



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

THE ROLE OF INDIGENOUS STORY TELLERS IN THE TOURISM VALUE CHAIN

2023 International Tourist Guide Day
Recovery and Beyond: Future of Tourist Guiding

Prof Karen Harris

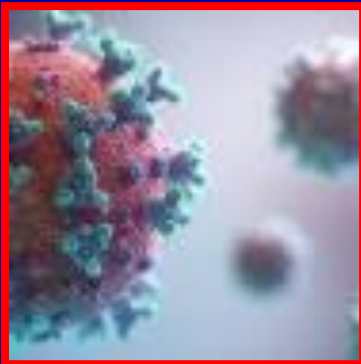
**Department of Historical and Heritage Studies
University of Pretoria**

Research Seminar 16-17 March 2023

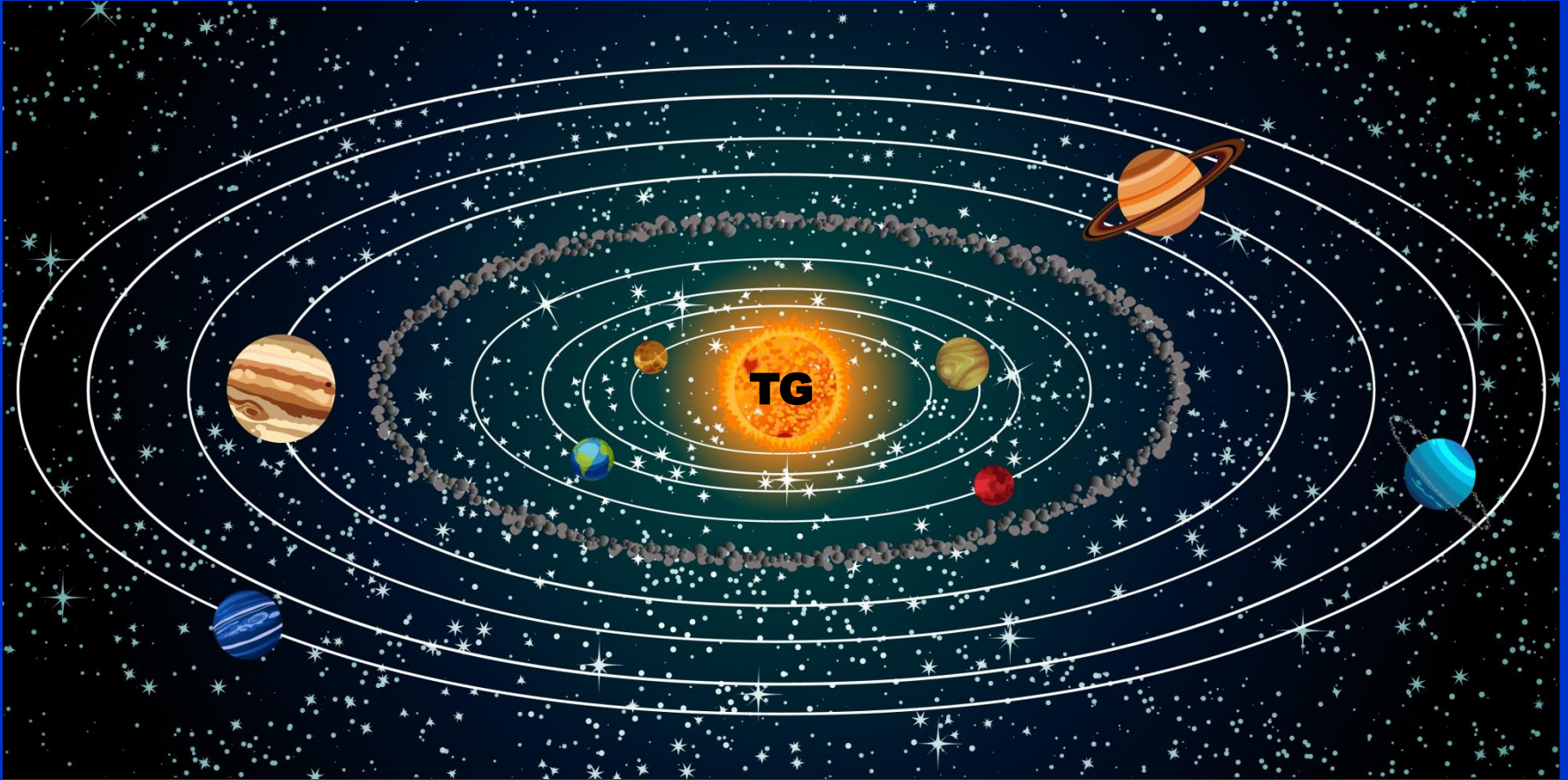


Recovery and Beyond: Future of Tourist Guiding

FUTURE ...







Tourist guide at the epi-centre

Department of Tourism - Research Report of 2018-2019



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

THE INDIGENOUS STORY TELLER (IST): THE NORTHERN CAPE AS A CASE STUDY

DEPARTMENT OF HISTORICAL AND
HERITAGE STUDIES
UNIVERSITY OF PRETORIA

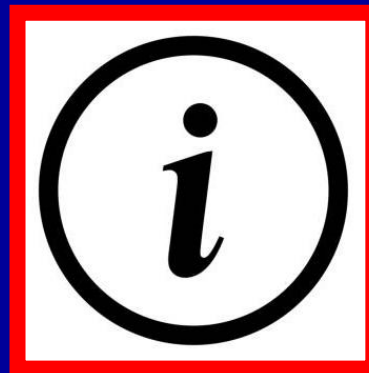
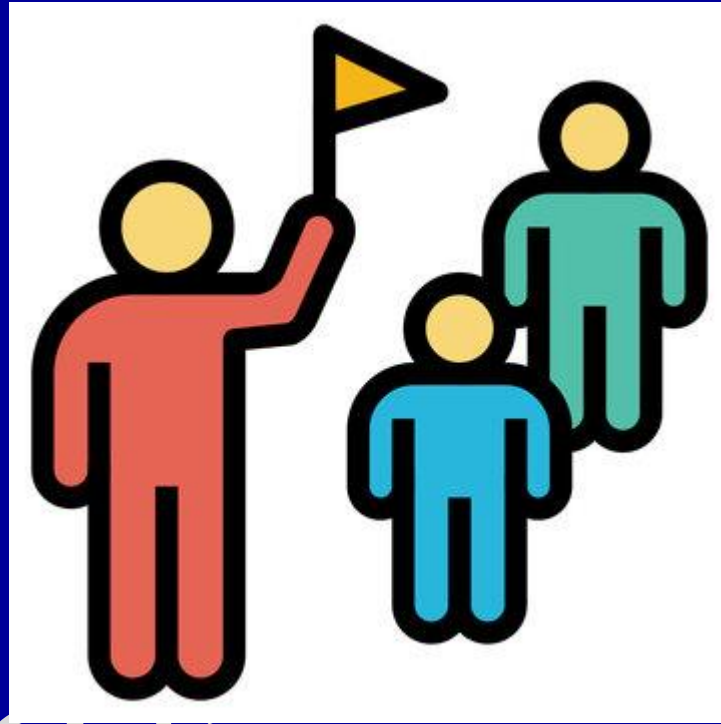
DRAFT – FINAL REPORT
2018-2019



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Denkleiers • Leading Minds • Dikgopolo tš'a Dihlalefi

TOURIST GUIDE



FACTOR

TOURIST GUIDING



FACTOR

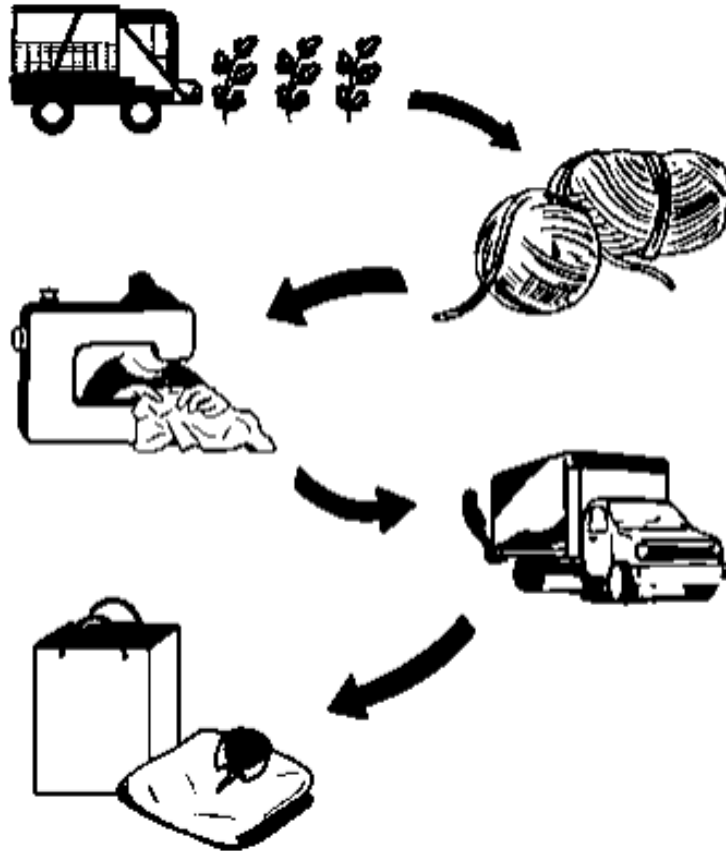
- **interrogate**
- **innovate**
- **ideate**
- **inspire**
- **invent**
- **intermediate**
- **invest**

Recovery

Beyond

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THE ROLE OF INDIGENOUS STORY TELLERS IN THE TOURISM VALUE CHAIN



Value Chain

['val-(j)ü 'chān]

A business model that describes the full range of activities needed to create a product or service.

Figure 25: The accessible tourism value chain shown as a sequence of interconnected services and activities.



Tourism Chain
(Source ADAC 2003)

TOURISM VALUE CHAIN



DEMAND



TOURIST

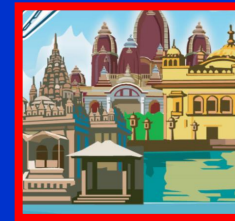


SUPPLY



PRODUCT

TOURISM VALUE CHAIN



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**ADD
VALUE**

**ADD
VALUE**

SUPPLY

**ADD
VALUE**

**ADD
VALUE**



**ADD
VALUE**

**ADD
VALUE**

**ADD
VALUE**

PRODUCT

**ADD
VALUE**

INDIGENOUS

STORY

TELLER

COPYRIGHT

storytelling

communication

experience

word

message

writing

author

memory

history

myth

writer

share

education

story

past

education

classical

honest

movie

educational

tale

digital

fiction

truth

legend

novel

thoughts

concept

blog

literature

school

paper

idea

connect

connect

read

title

prose

connection

antique

personality

dictionary

university

personal

information

time

document

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narration

exchange

news

identity

text

telling

answer

nostalgia

wisdom

poetry

question

typewriter

page

magic

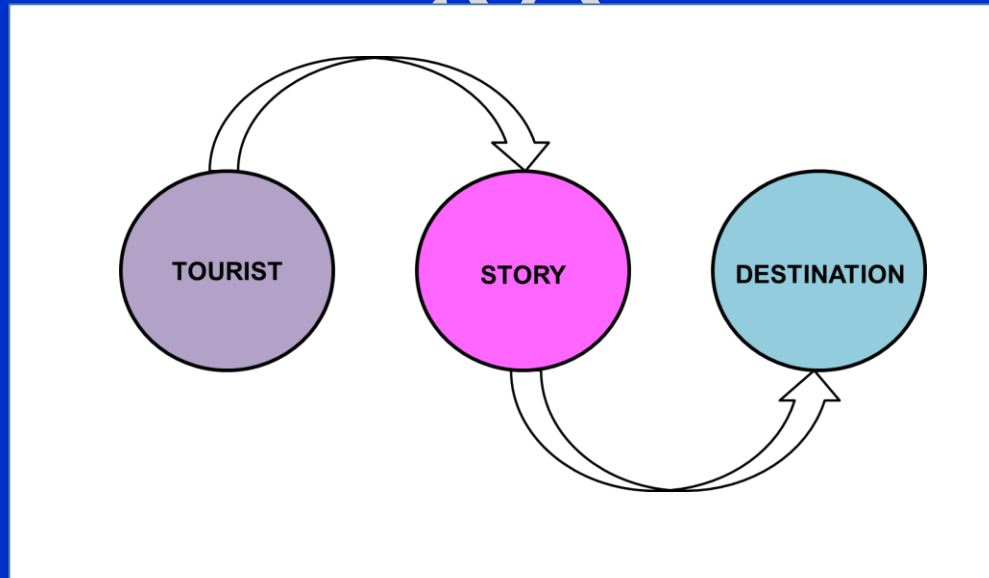
gossip

feedback

typography

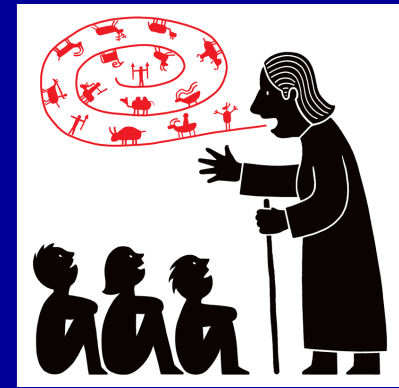
STORY TELLING

- People are by nature **story tellers**
- Story telling predates writing **inherent** to all
- Story **conduit** between tourist and destination





Everyone has a story...



Everyone can share an
Experience ...

Everyone can tell you
about who they are ...

INDIGENOUS STORYTELLER

- individual who **originates** in a particular setting
- belongs to an **identifiable** group
- tells and relates stories being told in a **specific context**

Adds another dimension

INDIGENOUS STORYTELLER

- Part of the **fabric of the site**

- Interpret the value within their **own cultural context**

- Adds the **holistic or experiential** beyond what is observed to experienced what is heard and imagined...

INDIGENOUS STORYTELLER

LEGISLATION & REGULATIONS?

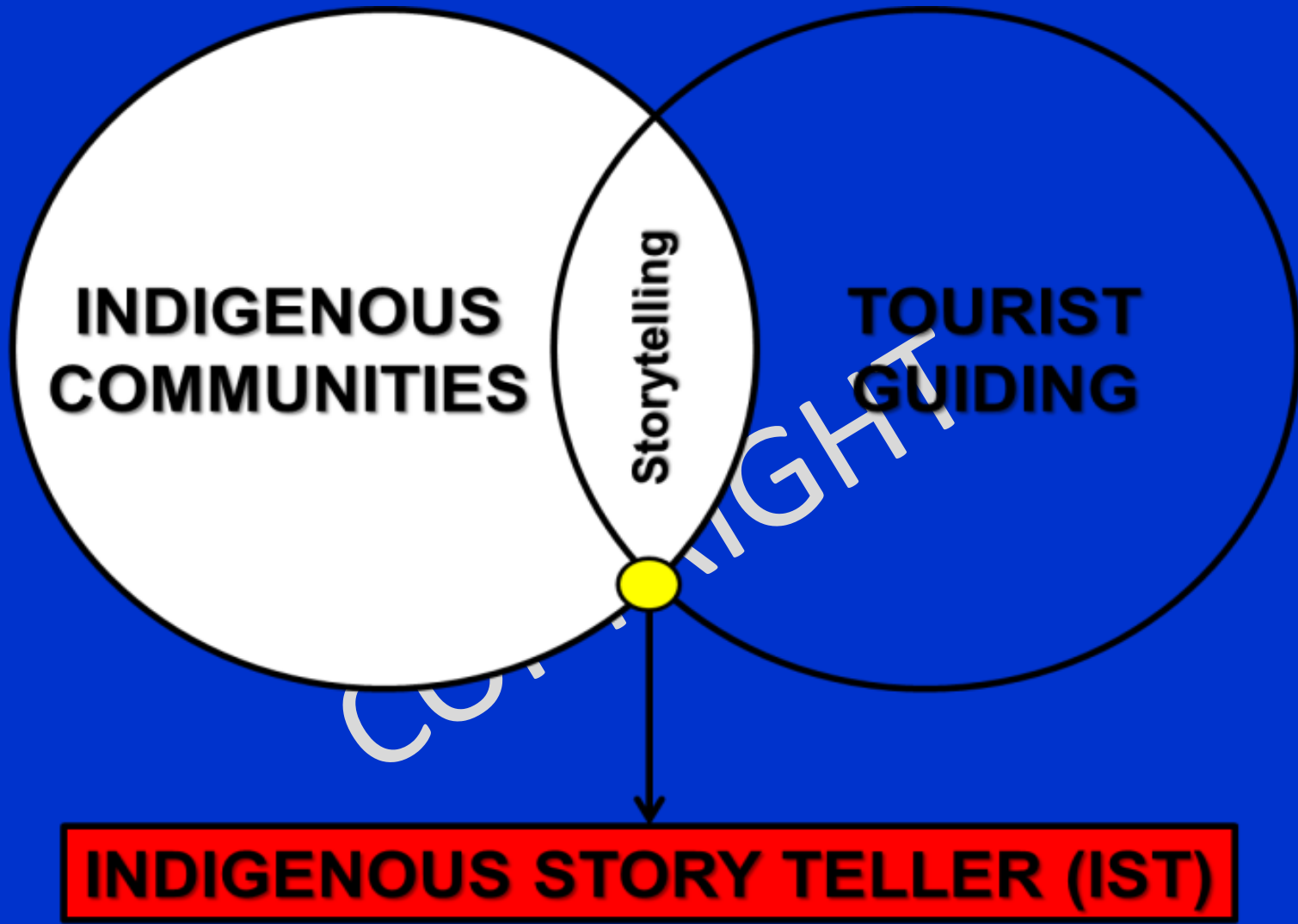
extends the tourism domain so as to be **more inclusive** of community members

local voice, with inherent knowledge, could **enhance the authenticity** of the tourist experience

contributes to the **transformation of the sector**

encompasses the inclusion of **indigenous knowledge** in the very broadest sense

adds to the **uniqueness and genuineness** of the tourist's experience



**INDIGENOUS
COMMUNITIES**

Storytelling

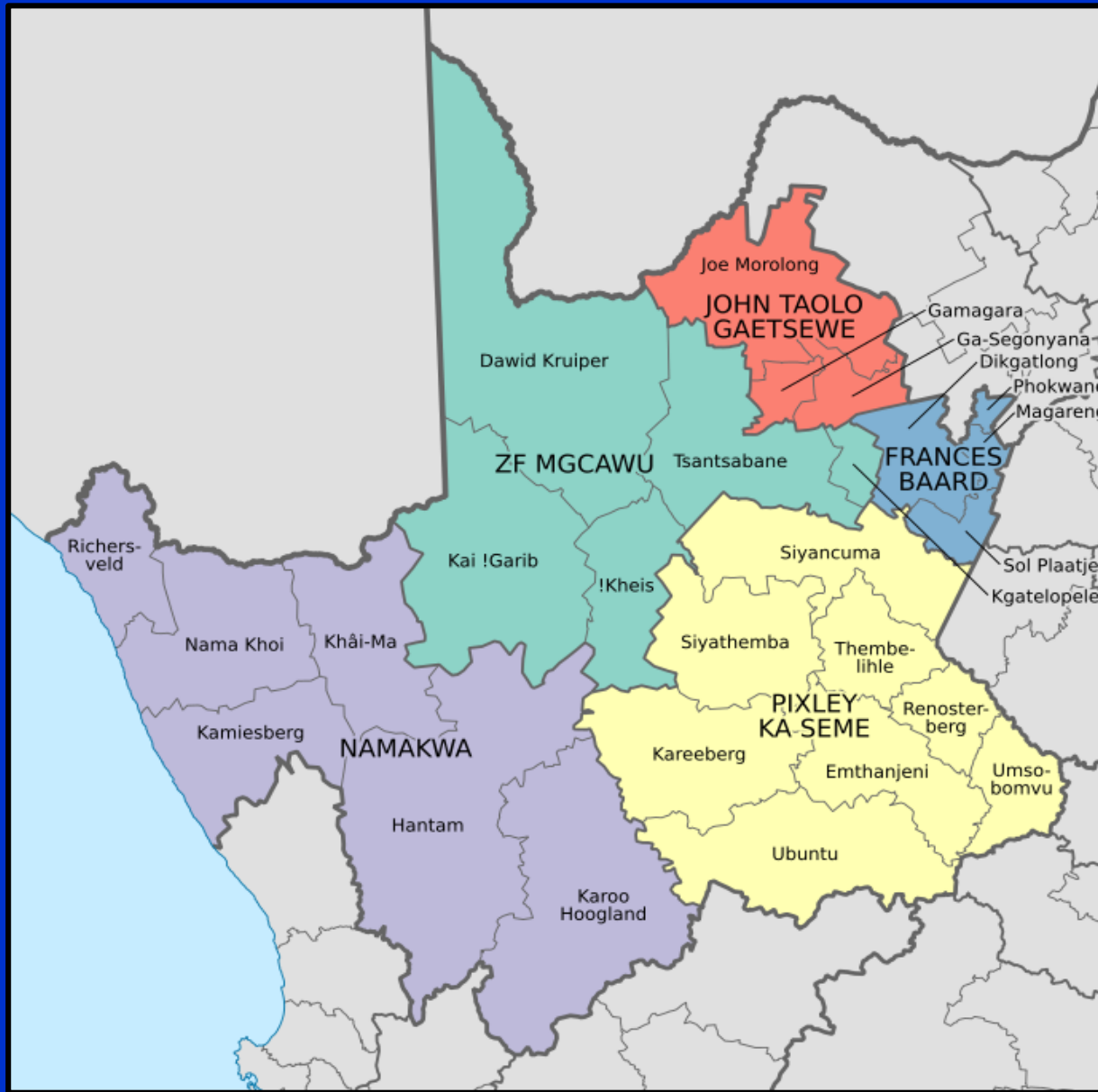
**TOURIST
GUIDING**

INDIGENOUS STORY TELLER (IST)

EXPERIENCIAL



NORTHERN CAPE



INDIGENOUS STORY TELLER (IST)



NORTHERN CAPE



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THE INDIGENOUS STORY TELLER: THE NORTHERN CAPE



INDIGENOUS STORY TELLER (IST)



AUTHENTIC

VOLUNTARY

CO-CREATOR

ORIGINAL

EXPERIENTIAL

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“EXPERIENTIAL”

Department of Tourism
Tourism Research Seminar
24 March 2023



TOURISM RESEARCH SEMINAR | 24 March 2023

The research seminar theme “Advancing Tourism Growth and Development through Research: phase of recovery and building resilience” is aligned to the research studies to be presented as well as the Tourism Sector Recovery Plan.



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COI

DTRM

ICONIC

UN-ICONIC

**DOMESTIC
TOURISM
REMODELLING
MODEL**

**MULTI-
CULTURALISM**

SENSES

COPYRIGHT



NORTHERN CAPE PROVINCE





Pixley Ka Seme District Municipality
 - 'Meziwabantu' – welcome to “the home of the people.”



ZF Mgcawu District Municipality
 - We are “Bushmen” – respect, honesty, justice, fairness, care and process remain the cornerstones of our indigenous society.



Namakwa District Municipality
 - The home of the Khoekhoen and the Nama societies, for more than four centuries.



John Taolo Gaetsewe District Municipality
 - Our district represents a great legacy left behind by “struggle-icon”, J.T. Gaetswe.



Frances Baard District Municipality
 - Our heritage is steeped in greatness, made possible by Sol Plaatjes and Robert Sobukwe.



Namakwa District Municipality
 - From the “malmokkie”, Namakwaland flowers, to herding sheep and baking miltart, we represent the authenticity and integrity of the province.



ZF Mgcawu District Municipality
 - We are proud of our social identity and cultural traditions as “Basters”, dating back to the 18th century in southern Africa.



Pixley Ka Seme District Municipality
 - Our stories lie in the cultivation of the arid landscape through wine production and farming.

NORTHERN CAPE



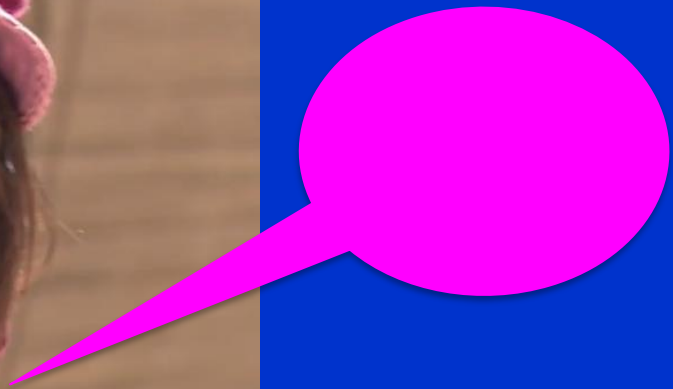
Humanities 100
2019 - 2029

INDIGENOUS STORY TELLERS: THE NORTHERN CAPE







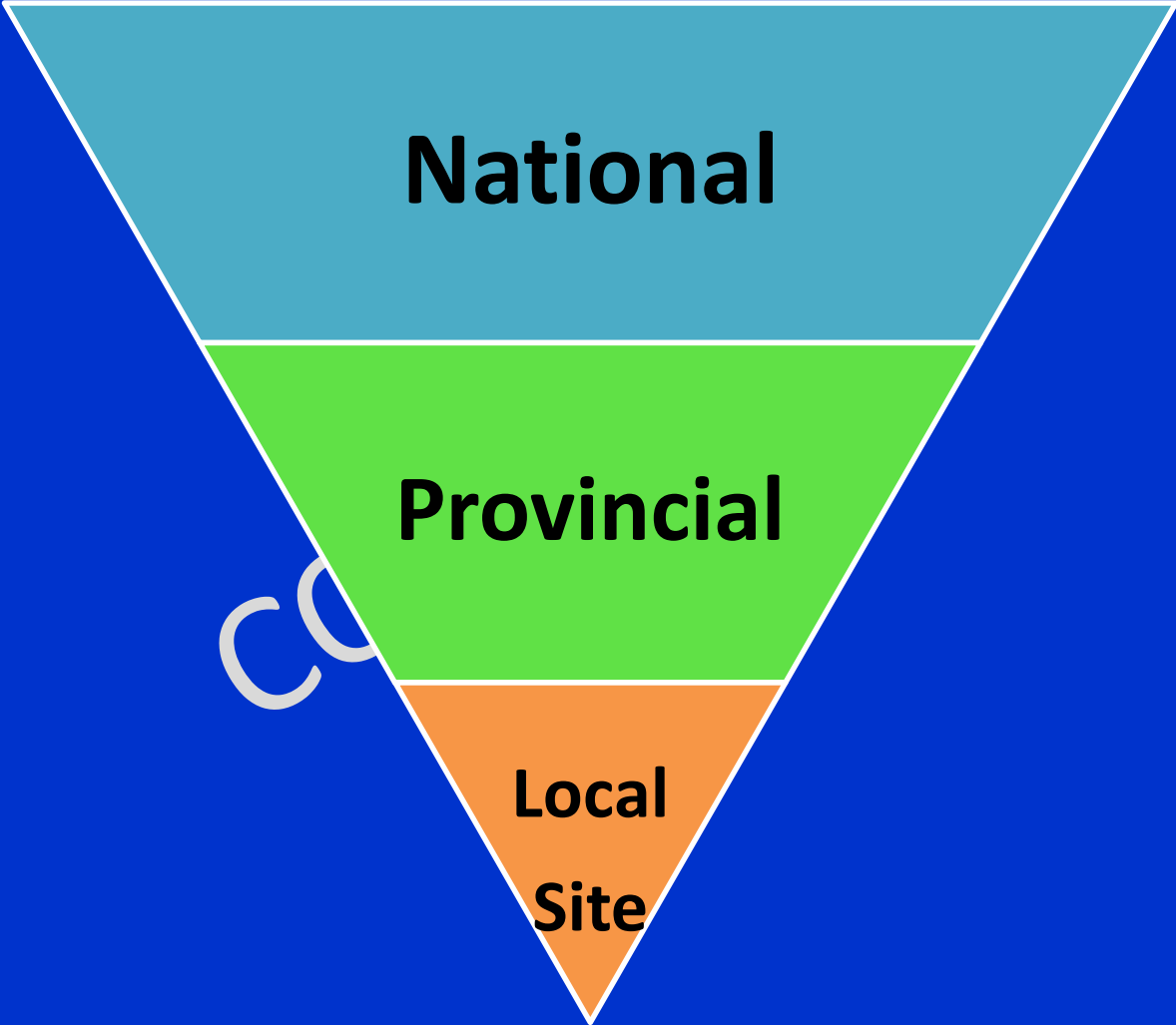




SOUTH AFRICA



Three tier tourist guiding hierarchy

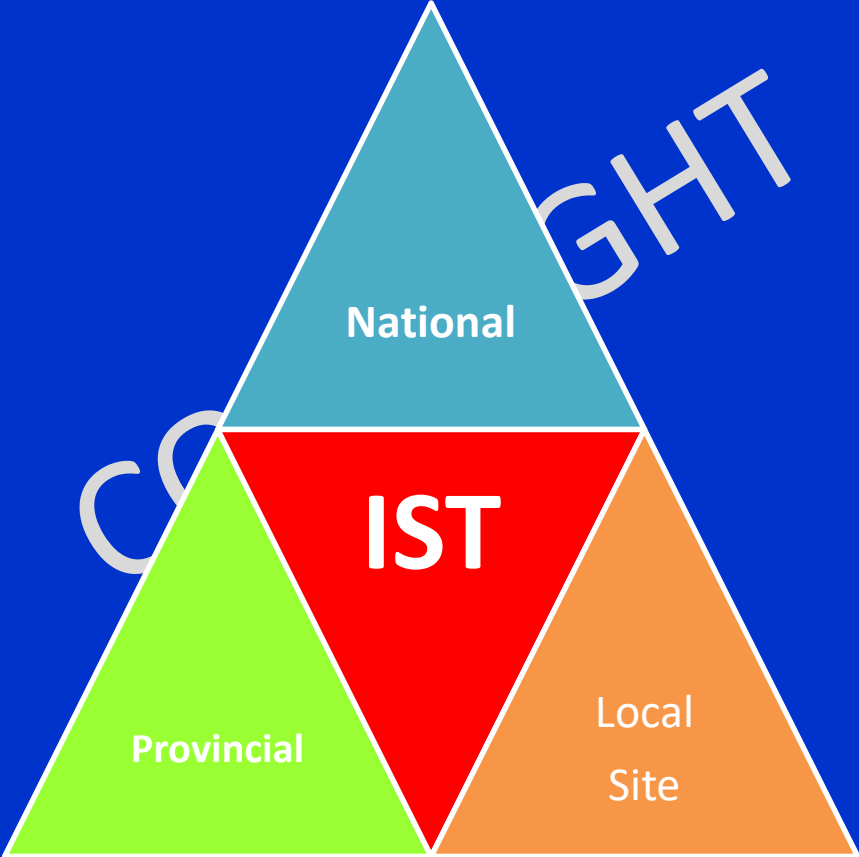




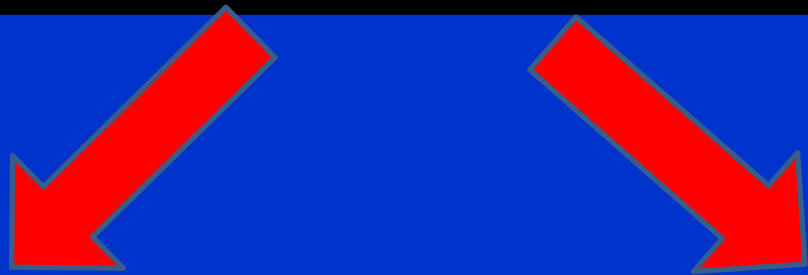
SOUTH AFRICA



Positioning ISTs in tourist guiding hierarchy



TOURISM VALUE CHAIN



DEMAND



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PRODUCT

B. Weiler & D. Davis. 'An exploratory investigation into the roles of the nature-based tour leader', *Tourism Management* 14 (2), 1993.



Roles and responsibilities uniquely compiled for a **“HERITAGE GUIDE”**
- our CULTURE GUIDE

When dealing with isolated communities (ISTs) more emphasis on tourist guide's abilities to adhere to **heritage and cultural identities**

Need to set the principle tourists need to follow in terms of **authenticity, cultural sensitivity and behavioural attributes**

The Heritage guide needs to adopt **a collective approach** to including the tourist, the environment and the community in the overall tourist narrative.



**8 Culture
Tourist Guide
unit
standards**

Compulsory:

ID 335802	Conduct a tourist guided cultural experience, NQF Level 4, 12 credits.
----------------------	---

Additional Unit Standards:

ID 119869	Demonstrate knowledge of Iron Age archaeology, Level 4, 10 Credits.
----------------------	--

ID 119870	Research a Southern African archaeological site from published and unpublished material, Level 4, 6 Credits.
----------------------	---

ID 119877	Demonstrate knowledge of Stone Age archaeology, Level 4, 10 Credits.
----------------------	---

ID 262305	Plan and implement minimum environmental impact practices, Level 4, 5 Credits.
----------------------	---

ID 335803	Research and plan a guided experience at a prominent tourism site, Level 4, 5 Credits
----------------------	--

ID 262317	Lead participants through an outdoor recreation and adventure activity, Level 4, 10 Credits.
----------------------	---

ID 26232	Manage and organise groups, Level 4, 10 Credits.
---------------------	---

Additional culture guide unit standard

New Unit Standard

facilitate the inclusion of the **IST** in the tourism offering - made aware of the sensitive and possible sacred nature of the encounter with the **IST**

conservator in ensuring that the **IST's** landscape is preserved and not damaged

mediate between the **IST** and the tourist group as an intercultural communicator

comply and execute the payment of the **IST** according to predetermined fees

cultural tourist guide becomes a co-creator of the **IST** experience

**CULTURE
TOURIST
GUIDE**

Compliance overseer

Executor

Mediator

Conservator

Facilitator

Co-creator



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CULTURE TOURIST GUIDE



- Extend the tourism domain so as to be **more inclusive** of community members
- Include the local voice, with inherent knowledge, could **enhance the authenticity** of the tourist experience
- Contribute to the **transformation of the sector**
- Encompass the inclusion of **indigenous knowledge in the very broadest sense**
- Add to the **uniqueness and genuineness of the tourist's experience**

TOURIST GUIDING



FACTOR

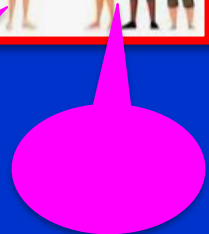
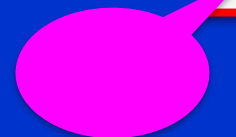
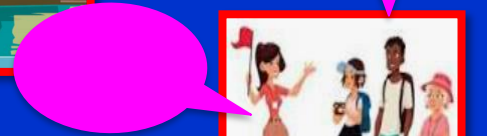
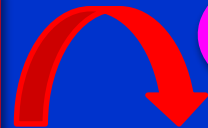
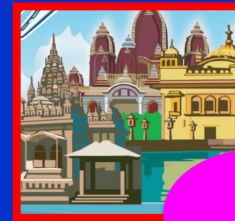
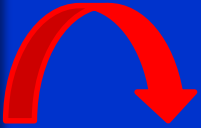
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Recovery

Beyond

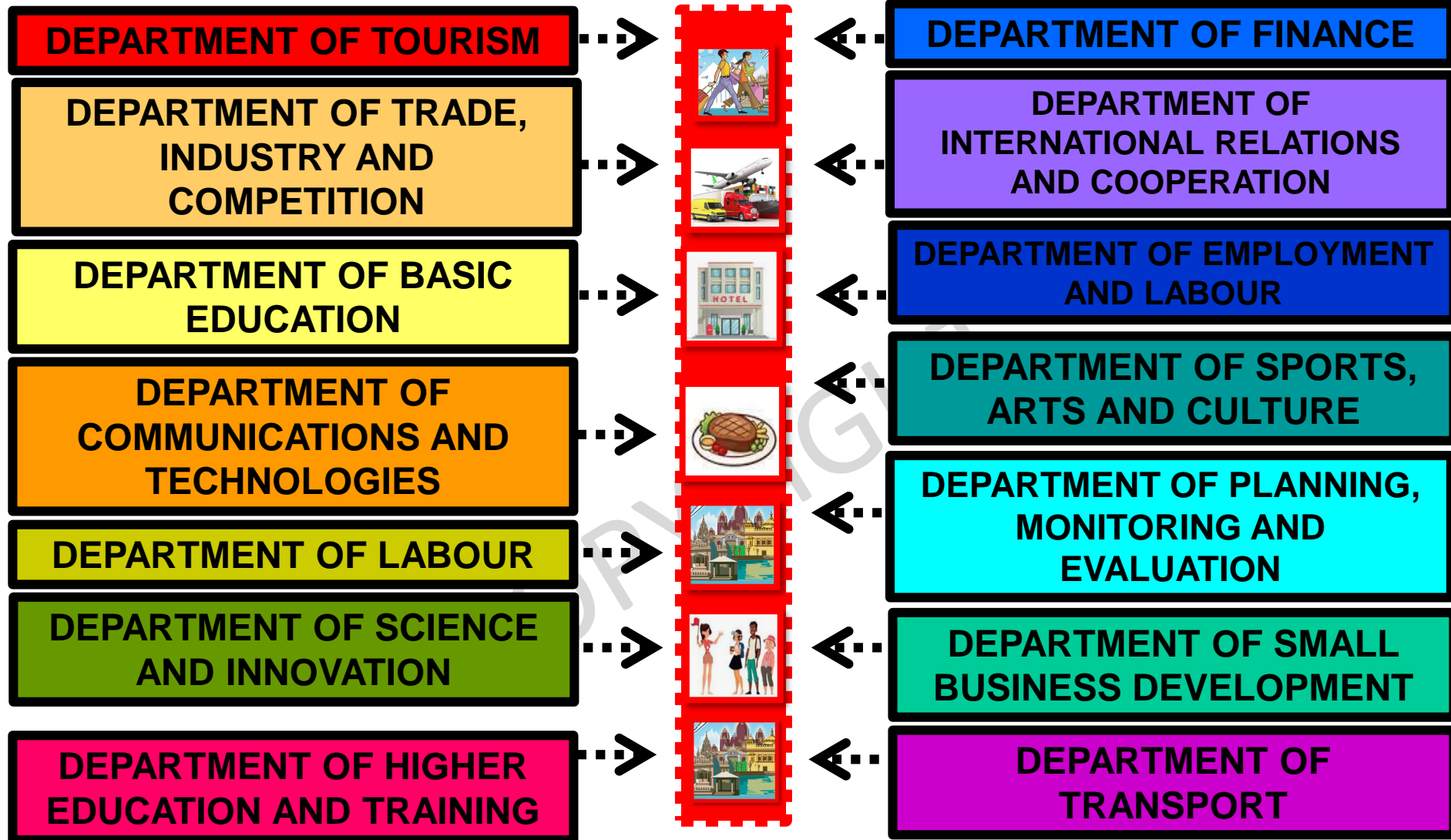
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TOURISM VALUE CHAIN?



TAKE HANDS



“HANDE-VAT”

IST

ADDING VALUE TO
THE TOURIST GUIDE
SUPPLY/DEMAND

Thank you!

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