



tourism

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## **International Tourist Guide Day heads to Cape Town**

### **20 February 2017**

The Department of Tourism in partnership with the Robben Island Museum (RIM) will proudly host the 2017 International Tourist Guide Day. This year's celebrations will be held in the City of Cape Town from the 02<sup>nd</sup> to the 3<sup>rd</sup> of March 2017, under the theme: "*Peace and Development through Guiding*". This event brings together tourist guides, government officials and key tourism stakeholders across South Africa.

The two-day gathering celebrated at both on National and Provincial levels, has gained momentum and prominence over the years. It will provide a platform for tourist guides to discuss their role in promoting peace, security and mutual understanding in relation to the 2030 Sustainable Development Goals.

With at least 250 participants expected to attend the event, the International Tourist Guides' Day celebration seeks to create awareness about the tourist guiding sector and is a platform for guides across South Africa to network, discuss challenges within the sector and to share best practices.

From 2009/2010 to 2015/2016 the registration numbers of tourist guides grew by 26.42%. The greatest concentration of registered tourist guides were from the Western Cape followed by Gauteng and Mpumalanga respectively.

International Tourist Guides' Day was introduced by the World Federation of Tourist Guide Associations in 1990, where only 15 countries were affiliated. To date tourist guides in more than 75 countries celebrate this day.

Day one (1) of the event will include various presentations and discussions followed by a tour of the Island which will be provided by RIM and finally, a gala dinner where the Minister of Tourism is expected to deliver the keynote address.

Day two (2) of the event will include several guest speakers including Ms Fikile Hlatswayo, the Author of "Blacks Do Caravan" as well as the tourist guide national winners of the Lilizela Tourism Awards who will talk about their successes as a tourist guide.