



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA



THE KERZNER BUILDING
SCHOOL OF TOURISM & HOSPITALITY

PARTICIPATION OF PREVIOUSLY DISADVANTAGED GROUPS IN THE TOURIST GUIDING SUBSECTOR: BARRIERS AND OPPORTUNITIES

Prof Tembi Tichaawa, Dr Vyasha Harilal, Dr Mavis Mpotaringa, Dr Julia Giddy & Dr Refiloe Lekgau

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SCHOOL OF TOURISM
AND HOSPITALITY



UNIVERSITY
OF
JOHANNESBURG

COLLEGE OF BUSINESS & ECONOMICS

Introduction and background

- The tourist guiding subsector in South Africa is a regulated profession governed by national legislation and policies and is a very critical component of the tourism value chain.
- Tourist guides are some of the key frontline players in the tourism sector and are crucial when it comes to educating tourists about the preservation of natural sites and natural resources.
- Countries across Africa are recognizing the benefits of uplifting and empowering the communities surrounding national parks and heritage sites not only from a transformation perspective but also from the perspective of drawing from the deeply routed knowledge that these communities often have for the parks or attractions in or around where they live.
- The tourist guiding profession is undergoing transformation due to various factors, including changing consumer preferences, technological advancements, and the lasting impact of the COVID-19 pandemic.

Rationale of the study

- South Africa has undergone a number of major transformations since the fall of the apartheid government and the first democratic election in 1994.
- Although no specific legislation barred Black South Africans from various forms of tour guiding, access to training, education and limited motilities significantly hindered opportunities for Black South Africans to develop as tourist guides (Ndimande, 2013).
- Furthermore, those who were able to engage in tourist guiding activities were often limited in their access to certain subsectors and to grow businesses as a result of rigid apartheid legislation, which severely impeded any kind of career development amongst marginalized groups, particularly Black South Africans.
- It is important to note that within the context of this research, the concept of transformation refers to issues centered on sociodemographic diversity, working towards a subsector that includes tourist guides from all walks of life.
- This study also seeks to examine the issue of transformation by investigating regulatory barriers that tourist guides face, economic constraints, and how tourist guides undertake constant upskilling and capacity building against the background of the aforementioned constraints.
- Transformation in the tourist guiding profession has been highlighted as one of the challenges that needs to be addressed.

Study aim and objectives

The overall aim of this study is to investigate transformation within the tour-guiding profession in South Africa.

Objectives of the study:

1. To review the literature on transformation in the tourist guiding subsector.
2. To identify and analyse key barriers to growth and development in the tourist guiding subsector, focusing on transformational aspects.
3. To identify and investigate opportunities for previously disadvantaged groups, especially Black individuals, to access and participate in the tourist guiding profession.
4. Provide key and practical recommendations to overcome the transformation barriers to the growth and development of the tourist guiding subsector.

Research questions

1. What are the barriers to integrating previously disadvantaged communities into the tourist guiding subsector?
2. What are potential opportunities for increased transformation within the tourist guiding subsector?
3. What can be done to increase transformation within the South African tourist guiding subsector

Theoretical background

- This study adopted a social justice framework that was contextualized through the conceptual lens of decent work.
- Decent work emerges from the theoretical background of social justice, where one of the primary means of achieving social justice is to ensure employment opportunities for all which follow specific guidelines which consider the type of employment 'decent.' (ILO, 1999).
- The travel, tourism and hospitality industries are consistently pushed as avenues for economic upliftment due to their continued growth and strong job creators (Visser & Rogerson, 2004).
- However, very little research exists on the quality of jobs created in the tourism and hospitality industries, with the existing few focusing on the quality of work in the hospitality sector (see Baum, 2007; Scott & Baum, 2013 Baum & Smyth, 2010; Zampoukos & Ioannides, 2011).
- According to the ILO (2019) , the four primary components of decent work are: full and productive employment, rights at work, social protection and the promotion of social dialogue.
- Concerns over 'decent' employment become exacerbated in contexts such as South Africa, due to high rates of unemployment and a relatively large unskilled workforce (de Beer et al., 2014).

Literature review

Tour Guiding: An International Perspective

- Research identifies the fundamental responsibilities of a tourist guide include that of a social mediator, interpreter, translator, culture broker, leader, teacher, host conduit, and interpreter (Mancini, 2001).
- In their positions as host middlemen and front-line staff, tourist guides play an important role in destination brand representativeness (Ababneh, 2017; Ap and Wong, 2000; Hu, 2007).
- Their behaviour, knowledge and proficiencies in executing their responsibilities symbolise the tourism product and thus exert an influence on how the destination brand is perceived, experienced and positioned by the visitors market (Lin, Lin, & Chen, 2017) and can generate immediate and future sales for tourism product/s.
- Additionally, the academic literature identifies the additional role of tourist guides as an essential component of the destination tourism supply chain, ensuring visitors adhere to tourism sustainability measures adopted by host communities (Ballantyne & Packer, 20011; Weiler & Kim, 2011; Chan, Hsu & Baum, 2015; Modlin et al., 2011).
- Reports showed that tourist guides were among the harshest-hit stakeholders in the tourism sector as a result of the pandemic and ensuing economic downturn.
- Apart from the pandemic, the adaptability of tourist guides and the future of tourist guiding has experienced other challenges, including emerging digital trends and behaviours which are influential to tourism (Sigala, 2020).

Literature review

Tourist guiding in South Africa

- The tourism sector is identified by the government of South Africa as a strategic one for achieving the broad socio-economic and transformation goals (Department of Tourism, 2020d) and is amongst the largest contributing sectors in the Gross Domestic Product (GDP), with vast entrepreneurial and employment opportunities.
- The tourist guides form an integral segment of the tourism supply chain (Nyawo, 2020).
- Within the context of the Tourism Act, No. 3 of 2014, for an individual to be considered a legal tourist guide, they must, foremostly, enrol and complete a requisite qualification and assessment with an institution accredited by the Culture, Arts, Tourism, Hospitality and Sports Sector Education and Training Authority [CATHSSETA], and then be registered in the province in which they reside or will operate (Tourism Tattlers, 2019).
- According to the tourist guide statistics in South Africa, it is estimated that only about 60% of the total number of tourist guides are fully registered and active.

Literature review

- Tourist guides depend on and survive primarily from the proceeds generated from the tourist guiding activity executed either from operating as an independent contractor / freelance or direct contract employee of a tour operating company.
- In terms of their work status, many are employed fully or part-time whilst others are self-employed (with registered businesses or as sole proprietors).
- In most cases, the latter is applicable with guides working independently as freelancers (Ramphela, 2020).
- The Basic Conditions of Employment Act (BCEA) of [1996] [2002] proclaims numerous requisite employment protocols to be put in place by South African employers across all sectors.
- Astonishingly, in the case of tourist guides, only those enrolled in the formal staff establishments of the tourism supply chain are protected by the provisions of the Act.
- This advances a notion that a large constituent of tourist guides is disadvantaged from accessing benefits such as leave, regulated working hours, competitive remuneration and overtime benefits, which are prescribed by law, essentially because of their independent contractors/freelancers status.

Research methodology

- This study involved a mixed-method approach to triangulate data and provide significant recommendations for the Department of Tourism.

Quantitative Data

- Tourist guides were purposely selected for the quantitative component to generalise findings and provide strategic recommendations for the National Department of Tourism.
- Data was collected using an online questionnaire distributed to tourist guides via provincial registrars and associations, publishing an article with the survey link on Tourism Update and coordination of in-person fieldwork in various provinces at tourist attractions
- A questionnaire was administered to gather the following: demographic information, tourist guiding profile, key barriers to growth and development in the tourist guiding subsector, opportunities for access and participation in the subsector, and information pertaining to areas of improvement.
- A total of 434 usable questionnaires were collected.
- The quantitative data collected from the questionnaires was captured and analysed using descriptive and inferential statistics.

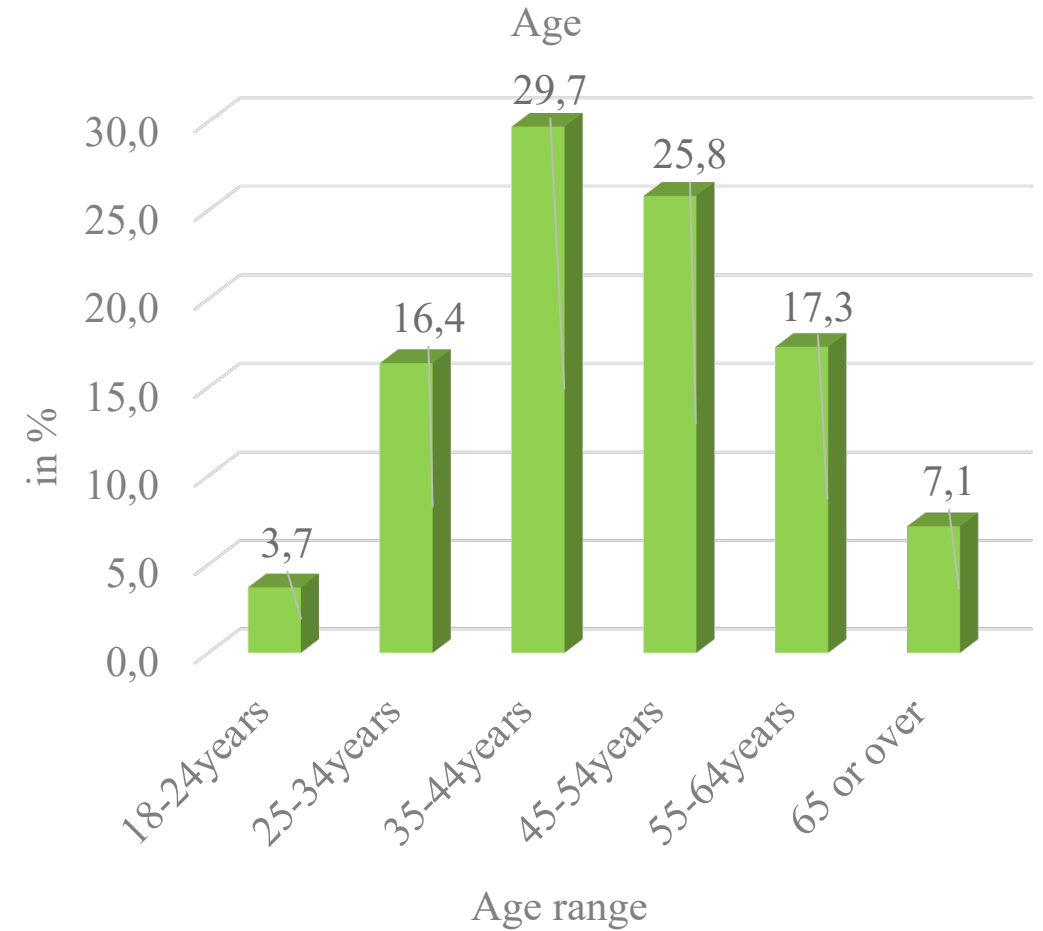
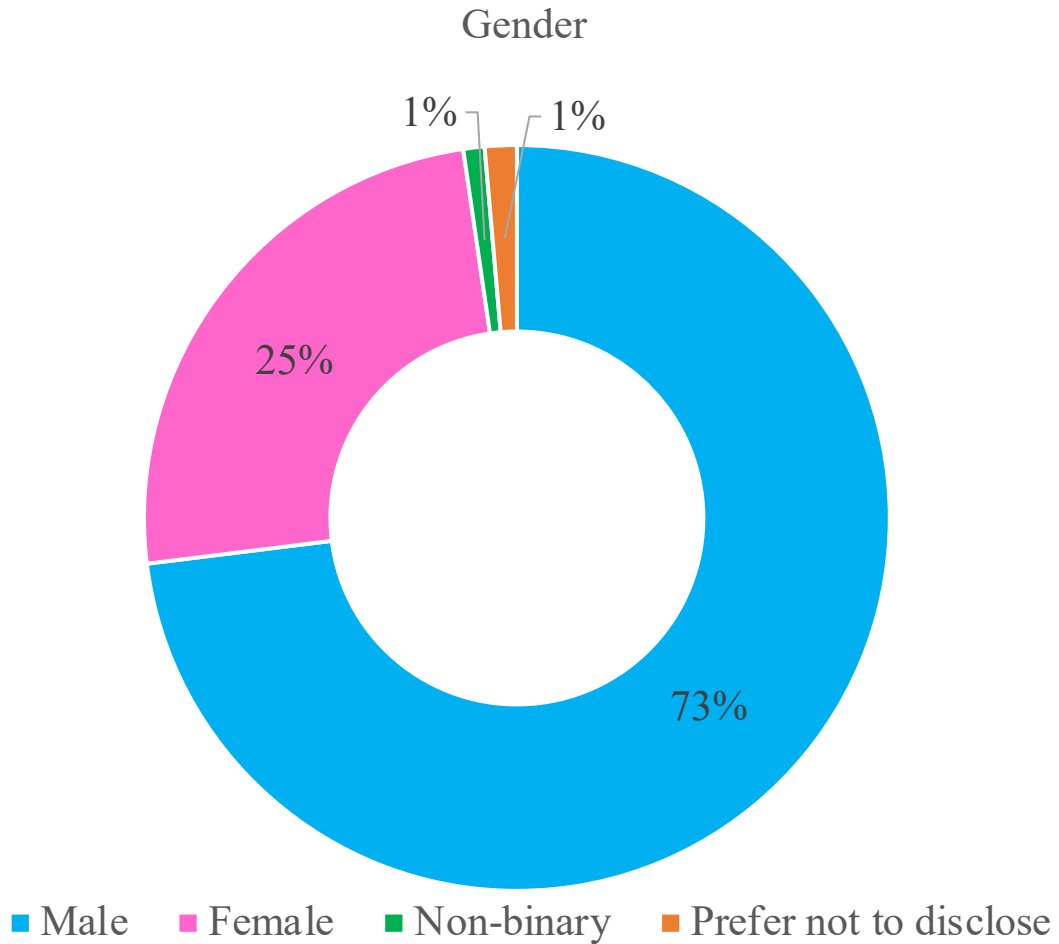
Research methodology cont..

Qualitative methods

- In an effort to gain a deeper understanding and perspectives on the transformation challenges, especially from an administrative and practical perspective, in-depth interviews were conducted with the National and Provincial registrars of tourist guiding, as well as representatives of the various tourist guiding associations.
- Data collection began in January and concluded in March 2024.
- A total of 13 interviews have been conducted.
- Data was analyzed through a thematic content analysis of transcripts using Atlas.ti, where the data was coded and grouped into themes presented as part of the findings in this presentation.

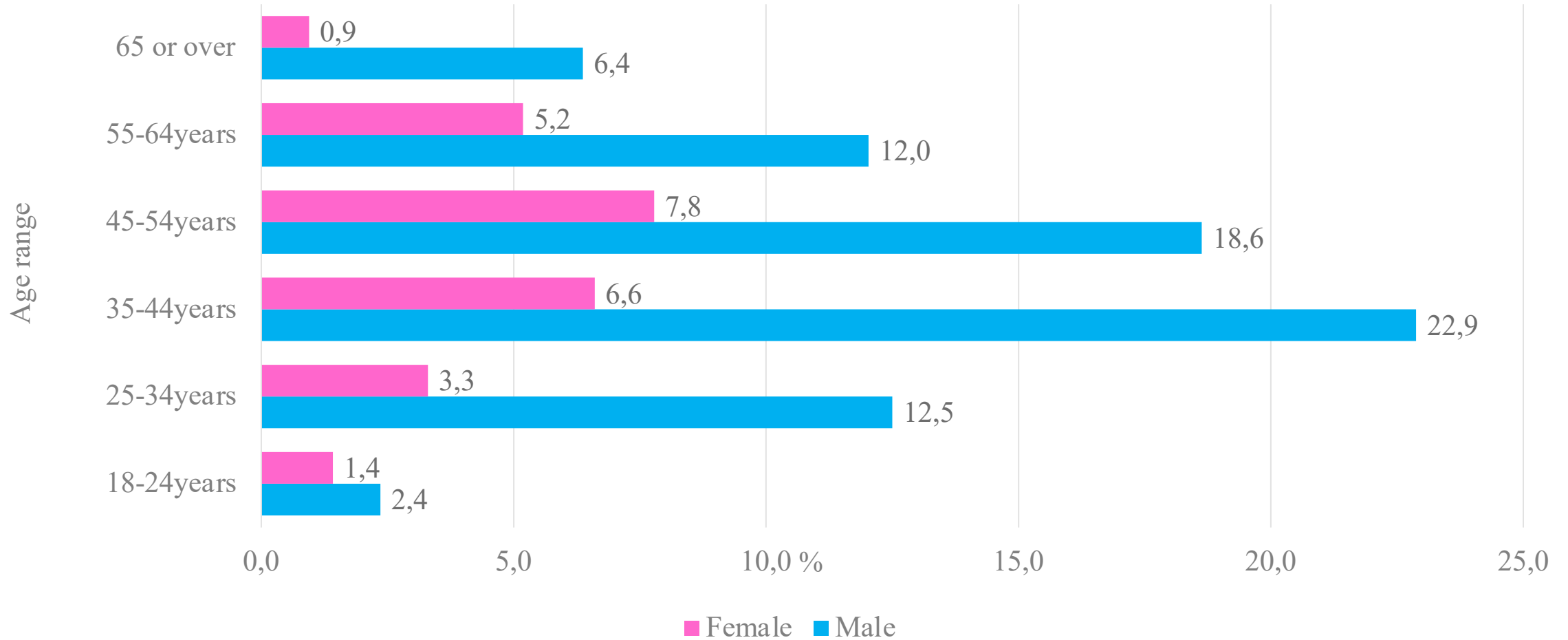
Findings

Demographic Profile: Gender and Age (n=434)

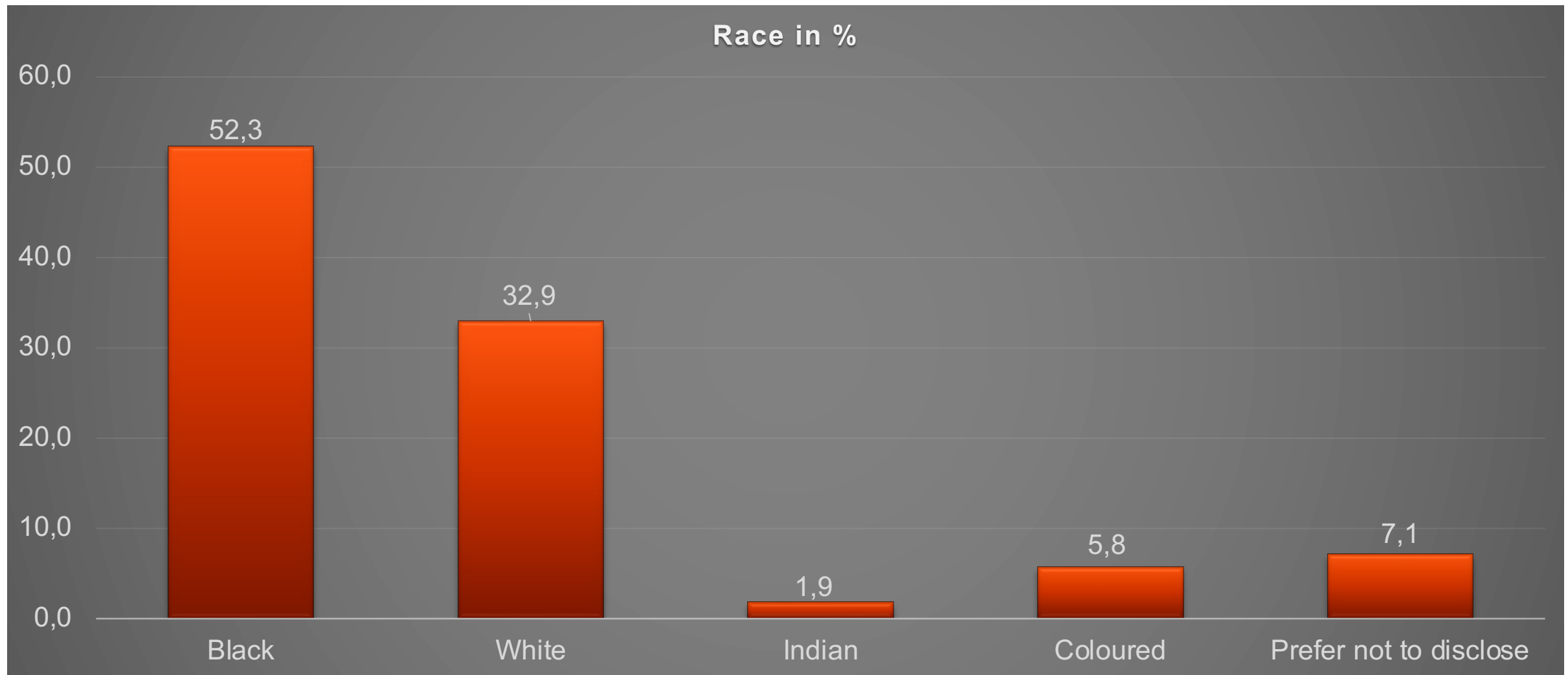


Age analysis by gender (n=434)

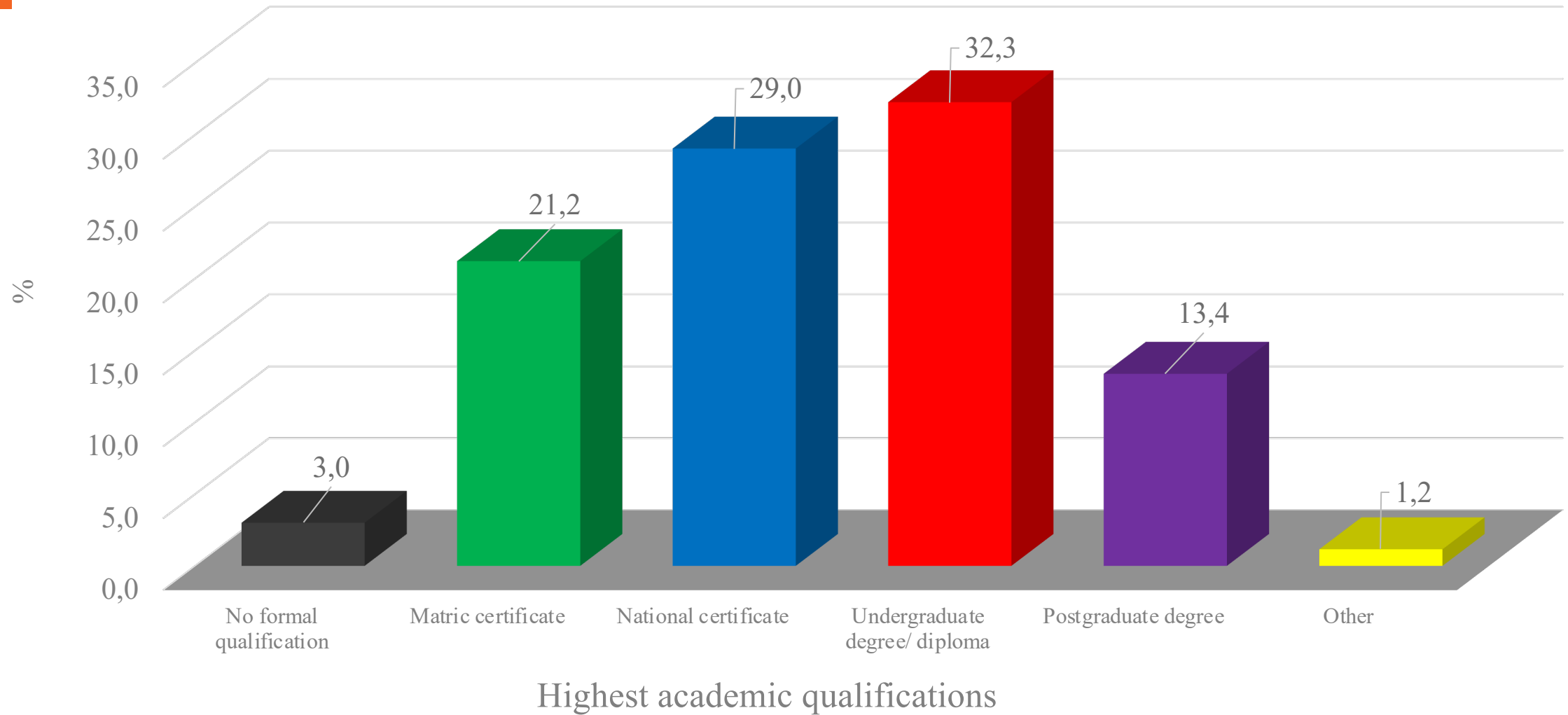
Age distribution by gender



Race (n=434)



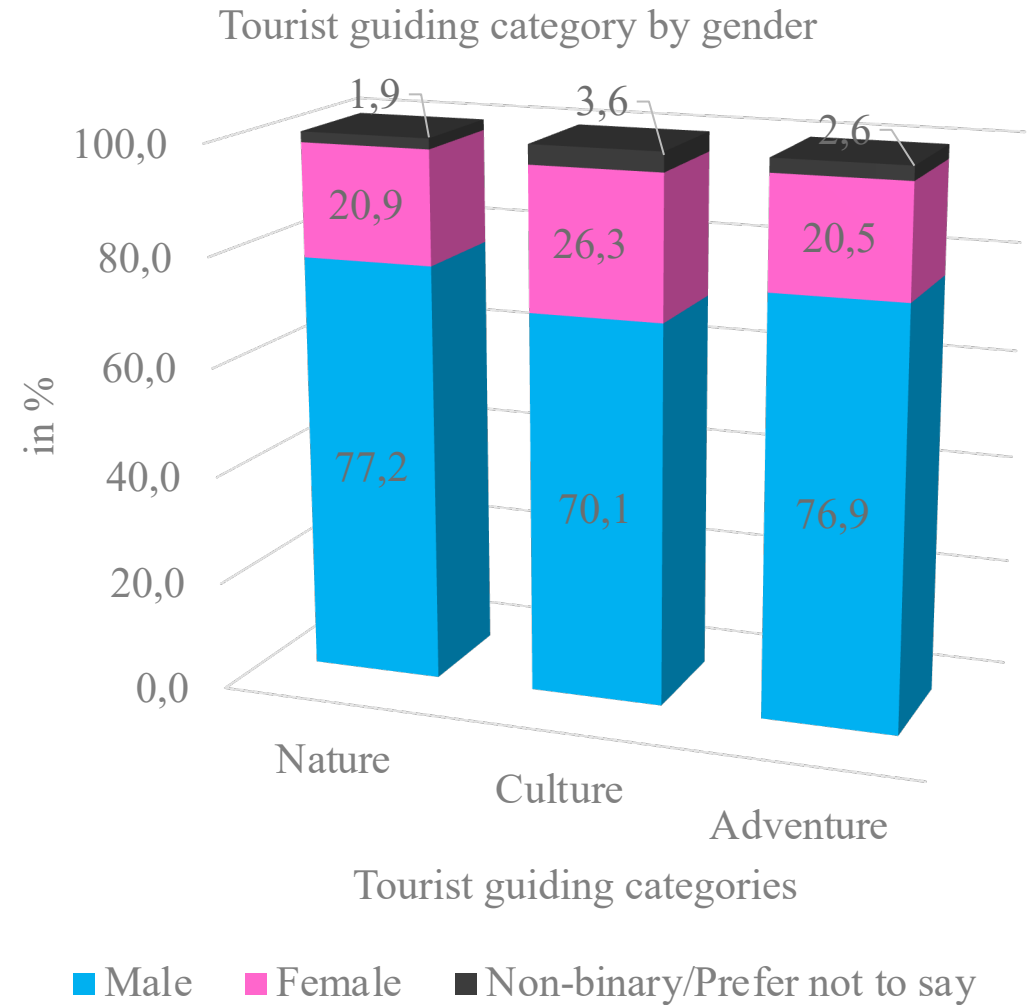
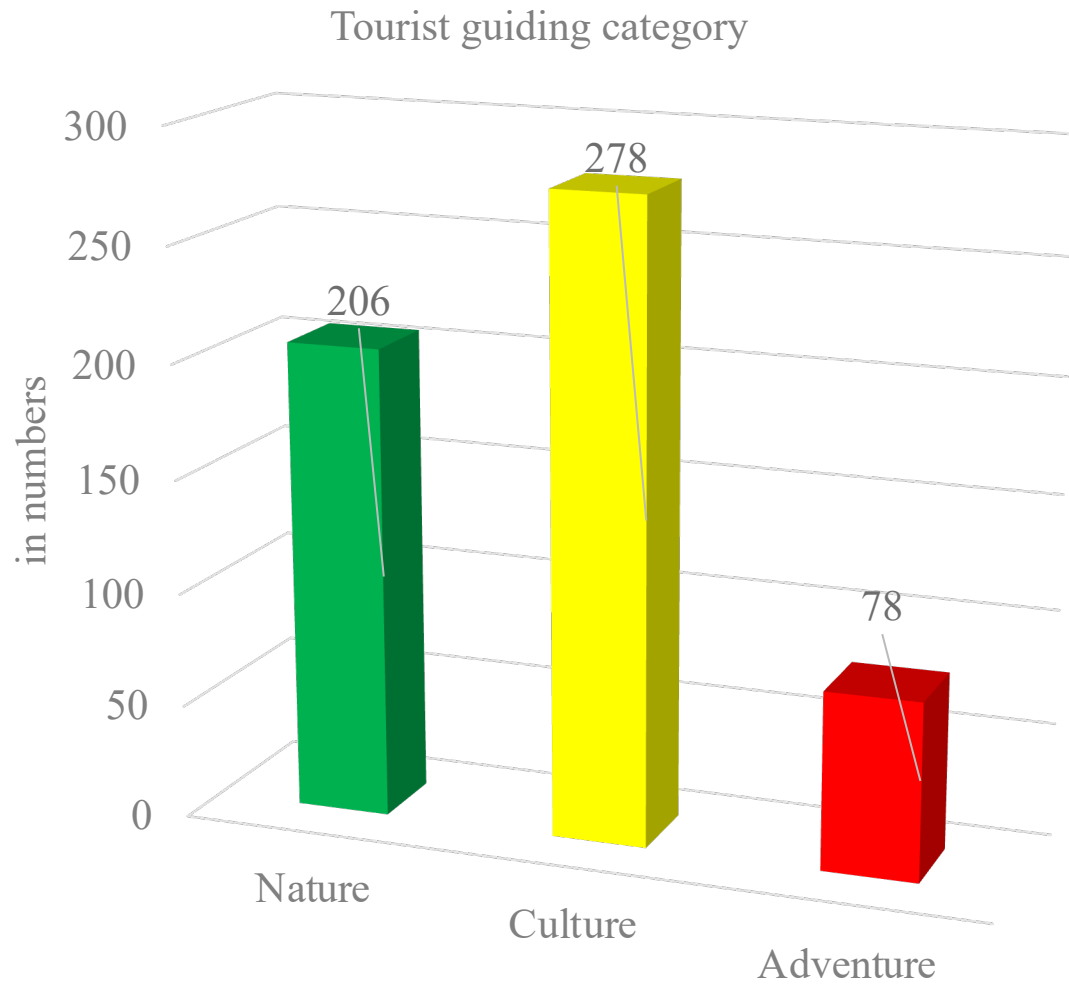
Highest academic qualifications (n=434)



Summary of tourist guides' demographic profile by racial group, age and sex (n=434, in %)

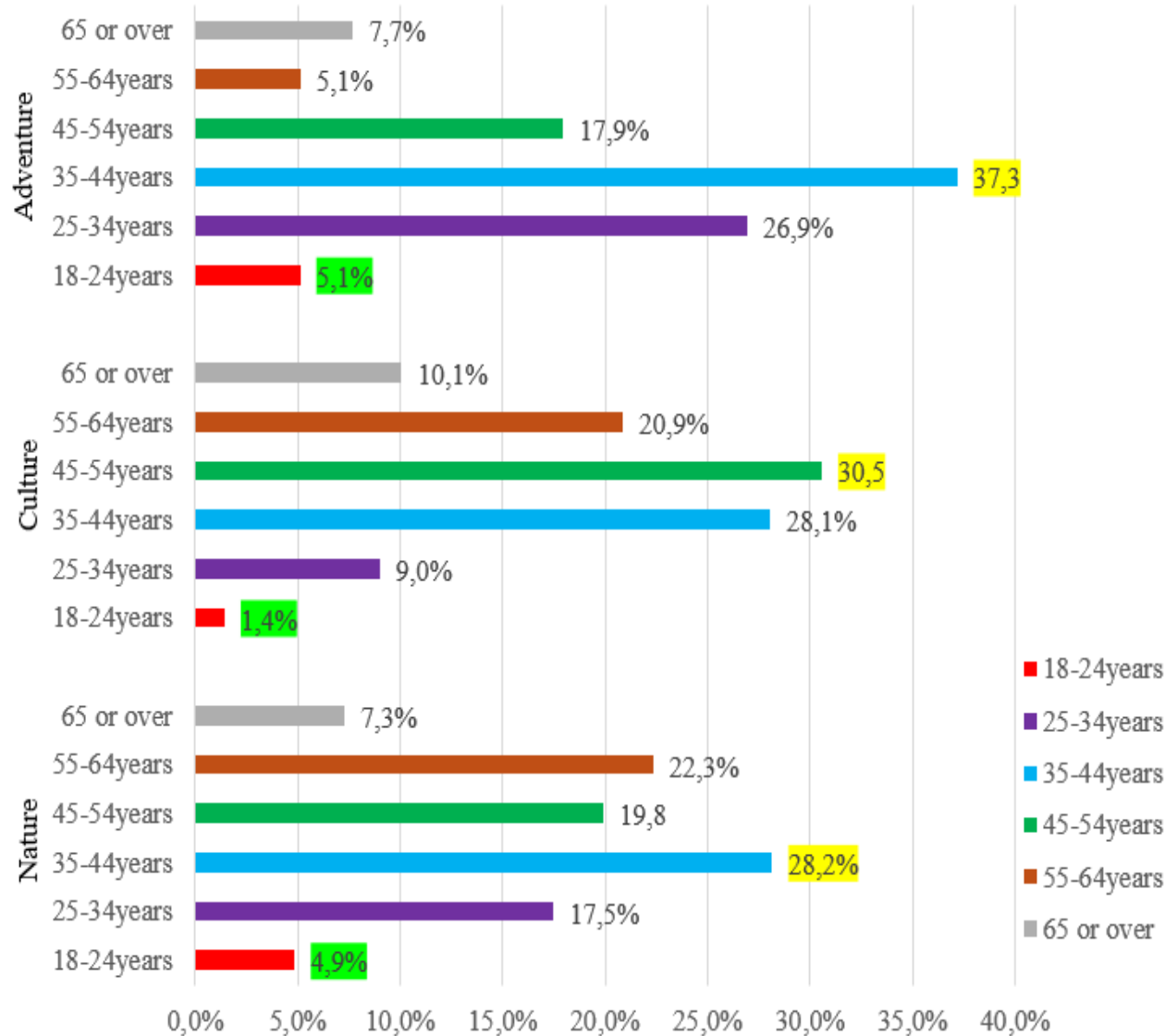
Age group	Black			White			Indian			Coloured			No disclosure of race			
	Male	Female	Non-binary	Male	Female	Non-binary	Male	Female	Non-binary	Male	Female	Non-binary	Male	Female	Non-binary	No disclosure
18-24	1.1	9.3	0	5.3	0	0	100	0	0	13.0	0	0	0	16,7	0	0
25-34	23.3	23.3	100	11.6	8.3	0	0	0	0	0	0	0	0	0	0	0
35-44	37.3	37.2	0	10.5	20.9	0	0	0	0	34.8	100	0	46.2	0	0	66,7
45-54	29.4	25.6	0	22.1	33.3	0	0	0	0	21.8	0	0	0	50,0	0	0
55-64	6.7	4.6	0	31.6	29.2	0	0	100	0	17.4	0	0	38.5	33,3	0	33,3
65 or over	2.2	0	0	18.9	8.3	0	0	0	0	13.0	0	0	15.3	0	0	0

Tourist guiding profile

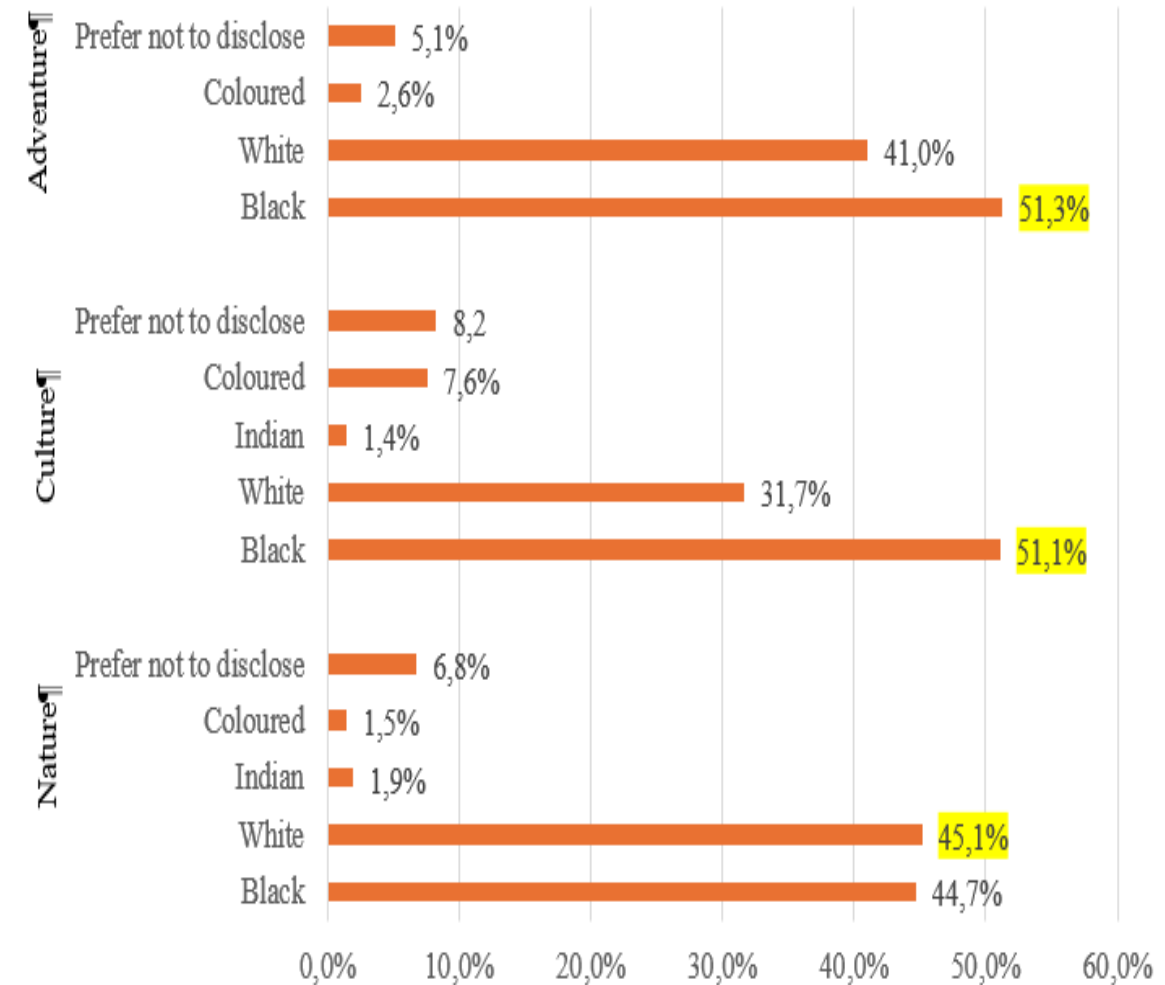


Tourist guiding profile

Tourist guiding category by age (in%)

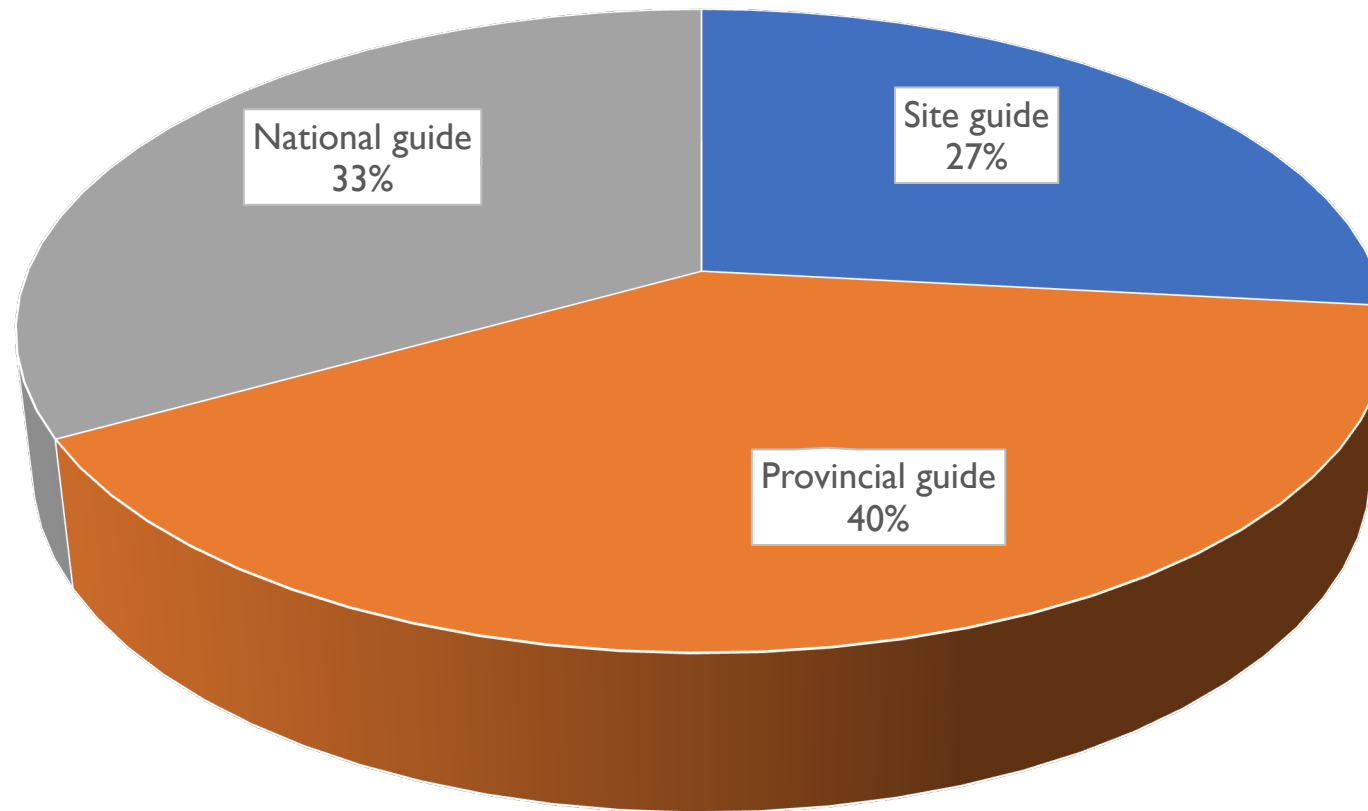


Tourist guiding category by racial group (in %)

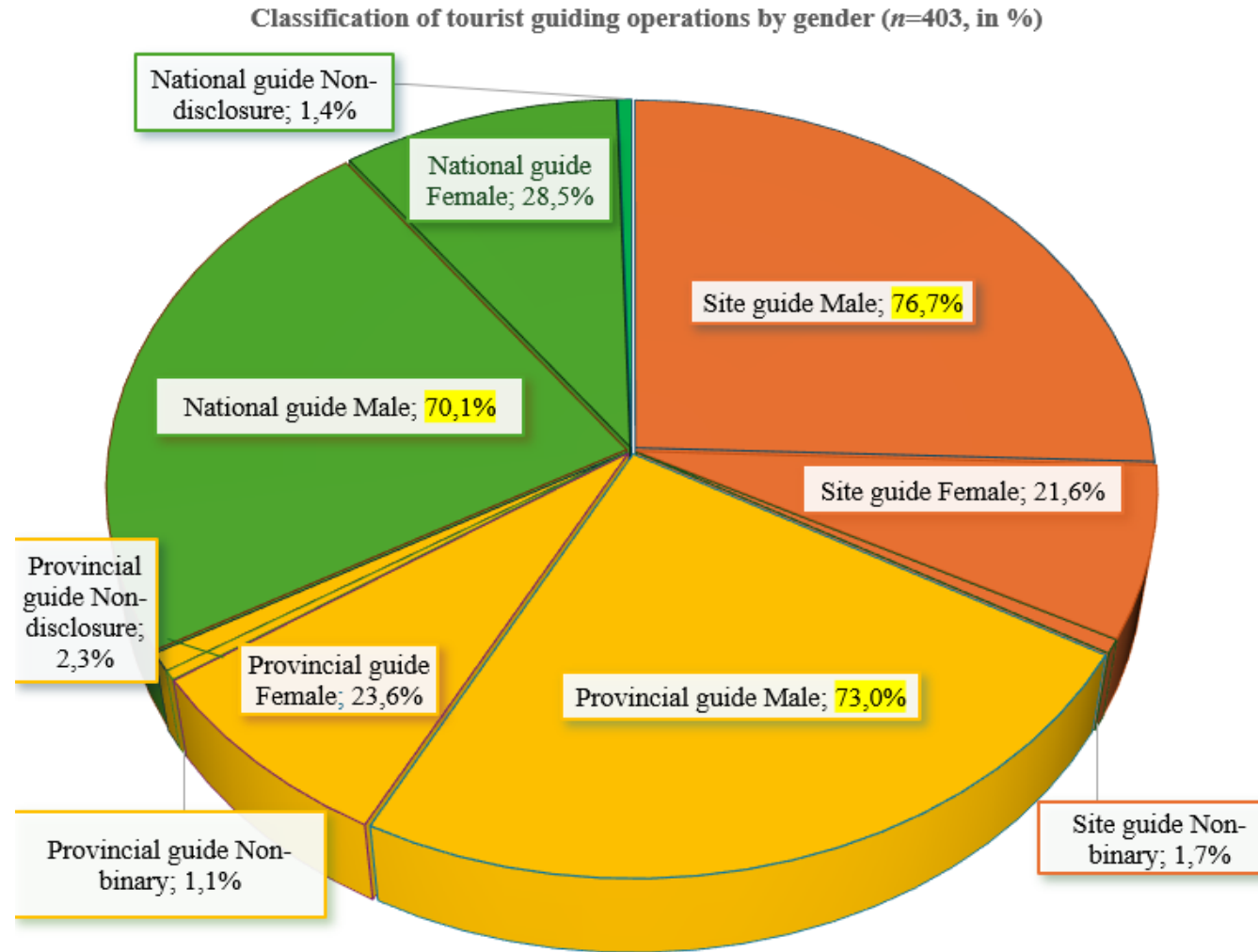


Tourist guiding profile ($n=434$)

Classification of tourist guiding operations



Classification of tourist guiding operations by gender (n=434)



Province of origin ($n=434$)

Province of origin	%
Gauteng	37,1
Western Cape	16,8
Mpumalanga	16,4
Northern Cape	9,2
Limpopo	8,1
KwaZulu Natal	4,8
Free State	3,7
Eastern Cape	3,0
North West	0,9



Province operating from ($n=434$)

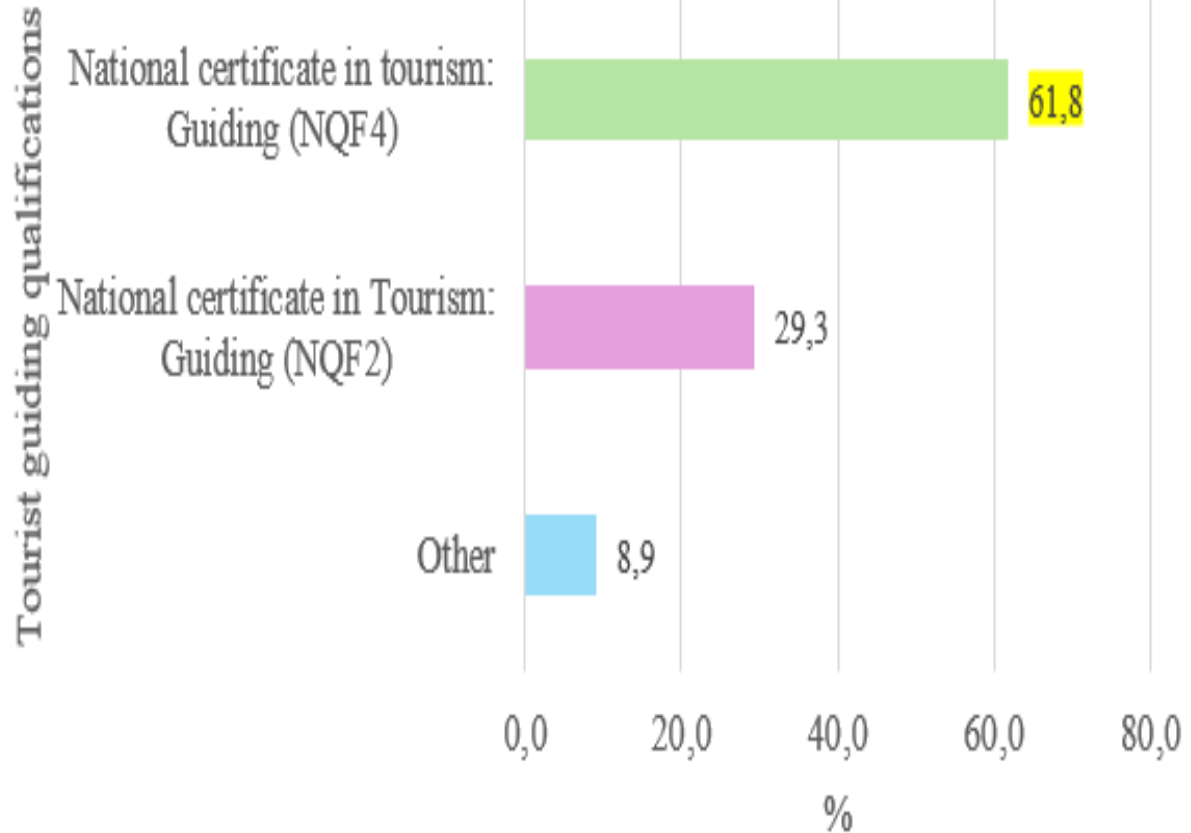
Province operating from	%
Gauteng	33,2
Western Cape	19,8
Mpumalanga	15,7
Limpopo	11,3
Northern Cape	9,2
Free State	4,6
KwaZulu Natal	2,8
Eastern Cape	2,8
North West	0,7

Province operating from

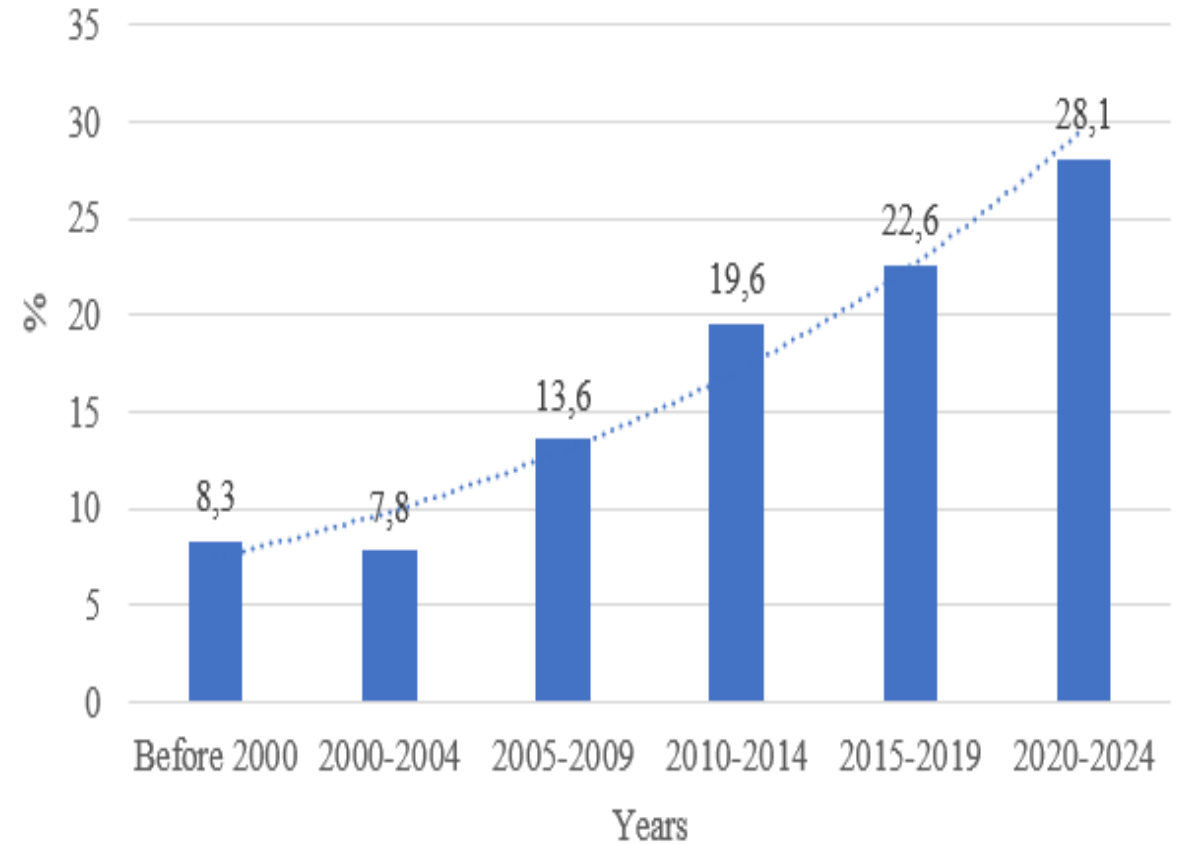


Qualifications and year obtained (n=434)

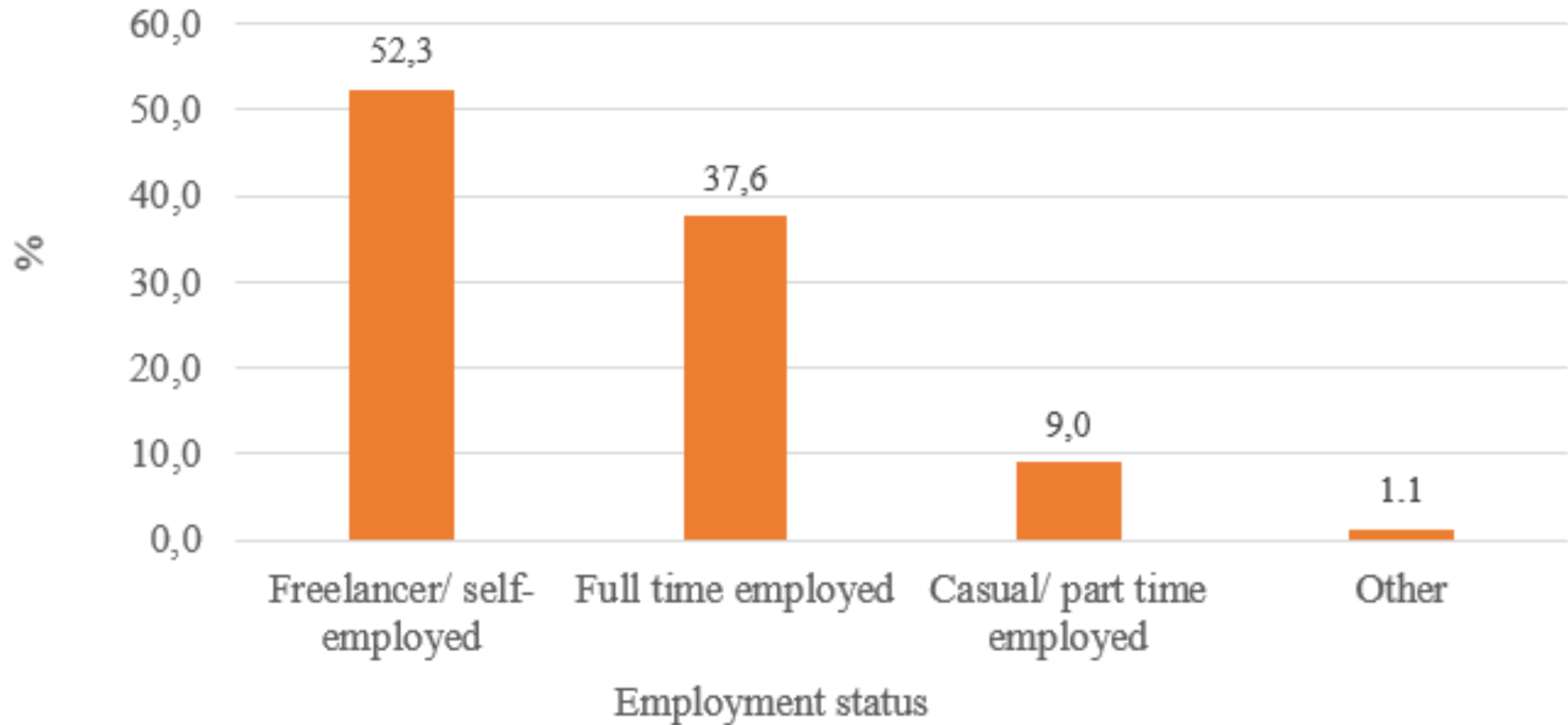
Qualifications held by tourist guides (n=434, in %)



Year qualification was obtained (n=434, in %)



Classification of employment status among tourist guides ($n=434$, in %)



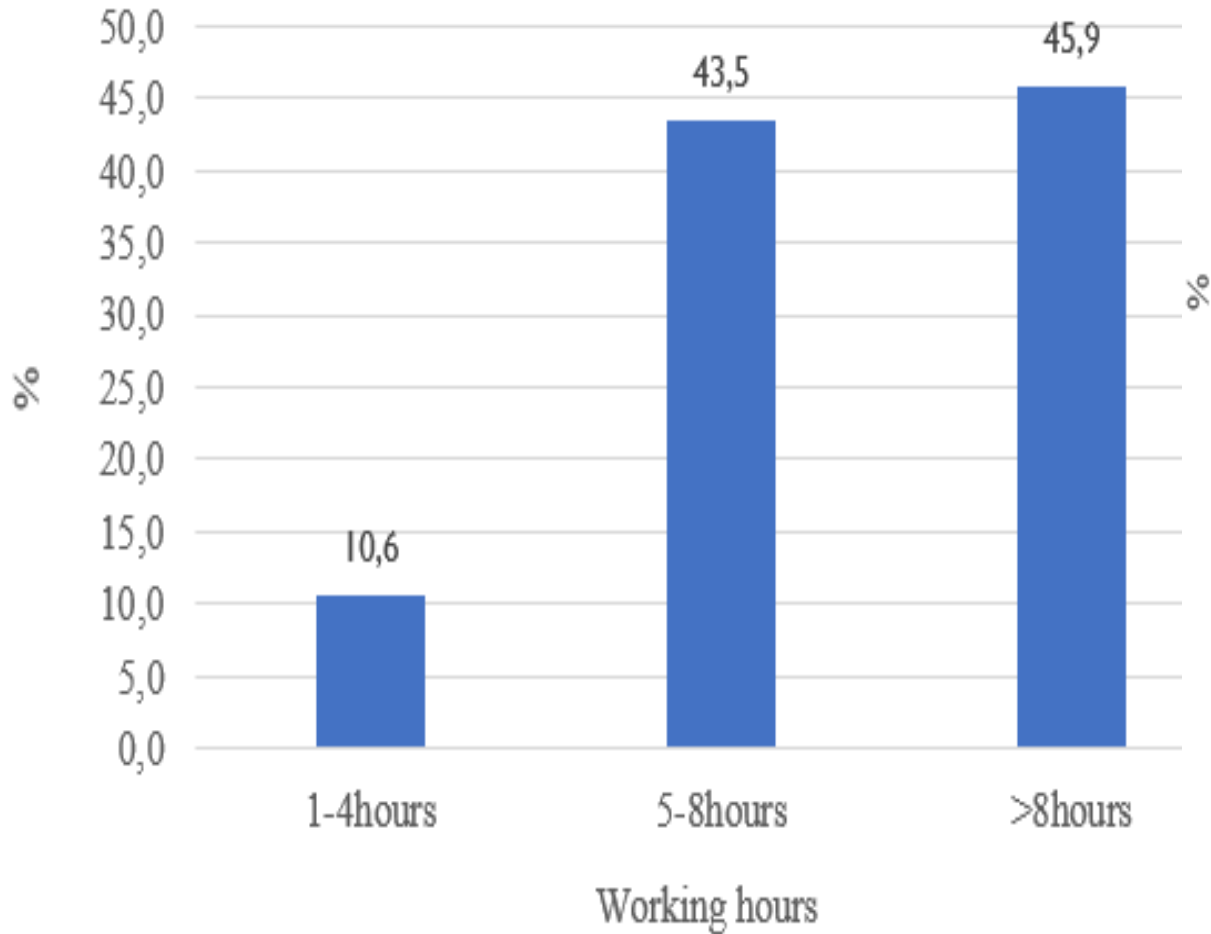
Summary of distribution of employment status among tourist guides by age, gender and racial group (n=434, in %)

	Age	%	Gender	%	Race	%
Freelancer/Self-employed	18-24years	0.9%	Male	72.3%	Black	37.5%
	25-34years	10.7%	Female	25.9%	White	44.6%
	35-44years	22.3%	Non-binary	0.9%	Indian	0.9%
	45-54years	25.0%	Prefer not to disclose	0.9%	Coloured	7.2%
	55-64years	29.5%			Prefer not to disclose	9.8%
	65 or over	11.6%				
Full-time employed	18-24years	7.0%	Male	81.4%	Black	68.6%
	25-34years	25.6%	Female	16.3%	White	17.4%
	35-44years	36.0%	Non-binary	0.0%	Indian	1.2%
	45-54years	24.4%	Prefer not to disclose	2.3%	Coloured	4.7%
	55-64years	4.7%			Prefer not to disclose	8.1%
	65 or over	2.3%				
Casual/Part-time employed	18-24years	4.8%	Male	47.6%	Black	71.4%
	25-34years	33.3%	Female	47.6%	White	14.3%
	35-44years	28.6%	Non-binary	4.8%	Indian	4.8%
	45-54years	23.8%	Prefer not to disclose	0.0%	Coloured	4.8%
	55-64years	4.8%			Prefer not to disclose	4.7%
	65 or over	4.7%				
Other	18-24years	0.0%	Male	100.0%	Black	50.0%
	25-34years	0.0%	Female		White	
	35-44years	50.0%	Non-binary		Indian	
	45-54years	50.0%	Prefer not to disclose		Coloured	50.0%
	55-64years	0.0%			Prefer not to disclose	
	65 or over	0.0%				

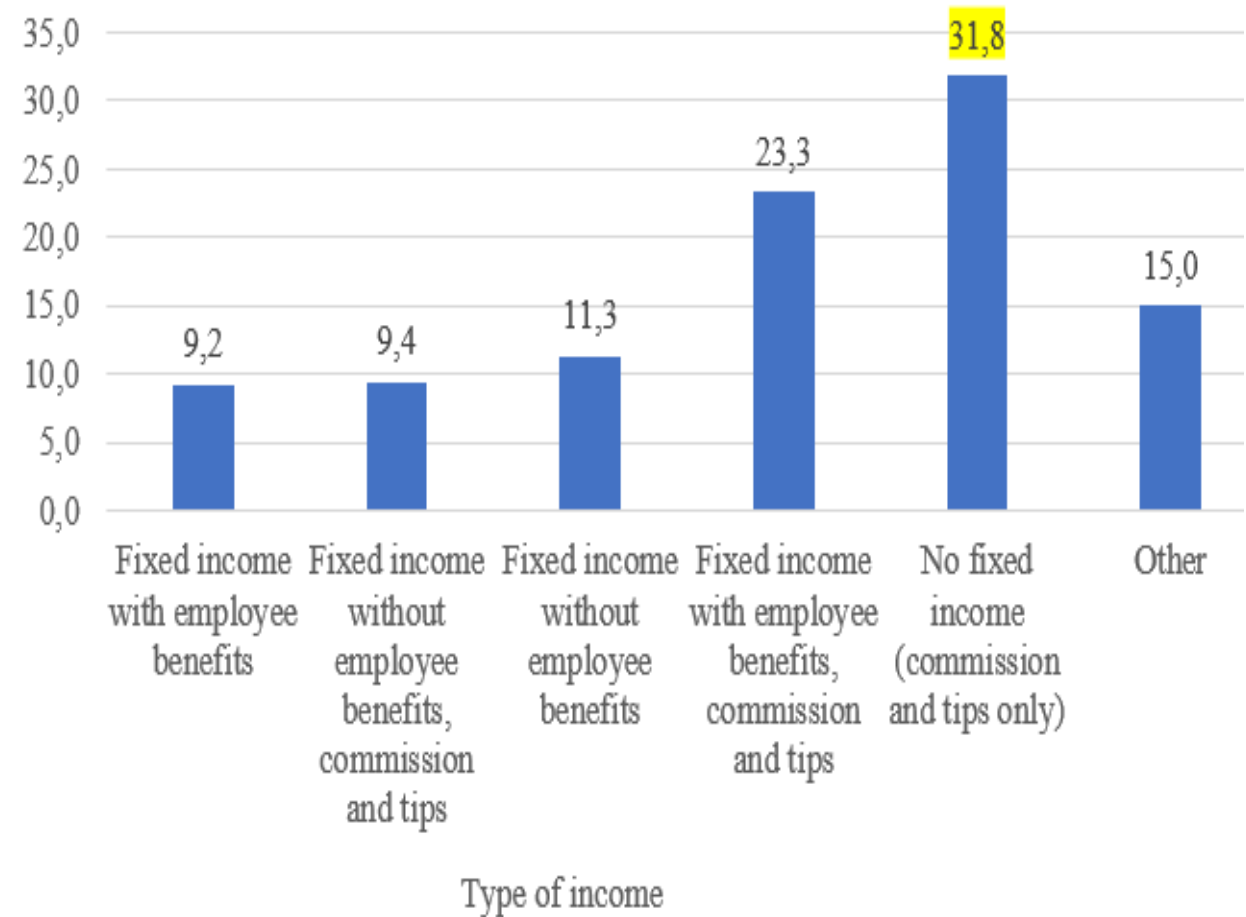
Income Type and Average monthly income (after tax) ($n=434$)

Average monthly income range	%
R1-5000	16,8
R5001-R10000	27,6
10001-RR15000	20,3
15001-R20000	16,6
R200001-R25000	7,8
>R25001	10,8

Average daily working hours of tourist guides (n=434, in %)



Types of income among tourist guides (n=434, in %)



Tourist guides perceptions of Key barriers to growth and development

5 Likert scale statements Strongly disagree, disagree, Neutral, Agree and Strongly agree.

Construct	Items	Mean
1. Transformation in Tourist Guiding	10	3,41
2. Challenges faced by tourist guides	12	3.74
3. Opportunities to encourage growth and development	4	4.22
4. Barriers to compliance		
• Economic challenges	3	3.78
• Qualification and programme-related challenges	6	3.46
• Regulations and registration process challenges	14	3.62
4. Recommendations to qualification and programme challenges	4	4.18
5. Opportunities for access and participation (Yes/No statements)	9	1,06

Chi-Square Test Results: Barriers to Growth and Development vs. Demographic Profile of Tourist Guides

To determine if there is a significant association between the barriers identified and the transformational aspects in the dataset.

Demographic Variable	Barriers to growth and development variables	Chi-square	Phi-value (ϕ)
Gender	Transformation in tourist guiding	$\chi^2=282.059$ $df=96$ $p<0.001$	0.469*** $p<0.001$
	Challenges faced by tourist guides	$\chi^2=564.858$ $df=111$ $p<0.001$	0.659**** $p<0.001$
	Economic challenges	$\chi^2=143.181$ $df=36$ $p<0.001$	0.332*** $p<0.001$
	Qualification and program-related challenges	$\chi^2=352.701$ $df=63$ $p<0.001$	0.520**** $p<0.001$
	Regulations and registration process challenges	$\chi^2=436.796$ $df=111$ $p<0.001$	0.579**** $p<0.001$

Notes: N=434. Level of significance: $p<0.001$ phi-value: **small effect = 0.1. ***medium effect = 0.3. and ****large effect = 0.5.

The results show statistically significant differences ($p<0.001$), with medium effect size ($0.3 \leq ES < 0.5$) to large effect size ($ES \geq 0.5$) between the three demographics clusters based on key barriers to growth and development in the tourist guiding subsector.

Chi-Square Test Results: Barriers to Growth and Development vs. Demographic Profile of Tourist Guides

Age	Transformation in tourist guiding	$\chi^2=375.008$ $df=160$ $p<0.001$	0.930**** $p<0.001$
	Challenges faced by tourist guides	$\chi^2=354.065$ $df=185$ $p<0.001$	0.903**** $p<0.001$
	Economic challenges	$\chi^2=154.593$ $df=60$ $p<0.001$	0.597**** $p<0.001$
	Qualification and program-related challenges	$\chi^2=204.369$ $df=105$ $p<0.001$	0.686**** $p<0.001$
	Regulations and registration process challenges	$\chi^2=343.538$ $df=185$ $p<0.001$	0.890**** $p<0.001$

Notes: N=434. Level of significance: $p<0.001$ phi-value: **small effect = 0.1. ***medium effect = 0.3. and ****large effect = 0.5.

Cont....

Race	Transformation in tourist guiding	$\chi^2=280.346$ $df=128$ $p<0.001$	0.804**** $p<0.001$
	Challenges faced by tourist guides	$\chi^2=277.685$ $df=148$ $p<0.001$	0.800**** $p<0.001$
	Economic challenges	$\chi^2=100.685$ $df=48$ $p<0.001$	0.482*** $p<0.001$
	Qualification and program-related challenges	$\chi^2=164.062$ $df=84$ $p<0.001$	0.615**** $p<0.001$
	Regulations and registration process challenges	$\chi^2=337.124$ $df=148$ $p<0.001$	0.881**** $p<0.001$

Notes: N=434. Level of significance: $p<0.001$ phi-value: **small effect = 0.1. ***medium effect = 0.3. and ****large effect = 0.5.

The results show statistically significant differences ($p<0.001$), with medium effect size ($0.3 \leq ES < 0.5$) to large effect size ($ES \geq 0.5$) between the three demographics clusters based on key barriers to growth and development in the tourist guiding subsector.

Factor Analysis

Factor analysis was conducted to help identify the underlying factors contributing to transformation. The conditions for conducting factor analysis were met.

The study identified 4 factors:

- Training and qualification accessibility challenges (factor 1),
- Regulatory ease and enforcement (factor 2),
- CATHSETA qualification processing delays and cost barriers (factor 3)
- Database development and subsector transformation efforts (factor 4).

Regulatory ease and enforcement obtained the highest mean value ($\bar{x}=4.22$), followed by CATHSETA qualification processing delays and cost barrier ($\bar{x}=3.76$), database development and subsector transformation efforts ($\bar{x}=3.45$). Training and qualification accessibility challenges had the lowest mean value ($\bar{x}=3.34$) and were rated as a minor barrier to the growth and development of the tourist guiding subsector.

Qualitative Data – Preliminary findings

Key theme	Sub-theme
Stakeholder cohesiveness	Importance of all stakeholders in the subsector
	The role of stakeholders
	Collaboration amongst stakeholders
Transformation	Importance of transformation in the tourist guiding subsector
	Attitudes towards and perceptions of transformation
	Transformation on paper vs. reality
	Traditional gendered roles vs. the glass ceiling
	Enablers of transformation
Barriers to transformation and growth of the subsector	Financial constraints vs. financial literacy
	Registration / renewals
	Accurate databases
	Qualifications / certifications
	Complacency of tourist guides
	Challenges based on guide classification
	Disconnect between university qualifications and tourist guiding
	Lack of awareness / information about tourist guiding opportunities
Inhibitors to participation	Language barriers
	Soft skills development
	Lack of capacity development
	Low and sporadic income
	Monopoly/transformation of training companies
The way forward	Clarity on qualifications
	Increased collaboration with associations
	Increased knowledge and opportunity sharing
	Public-private partnerships
	Increasing accessibility for tourist guides
	Mentorship and succession planning
	Professional body

Stakeholder cohesiveness

- The importance of all stakeholders (including government, associations, tourist guides as well as the industry at large) came through strongly in the interviews.
- Participants explained that each stakeholder has a specific role to fulfil for the development of the subsector.
- Relatedly, participants emphasised the importance of collaboration between key stakeholders (government = policy development & regulation, while associations = experience, expertise and ground support).
- However, several participants alluded to the gap between government and association, specifically related to a lack of and (mis)communication between differing organizations involved in the subsector as well as a lack of cohesiveness between these differing organizations including government, representative organizations, training organizations and the guides themselves.
 - *This could be solved by developing a clearer and more cohesive legislation and standardization of the subsector across the board – including between provinces and also between the various tourist guiding categories*

Transformation

- Generally, the results illustrate a positive sentiment regarding the need for transformation in the subsector.
- While many participants saw transformation as important, some variation was found in the perceived current state of transformation.
- Several respondents noted that they had seen significant racial and age transformation, while others felt that there were still shortfalls.
- Most indicated that there are significant shortfalls in representation amongst previously disadvantaged individuals (PDI) (including women, youth and people with disabilities) in the tourist guiding subsector – this is also qualified in the quantitative results where very few respondents were female, and the vast majority of respondents are over 35 years old
- Moreover, a few participants revealed that while there was a larger number of PDIs tourist guides registered than white tourist guides, the latter was said to be more active – thus creating a false impression on the extent of transformation in the subsector.
 - This was suggested to be due to the sporadic income characterising the subsector and the continued financial investment required for career progression (i.e., additional certification and training experience)

Barriers to transformation and growth of the subsector

- One important barrier that was noted by the majority of respondents was the financial implications of both entering the tourist guiding subsector but also maintaining one's registration status due to the need for periodical renewals
- Another important issue was a lack of awareness of the subsector, particularly among the youth.
 - Tourist guiding is often not provided the same attention as tertiary qualifications in tourism when the field is promoted.
 - Both association representatives and provincial registrars mentioned the need to highlight the tourist guiding subsector more specifically – including the relative ease of entering the subsector in comparison to longer and more expensive diploma and degree programmes.
 - One respondent stated, “When we go to career fairs, students say they want to get into tourism to see the world...They don't realize that tourist guiding is actually the best way to do that”.
- Some participants mentioned the importance of maintaining accurate databases of tourist guides to accurately monitor the transformation imperatives and continued growth of the subsector.

Barriers to transformation and growth of the subsector

- Further, some participants highlighted that there was a need to expand the subsector, particularly in terms of specific categories.
 - Adventure was noted as an underrepresented category, confirmed by the quantitative data
 - Several participants stated that there was a much larger proportion of renewals rather than applications for new tourist guides entering the subsector – implications for succession planning and further growth in the subsector.
- The news of the discontinuation of CATHSSETA qualification was met with tremendous confusion from the tourist guiding subsector, with several association participants raising concerns over the validity of tourist guiding licenses obtained using the previous qualification set.
- Emerging in the ensuing debates over the new qualification is the question of recognition of prior learning (RPL), where some participants believe would guarantee that existing tourist guides can continue working legally in the subsector.
- Beyond the question of RPL and/or historical qualifications, there was a broad agreement amongst the participants on the opportunity for the new qualification to ease the barriers of entry for the tourist guiding subsector.

Barriers to transformation and growth of the subsector

- Specifically, study participants point out that these qualifications should enable different areas of specialisation and not limit tourist guides to only culture, nature and adventure guiding, and similarly not limit them based on classification (i.e., site, provincial and national guide).
- Likewise, some participants concurred that the qualification structure should be flexible to allow for continuous professional development.
- Some participants mentioned the disconnect between qualifications in tertiary institutions and the operational realities of the tourist guiding subsector.
- Tourist guiding qualifications and certificates offered in universities are not aligned with the registration requirements of becoming a tourist guide, suggesting a need to reexamine the outcomes of these qualifications against subsector requirements.
- For the private sector trainers, there is a lack of representation of qualified PDIs who are able to offer training, as one participant underscored *'I think having a qualification set up now that represents the people that it's trying to train.'*
- This has implications for embedding diversity into the curriculum, succession planning and transfer of skills.

Conclusions, implications and recommendations

Conclusions and implications

- Results reveal significant differences in the barriers to growth and development in the tourist guiding subsector by gender, age, and race.
- This highlights the complex interplay between transformation in tourist guiding, challenges faced by tourist guides, economic challenges, qualification and program-related challenges, regulations and registration process challenges, and barriers to growth and development within the tourist guide subsector across different genders, ages, and races.
- There was some disconnect in perceptions between tourist guides and a few stakeholders in terms of income generation and livable wages – While it is important to encourage entry into the subsector, the employment characteristics need to be desirable, especially for those from previously disadvantaged groups who need to be earning a living wage
- The financial constraints (affordability) that tourist guides face continue to be a primary force behind illegal guiding however certain components (i.e., First Aid, equipment, firearm training) are a necessity that cannot be compromised.
- Concerns about affordability, illegal guiding activities, and cross-border competition underscore the importance of addressing economic barriers and enforcing regulations to ensure the sustainability and integrity of the profession.
- The results confirm that tourist guides should not be regarded as a homogeneous group as barriers differ and significantly influence transformation within the tourist guiding subsector.

Recommendations

- Foster collaboration and cohesiveness amongst stakeholders
 - Between government, associations, tourist guides, tourism operators, and attractions
 - To raise awareness and understanding for current and potential tourist guides on the subsector and potential career paths therein.
- Establishment of a professional body
 - Representatives of government, associations/private sector and tourist guides
 - To lead and advocate for the tourist guiding subsector
- Qualifications and continuous development
 - This could include multiskilling to grow their careers and potentially open their own businesses
 - Embed soft skills components (e.g., storytelling, marketing strategies, relaying safety precautions, and communications).
 - Portability of new qualifications – meaning that guides who move between disciplines or areas of specialisation can receive credit for the work done and not have to start from scratch like they currently do – RPL
 - Tertiary qualifications – training, work-integrated learning and components of the guiding qualification and training need to be integrated to make them ready for the realities of the subsector.
- Digitalisation of the registration system/process
 - For consistency, ease and user-friendly
 - Renewals should be monitored to ensure a continuous cohort of tourist guides in the subsector (longevity and succession planning)

Recommendations

- Support for registrars
 - Capacity building
 - Empowerment/delegation
- Further support for women and youth
 - Need for increased awareness, changing perceptions, and overcoming sociocultural barriers to grow women's participation in the tourist guiding subsector, more especially in nature and adventure tourist guiding.
- Focus on training service providers
 - More attention should be given to highlighting the numerous training facilities and demonstrating the different pathways to the same qualification.
 - Creating opportunities for PDIs to become CATHSSETA-accredited trainers
 - This could create competition and thus potentially result in ensuring fair pricing for qualification.
- Future research
 - Further examination into illegal tourist guides with the aim to develop pathways to absorb these individuals into the tourist guiding subsector.
 - Barriers to transformation should be examined further according to tourist guiding classification (site, provincial, and national) and specialisation (culture, nature, and adventure).

The end

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