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Role of the tourist guide in ensuring the safety of tourists by **Jessi Sunkel**



PROFILE: Jessi Sunkel is the Executive Director of the South African Adventure Industry Association (SA AIA). With a background in Adventure Tourism Management, Adventure Counselling, Guiding and Experiential Education she hopes to assist the South African Adventure Industry and Learning Outside of the Classroom industries become more inclusive and professional.

TOPIC: Jessi speaks about the role of the tourist guide in ensuring the safety of tourists. She covers aspects related to crime as well as Adventure Tourism activities which is considered high risk. She provides useful advice and tips which would be beneficial for all guides.



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