

INTERNATIONAL TOURIST GUIDES' DAY CELEBRATIONS

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"Keeping up with Changing Trends"

Report on the Harmonization of Training Standards for Tourist Guiding in the SADC Region

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100
1908 - 2008



UNIVERSITEIT VAN PRETORIA
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YUNIBESITHI YA PRETORIA

Denkielers • Leading Minds • Dikgopolo tša Dihlofeli

Grand Tour

1660s to 1840s



Cicerone - a knowledgeable guide or tutor

Cross-border tourist guiding

21st century



Canada and USA



East Africa Countries
Tourist Visa



European Union



SADC

Tourism:

- one of the most globalized of all industries
- a key sector in economic development strategies
- a financial tool and job creator
- a complex industry across complex political boundaries

Cross-border tourism (C-BT) implies:

“the movement of people across the borders of a country under the guidance of a qualified tourist guide”

D. Timothy

Tourist Guide

1. One of few professional activities
2. Interpreters and mediators
3. Research skills
4. Communication skills
5. Ethical awareness
 - *Interpreter role*
 - *Communicator role*
 - *Ethical role*

Tourist Guide

European Federation of Tour Guides Association:

“... interprets the cultural and natural heritage...”

World Federation of Tour Guide Associations:

“...interprets the natural and cultural heritage of an area...”

J. Ap & K. Wong:

“... essential interface between the host destination and its visitors...”

Tourist Guide

K. Pond on the role of the tourist guide:

- Leader
- Educator
- Ambassador
- Host
- Facilitator

Cross-border tourism challenges

- difficult for tourist guide to hand over
- interruption of the tourist experience
- discrepancy in standards and expectations
- economic competitiveness

Cross-border tourism advantages

- tourist guide confident about hand over
- continuity of tourist experience
- consistency in standards and expectations
- benefit both tourists and local communities
- mitigate damage to destinations due to illegal guiding activities

Supranational alliances

- collaboration for economic development
- bilateral, multilateral agreements
- environmental trans-border / trans-frontier parks

SADC and cross-border tourism



- ↔ Namibia
- ↔ Botswana
- ↔ Zimbabwe
- ↔ Mozambique
- ↔ Swaziland
- ↔ Lesotho

SADC PROTOCOL ON TOURISM (1998)

- CONSCIOUS that Africa's share of world tourism receipts and SADC countries' share of the global takings stands at a very low level;
- AWARE of the global significance of tourism as the world's largest and fastest growing industry, which on account of its socio-cultural and economic dynamics also forms an excellent instrument for promoting economic development, understanding, goodwill and close relations between peoples;

- **ARTICLE 6: TOURISM TRAINING AND EDUCATION**

1. Member States shall endeavour to evolve a common education policy with regard to imparting tourism education in schools and include tourism and environmental-related issues in subjects presently taught at school.

2. Member States shall endeavour to co-ordinate and harmonise training at tourism training institutions and develop exchange programmes through the public and private sectors and mobilise support for training institutions in the Region.

3. Member States shall endeavour to harmonise standards of training in their countries and ensure that tourism training institutions in different parts of the Region are complementary to one another in the training courses.

- **ARTICLE 9: SERVICE STANDARDS**

Member States shall:

a. establish an agreed regional quality and standards control mechanism;

b. harmonise the standards for registration, classification, accreditation and grading of service providers and tourism facilities in Member States.

TOURIST GUIDING

Qualifications, Practices, Monitoring

Huge disparities

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graph TD; A[Huge disparities] --> B([Within SA's 9 provinces]); A --> C([Between SA's 6 neighbours]);
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Within SA's
9 provinces

Between SA's
6 neighbours

SADC clusters

- **Advanced cluster:** South Africa (22/184+ or 64 /140*)
- **Maturing cluster:** Botswana(100/184+ or 94/140*); Namibia(117/180+ or 91/140*)
- **Emerging cluster:** Mozambique (135/184+ or 125/140*)
- **Regressed cluster:** Zimbabwe (145/184+ or 118/140*)
- **Stalled cluster:** Lesotho(167/184+or 135/140*); Swaziland(169/184+ or 119/140*)

+ World Travel and Tourism Council 2013

* The Travel & Tourism Competitiveness Index 2013 (Economic Forum - WTTC)

National Tourism Legislation and Tourist Guiding Legislation

- **Botswana- Tourism Act of Botswana (No. 22 of 1992)**
- **South Africa- Tourism Act of South Africa (No. 72 of 1993)**
- **Namibia- Namibia Tourism Board Act (No. 21 of 2000)**
- **Swaziland- Swaziland Tourism Authority (Act of 2001)**
- **Zimbabwe- Tourism Act of Zimbabwe (No. 22 of 2001)**
- **Lesotho- Tourism Act of Lesotho (No. 4 of 2002)**
- **Mozambique- New Tourism Law of Mozambique (No. 4 of 2004)**

Summary of National Legislations

Country	Act	Amended	Short title of Act	Commencement date
Botswana	Act no 22 of 1992	Act 16 of 2009	Tourism Act	30 April 2010
	Act no 14 of 2004	S.I. 42, 2010	Botswana Tourism Organisation Act	30th April 2010
Lesotho		Act no 4 of 2002	Tourism Act 2002	
			Tourism Amendment Act	
Mozambique	Decree-Law 49 399, of 24 November 1969,	No 4/2004	New Tourism law	17 June 04
	Decree 69/99 of 5 Oct	Decree 40/2005	Regulations on tourist accommodation, catering and beverages	
	Decree 70/99 of 5 October	Decree 41/ 2005	Regulations on travel and tourism agencies and tourist information professionals	30 August 2005
Zimbabwe	Act 15/1995	Act 22/2001 (s. 4)	Tourism Act	1 January 2006
Namibia		Act 21 of 2000	Namibia Tourism Board act	15 May 2001
		No. 136 of 2004	Declaration of tourism regulated sectors: Namibia Tourism Board Act, 2000	1 February 2005
		No. 137 of 2004	Regulations relating to levy payable by accommodation Establishments Namibia Tourism Board Act, 2000	1 November 2004
		No. 138 of 2004	Regulations relating to the registration of regulated businesses: Namibia Tourism Board Act, 2000	1 February 2005
		No. 139 of 2004	Regulations relating to the registration of Accommodation establishments: Namibia Tourism Board Act, 2000	1 November 2004
South Africa		Tourism Draft bill	Pending	
		Tourism Act	Tourism Act 72 of 1993 Regulations In Respect of Tourist Guides	17 August 2001
Swaziland		(No number)	Swaziland Tourism Authority Act, 2001	

“GRID”

- 1 Introduction
- 2 The _____ Tourism Industry
- 3 Tourist Guiding in _____
- 4 Who is the Tourist Guide in _____?
- 5 The Training and Accreditation of Tourist Guides in _____
- 6 The Registration of Tourist Guides in _____
- 7 Tourist Guide Code of Conduct and Ethics
- 8 Tourist Guide training Qualifications and Courses in _____
- 9 Further Education and Training Certificate (FETC) in Tourist Guiding
- 10 Examples of Tourist Guide Training in _____

Analysis

Section	Sub-Sections
<p>(A) South African Tourist Guiding</p>	<ol style="list-style-type: none"> 1. Introduction 2. The South African Tourism Industry 3. Tourist Guiding in South Africa 4. Tourist Guide Training Qualifications and Courses 5. Examples of Tourist Guide Training in South Africa 6. Conclusion
<p>(B) Southern African Tourist Guiding</p> <p><i>-Botswana</i></p> <p><i>-Lesotho</i></p> <p><i>-Mozambique</i></p> <p><i>-Namibia</i></p> <p><i>-Swaziland</i></p> <p><i>-Zimbabwe</i></p>	<ol style="list-style-type: none"> 1. Introduction: The Tourism Industry of (Country) 2. The Organizational and Legal Structure of Tourist Guiding 3. Examples of Tourist Guide Training Courses 4. Conclusion and Analysis <p>(*) Please note that the structure for the six remaining countries will most likely differ due to the fact that there is varying amounts of data available on each of these and some components will have no relevance for certain countries. The more information available on a country will mean that more sections are included.</p>

Example 1: Training Course for a Cultural Guide (South Africa)

THEORETICAL COMPONENTS	PRACTICAL COMPONENTS
<ul style="list-style-type: none"> • Conduct a guided experience 	<ul style="list-style-type: none"> • Conduct an actual guided cultural tour
<ul style="list-style-type: none"> • Overview of South Africa 	<ul style="list-style-type: none"> • Provide customer service
<ul style="list-style-type: none"> • Working in a team 	<ul style="list-style-type: none"> • Demonstrate the ability to handle problems
<ul style="list-style-type: none"> • Care for customers 	
<ul style="list-style-type: none"> • Research and design a tour 	
<ul style="list-style-type: none"> • Overview of South African heritage and cultural sites 	
<ul style="list-style-type: none"> • Plan and conduct research 	
<ul style="list-style-type: none"> • Communication skills 	
<ul style="list-style-type: none"> • Legal requirements of tourist guiding 	
<ul style="list-style-type: none"> • Cultural sites and elements of the province 	

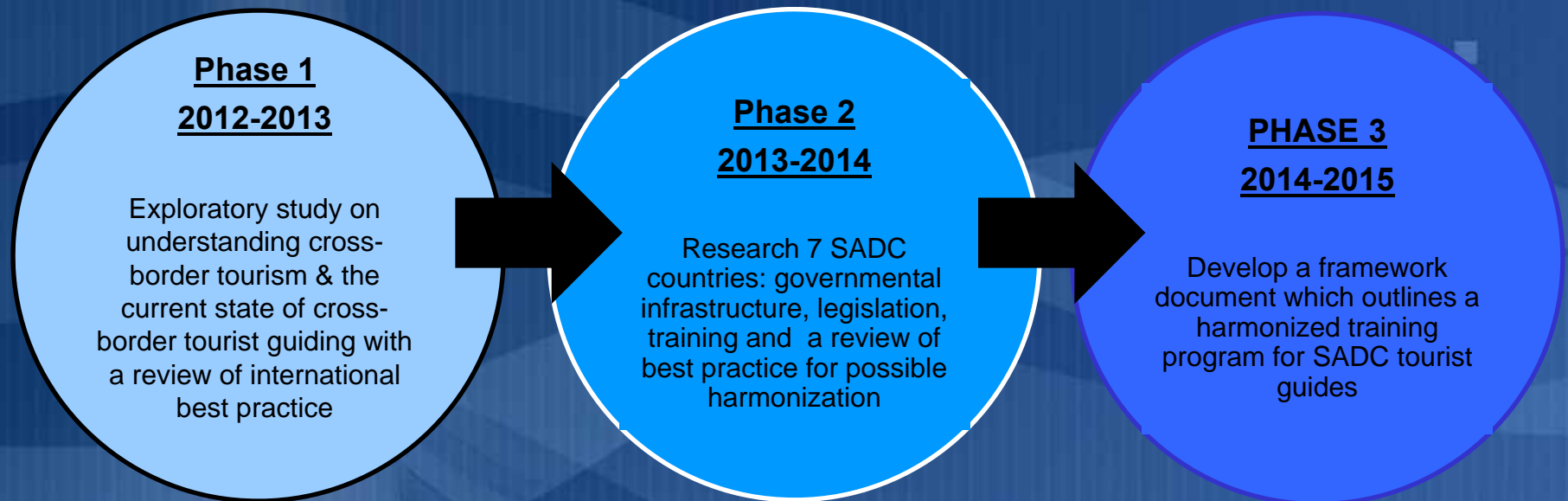
Example 2: Training Course for a Safari/Field Guide (Botswana)

Learning Domain of Unit Standard	Characteristics of Unit Standard
Work Skills and Tourism Guiding Principles	<ul style="list-style-type: none"> -Interpret written and non-written work related information; -Present a professional image of tourism; -Perform basic work related calculations; -Demonstrate time management principles in the work place; -Practice accountability in the work place.
Work Skills, Health and Safety, Tourism Guiding Principles and Nature and Ecology	<ul style="list-style-type: none"> -Demonstrate knowledge of HIV and AIDS; -Demonstrate awareness of HIV and AIDS in the workplace; -Demonstrate knowledge about the roles and responsibilities of a tourist guide; -Demonstrate knowledge of the basic principles of conservation; -Demonstrate knowledge of laws and regulations of protected wildlife areas pertaining to all types of guiding.
Tourism Guiding Principle	<ul style="list-style-type: none"> -Demonstrate knowledge and skills in communications in the tourism context -Present a professional image as a tourist guide. -Escort guests in areas with potentially dangerous animals in the confines of a wilderness reserve. -Give a short presentation of local topics to the guests. -Demonstrate knowledge of 4-wheel drive vehicles and vehicle fault finding -Take guests on a guided game drive -View potentially dangerous animals on a game drive -Ensure health and safety of all guests during the guided experience -Provide food and beverage services while in the field -Demonstrate intermediate knowledge and interpretation of mammals, birds, reptiles, amphibians, flora, fungi, geology, ecology, climate and astronomy -Conduct a guided night drive -Plan and prepare for an overnight camping multi-day guided experience -Lead an overnight camping multi-day guided experience -Generate a post multi-day experience report -Oversee the set-up and breakdown of a temporary safari camp -Diagnose and rectify minor faults in 4x4 vehicles -Provide a broad nature and culture guided experience for guests during a multi-day itinerary
Nature Guiding Principles	<ul style="list-style-type: none"> -Provide back-up for a lead walking guide in an area containing potentially dangerous animals -Lead a walk in a wilderness area containing potentially dangerous animals -View and manage potentially dangerous animal sightings -Use a rifle as a back-up guide -Use a rifle as a walking or horseback guide or a professional hunter

Example 3: Control of Tourism Development

Country	Public Sector	Other Organizations
(1) Botswana	<u>Ministry of Environment, Wildlife and Tourism</u> -Department of Tourism -Botswana Tourist Board -Botswana Tourism Organization	-University of Botswana -BOGA -HATAB -Department of Wildlife and National Parks
(2) Lesotho	<u>Ministry of Tourism, Environment and Culture</u> -Lesotho Tourism Development Corporation (LTDC)	-Lesotho Hotel Association
(3) Mozambique	<u>Ministry of Tourism</u> -National Directorate for Tourism -National Tourism Fund	-National Commission for Sustainable Development
(4) Namibia	<u>Ministry of Environment and Tourism</u> -Department of Tourism -Namibian Tourism Board	-TASA (Namibia) -HAN -Parks & Wildlife Management
(5) South Africa	<u>Ministry of Environmental Affairs and Tourism</u> -National Department of Tourism -SA Tourism Board (SATOUR)	-SANParks -Provincial Tourism Authorities (Gauteng Tourism and KZN Tourism Authority)
(6) Swaziland	<u>Ministry of Tourism and Environmental Affairs</u> -Department of Tourism -Swaziland Tourism Authority (STA)	-University of Swaziland
(7) Zimbabwe	<u>Ministry of Environment and Tourism</u> -National Tourism Fund -Zimbabwe Tourism Authority (ZTA)	-Parks and Wildlife Management Authority

Progress plan



Assessment of Training on a Global Scale

- Service quality delivery and professionalism
- Image and status of a tourist guide
- Proper training of a tourist guide
- The certification, registration, or licensing of tourist guides
- The role of tourist guide associations or bodies

International Examples of Tourist Guiding Training

- **Example:** “Train the Trainer” (WFTGA):
 - **Course Content:** research skills, practical skills, knowledge application, cultural studies, business studies.
 - **Assessment:** Oral, practical and written;
 - **Duration:** 7 days

Focus points for alignment and possible harmonization:

- **Government infrastructure**
- **Legislation, policies and regulations**
- **Tourist guide training and accreditation**
- **Regulation of tourist guides**
- **Status of the tourism industry**
- **Tourist guide authorities and associations**

Summary of Tourist Guiding in the region

5.2. SUMMARY OF TOURIST GUIDING IN SOUTHERN AFRICA

Country	National Government and Tourist Guiding	National Tourism Legislation and Tourist Guiding	National Registrar of Tourist Guides	Tourist Guide Authorities or Associations	National Qualifications Framework (NQF)	Tourist Guide Qualifications	Tourist Guide Training Providers	Accreditation and Registration Policies	Monitoring of Standards and Illegal Activities
South Africa	Fully committed	Implemented. Includes regulations for tourist guides and the code of conduct for tourist guides.	Yes, has been established in legislation. Provincial Registrars for each of the 9 provinces.	Yes. 1. Federation of South African Tourist Guide Associations 2. Gauteng Guides Association 3. Cape Tourist Guide Associations 4. CATHSSETA	Yes. Run by the South African Qualifications Authority (SAQA)	1. Provincial Guide Qualification 2. National Guide Qualification 3. Specialised Guide Qualification (a) Nature Guide (b) Culture Guide (c) Adventure Guide	CATHSSETA Accredited Trainers -FGASA -AQN -Drum Beat Academy -Makiti Guides and Safaris -Eco-Training	Yes. See the	Yes. Provincial Registrars are responsible for monitoring the standards and any illegal guiding activities
Botswana	There is a need for more commitment to tourist guiding, but the government is generally committed to overall tourism development	None	None	Yes. 1. Botswana Guides Association (BOGA) 2. Botswana Training Authority (BOTA)	Yes. BOTA have developed the Botswana National Vocational Qualifications Framework (BNVQF) which coordinates vocational education and training (VET)	Botswana Nature Guide Qualification	Yes. 1. Okavango Guiding School 2. Eco-Training	Yes, but they are not as clear and established as those in SA. Tourist Guides are accredited and registered through BOTA	None
Namibia	Fully committed	Established but still needs official implementation. Includes regulations for tourist guides and the code of conduct for tourist guides.	Yes, has been established in legislation	Yes. 1. Namibian Academy for Tourism and Hospitality (NATH) 2. Tour and Safari Association of Namibia (TASA)	Yes. Run by the Namibian Qualifications Authority (NQA)	National Guiding Certificate (National Guide Qualification)	NATH	Yes. See the Regulations for Tourist Guides in Namibia in the Namibian Tourism Board Act of 2000	None

Areas for Possible Harmonization

(1) South Africa	<ul style="list-style-type: none">• Pieces of legislation available for governing the regulations of tourist guiding;• Polices governing the accreditation and registration of tourist guides;• A Registrar of Tourist Guides at Government level;• An established National Qualifications Framework which includes two qualifications for tourist guiding;
(2) Botswana	<ul style="list-style-type: none">• The Okavango Guiding School (OGS) already has ideas of collaborating with the rest of the region in terms of training tourist guides with the same syllabus and standards (see the vision and mission of the school);• The courses offered by the OGS are accredited by both South African (FGASA) and Botswana organizations (BOTA) and national qualifications frameworks;
(3) Namibia	<ul style="list-style-type: none">• The only other country in the region that is on par with South Africa and also adapts similar approaches to tourist guiding;• Tourist guiding is represented in the Tourism Law of the country and there are specific regulations that govern tourist guiding as well as a code of conduct for tourist guides;• The Government has also elected an official Registrar of Tourist Guides for the tourist guiding sector;

WAY FORWARD

- **Current state reveals disparities and bottlenecks**
- **Possibilities are evident for harmonization**
- **Opportunities already evident in South Africa, Namibia and Botswana**
- **Increased alignment and awareness needed in Zimbabwe, Mozambique, Swaziland and Lesotho**

THANK YOU!

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