

3.1. Preamble and Naming -

The Tourist Guiding fraternity believes that the South African tourism sector, as a key economic and social engine of development, requires a strong Tourist Guiding thrust to ensure equitable and responsible tourism growth and transformation.

To achieve this, Tourist Guiding has to be elevated to a national priority as a profession and sector to impact meaningfully on the tourism value chain.

In order for the Tourist Guiding fraternity to be fully recognised and represented as a leading stakeholder in the development of tourism in South Africa, Tourist Guides support the establishment of a national body to represent the interest and values of professional and effective guiding for South Africa as destination, overcoming the issues of fragmentation and disunity within the sector.

To this effect a national independent body should be established based on strong provincial and regional formations of the Tourist Guiding fraternity. Such Tourist Guides, whatever their specialisation, shall be included in terms of a constitution and the definition of the Tourism Act (Act no. 72 of 1993 as amended 2001), the Tourism 2nd Amendment Act, 2000 (Act no. 70 of 2000) of South Africa, and any subsequent amendments.

Such a body shall be named "The National Tourist Guides Association of South Africa", hereafter the NTGA (of SA) or "the Association".

3.2. Vision

To be the effective professional and unified voice for all Tourist Guides and its fraternity bodies in the Republic of South Africa.

3.3. Mission

The Association shall represent the Tourist Guiding fraternity at both provincial and national level of the tourism industry and family, and ensure that through comprehensive, united and effective representation and professionalisation, the appropriate programmes, interventions and engagements are made to maintain the defined benchmarks, standards and conditions of the Tourist Guiding sector and its members, in the Republic of South Africa.

3.4. Partnership

The Association shall interact and engage with government, the International Tourism Family, stakeholders and private business as an equal partner, towards achieving synergy for a national tourism culture, policy and strategy for South Africa as a tourist destination.

The Association fully recognises the historical exclusion of the disadvantaged people of South Africa from participation in the mainstream of the South African tourism industry.

Mindful of this reality, it is a fundamental principle of the Association to cooperate, collaborate and support interventions that ensure the inclusion and development of historically disadvantaged communities of the tourism industry.

3.5 Trust

In seeking to constructively influence macro and micro tourism policy, **tourist** guiding strategy and functions, the Association will act from a position of party political neutrality and mutual trust as a fundamental to its structures, proceedings and objectives.

3.5. Consensus

The consensus principle is fundamental to the proceedings of the National Executive Council in the belief that it best serves representative decision-making and constructive collective action by the NEC.

3.6. Objectives

It is the objective of the Association to:

- 3.6.1 Be a unified body representing **all Tourist Guides**, to which government and industry can both refer to; and negotiate with; on all matters relating to the Tourist Guiding Sector;
- 3.6.2 Be committed to the transformation of the **Tourist Guiding** profession to empower historically disadvantaged individuals and communities, mindful of the need for sustainability and of protection of culture and an ethos of professionalism;
- 3.6.3 Negotiate and implement opportunities for job creation, promote mentoring schemes and fast-track procedures for previously disadvantaged individuals;
- 3.6.4 Deepen the value chain in tourism by working with government, trainers, employers and service providers in raising the profile of Registered Tourist Guides, to increase the level of satisfaction amongst service users and thus South Africa as a preferred tourist destination;
- 3.6.5 Offer members ongoing opportunities with monitoring of high standards of quality in training, education, professional development;
- 3.6.6 Provide a conduit through which members can gain access to services, resources and donors giving opportunity for assistance for small to medium size enterprises;
- 3.6.7 Offer an integrated forum for investment providers and business advisers to access **Tourist Guides** at grass-roots level and vice-versa;

3.6.8 Provide member benefits including conciliation services; collective representation to government and employers; remuneration and basic conditions of employment; negotiations, preferential professional insurance and medical aid rates, etc.

4 DEFINITIONS AND INTERPRETATION

4.1 In this Constitution, unless the context otherwise indicates:

- The heading to the respective clauses is for reference purposes only. They shall not be taken into account in the interpretation of this Constitution.
- The singular shall include the plural and vice versa. The male gender shall include the female and neuter genders and vice versa.
- The following words and expressions shall bear the meanings assigned to them hereunder.

4. Inaugural Conference –The first and only national launching conference of the Association in order to establish the constitutional processes and the NEC, and to ensure that provincial congresses will be held within 3 (three) months of the date of the conference.

4.1.1. Tourist Guide – a Registered Tourist Guide as circumscribed in the principal act (Act No. 72 of 1993) and subsequent amendments.

4.1.2. Member – any bona fide membership category as defined by the definition of Tourist Guide as regulated and enacted in the Republic of South Africa, and who has thus joined the Association via his/her Provincial and/or Regional Association.

4.1.3. Provincial Association – shall be the single unified provincial unit of the Association and is constituted by the PC, the PEC, Chapters within the constituent province and all bona fide members within the province as defined.

4.1.4. Provincial Congress – PC – Annual Provincial General Meeting to elect NEC member and the PEC and to make resolutions and propose policy for the NEC.

4.1.5. Association Chapter – the Regional General Meeting within a designated tourism region of a constituent province of the Association.

4.1.6. The Provincial Executive Committee – PEC –the Provincial Executive Committee elected for 2 (two) years at an Annual Provincial Congress.

4.1.7. The Regional Office Bearers –ROB's –the Executive Committee elected annually by a Chapter in a constituent province representing the Chapter.

4.1.8. The National Executive Committee –The NEC – the highest committee within the Association as defined within the Constitution with 1 (one) person per province elected from the PEC's.

4.1.9. The Chief Executive Officer – CEO – shall be a full-time employee appointed by the NEC as Secretary of the Association and simultaneously the CEO of the Association's Section 21 Company in terms of the Companies Act 1973 – reporting to the NEC.

4.2 Association – the NFTGSA as a registered and defined voluntary organisation of tourist guides as determined.

4.3 Special Resolution – A Resolution passed by a majority exceeding 50% (fifty percent) of the votes of Members, who are present at any properly constituted meeting of a Provincial Congress or Chapter Meeting or the NEC or of more than half of the Provincial Congresses within the Association.

4.4 Notices

Any notices for all purposes of this Constitution, shall be in writing.

The notice shall be deemed to have been received by the Member to whom it is addressed by any of the following:

- at the time of delivery if couriered or hand delivered, or
- on the 7th (seventh) day following the posting in the Republic of South Africa excluding the day upon which it is posted, or
- at the time of delivery if sent via facsimile, or
- at the time of delivery if sent via electronic mail.

A notice actually received by a Member of the Association shall be deemed to be a notice in terms of this clause.

4.5 Membership Fees – The amount payable by a Member as determined in paragraph 9. Membership Fees include any interest thereon.

4.6 Year – The financial year of the Association shall be determined by the NEC,

4.7 Budget – A budget as determined in paragraph 13.

5 MEMBERS AND MEMBERSHIP

The Association shall entertain various classes of membership within its ranks.

5.1 Classes of Membership

- 5.1.1 **Full Membership.** Any person registered as a **Tourist Guide** in terms of the **Tourism 2nd Amendment Act, 2000 (Act no 70 of 2000)** and/or subsequent legislation, may apply for Full Membership via the Provincial and/or Regional Structures. Such applications shall be entertained by the Provincial and/or Regional Structures on behalf of the NEC by the relevant Executive Committee within 7 (seven) days of application.
- 5.1.2 **Honorary Membership.** The NEC may grant Honorary Membership to any person who, in its opinion, has contributed significantly to furthering the objects of the Association.
- 5.1.3 **International Membership.** Any person registered as a Tourist Guide in terms of the **Tourism 2nd Amendment Act, 2000 (Act no 70 of 2000)** and/or subsequent legislation who is not residing in South Africa, may apply for International Membership, provided such person is deemed to have significantly contributed to the aims and objectives of the Association. This may be awarded at the discretion of the NEC.
- 5.1.4 **Student Membership.** Any person who has enrolled for training as a Tourist Guide with an **Accredited Training Provider**, and is currently undergoing such training prior to registration.
- 5.1.5 **Associate Membership.** Corporations and other such organisations that support the objects of the Association may apply for Associate Membership. This may be awarded at the discretion of the NEC.

(b) Every fully paid up member and Registered Tourist Guide, via his/her Provincial Structure as defined in point 4 shall have full voting rights at any General or Special Meeting of the Association, provided payment is received at least seven calendar days before any such meeting. Honorary Members, International Members, Student Members, and Associate Members shall have no right to vote but shall enjoy participating rights in the meetings and structures of the Association.

5.2 Resignation

A Member may resign membership by giving written notice to the Provincial Executive Committee (PEC), 60 (sixty) days prior to the Association's financial year end. However, the Member, notwithstanding the resignation, shall remain liable for any Subscription Fees due to the PEC at the time of resignation.

5.3 Obligations of a Member

If a Member fails to pay any subscription fees on the due date or fails to comply with any of the obligations in terms of the Constitution, such Member shall forfeit membership after receiving 60 (sixty) days notice in writing from the Association.

Notwithstanding the foregoing, a Member shall remain liable for any Subscription Fee due and payable at the time of such forfeiture.

Each Member shall abide by a disciplinary code and professional code, respectively of conduct of the Association and profession: such codes shall set out both the substance and procedure for application to members and shall be reviewed annually. See attached codes of conduct.

5.4 Membership Procedure

Any category of person as defined above and in terms of the Constitution may apply for membership by completing a bona fide membership form, (attached), and submitting it as designated on the form to the Provincial Executive Committee. Such person shall receive a written response within 14 working days from the National Secretary or relevant Provincial Secretary of the Association. The National Office Bearers and/ or the relevant Provincial Office Bearers of that potential member shall assess candidate members. All members shall be provincially based and defined and shall simultaneously be part of a Tourism Regional Chapter in the relevant province.

6 NATURE OF THE ASSOCIATION

- 6.1 The Association is a corporate body under the common law of the Republic of South Africa known as a *universitas personarum*.
- 6.2 The Association has perpetual succession. Thus:
- 6.3 The Association continues as an entity notwithstanding changes in and of its membership.
- 6.4 The Association holds its assets distinct from its Members
- 6.5 No Member has any right, title, claim or interest to the assets of the Association by reason of its membership.
- 6.6 The Association does not have the object of carrying on any business that has for its own object the acquisition of gain for itself or its Members.
- 6.7 The Association is not permitted to distribute any of its gains or profits to its members or any person.

- 6.8 The Association is required to utilise its funds solely for investment or for the object for which it has been established.
- 6.9 The activities of the Association are to be wholly or mainly directed to the furtherance of its sole or principle object.

7 POWERS, RESTRICTIONS AND DISSOLUTION OF THE ASSOCIATION

7.1 Powers

The Association may exercise the powers conferred on it under this Constitution.

This includes the power:

- 7.1.1 To charge interest on any arrear Subscription Fees at such rate and calculated in such manner, as the NOB's through the NEC may from time to time decide.
- 7.1.2 To appoint agents and employees as it deems fit.
- 7.1.3 To acquire in any manner of property for the use of the Association or the Association's Section 21 Company.
- 7.1.4 To borrow monies, subject to Clause 7.2, as required by the Association in the performance of its functions or the exercise of its powers.
- 7.1.5 To secure the repayment of monies borrowed by it, including interest thereon, in any manner that the NEC and /or NOB's may determine.
- 7.1.6 To invest any monies of the Association in any Deposit Taking Institution.
- 7.1.7 To remunerate any person for services rendered in organising or managing of the affairs of the Association.
- 7.1.8 To open bank accounts and, subject to Clause 7.2, to overdraw such accounts. To draw, make, accept, endorse, discount, execute and issue negotiable or transferable instruments of any kind.
- 7.1.9 To apply for any law, order, regulation or other authorisation or provision that is to the benefit of the tourism industry, either directly or indirectly and equally to oppose any bills or law, actions or applications that may prejudice the interests of the tourism industry.
- 7.1.10 To use such means as are required to publicise the objects of the Association.
- 7.1.11 To take out any insurance against any loss that the Association may suffer.
- 7.1.12 To merge with or enter into any reciprocal agreement with any other body or organisation which has similar objects.

- 7.1.13 To employ, dismiss and remunerate employees. The Association can further establish and contribute to pension, medical aid and/or other like funds for the benefit of any employee.
- 7.1.14 To collect and disseminate information about the tourism industry and about policies or practices related thereto.
- 7.1.15 To enter into any agreements for the purposes of the Association.
- 7.1.16 Generally to do all such things as may be conducive to the attainment of the objects of the Association.
- 7.1.17 The Association shall not have the power, save with the approval by Special Resolution, to alienate any immovable property or real rights of which it is the owner.

7.2 Restrictions

The powers of the Association are restricted in the following aspects, namely:

- 7.2.1 The Association may not borrow any monies except to finance any shortfall or deficit, including a temporary shortfall or deficit, in its funds; and
- 7.2.2 The Association may not lend any monies to Members. This does not prevent the PEC from granting any extension to a Member to pay any Subscription Fee.
- 7.2.3 The Association shall not have the power to encumber any of its assets unless a Special Resolution has approved the encumbrance.

7.3 Member Indemnity

Members and Executive Committee Members (NEC's; PEC's and REC's) shall not be liable, jointly or independently, for the debts and/or obligations incurred by the Council.

7.4 Dissolution

In the event of dissolution of the Association for any reason whatsoever, on conclusion of all financial matters, any remaining finances or assets are to be disposed of as follows:

- 7.4.1 All assets and remaining finance to be handed over to the Association's Section 21 Company, an Association incorporated under Section 21 of the Companies Act, 1973 whose member -directors shall remain until otherwise determined.
- 7.4.2 In the event of Association's Section 21 Company not being in existence at the time of dissolution, the assets and remaining finance to be handed over to such suitable non-profit tourism organisation as determined by the NEC.

8.1 The Inaugural Conference

The Association shall be established (in terms of this Constitution) and by way of resolution at an Inaugural Conference adopting the constitutional provisions of the agreed Constitution and confirmed by such a conference. Such a step brings into being the envisaged structures and powers, rights and obligations of the Association as a body. Such a conference shall be formalised and confirmed with representatives from no less than 4 (four) provinces with a minimum of 3 (three) member representatives per province (out of a maximum of 5 (five) representatives).

All provincial and regional structures shall thereafter be launched and established within a period of 3 (three) months to nominate their representatives to the national structures and election of office bearers. The conference shall confirm the nominations of an Interim Executive Committee of 1 (one) person per constituent province, for 4 (four) months only to finalise such establishment of structures and functions as envisaged in the Constitution. Such a committee shall have the powers to secure appropriate and relevant operational resources and staff for the period of 4 (four) months only.

8.2 Composition

The Association shall be composed of 3 (three) hierarchical structures and levels of governance:

- 8.1.1 A national structure and level of operation.
- 8.1.2 A provincial structure and level of operation which shall be defined as a Provincial Association.
- 8.1.3 A regional structure and level of operation which shall be defined as Tourist Guide Chapters within a province.

8.2 The National Structures and Functioning

- 8.2.1 The Association shall have a National Executive Committee (herein "the NEC") composed of one (1) bona fide Association member from each duly established province; the NEC can only be established and brought into being if a minimum of five (5) provinces constitute the Association given a period of 4 (four) months for establishment. Such members shall be elected bi-annually by each constituent province as duly constituted by the provincial membership.
- 8.2.2 The NEC shall also be elected bi-annually, commencing from the moment that all provinces are established, a National Office Bearers Committee from within the NEC members (herein the NOB's) composed as the: Chairperson, Vice Chairperson, and Treasurer of the Association. The Secretary, it is envisaged, shall be a full-time official employed by the NEC and shall be ex officio on the NOB's. In the event of any election failing to fill any vacant positions on the NEC, they shall be filled by the provincial structures elections to the NEC.
- 8.2.3 The NOB's shall be the national "face" and public image of the Association and shall meet to run the affairs of the organisation on a monthly basis. They shall also become full members of the NEC for the 2 (two) year period of office. The NOB's shall become the National Management Committee of the Association reporting quarterly to the NEC.

- 8.2.4 The NEC shall be the highest and final decision making body of the Association. The operation and functioning of the NEC shall be in accordance with the constitution and its provisions.
- 8.2.5 The NEC shall meet at least once every 4 (four) months in each calendar year of the Association and shall be convened and chaired by the National Chairperson. It shall provide supervision and oversight to the NOB's through entertaining appropriate reports, and minutes of the Association at provincial and national level.
- 8.2.6 The NEC shall establish a Section 21 Company in terms of the The Companies Act, 1973, for the purpose of managing and/or controlling specific funded resourced projects and units, assets and revenue streams to support the programme of action for tourist guides of the Association. The duly elected NEC (including the NOB's) shall become the member-directors of the Section 21 Company and shall co-opt such member-directors as are deemed relevant or necessary. The Secretary, as full time official, shall become the CEO of such a Company and shall report to the NEC as per the established policies and procedures of the Company. The National Secretary and/or CEO shall also establish a national nerve centre and office of the Association, in accordance with an NEC approved business plan.
- 8.2.7 The NEC shall also inter alia:
- Define and formalise the internal policies and procedures of the Association
 - Structure and finalise staffing for the Association on recommendations of the NOB's and Secretary
 - Set up appropriate committees and work teams, on the recommendation of the NOB's and Secretary.
 - Approve the annual and 6 (six) monthly budget framework of the Association.
 - Finalise a programme of action for the Association at national level, incorporating provincial programmes and projects.
 - Finalise the national and provincial business plans
 - Ensure appropriate provincial and national reports for the running of the organisation are produced and distributed.
 - Define and organise the functions and powers (by resolution) of the National Secretary and/or CEO as defined herein.

8.3 Provincial structures

- 8.3.1 The Constituent provincial structure shall be a unified Provincial Association of bona fide members of the Association located at a provincial level, as defined by provincial delineation of the Republic of South Africa. This association shall be convened after the Association's Inaugural Conference through a provincial congress of bona fide members and organised on an annual basis thereafter. The Provincial Congress, duly constituted, shall elect a Provincial Executive Committee (herein "the PEC"). The PEC shall be constituted as the Chairperson, Vice Chairperson, Secretary and Treasurer of the Provincial Association and further co-opt 3 (three) further members to non-executive positions for the purpose of representing specialist guiding interests.

- 8.3.2 The Provincial Congress shall determine and formalise a final delineation of the tourism regions for that province and shall establish bona fide regional committees which shall be represented at such provincial level, in terms of the constitution.
- 8.3.3 The PEC shall liaise with the NEC and the Secretary and/or CEO on a weekly and monthly basis to take forward the affairs of the Association.
- 8.3.4 The PEC shall liaise with the regional structures on a monthly basis to conduct the affairs of the Association at provincial level.
- 8.3.5 The PEC shall be responsible for the day –to-day running and engagement with the provincial stakeholders and structures affecting the conditions and life of the guiding fraternity.
- 8.3.6 The PEC shall determine and finalise a business plan and programme of action for the province in consultation with the NEC and national operational centre of the Association.
- 8.3.7 The PEC shall further co-opt as non-executive additional members to the PEC meetings based on one person per region of the province.

8.4 Regional structures

- 8.4.1 Upon the establishment of regional delineation and finalisation, the PEC is responsible for the convening of appropriate regional general meetings of bona fide members as defined. These regional general members within a province shall be defined as Chapters of the Association
- 8.4.2 The Regional General Meeting may elect a Regional Office Bearers Committee (herein "the ROB's") to conduct and manage the affairs of the Chapter
- 8.4.3 The Chapter Meeting shall be held at least once every 6 (six) months to formalise decisions and programmes for the province: at least 1 (one) Chapter Meeting per year shall convene prior to the intended date of the Provincial Congress as organised by the PEC.

8.5 Meetings

- 8.5.1 All meetings of the Association at national and provincial and chapter level shall follow formal meeting process and protocol: i.e. the conditions of chairing, voting, a quorum and properly recorded minutes/records presented for acceptance at the following meeting, shall apply.
- 8.5.2 At least 14 (fourteen) clear days written notice of meetings of any meeting shall be given to all appropriate Members at all levels of the Association.
- 8.5.3 A quorum for all meetings of the Association shall be 40% of the members as defined. If such a meeting is not quorate the meeting may be reconvened and ratification is achieved at the next bona fide meeting. This shall not apply to special resolutions of the Association

8.6 Powers

- 8.6.1 The Executive teams as defined within shall have the power and functions entrusted to it under the Constitution once bona fide structures have been launched.
- 8.6.2 Any Member of an executive committee may not act in an unprofessional capacity for and/or on behalf of the Association.

8.7 Committees

- 8.7.1 The NEC may appoint such committees as it determines are required from time to time.
- 8.7.2 The Executive committees will ensure that the interests of all the categories of membership of the Council are fully served through the appointment of appropriate committees to this effect.

8.8 Term of Office

An elected Chairperson, Vice-Chairperson and Treasurer shall only be entitled to serve in this capacity for a bona fide term of a maximum of 2 (two) years. Thereafter a period of 2 (two) years should elapse before re-election of same member may take place.

8.9 Attendance at Meetings

Any executive member or bona fide representative who fails to attend 3 (three) consecutive meetings without apologies, shall forfeit his/her post, unless written notification of an acceptable reason is received.

An alternate member from the respective category shall be elected by those in that category to refill the position.

9 Annual Provincial Congress

9.1 The Provincial Congress shall be the bedrock of the Association's structures and shall be an annual provincial meeting as envisaged within the Constitution herein "the PC". Such a congress shall be launched following the Inaugural Conference and shall be an annual event at provincial level. The PC shall elect the provincial representative to the NEC and mandate its representatives around the affairs and offices of the Association.

9.1 Proceedings

- 9.1.1 The convening notice and proceedings of Provincial Congresses shall be the same as that for all other meetings.
- 9.1.2 At any Provincial Congress a resolution put to the vote shall be decided on the same basis as that determined for any other meeting

9.2 Business at Provincial Congresses (PC)

The business of a PC shall be to:

- Confirm the minutes of the previous Congress.
- Receive and consider a copy of the audited annual financial statements for the previous year for both national and provincial business.
- Receive and consider the Budget for the ensuing year.
- Appoint Auditors qualified to act as such under the Public Accountants and Auditors Act 51 of 1951.
- Receive and consider the report of the Chairperson and Secretary.
- Elect Members to the PEC and/or NEC when necessary for the ensuing year, as determined in 9.1 and 9.2.
- Discuss any other matters which any Member of the Congress may propose.

10 MEMBERSHIP FEE

10.1 The Membership Fee payable for the period prior to the commencement of the first year shall be determined by the inaugural NEC, as defined by the constitution.

10.1 Membership Fees for the ensuing years shall be determined as follows:

Members shall pay annual Membership Fees as determined by the NEC.

When determining the Membership Fee payable by Members, the NEC shall differentiate between the different categories of membership within the Association

11 ACCOUNTS

11.1 The NEC shall cause to be kept such accounting records as may be required to reflect the financial affairs of the Association.

11.2 The Treasurer shall, in accordance with generally accepted accounting practice, cause to be laid before the NEC an income and expenditure statement and balance sheet for the previous year. This shall be forwarded to the PEC's for Provincial Congresses

A copy of the annual financial statements, which are to be laid before the NEC, shall be presented to and approved by them prior to the Provincial Congresses and such documents shall be available for perusal, not less than 21 (twenty one) days prior to the date of the Provincial Congresses.

The NEC shall appoint a reputable firm of auditors, which shall prepare annualised financial statements of both the Section 21 Company and the Association within the Association's financial cycle as defined.

12 BUDGET

The Treasurer, in consultation with the PEC's, shall cause a Budget to be prepared 6 (six) weeks prior to the end of each year. Such Budget shall reflect the proposed income and expenditure for the ensuing year and the proposed Subscription Fee payable by Members in each category. Such budget must be presented and approved at the end of year NEC meeting.

13 AMMENDMENT OF THIS CONSTITUTION

This Constitution may only be amended by a Special Resolution at which the notice of the meeting:

- Specifies the proposal to amend the Constitution will be put to the Provincial Congresses and a final mandate to the NEC.
- Specifies in detail the manner in which it is proposed to amend this Constitution.

Amended and accepted on

ATTACHMENTS:

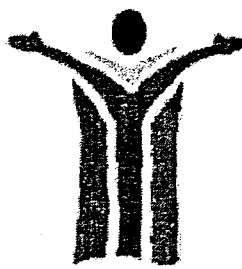
- 1. MEMBERSHIP FORM**
- 2. PROFESSIONAL CODE**
- 3. CODE OF CONDUCT**
- 4. INAUGURAL CONFERENCE RESOLUTIONS AS ADOPTED AND AMENDED**

**APPENDIX D: DEPARTMENT OF ENVIRONMENTAL AFFAIRS AND
TOURISM – THE TOURIST GUIDE MANUAL**



DEPARTMENT OF ENVIRONMENTAL AFFAIRS & TOURISM

THE TOURIST GUIDE MANUAL



Welcome

TOURIST GUIDING MANUAL

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1.1 NEW REGISTRATIONS

Any person who wishes to be registered as a tourist guide must:

- ❖ apply to any Provincial Registrar of their choice
- ❖ Must be a South African citizen or be in possession of a valid work permit.
- ❖ Must submit a valid first aid certificate, from an institution accepted by the Department of Labour (e.g. Red Cross, St John's, the fire brigade etc) before a tourist guide card will be issued.
- ❖ Must be at least 21 years of age.
- ❖ Ensure that they are trained by a THETA accredited trainer
- ❖ Pay R240.00 upon registration.
- ❖ Have 4 passport sized colour photos.
- ❖ Sign a code of conduct after registering.

1.2 UNREGISTERED TOURIST GUIDES

Any person who acted as a tourist guide without being registered as a tourist guide in terms of the principal Act must:

- ❖ Within a period of 6 months from the commencement of the new Act apply for provisional registration to any Provincial Registrar.
- ❖ Prove that he/ she acted as a tourist guide before the commencement of a new Act by supplying to the Provincial Registrar, a portfolio of evidence, for example, letters of recommendation, thank you letters from tourists

A person whose application for provisional registration has been approved by the Provincial Registrar, shall within a period of two years convert his/her experience to the relevant national qualification.

1.3 SOUTH AFRICAN TOURISM REGISTERED TOURIST GUIDES

Tourist's guides who were previously registered in terms of the primary Act with South African Tourism:

- ❖ Remain registered until the new Act is implemented.

- ❖ Must renew his/her registration after commencement of the new Act and the registration fee will R240.00, subject to change.
- ❖ Will have a period of 2 years beginning from date of implementation of the Act, to convert their present qualifications into that of a new qualifications framework.
- ❖ Will register with only one province for all the qualifications that he/she has, preferably where he/she works or resides.

1.4 TOURIST GUIDES TRAINERS

All tourist guides trainers have to be accredited by the THETA to be able to train according to the nationally recognized standards and qualifications framework. For accreditation forms, trainers can call 0860 100 221 or download the forms from the THETA website: www.theta.org.za

1.5 ASSESSORS

All the assessors must be trained by THETA who will only train only experienced tourist guides belonging to an association or accredited training providers.

1.6 FEE STRUCTURE

- ❖ Renewal R240.00 every 2 years, subject to change
- ❖ Addition of new qualification R60.00
- ❖ Replacement of lost or damaged badge R30.00.
- ❖ Suspension fee R500.00
- ❖ Appealing of a suspension R200.00
- ❖ R500.00 fine for a tour operator using the services of an unregistered guide.
- ❖ Assessment fee to be confirmed by THETA before implementation of the Act

2. RESPONSIBILITIES OF THE NATIONAL REGISTRAR

The National Registrar shall:

- ❖ Maintain a central database of all tourists guides registered by Provincial Registrars.
- ❖ Monitor trends in the tourist-guiding sector by conducting research and analysis.
- ❖ Publish information about tourist guides and any information to promote and develop the tourist-guiding sector.
- ❖ Liase with Provincial Registrars, tourist guides, Association of tourists guides, Education and Training Authorities, the South African Police Service and the Consumer Council, to facilitate growth and development of tourist guiding sector.
- ❖ Improve and maintain standards in the guiding sector.
- ❖ Review the regulations relating to tourist guides.
- ❖ Prepare a code of conduct for tourist guides.
- ❖ Hear and determinate appeals lodged.
- ❖ Roll out programmes to improve quality of service in the guiding sector.
- ❖ Facilitate broader access of historically disadvantaged communities into tour guiding.
- ❖ Publish tourist guide information.

3. RESPONSIBILITIES OF THE PROVINCIAL REGISTRARS

- ❖ Keep register of tourist guides within the province concerned.
- ❖ Record the prescribed particulars with regard to each registered tourist guide.
- ❖ Make the prescribed endorsement against the name of any tour guide whose registration has been suspended and inform the national registrar of any action taken.
- ❖ Publish information about other matters relating to the industry.
- ❖ Handle complaints and exercise disciplinary powers in respect of tourist guides as provided by law.
- ❖ Liase with National Registrar of Tourist Guides in an effort to ensure that all activities associated with the position are conducted and completed to the highest standards of service, quality and professional behaviour possible.
- ❖ Register and monitor all applications for registration of tourist guides.
- ❖ Manage and maintain the standards of tourist guiding on a Provincial basis.
- ❖ Ensure that meaningful training is conducted and access to training is available to all previously disadvantaged individuals.
- ❖ Handle the administration of all tourist guide related complaints received from the members of the industry or the public.
- ❖ Deal with enquiries: telephonic, written and in person associated with the tourist guide sector of the industry.
- ❖ Assist with the administration of financial transactions associated with the registration process and to ensure full co-ordination of this responsibility with the relevant Financial Officer.

Additional Support:

A need may exist in certain provinces to use an additional staff to support the Provincial Registrar in executing his/her duties. The duties include:

- i) Handling of enquiries both telephonically, in writing and in person.
- ii) Registration
- iii) Data capturing
- iv) General administration tasks pertaining to tourist guides

4. APPEALS TO NATIONAL REGISTRAR

- A person who appeals in terms of section 21G of the Act against a decision of the Provincial Registrar must, within 30 days from the date on which he or she is notified of the decision against which he or she wishes to appeal, submit to the National Registrar a written notification of appeal in which the grounds for appeal are stipulated.
- In his or her notification of appeal the appellant must inform the National Registrar whether or not he or she wishes to argue the appeal personally before the National Registrar.
- The notification of an appeal must be accompanied by an appeal fee of R 200,00.
- The appellant must provide the Provincial Registrar with a copy of the notification of appeal
- The Provincial Registrar must, within 10 days from receipt of the copy of the notification of the appeal, submit to the National Registrar the reasons for the his/her decision.
- The National Registrar must, within 30 days from receipt of the Provincial Registrar's reasons, notify the appellant of his or her decision.

6. FREQUENTLY ASKED QUESTIONS ABOUT GUIDES REGISTRATION AND THE TRAINING OF GUIDES

□ What is are the implications of the Tourism Second Amendment Act for me as a tourist guide

- After the Act is promulgated, all tourist guides will register through their Provincial Registrars, and their names will be placed on a national tourist guide register, which is maintained by the National Registrar, in the National Department of Environmental Affairs and Tourism. Provincial Registrars will have application forms available and in order to register, guides will need R240-00 (registration fee for TWO years), 4 passport size colour photographs, as well as the ID document.
- If you are presently, a **legally registered tourist guide** with a South African Tourism qualification, then you have two years from promulgation of the Act to upgrade your present qualifications to the relevant national qualification for the category of tourist guiding you are involved in. If you do not do this, then your registration to operate as a tourist guide will be withdrawn.
- If you are presently **not registered** as a tourist guide, then you have a window of opportunity of six months from promulgation of the Act, to register with your Provincial Registrar. For this purpose you will need to prove that you have been guiding. After registration you have the balance of the two years to obtain the relevant national qualification for the category of tourist guiding you are involved in.

□ How has the registration fee been calculated

The new fee takes into consideration the fact the tourist guide registration fees have not gone up in six years together with the fact that registration will now be performed at 9 provinces.

□ What is the National Qualifications Framework (NQF)?

The NQF is a means of transforming education and training in South Africa. It has been designed to:

- Combine education and training into a single framework, and bring together separate education and training systems into a single, national system;
- Make it easier for learners to enter the education and training system and to progress within it;
- Improve the quality of education and training in South Africa;
- Open up learning and work opportunities for those who were treated unfairly in the past because of their race or gender; and
- Enable learners to develop to their full potential and thereby support the social and economic development of the country as a whole.

□ What are National Qualifications?

National Qualifications (NQ's), which are available to everyone, are based on national standards which are recognised by industry throughout SA. NQ's are designed to provide (1) individuals with a clear

path in terms of career development, which is not tied to a specific route of learning, and (2) employers with a means of recruiting qualified and competent staff, as well as managing their performance.

□ What are Unit Standards?

Unit standards are the building blocks of national qualifications. They are registered statements of desired education and training outcomes together with their associated assessment criteria.

□ Why do I need to convert my present training into national qualifications?

In 1995 the South African Qualifications Authority Act (1995) stipulated that **National Qualifications would be developed for** all components of the education and training system in South Africa. This effectively meant that tourist guiding would also need to develop a set of national qualifications and tourist guides would be expected to achieve them. Following an instruction from Minister Mohamed Valli Moosa, THETA established a Guiding Standards Generating Body in order to do this.

The Parliamentary Portfolio Committee insisted on a revision of the Tourism Act of 1993 and stipulated that future registration of tourist guides be linked to the achievement of national qualifications. This was borne out in the Second Tourism Amendment Act of 2000. What does this mean? It means that national guiding qualifications will be linked to the various existing categories of tourist guides (being reviewed to fit the national qualifications) and the guide will have to obtain the national qualification in order to guide legally in the future.

□ When will the National Guiding Qualifications be registered?

The first set of national qualifications for Tourist Guiding were registered on 13 June 2001. Not all the guiding categories' qualifications have been developed. The initial focus has been on cultural and nature guiding, as well as tracking. Workgroups are in the process of developing qualifications for the various aspects of adventure guiding. This will not prevent adventure guides from converting certain parts of their training and experience into those national qualifications and unit standards that have been registered by the end of June 2001.

The registered Guiding qualifications are available from the **THETA call centre on 0860 100 221**.

□ How do I upgrade my present qualification(s) into national qualifications or unit standards using Recognition of Prior Learning (RPL)?

Recognition of Prior Learning or RPL Assessment is the process of defining, documenting, measuring, evaluating and granting credit for learning gained through experience or previous training / learning. This means that the existing knowledge and experience of a guide will be assessed and evaluated against the relevant unit standards of the relevant national qualification by a THETA licensed assessor. This evidence can take many forms, e.g. a curriculum vitae, a logbook, demonstration of guiding expertise in a real or simulated scenario, letters of recommendation about the person's guiding quality by people who have been on guiding trips with them, etc.

If the person is not competent, then they do NOT fail. The assessor gives guidance / coaches the person with regard to the areas that need attention, or in which they are lacking. The assessor and the person being assessed, then agree on a date when those specific deficiencies will be assessed.

In this context, RPL is be used to assess previously registered South African Tourism guides against the SAQA registered guiding standards, as required by the Tourism Amendment Act.

THETA needs to develop a national network of assessors to assist with the task of assessing existing guides in the conversion of their qualifications to the new national requirements.

THETA's RPL process consists of nine basic steps. The steps are as follows :-

Step 1.

The applicant (the tourist guide) must identify the learning he / she wants to have evaluated.

Step 2.

The assessor and the applicant must differentiate between learning and experience. Learning must be expressed in specific outcomes that are relevant and appropriate for the credits required.

Step 3.

The applicant will collect a portfolio of evidence that includes as much evidence as possible of experiences and learning that are relevant to the RPL process.

Step 4.

The assessor will evaluate the evidence produced as well as the learner's competence. This may be done in a variety of ways, which could include practical assessment, simulation, written tests and/ or questioning.

Step 5.

The assessor/s will make a recommendation about the learning and the amount of credit that should be given based on their evaluation and the evidence that was produced.

Step 6.

The assessor will write a report (a copy of which is kept by the applicant for quality assurance purposes) recommending whether the learner should be given the credits / qualifications. The report must include sufficient supporting evidence for the decision. The report must be based on the evidence produced by the learner as well as any assessments that may have been done.

Step 7.

Based on the assessment decision, the assessor will complete the Declaration of Competence Form and submit it for external quality assurance.

Step 8.

Once the Declaration of Competence has been signed off by a Quality Assurer, the Assessor and the Learner, it should be submitted to THETA.

Step 9.

If the applicant was assessed as competent, a certificate is issued.

Step 10

If not, the assessor will not fail the learner but will advise and give guidance on areas of incompetence for the learner to go back and improve.

□ Do I have to repeat training to achieve national qualifications if I am presently a South African Tourism registered guide?

No, you can request the recognition of your prior learning (training courses) and experience (practical experience in the field) via a process of assessment.

□ How will tourist guides be identified in the future?

The National Registrar of Tourist Guides will issue badges and I.D. cards. The I.D. cards will indicate which provinces a tourist guide can operate in and the badges will indicate the province of registration.

□ What happens if we do not comply with the Act?

Acts of misconduct can be reported to the Provincial Registrars, who will take steps against the guide. This could range from a letter of warning to suspension / revoking of the licence to guide (in cases of gross misconduct).

There is an Appeal process, which enables a guide to make representation to the National Registrar (currently Dr. J. Raputsoe "Director Tourism Quality Assurance") if the case cannot be resolved at a provincial level.

The regulations also make provision for a R10 000 fine for tour operators using unregistered (unqualified) tourist guides. It also makes provision for a R5000 fine for tourist guides who are guiding illegally.

□ Who trains guides?

Now that the national qualifications for Tourist Guides are registered, training providers are required to accredit themselves with THETA. Any trainer wanting information regarding accreditation can contact the THETA call centre on 0860 100 221 and / or visit the THETA website www.theta.org.za.

□ Who benefits?

- **Learners:** benefit from the provision of qualifications that enjoy national recognition and where appropriate, enjoys international comparability.
- **Workers:** benefit from clear learning paths in the qualification structure, to facilitate and support life-long learning and career advancement.
- **Employers:** benefit from a work force, competent in the skills

7. THE NATIONAL TOUR GUIDE REGISTRY

Theresa Moyo **Senior Administration Officer: Tourist Guide Registration**

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Pretoria
0001

National Registrar: **Dr Joseph Raputsoe**

Tel: **(012) 310 3687**

8. PROVINCIAL TOURIST GUIDE CONTACTS

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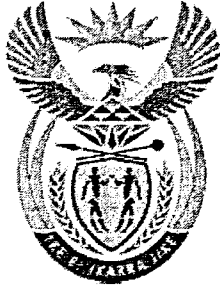
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**APPENDIX E: THE BROAD BASED BLACK ECONOMIC EMPOWERMENT
ACT, 2003**



Government Gazette

REPUBLIC OF SOUTH AFRICA

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No. 25899

THE PRESIDENCY

No. 17

9 January 2004

It is hereby notified that the President has assented to the following Act, which is hereby published for general information:—

No. 53 of 2003: Broad-Based Black Economic Empowerment Act, 2003.



AIDS HELPLINE: 0800-123-22 Prevention is the cure

*(English text signed by the President.)
(Assented to 7 January 2004.)*

ACT

To establish a legislative framework for the promotion of black economic empowerment; to empower the Minister to issue codes of good practice and to publish transformation charters; to establish the Black Economic Empowerment Advisory Council; and to provide for matters connected therewith.

PREAMBLE

WHEREAS under apartheid race was used to control access to South Africa's productive resources and access to skills;

WHEREAS South Africa's economy still excludes the vast majority of its people from ownership of productive assets and the possession of advanced skills;

WHEREAS South Africa's economy performs below its potential because of the low level of income earned and generated by the majority of its people;

AND WHEREAS, unless further steps are taken to increase the effective participation of the majority of South Africans in the economy, the stability and prosperity of the economy in the future may be undermined to the detriment of all South Africans, irrespective of race:

AND IN ORDER TO—

- promote the achievement of the constitutional right to equality, increase broad-based and effective participation of black people in the economy and promote a higher growth rate, increased employment and more equitable income distribution; and
- establish a national policy on broad-based black economic empowerment so as to promote the economic unity of the nation, protect the common market, and promote equal opportunity and equal access to government services.

BE IT ENACTED by the Parliament of the Republic of South Africa, as follows:—

ARRANGEMENT OF ACT

Sections

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BROAD-BASED BLACK ECONOMIC
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10. Status of codes of good practice
11. Strategy for broad-based black economic empowerment
12. Transformation charters
13. Support services and funding of Council
14. Regulations 5
15. Short title and commencement

Definitions

1. In this Act, unless the context indicates otherwise—
- “**black people**” is a generic term which means Africans, Coloureds and Indians: 10
- “**broad-based black economic empowerment**” means the economic empowerment of all black people including women, workers, youth, people with disabilities and people living in rural areas through diverse but integrated socio-economic strategies that include, but are not limited to—
- (a) increasing the number of black people that manage, own and control enterprises and productive assets; 15
 - (b) facilitating ownership and management of enterprises and productive assets by communities, workers, cooperatives and other collective enterprises;
 - (c) human resource and skills development;
 - (d) achieving equitable representation in all occupational categories and levels in the workforce: 20
 - (e) preferential procurement; and
 - (f) investment in enterprises that are owned or managed by black people:
- “**Council**” means the Black Economic Empowerment Advisory Council established by section 4: 25
- “**members**” means members of the Council;
- “**Minister**” means the Minister of Trade and Industry;
- “**organ of state**” means—
- (a) a national or provincial department as defined in the Public Finance Management Act, 1999 (Act No. 1 of 1999); 30
 - (b) a municipality as contemplated in the Constitution;
 - (c) Parliament;
 - (d) a provincial legislature; and
 - (e) a constitutional institution listed in Schedule 1 to the Public Finance Management Act, 1999 (Act No. 1 of 1999); 35
- “**prescribe**” means prescribe by regulation;
- “**public entity**” means a public entity listed in Schedule 2 or 3 to the Public Finance Management Act, 1999 (Act No. 1 of 1999);
- “**strategy**” means a strategy for broad-based black economic empowerment issued in terms of section 11; and 40
- “**this Act**” includes any code of good practice or regulation made under this Act.

Objectives of Act

2. The objectives of this Act are to facilitate broad-based black economic empowerment by—
- (a) promoting economic transformation in order to enable meaningful participation of black people in the economy; 45
 - (b) achieving a substantial change in the racial composition of ownership and management structures and in the skilled occupations of existing and new enterprises;
 - (c) increasing the extent to which communities, workers, cooperatives and other collective enterprises own and manage existing and new enterprises and increasing their access to economic activities, infrastructure and skills training: 50

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- (d) increasing the extent to which black women own and manage existing and new enterprises, and increasing their access to economic activities, infrastructure and skills training;
- (e) promoting investment programmes that lead to broad-based and meaningful participation in the economy by black people in order to achieve sustainable development and general prosperity; 5
- (f) empowering rural and local communities by enabling access to economic activities, land, infrastructure, ownership and skills; and
- (g) promoting access to finance for black economic empowerment.

Interpretation of Act 10

3. Any person applying this Act must interpret its provisions so as—

- (a) to give effect to its objectives; and
- (b) to comply with the Constitution.

Establishment of Black Economic Empowerment Advisory Council

4. The Black Economic Empowerment Advisory Council is hereby established. 15

Functions of Council

5. The Council must—

- (a) advise government on black economic empowerment;
- (b) review progress in achieving black economic empowerment;
- (c) advise on draft codes of good practice which the Minister intends publishing for comment in terms of section 9(5); 20
- (d) advise on the development, amendment or replacement of the strategy referred to in section 11;
- (e) if requested to do so, advise on draft transformation charters; and
- (f) facilitate partnerships between organs of state and the private sector that will advance the objectives of this Act. 25

Composition of Council and appointment of members

6. (1) The Council consists of—

- (a) the President, who is the chairperson of the Council;
- (b) the Minister, with the Minister's Director-General as an alternate; 30
- (c) three other Cabinet Ministers, appointed by the President, with their respective Directors-General as alternates;
- (d) no fewer than 10 and no more than 15 other members appointed by the President.

(2) When appointing members in terms of subsection (1)(d), the President shall have regard to the need for the Council—

- (a) to have appropriate expertise;
- (b) to represent different relevant constituencies including trade unions, business, community-based organisations and academics.

(3) In appointing members in terms of subsection (1)(d), the President shall follow an appropriate consultative process. 40

(4) The President shall appoint a Cabinet Minister who is also a member of the Council to act as chairperson of the Council in the President's absence.

Constitution and rules of Council

7. (1) The Minister must establish a constitution for the Council. 45

(2) The Minister may amend the constitution of the Council from time to time, after consultation with the Council.

(3) The Council may, by resolution, and after consultation with the Minister, make rules to further regulate the proceedings of the Council.

Remuneration and reimbursement of expenses

8. Council members will not be remunerated for their services, but will be reimbursed for expenses incurred by them in carrying out their duties, as determined by the Minister, with the concurrence of the Minister of Finance.

Codes of good practice

5

9. (1) In order to promote the purposes of the Act, the Minister may by notice in the *Gazette* issue codes of good practice on black economic empowerment that may include—

- (a) the further interpretation and definition of broad-based black economic empowerment and the interpretation and definition of different categories of black empowerment entities; 10
- (b) qualification criteria for preferential purposes for procurement and other economic activities;
- (c) indicators to measure broad-based black economic empowerment;
- (d) the weighting to be attached to broad-based black economic empowerment indicators referred to in paragraph (c); 15
- (e) guidelines for stakeholders in the relevant sectors of the economy to draw up transformation charters for their sector; and
- (f) any other matter necessary to achieve the objectives of this Act. 20

(2) A strategy issued by the Minister in terms of section 11 must be taken into account in preparing any code of good practice. 20

(3) A code of good practice issued in terms of subsection (1) may specify—

- (a) targets consistent with the objectives of this Act; and
- (b) the period within which those targets must be achieved.

(4) In order to promote the achievement of equality of women, as provided for in section 9(2) of the Constitution, a code of good practice issued in terms of subsection (1) and any targets specified in a code of good practice in terms of subsection (3), may distinguish between black men and black women. 25

(5) The Minister must, before issuing, replacing or amending a code of good practice in terms of subsection (1)— 30

- (a) publish the draft code of good practice or amendment in the *Gazette* for public comment; and
- (b) grant interested persons a period of at least 60 days to comment on the draft code of good practice or amendment, as the case may be.

Status of codes of good practice

35

10. Every organ of state and public entity must take into account and, as far as is reasonably possible, apply any relevant code of good practice issued in terms of this Act in—

- (a) determining qualification criteria for the issuing of licences, concessions or other authorisations in terms of any law; 40
- (b) developing and implementing a preferential procurement policy;
- (c) determining qualification criteria for the sale of state-owned enterprises; and
- (d) developing criteria for entering into partnerships with the private sector.

Strategy for broad-based black economic empowerment

11. (1) The Minister— 45

- (a) must issue a strategy for broad-based black economic empowerment;
- (b) may change or replace a strategy issued in terms of this section.

(2) A strategy in terms of this section must—

- (a) provide for an integrated co-ordinated and uniform approach to broad-based black economic empowerment by all organs of state, public entities, the private sector, non-governmental organisations, local communities and other stakeholders; 50

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- (b) develop a plan for financing broad-based black economic empowerment;
- (c) provide a system for organs of state, public entities and other enterprises to prepare broad-based black economic empowerment plans and to report on compliance with those plans; and
- (d) be consistent with this Act. 5

Transformation charters

12. The Minister must publish in the *Gazette* for general information and promote a transformation charter for a particular sector of the economy, if the Minister is satisfied that the charter—

- (a) has been developed by major stakeholders in that sector; and 10
- (b) advances the objectives of this Act.

Support services and funding of Council

13. (1) The Department of Trade and Industry must provide the Council with the necessary support services and funding out of money appropriated by Parliament for that purpose. 15

(2) The funds referred to in subsection (1), must be utilised for—

- (a) the establishment and operating costs of the Council; and
- (b) the development and implementation of a communication plan on broad-based black economic empowerment.

Regulations 20

14. The Minister may make regulations with regard to any matter that it is necessary to prescribe in order to ensure the proper implementation of this Act.

Short title and commencement

15. This Act is called the Broad-Based Black Economic Empowerment Act, 2003, and comes into operation on a date to be determined by the President by proclamation in the *Gazette*. 25

APPENDIX F: TOURISM AMENDMENT BILL, 1999

REPUBLIC OF SOUTH AFRICA

TOURISM AMENDMENT BILL

*(As introduced in the National Assembly as a section 76(1) Bill;
explanatory summary of Bill published in Government Gazette No. of September 1999)
(The English text is the official text of the Bill)*

(MINISTER OF ENVIRONMENTAL AFFAIRS AND TOURISM)

[B - 99]

GENERAL EXPLANATORY NOTE:

[] Words in **bold** type in square brackets indicate omissions from existing enactments.

_____ Words underlined with a solid line indicate insertions in existing enactments.

BILL

To amend the Tourism Act, 1993, so as to insert certain definitions; to further provide for the training and registration of tourist guides; to make provision for a code of conduct for tourist guides; to regulate the procedure for lodging complaints; to make provision for the endorsement of certain registers in appropriate cases; to provide for disciplinary measures, appeals and reviews; to criminalise certain conduct; and to make provision for a duty to provide information; and to provide for transitional matters; and to provide for matters connected therewith.

BE IT ENACTED by the Parliament of the Republic of South Africa, as follows:

Amendment of section 1 of Act 72 of 1993, as amended by section 1 of Act 105 of 1996

1. Section 1 of the Tourism Act, 1993 (hereinafter referred to as the principal Act), is hereby amended

(a) by the insertion after the definition of "Minister" of the following definition:

" 'National Registrar' means the National Registrar of Tourist Guides mentioned in section 20(1);"; and

(b) by the insertion after the definition of "prescribe" of the following definition:

" 'Provincial Registrar' means a Provincial Registrar of Tourist Guides mentioned in section 21;".

Substitution of section 20 of Act 72 of 1993

2. The following section is hereby substituted for section 20 of the principal Act:

"National Registrar of Tourist Guides

20. (1)The Minister shall designate an officer in the Department as the National Registrar of Tourist Guides.

(2)The National Registrar shall

(a)maintain a central data base of all tourist guides registered by Provincial Registrars in terms of section 21A;

(b)prepare a code of conduct for tourist guides in accordance with section 21C;

(c)hear and determine appeals lodged under section 21G;

(d)monitor trends in the tourist guiding industry by conducting research and analysis;

(e)publish or otherwise disseminate information about tourist guides, associations of tourist guides and any other information to promote and develop the tourist guiding industry nationally;

(f)liaise with the board, Provincial Registrars, tourist guides, associations of tourist guides, education and training authorities, the South African Police Service, the Consumer Council and any other person or organisation to

(i)facilitate growth and development of the tourist guiding industry;

(ii)improve and maintain standards in the tourist guiding industry; and

(iii)co-operate on matters of mutual interest in the tourist guiding industry; and

(g) review the regulations relating to tourist guides made under section 26 and recommend amendments thereof to the Minister.

(3) (a) The National Registrar may, after consultation with all Provincial Registrars, determine conditions subject to which tourist guides may be registered.

(b) Different conditions may be determined in respect of different categories of tourist guides."

Substitution of section 21 of Act 72 of 1993

3. The following section is hereby substituted for section 21 of the principal Act:

"Provincial Registrars of Tourist Guides

21. (1)The Member of the Executive Council responsible for tourism in each province shall designate an officer in the province as the Provincial Registrar of Tourist Guides for that province.

(2)A Provincial Registrar shall

(a)for the purposes of section 21A keep a register of tourist guides within the province concerned and shall

(i)record in the register the prescribed particulars with regard to each registered tourist guide;

(ii)delete from the register the particulars of any tourist guide whose registration has been withdrawn;

(iii)make the prescribed endorsement against the name of any tourist guide whose registration has been suspended; and

(iv)inform the National Registrar of anything done in terms of subparagraph (i), (ii) or (iii);

(b)publish or otherwise disseminate information about registered tourist guides within the province and associations of tourist guides and any other information to promote and develop the tourist guiding industry within the province;

(c)promote and develop the tourist guiding industry within the province in any manner other than as contemplated in paragraph (b).;

(d)deal with complaints lodged under section 21D;

(e)act in accordance with section 21E when a tourist guide becomes subject to any disqualification mentioned in section 21A(5); and

(f)exercise disciplinary powers in accordance with section 21F."

Insertion of sections 21A to 21J in Act 72 of 1993

4. The following sections are hereby inserted in the principal Act after section 21:

"Procedure relating to registration of tourist guides

21A. (1)Any person who wishes to be registered as a tourist guide in a province shall apply to the Provincial Registrar in the prescribed manner, and the application shall be accompanied by the prescribed registration fee.

(2)Upon receipt of an application and the registration fee the Provincial Registrar may request the applicant to furnish such additional particulars and information as he or she may deem necessary in order to consider the application properly.

(3)At the request of the Provincial Registrar an applicant shall appear before him or her in person and shall furnish such additional particulars and information as may be required by the Provincial Registrar in order to enable the Provincial Registrar to decide whether the application should be approved.

(4) No person shall be registered as a shows that he or she has the prescribed contemplated in section 21B.

(5) No person shall be registered as a tourist guide in terms of this Act if he or she

(a) becomes or remains insolvent, until he or she is rehabilitated;

(b) is within the Republic or elsewhere convicted of an offence and is sentenced to imprisonment without the option of a fine;

(c) loses his or her South African citizenship or right of permanent residence or work permit in the Republic.

(6) If the Provincial Registrar, after considering the information and particulars contemplated in subsections (2) and (3), is satisfied that the applicant complies with the prescribed qualifications for registration as a tourist guide and that the applicant is not subject to any disqualification mentioned in subsection (5), he or she shall register the applicant as a tourist guide.

(7) When the Provincial Registrar registers any person as a tourist guide, he or she shall issue to that person a registration certificate and a badge, which shall be in the prescribed form.

(8)(a) Registration as a tourist guide shall be valid for a period of one year, reckoned from the date of issue of the registration certificate.

(b) Any person registered as a tourist guide may before the end of the period for which he or she has been registered, apply to the Provincial Registrar on the prescribed form to be re-registered, as a tourist guide in respect of the next ensuing period of one year, and if the person so applies to be re-registered, he or she shall upon the payment of the prescribed fee be re-registered, unless he or she has become subject to any of the disqualifications mentioned in subsection (5) since the previous registration.

(9)(a) Subject to paragraphs (b) and (c), the Provincial Registrar may refuse to approve an application for registration as a tourist guide if the applicant's registration was withdrawn on the grounds of misconduct in terms of section 21F at any time within the period of three years preceding the date of application.

(b) If the Provincial Registrar is contemplating a refusal under paragraph (a), he or she shall by notice sent by registered post or any other effective method inform the applicant of the possible refusal and the reason therefor and call upon the applicant to submit such representations in connection therewith as he or she may wish to make, within a period specified in the notice, which, in any case, may not be fewer than 30 days from the date of the notice.

(c) Before the Provincial Registrar decides on an application under this subsection, he or she shall consider the representations, if any, made by the applicant in accordance with paragraph (b).

Training

21B. The training required for a qualification mentioned in section 21A(4), shall follow the National Qualifications Framework contemplated in the South African Qualifications Authority Act, 1995 (Act No. 58 of 1995), and the national standards and qualifications registered for the tourism sector as contemplated in section 5(1) of that Act.

Code of Conduct

21C. The National Registrar shall in the prescribed manner, after consultation with the Provincial Registrars and associations of tourist guides, prepare and publish a code of conduct with which all registered tourist guides shall comply.

Complaints

21D.(1)(a) Any person may lodge a complaint with a Provincial Registrar if a person is acting as a tourist guide in contravention of section 21H(1) or (2).

(b) The Provincial Registrar shall, if the complaint discloses an offence, lay a charge with the South African Police Service.

(c) In the case of a contravention of section 21H(2), the Provincial Registrar shall consider taking steps in accordance with section 21E.

(2)(a) Any person may lodge a complaint with the Provincial Registrar regarding the misconduct of a tourist guide.

(b) The Provincial Registrar shall, if the complaint discloses

(i) a contravention of this Act or any other law constituting an offence, lay a charge with the South African Police Service and consider taking steps in accordance with section 21F;

(ii) misconduct not constituting an offence, including a contravention of the code of conduct contemplated in section 21C, consider taking steps in accordance with section 21F.

(3)(a) Any person may lodge a complaint with the Provincial Registrar regarding a contravention of section 21H(3).

(b) The Provincial Registrar shall, if the complaint discloses an offence, lay a charge with the South African Police Service.

(4) The Provincial Registrar concerned shall report to the National Registrar in writing on the result of any case dealt with in terms of subsections (1), (2) or (3).

Action by Provincial Registrar regarding disqualification of tourist guide

21E. (1) If a Provincial Registrar has reason to believe that a tourist guide has become subject to any disqualification mentioned in section 21A(5), the Provincial Registrar may by notice sent by registered post or any other effective method, inform the tourist guide of the allegations against him or her and call upon that tourist guide to submit such representations in connection therewith as he or she may wish to make, within a period specified in the notice, which, in any case, may not be fewer than 30 days from the date

of the notice.

(2)The notice shall direct the attention of the tourist guide to the possibility of his or her registration as a tourist guide being withdrawn.

(3)If, after considering the allegations against the tourist guide and his or her representations, if any, the Provincial Registrar is satisfied that one or more of the disqualifications mentioned in section 21A(5) are applicable, the Provincial Registrar shall withdraw the person's registration as a tourist guide.

(4)The Provincial Registrar may by the notice referred to in subsection (1) suspend the registration of the tourist guide concerned, pending the decision of the Provincial Registrar under subsection (3): Provided that before the decision to suspend the registration of the tourist guide is taken, he or she shall be afforded an opportunity to make representations to show why the registration should not be suspended.

(5)If the registration of a tourist guide is suspended in terms of subsection (4), the Provincial Registrar shall make the prescribed endorsement in the register against the name of the tourist guide.

Disciplinary Measures

21F. (1)A Provincial Registrar who has reason to believe that a tourist guide is guilty of misconduct by

(a)contravening a provision of this Act or any other law;

(b)contravening the code of conduct contemplated in section 21C;

(c) failing to comply with any condition subject to which he or she has been registered; or

(d)behaving in a disgraceful manner.

shall institute an investigation or cause an investigation to be instituted and, if satisfied that there is substance to such belief, by notice sent by registered post or any other effective method, inform the tourist guide of the charge against him or her and call upon that tourist guide to submit such representations in connection therewith as he or she may wish to make, within a period specified in the notice, which, in any case, may not be fewer than 30 days from the date of the notice.

(2)The notice shall direct the attention of the tourist guide to the possible penalties mentioned in subsection (3).

(3)If, after considering the charge against the tourist guide and his or her representations, if any, the Provincial Registrar is satisfied that the tourist guide is guilty of the charge of which he or she is accused, the Provincial Registrar may

(a)issue a warning to the tourist guide;

(b)impose a fine not exceeding R500 on the tourist guide; or

(c)withdraw the registration as a tourist guide, either for an indefinite period or for

such period as the Provincial Registrar may determine.

(4)The Provincial Registrar may, by the notice referred to in subsection (1), suspend the registration of the tourist guide concerned, pending the decision of the Provincial Registrar under subsection (3): Provided that before the decision to suspend the registration of the tourist guide is taken, he or she shall be afforded an opportunity to make representations to show why the registration should not be suspended.

(5)If the registration of a tourist guide is suspended in terms of subsection (4), the Provincial Registrar shall make the prescribed endorsement in the register against the name of the tourist guide.

Appeals and reviews

21G.(1)(a)Any person who considers himself or herself aggrieved by a decision of a Provincial Registrar, may appeal against the decision in question to the National Registrar in the prescribed manner, within the prescribed period and upon payment of the prescribed fee.

(b)The National Registrar may confirm, set aside or amend the decision.

(2)The power to determine an appeal in terms of this section is not restricted to the merits of the decision appealed against, but includes the power to review any irregularity alleged regarding the decision.

Prohibitions

21H.(1)No person who is not a registered tourist guide or whose registration as a tourist guide has been suspended or withdrawn, may for reward, whether monetary or otherwise, act as a tourist guide.

(2)No person who has become subject to any disqualification mentioned in section 21A(5) may for reward, whether monetary or otherwise, continue to act as a tourist guide.

(3)No person may for the promotion of any business undertaking conducted by him or her, employ or continue to employ as a tourist guide any person who is not a registered tourist guide or whose registration as a tourist guide has been suspended or withdrawn or who has become subject to a disqualification contemplated in subsection (2).

Duty to provide information

21I.(1)For the purposes of section 20(2)(d) or (e) the National Registrar may call upon any person in writing to furnish him or her with information at his or her disposal within a specified period of time to enable the National Registrar to perform his or her functions.

(2)A person may refuse a request for information if its disclosure would constitute an invasion of the privacy of that person.

(3)A person may refuse a request for information which would disclose

(a)trade secrets of that person;

(b) financial, commercial or technical information, other than trade secrets, the disclosure of which could reasonably be expected to cause harm to the commercial or financial interests of that person; or

(c) information the disclosure of which could reasonably be expected to put that person at a disadvantage in contractual or other negotiations or cause that person prejudice in commercial competition.

(4) Subsections (2) and (3) do not apply to information

(a) already publicly available; or

(b) regarding the safety of services supplied by the person and the disclosure of which is likely to result in better informed choices by persons seeking to make use of those services.

(5) No person may refuse or fail to comply with a written request under subsection (1) without sufficient reason.

Disputes

21J. Where a dispute or disagreement arises between the National Registrar and a Provincial Registrar concerning the performance of any of the functions contemplated in section 21, 21A, 21C, 21D, 21E, 21F or 21G, the matter shall be referred to the Director-General: Environmental Affairs and Tourism for arbitration and his or her decision shall be final.

Amendment of section 28 of Act 72 of 1993

5. Section 28 of the principal Act is hereby amended by the substitution for paragraph (d) of the following paragraph:

"(d) contravenes section [21(9)(a) or 10] 21H or 21I(5);".

Transitional provisions

6. (1) The person (if any) who immediately before the date of commencement of this section occupied the post of Registrar of Tourist Guides in the employment of the board shall, with his or her consent, on such commencement be transferred to the establishment of the Department to the post of National Registrar of Tourist Guides, and shall be deemed to have been designated as such by the Minister in terms of section 20 of the principal Act.

(2) The incumbents of not more than two subordinate posts in the employment of the board who, immediately before the date of commencement of this section, were charged with the registration of tourist guides shall, with their consent, on such commencement be transferred to the establishment of the Department under the supervision of the National Registrar of Tourist Guides.

(3) (a) The conditions of employment which were applicable to the persons referred to in subsections (1) and (2) immediately before the date of commencement of this section, shall not be affected to the detriment of the person, and no such condition of

employment shall after that date be construed or applied in a manner which is less favourable to the person concerned than the manner in which it was construed or applied immediately before that date.

(b) The period of service of the persons referred to in subsections (1) and (2) in the public service shall be deemed to be part of and continuous with their employment by the board, for all purposes, including those of leave, pension and any other condition of service, and the provisions of any pension law applicable to them as such employees, or in the event of their deaths, to their dependants, shall, with the necessary changes, continue so to apply.

(4) The furniture, equipment and other movable assets and records (including computer software) used by the persons referred to in subsections (1) and (2) for the performance of their functions in the employment of the board, shall be transferred to the Department on the commencement of this section.

(5) Any tourist guide registered in terms of the principal Act immediately before the date of amendment thereof by section 4 of this Act, shall remain so registered, subject to the principal Act as so amended, and shall be exempt from section 21A(4) of the principal Act for a period of three years from the date of commencement of this section.

(6) In this section

"board" means the South African Tourism Board established by section 2 of the principal Act;

"Department" means the Department of Environmental Affairs and Tourism; and

"Minister" means the Minister of Environmental Affairs and Tourism.

Short title and commencement

This Act is called the Tourism Amendment Act, 1999, and comes into operation on a date fixed by the President by proclamation in the *Gazette*.

MEMORANDUM ON THE OBJECTS OF THE TOURISM AMENDMENT BILL, 1999

General

1. The Tourism Amendment Bill, 1999, seeks to amend the Tourism Act, 1993 (Act No. 72 of 1993, "the principal Act"), so as to introduce a radically redesigned tourist guiding system for South Africa.

2. The Bill is the result of a Tourist Guiding Policy aimed at developing a socially, environmentally and culturally responsible tourist guiding sector, which, in accordance with the tourism vision, will in turn contribute to the development of an internationally competitive tourism industry in South Africa.

3. The transformation of the tourist guiding system takes place against the backdrop of current policy developments with regard to tourism, education and training, labour, gender, human rights and environmental management.

Clause by clause explanation

4. Clause 1 seeks to insert new definitions for "National Registrar of Tourist Guides" and "Provincial Registrar of Tourist Guides," which relate to important changes that will be discussed later.

5. Clause 2 proposes to introduce a new section 20 in the principal Act so as to provide for a National Registrar of Tourist Guides in the Department of Environmental Affairs and Tourism to replace the present post of Registrar of Tourist Guides in the South African Tourism Board (SATOUR). It is intended with this proposed amendment that SATOUR will in future be a purely marketing body for tourism at the national level.

The most important functions of the National Registrar will be to

- maintain a central database of all tourist guides registered by Provincial Registrars;
- prepare a code of conduct for tourist guides; and
- hear appeals against certain decisions taken by Provincial Registrars regarding tourist guides.

6. Clause 3 seeks to replace section 21 of the principal Act in order to provide for Provincial Registrars of Tourist Guides. The basic idea is that the registration function which is at present being done on a national basis within SATOUR, will be devolved to the provinces. The most important functions of the Provincial Registrars will be to

- register tourist guides and maintain a register for this purpose;
- promote and develop the tourist guiding industry in their respective provinces;
- deal with complaints;
- withdraw the registration of persons who have become disqualified to act as tourist guides; and
- exercise disciplinary powers in respect of tourist guides.

7. Clause 4 proposes the insertion of new sections 21A, 21B, 21C, 21D, 21E, 21F, 21G, 21H, 21I and 21J in the principal Act.

7.1 The proposed section 21A sets out the procedure relating to the registration of tourist guides. Some of the main points are: The applicant must apply in the prescribed manner; must show that he or she has the prescribed qualification; and must not be disqualified, for example, by insolvency; when the Provincial Registrar registers a person as tourist guide, he or she must issue to that person a certificate and badge; a registration is valid for one year but can be renewed annually; the Provincial Registrar may refuse an application on the grounds of serious misconduct.

7.2 The proposed section 21B deals with the nature of the training required for a person to become a qualified tourist guide. It also brings uniformity in the training of tourist guides.

7.3 The proposed section 21C provides that the National Registrar may prepare a code of conduct for tourist guides.

7.4 A complaints procedure is set out in the proposed section 21D in terms of which the misconduct of tourist guides or cases of unregistered persons acting as tourist guides

may be brought to the attention of the Provincial Registrar.

7.5 In the proposed section 21E the procedure is set out in accordance with which a Provincial Registrar may withdraw the registration of a person who has become disqualified to be a tourist guide, on the grounds of insolvency, serious criminal conduct or loss of South African citizenship or permanent residency.

7.6 Disciplinary measures are provided for in the proposed section 21F to deal with the misconduct of tourist guides. The proposed penalties that the Provincial Registrar will be able to impose are a warning, a fine not exceeding R500 and the withdrawal of registration, either for an indefinite period or for a period determined by the Provincial Registrar.

7.7 In terms of the proposed section 21G it is proposed that an aggrieved person may appeal to the National Registrar against a decision of a Provincial Registrar.

7.8 The proposed section 21H prohibits any person who is not a registered tourist guide, or has been disqualified, from acting as a tourist guide. It also prohibits a business undertaking from employing unregistered or disqualified persons as tourist guides.

7.9 In order to enable the National Registrar to monitor trends in the tourist guiding industry or to publish information to promote and develop the industry nationally, the proposed section 21I imposes a duty on any person to provide the National Registrar with the information needed by him or her for that purpose. On certain grounds such person may refuse to comply with the request, for example where the information requested would constitute an invasion of privacy or affect trade secrets.

7.10 It is proposed that where a dispute or disagreement arises between the National Registrar and a Provincial Registrar concerning the exercise of a function relating to tourist guides, the Director-General will act as arbitrator in accordance with the proposed section 21J.

8. Clause 5 seeks to amend section 28 of the principal Act, which sets out offences and penalties. This clause is merely of consequential nature, as it is connected to sections 21H and 21I already discussed.

9. Clause 6 provides for certain transitional measures and clause 7 contains the short title and commencement provision.

Effect on provincial and local government

10. The Bill requires the MEC responsible for tourism in each province to designate an officer in the province to act as Provincial Registrar of Tourist Guides. This officer will perform certain functions mentioned in the Bill, namely to

- register tourist guides and maintain a register for this purpose;
- publish information about tourist guides registered in the provincial register and about other matters relating to the tourist guiding industry;
- promote and develop the tourist guiding industry within the province;
- handle complaints;
- withdraw the registration of persons who have become disqualified to act as

- tourist guides; and
- exercise disciplinary powers in respect of tourist guides.

The Bill has no effect on local government.

Other departments and bodies consulted

11. The following were consulted:

- SATOUR
- The provincial tourism authorities
- The provincial departments responsible for tourism
- The Tourist Guides Association and other groupings in the tourist guiding fraternity
- The Travel and Tourism Association of South Africa
- The Hospitality Industry Training Board
- The Department of Education
- The Department of Arts, Culture, Science and Technology
- The Department of Safety and Security

The Legislative process to be followed in Parliament

12. The Department of Environmental Affairs and Tourism and the State Law Advisers are of the opinion that the Bill should be dealt with in accordance with section 76 of the Constitution as it falls within the functional area listed in Schedule 4 to the Constitution namely "tourism".

Financial implications for the State

13. There will be no increased expenditure caused by the Bill as the relevant personnel will be transferred from SATOUR to the Department together with the necessary funding and other movable assets.

APPENDIX G: TOURISM SECOND AMENDMENT ACT, NO. 70, 2000



POSTAL REGULATIONS
 SECTION 10
 2000-12-27
 10000
 SECTION 10

REPUBLIC OF SOUTH AFRICA

GOVERNMENT GAZETTE

STAATSKOERANT

VAN DIE REPUBLIEK VAN SUID-AFRIKA

Registered at the Post Office as a Newspaper

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Vol. 426

CAPE TOWN, 13 DECEMBER 2000

KAAPSTAD, 13 DES EMBER 2000

No. 1886

THE PRESIDENCY

No. 1360. 13 December 2000

It is hereby notified that the President has assented to the following Act which is hereby published for general information:—

No. 70 of 2000: Tourism Second Amendment Act, 2000,

DIE PRESIDENSIE

No. 1360. 13 Desember 2000

Hierby word bekend gemaak dat die President sy goedkeuring geheg het aan die onderstaande Wet wat algemeen inligting gepubliseer word:—

No. 70 van 2000: Tweede Wysigingswet op Toerisme, 2000,

GENERAL EXPLANATORY NOTE:

- [Words in bold type in square brackets indicate omissions from existing enactments.
- _____ Words underlined with a solid line indicate insertions in existing enactments.

(English text signed by the President.)
(Assented to .5 December 2000.)

ACT

To amend the Tourism Act, 1993, so as to insert certain definitions; to further provide for the training and registration of tourist guides; to make provision for a code of conduct and ethics for tourist guides; to regulate the procedure for lodging complaints; to make provision for the endorsement of certain registers in appropriate cases; to provide for disciplinary measures, appeals and reviews; to criminalise certain conduct; to provide for transitional matters; and to provide for matters connected therewith.

BE IT ENACTED by the Parliament of the Republic of South Africa, as follows:—

Amendment of section 1 of Act 72 of 1993, as amended by section 1 of Act 105 of 1996

1. Section 1 of the Tourism Act, 1993 (hereinafter referred to as the principal Act), is 5 hereby amended—

(a) by the insertion after the definition of "Minister" of the following definition:
" 'National Registrar' means the National Registrar of Tourist Guides mentioned in section 20(1);"; and

(b) by the insertion after the definition of "prescribe" of the following definition: 10
" 'Provincial Registrar' means a Provincial Registrar of Tourist Guides mentioned in section 21 ;".

Substitution of section 20 of Act 72 of 1993

2. The following section is hereby substituted for section 20 of the principal Act:

"National Registrar of Tourist Guides

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20. (1) The Minister shall appoint a suitably qualified officer in the Department as the National Registrar of Tourist Guides and publish his or her name in the *Government Gazette*.

(2) The National Registrar shall—

- (a) maintain a central database of all tourist guides registered by Provincial Registrars in terms of section 21A; 20
- (b) prepare a code of conduct and ethics for tourist guides in accordance with section 21C;
- (c) hear and determine appeals lodged under section 21 G;
- (d) monitor trends in the tourist guiding sector by conducting research and analysis; 25

- (e) publish or otherwise disseminate information about tourist guides, associations of tourist guides and any other information to promote and develop the tourist guiding sector nationally;
- (f) liaise with the board, Provincial Registrars, tourist guides, associations of tourist guides, education and training authorities, the South African Police Service, the Consumer Council, the provincial consumer affairs bodies and any other person or organisation to-
 - (i) facilitate the growth and development of the tourist guiding sector;
 - (ii) improve and maintain standards in the tourist guiding sector; and
 - (iii) co-operate on matters of mutual interest in the tourist guiding sector; and
- (g) review the regulations relating to tourist guides made under section 26 and recommend amendments thereof to the Minister.”.

Substitution of section 21 of Act 72 of 1993 15

3. The following section is hereby substituted for section 21 of the principal Act:

“Provincial Registrars of Tourist Guides

21. (1) The Member of the Executive Council responsible for tourism in each province shall appoint a suitably qualified officer in the province as the Provincial Registrar of Tourist Guides for that province and publish his or her name in the *Provincial Gazette*. 20
- (2) A Provincial Registrar shall—
- (a) for the purposes of section 2 1A, keep a register of tourist guides within the province concerned and shall—
 - (i) record in the register the prescribed particulars with regard to each registered tourist guide;
 - (ii) delete from the register the particulars of any tourist guide whose registration has been withdrawn;
 - (iii) make the prescribed endorsement against the name of any tourist guide whose registration has been suspended; and
 - (iv) inform the National Registrar of anything done in terms of subparagraph (i), (ii) or (iii);
 - (b) publish or otherwise disseminate information about registered tourist guides within the province and associations of tourist guides and any other information to promote and develop the tourist guiding sector within the province;
 - (c) promote and develop the tourist guiding sector within the province in any manner other than as contemplated in paragraph (b);
 - (d) deal with complaints lodged under section 2 1D;
 - (e) act in accordance with section 2 1E when a tourist guide becomes subject to any disqualification mentioned in section 21 A(3); and
 - (f) exercise disciplinary powers in accordance with section 21 F.
- (3) The registration of a tourist guide by a Provincial Registrar in terms of subsection (2) shall be valid in all the provinces of the Republic.”.

Insertion of sections 21A to 21I in Act 72 of 1993 45

4. The following sections are hereby inserted in the principal Act after section 21:

“Procedure relating to registration of tourist guides

- 21A. (1) Any person who wishes to be registered as a tourist guide shall apply to any Provincial Registrar in the prescribed manner, and the application shall be accompanied by the prescribed registration fee. 50
- (2) No person shall be registered as a tourist guide in terms of this Act unless he or she shows proof of the competence contemplated in section 21B.
- (3) No person shall be registered as a tourist guide in terms of this Act if he or she— 55

- (a) is within the Republic or elsewhere convicted of an offence and is sentenced to imprisonment without the option of a fine;
- (b) loses his or her South African citizenship or right of permanent residence or work permit in the Republic;
- (c) has failed to pass the prescribed quality assurance process that a tourist guide shall complete not later than two years after the date of his or her last registration. 5

(4) If the Provincial Registrar is satisfied that the applicant complies with the competence for registration as a tourist guide and that the applicant is not subject to any disqualification mentioned in subsection (3), he or she shall register the applicant as a tourist guide. 10

(5) When the Provincial Registrar registers any person as a tourist guide, he or she shall issue to that person a registration certificate and a badge, which shall be in the prescribed form.

(6) (a) Registration as a tourist guide shall be valid for a period of two years, reckoned from the date of issue of the registration certificate. 15

(b) Any person registered as a tourist guide may before the end of the period for which he or she has been registered, apply to the Provincial Registrar on the prescribed form for the renewal of his or her registration as a tourist guide in respect of the ensuing period of two years, and if the person so applies for the renewal of his or her registration, his or her registration shall upon the payment of the prescribed fee be renewed, unless he or she has become subject to any of the disqualifications mentioned in subsection (3) since the previous registration or renewal of registration. 20

(7) If a tourist guide has since his or her registration acquired a competence contemplated in section 21 B in a prescribed field of specialisation or an additional competence within a field of specialisation the Provincial Registrar shall, on the application of the tourist guide made in the prescribed manner, accompanied by the prescribed fee, issue to the tourist guide a new registration certificate reflecting that competence and also a new badge, which shall be in the prescribed form. 25 30

(8) (a) Subject to paragraphs (b) and (c), the Provincial Registrar may refuse to approve an application for registration as a tourist guide if the applicant's registration was withdrawn on the grounds of misconduct in terms of section 21 F at any time within the period of three years preceding the date of application. 15

(b) If the Provincial Registrar is contemplating a refusal under paragraph (a), he or she shall, by notice sent by registered post or any other effective method, inform the applicant of the possible refusal and the reason therefor and call upon the applicant to submit such representations in connection therewith as he or she may wish to make, within a period specified in the notice, which, in any case, may not be fewer than 30 days from the date of the notice. 10

(c) Before the Provincial Registrar decides on an application under this subsection, he or she shall consider the representations, if any, made by the applicant in accordance with paragraph (b). 15

Competence

_____ 50

Code of conduct and ethics

21C. (1) The National Registrar shall in the prescribed manner, after consultation with the Member of the Executive Council referred to in section 21(1), the Provincial Registrars, stakeholder groupings and the 55

Minister of Transport, prepare and publish a code of conduct and ethics with which all registered tourist guides shall comply.

(2) The code of conduct and ethics shall include provisions requiring of a tourist guide to take all reasonable steps to ensure the safety of a tourist whom the tourist guide is accompanying and requiring the tourist guide to render to the tourist services of an acceptable standard.

Complaints

21D. (1) (a) Any person may lodge a complaint with a Provincial Registrar if a person is acting as a tourist guide in contravention of section 21 H(1), (2) or (4).

(b) The Provincial Registrar shall, if the complaint discloses an offence, lay a charge with the South African Police Service.

(c) In the case of a contravention of section 21 H(2), the Provincial Registrar shall consider taking steps in accordance with section 2 IE.

(2) (a) Any person may lodge a complaint with a Provincial Registrar regarding the misconduct of a tourist guide.

(b) The Provincial Registrar shall, if the complaint discloses—

(i) a contravention of this Act or any other law constituting an offence, lay a charge with the South African Police Service and take steps in accordance with section 21 F;

(ii) misconduct not constituting an offence, including a contravention of the code of conduct and ethics contemplated in section 21 C, take steps in accordance with section 2 IF.

(3) (a) Any person may lodge a complaint with a Provincial Registrar regarding a contravention of section 21 H(3) or (5).

(b) The Provincial Registrar shall, if the complaint discloses an offence, lay a charge with the South African Police Service.

(4) The Provincial Registrar concerned shall within 14 days report to the National Registrar in writing on the result of any case dealt with in terms of subsection (1), (2) or (3).

Action by Provincial Registrar regarding disqualification of tourist guide

21E. (1) If a Provincial Registrar has reason to believe that a tourist guide has become subject to any disqualification mentioned in section 21 A(3), the Provincial Registrar shall by notice, sent by registered post or any other effective method, inform the tourist guide of the allegations against him or her and call upon that tourist guide to submit such representations in connection therewith as he or she may wish to make, within a period specified in the notice, which, in any case, may not be fewer than 30 days from the date of the notice.

(2) The notice shall direct the attention of the tourist guide to the possibility of his or her registration as a tourist guide being withdrawn.

(3) If the tourist guide requests the Provincial Registrar to be allowed to present his or her case personally before the Provincial Registrar, the Provincial Registrar shall grant such request.

(4) Where the tourist guide personally presents his or her case in terms of subsection (3), he or she may be assisted by an adviser of his or her choice.

(5) If, after considering the allegations against the tourist guide and his or her representations, if any, the Provincial Registrar is satisfied that one or more of the disqualifications mentioned in section 21 A(3) are applicable, the Provincial Registrar shall withdraw the person's registration as a tourist guide.

(6) The Provincial Registrar may by the notice referred to in subsection (1) suspend, for a period not exceeding 30 days, the registration of the

tourist guide concerned, pending the decision of the Provincial Registrar under subsection (5): Provided that before the decision to suspend the registration of the tourist guide is taken, he or she shall be afforded an opportunity to make representations to show why the registration should not be suspended.

(7) The provisions of subsections (3) and (4) are applicable to any proceedings for the suspension of the registration of a tourist guide under subsection (6).

(8) If the registration of a tourist guide is suspended in terms of subsection (6), the Provincial Registrar shall make the prescribed endorsement in the register against the name of the tourist guide.

(9) The Provincial Registrar shall cause the names of persons whose registration has been withdrawn under this section to be published in the *Government Gazette* and in at least one newspaper that circulates in the province concerned.

Disciplinary measures

21F. (1) A Provincial Registrar who has reason to believe that a tourist guide is guilty of misconduct by—

- (a) contravening a provision of this Act or any other law;
- (b) contravening the code of conduct and ethics contemplated in section 21C; or
- (c) failing to comply with any condition subject to which he or she has been registered,

shall institute an investigation or cause an investigation to be instituted and, if satisfied that there is substance to such belief, by notice, sent by registered post or any other effective method, inform the tourist guide of the charge against him or her and call upon that tourist guide to submit such representations in connection therewith as he or she may wish to make, within a period specified in the notice, which, in any case, may not be fewer than 30 days from the date of the notice.

(2) The notice shall direct the attention of the tourist guide to the possible penalties mentioned in subsection (5).

(3) If the tourist guide requests the Provincial Registrar to be allowed to present his or her case personally before the Provincial Registrar, the Provincial Registrar shall grant such request.

(4) Where the tourist guide personally presents his or her case in terms of subsection (3), he or she may be assisted by an adviser of his or her choice.

(5) If, after considering the charge against the tourist guide and his or her representations, if any, the Provincial Registrar is satisfied that the tourist guide is guilty of the charge of which he or she is accused, the Provincial Registrar may—

- (a) issue a warning to the tourist guide;
- (b) impose the prescribed fine, which may not exceed R1 000, on the tourist guide; or
- (c) withdraw the registration as a tourist guide for such period, not exceeding five years, as the Provincial Registrar may determine.

(6) The Provincial Registrar may, by the notice referred to in subsection (1), suspend, for a period not exceeding 30 days, the registration of the tourist guide concerned, pending the decision of the Provincial Registrar under subsection (5): Provided that before the decision to suspend the registration of the tourist guide is taken, he or she shall be afforded an opportunity to make representations to show why the registration should not be suspended.

(7) The provisions of subsections (3) and (4) are applicable to any proceedings for the suspension of the registration of a tourist guide under subsection (6).

(8) If the registration of a tourist guide is suspended in terms of subsection (6), the Provincial Registrar shall make the prescribed endorsement in the register against the name of the tourist guide.

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Appeals and review's

21G. (1) (a) Any person who considers himself or herself aggrieved by a decision of a Provincial Registrar, may appeal against the decision in question to the National Registrar in the prescribed manner, within the prescribed period and upon payment of the prescribed fee. 5

(b) If the appellant requests the National Registrar to be allowed to argue his or her appeal personally before the National Registrar, the National Registrar shall grant such request.

(c) Where the appellant personally argues his or her appeal in terms of paragraph (b), he or she may be assisted by an adviser of his or her choice. 10

(d) The National Registrar may confirm, set aside or amend the decision.

(2) The power to determine an appeal in terms of this section is not restricted to the merits of the decision appealed against, but includes the power to review any irregularity alleged regarding the decision.

Prohibitions 15

21H. (1) No person who is not a registered tourist guide or whose registration as a tourist guide has been suspended or withdrawn, may for reward, whether monetary or otherwise, act as a tourist guide.

(2) No person who has become subject to any disqualification mentioned in section 21A(3) may for reward, whether monetary or otherwise, continue to act as a tourist guide. 20

(3) No person, company or close corporation may for the promotion of any business undertaking conducted by him, her or it, employ or continue to employ as a tourist guide any person who is not a registered tourist guide or whose registration as a tourist guide has been suspended or withdrawn or who has become subject to a disqualification contemplated in subsection (2). 25

(4) No tourist guide may drive a vehicle with a carrying capacity of more than 10 persons and at the same time act as a tourist guide.

(5) No person, company or close corporation employing a tourist guide may allow that tourist guide to drive a vehicle in contravention of subsection (4). 30

Disputes

21I. (1) Where a dispute or disagreement arises between the National Registrar and a Provincial Registrar concerning the performance of any of the functions contemplated in section 21A, 21C, 21D, 21E, 21F or 21G, the matter shall be referred to the Director-General: Environmental Affairs and Tourism for arbitration and his or her decision shall be final. 35

(2) The Director-General shall make a decision within 60 days after the date on which the matter is referred to him or her in terms of subsection (1). 40

Amendment of section 26 of Act 72 of 1993

5. Section 26 of the principal Act is hereby amended by the addition of the following subsections, the existing section becoming subsection (1):

"(2) The Minister shall, within 30-days after making any regulations under this Act, table the regulations in the National Assembly and the National Council of Provinces or, if Parliament is then not in session, within 30 days after the beginning of the ensuing session of Parliament. 45

(3) The National Assembly and the National Council of provinces may, within 30 days of the tabling of the regulations, submit their comments to the Minister. 50

(4) The Member of the Executive Council referred to in section 21(1) shall, within 30 days after the Minister made any regulations under this Act, table the regulations in the provincial legislature, and the provisions of subsections (2) and (3) shall for the purpose of this subsection apply" with the necessary changes."

Amendment of section 28 of Act 72 of 1993

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6. Section 28 of the principal Act is hereby amended—

(a) by the substitution for paragraph (d) of the following paragraph:

"(a') contravenes section [21(9)(a) or (10)] 21 H."; and

(b) by the addition of the following subsection, the existing section becoming subsection (1):

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"(2) Any company or close corporation that contravenes section 21 H(3) or (5) shall be guilty of an offence and liable on conviction to a fine not exceeding R10 000."

Transitional provisions

7. (1) The person, if any, who immediately before the date of commencement of this section occupied the post of Registrar of Tourist Guides in the employment of the board shall, with his or her consent, on such commencement be transferred to the establishment of the Department to the post of National Registrar of Tourist Guides, and shall be deemed to have been appointed as such by the Minister in terms of section 20 of the principal Act.

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(2) The incumbents of not more than two subordinate posts in the employment of the board who, immediately before the date of commencement of this section, were charged with the registration of tourist guides shall, with their consent, on such commencement be transferred to the establishment of the Department under the supervision of the National Registrar of Tourist Guides.

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(3) (a) The conditions of employment which were applicable to the persons referred to in subsections (1) and (2) immediately before the date of commencement of this section, shall not be affected to the detriment of the person concerned, and no such condition of employment shall after that date be construed or applied in a manner which is less favorable to the person concerned than the manner in which it was construed or applied immediately before that date.

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(b) The period of service of the persons referred to in subsections (1) and (2) in the public service shall be deemed to be part of and continuous with their employment by the board, for all purposes, including those of leave, pension and any other conditions of service, and the provisions of any pension law applicable to them as such employees, or in the event of their deaths, to their dependants, shall, with the necessary changes, continue so to apply.

30

(4) The furniture, equipment and other movable assets and records (including computer software) used by the persons referred to in subsections (1) and (2) for the performance of their functions in the employment of the board, shall be transferred to the Department on the commencement of this section.

35

(5) Any tourist guide registered in terms of the principal Act immediately before the date of amendment thereof by section 4 of this Act, shall remain so registered, subject to the principal Act as so amended, and shall be exempt from section 21A(2) or (3)(c) of the principal Act for a period of two years from the date of commencement of this section.

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(6) Any person who acted as a tourist guide immediately before the commencement of this Act without being registered as a tourist guide in terms of the principal Act, may, subject to subsection (7), continue to so act for a period of two years from the date of commencement of this section and shall be exempt from sections 21A, 21 H and 28 of the principal Act for that period.

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(7) (a) Any person contemplated in subsection (5) or (6) who wishes to be registered as a tourist guide under the principal Act as amended by section 4 of this Act, shall, within a period of six months from the commencement of this Act, apply for provisional registration to any Provincial Registrar.

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(b) The Minister may extend the period referred to in paragraph (a) if he or she deems it necessary.

(c) The Provincial Registrar may require the applicant to produce documentary or other proof that he or she acted as a tourist guide immediately before the commencement of this Act.

(d) In considering any application the Provincial Registrar shall have due regard to any measures and codes of practice made or developed by the State for the promotion of equality in accordance with Chapter 5 of the Promotion of Equality and Prevention of Unfair Discrimination Act, 2000 (Act No. 4 of 2000). 5

(e) A person whose application for provisional registration has been approved by the Provincial Registrar shall, within the period of two years referred to in subsection (5) or (6), for validation of registration, prove competence as contemplated in section 21 B of the principal Act. 10

(f) If the person fulfils the requirements for validation, he or she shall be deemed to have complied with and to have been registered in terms of section 21 A of the principal Act.

(8) In this section— 15

“board” means the South African Tourism Board established by section 2 of the principal Act;

“Department” means the Department of Environmental Affairs and Tourism; and

“Minister” means the Minister of Environmental Affairs and Tourism.

Short title and commencement 20

8. This Act shall be called the Tourism Second Amendment Act, 2000, and shall come into operation on a date fixed by the President by proclamation in the *Gazette*.

**APPENDIX H: DEPARTMENT OF ENVIRONMENTAL AFFAIRS AND
TOURISM – TOURIST GUIDE REGISTRATION FORM AND CODE OF
CONDUCT AND ETHICS**



DEPARTMENT OF ENVIRONMENTAL AFFAIRS & TOURISM

2nd Tourism Amendment Act 2000

TOURIST GUIDE REGISTRATION FORM FOR THE YEAR 20__ - 20__

NEW REGISTRATION

RENEWAL (Reg. No.).....

PERSONAL PARTICULARS	
TITLE	
SURNAME	
NAMES	
PHOTOGRAPH/S OF GUIDE	
NAME TO BE USED ON BADGE	
TELEPHONE NUMBERS	Cell:
	(W):
	(H):
	(F):
EMAIL ADDRESS	
DATE OF BIRTH	
IDENTITY NUMBER	
POSTAL ADDRESS	
RESIDENTIAL ADDRESS	
BUSINESS ADDRESS	
NATIONALITY	
COUNTRY OF NATIONALITY IF NOT SOUTH AFRICAN	
PASSPORT DETAILS	
WORK PERMIT DETAILS	
PERMANENT RESIDENCY DETAILS	
HAVE YOU BEEN REGISTERED IN THE PRECEDING YEAR	
PREVIOUS TOURIST GUIDE NO.	
LANGUAGE COMPETENCIES (proof to be attached)	
DRIVER'S LICENCE NO.	
PUBLIC DRIVING PERMIT NO.	

APPROPRIATE TRAINING COURSES SUCCESSFULLY COMPLETED		
MODULE	DATE AND DURATION	TRAINING INSTITUTION
1.		
2.		
3.		
4.		
5.		
6.		

PRACTICAL GUIDING EXPERIENCE				
EMPLOYER	NATURE OF EXPERIENCE	FROM	TO	CONTACT PERSON
1.				
2.				
3.				
4.				
5.				
6.				

QUALIFICATIONS		
NAME OF EDUCATIONAL INSTITUTION	HIGHEST QUALIFICATION	YEAR OBTAINED
1.		
2.		
3.		
4.		
5.		

REGISTRATION	
PROVINCE OF REGISTRATION	
National Qualification Framework Qualification/s (TECHNIKON, UNIVERSITY THETA)	
Other specialist qualifications	

STATISTIC INFORMATION	(Circle appropriate one)	
RACE:		
WHITE	BLACK	COLOURED
INDIAN	ASIAN	OTHERS Specify
GENDER:		
MALE	FEMALE	
EMPLOYEMENT:		
Employed as guide	Full-time	Part-time
Un-employed	Freelance guide	

APPLICATION FEE (R240.00)	(Circle appropriate one)	
Cash payment	Cash deposit	Cheque payment
Cheque deposit	Electronic payment	
Date of payment/...../200.....		
Payment receipt / licence no.:		

I DECLARE THAT THE ABOVE PARTICULARS ARE COMPLETE AND CORRECT	
_____	_____
<i>Signature</i>	<i>Date</i>



DEPARTMENT OF ENVIRONMENTAL AFFAIRS AND TOURISM

THE TOURIST GUIDE CODE OF CONDUCT AND ETHICS

A Professional Tourist Guide:

- Shall be welcoming and demonstrate an enthusiasm for South Africa.
- Shall at all times show willingness to provide optimum support and quality service to all tourists, and will give tourists an opportunity to enjoy or visit a desired destination.
- Shall in no way discriminate in rendering service to any tourist on any basis, e.g. colour, gender, ethnicity, nationality, physical challenge, age, etc.
- Shall be impartial, unbiased and positive, and represent South Africa objectively.
- Shall be suitably dressed and presentable at all times.
- Shall be punctual, reliable, honest, conscientious and tactful at all times.
- Shall be a responsible driver, when driving as a guide.
- Shall carry out the programme/itinerary of a tour to his/her best abilities and be loyal to the company / organization that he/she is representing.
- Shall deal with conflict in a sensitive and responsible manner.
- Shall report any incident of injury or death to a nearby tourist authority or police station.
- Shall be knowledgeable and shall assist tourists and not provide them with misleading information.
- Shall in the event of not being familiar with, or being unable to provide information requested by a tourist, consult with the appropriate authorities for assistance.
- Shall at no time be under the influence of alcohol or a narcotic substance while on duty and shall refrain from administering any medication to a client without proper medical consultation.
- Shall never solicit for clients or gratuities.
- Shall be concerned at all times for the safety of the tourist.
- Shall wear the appropriate tourist guide badge and will carry his/her registration card.
- Shall treat all people, cultures and the environment with respect.

TOURIST GUIDE NAME: _____

SIGNATURE: _____

DATE: _____

**APPENDIX I: ADDRESS BY MINISTER OF ENVIRONMENTAL AFFAIRS
AND TOURISM, VALLI MOOSA, INTERNATIONAL TOURIST GUIDES DAY,
25 FEBRUARY 2004**

Address by the Minister of Environmental and Tourism, Valli Moosa, at the Commemoration of
the International Tourist Guides Day
25 February 2004

Programme Director
Honourable MECs
Director-General
His Worship the Mayor of Ilembe Region
Chief Executive Officers of various stakeholders in the Tourism Industry
Members of the media
Provincial Tourist Guide Winners
Ladies and Gentlemen.

It gives me great pleasure to welcome you to the first commemoration of our International Tourist Guide Day. I am honoured to spend this time with men and women who lead and participate in this important sector of human activity- tourism. Other than tour operators and the Internet, the most important contact that the tourist has with South Africa is through a tourist guide. In fact most letters that my department receives from tourists, who share their experiences in the country, sing praises about the knowledge and professionalism of tourist guides more than the operators who packaged their tours! Tourist guides are indeed our ambassadors, as we all know that tourism thrives on person-to-person encounters that make a tourist's journey of discovery more meaningful! It is through the enforce with tourist guides that South Africa receives more visitors every year. Thank you again for the role that you are playing in promoting our country as a preferred tourist destination.

Programme Director, I am informed that in 1989, during the Third International Convention of the World Federation of Tourist Guide Association, members of the association pondered on ideas to promote the awareness of professional tourist guides amongst the public. A number of ideas were put forward and these eventually laid the basis for the formation of the International Tourist Guide Day.

The first International Tourist Guide Day was held in 1990 with 15 countries participating.

At Indaba 2003, the national registrar, together with provincial registrars, launched the Tourist Guide of the Year and the Emerging Tourist Guide of the Year Awards in order to motivate guides to offer good services. Provincial registrars have held competitions in their respective provinces, where they short-listed and interviewed candidates in order to choose provincial winners.

Today the Department of Environmental Affairs and Tourism and its partners are recognising the role and sterling contribution of the tourist guides to tourism growth in the country and that we indeed give a world-class service to our tourists. Tonight we will be announcing the provincial winners - men and women who excel in showcasing the beauty and diversity of our beautiful country and who do so with a great sense of pride.

It is also significant that we celebrate this special day at the same time that South Africa is celebrating its ten years of democracy. It was the ushering into our democracy in April 2004 that made it possible that we are able to witness a growing representative tourist guiding sector tonight. However, this sector still faces a serious challenge of transformation and I am hopeful that when you gather in a year's time for a similar event there will be even more positive news to report on the inclusion of historically disadvantaged individuals within the sector.

Ladies and Gentlemen, much has been achieved in the tourism industry over the past decade of our democracy. The Second Tourism Amendment Act, which is a new system of dealing with tourist guide issues, was introduced in 2000. Since the implementation of the Act on 1 October 2001, we have appointed the National Registrar and the 9 provincial registrars. One of the major roles of the national registrar is to disseminate information about tourist guides, associations of tourist guides and any other information to promote and develop the tourist guiding sector nationally. The provincial registrars, register and keep records of tourist guides in their respective, they are in charge of promoting and developing the tourist guiding sector in their provinces, as well as enforcing appropriate disciplinary measures where there is non-compliance to the act.

Particular attention in the Act was given to the developmental approach rather than a prescriptive approach. Attention was placed on transforming the sector to ensure participation of the historically marginalized persons. This has resulted in 6472 registered tourist guides of whom 1251 are from the historically marginalized groups.

Ladies and Gentlemen, the White Paper on Tourism states that tourism is government led and private sector driven. The transformation of the tourist guide sector has been, and remains a priority of my department. My department together with tourism industry stakeholders has identified challenges facing us in transforming the tourist guide sector especially in human resource development and share of economic benefit.

To this effect the Solution Based Committee (SBC) was formed in September 2004. The SBC is comprised of the Department of Environmental Affairs and Tourism (DEAT), the Southern Africa Tourism Services Association (SATSA), South African Tourism (SAT), the South African Tourism Institute (SATI), the tourist guide representatives and training providers. It is envisaged that the SBC will continue to operate indefinitely.

Among other challenges that have been identified by the SBC are: lack of in foreign language; poor quality of training rendered by the service providers in the tourist guide sector; qualified tourist guides are not being employed; and lack of tourist guides associations to assist guides.

To address these imbalances, DEAT had bilateral meetings with other countries such as Germany, Spain, France and China to mention a few. We have signed off letters to the following missions requesting each to assist with language and tour guide training for twenty (20) South Africans - Belgium, China, Egypt, Holland, United Arab Emirates, France, Portugal, Italy, Qatar, Kuwait, Japan, Sweden and Spain. The governments of China, Spain, Germany and France have offered to assist in language training for South African tourist guides especially those coming from historically disadvantaged backgrounds. Already, the Chinese government has pledged to send a Chinese teacher to train interested guides in Chinese. The French have also indicated their

commitment in training guides in this regard in through their 19 language training centres established in South Africa.

The Spanish government has also indicated its commitment in assisting in language training through electronic conferencing with centres of instruction nationwide. These are just a few examples of initiatives undertaken to improve and ensure the quality of service delivery and professionalism in this sector. Consultations with SATI have taken place to assist in the implementation of these initiatives.

I am happy to announce that 40 students have so far received training under the Amathuba Project, a joint initiative between South Africa and Germany. The training provides historically disadvantaged students with cultural exposure and tourist guide training in Germany.

400 students are currently being trained as tourist guides through the learnership programme.

To address the employment gap in tourist guiding sector, my department has established a national database of black tourist guides. The database is submitted to South African Tourism Services Association (SATSA) on a monthly basis and they in turn submit the list to its members to assist in marketing and employment of historically disadvantage tourist guides. SATSA has since distributed the database to its operators.

My department together with SA Tourism is developing a domestic growth strategy which aims at growing the number of domestic tourists, their spend, length of stay and distribution throughout the country and throughout the year, as well as to identify the key tourism products for the domestic tourism market.

The latest figure of 3,5million on domestic tourism trips is an indicator that there is a need to promote nation building through tourism by growing domestic tourism in townships, rural areas, heritage sites, national parks and tourism icons. Tourist guides need to play a vital role in seeing the success of this strategy.

In his opening speech during the Indaba 2003 the President of South Africa said I quote "I would like to have time to break loose from my work environment, to rediscover myself as a person by being with people and things about whom and which I do not have to take decisions. I would go to the Eastern Cape of our country to visit the grave of a Khoi woman, Sarah Baartman, whose remains were returned to the country of her birth. I would visit the museums of Eastern Cape and I am certain that as I walk around these places with strange names I will learn much about the past."

The President's speech clearly shows the value of tourist guide sector in the tourism industry. A good tourist guide would be in attendance to give in depth the account of the History of Sarah Baartman from beginning to end, take the President to the museum and curate the history and origins of its contents. This interpretation would identify with the heritage of this country, some of it very harrowing and painful indeed. I am attempting to depict the calibre of a true tourist guide being that of human relations, knowledge about the history, places, fauna and flora, game and most importantly, the people of South Africa and their different cultures, religion etc. Tourist

guides are part of the equation in telling the myriad of stories about this wonderful and diverse land of ours.

The next 10 years of freedom will see a greater contribution made by tourism to the development of our country. Transformation of the tourist guide sector will remain a key challenge. At the 2nd National Tourism Conference held in Free State under the theme "one destination, gearing up to be globally competitiveness" we, the tourism stakeholders in South Africa committed ourselves to make the tourist guiding sector representative of our people.

We are a nation that has been endowed with many gifts, including scenic beauty, diverse cultures and hospitality. How we market South Africa, as a value for money destination, remains the challenge to all of us in the tourism industry, the quality of tourist guide sector will undoubtedly add value to our efforts.

Ladies and gentlemen, before I announce the provincial tourist guides winners it is important to note that a panel comprising of DEAT, SA Tourism, THETA, TBCSA and SATSA will be nominated to monitor your performance between March and September 2004. The two national winners will be announced at the World Tourism Day celebrations during September 2004 in Limpopo. They will win a trip to Australia to attend the International Convention of the World Federation of Tourist Guides Associations in 2005.

In congratulating the provincial winners, I would like to say that you have shown the dedication and surpassed all the expectations required of tourist guides and therefore fully deserve to be here. Furthermore you should remember that by setting the trend, you will inspire other tourist guides to aspire to reach your level and this will ultimately raise the standard of tourist guiding throughout the country.

Not only are you true ambassadors for this country but also you are instrumental and to the economy of this country through tourism. If you can continue in this fashion tourism will no doubt take its rightful position in this economy.

I am honoured to be in your presence today, and whilst I will be retiring as a politician I will remain a tourists. Hopefully now that I will not be Minister anymore, I will have more time for leisure travel and would enjoy experiencing your expertise again in the field.

Good luck and all the best. You make me a proudly South African

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25 February 2004

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