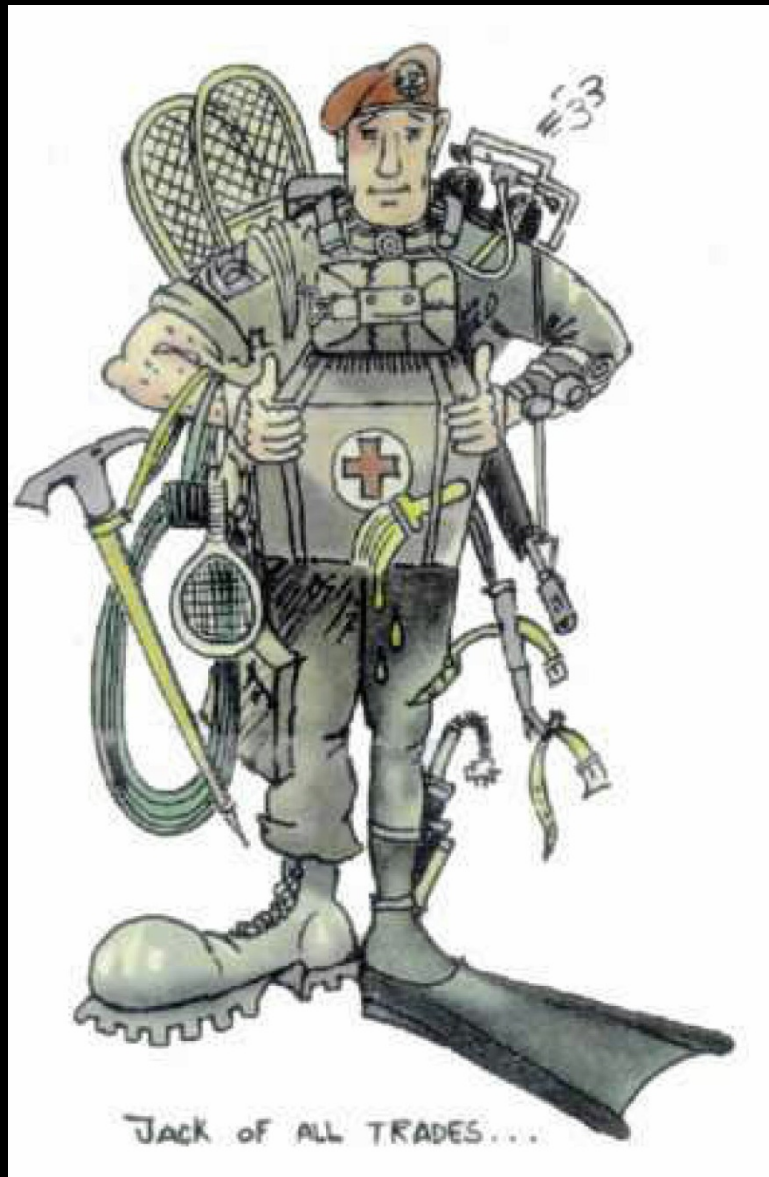


WHAT ARE EMPLOYERS LOOKING FOR IN A GUIDE?

Presented by
Grant Hine



JACK OF ALL TRADES...



To promote the product to the best of his/her ability in order to satisfy the client's needs.



Happy Clients
are our product

**How do employers know that
the guide they employ is
competent to carry out the
job function?**

The Tourism Act



tourism

Department:
Tourism

REPUBLIC OF SOUTH AFRICA

COMPETENCE

vs.

QUALIFIED

INCOME vs. QUALITY

THE VALUE OF A GUIDE IS STILL NOT RECOGNISED



REQUIREMENTS

- Training and assessment as a competent guide
- A First Aid certificate
- A CATHSSETA certificate
- A PrDp licence
- A SASSETA certificate
- Registration

PROFESSIONALISM

Your time, as
an employee,
is worthless.



Unless you're late to work.



**Are learners being trained for
competence against
standards rather than to be
professional guides?**

What employers get from a guide depends on:

- The standards of learning & training
- The standard of assessment
- Professional competence
- Continuous professional development
- An aptitude for the profession

What guides want from an employer

- To be treated as a competent professional
- Not be used as a “jack of all trades”
- Satisfactory working & living conditions
- A career path in the industry
- Time for personal and guiding development





How do we develop professional guides?

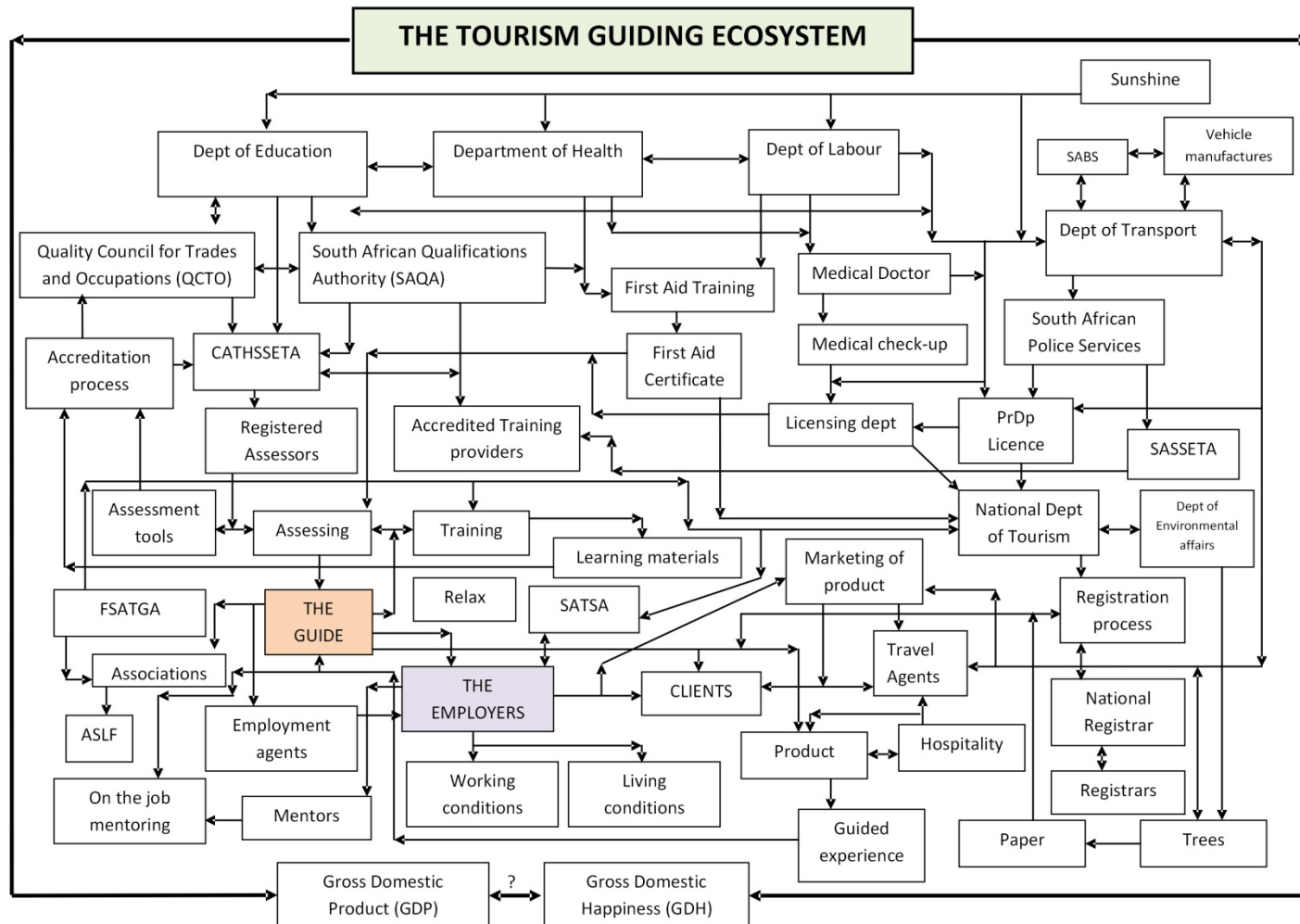
- Job requirements from the employers point of view
- Job description of a professional guide
- A new syllabus for the various fields of guiding
- Relevant unit standards and qualifications
- Method of training and assessing
- Specific registration categories
- Standardisation of the industry



THE GUIDING INDUSTRY ECOSYSTEM

Every aspect of the ecosystem has to
professionalise

It's not the survival of the fittest, it is those who co-operate who will survive





Do Game lodges offer what clients are looking for, or do lodges determine what they need their clients to want?



Thank
You