



# Passport to Tourist Guiding



**tourism**

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA

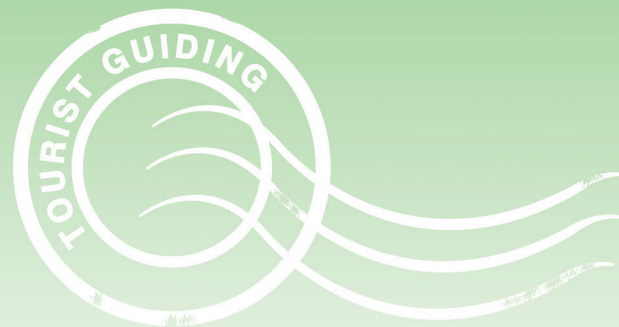
## THE TOURIST GUIDE CODE OF CONDUCT AND ETHICS

### 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

## 10. Provincial Registrar's Contact List

Province	Registrar	Telephone	Fax	Postal Adrs	Email Adrs
1. Limpopo	Moses Ngobeni Vukosi Lowane Stanley Ngwetjana	(015) 293 8510 (015) 293 8345 (015) 293 8341 (015) 293 8504	(015) 291 1085	P/BAG X 9486 POLOKWANE 0700	NgobeniM@ledet.gov.za lowaneVG@ledet.gov.za NgwetjanaS@ledet.gov.za
2. Mpumalanga	Musa Mahlangu Justine Hoggan	(013) 759 5328 (013) 759 5477	086 603 6766	P/BAG X 11338 NELSPRUIT 1200	Musa@mtpa.co.za Justine@mtpa.co.za
3. Gauteng	Mpho Moeti Pat Naidoo Florence Nunes	(011) 832 2780 (011) 6391600	(011) 832 2781 (011) 832 2627	P.O. BOX 155 NEWTOWN 21003	mpho@gauteng.net Pat@gauteng.net Florence@gauteng.net
4. Kwazulu Natal	James Seymour Slindile Khanyile	(031) 366 7511 (031) 366 7500	(031) 305 1438 (031) 305 6693 (086) 631 9793	P.O. BOX 2516 DURBAN 4000	james@zulu.org.za
5. North West	Bella Gumede George Masomako (registrations) Karabo Mafatshe	(018) 387 7883 (018) 387 7801	(018) 387 7886 (018) 387 7924	P/BAG X 15 MMABATHO 2735	bgumede@nwpg.gov.za gmosomako@nwpg.gov.za kmafatshe@nwpg.gov.za
6. Eastern Cape	Thembeke Mbanga (Registrar)	(043) 701 9645 (043) 701 9600	(043) 701 9642	P.O. BOX 18373 QUIGNEY 5211	thembeke@ectourism.co.za
7. Western Cape	Uveshnee Ragavan Leigh Pollio Linh Maqashu	(021) 483 8734 (021) 483 9130 (021) 483 8754	(021) 483 2957	P.O. BOX 979 CAPE TOWN 8000	registrar@pgwc.gov.za lpolio@pgwc.gov.za lmaqashu@pgwc.gov.za
8. Northern Cape	Andries Mokgele	(053) 807 7501 (053) 807 7430	(053) 831 3530	P/BAG X 6102 KIMBERLEY 8300	amokgele@ncpg.gov.za
9. Free State	Mfundo Ngcanga Trevor Sibeko	(051) 400 9594 (051) 400 9598	(051) 400 9590	P/BAG X 20801 BLOEMFONTEIN 9300	Mfundo@dtcaa.fs.gov.za sibekot@dtcaa.fs.gov.za
National Registry (Pretoria)	Joseph Rapiutsoe Gabriel Dichabe Derick Mbungele	(012) 310 3687 (012) 310 3814 (012) 310 3279	(012) 320 2800	P/BAG X447 PRETORIA 0001	jraputsoe@tourism.gov.za gdichabe@tourism.gov.za dmbungele@tourism.gov.za



**PASSPORT TO TOURIST  
GUIDING**

## 1. What is Tourism?

Tourism is defined as the movement of people traveling to a particular destination or touristic site over a period of 24 hours for various reasons. Tourism is divided into three forms:

- **Inbound tourism:** This refers to short-term traveling of non-residents of a particular country traveling to another country for visiting or business purposes e.g. A person from Mozambique visiting Johannesburg
- **Outbound tourism:** This refers to short-term traveling of people to a foreign country for visiting purposes e.g. A person from Johannesburg visiting Britain
- **Domestic tourism:** This refers to residents traveling within their country of permanent residence e.g. from Johannesburg to Durban

## 2. Definition of a Tourist

A tourist is any person who for any reason travels to a foreign destination and spends his/her stays there over a period of 24 hours and returns to their country.

## 3. Definition of a Tourist Guide

A tourist guide is a person who provides information, direction or interpretation of any phenomenon to a tourist/tourists in return for remuneration. In South Africa, for anyone to become a guide, they must be registered in accordance with the Tourism Second Amendment Act No: 70, 2000.

*In South Africa, all tourist guides are regulated by the Tourism Second Amendment No: 70, 2000.*

## 4. Points to consider about being a Tourist guide

### 4.1. Communication efficiency

It is important for anyone anticipating becoming a guide to learn more about what guiding entails. Guides interact with people from all walks of life, cultural backgrounds and origin, different physical statures, gender, age, race, ethnicity, educational dimensions, financial standings etc. It is therefore of utmost important that a guide acquaints himself/herself adequately with foreign and local languages that are otherwise not one's mother tongue. Since English is used widely worldwide, it is important to learn or communicate efficiently in the language.

### 4.2. Attitude

This is the most important aspect for everyone aspiring to become a guide someday. Living in the global village is no more a dream, it is a reality. The hosting of the FIFA World Soccer Cup 2010 in South Africa is an example of how people worldwide can engage in an event regardless of originality and physical being. Therefore, being a tourist guide requires, without any doubt, that one should have passion to work with people and have a desire and willingness to learn, learn, and learn. The following are some of the characteristics unacceptable in being a guide:

## 5. List of Key Stakeholders

Name of stakeholders	Contact Name	Contact Details	Web sites
South African Tourism (SAT)	Mr. Mabeka Makola	Tel: (011) 895 3078 Fax: 086 6112441 Email: mabeka@southafrica.net	www.southafrica.net
Tourism Business Council of South Africa (TBCSA)	Ms Tilly Heydenreich	Tel: (012) 654 7525 Fax: (012) 654 7394 Email: tilly@tbcsa.travel	www.tbcsa.org.za
Tourism Hospitality, Education and Sports Training Authority (THETA)	Ms Veronica Rikhotso	Tel: (011) 217 0600 Fax: (011) 7837745 Email: Veronica@theta.org.za	www.theta.org.za
Southern African Tourism Services Association (SATSA)	Ms Jenny Mewett	Tel: (011) 886 9996 Fax: (011) 886 7557 Email: pa@satsa.co.za	www.satsa.com
South African Police Services (SAPS)	Capt. Singh	Tel: (012) 4218331	www.saps.gov.za Email: singhs@saps.org.za
Federation of South African Tourist Guide Associations (FSATGA)	Mr. Fanie Terblanche	Cell: 079 927 0247 Fax: 0865167928 Email: fsatga@gmail.com	www.fsatga.org
Department of Home Affairs Enforcement Unit	Ms Sandra Franke	Tel: 079 5192789 Fax: (012) 810 6160 Email: Sandra.franke@dha.gov.za	www.dha.gov.za
Professional Hunters Association (PHASA)	Ms Marianna Louwrens	Tel: (012) 667 2048 Fax: (012) 667 2049 Email: phasa@pixie.co.za	www.professionalhunters.co.za
Field Guides Association of South Africa (FGASA)	Grant Hine	Tel: (011) 886 8245 Fax: (011) 886 8084 Email: manager@fgasa.org.za	www.fgasa.org.za
Birdlife South Africa	Martin Taylor	Tel: (011) 789 1122 Fax: (011) 7895188 Email: info@birdlife.org.za	www.birdlife.org.za

## 8. Steps towards becoming a registered Guide

- Research more about the various aspects of guiding i.e. different sub sectors, meet with guides and hear their impressions about guiding profession.
- Check the list of the guiding qualifications and specialties available and decide which one suits you best.
- Obtain a list of training providers accredited by the Tourism Hospitality and Sports Education Training Authority (THETA) for NQF 1-4 (please check if there is a NQF 5), or other Higher Education Institutions such as the University of Pretoria and enquire about your anticipated areas of study and how much it will cost you.

For an updated list of THETA -accredited training providers, please contact THETA.

- Upon enrolling, request for your instructor's name and keep it for your record.
- Never allow yourself to be part of corruption by paying the provider while actually not receiving tutorage of learning.

Ensure that you are involved in practical experience.

Contact THETA or the National Department of Tourism (NDT) for any complaint concerning your encounter or experience.

- Make sure that your training provider provides you with a copy of the Tourism Second Amendment Act No: 70, 2000.

Read carefully and familiarize yourself with what is expected of you.

- Ensure that your training provider submits your portfolio of evidence to THETA for certification

(You will not be registered as a guide without valid THETA certification).

- Submit your THETA certification and a valid first aid certificate to the provincial registrar in your province for registration. The registrar will provide you with all information pertinent for your registration. Your service provider will assist you in obtaining the First Aid certificate from an organization accredited by the Health and Welfare Sector Education and Training Authority (HWSETA) (e.g. Red Cross, St John's, the Fire Brigade etc)

**Now that you have been registered, it is not the end of the world. Everyone is watching you. Be good.**

- Lack of tolerance of other people different to one's self
- Inability to accommodate, accept and embrace other's cultures
- Racial or ethnic intolerance
- Insensitivity to others rights i.e women, physically challenged people etc
- Dishonesty to tourist i.e providing untruthful/misleading information etc
- Compromising the safety of clients and our country

***It is recommended that everyone aspiring to be a guide should audits themselves against the abovementioned attitudinal traits before enrolling to be a Tourist guide.***

## 5. Categories of Guiding

### 5.1. Site Guide:

This guide is qualified to guide only in a defined area or attraction site i.e. A Museum, Zoo etc This person would be registered to conduct guiding in a given restricted site.

### 5.2. Regional / Provincial Guide:

This guide is qualified to guide only in a particular Province only i.e. Gauteng, Free State etc Examples might include KZN and Gauteng Guides etc.

### 5.3. National Guides:

This is a guide who is qualified to guide anywhere in the country i.e. South Africa etc

## 6. Opportunities, Challenges and Exposure for Tourist Guides

### 6.1. Opportunities

- Traveling and seeing the best attraction in your country
- Meeting dignitaries and interact with them during the tour
- Being the face of your country
- Being the ambassador of your country to the visiting foreign nationals
- Learning foreign languages and different cultures
- Being able to be your boss by opening your tour operator company and create jobs for other people.

### 6.2. Challenges

- Seasonality of the business
- Free lancing nature of work
- Long hours of work

- Working away from home
- No pension subsidy in most cases
- Need for continuous self development and willingness to stay competitive
- Need for knowledge of other languages beside your own

### 6.3. National and International exposure

#### - Nationally

- Southern African Travel Services Association ( SATSA)
- Professional Hunters Association( PHASA)
- Field Guides Association of South Africa (FGASA)
- Others

#### - Internationally

There is the World Federation of Tourist Guides' Association (WFTGA). The WFTGA comprises of representatives of the tourist guides associations worldwide. WFTGA serves as a net work and benchmark for international best practices in the Tourist guiding sector.

## 7. Areas of choice in guiding

Tourist guiding is a vast and fascinating sector. It has diverse professional fields allowing for numerous options for specialization. Within the abovementioned categories of guiding, there are further areas of specialization i.e nature, culture and adventure.

The following are examples of the areas of specialization earlier referred to:

### Nature Guiding

- Tsitsikamma snorkel trails; Braille trail at Botanical Gardens; Caving; Beaches; Walking in forests; Bird guides; Natures reserves, Open vehicle field guides; Marine guides; Eco-access tourism for the disabled; Botanical gardens – tours to areas of flora within a city environment; (On foot) trail guides (wilderness game reserves); Tented and other wilderness trails; Horse trails in game reserves; Elephants and camel back safaris; underground interpretation of geology and significance of Congo Caves and Sterkfontein.



### Culture Guiding

- Townships Tours; Cultural experiences in rural areas; Guided tours in art, cultural, natural history, house, museums sites or other cultural heritage sites; Shebeen crawl – driving and drinking tour to townships; Living cultures; Natural heritage cultural sites; Information giving (take groups on walking tours of factories / educational campuses in a particular locality); Illustrate cultural elements at a homestead; Struggle site tours (Mandela route, Hector Peterson route, Sharpeville Memorial Precinct & Boipatong Massacre sites, Solomon Mahlangu Memorial Square, Freedom Park, Union Buildings Church Square, Robben Island etc.); Anglo Boer War, Photographic interpretative (specialist, disabled); History and development of feather industry (ostriches); Restaurants – refreshment stations; Wine tours in and around wine estates / cellars; Explain wine-making techniques.



### Adventure Guiding

- Underground / underwater / in heritage sites such as caves, etc; Tiffendal – Skiing in South Africa; 4 x 4 guiding trails; Whale watching; Mountain climbing / hiking; Underwater trails; River rafting; Great White Sharks / Shark Guides; Scuba diving and spear fishing; Adventure guiding (abseiling, bungee jumping, kloofing); Sea kayaks



*It is important to note that there are many untapped potential opportunities in packaging new areas of interest. Through research and creativity by the Tourist guides new opportunities can be created i.e. history on horse racing, frog racing, chicken fighting, boxing etc*