

COMPONENT 1 : BECOMING A TOURIST GUIDE

Introduction

This course is aligned with the Unit Standards of the **National Certificate in Tourism: Guiding Level 4 (20155)**. It is the **theoretical component** of the Theta accredited programme offered by Makiti Guides & Tours (Pty) Ltd. (Also see 'Practical courses' for more information on all the requirements to obtain the National Certificate).

International Comparability

"The standards for the guiding industry have been compared against the United Kingdom standards and show a substantial degree of similarity. This qualification is therefore comparable to the equivalent UK qualification. However, incorporating these unit standards into a tourism qualification, adds a specific South African angle to the qualification, which is an advantage as it enhances portability within the broader tourism industry" (*National Certificate in Tourism: Guiding Qualification document – www.theta.org.za*).

Students aspiring to be Tourist Guides can immediately commence with the online course in their own time, at their own pace and convenience.

Apart from providing a solid foundation for the essential knowledge about South Africa, the course also covers the following Tourist Guide related know-how for:

- Communication
- Team work
- Conflict and problem handling
- Calculations and conversions (e.g. currency, temperature and measurements)
- Business practices related to tours and working with the Tour operator
- Customer care
- Legal aspects
- Health and safety
- Sustainable tourism
- Knowledge of the different types of tourists and nationalities
- Responding to special needs
- Designing itineraries
- Interpretation and storytelling
- Conducting different type of tours (walking, city tours and multiple days)
- Feedback on the tour

Foreigners living in South Africa and in possession of a 3-month work permit may also apply for registration. They make a significant contribution where a foreign language is required for conducting tours for non-English speaking tourists when the demand can not be met by local guides.

Illegal Guides

Without proper training and qualification, the illegal guide can have a very negative influence on the experience of the Tourist of South Africa by providing inaccurate information and sub-standard service. These 'guides' also deprive registered Guides of job opportunities and income. Tour Operators are some of the main culprits.

Others benefiting from the Course

The theoretical course is not exclusive to prospecting Tourist Guides, but also a valuable tool for other stakeholders in the Tourism industry, including Tour Operators, Information Officers and Accommodation Providers (Guesthouses, Hotels etc.). This programme is ideal for Tour leaders accompanying a group of tourists from their home country to South Africa (Please note, this still not make them eligible to conduct tours in South Africa).

Finally, the course is for anyone who embraces this land, loves or people and wants to be informed.

With 2010 around the corner, become ambassadors for South Africa and join us now on this journey into the exciting world of the Tourist Guide.

Introduction to the Tourism Industry

South Africa is a tourist paradise and is often referred to as "a world in one country". This is due to its amazing diversity of wildlife, scenic beauty, cultures and endless opportunities to explore the outdoors through sport and adventure activities. Furthermore, we have friendly people and a pleasant climate.

The top-10 tourist attractions in South Africa are

1. Kruger National Park
2. Table Mountain
3. Garden Route
4. Cape Town's Victoria and Alfred Waterfront
5. Robben Island
6. Beaches
7. Sun City
8. Cultural villages
9. Soweto
10. The Cradle of Humankind.

Source: SA Venues

South Africa is a popular tourism destination, with arrivals growing from 640,000 in 1994 to ..

More than 8.5 million (2006)

9.07 million (2007)

An estimated 10 million (2010)

Statement made by Tourism Minister Marthinus van Schalkwyk (March 2008)

Tourism is South Africa's fastest-growing industry.
 For every 12 new tourists to the country, one new job is created.
 The outlook for the industry is very positive, particularly with the exposure the country will receive with the upcoming Fifa World Cup in 2010.

The main visitors to South Africa in 2007 (compared to 2006)

Africa	The number one tourism source market, mainly from Kenya and Nigeria.
US	The second-biggest market. 22 000 travellers, an 8.7% increase from the previous year visited South Africa in 2007.
Arrivals from Asia, Australasia, India and China	Increased from 2006
Japan	Slight decrease
The main European arrivals - France, the Netherlands and Italy	Increased
Germany	Slight decrease

Trends within the tourism industry (Pastorelli, 2003)

- ☹ Travelers prefer to visit less crowded destinations and seek special-interest activities.
- ☹ Niche markets, such as ecotourism, are developing and there is a trend to move away from mass tourism.
- ☹ More and more travelers tend to make their own travel arrangements online before arriving at a destination, thus bypassing the Tour Operator.

The main negative factors which may prevent growth in South Africa

Although South Africa has a lot to offer to the tourist, the following are some of the factors that could have a negative effect on the industry.

- | | |
|--------------|--|
| Poor Service | <ul style="list-style-type: none"> ☹ Insufficiently trained and incompetent Tourist Guides. ☹ Low standard of service delivery at hotels, restaurants, sites and attractions ☹ Tour Operators ("fly by night") who are only interested in money |
| Crime | <ul style="list-style-type: none"> ☹ Negative reporting in the media will influence decisions. |

The role players in the Tourism Industry



The temporary movement of people to destinations outside their normal residence or place of work and the facilities created to cater for their needs during their stay at these destinations.

The role players in the tourism industry	<ul style="list-style-type: none"> Some role players are directly involved with tourism, such as the Tour Operator, Tourist Guide, Airlines, Accommodation Providers etc.
	<ul style="list-style-type: none"> Other role players are indirectly involved with tourism, such as banks, retail shops, petrol stations etc.
	<ul style="list-style-type: none"> Whether they are directly or indirectly involved, each of the role players plays an important part in tourism.

Main sectors in the travel and tourism industry	
Transport	Airlines, shipping, railways, bus/coach transport, car rentals, taxis, bicycles, horses etc,
Hospitality	Accommodation (hotels, guesthouses, lodges, conference venues etc.) and in addition, Food outlets (Cafés, Restaurants, etc.)
Commercial	Souvenir shops, Craft Centers, Banks etc.
Attractions	Museums, National Parks and Nature Reserves, Heritage Sites, etc.
Destination organizers	National tourist offices, local tourist offices and associations
Travel organizers	Travel Agencies, Tour Operators, Tour wholesales, Conference Organisers etc.

<p>The Inbound Tour Operator</p>	<ul style="list-style-type: none"> ☹️ Caters for the needs of the foreign visitor to South Africa. ☹️ They design and cost itineraries to suit the needs of people, bringing together a range of related tourism services. ☹️ They market their packages directly or use overseas travel agents. ☹️ They employ a Tour leader/manager or Tourist Guide to oversee the smooth running of the tour.
<p>The Outbound Tour Operator</p>	<ul style="list-style-type: none"> ☹️ Takes groups of people from South Africa to other countries. ☹️ They often send a tour leader/manager/conductor/estcourt along.
<p>The Travel Agency</p>	<ul style="list-style-type: none"> ☹️ This is a walk-in business where individuals, groups or companies can find out about destinations and make travel arrangements. ☹️ They reserve seats on tours that are organized by Tour Operators. ☹️ They can also assist in obtaining visas and issue travel insurance. ☹️ They often act as a liaison between the traveler and a tour.
<p>Tourism Associations</p>	<ul style="list-style-type: none"> ☹️ These associations usually exist to look after the interests of the various components of tourism. ☹️ These associations have voluntary members and earn money from their membership fees, which are paid yearly. ☹️ In return, the association looks after the interests of its members, and assist members with various problems they might have.
<p>DEAT</p>	<ul style="list-style-type: none"> ☹️ <i>The Tourism Act established Department of Environmental Affairs and Tourism.</i> ☹️ This is the Government Department ultimately responsible for creating the framework within which Tourism in South Africa can flourish.
<p>SATOUR</p>	<ul style="list-style-type: none"> ☹️ <i>The South African Tourism Board is a body established by the Tourism Act.</i> ☹️ They promote tourism to South Africa by encouraging individuals to undertake travels to South Africa.

Tourism Authorities	<ul style="list-style-type: none"> ☺ All 9 provinces in South Africa have a Tourism office, which also markets the specific province.
Information office	<ul style="list-style-type: none"> ☺ Most towns have an Information office to supply the tourist with brochures and updated information on sites, accommodation etc.

THE TOURIST GUIDE

Tour Leader / Manager	<ul style="list-style-type: none"> ☺ Manages a group over a multi-day tour and looks after the every need of the tourist. ☺ They act as liaisons and sometimes serve as translators. ☺ In the absence of a Tour Leader, the Tourist Guides takes over the duties.
The Role of the Tourist Guide	<ul style="list-style-type: none"> ☺ They play a key role in the experience of the tourist. ☺ Their main function is to interpret information, sites or attractions. ☺ They also need to perform a variety of other tasks that can include leading, managing the group, communicating, setting a good example, boosting the morale of the group and entertaining the visitors. ☺ They need to ensure the safety and security of the group at all times. ☺ They often need to fulfill administrative and business skills. ☺ The role of the Tourist Guide will vary depending on various factors for example, the expectations of the employer, the purpose and setting for the tour.

WORK OPPORTUNITIES

It is estimated that 2010 will require 30 662 guides, at least half of whom should be black. By mid-2007, South Africa had about 10 000 guides, with only 30% black representation (SA Yearbook 2007-08).

- In areas where there are limited available options, it is important for the tourist guide to be creative and show entrepreneurship by creating new opportunities.
- Guides can be employed full time, but are mostly freelance. Although the last option provides flexibility, the Tourist Guide will need to have other options available due to the general seasonal nature of visitors to South Africa.

A committed, responsible and professional guide will always be in demand.

Possible employers

Tour Operators
 Museums
 Attraction Sites
 Game Farms
 National Parks
 Information Offices
 Hotels and Guest Houses

Guides can be employed in the following capacity

Tourist Guide /Tour manager	Delivers information in an accurate and engaging fashion, as well as managing a group's movement.
On-Site Guide	Conducts tours of one or several hours at a specific attraction.
Step-on Guide	Tour groups coming from other provinces can hire them as freelance specialists who come aboard coaches to conduct the tour in a city, region or site.
Hop-On Guide	Accompany self-drive tourists in a reserve or heritage site, in a city or region.
Meet-and- greet Guide	Meets individuals or groups arriving at the airport. Help visitors get their luggage and may even accompany or drive them to their hotel.
Driver-Guide	Personal or private guide acting as the driver as well.
Specialized Guides	Someone whose expertise or skills are highly unique.
Educational Guides	Acting for Student-Study educational tours

IMPORTANT ATTRIBUTES AND SKILLS REQUIRED BY A GUIDE

Communication	Ability to deliver information, listen, negotiate and resolve conflict
Leadership	Taking charge of a group and being able to manage them
People skills	Courteous, patient, caring, tactful, empathetic, respectful and diplomatic
Resourcefulness	Being flexible; able to think creatively and improvise
Organizational skills	Being able to stick to time, a programme and oversee the smooth running of a tour
Research skills	Being able to find information and display an eagerness to know things
Incident and crisis management	Remaining calm, implementing occupational health and safety procedures and others contingency plans
Navigation and orientation skills	The ability to find and keep direction and using a map
Passionate	<ul style="list-style-type: none"> ☺ Enthusiasm ☺ Love people, no matter how cranky or demanding they get. ☺ Love travel ☺ Love places and destinations
Personality	<ul style="list-style-type: none"> ☺ There is no set rule for the type of personality you need to be in order to become a successful Tourist Guide, but being outgoing with entertaining skills, will certainly help. ☺ Shy people can also blossom as Tourist Guides as they gain confidence, knowledge and skills. ☺ Being able to handle a thousand concerns in a calm, low-key manner.
Sense of Ethics	<ul style="list-style-type: none"> ☺ The Tourist Guide must be loyal to the Tour Operator Company ☺ Not engage into any unethical action for financial gain
Cultural sensitivity and respect for nature	<ul style="list-style-type: none"> ☺ The Tourist Guide must be able to recognize the different cultural characteristics and adapt to accommodate people from all nationalities and back grounds. ☺ As a very important part of South Africa's heritage, contributing to sustainable tourism and abiding to local procedures must be a high priority.

Registration of Tourist Guides

The Registration of tourist guides is an internationally accepted practice to ensure that professionalism is maintained in the industry and the tourist's interest is protected.

- 👤 Tourist Guides must be trained by an Institution that is accredited with **THETA** (Tourism, Hospitality, and Education Training Authority) e.g. Makiti Guides and Tours (Pty) Ltd.

Accredited organisations

- 👤 A **Training Provider** that has submitted all the necessary policies and procedures, programme and assessment strategies, as well as all the material to be used and all have been approved against set criteria, thus granting accreditation status for the delivery of learnerships, skills programmes or qualifications.
- 👤 After being found competent for the National Certificate in Tourism : Guiding, a certificate is issued by **THETA**.
- 👤 The Student can then apply to the **Department of Environmental Affairs and Tourism (DEAT)** by submitting the following to the **Registrar of Tourist Guides** in the province.

REQUIREMENTS TO REGISTER AS A TOURIST GUIDE

(www.guidessa.org)

- 👤 Complete the application form
- 👤 Sign the Tourist Guide "Code of Conduct and Ethics"
- 👤 Submit a certified copy of your **valid First Aid Certificate** LEVEL 1 (recognized by the Department of Labour)
- 👤 Include 4 recent, clear, identical, 30x25mm full-colour photographs of yourself (only head and shoulders only)
- 👤 Pay the registration fee of R240-00 (inclusive of VAT) preferably in CASH or with a bank issued/guaranteed cheque. (Cheque should be made out to : Gauteng Tourism Authority)
- 👤 Submit a certified copy of your identity document
- 👤 Submit a copy of your foreign language proficiency certificate (if applicable)
- 👤 Submit a certified THETA Certificate confirming your training and assessment
- 👤 Submit a copy of your work permit/passport (if applicable)
- 👤 Submit a copy of your public driver's permit, if you have one
- 👤 Submit copies of your qualifications and curriculum vitae (optional)

Other requirements for registration

- The candidate must be at least 21 years
- The candidate must be fluent in English or prove competency for other foreign languages

The main fields of registration for guides

Site In a limited geographical area (nature or culture)

Regional As a cultural or nature guide (**A National Guide** being registered to guide in all 9 provinces)

Adventure According to the "adventure" and the region, area or site.

Successful Tourist Guides cannot be created by academic teaching methods only, but development of skills and knowledge over a period is essential. Those having the necessary qualities and competencies initially can be guided into developing themselves into a Tourist Guide who will be remembered fondly and recommended by many a tourist.



Also read www.theta.org.za **Careers : Finding your way in Tourist Guiding**



National Certificate in Tourism : Guiding

Qualification Code:	20155 (TGC04)
Qualification type:	National Certificate
NQF field:	Field 11: Services
Sub-field:	Hospitality, Tourism, Travel, Leisure and Gambling.
NQF level:	Level 4
Credits	144

QUALIFICATION PURPOSE

In the context of the guiding sector, this qualification will enable the creation of innovative and exciting guided experiences. A qualifying learner will be able to contribute positively towards the guiding sector as a part of Southern Africa's tourism industry.

A learner who has achieved this qualification will be capable of combining a range of life-long learning skills and a knowledge of South African tourism issues, integrating these within a context to produce multi-skilled guiding practices.

In addition they will be positioned to further their learning, practice and career within the guiding sector - either at further levels or in other areas of practice. Expansion into other sectors of tourism is also possible.

LEARNING ASSUMED TO BE IN PLACE

It is assumed that learners wishing to enter a programme leading to this qualification have literacy, numeracy and communication equivalent to NQF Level 3.

OUTCOMES

On achieving this qualification, the learner will be able to:

1. Conduct, reflect on and improve a guided experience within a specific area that entertains and educates tourists by interpreting cultural and natural environments.
2. Research, use and plan an itinerary themselves.
3. Present authentic, balanced interpretation of general aspects of South African society as well as specific sites and resources.
4. Apply procedures to protect the social and cultural integrity of the host communities.
5. Supply appropriate alternatives to problems and constraints, taking into account issues such as the constraints of the facilities, tourist expectations, and the requirements of the host community.
6. Apply a range of presentation techniques appropriate to the audience, context and client profile.
7. Monitor and improve their own performance based on critical reviews and evaluation of the event.

THE NATIONAL QUALIFICATION FRAMEWORK


In order to understand the elements and approaches to achieve competency for the National Certificate Learning Programme, it is important to first have some knowledge about the National Qualification Framework (NQF) in which the qualification is nested.

Origin of the NQF

Already in the 1970s there was a need identified for the training of the unskilled black workers. In the 1980s a proposal was formulated, not only for basic education, but also for portability and national recognition of training. The formal education system was restructured in the 1990s based on principals of non-racism, non-sexism, democracy and redress, contained in four acts that was adopted:

- The South African Qualifications Authority Act (SAQA)
- Skills Development Act (SDA)
- Skill Development Levies Act (SD levies Act)
- Employment Equity Act

The National Qualification Framework (NQF)

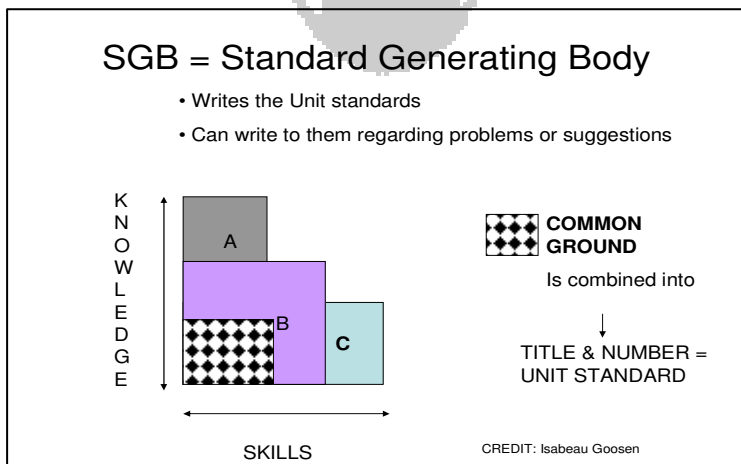
 <p>NQF</p>	<p><i>The National Qualification framework</i> is a structure that organises and classifies qualifications and competencies in South Africa.</p>
<p>Functions</p>	<p>The integration of education and training into a single, national system</p> <ul style="list-style-type: none"> ☺ Improving the quality of learning and training system ☺ Promoting easy access for learners ☺ Recognising learning achievement through formal and informal means ☺ Assisting people to gain nationally recognised skills ☺ Contributing to the full personal development of the Learner ☺ Contributing to the social and economic development on a national level
<p>SAQA</p>	<ul style="list-style-type: none"> ☺ <i>The South African qualifications Authority</i> is a statutory body appointed by the Minister of Education in consultation with the Minister of Labour. ☺ It oversees the development and implementation of the National Qualifications Framework




NQF Levels

The NQF consists of the following 8 levels, each representing a specific band of training and leading to specific types of qualifications

NQF level	Band	Qualification Type	Institutions
8+	Higher education and training band HET	<ul style="list-style-type: none"> • Doctorates and post docs • Master's degrees • Honours and Masters degrees • Higher diplomas • Diplomas and occupational certificates 	<ul style="list-style-type: none"> • Universities • Colleges • Private Providers • In-House training
8			
7			
6			
5			
4	Further education and training band FET	<ul style="list-style-type: none"> • Further education and Training Certificate 	<ul style="list-style-type: none"> • Schools • Colleges • Private Providers etc.
3			
2			
1	General education and training GET	<ul style="list-style-type: none"> • Further education and Training certificate • ABET levels 1-4 	<ul style="list-style-type: none"> • Schools • ABET providers

SGB	<p><i>The Standard Generating Body</i></p> <p>The members are experts in a particular learning area.</p> <ul style="list-style-type: none"> ☺ Generates new unit standards and qualifications in accordance with SAQA requirements. ☺ Updates and reviews standards ☺ Recommends unit standards and qualifications to National Standards Bodies.
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<p>SETA</p> 	<ul style="list-style-type: none"> ☹️ <i>The Sectoral Educational Training Authorities</i> is a body responsible for the organisation of education and training programmes within a specific sector. ☹️ Appointed by the minister of labour.
<p>THETA</p> 	<p><i>The Tourism and Hospitality Educational and Training Authority</i></p> <ul style="list-style-type: none"> ☹️ This is the sector education and training authority for the Tourism and Hospitality industry.
<p>ETQA</p> 	<p><i>The Education and Training Quality Assurance Bodies</i></p> <p>Exists as an integral part of the system established to introduce and implement the National Qualification Framework.</p> <ul style="list-style-type: none"> ☹️ It is responsible for accrediting providers, among others

<p>COMPETENCY</p> 	<ul style="list-style-type: none"> ☹️ When a learner has met <u>all</u> the requirements for all the outcomes of all the unit standards required for the Qualification.
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Qualification Elements

Each qualification consists of various Unit Standards that can be grouped in the following three categories

Fundamental group	These are the unit standards that make the learner a better learner by acquiring life skills through study.
Core group	These unit standards are common to all qualifications within the specific field of interest or cluster of qualifications.
Elective group	These are unit standards from which a learner can choose in order to pursue a specific field of interest.




National Certificate in Tourism : Guiding Matrix

NQF LEVEL 4 – 144 CREDITS

L=Level C=Credits

FUNDAMENTAL			CORE			ELECTIVE		
Unit Standard Titles	L	C	Unit Standard Titles	L	C	Unit Standard Titles	L	C
Operate a personal computer	2	6	Acquire an overview of South Africa	4	9	Accumulate a minimum of 20 credits		
Plan & conduct research	4	6	Weave South African heritage into tourism	4	9	Conduct a guided nature experience	4	20
Analyse & understand social issues	4	4	Contribute to sustainable tourism in SA	4	4	Conduct a guided cultural experience	4	20
Function in a team	4	4	Operate in a business	4	4	View potentially dangerous animals	6	30
Interact orally & in writing in the workplace	4	10	Oversee arrival & departure of customers	4	3	Conduct an advanced guided nature experience	6	20
Collate, understand & communicate workplace data	4	5	Care for customers	4	3	Track animals and identify spoor using moderately difficult spoor	4	50
Demonstrate an understanding of societal values & ethics	4	4	Maintain occupational health & safety	2	2	Track animals and identify spoor using difficult spoor	6	60
Organise oneself in the workplace	2	3	Contribute to information distribution regarding HIV/AIDS in the workplace	4	4	Conduct a guided birding experience within a South African Province	4	20
Demonstrate an understanding of issues effecting people with special needs	4	4	Conduct a guided experience with customers	4	10	Conduct an advanced guided birding experience	6	20
Any other communication & language standard at NQF4 or above		2	Design a guided experience for customers	4	5	Plan and provide a guided rock climbing experience	6	48
Any other mathematical standards at NQF4 or above		11	Interpret guiding for tourists	4	5	Plan and provide a guided canyoneering experience	6	48
			Operate within the National & International legal framework	4	4	Plan and conduct a guided mountain walking experience	6	48
						Plan and conduct a guided mountaineering experience	7	60
						Conduct a guided fly fishing experience	4	30
						Conduct a professional broad – based guided fly fishing experience	6	35
						Conduct a guided paddling experience	4	30
						Conduct a guided marine environmental experience	4	40
TOTAL CREDITS		59			65			20

Unit Standards

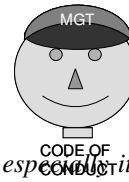
<p>Definitions</p> 	<ul style="list-style-type: none"> ☺ Unit standards are the building blocks of a qualification. ☺ It is the registered statement of desired education and training outcomes that a learner must achieve to be declared competent. ☺ At the same time, it gives the associated assessment criteria together with administrative and other information that is needed to train and assess that specific unit standard. ☺ Unit standards always describes the level at which the unit standards are registered as well as the credit value attached to each unit standard.
<p>Credits and Notional (learning) hours</p>	<p>Credit allocation is simply a way of indicating the notional time (the average learner takes to achieve the outcome of a particular unit of learning).</p> <p>One credit is allocated to ten notional hours of learning – being the total time notionally taken by the average learner to achieve the outcome of that unit of learning.</p> <p>1 Credit = 10 notional learning hours. 120 credits = a certificate 240 credits = a diploma 360 credits = a degree</p>

Unit Standards

The student must meet the requirements for all of the following 25 Unit Standards to be found competent.

	US Number	US Level	US Credit Value	SETA	US Name
FUNDAMENTALS	7786	3	8	THETA	Operate a Computer
	7880	6	10	THETA	Prepare, implement, manage and control budgets
	8559	4	6	THETA	Plan and Conduct Research
	8591	4	4	THETA	Analyse and Understand Social Issues
	8561	4	4	THETA	Function in a Team
	8556	4	10	THETA	Interact Orally and in writing in the Workplace
	8558	4	5	THETA	Collate, understand and communicate workplace data
	8612	4	4	THETA	Demonstrate an understanding of Societal Values & Ethics
	8618	2	3	THETA	Organise Oneself in the Workplace
	8570	4	4	THETA	Demonstrate an understanding of Issues affecting people with Special Needs
	7784	4	6	THETA	Communicate in a business environment
	7812	2	3	THETA	Perform basic Calculations
CORE	8535	4	9	THETA	Acquire an Overview of South Africa
	8550	4	9	THETA	Weave South African Heritage into Tourism
	8490	4	4	THETA	Contribute to Sustainable Tourism in South Africa
	8553	4	4	THETA	Operate in a business
	8551	4	3	THETA	Oversee Arrival and Departure of Customers
	8600	4	3	THETA	Care for Customers
	8493	2	2	THETA	Maintain Occupational Health and Safety
	8555	4	4	THETA	Contribute to Information distribution regarding HIV/AIDS in the workplace
	8531	4	10	THETA	Conduct a Guided Experience with Customers
	8532	4	5	THETA	Design a guided experience for customers
	8533	4	5	THETA	Interpret Guiding for Tourists
8479	4	4	THETA	Operate within the National and International Legal Framework	
ELEC-TIVE	8511	4	20	THETA	Conduct a Guided Cultural Experience
TOTAL CREDITS			149		

THE TOURIST GUIDE CODE OF CONDUCT AND ETHICS



A Professional Tourist Guide

- ☹ *Shall uphold the principles of the South African Constitution, especially its chapter one and two.*
- ☹ *Shall at all times show willingness to provide optimum support and quality service to all tourists and will give tourists an opportunity to enjoy or visit a desired destination.*
- ☹ *Shall in no way discriminate in rendering service to any tourist on any basis. For example on colour, gender, ethnicity, nationality, physical challenge, age, etc.*
- ☹ *Shall be impartial, unbiased and positive and represent South Africa objectively.*
- ☹ *Shall be suitably dressed and presentable at all times.*
- ☹ *Shall be punctual, reliable, honest, conscientious and tactful at all times.*
- ☹ *Shall be a responsible driver, when driving as a guide.*
- ☹ *Shall carry out the programme/itinerary of a tour to his/her best abilities and be loyal to the company/organisation that he/she is representing.*
- ☹ *Shall deal with conflict in a sensitive and responsible manner.*
- ☹ *Shall report any incident of injury or death to a nearby tourist authority or police station.*
- ☹ *Shall be knowledgeable and shall assist tourists and not provide them with misleading information.*
- ☹ *Shall in the event of not being familiar with or unable to provide information requested by a tourist, consult with the appropriate authorities for assistance?*
- ☹ *Shall at no time be under the influence of alcohol or a narcotic substance while on duty and shall refrain from administering any medication to a client without proper medical consultation.*
- ☹ *Shall never solicit for clients or gratuities.*
- ☹ *Shall be concerned at all times for the safety of the tourist.*
- ☹ *Shall wear the appropriate tourist guide badge and will carry his/her registration card.*
- ☹ *Shall treat all people, cultures and the environment with respect.*

GLOSSARY

Incentives	Used by corporations to boost sales, services, or efficiency by providing some sort of reward to the corporation's most productive employees.
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NQF Terminology

NQF	National Qualifications Framework
SAQA	South African Qualifications Authority
SGB	Standard Generating Body
SETA	Sector Education & Training Authority
THETA	Tourism and Hospitality Education and Training Authority
ETQA	Education Training Quality Assuror
OBE	Outcome-based Education
US	Unit Standard
SO	Specific Outcome
EEK	Essential embedded knowledge
CCFO	Critical cross-field outcomes

INTRODUCTION TO THE TOURISM INDUSTRY

Role-players in the tourism industry (Mancini, 2001)

Mr. and Mrs. Van Galen wishes to visit South Africa. They visit the **Destination Travel** in their home town to get information and make travel arrangements. They are advised by **Hans**, a travel agent working at the agency, that an escorted tour would be the best option. Furthermore, he recommends the Netherlands based company, **AfrikaSon**, as the preferred provider as many of his clients have made use of them and has been very satisfied.

Three months later, they arrive at the Schiphol Airport in Amsterdam and are met by a friendly man. He introduces himself as **Peter** and that will be acting as **Tour Leader** on behalf of AfrikaSon for their 21 day trip through South Africa. After all the other fellow travelers have arrived, they check in for their overnight flight to OR Tambo in Johannesburg.

Upon arrival at OR Tambo, a colourfully dressed African lady, with a sign board "**AfrikaSon**" approaches them and with a friendly smile welcomes them to the country on behalf of **Roundabout Tours** that works with AfrikaSon on all Dutch tours to South Africa. She introduces herself as **Lerato**, their **Tourist guide** (pointing to her badge) for the next three weeks.

The next day Lerato conducts a very well informed tour of Soweto and Johannesburg CBD. Upon arrival at Constitution Hill, she introduces them to **David**, who works there and knows **the site** very well and he takes over the sightseeing chores. Throughout the 21 days, several other guides make their appearance at specific sites and attractions.

Peter accompanies the group back to the Netherlands and bids them farewell at the airport.

Complete the following

A	Select the option in column B that correspond with the one in column A	B
Mr. & Mrs.van Galen		A. Tourist Guide B. Tour leader C. Travel agent D. An Outbound Tour operator E. An inbound Tour operator F. Site Guide G. Tourists H .Travel agency
Destination Travel		
Hans		
AfrikaSon		
Peter		
Roundabout Tours		
Lerato		
David		

SELF- EVALUATION: Skills and attributes of a Guide

(see Workbook for students enrolled for the Qualification)

SELF-EVALUATION CHECKLIST	Rate yourself				
	Weak			Strong	
	1	2	3	4	5
Decisiveness					
Know what you need to do in most circumstances and crises					
Emotionally controlled					
Alert at all times					
Calm in the face of challenge					
Able to anticipate a problem before it arises					
Persistent until a problem is solved.					
Think on your feet.					
You have common sense.					
People Skills					
Courteous					
Patient					
Sensitive					
Caring					
Unselfish					
Diplomatic					
Even-tempered					
Tactful, yet firm.					
Good listening skills					
Organized Skills					
Good time manager – reports, schedules, deadlines and money management are all integral parts of the job.					
Conscious of details (one missed reconfirming phone call can spell disaster).					
Punctual (being constantly late will rapidly let you loose control).					
Being all of the above, but not obsessive about it.					
Being flexible					

	Weak				Strong
	1	2	3	4	5
Research Skills					
Keeping up with all sorts of facts (foreign exchange rates, next day's weather, news of the day etc.)					
Inquisitive approach to things					
Dedication to gathering accurate and up-to-date information					
Knowledge of where and how to find information.					
Broad interest in things					
Skim the newspaper daily					
Have some knowledge of a foreign language or two.					
Sense of Ethics					
Both the passenger and tour operator must be able to depend on the integrity and honesty of the Tourist Guide.					
Outgoing personality					
A positive, energetic and open approach to both people and tasks					
Usually liked by people, or at least grow on people quickly					
Good appearance, health and grooming					
Quite articulate, with a well developed sense of humour, solid conversational skills, and the ability to entertain people with stories					
Others					
Showing cultural respect / sensitivity					
Able to maintain healthy boundaries					
Not taking criticism and feedback too personal					

RESOURCES AND FURTHER READING

Moderator Workshop Manual. Competitive Edge Training and Consulting

Pastorelli, John. *Enriching the Experience*. Hospitality Press (2003).

Van Dyk, P . *Introduction to Tourist Guiding*. Pretoria: Izimpilo C & S Publishing Division. 2003(3rd edition),

WEBSITES

www.gauteng.net

www.guidessa.org

www.southafrica.info (SA tourism hits 9-million mark- 7 April 2008)

www.theta.org.za

Compiled by Maria Louise Kruger



ANSWERS TO EXERCISE

A		B
Mr. & Mrs.van Galen	G	A. Tourist Guide B. Tour leader
Destination Travel	H	C. Travel agent
Hans	C	D. An Outbound Tour operator
AfrikaSon	D	E. An inbound Tour operator
Peter	B	F. Site Guide
Roundabout Tours	E	G. Tourists
Lerato	A	H. Travel agency
David	F	



ASSIGNMENTS AND TASKS IN THE WORKBOOK

(To be completed by students enrolled for the qualification)

Module 1 : Introduction to guiding**Component 1** : Becoming a guide

1. Section A	F1	Questions & Answers : The Learning Programme and Assessment
2. Section A	SE1_a	Self-evaluation : Evaluate your own skills and areas of development on current and likely future work requirements to identify needs for skills development
3. Section A	SE1_b	Set measurable, achievable objectives for own skills development

