UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

tourism
Department:
Tourism
REPUBLIC OF SOUTH AFRICA

TOURISM RESEARCH SEMINAR

"Advancing Tourism Growth and Development through Research"

THE RECOGNITION AND INTEGRATION OF INDIGENOUS STORY TELLERS IN THE TOURIST GUIDING SUB-SECTOR

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15 March 2024

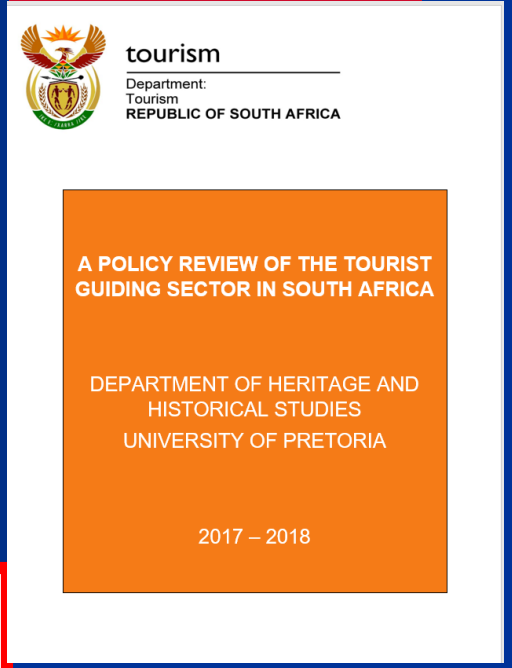
Act No. 3 Tourism Act, 2014

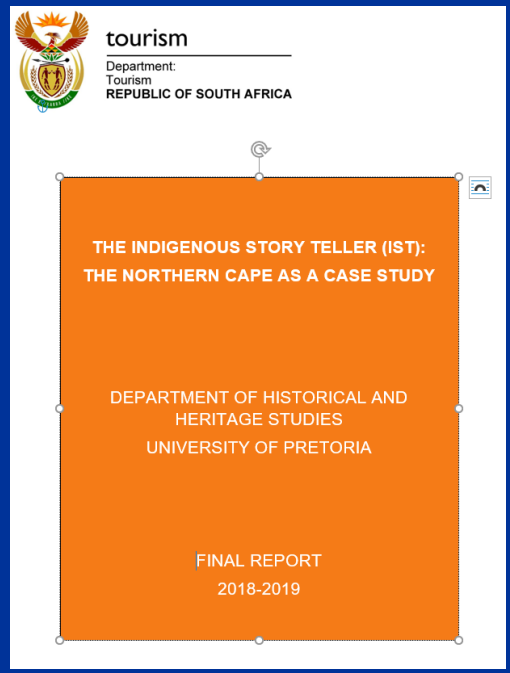
To provide for the development and promotion of sustainable tourism for the benefit of the Republic, its residents and its visitors; to provide for the continued existence of the South African Tourism Board; to provide for the establishment of the Tourism Grading Council; to regulate the tourist guide 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;

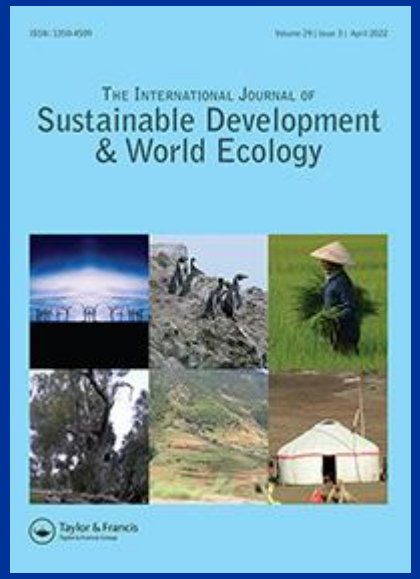
AND SINCE transformation is vital to ensure the sustainable growth and development of the tourism sector;

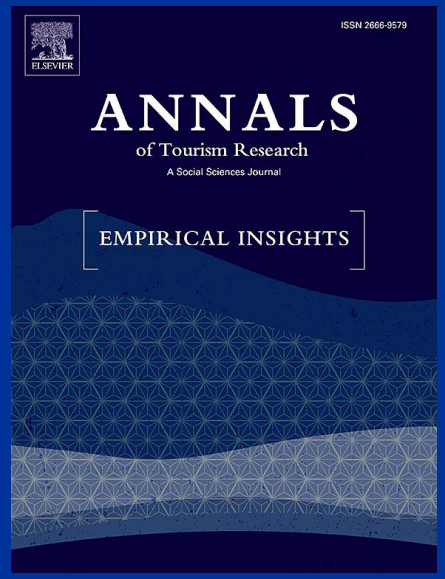
AND SINCE these challenges are best addressed through a concerted effort by all spheres of government and the private sector to work together to create an environment that is conducive to the sustainable growth, development and transformation of tourism,

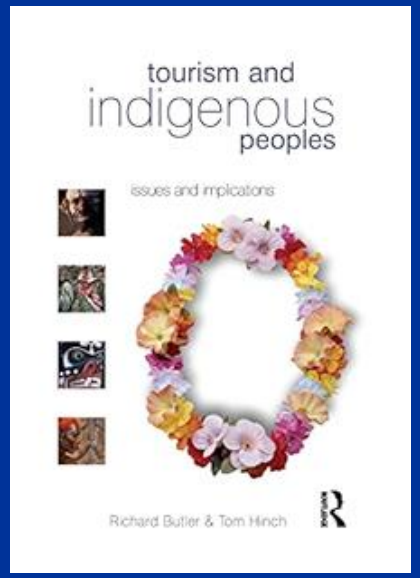


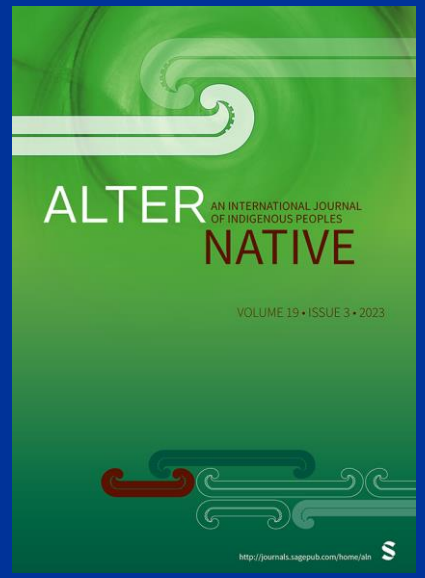


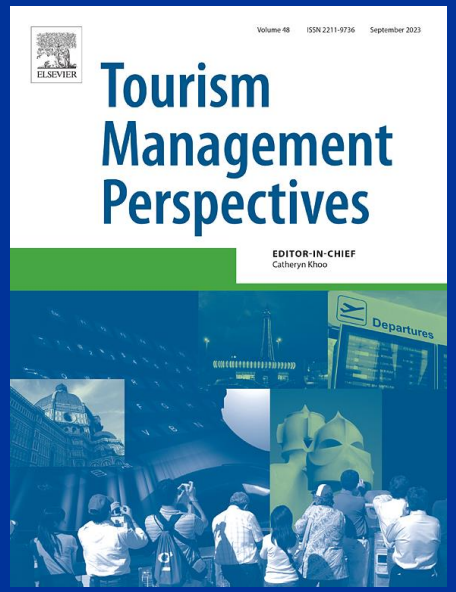
Literature Review

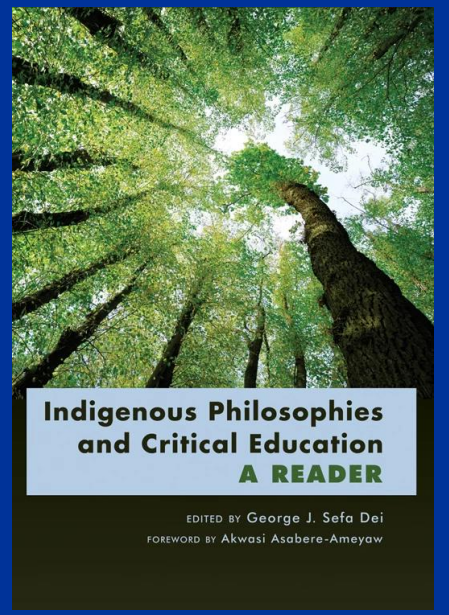












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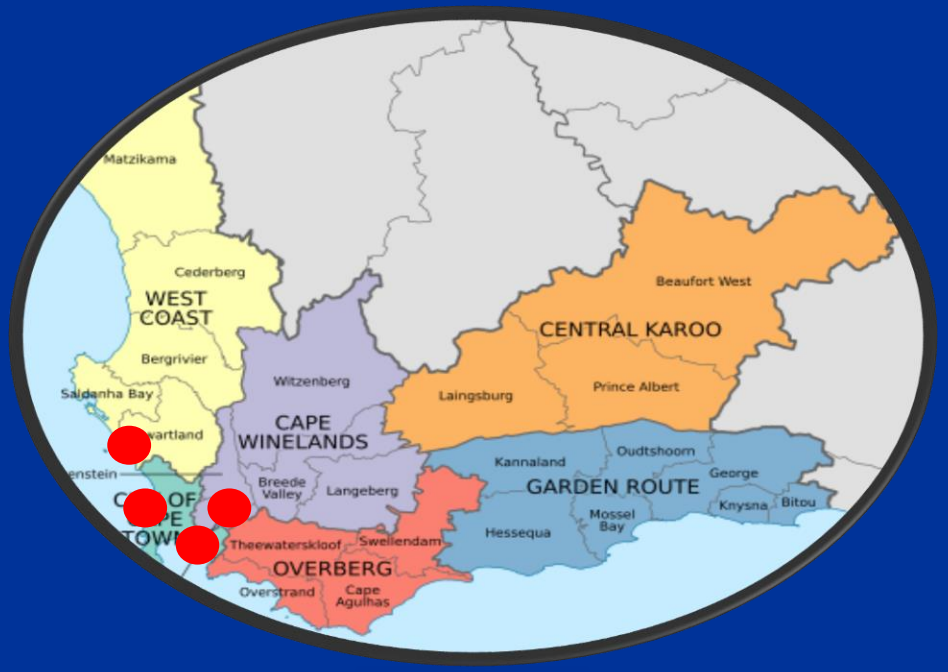
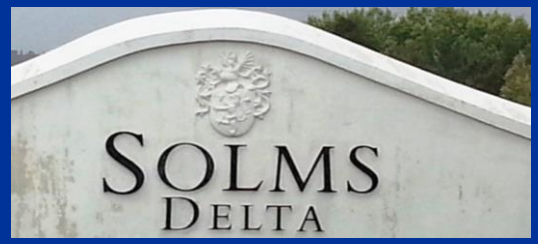


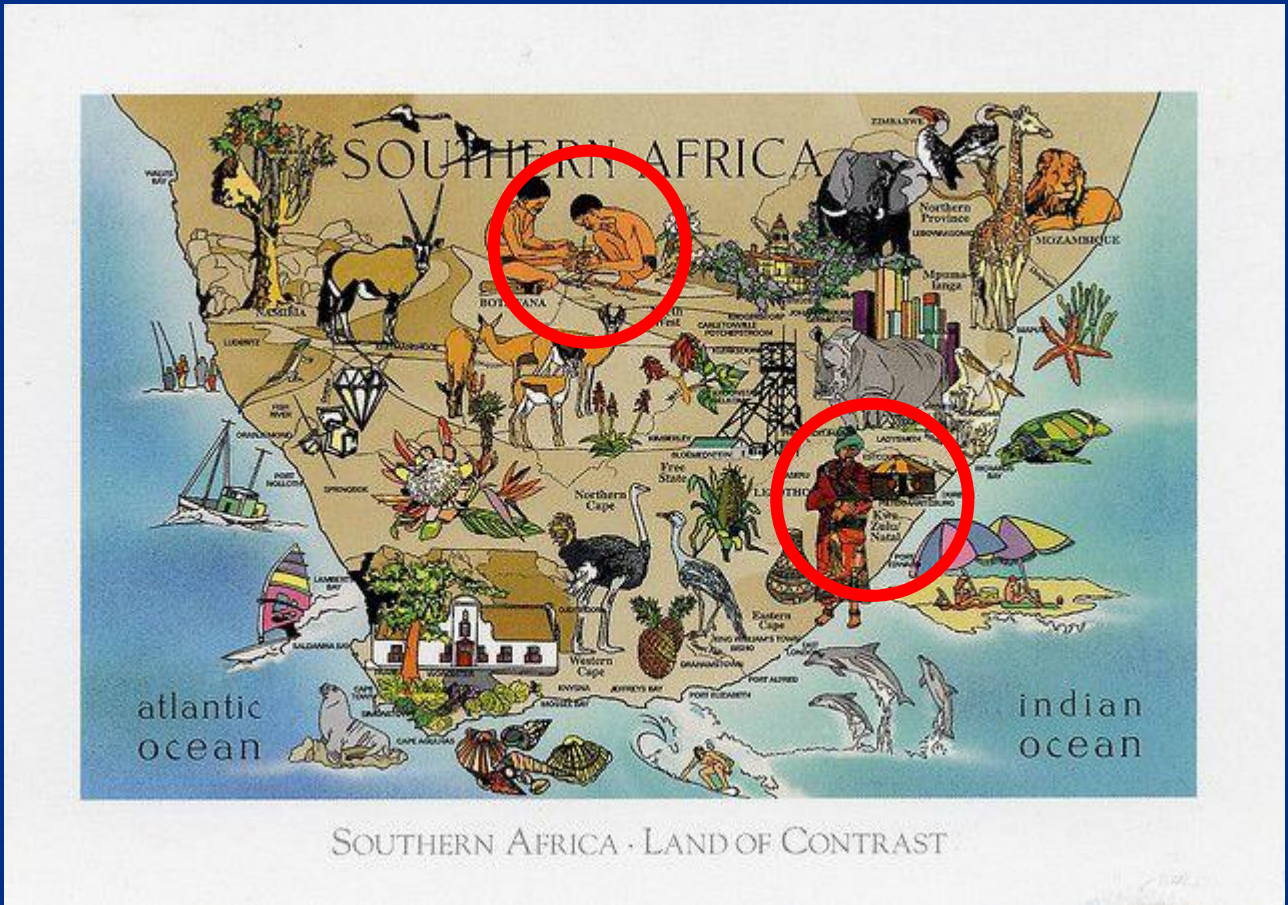


DISTRICT SIX MUSEUM
of Cape Town

Nelson Mandela Gateway to Robben Island

18 GANGSTER MUSEUM

“INDIGENOUS”



Concept defintion

“an individual who originates in a particular setting; belongs to an identifiable group, tells and relates stories being told in a specific context while adding another dimension to the touristic experience”

“INDIGENOUS?”

“INDIGENOUS”

OFFIC
E
GUAGES
RELIGIONS
BELIEF SYSTEMS
CULTURES
DANCES
TRADITIONS
HERITAGES
CUISINES
CUSTOMS
MUSIC
LITERATURE

- Roles and responsibilities uniquely compiled for a "HERITAGE GUIDE" - our Culture Guide

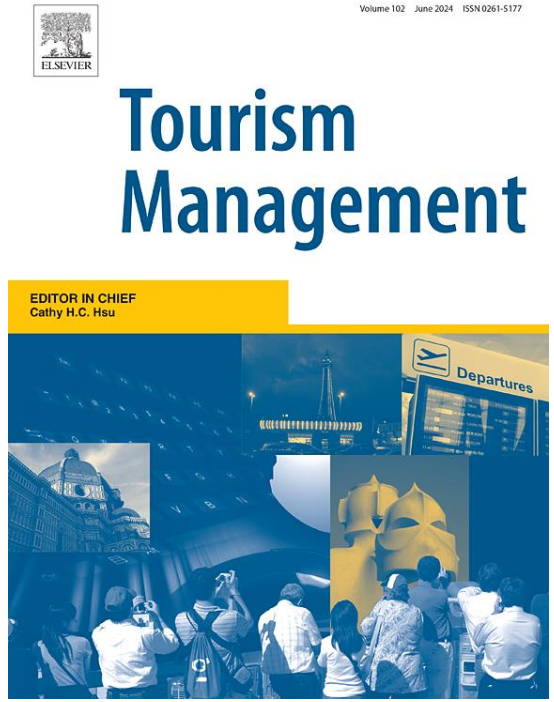
- When dealing with isolated communities (ISTs) more emphasis on tourist guide's abilities to adhere to heritage and cultural identities

- Need to set the principle tourists need to follow in terms of authenticity, cultural sensitivity and behavioural attributes

- Unlike Adventure and Nature guide, the Heritage guide needs to balance between:

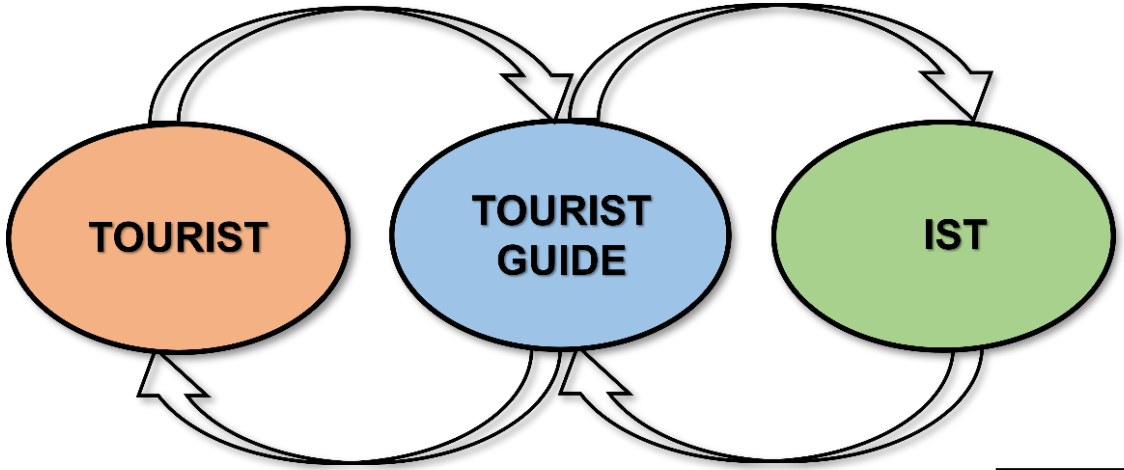
General tourism
Experience
Resource management

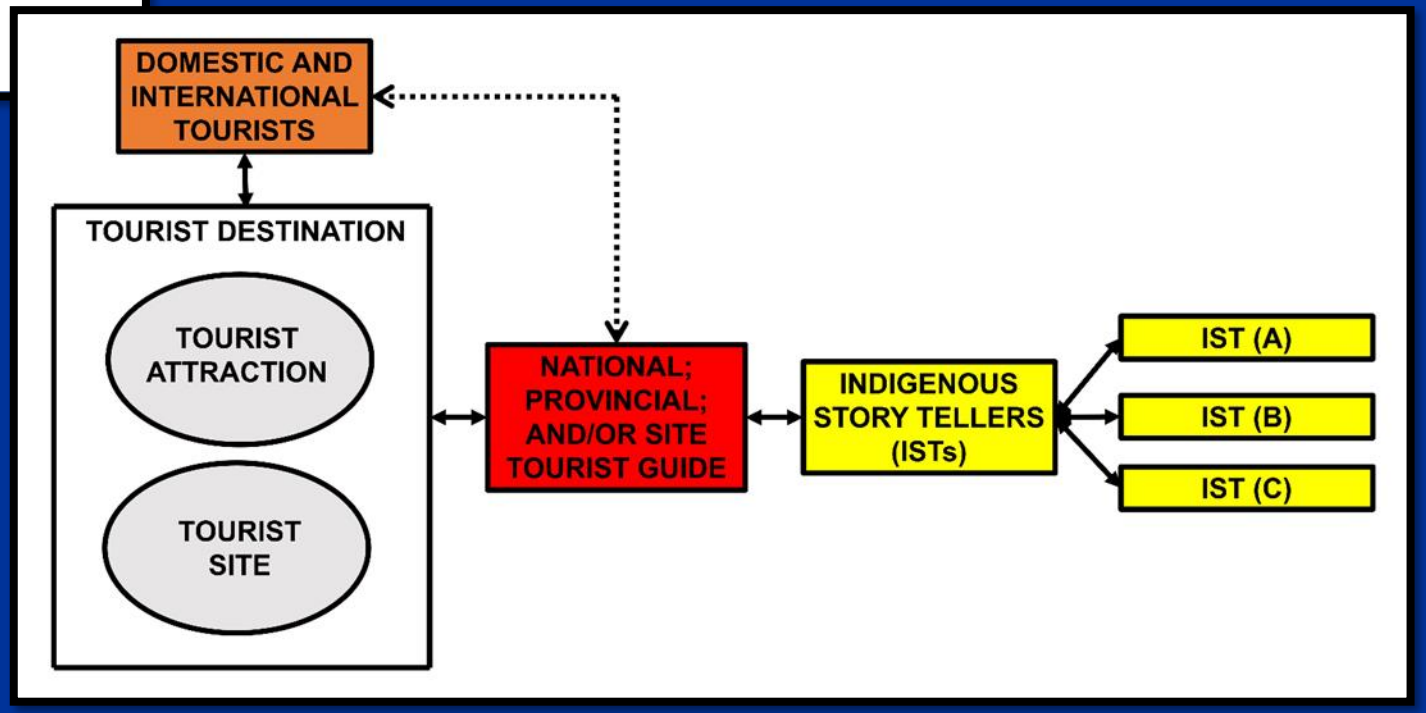
B. Weiler & D. Davis



B. Weiler & D. Davis. 'An exploratory investigation into the roles of the nature-based tour leader', *Tourism Management* 14 (2), 1993, pp. 91-98.

Figure 1: Integrating the IST into the tourism flow





Central concerns

- extend the tourism domain so as to be more inclusive of community members
- local voice, with inherent knowledge, could enhance the authenticity of the tourist experience
- contribute to the transformation of the sector
- encompass the inclusion of indigenous knowledge in the very broadest sense
- add to the uniqueness and genuineness of the tourist's experience

Central concerns

- not been fully explored academically or in practice
- develop a strategy for the inclusion of the IST within the tourist guiding domain
- Define a mechanism to monitor this within the established three-tiered hierarchy of tourist guides
- develop a procedure to incorporate these community voices into the tourist experience

Additional culture guide unit standard

This **proposed new unit standard** must include six components in order to prepare the **culture tourist guide** for the integration of the IST:

Requirements of the culture tourist guide

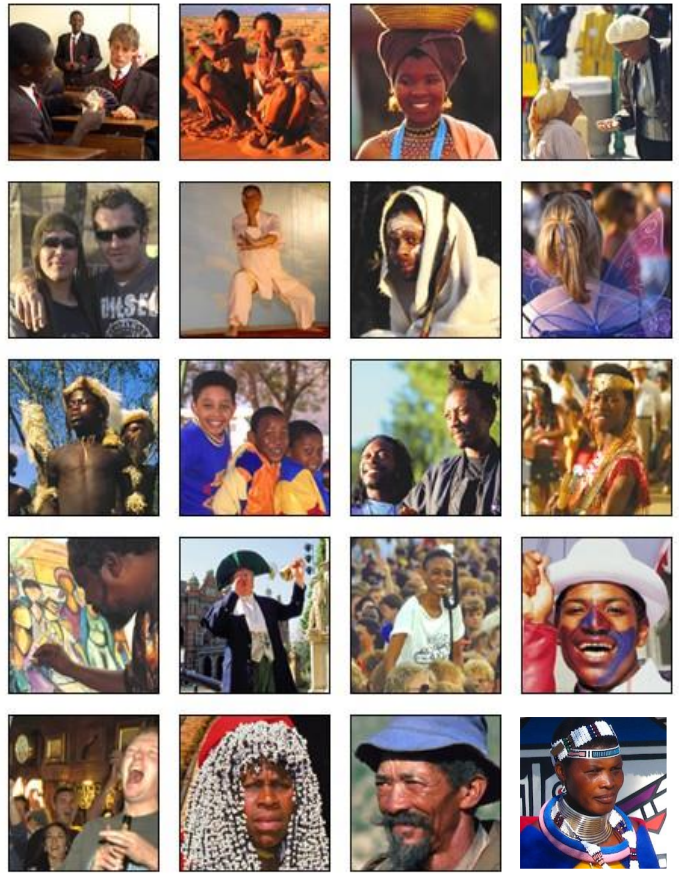
- Acquire a broad based historical overview of southern African history from precolonial to democracy so as to contextualise the specific IST within their historical domain
- Awareness of the cultural, sacred, spiritual realm from which the IST operates
- Preserve and conserve the cultural landscape for sustainability
- Determine and arrange the risk level of the space where the IST will engage with the tourists
- Competence in dealing with intercultural communication
- Facilitate and arbitrate a congenial atmosphere

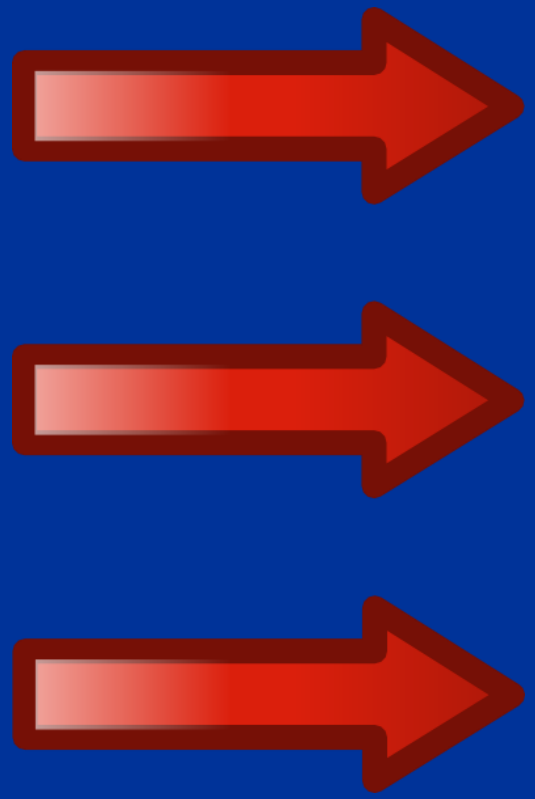
CULTURE TOURIST GUIDE:	
Additional Unit Standards:	
New Unit Standard	**Facilitate the IST, Level 4, 10 Credits.**

Proposed criteria for IST enlistment

- Identify with an identifiable cultural group, community or tradition
- Have an authentic and viable story to share
- Story must not be harmful, disrespectful or offensive to anyone
- Be able to articulate in an accessible language
- Comply with the broader requirements of POPI

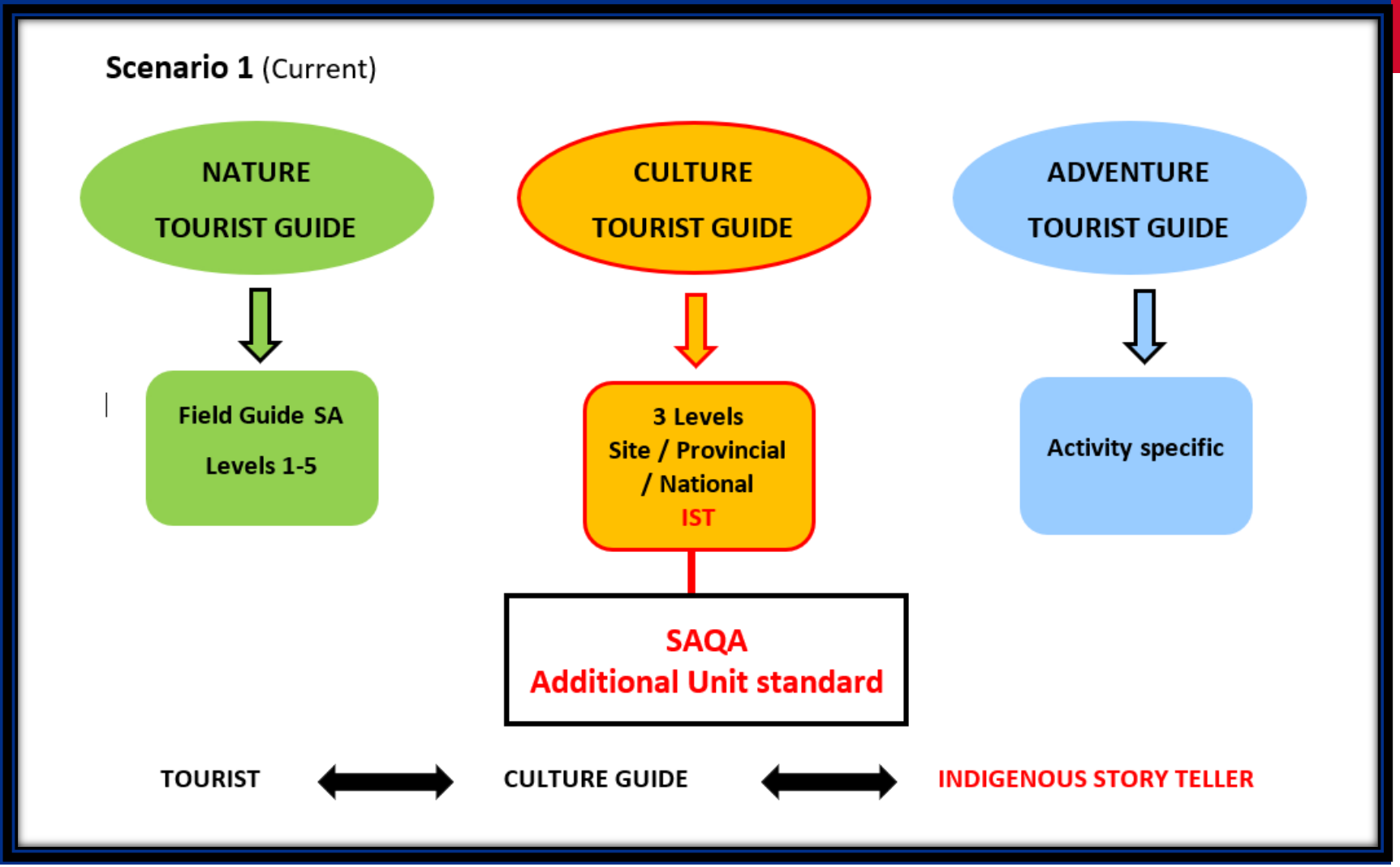
NAME:	
SURNAME:	
MY STORY:	
LOCATION:	
CONTACT INFORMATION:	





Challense
1 SCENARIO
2 SCENARIO
3 SCENARIO

SCENARIO 1 CURRENT

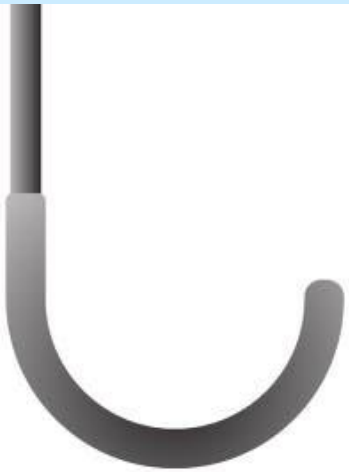


SCENARIO 1 (Current)			
TEMPO	Altering the existing system slightly	Utilizes the current situation	Requires minor changes
IMPACT	Addition to the training of culture tourist guide only	Culture tourist guide becomes the only facilitator of the IST	Small adaptation to status quo and unit standard
EFFECT	Expands the culture tourist guide's responsibility as an IST facilitator	Culture guide tourist becomes a conduit for IST and therefore expands the tourism repertoire	IST is included in the culture touristic experience

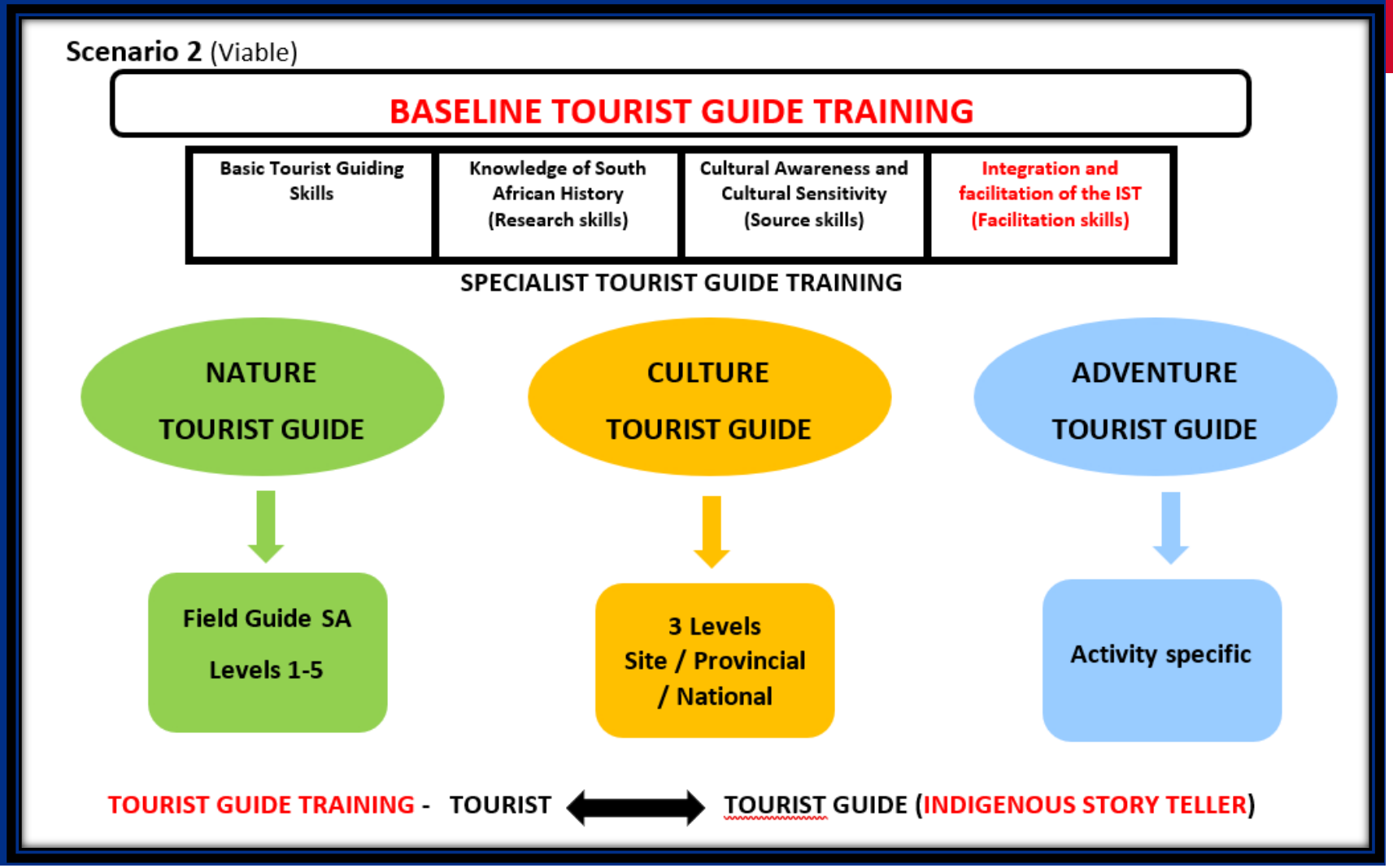
SCENARIO 1 CURRENT

SCENARIO 1
CURRENT

INDIGENOUS STORY TELLER



SCENARIO 2 VIABLE



SCENARIO 2 VIABLE

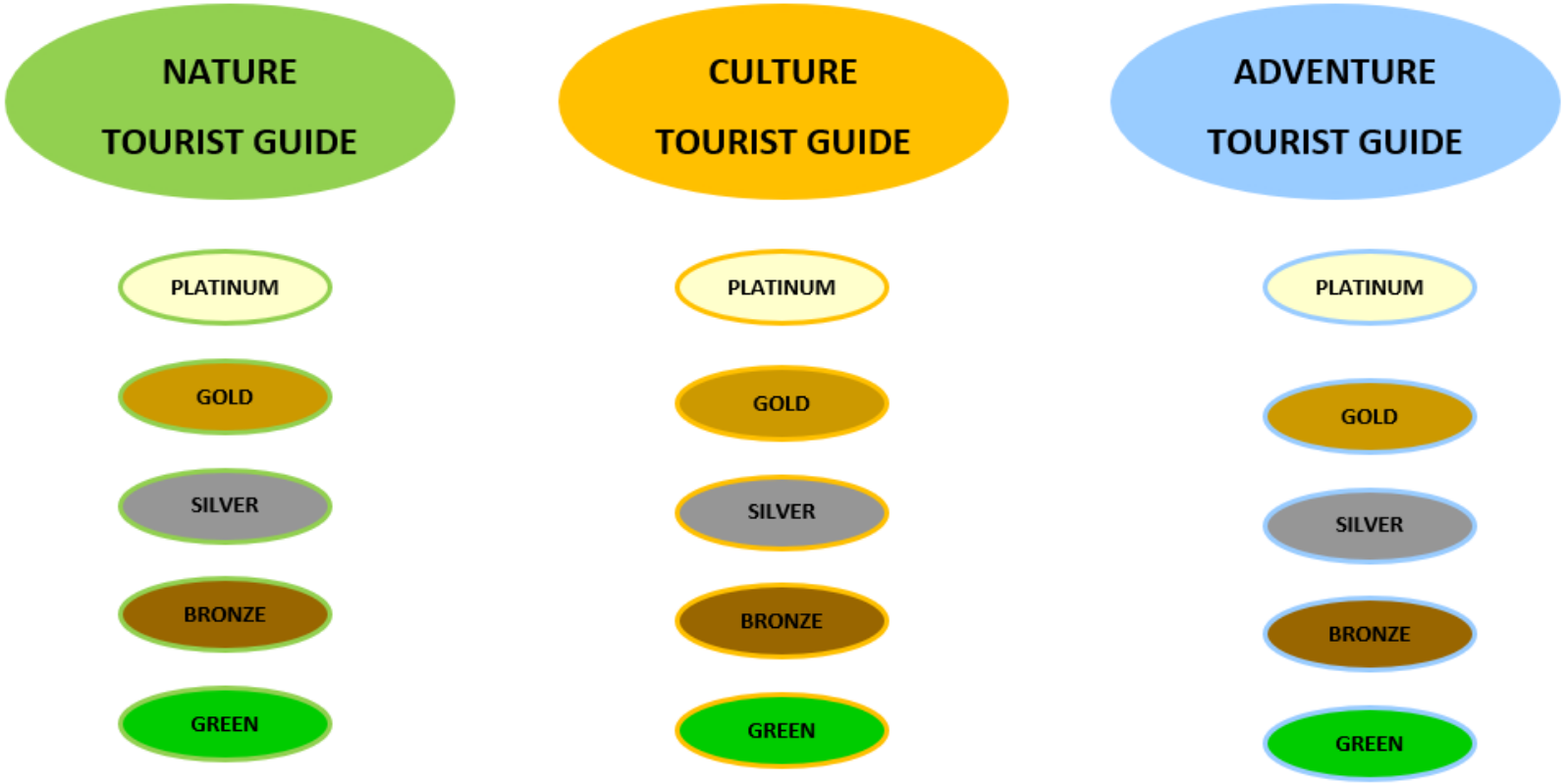
SCENARIO 2 (Viable)			
TEMPO	Adapting the existing system	Changes the current situation with viable options	Requires medium changes
IMPACT	Overall adaptation of tourist guide training generally	All specialist guides have a generic baseline training	Requires medium interventions and restructuring
EFFECT	Expands all tourist guide training to include generic baseline training and the IST	All guides (categories and levels) become a conduit for IST and therefore expands the tourism repertoire	IST included more broadly in all touristic experiences

SCENARIO 2
VIABLE

INDIGENOUS STORY TELLER

SCENARIO 3 IDEAL

Scenario 3 (Ideal)



SCENARIO 3 IDEAL

Table 17: Scenario 3 (Ideal)

LEVEL	COMPETENCIES	RANKING
PLATINUM	Standalone tourist guide IST Facilitator and Accreditor Site Tourist Guide, Provincial Tourist Guide and National Tourist Guide Nature, Culture and Adventure Guide specialist 100 pax Register IST	☆☆☆☆☆
GOLD	Standalone tourist guide Site Tourist Guide, Local tourist guide, Provincial Tourist Guide and National Tourist Guide Specialization – Nature and or Culture and or Adventure IST Facilitator 75 pax max Register IST	☆☆☆☆
SILVER	Specialization – Nature / Culture / Adventure Standalone tourist guide Site Tourist Guide and or Provincial Tourist Guide IST Facilitator 50 pax max	☆☆☆
BRONZE	Optional specialization – Nature / Culture / Adventure Standalone tourist guide Site Tourist Guide and or Provincial Tourist Guide 25 pax max	☆☆
GREEN	Baseline Tourist Guide Training Intern tourist guide (20 hours of shadowing an experienced tourist guide) 20 hours of active site tourist guiding 10 pax max Site Tourist Guide	☆

SCENARIO 3 IDEAL

SCENARIO 3 (Ideal)			
TEMPO	Reconfiguring the existing system	Radically changes the existing structures	Requires major changes
IMPACT	Restructuring and rearrangement of tourist guide status and responsibilities	All accredited tourist guides are ranked according to knowledge structures and experience	Requires major changes and reconfiguration
EFFECT	Differentiates between rank and level of tourist guide creating a distinct hierarchy within a field of specialization	All tourist guides and rankings within the specializations	IST is recognized and integrated (facilitated) by the top-ranking specialist guides

SCENARIO 3
IDEAL

INDIGENOUS STORY TELLER

How satisfied are you with your IST experience?

Where 1=least satisfied and 5=most satisfied

1	2	3	4	5

SCENARIO Comparison: Overall & DT

OVERALL IMPACT ito IMPLEMENTATON

	TEMPO	INCREMENTALIZATION	CHANGE EFFECT
SCENARIO 1	Altering	Where we are at	Minor changes
SCENARIO 2	Adapting	Where we could go	Medium changes
SCENARIO 3	Reconfiguring	Where we should go	Major changes

IMPACT ito DEPARTMENT OF TOURISM

Scenario	INTERVENTION	IMPACT	CHANGE EFFECT
Scenario 1	Addition to training of culture guide	Culture Guide	Basically maintain status quo
Scenario 2	Adaptation of tourist guide training generally	All guides and specialization	Medium interventions and restructuring
Scenario 3	Reconfiguring and rearrangement of tourist guide status	All guides and rankings	Major changes and reconfiguration

OVERALL IMPACT ito IST

SCENARIO	TEMPO	IMPACT	CHANGE EFFECT
SCENARIO 1	Addition to training of culture tourist guide including IST	Culture tourist guide conduit	Minimal – Culture tourist guide takes on IST responsibility
SCENARIO 2	Adaptation of tourist guide training generally and inclusion of the IST	All guides and specialization	Moderate – all guides take on IST responsibility
SCENARIO 3	Differentiates between rank and level of tourist guide creating a hierarchy within a field of specialization	All specialist guides are ranked with aligned responsibilities and capabilities. Not all guides facilitate IST.	Major - IST facilitated by the top three ranking specialist guides (Platinum, gold and silver)

SCENARIO Comparison: IST

OVERALL IMPACT ito policy

SCENARIO	POLICY IMPLICATIONS	IMPACT TOURIST GUIDE REGULATIONS	ACCREDITATION AND TRAINING EFFECT
SCENARIO 1	Addition of a unit standard to culture guide regarding IST	Culture tourist guide conduit for IST	Minor
SCENARIO 2	Adaptation of tourist guide training generally	All tourist guides and specialization requirements	Medium
SCENARIO 3	Reconfiguring and rearrangement of tourist guide infrastructure	All tourist guides: qualifications and rankings	Major

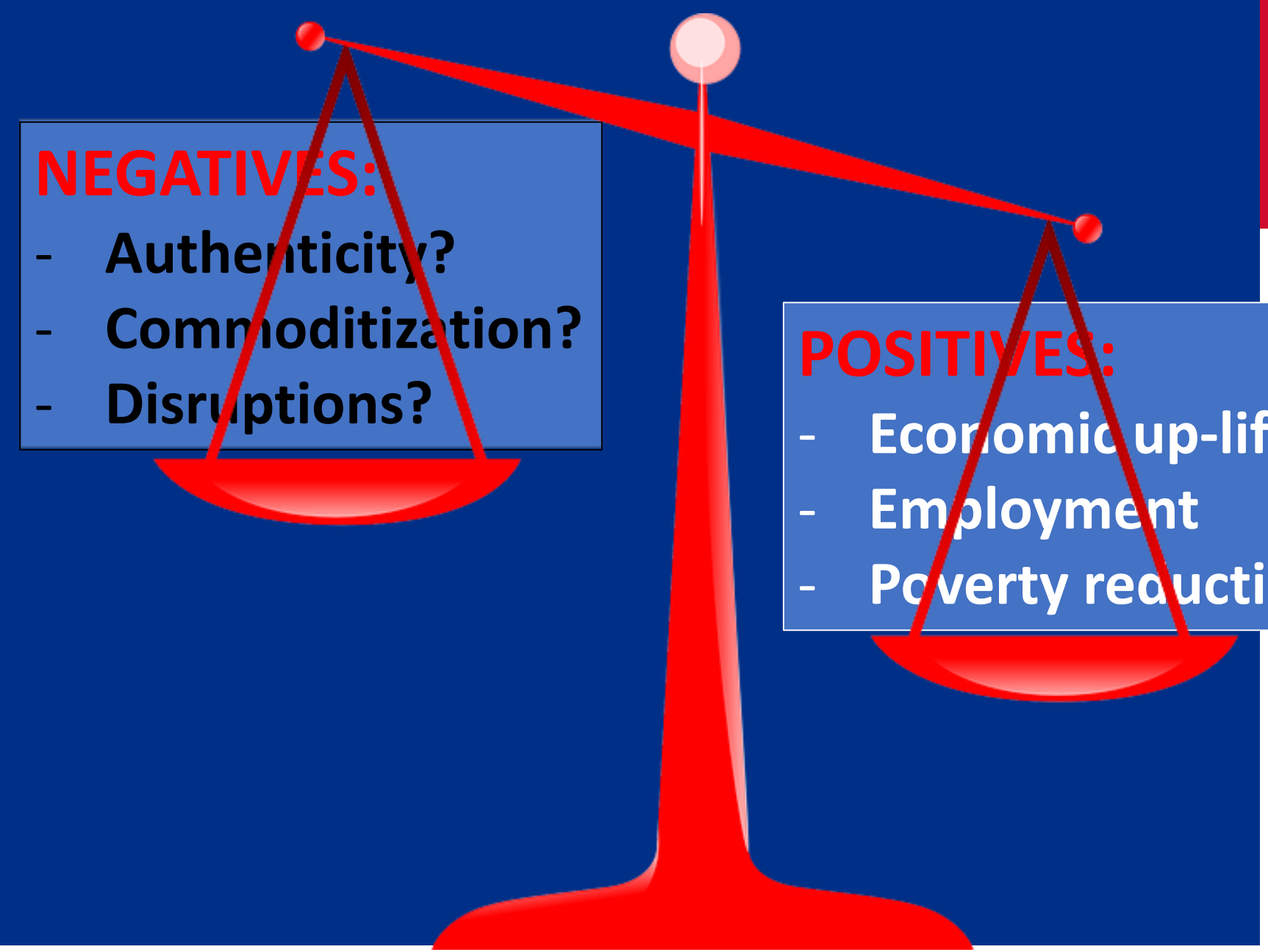
SCENARIO Comparison: Policy

OVERALL IMPACT ito Tourist Guide

SCENARIO	POLICY IMPLICATIONS	IMPACT	CHANGE ACTIONS
SCENARIO 1	Addition to training of culture tourist guide	Culture tourist guide expanded	Short term
SCENARIO 2	Adaptation of tourist guide training generally	All guides and specialization expand	Medium term
SCENARIO 3	Reconfiguring and rearrangement of tourist guide status and knowledge base	All guides with introduction of hierarchical ranking	Long term

SCENARIO Comparison: Tourist guide

Tourism & Indigenous communities



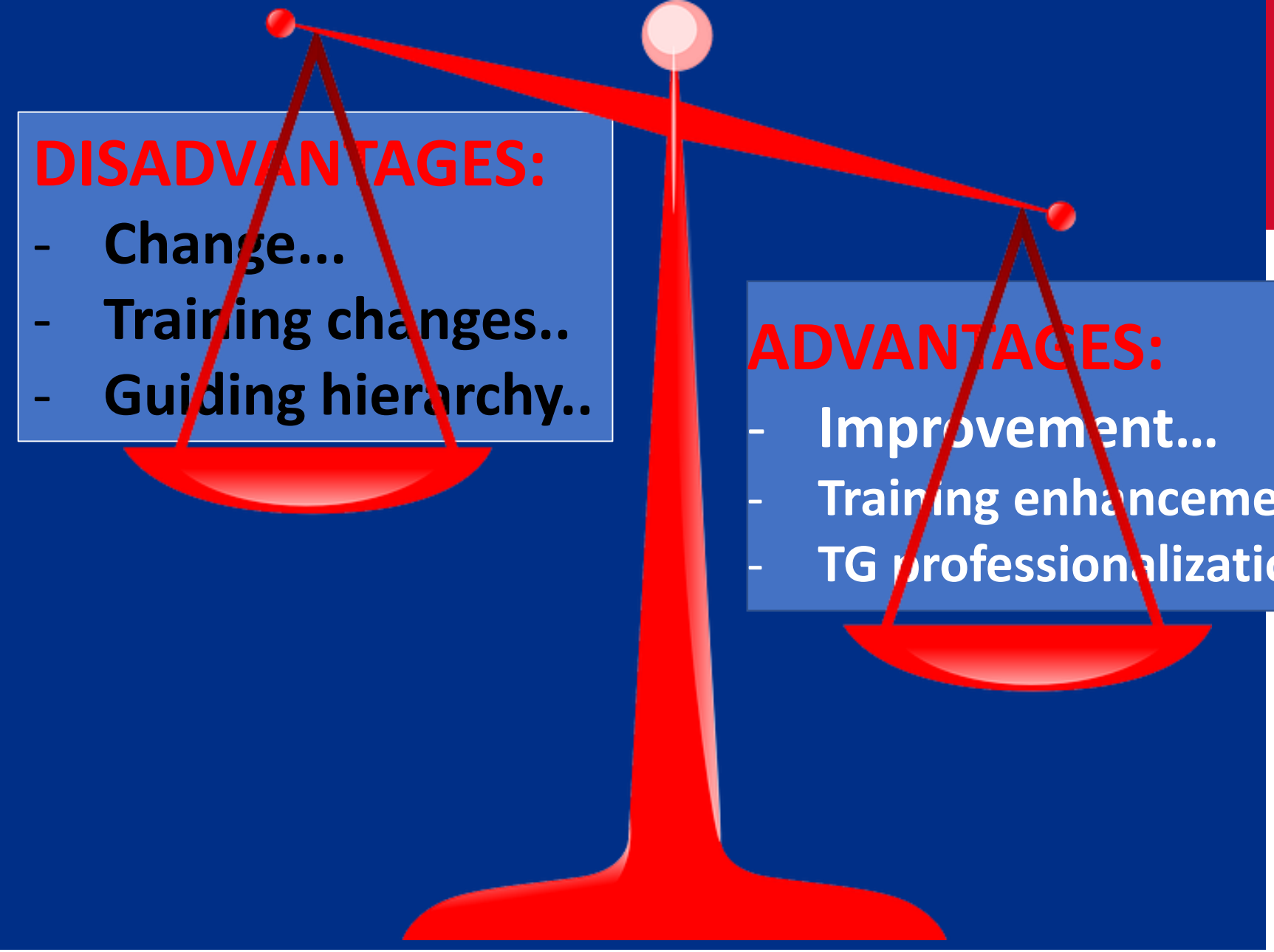
NEGATIVES:

- Authenticity?
- Commoditization?
- Disruptions?

POSITIVES:

- Economic up-liftment
- Employment
- Poverty reduction

IST & TOURIST GUIDING



DISADVANTAGES:

- Change...
- Training changes..
- Guiding hierarchy..

ADVANTAGES:

- Improvement...
- Training enhancement.
- TG professionalization.

Road map to IST success

Accredited TG pays IST according to DT rates.
IST gets rated with TG and tourist (Likert scale)

Accredited TG liaises with and facilitates the registered IST opportunity

IST approved and listed with DT Provincial Tourist Guiding Registrars with a list of names made available on the Provincial and National DT webpage and other

DT national call for IST recognition through Provincial Tourist Guiding Registrars and other tourism entities according to prerequisites

TOURIST GUIDE

Thank you!