

The South African Night Sky

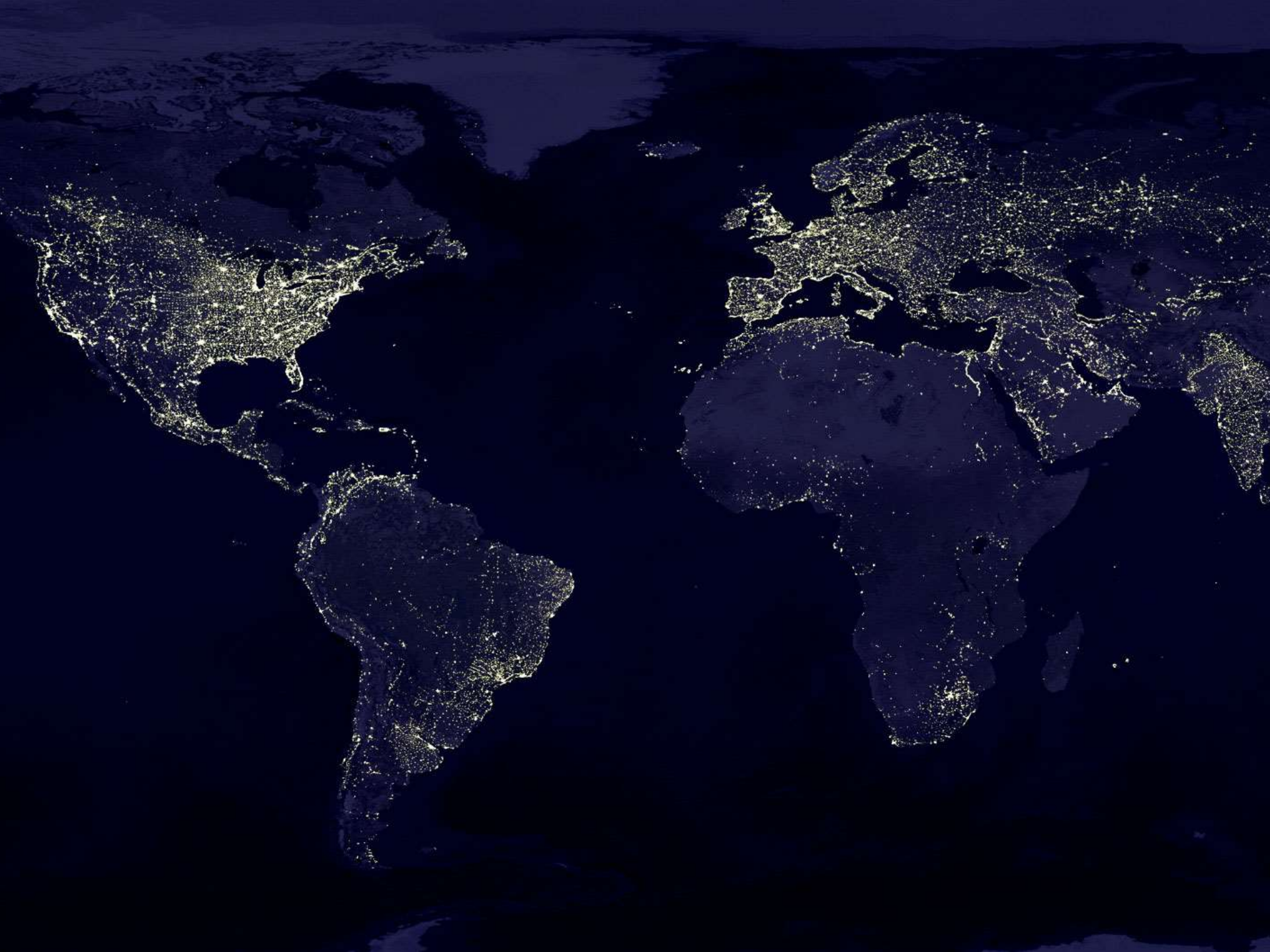


How do we tap into this fabulous
tourism asset we have?

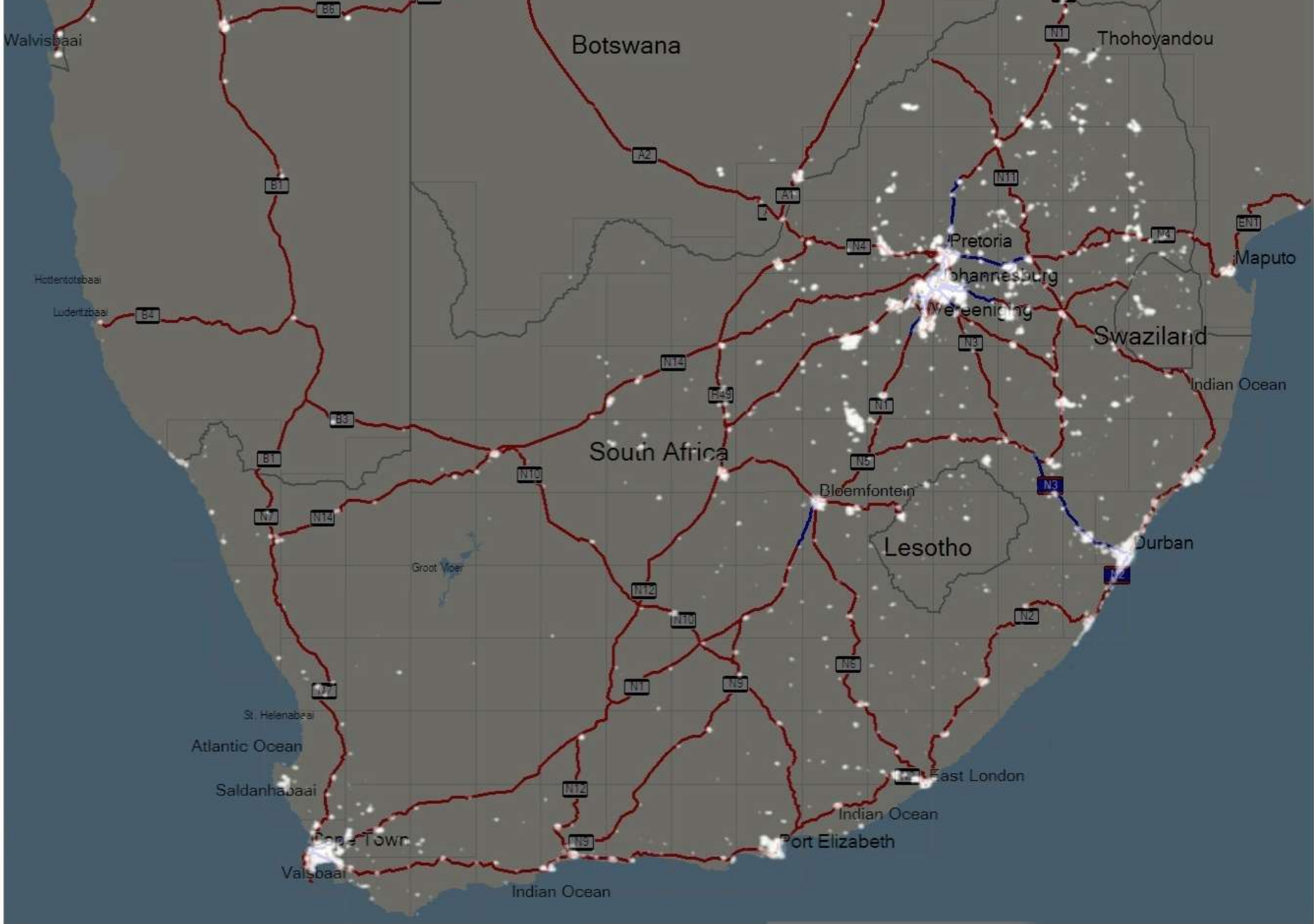
Dr Philip Calcott NightSkySafaris@gmail.com

The South African Night Sky

- What we have, and why it's so special
- Understanding the customer - what do tourists want to experience from the Night Sky
- Delivering a brilliant guest experience
- Where we are at the moment
- How do we get from where we are to where we want to be?







Southern African Dark Sky Map
 South Africa, Namibia, Botswana, Lesotho, Swaziland
 downloaded from <http://www.psychohistorian.org>





David Burstein

What we have

- Dark skies
- Stunning objects not visible from the Northern Hemisphere
- Fantastic backdrops
- A Natural fit with eco/adventure tourism

What do tourists want?

Experiences!

- New
- Exotic
- Authentic
- Meaningful
- Inspirational
- Dramatic
- Immersive

A night sky with the Milky Way galaxy visible, over a rocky coastline. The text is overlaid on the sky.

Its **AMAZING!**

But what is it?

- very *partial* experience

Creating the Experience for the
The
Guest

DON'T do astronomy
Do Connection
Do Stories









Where are we at the moment?

Why do most guides not
show their guests the
stars?



Why?

- FGASA 1 and 2 is good as far as it goes
- ***Practical*** astronomy guiding experience is vital
- Use it or lose it

*How do we get from here to
where we want to be?*

- Knowledge
- Mentoring
- Practical experience

Night Sky Safaris

Introductory Astronomy Guiding Course

Certificate of Completion

This is to certify that

Chase Jordaan

Has completed the Night Sky Safaris Introductory Astronomy Guiding Course

and has achieved a mark of

82%

(Merit)

26th August 2013



Dr Philip Calvert

Director, Night Sky Safaris



Night Sky Safaris - Let the universe amaze you



Night Sky Safaris Introductory Astronomy Guiding course is endorsed by FGASA

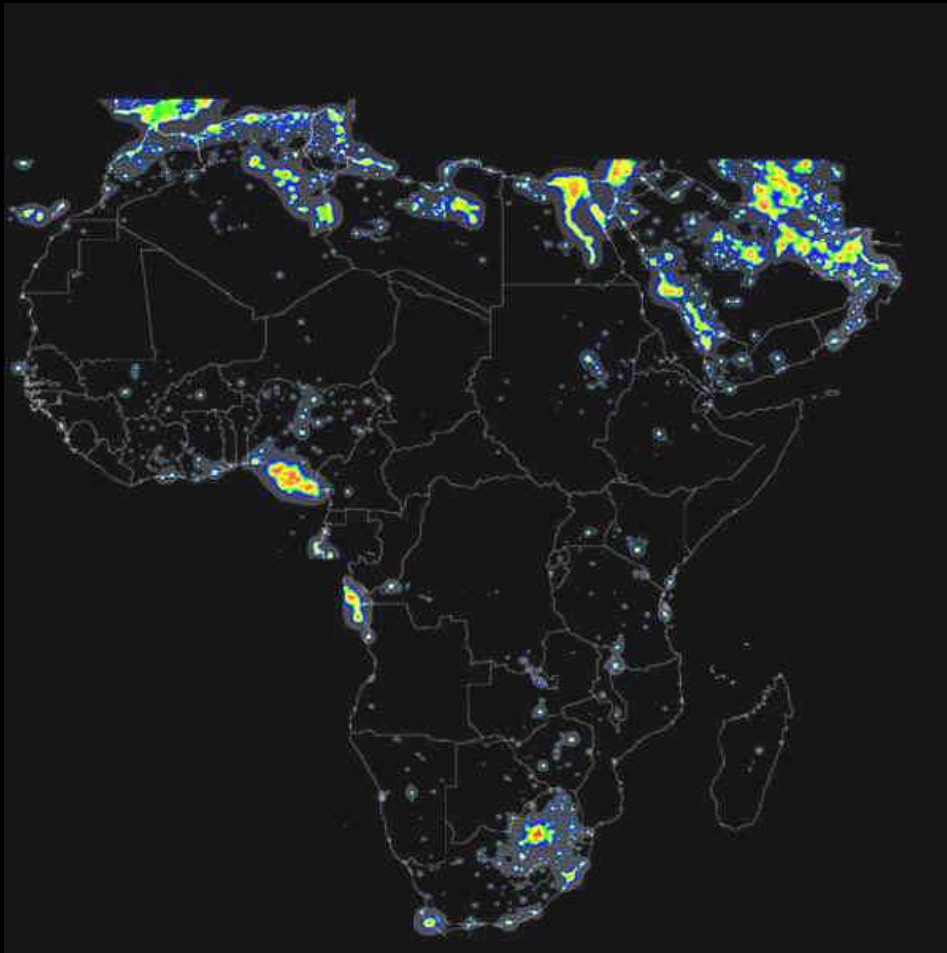
How do we get from here to where we want to be?

- Knowledge
- Mentoring
- Practical Experience
- Equipment
- Ongoing support

What might this look like?

- Regional training events for lodges - 2 day training course with two practical night sessions
- 1 day Top up course after 3 months
- Refresher course after 1 year

The Sky is Dark
and
the Future is Bright
for
Astro-guiding
in South Africa

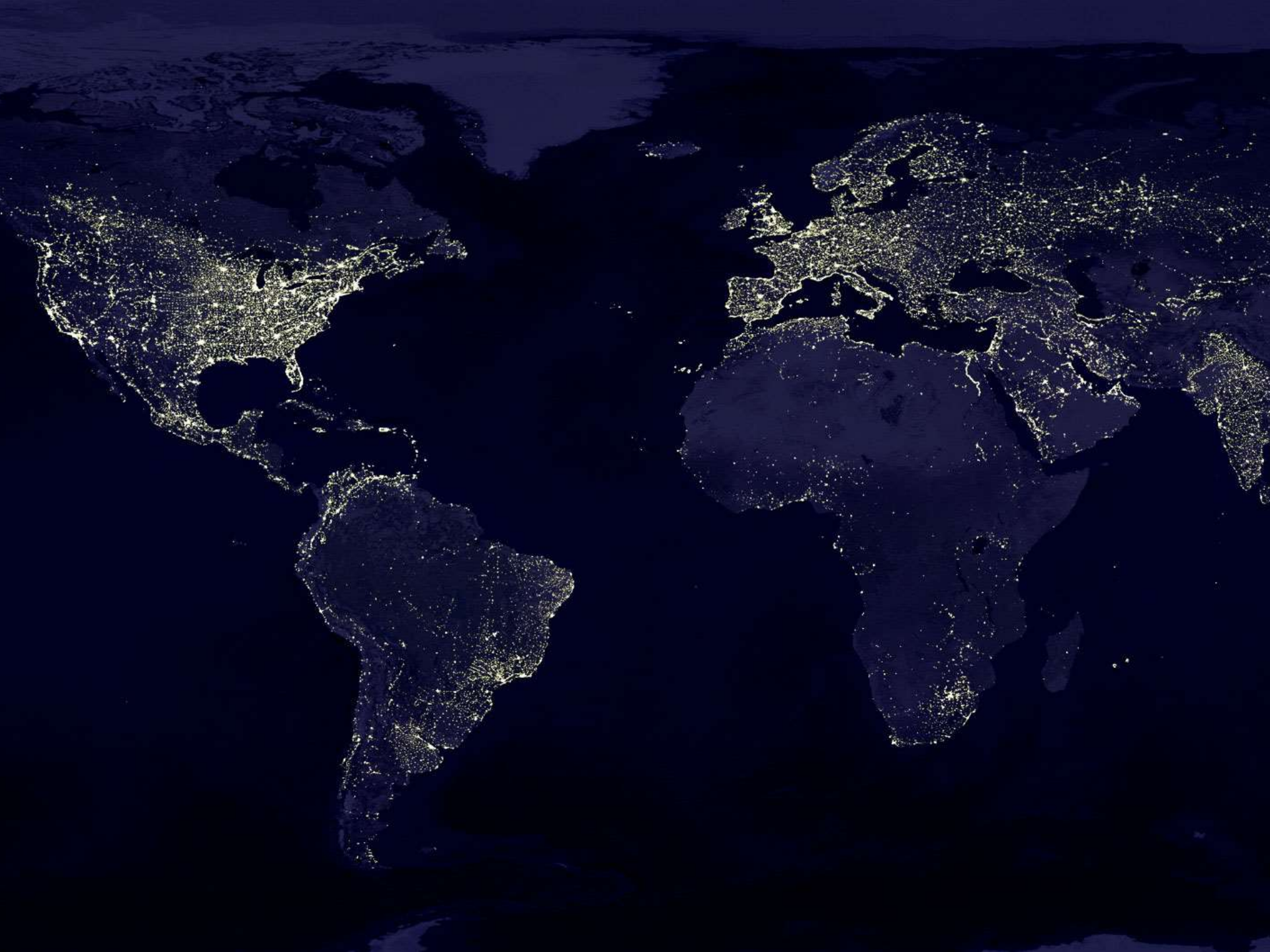




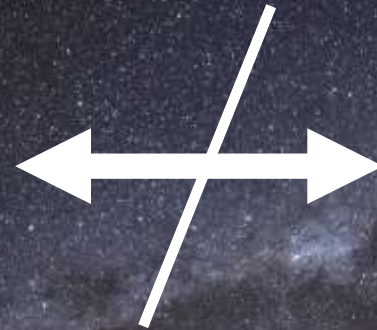
Our Night Sky is a very
special Tourism asset

Lets use it





Experience!



They need a guide

