

## **Tourist Guide Language Training**

Tourist guiding is a critical component of the tourism value chain. They play an essential role in ensuring repeat tourist visitation to South Africa through creating memorable experiences and subsequently, a positive image of our country. Coupled with South Africa's diverse offerings, having local tourist guides proficient in different languages present a further opportunity to attract more visitors to South Africa. To increase its value offering, the Department of Tourism offers language training programmes to eligible tourist guides. For more information on Tourist Guide Language Training: [TGTraining@tourism.gov.za](mailto:TGTraining@tourism.gov.za)

## **German Language Training**

Germany remains among the Top 10 destinations in terms of international tourist arrivals to South Africa. The spending power of the German market is also among the highest in terms of tourist foreign direct spend.

The main objective of the departmental German Language Training is to provide an opportunity for local tourist guides to be trained in the German language to better serve tourists from one of South Africa's largest source markets.

The first phase of this training will be implemented in the 2023/24 financial year as a pilot programme. This will entail German language training and attainment of A1 and A2 for 20 registered tourist guides from across the country. Additional uptake of learners during the 2024/2025 financial year will be based on the success rate of the pilot phase.

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## **Mandarin Language**

The Department identified Mandarin language training as an important opportunity for existing tourist guides. Due to their incredible spending power, the Chinese market presents a huge opportunity to South Africa.

The main objective of the Mandarin language training was to provide an opportunity for local tourist guides to be trained in the command of the Mandarin language to better serve the potential influx of Chinese tourists to South Africa.

Phase I of the departmental Mandarin language training programme, saw 55 tourist guides from all nine provinces being trained in the Hanyu Shuiping Kaoshi (HSK) 1 course with 45 successfully passing the formal HSK1 exam. During Phase II in 2022, a total of 34 tourist guides completed HSK2.

[Phase II HSK 2 certification video](#)