



UNIVERSITEIT VAN PRETORIA
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YUNIBESITHI YA PRETORIA

A POLICY REVIEW OF THE TOURIST GUIDING SECTOR IN SOUTH AFRICA

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Minister of Tourism Derek Hanekom:

**“tourist guides are
absolutely critical to the
continuing success and
growth of tourism in our
country”. (2017)**



Mid-point or epi-centre

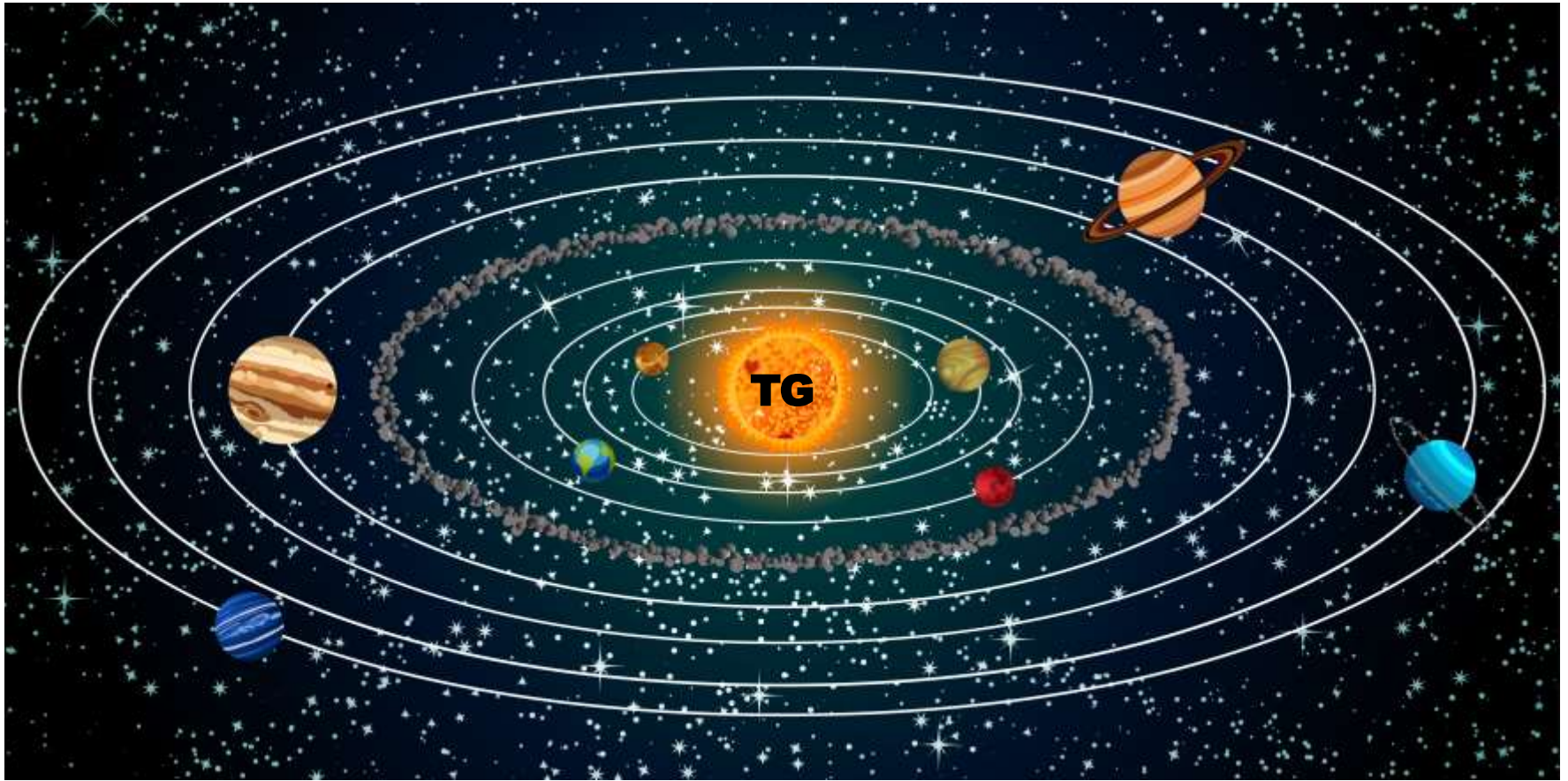
Multivariate nature

Direct and indirect variables

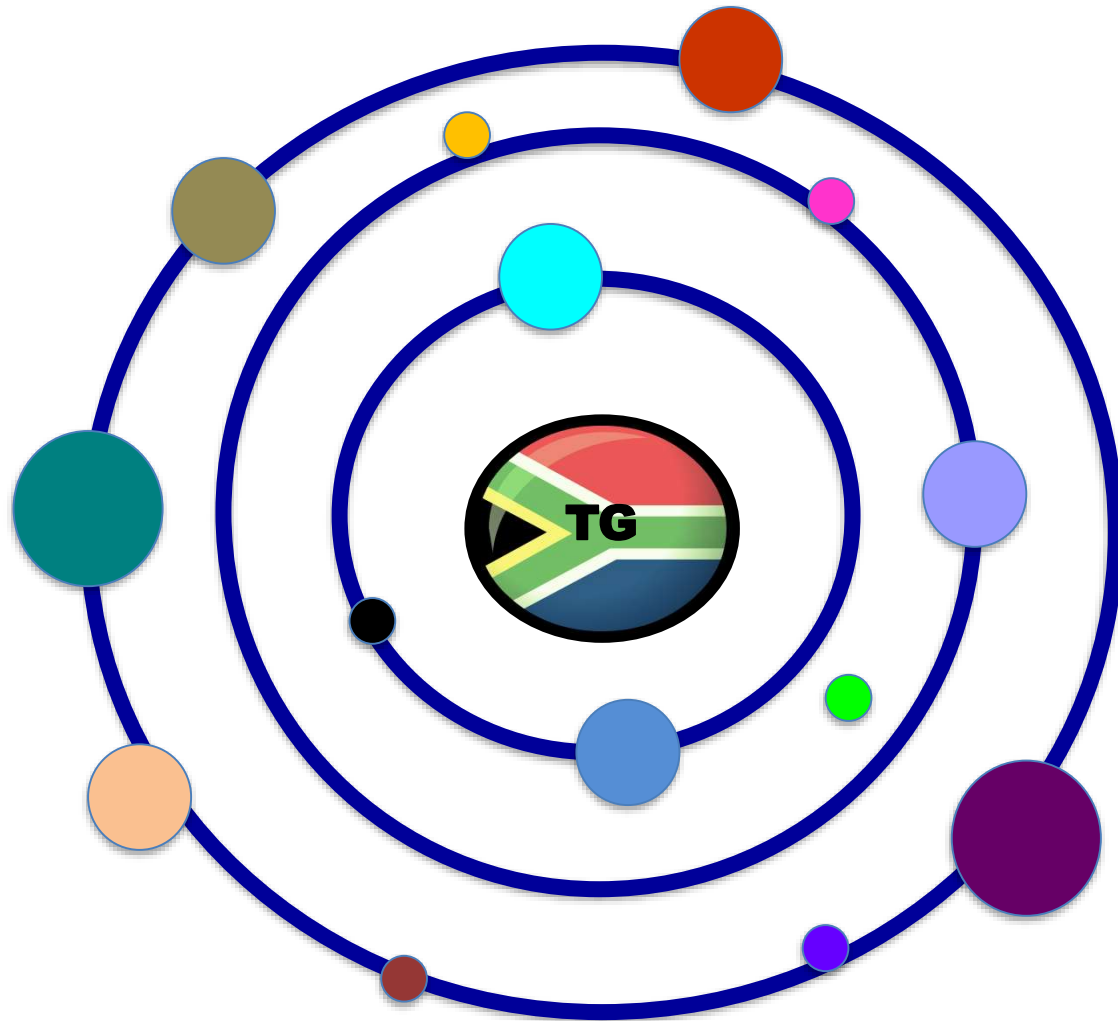


Dependent on multi-layered entities

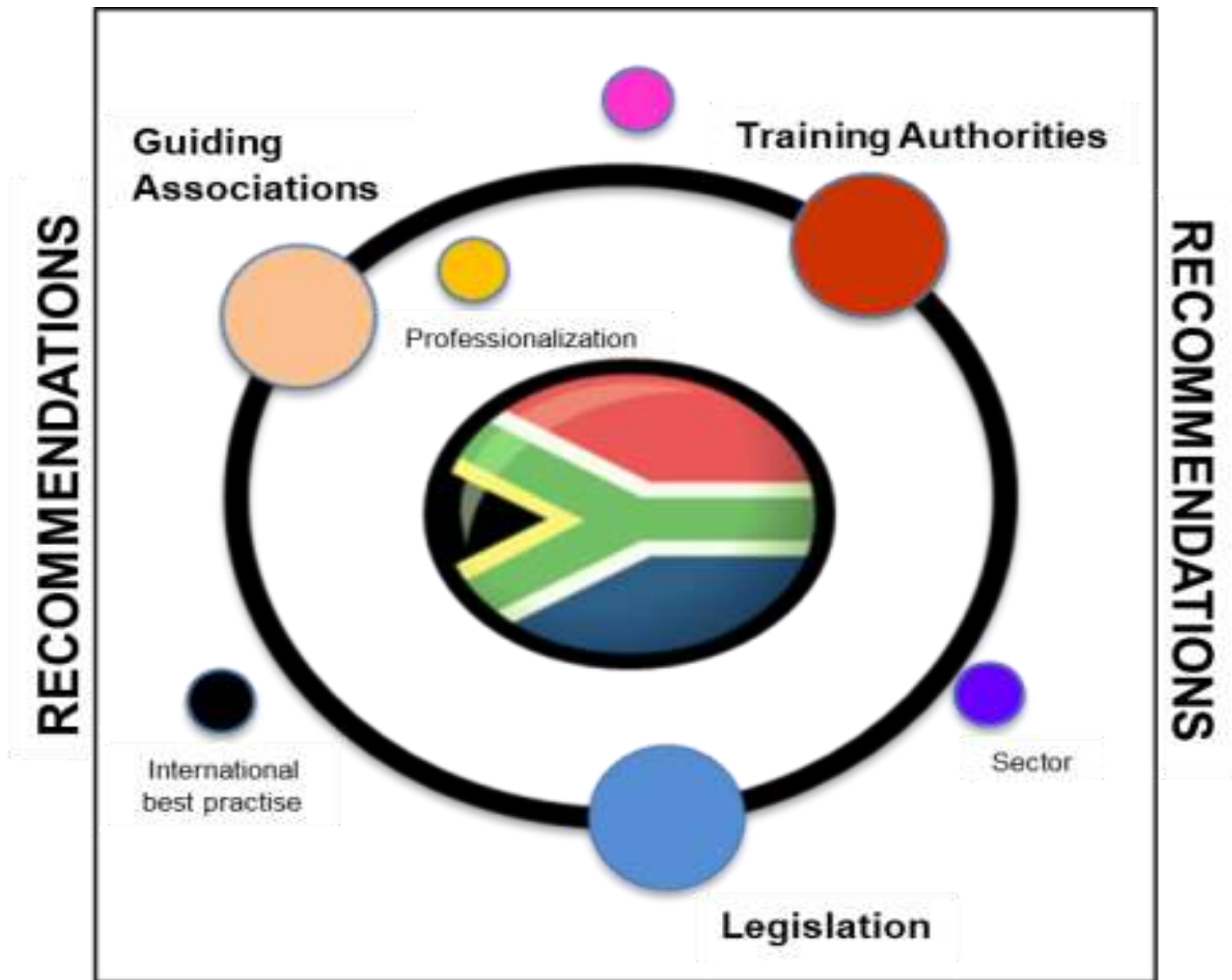
Integral and indispensable



Tourist guide at the epi-centre



Various sectors that impact on the tourist guide



LEGISLATION

TRAINING AND ACCREDITATION

PROFESSIONALISATION & ASSOCIATIONS

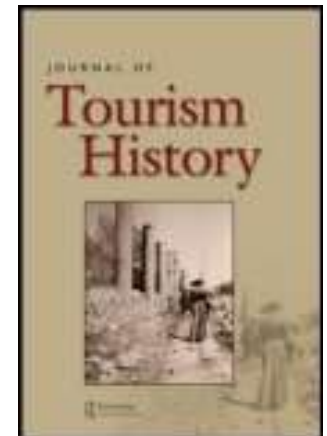
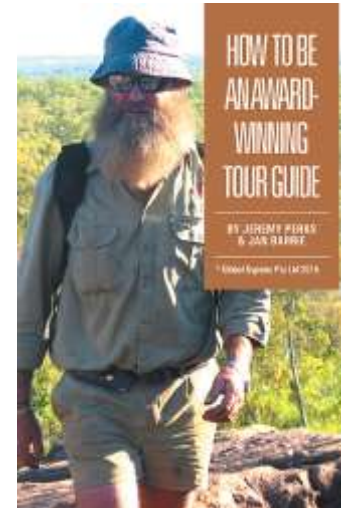
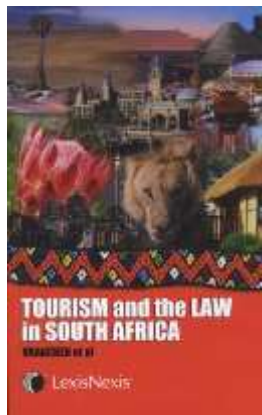
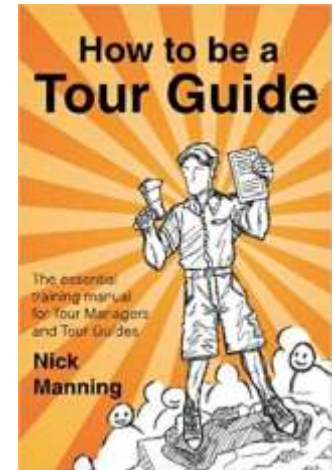
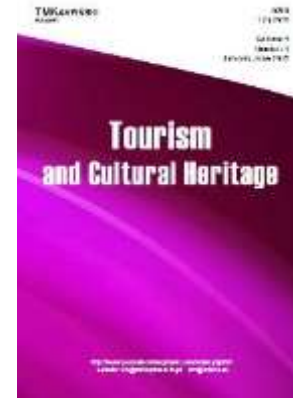
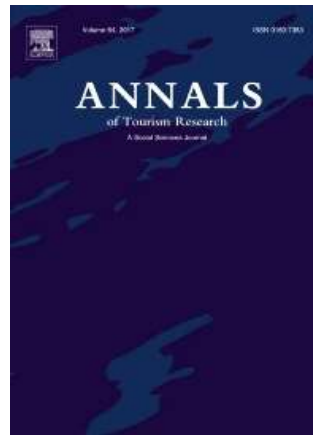


- **Defining and contextualising**
- **Legislative and regulatory dimension**
- **Training and accreditation**
- **Issues of associations and professionalisation**

LITERATURE



CARIBBEAN



Best practice in over **twenty** countries primarily from the global South

Organiser **TOURIST GUIDE**

Actor Interpreter/Translator

Salesperson

Buffer Information-Giver

Teacher

Shaman

Catalyst

Ambassador

Mediator

Caretaker

Middleman

Intermediary

Culture Broker

Leader

ROLE OF TOURIST GUIDE EVOLVES:

Service-based



Experienced-based

Change from



Within and without

Numerous determinants



Dynamic situation

Need for constant reappraisal



Need for this
kind of research
on an on-going basis

OUTCOMES AND MECHANISMS:

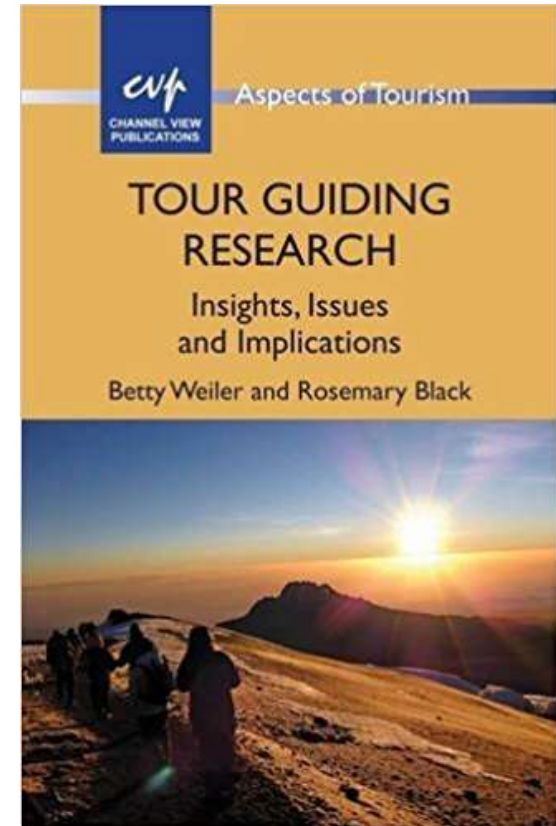
Weiler & Black:

3 achievable outcomes:

- Raising awareness of importance of guiding
- Helping achieve minimum guiding standards
- Rewarding advanced performance of guiding roles

5 mechanisms:

- Professional certification (& recertification)
- Licensing (& enforcement)
- Code of conduct (ethical & quality issues)
- Awards of excellence (relevance, exclusive)
- Professional Associations (networking)



SOUTH AFRICAN GOVT



- **Formalised tourist sector**
- **Advanced regulations**
- **Economic potential**
- **Poverty alleviation**
- **Transform society**

LEGISLATION



- 1927 - South Africa Harbours and Railways Act
- 1938 - Tourist Development Corporation Act
- 1947 - South African Tourist Corporation Act
- 1963 - SA Department of Tourism
- 1978 - Tour Guides Act no 29**
- 1983 - South African Tourism Board Act
- 1986 - DEAT established
- 1993 - Tourism Act no 72**
- 1996 - Tourism Amendment Act no 105
- 2000 - Tourism Amendment Act no 8
- 2000 - Tourism Second Amendment 70

ACT NO. 3 TOURISM ACT, 2014



To provide for the development and promotion of sustainable tourism for the benefit of the Republic, its residents and its visitors; to provide for the continued existence of the South African Tourism Board; to provide for the establishment of the Tourism Grading Council; to regulate the tourist guide profession; to repeal certain laws; and to provide for matters connected therewith.

AND SINCE inadequate, uncoordinated, inconsistent and fragmented tourism planning and information Provision is the most pervasive challenge facing the development and growth of tourism in the Republic;

development of the tourism sector;

AND SINCE these challenges are best addressed through a concerted effort by all spheres of government and the private sector to work together to create an environment that is conducive to the sustainable growth, development and transformation of tourism,

LEGISLATION



1996 - White paper development of Tourism

**1995 - SA Qualification Authority Act
National Qualifications
(education & training systems)**

1998 - Skills Development Act

2001: THETA

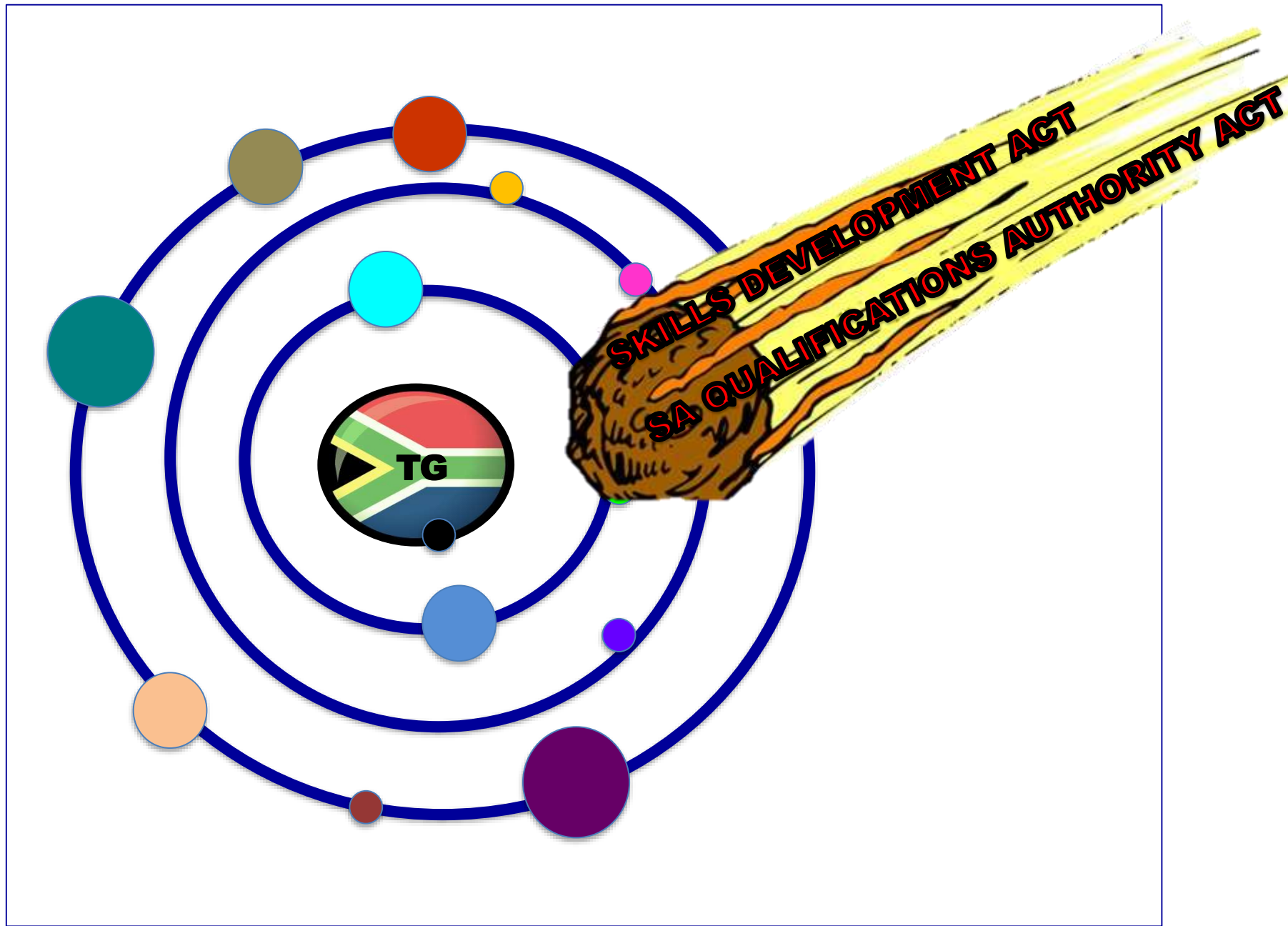
2012: CATHSSETA

(quality assurance)

2009 - DEAT → NDT

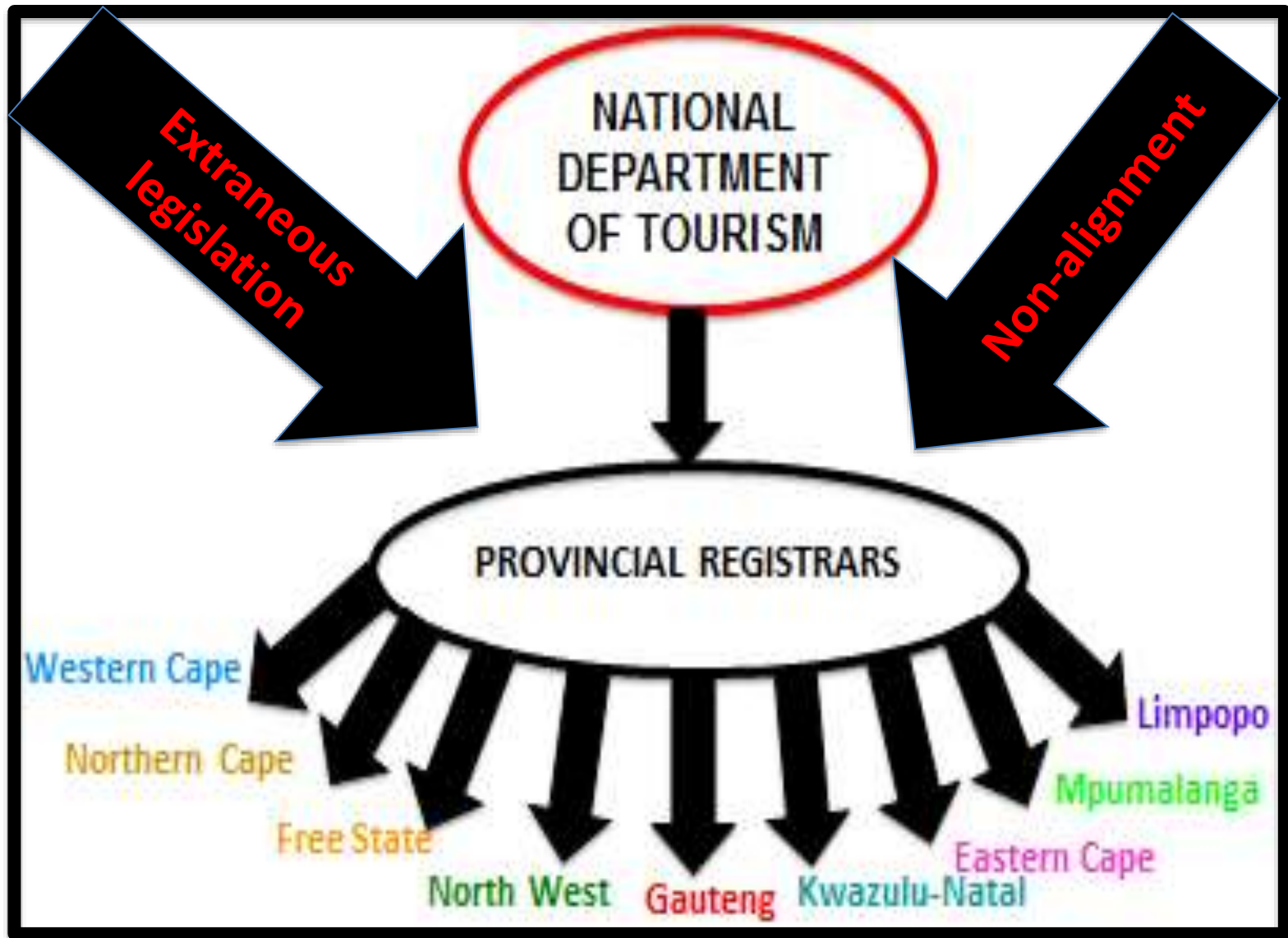
2014 - Tourism Act no 3

Regulations (?)

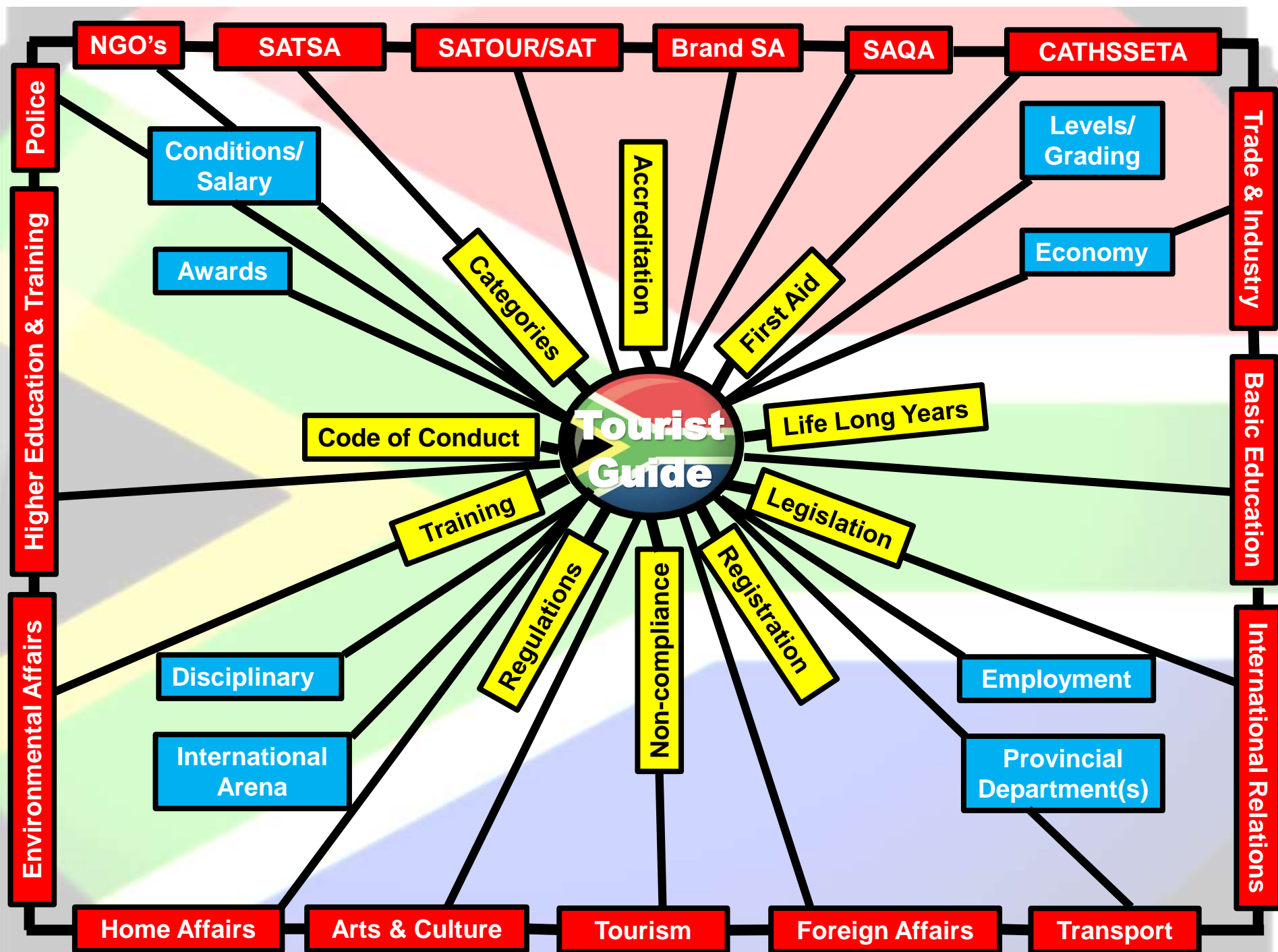


Comparison between the Tour Guides Act, Act 29 of 1978, the Tourism Act, Act 72 of 1993, the Tourism Second Amendment Act, Act 70 of 2000 and the Tourism Act, Act 3 of 2014

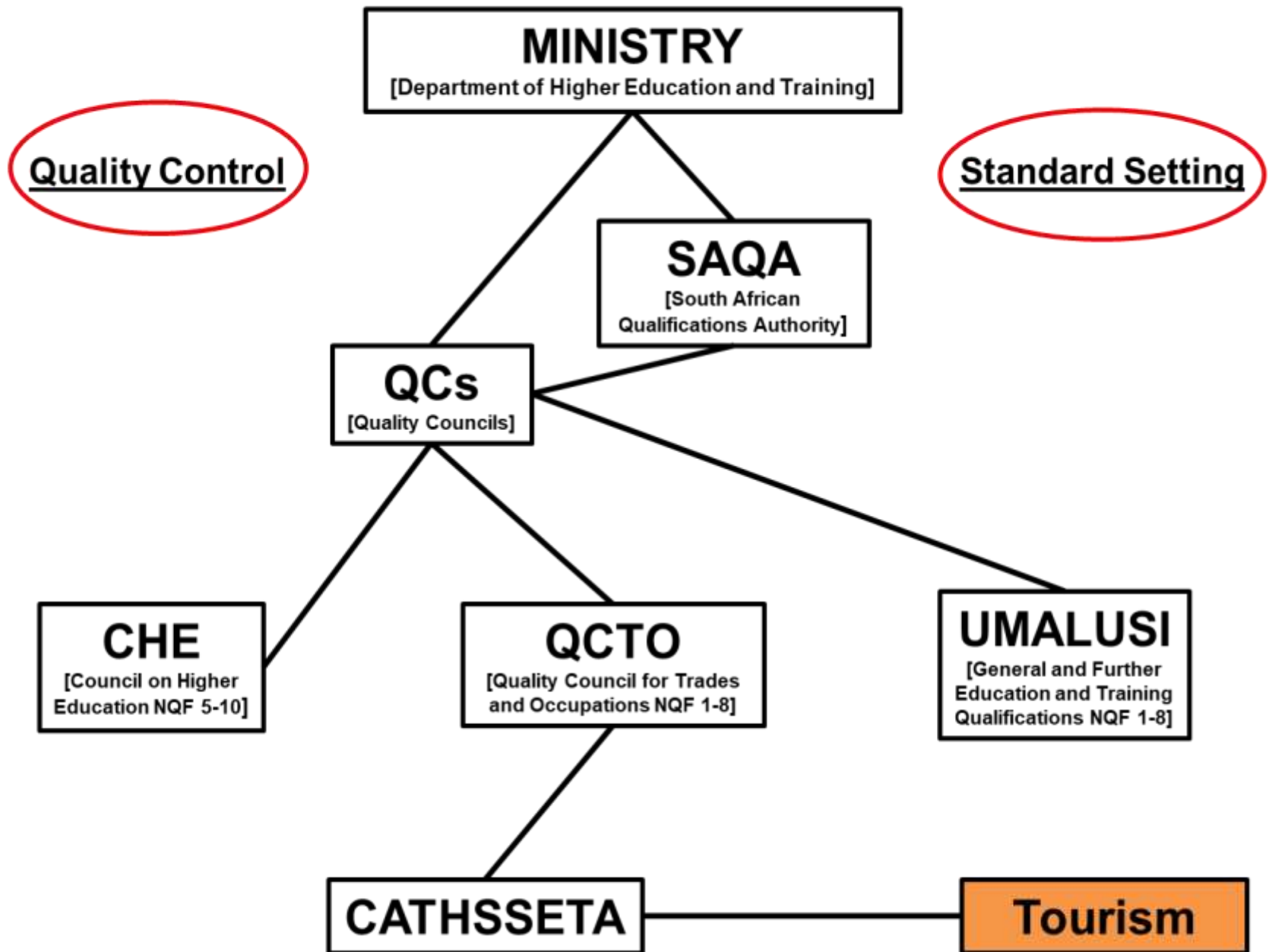
Tour Guides Act, Act 29 of 1978	Tourism Act, Act 72 of 1993	Tourism Second Amendment Act, Act 70 of 2000	Tourism Act, Act 3 of 2014
<p>To provide for the registration of tour guides and for matters connected therewith.</p>	<p>Intention</p> <p>To make provision for the promotion of tourism to and in the Republic; the further regulation and rationalization of the tourism industry; measures aimed at the maintenance and enhancement of the standards of facilities and services hired out or made available to tourists; and the co-ordination and rationalization, as far as practicable, of the activities of persons who are active in the tourism industry; with a view to the said matters to establish a board with legal personality which shall be competent and obliged to exercise, perform and carry out certain powers, functions and duties; to authorize the Minister to establish a grading and classification scheme in respect of accommodation establishments, the membership of which shall be voluntary; to authorize the Minister to establish schemes for prescribed sectors of the tourism industry, the membership of which shall be voluntary; to make provision for the registration of tourist guides; to prohibit any person to act for gain as a tourist guide unless he has been registered as a tourist guide in terms of the Act; to authorize the Minister to make regulations; and to provide for matters connected therewith.</p>	<p>Intention</p> <p>To amend the Tourism Act 1993, so as to insert certain definitions; to further provide for the training and registration of tourist guides; to make provision for a code of conduct and ethics for tourist guides; to regulate the procedure for lodging complaints; to make provision for the endorsement of certain registers in appropriate cases; to provide for disciplinary measures, appeals and reviews; to criminalise certain conduct; to provide for transitional matters; and to provide for matters connected therewith.</p>	<p>Intention</p> <p>To provide for the development and promotion of sustainable tourism for the benefit of the Republic, its residents and its visitors; to provide for the continued existence of the South African Tourism Board; to provide for the establishment of the Tourism Grading Council; to regulate the tourist guide profession; to repeal certain laws; and to provide for matters connected therewith.</p> <p>PREAMBLE</p> <p>SINCE tourism in South Africa has grown considerably since the country's first democratic election;</p> <p>AND SINCE inadequate, uncoordinated, inconsistent and fragmented tourism planning and information provision is the most pervasive challenge facing the development and growth of tourism in the Republic;</p> <p>AND SINCE transformation is vital to ensure the sustainable growth and development of the tourism sector;</p> <p>AND SINCE these challenges are best addressed through a concerted effort by all spheres of government and the private sector to work together to create an environment that is conducive to the sustainable growth, development and transformation of tourism,</p>



Devolution and debilitation of NDT's powers



National Qualifications Framework



Example of unit standards – tourist guiding (NQF 4)



MODULE:	ID:	UNIT STANDARD TITLE:	PRE-NQF LEVEL	NQF LEVEL	CREDITS
Core	335796	Apply interpretation skills to a guided experience	Level 4	NQF Level 04	5
Funda- mental	119472	Accommodate audience and context needs in oral/signed communication	Level 3	NQF Level 03	5
Elective	335802	Conduct a guided cultural experience	Level 4	NQF Level 04	12

Comparing tourist guiding registration processes in the global South:



MINIMUM REQUIREMENTS:

- ✓ At least 18 years old

MINIMUM REQUIREMENTS:

- ✓ Valid Indian citizen
- ✓ Graduate at tertiary level (preferable Masters in any subject related to the field of tourist guiding)
- ✓ At least 20 years old (at time of registration)
- ✓ Fluent in English
- ✓ Fluent in one foreign language
- ✓ Fluent in one accepted regional indigenous Indian dialect
- ✓ Sound nature and security to complete 16 week training programme
- ✓ Comprehension and drive to complete programme

REGISTRATION PROCESS:

<ul style="list-style-type: none"> Completed and signed application form 	<ul style="list-style-type: none"> Complete and sign application form for RLGTPP (indicate site, state or regional level and in what region)
<ul style="list-style-type: none"> Signed original of the code of conduct and ethics 	<ul style="list-style-type: none"> Complete 16 week subsidised and monitored training programme (10 weeks field work and six weeks theoretical)
<ul style="list-style-type: none"> Certified copy of proof of assessment from CATHSSETA 	<ul style="list-style-type: none"> Once completed register as a state or regional guide.
<ul style="list-style-type: none"> Certified copy of CATHSSETA certificate 	<ul style="list-style-type: none"> Issued with tourist guiding license, badge and card.
<ul style="list-style-type: none"> Compliance with unit standards 	<ul style="list-style-type: none"> Attend compulsory refresher courses on a bi-annual basis.
<ul style="list-style-type: none"> Certified copy of South African ID 	
<ul style="list-style-type: none"> Certified proof of language proficiency 	
<ul style="list-style-type: none"> Certified copies of all tourist guiding and related qualifications 	
<ul style="list-style-type: none"> Certified copy of First Aid certificate 	
<ul style="list-style-type: none"> Four ID-size colour photos 	
<ul style="list-style-type: none"> Registration fee (R240.00) 	
<ul style="list-style-type: none"> Tourist guide certificate (guiding card and badge) 	

Independent entity

- Development
- Management
- Training
- Regulation

Un-complicating
& streamlining
processes

Ministry at the
HELM
of the industry

Professionalisation

- Instated with recognition
- Greater acknowledgement
- Regional alignment and collaboration
- Socio-economic upliftment
- Overarching organisation – NTGA(1993)

National Registrar Morongoe Ramphele:

“I am of the view that being professional goes beyond simply adhering to the legislation or belonging to an association, it also describes the inherent qualities that the guide possesses that relates to passion, dedication and commitment to the guiding profession. It is also a personal responsibility and interest in ensuring that one is in possession of the skills and knowledge necessary to meet the challenges and expectations of our dynamic tourism sector” (Feb 2018)



Proposed centrality of NDT



Chowdhary and Prakash:

“tour guiding and interpretation is a basic activity in [the] tourism value chain”,
“tourist guide’s performance depends on his competences which in turn depends on the training and learning he/she has been through”

Chowdhary and Prakash claimed the RLGTP unknowingly promoted:

- **indigenous knowledge**
- **intangible heritage**
- a **sense of community** among locals, who are actively involved in the programme or serve in a contributing role to the programme.

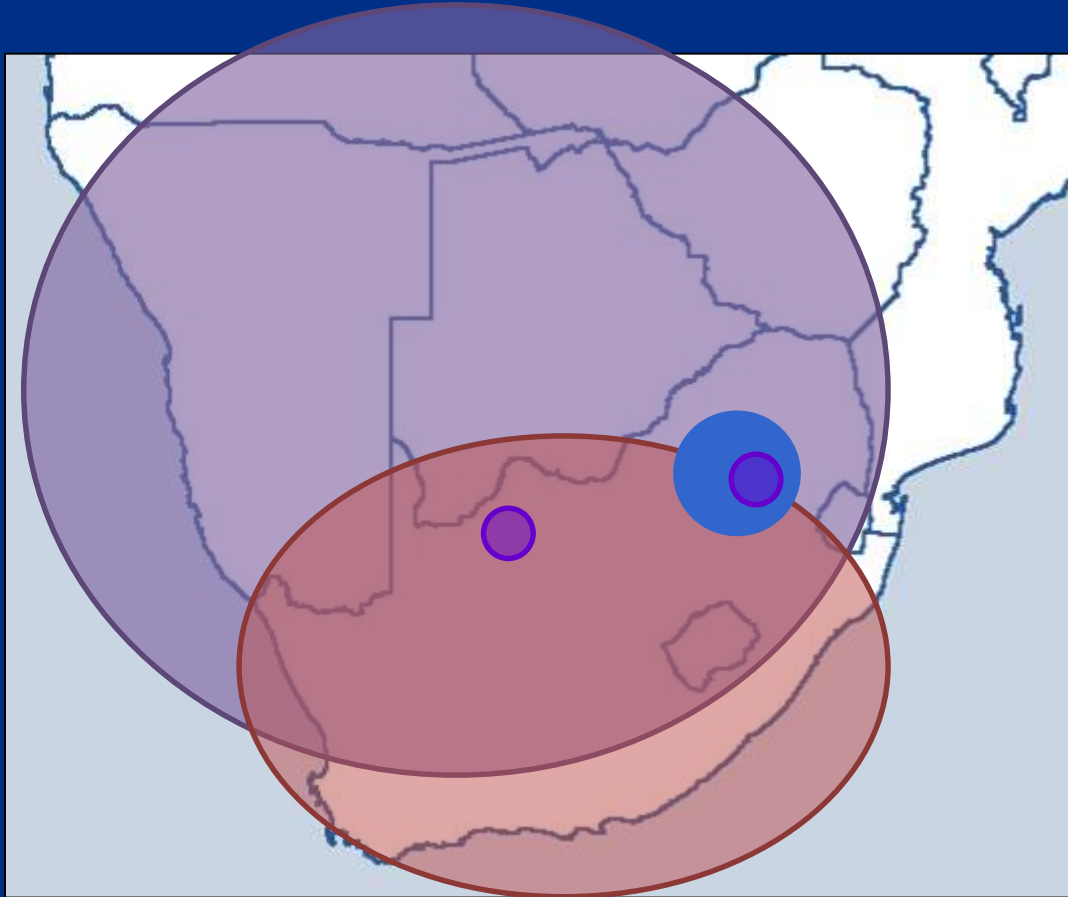


RECOMMENDATIONS:



- Remedied by elements that already exist
- Align legislation and regulations
- Cognisance of Acts of 1978, 1993 and 2000
- NDT centre-stage and at the helm
- Take a stand on impact of other departments
- Collaborative national organisation
- Sanction for UP to develop the IST
 - ✓ Parameters
 - ✓ Skilling and awareness
 - ✓ Ethics and authenticity

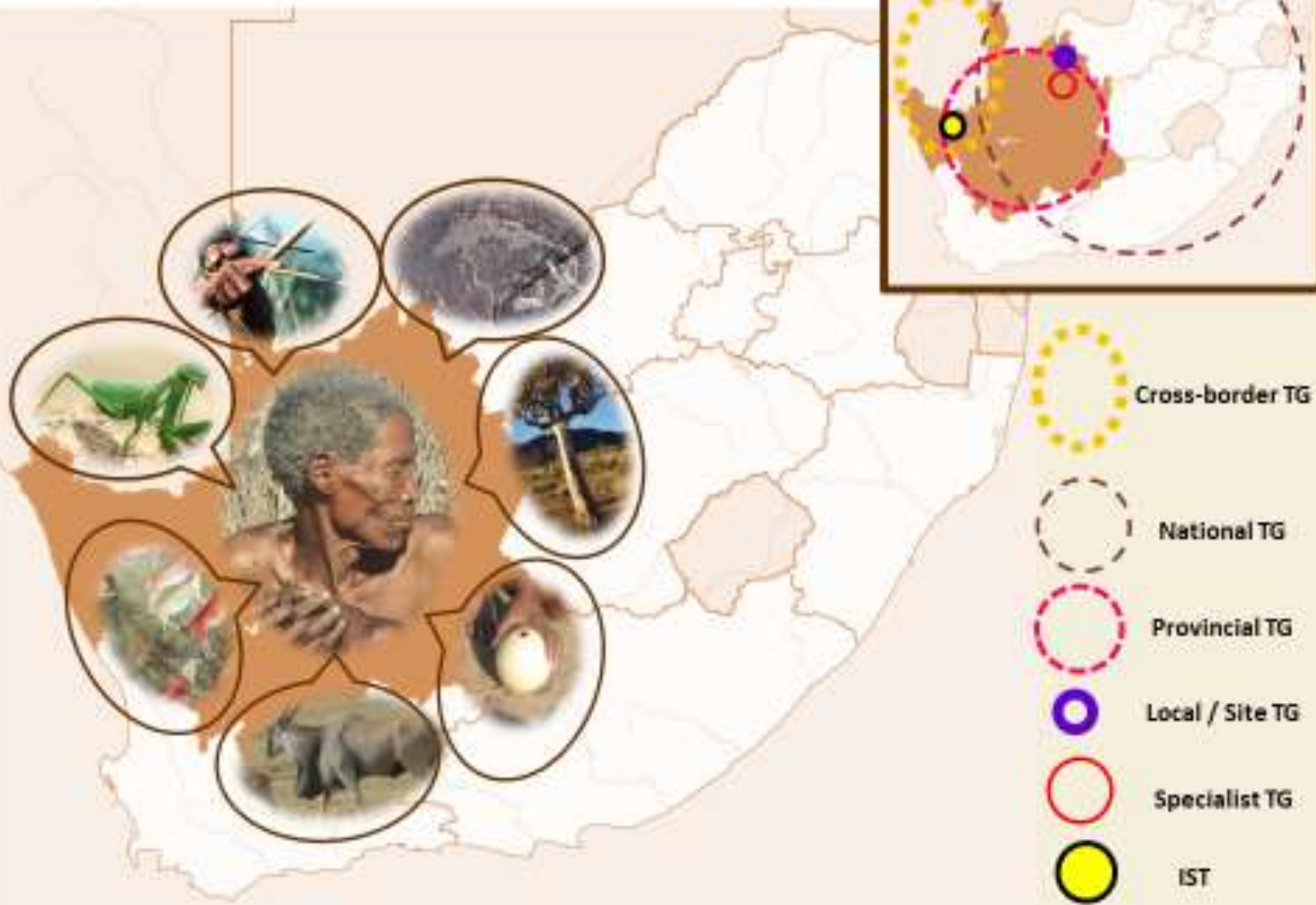
Tourist Guide Classification



INDIGENOUS STORY TELLER: IST



THE INDIGENOUS STORY TELLER: THE NORTHERN CAPE



I S T



South African President Cyril Ramaphosa:

**“tourism provides our
country with incredible
opportunities to, quite
literally, **SHINE**”.**



**State of the Nation Address
(February 2018)**



Thank you!

**Professor Karen Harris
Mr CR Botha
Ms Sian Pretorius
Ms Tiffaney da Gama**



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