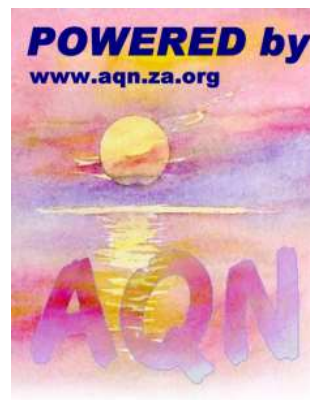


# VENTURE FORTH international

## *Adventure Guiding in South Africa*



# *Adventure professionals in SA?*

## *Adventure Guides*

- Present an activity or short experience
- Present a full adventure tour over multiple days
- Specialist activity or tour requiring specialist skills and knowledge

## *Related fields*

- Adventure facilitators (ABL)
  - Camp councillors
  - Outdoor educators
  - Team building facilitators
- Adventure therapists



# *Area of operation*

- Often in remote areas or wilderness areas



- Sometimes on the outskirts of towns



- Wild areas where the client's and guide's safety relies on the skills and knowledge of the guide
- Far from help, resources and rescue services

# *Area of operation*

- **Mountain Guides:**
  - Abseiling, rock climbing, hiking/trekking
  - Canyoneering (kloofing), mountaineering
- **Paddling guides:**
  - Flatwater and sea kayaking
  - Whitewater rafting/tubing
  - Stand-up paddling
- **Overland guides:**
  - Overland truck tours
  - 4x4 Expeditions
- **Other:**
  - Treetop canopy tours and zip-lines
  - Surfing
  - Cycling and mountain biking
  - Camping tours
  - Etc.

# Compliance

- **Mountain Guides:**  
Abseiling, rock climbing, hiking/trekking  
Canyoneering (kloofing), mountaineering
- **Overland guides:**  
Overland truck tours  
4x4 Expeditions

*What about the rest?*

# *Training available in SA*

## *Industry association awards*

**MDT, ARA, APA etc...**

**Various awards and certifications developed by industry roll-players**

## *National Qualifications*

**CATHSSETA and others**

**SAQA approved qualifications  
Part of the NQF  
Legal requirement**

**What Government wants...**



# *Training available in SA*

## **Technical skills training**

- Mountaineering & related
- Paddling & related
- Nature guiding
- Ropes course operations
- Life saving
- Various sporting skills
- Rescue training
- First aid training

## ***“Soft skills” training***

- Facilitation skills
- Briefing and debriefing skills
- Leadership skills
- Group dynamics and team building
- Therapeutic skills
- Pastoral care



# *Training available in SA*

## **CATHSSETA - NQF**

- **Generic adventure site guide – NQF 4  
Skills Programme – 60 Credits**
- **Various unit standards for specific activities**





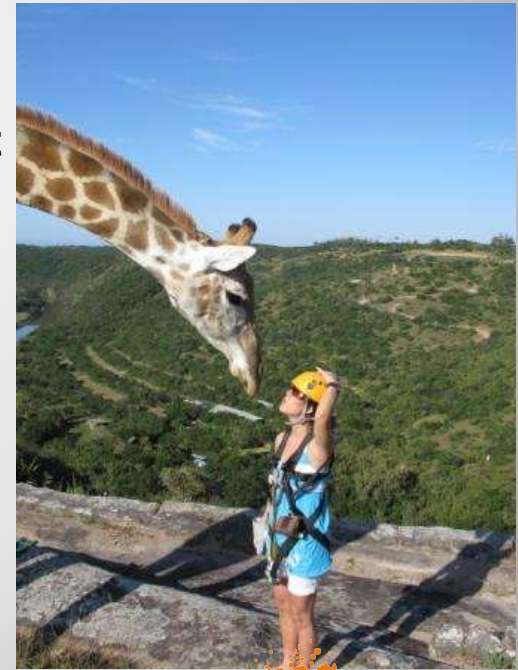
# ***From an EMPLOYER'S PERSPECTIVE:***

- **Uncertainty about which qualifications are needed/required**
- **Confusion about the various systems and bodies**
- **Uncertainty about the quality of the available awards and qualifications**
- **Cost of training and assessment**
- **High level of staff turnover**
- **Quality of potential staff**



## ***From a GUIDE'S PERSPECTIVE:***

- **Uncertainty about which qualifications are needed/required**
- **Confusion about the various systems and bodies**
- **Uncertainty about the quality of the available awards and qualifications**
- **Cost and availability of training and assessment**
- **Career path?**
  - **Can I earn a proper living from this?**
  - **Should I get a “real job”?**
  - **What happens as I get older?**
  - **Can I have a “normal life” with this career?**
- **Quality of employers in the industry**



## ***Benefits of having trained and qualified staff***

### **For employers:**

- Increased client safety
- Reduced risk
- Trustworthy staff members
- “Quality” staff members
- Improved product quality
- More product options
- Increased client satisfaction
- Increased profits

### **For guides:**

- Increased confidence & skills
- Professional pride & responsibility
- Better career prospects and options
- Increased earning potential
- Less risk of “burn-out”

### **For tourists:**

- Increased safety and enjoyment
- Quality product and experience
- Learning opportunity

# *Misconceptions*



***So, South African adventure guides do not need advanced skills, right?***

***“We have sunshine year round”***

***“We don’t have serious snow”***

***“It’s not really guiding”***

***“Adventure guides can be trained in a classroom on a theory-only course”***

***“We have sunshine year round”***



***“We don’t have serious snow”***



***“We don’t have serious snow”***





***“We don’t have serious snow”***



***“We don’t have serious snow”***



***“Adventure guides can be trained in a classroom on a theory-only course”***



***“Adventure guides can be trained in a classroom on a theory-only course”***



***“Adventure guides can be trained in a classroom on a theory-only course”***



***“Adventure guides can be trained in a classroom on a theory-only course”***



***“Adventure guides and ABL facilitators  
are the same and do the same job.”***

***Right?***

# Comparison

**What an ABL Facilitator does:**



**What an Adventure Guide does:**





# Comparison

*What an ABL Facilitator does:*



# Comparison

*What an Adventure Guide does:*



# Comparison

*What an ABL Facilitator does:*



# Comparison

***What an Adventure Guide does:***



# Comparison

***What an ABL Facilitator does:***



# Comparison

*What an Adventure Guide does:*



***“Adventure guides and ABL facilitators  
are the same and do the same job.”***



***What are the current problems that can be addressed?***





# South Africa as a trekking destination?

## **Kilimanjaro**

*One group of 15 employs about 60 people for a week....*

***South Africa has some of the most spectacular mountain ranges in the world!***

*Imagine how many jobs we can create this way ( guides; porters ; chefs ; transport etc...)*



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