THE INDIGENOUS STORY TELLER (IST): The Northern Cape as a case study

Prof Karen Harris
CR Botha
Tiffaney Morolong

Department of Historical and Heritage Studies
University of Pretoria (2018-2019)
Research Seminar 15 March 2019
A POLICY REVIEW OF THE TOURIST GUIDING SECTOR IN SOUTH AFRICA

DEPARTMENT OF HERITAGE AND HISTORICAL STUDIES
UNIVERSITY OF PRETORIA

2017 – 2018
- extend 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
- 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
• not been fully explored **academically** or in practice

• consider a “soft” skilling **competency programme** for ISTs

• develop a **strategy** for the inclusion of the IST within the tourist guiding domain and a mechanism to monitor this within the established three-tiered hierarchy of tourist guides

• develop a **procedure** to incorporate these community voices into the tourist experience
President Cyril Ramaphosa:

SONA 2018: “tourism provides our country with incredible opportunities to, quite literally, SHINE“…“there is no reason why it can’t double in size”

SONA 2019: “We are focusing our attention, our policies and our programmes on the key parts of the economy that are labour intensive. These include agriculture, tourism and the ocean economy
SINCE 1990 NATURE OF TOURISM CHANGED:

- Elitist & service-based
- Experienced-based
- Conventional and general
- Novel & authentic
- Need for renewal
- Indigenous communities
“STORY”

DESTINATION or PEOPLE

VALUABLE & UNIQUE EXPERIENCE

STORY-SCAPES

EXPERIENCE ECONOMY
- People are by nature **story tellers**

- Storytelling predates writing, **inherent** to all

- Story **conduit** between the tourist and destination
INDIGENOUS PEOPLE

- part of the fabric of the site

- interpret the value within their own cultural context

- adds another dimension beyond what is observed to experience what is heard and imagined
Components in creating ISTs

INDIGENOUS COMMUNITIES

TOURIST GUIDING

INDIGENOUS STORY TELLER (IST)
Three phases of “Storification”

**Phase 1 – Story Identify**
core, base, permanent
(internal factors)

**Phase 2 – Story Stage**
process, telling, image

**Phase 3 – Service story** script
creation, influence, audience
(external factors)
“Storification” process

External factors

STORY TELLERS

CORE STORY

Internal factors

1. Value
2. Themes
3. Emotions

External factors
International Storytelling Center

- “ART FORM”
- “art of using languages, vocalization and/or physical movement or gesture to reveal images of a story ... to an audience”
- “all people are story tellers”
Literature Review

- Indigenous communities
- Storytelling
- Tourist guiding
Global North:
- Australia: Aboriginal people
- New Zealand: Maori
- USA: Native Americans
- Canada: Native Canadians

Africa:
- African storytelling
- Cradle of storytelling
“...living Museum of the whole stock of social cultural output stored up by the peoples who are purported to have no written records”

“...oral tradition ...puts flesh on the bones of the past...”

“...individuals who originate in a particular setting; belong to an identifiable group; are able to tell and relate stories being told in a specific context...”
Tourism & Indigenous communities

**Positives:**
- Economic up-liftment
- Employment
- Poverty reduction

**Negatives:**
- Authenticity?
- Commoditization
- Disruptions
1. Recreational - entertainment
2. Diversionary - escape
3. Experiential - meaning
4. Experimental - alternatives
5. Existential - spiritual
ROLES OF THE TOURIST GUIDE

Actor
Teacher
Salesperson
Mediator
Buffer
Catalyst
Middleman
Organiser
Culture Broker
Interpreter/Translator
Information-Giver
Shaman
Ambassador
Caretaker
Leader
Intermediary
Tourist Guide Classification

Cross-border TG
National TG
Provincial TG
Local / Site TG
Specialist TG

?
Three tier tourist guiding hierarchy

- National
- Provincial
- Local
- Site
CULTURE TOURIST GUIDE

TOURISTS

IST
Positioning ISTs in tourist guiding hierarchy

- National
- IST
- Provincial
- Local Site

[Image of the triangle with flags of South Africa]
NORTHERN CAPE
KHOMANI SAN
- individual who originates in a particular setting
- belong to an identifiable group
- tell and relate stories being told in a specific context

Add another dimension
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.

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 milktart, 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.
Draft regulations for Tourist Guides:
If an individual operates as a tourist guide but has not met the specific requirements with regards to training, accreditation and registration as a tourist guide then they are officially in contravention of the Tourism Act 3 of 2014.

Tourism Act 3 of 2014: PREAMBLE
And since transformation is vital to ensure the sustainable growth and development of the tourism sector.
And since ...environment that is conducive to the sustainable growth, development and transformation of tourism
- 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

- Unlike Adventure and Nature guide, the Heritage guide needs to balance between:

  - General tourism
  - Experience
  - Resource management
  - And adopt a collective approach to including the tourist, the environment and the community in the overall tourist narrative.

---

B. Weiler & D. Davis. ‘An exploratory investigation into the roles of the nature-based tour leader’, *Tourism Management* 14 (2), 1993, pp. 91-98.
CULTURE GUIDE RESPONSIBILITIES

**SPHERE 1**
TOURISM MANAGEMENT
- Organiser
- Entertainer
Focus on tourists

**SPHERE 2**
EXPERIENCE MANAGEMENT
- Group leader
- Teacher
Focus on the tourist interacting with the IST

**SPHERE 3**
RESOURCE MANAGEMENT
- Motivator leader
- Interpreter
Focus on IST's environment
## CULTURE TOURIST GUIDE:

### Compulsory:

<table>
<thead>
<tr>
<th>ID</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>335802</td>
<td>Conduct a tourist guided cultural experience, NQF Level 4, 12 credits.</td>
</tr>
</tbody>
</table>

### Additional Unit Standards:

<table>
<thead>
<tr>
<th>ID</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>119869</td>
<td>Demonstrate knowledge of Iron Age archaeology, Level 4, 10 Credits.</td>
</tr>
<tr>
<td>119870</td>
<td>Research a Southern African archaeological site from published and unpublished material, Level 4, 6 Credits.</td>
</tr>
<tr>
<td>119877</td>
<td>Demonstrate knowledge of Stone Age archaeology, Level 4, 10 Credits.</td>
</tr>
<tr>
<td>262305</td>
<td>Plan and implement minimum environmental impact practices, Level 4, 5 Credits.</td>
</tr>
<tr>
<td>335803</td>
<td>Research and plan a guided experience at a prominent tourism site, Level 4, 5 Credits.</td>
</tr>
<tr>
<td>262317</td>
<td>Lead participants through an outdoor recreation and adventure activity, Level 4, 10 Credits.</td>
</tr>
<tr>
<td>262320</td>
<td>Manage and organise groups, Level 4, 10 Credits.</td>
</tr>
</tbody>
</table>
CULTURE TOURIST GUIDE:

Additional Unit Standards:

| New Unit Standard | Facilitate the IST, Level 4, 10 Credits. |

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

- an individual who originates in a particular setting; belongs to an identifiable group; tells and relates stories being told in a specific context, while adding another dimension to the experience.

Tourist Guides
- Cross-border
- National
- Provincial
- Local / Site
- Specialist
- IST

KLH, C.R. Botha, T. Morolong
Thank you!

Professor Karen Harris
Mr CR Botha
Ms Tiffaney Morolong