



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

INTERNATIONAL TOURIST GUIDES' DAY CELEBRATIONS

“Peace and Development through Guiding”

CROSS-BORDER GUIDING

Department of Historical and Heritage Studies
University of Pretoria

2 March 2017



Memorandum of Understanding - 2012

UP & NDT MoU

- Collaboration in areas of “research and capacity building” (p. 4)
- In terms of Capacity Building: v) identify possible accredited skills programmes to be developed by the UP to up-skill NDT officials and sector stakeholders (p. 5)

Phase 1: Understanding C-B T in southern Africa

Phase 2: TG training regulations and standards

Phase 3: Harmonization of TG training

Phase 4: Harmonised tourist guiding in Southern Africa



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA



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TOURISM

Tourism is essentially defined as a “social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes.

(UNTWO)

“**Countries**” are regions that are identified as distinct national entities in political geography. They imply a nationalistic bordered area with “all the rights and privileges pertaining thereto” ... for those inside.

Countries' borders are thus barriers that prevent free flow of individuals – or tourists - from outside.

TOURIST GUIDE

“An important aspect of the tourist guide’s role is to facilitate cultural understanding of the host culture by visitors.

Tourism is a path way to world peace, that can only come about by visitors to a destination gaining some sort of understanding of the host's 'design for living' or culture and how that design differs from their own through the mediation of a tourist guide.

Tourist guides are front-line professionals who, unlike any other tourism players establish a close, intense and influencing contact with visitors at the same time protecting interests of sustainable tourism. They are often called “tourism ambassadors” of their destinations.

TOURISM and



INTERNATIONAL INSTITUTE FOR PEACE THROUGH TOURISM (IIPT)

- Founded by Louis D'Amore in 1986 as a NPO (the UN International Year of Peace)
- A coalition of international travel industry organizations dedicated to, “fostering and facilitating tourism initiatives which contribute to international understanding and cooperation, an improved quality of environment, the preservation of heritage, and through these initiatives, helping to bring about a peaceful and sustainable world.”
- This institution is based on a vision of the world’s largest industry becoming the first “global peace industry” and the belief that every traveller is potentially an “Ambassador for Peace”.

TOURISM and



Year	Document	Citation
1980	Declaration on World Tourism	[tourism as a] “vital force for peace and international understanding”
1985	Tourism Bill of Rights and Tourist Code	[tourism’s contribution to] “improving mutual understanding, bringing people closer together and, consequently, strengthening international cooperation”
1999	Global Code of Ethics for Tourism	“through the direct, spontaneous and non-mediatised contacts it engenders between men and women of different cultures and lifestyles, tourism presents a vital force for peace and a factor of friendship and understanding among the people of the world”

Noel Salazar, “Building a ‘Culture of Peace’ through Tourism: Reflexive and analytical notes and queries”, *Universitashumanística* no.62, 2006

Am I an African? On xenophobia and violence in South Africa 2017



eNCA 24 February 2017

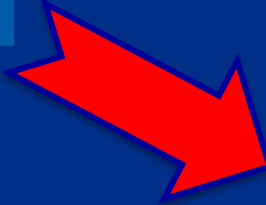
CROSS-BORDER GUIDING



Grand Tour 17th Century



C-BT



Cross-border tourist guiding
21st century



European Union



Canada and USA

Cross-border tourism (C-BT)

**Cross-border tourism (C-BT)
implies the movement of people
across the borders of a country
under the guidance of a qualified
tourist guide**

(D. Timothy)

Cross-border tourism challenges

- difficult for tourist guide to hand over
- interruption of the tourist experience
- discrepancy in standards and expectations
- economic competitiveness

Cross-border tourism advantages

- tourist guide maintained or confident about hand over
- continuity of tourist experience
- consistency in standards and expectations
- benefit both tourists and local communities
- mitigate damage to destinations due to illegal guiding activities

Supranational alliances

- collaboration for economic development
- alignment of training and regulations
- bilateral, multilateral national agreements
- environmental trans-border / trans-frontier parks

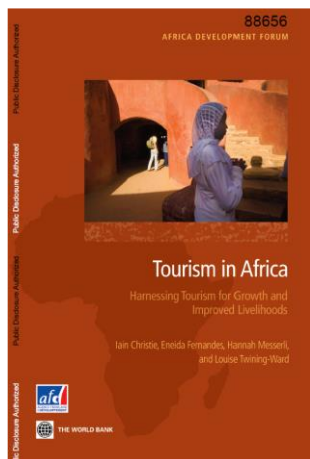


WORLD
TRAVEL &
TOURISM
COUNCIL

Tourism in Africa

- A powerful vehicle for economic growth and job creation
- Estimated 3.8 million jobs (including 2.4 million indirect jobs) could be created in Sub-Saharan Africa over the next 10 years
- Potential for growth in tourism is significant: despite the global financial crisis of 2009-10, international tourist arrivals to Sub-Saharan Africa increased 8%, making this region the 2nd fastest-growing tourist destination in the world after the Asia Pacific (UNWTO).
- Tourism is growing faster in the world's emerging and developing regions than in the rest of the world (UNWTO).
- Potential of tourism has not been fully recognized as a vital source of economic and development power that can strengthen and expand the continent's economies.

(2014)





South African Minister of Tourism Derek Hanekom:

“When tourism succeeds, the African continent succeeds and millions of people benefit from this success”.

(Indaba, May 2016)



African Development Bank’s Africa Tourism Monitor

“Tourism in Africa is on the rise, but has not yet reached its full potential,” it alludes to a wealth of opportunities, continent-wide, to capitalise on rapidly growing international interest.

(2015)



Former President of Namibia Hifikepunye Pohamba

“Over the years, the tourism sector has been and continues to be one of the fastest growing sectors in our economy”.

(May 2015)

Tourism in Africa

Employment

Top 10 African Countries for Total Employment (Direct, Indirect, Induced) in the Tourism Industry (2014)	
COUNTRY	'000 JOBS
Egypt	2,944.0
Ethiopia	2,291.5
Nigeria	2,198.5
Morocco	1,740.5
South Africa	1,497.5
Tanzania	1,337.0
Madagascar	882.5
Mozambique	710.5
Algeria	660.0
Uganda	592.5

Source: World Travel and Tourism Council (WTTC).

International Arrivals

Top Five African Countries for International Tourist Arrivals in 2014 (millions)					
COUNTRY	2010	2011	2012	2013	2014*
Morocco	9.29	9.34	9.38	10.05	10.28
Egypt	14.05	9.50	11.20	9.17	9.63
South Africa	8.07	8.34	9.19	9.54	9.55
Tunisia	6.90	4.79	5.95	6.27	6.07
Zimbabwe	2.24	2.42	1.79	1.83	1.88

Note: In 2003, 2012, and 2011, the 5th country in Africa with the highest tourist arrivals was Algeria with 2.73, 2.63, and 2.40 respectively.
 *Based on available data June 2015.
 Source: United Nations World Tourism Organization; UNWTO Tourism Highlights, 2015 Edition.

SADC PROTOCOL on TOURISM

Signed in 1998 Mauritius, enforced 2002

Article 2 sub-sections 10 & 11

- To facilitate intra-regional travel for the development of tourism through the easing or removal of travel and visa restrictions and the harmonization of immigration procedures
- To improve tourism services and infrastructure in order to foster a vibrant tourism industry

“The region recognises the **urgent need** to improve tourism infrastructure in readiness for the forecasted growth that could see the SADC region receiving approximately 58% of the total continental traffic by 2027”.

SADC and cross-border tourism



Namibia

Botswana

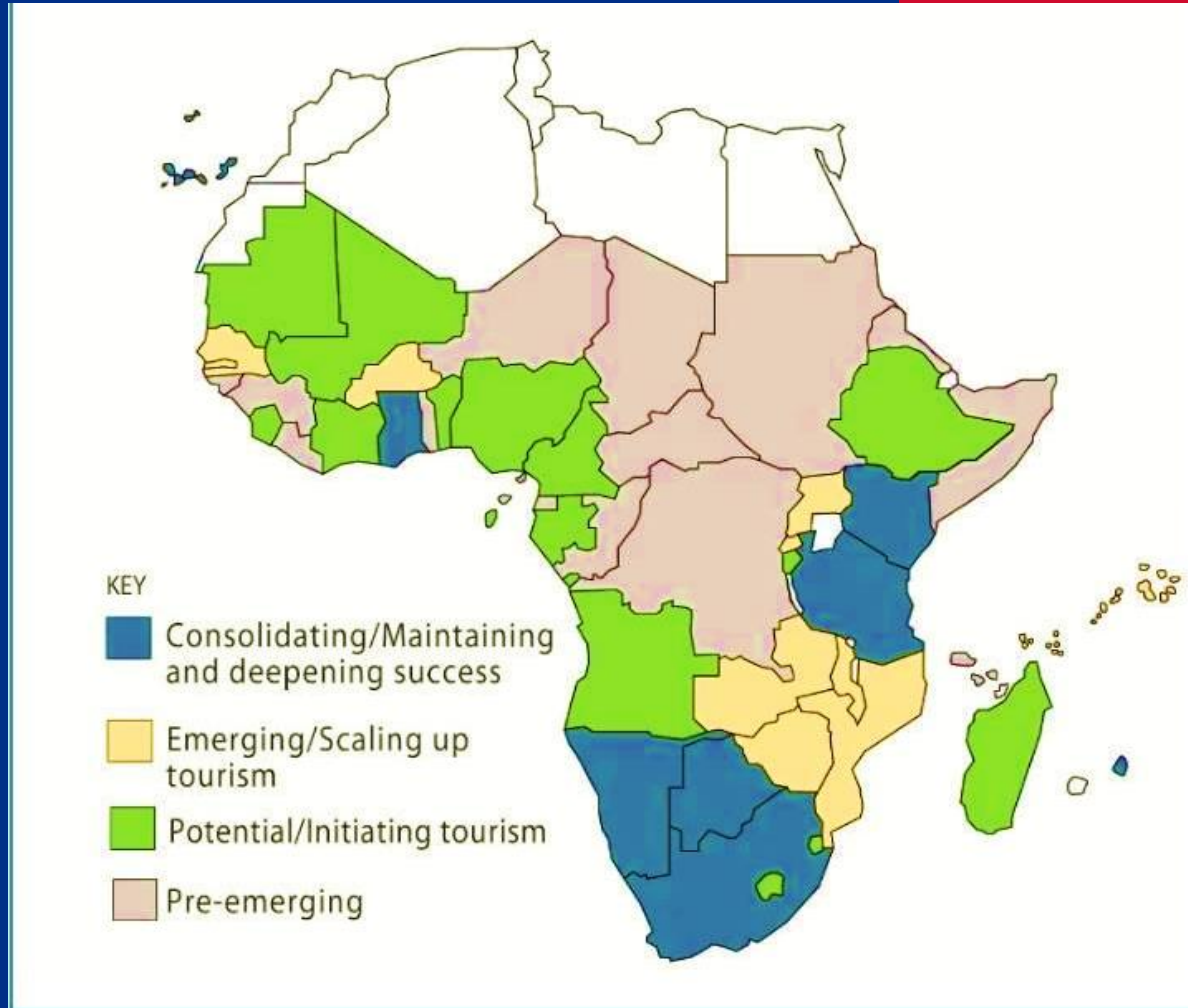
Zimbabwe

Mozambique

Swaziland

Lesotho

Tourism Potential in SSA



SADC CLUSTERS – INTERNATIONAL RATINGS 2015/16

- **Advanced cluster**: South Africa (35/184 or 48/141* or 32/188#)
- **Maturing cluster**: Namibia (117/184 or 70/141* or 100/188#)
Botswana (121/184 or 88/141* or 88/188#)
- **Emerging cluster**: Zimbabwe (126/184 or 115/141* or 82/188#)
- **Regressed cluster**: Mozambique (137/184 or 130/141* or 86/188#)
- **Stalled cluster**: Lesotho (166/184 or 129/141* or 103/188#)
Swaziland (178/184 or 108/141* or 109/188#)

+ **World Travel and Tourism Council Economic Impact Analysis 2016**

<https://www.wttc.org/research/economic-research/economic-impact-analysis/country-reports/#undefined>

* **The Travel & Tourism Competitiveness Index 2015**

<http://reports.weforum.org/travel-and-tourism-competitiveness-report-2015/index-results-the-travel-tourism-competitiveness-index-ranking-2015>

Index Mundi – number of arrivals

<http://www.indexmundi.com/facts/indicators/ST.INT.ARVL/rankings>

The legal environment of tourist guiding in Southern Africa

	Botswana	Lesotho	Mozambique	Namibia	South Africa	Swaziland	Zimbabwe
Tourism Department(s)	<u>Ministry of Environment, Wildlife and Tourism</u> (BTO)	<u>Ministry of Tourism, Environment and Culture</u> (LTDC)	<u>Ministry of Tourism</u>	<u>Ministry of Environment and Tourism</u> (NTB)	<u>Ministry of Tourism</u> (NDT)	<u>Ministry of Tourism and Environmental Affairs</u> (STA)	<u>Ministry of Environment and Tourism</u> (ZTA)
Tourism Legislation (General)	Tourism Act of Botswana (No. 22 of 1992)	Tourism Act of Lesotho (No. 4 of 2002)	New Tourism Law of Mozambique (No. 4 of 2004)	Namibia Tourism Board Act (No. 21 of 2000)	Tourism Act of South Africa (No. 3 of 2014)	Swaziland Tourism Authority Act of 2001	Tourism Act of Zimbabwe (No. 22 of 2001)
Minister of Tourism	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Tourism Registrar	-	-	-	-	Yes	-	-
Legislation	-	-	-	Legislation	Legislation	-	-
Regulations	-	-	-	Legislation	Legislation	-	-
Tourist Guide Organizations/Authorities	-Botswana Guides Association (BOGA) -Hospitality and Tourism Authority Botswana (HATAB)	-	-	-Tours and Safari Assoc (TASA) -Hospitality Assoc Namibia (HAN)	-CATHSSETA -Gauteng Guides Association -Cape Guides Association	University of Swaziland	-
Tourist Guide Training	Yes -BOGA Accredited Training	-	-	Yes -TASA Accredited Training	CATHSSETA Accredited Training	-	-

Summary of tourist guiding in the region

SUMMARY OF TOURIST GUIDING IN SOUTHERN AFRICA

Country	National Government and Tourist Guiding	National Tourism Legislation and Tourist Guiding	National Registrar of Tourist Guides	Tourist Guide Authorities or Associations	National Qualifications Framework (NQF)	Tourist Guide Qualifications	Tourist Guide Training Providers	Accreditation and Registration Policies	Monitoring of Standards and Illegal Activities
South Africa	Fully committed	Implemented. Includes regulations for tourist guides and the code of conduct for tourist guides.	Yes, has been established in legislation. Provincial Registrars for each of the 9 provinces.	Yes. 1. Federation of South African Tourist Guide Associations 2. Gauteng Guides Association 3. Cape Tourist Guide Associations 4. CATHSSETA	Yes. Run by the South African Qualifications Authority (SAQA)	1. Provincial Guide Qualification 2. National Guide Qualification 3. Specialised Guide Qualification (a) Nature Guide (b) Culture Guide (c) Adventure Guide	CATHSSETA Accredited Trainers -FGASA -AQN -Drum Beat Academy -Makiti Guides and Safaris -Eco-Training	Yes. See the	Yes. Provincial Registrars are responsible for monitoring the standards and any illegal guiding activities
Botswana	There is a need for more commitment to tourist guiding, but the government is generally committed to overall tourism development	None	None	Yes. 1. Botswana Guides Association (BOGA) 2. Botswana Training Authority (BOTA)	Yes. BOTA have developed the Botswana National Vocational Qualifications Framework (BNVQF) which coordinates vocational education and training (VET)	Botswana Nature Guide Qualification	Yes. 1. Okavango Guiding School 2. Eco-Training	Yes, but they are not as clear and established as those in SA. Tourist Guides are accredited and registered through BOTA	None
Namibia	Fully committed	Established but still needs official implementation. Includes regulations for tourist guides and the code of conduct for tourist guides.	Yes, has been established in legislation	Yes. 1. Namibian Academy for Tourism and Hospitality (NATH) 2. Tour and Safari Association of Namibia (TASA)	Yes. Run by the Namibian Qualifications Authority (NQA)	National Guiding Certificate (National Guide Qualification)	NATH	Yes. See the Regulations for Tourist Guides in Namibia in the Namibian Tourism Board Act of 2000	None

A terraced analysis of tourist guide training



Best Practice Tourist Guide Training

Content in tourist guide training syllabi

Content	European Union	India	East African Community
Theoretical knowledge, like: History Geography Culture	✓	✓	✓
Guiding skills, like: Presentation Group Management First Aid	✓	✓	✓
Written assessment	✓	✓	✓
Practical assessment	✓	✓	✓
Registration	✓	✓	✓
Reregistration after a certain period	✓	✓	✓

Tourist guide training framework

NATIONAL GUIDE

**Basic guiding skills
National legislation
Research skills
Interpretation skills
Vertical knowledge
(geo-specific)**

CROSS-BORDER GUIDE

**Trans-border competencies
Regional legislation
Advanced research skills
Advanced interpretation skills
Lateral knowledge (regional knowledge)**

The Basic Skills of a Tourist Guide (National Guide):

(Some examples from both the South African and Namibian tourist guide training and code of conduct and ethics)

Personal Skills and Attributes

Patience

Outgoing personality

Good health

Energy and enthusiasm

Group leadership and management

Good general knowledge

An educator

Research skills

Interpretation skills

Entertainer or “story teller”

Ability to get on well with all types of people

Aware and tolerant of religious and cultural sensitivities

Confidence

Ability to act in “problem situations”

Environmental appreciation

Technical aspects (E.g. microphone techniques) Especially relevant in the context of southern African as many traditional cultures have stories and folklore about their history.

The Basic Skills of a Tourist Guide (National Guide):

(Some examples from both the South African and Namibian tourist guide training and code of conduct and ethics)

Code of Conduct and Ethics of a Tourist Guide

A Tourist Guide shall:

Be punctual, reliable, honest, conscientious and tactful at all times;

Act ethically;

Be conscience to the safety of any tourist;

Deal with conflict in a sensitive and responsible manner;

Wear the appropriate tourist guide badge and will carry his/her registration card;

Be knowledgeable and shall assist tourists and not provide them with misleading information;

Have respect for the ethical customs and religious beliefs of any tourist

ADVANCED SKILLS for Tourist Guiding (Cross-border Guide):

Personal Skills and Attributes

Advanced Research skills

Advanced Interpretation skills

Code of conduct

Understanding of Cross-Border Tourism

Inoculation requirements

Visa requirements

Custom control

Legal aspects

Security regulations

(Ability to act in “problem situations” in different contexts)

List of Advanced Elements in terms of both Research and Interpretive Skills

Landscape (natural history and attractions)

People (heritage and cultural attractions)

Political (historical borders)

Current state of the respective tourism industries (i.e. statistics, trends etc.)

Tourist guiding

NATIONAL
GUIDE

Geo-specific guidebooks – focus on **individual** countries:

- **Tourism:** *Top attractions*
- **Geography:** *Maps, climate, terrain, fauna & flora, demography*
- **History:** *pre-colonial, colonial, post-colonial, contemporary*
- **Cultures:** *Language, art, music, religion, architecture, sport, traditions and festivals*
- **Other:** *Health risks, inoculation requirements, visa requirements, customs control, legal aspects, security regulations, emergency and useful numbers, etiquette, useful phrases in the local languages*
- **Additional reading:** List of recommended sources

Zimbabwe's Top 10 attractions



Victoria Falls

The Victoria Falls is located on the border between Zambia and Zimbabwe. At a height of 108 m (355 feet), it is the world's largest waterfall based on its width and height.

At its peak season, roughly **625 million litres** of water flows over the edge per minute.

Originally named Mosi-oa-Tunya ("the smoke that thunders"), the Falls were renamed for the United Kingdom's Queen Victoria (1819-1901) by the famed British missionary and explorer, David Livingstone, who was also the first European to see the waterfall in 1855. It is forged by the Zambezi River that plummets into a 100m-deep chasm and its boom can be heard from 40 km away.

A diverse collection of flora and fauna can be found at the Falls, including a large number of birds and fish species. The Victoria Falls forms part of UNESCO's World Heritage Sites. A popular adventure attraction is the 'Devils Pool', an erosion-forged rock pool right on the very edge of a sheer drop. This rock pool has been described as the "ultimate infinity pool".

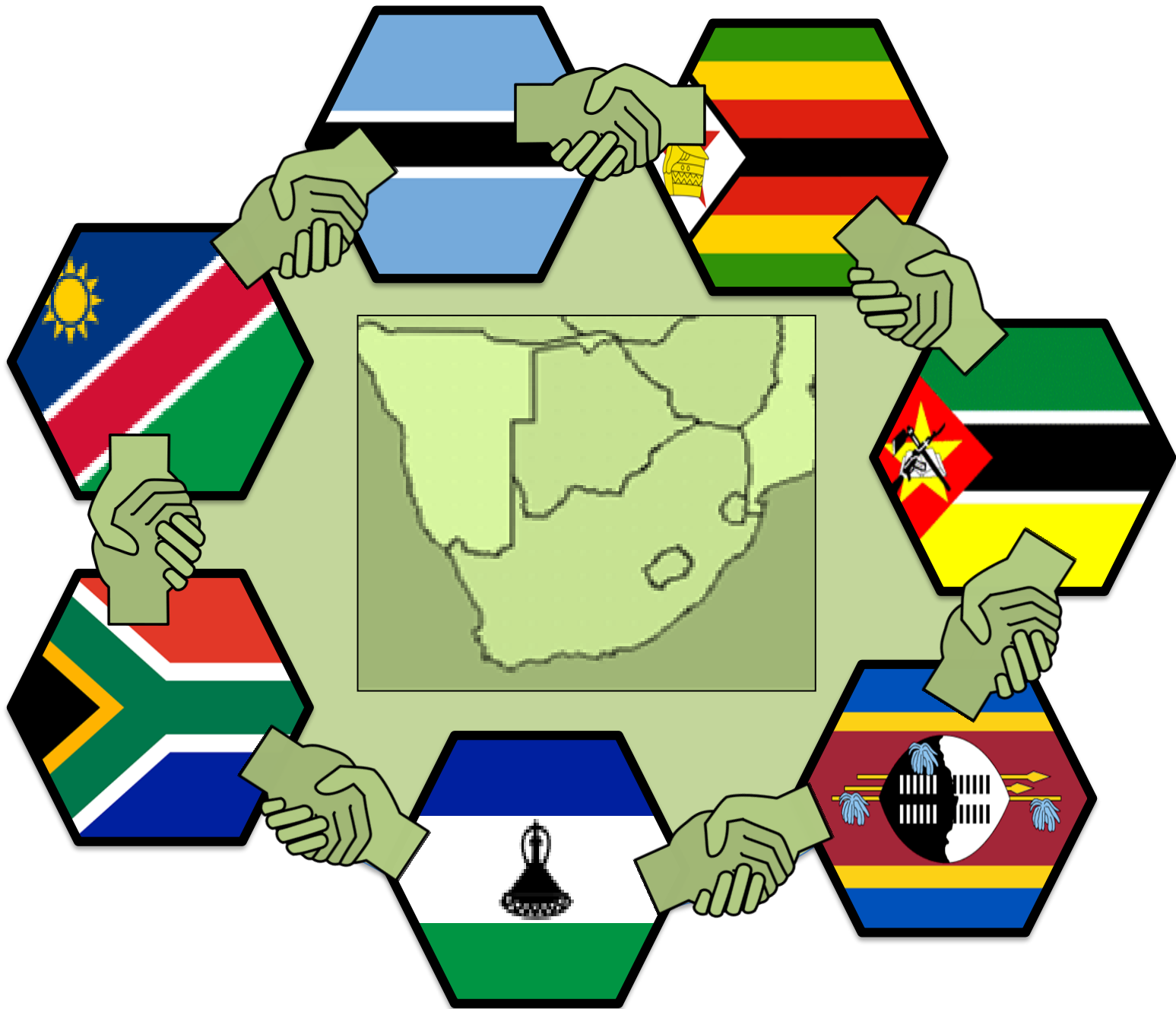
Hwange National Park, Matabeleland North

Hwange National Park is one of Zimbabwe's most prominent tourist destinations and covers an area of 14,651 km. The park was founded in 1928 and developed near the Kalahari desert. It is located between Bulawayo and Victoria Falls. This area is dry and has very little water during the winter months, but during the wet summer months the park becomes a lush, green paradise. It has almost 500 species of animals and birds, and is famous for its large number of elephants. The park has many camping and picnic sites. This park can be explored by walking or using animal trails.

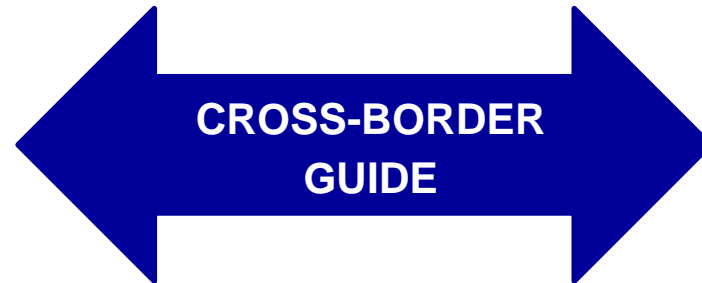
Hwange is also renowned for its collection of **predators**, including brown hyena, Cape wild dogs, Southwest African lion, African leopard, spotted hyena and South African cheetah. Hwange also gained notoriety in 2015, when **Cecil the Lion** was illegally hunted and killed in the park.







Tourist guide training framework



- **Cross-border regional guidebook – discuss the whole southern African region in a cross-border context, focusing on:**
 - Landscape
 - People
 - Politics
 - History
 - Current state of the respective tourism industries

Tourism-scapes

“A landscape portrayed and utilised in a tourism context, like when a list of arbitrary tourist attractions are combined into a route based on a thematic approach.”

Origins Route

- ***Namibia*** – Quiver Tree Dolerite Park & Mesosaurus Fossils
- ***Botswana*** – Tsodilo Hills
- ***Zimbabwe*** – Great Zimbabwe Ruins
- ***Mozambique*** – Chihamapere Rock Art Site
- ***Swaziland*** – Nsangwini Rock Arts Site
- ***Lesotho*** – Liphofung Caves
- ***South Africa*** – Cradle of Humankind

CROSS-BORDER TOURISMSCAPES

The Origins Route

“TOURISMSCAPE”

a landscape portrayed and utilised in a tourism context, like when a list of arbitrary tourist attractions are combined into a route based on a thematic approach.



1

QUIVER TREE DOLERITE PARK & MESOSAURUS FOSSIL SITE

- Indigenous quiver tree (*Aloe dichotoma*)
- San hollow the branches for quivers
- Mesosaurus = "middle lizard" 280 mill yrs

2

TSODILO HILLS

- World Heritage Site (2001)
- 100 000 years old
- High concentration of rock paintings
- Sacred, mystical place of ancestral spirits
- Extensive trade networks

3

GREAT ZIMBABWE

- 12th to 15th centuries
- World Heritage Site (1986)
- Largest stone structure south of Sahara
- Shona: "houses of stone"
- 20,000 inhabitants

4

CHINHAMAPERE ROCK ART SITE

- World Heritage Centre (2008)
- 6,000 to a few 100 years old
- Vumba mountains and woodland
- Rainmaking rock art paintings
- Sacred rainmaking rituals

7

CRADLE OF HUMANKIND

- World Heritage Site (1999)
- Hominin site: 40% of human ancestor fossils
- Mrs. Ples (1947)
- Australopithecus sediba (2008)
- Homo Naledi (2015)
- Only underground lake in SA

6

LIPHOFUNG CAVES

- Sotho: "place of the eland"
- Open-air cavern
- Moshoeshoe stayed here for a time
- Basotho cultural village

5

NSANGWINI ROCK ART SITE & LION CAVERN

- Rock art images
- San rainmaking ceremony
- Lion Cavern oldest mine in the world
- Dates back 43,000 years
- Fossilized evidence of cell division

Liberation Route

- *Namibia* – Heroes' Acre
- *Botswana* – Three Dikgosi Monument
- *Zimbabwe* – National Heroes' Acre
- *Mozambique* – Samora Machel Statue
- *Swaziland* – Lubombo Liberation Route
- *Lesotho* – Thabo Busio Mountain
- *South Africa* – Robben Island

CROSS-BORDER TOURISMSCAPES

The Liberation Route

Jane Dewah
& KLH



1

HEROES' ACRE

- Commemorates the Namibian freedom struggle
- Celebrates Namibian independence 21 March 1990
- Houses 174 graves including 9 of symbolic leaders
- Statue to the Unknown Soldier
- The Eternal Flame: the undying spirit of freedom

2

THREE DIKGOSI MONUMENT

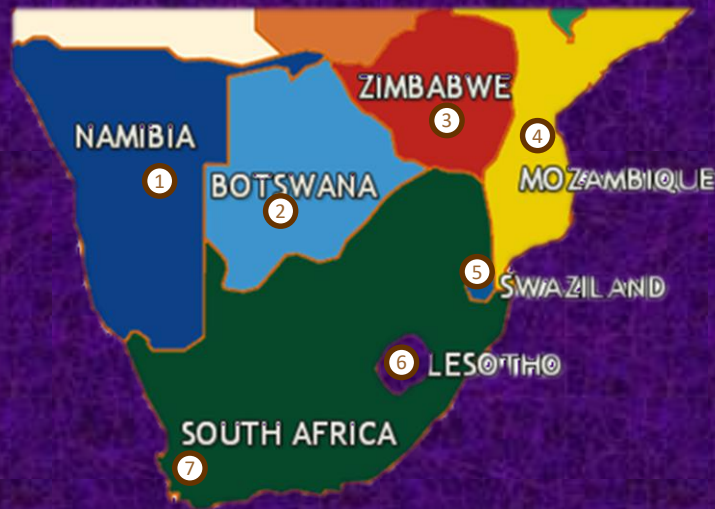
- Honours 3 chiefs who petitioned Queen Victoria in London for protection
- Chief Khama III of the Bangwato
- Chief Sebele I of the Bakwena
- Chief Bathoen I of the Bangwaketse
- Bechuanaland Protectorate (1885)

3

NATIONAL HEROES ACRE

- Burial ground and national monument in Harare
- Commemorates Patriotic Front guerrillas killed in Rhodesian Bush War
- Contemporary Zimbabweans also buried at the shrine
- Most of the interred are Zanu-PF sympathisers
- Monument is modelled after an AK-47

“TOURISMSCAPE”
a landscape portrayed and utilised in a tourism context, like when a list of arbitrary tourist attractions are combined into a route based on a thematic approach.



7

ROBBEN ISLAND

- World Cultural Heritage Site (1999)
- Island 6,9 km off the Cape coast
- 17th - 20th century: military base, hospital and place of banishment and incarceration
- Nelson Mandela imprisoned for 18 of 27 years
- 3 of SA presidents served sentences

6

THABA BOSIU MOUNTAIN

- A steep, flat-topped mountain
- Thaba-Bosiu is famous historical site.
- King Moshoeshoe successfully defended the Basotho people against their attackers
- Considered the birthplace of the nation.
- SeSotho: 'Mountain at Night'

4

SAMORA MACHEL STATUE

- Celebrates Samora Machel as 1st president of Mozambique (1975 - 1986)
- Machel is idolized as a hero of Mozambican independence
- Through guerrilla warfare Machel led the victory over the colonial Portuguese government (1974).

5

LUBOMBO LIBERATION ROUTE

- Liberation struggle route for Mozambique and South Africa
- 'Eastern Front' of the liberation struggle used by Mkhonto Wesiswe (MK)
- Transit point for guerrillas infiltrating into SA
- ANC internal code: Maputo = the 'Harbour', Swaziland = 'Bay', South Africa = 'Ocean'



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Part 2

CROSS-BORDER TOURIST GUIDING COURSE OUTLINE

*Namibian-South African Corridor
(Pilot study)*





NAMBIAN-SOUTH AFRICAN CORRIDOR



➤ **Aligned in terms of :**

- **National Government Departments**
- **Tourism legislation**
- **Tourist guide training**

➤ **2011 Bilateral discussions NDT & NTB**



NAMBIAN-SOUTH AFRICAN CORRIDOR



➤ Correlations:

- “Namibia is the only other country in southern Africa to recognise the need for policies and regulations that govern an official tourist guiding sector”
- Official qualifications for TG authorised by NQF:
Namibia NQA & SA SAQA
- NQF descriptor 10 tiers
- NQF qualifications: degrees, certificates, diplomas & notional hours



NAMBIAN-SOUTH AFRICAN CORRIDOR



Country	National Gov & Tourist guiding	Tourism legislation	National Registrar	Assoc	NQF	Tourist Guide qualifications	TG training providers	Accreditation and registration	Monitoring
Namibia	√	√	√	√	√	√	NATH	√	--
SA	√	√	√	√	√	√	CATHSSETA	√	√



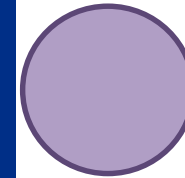
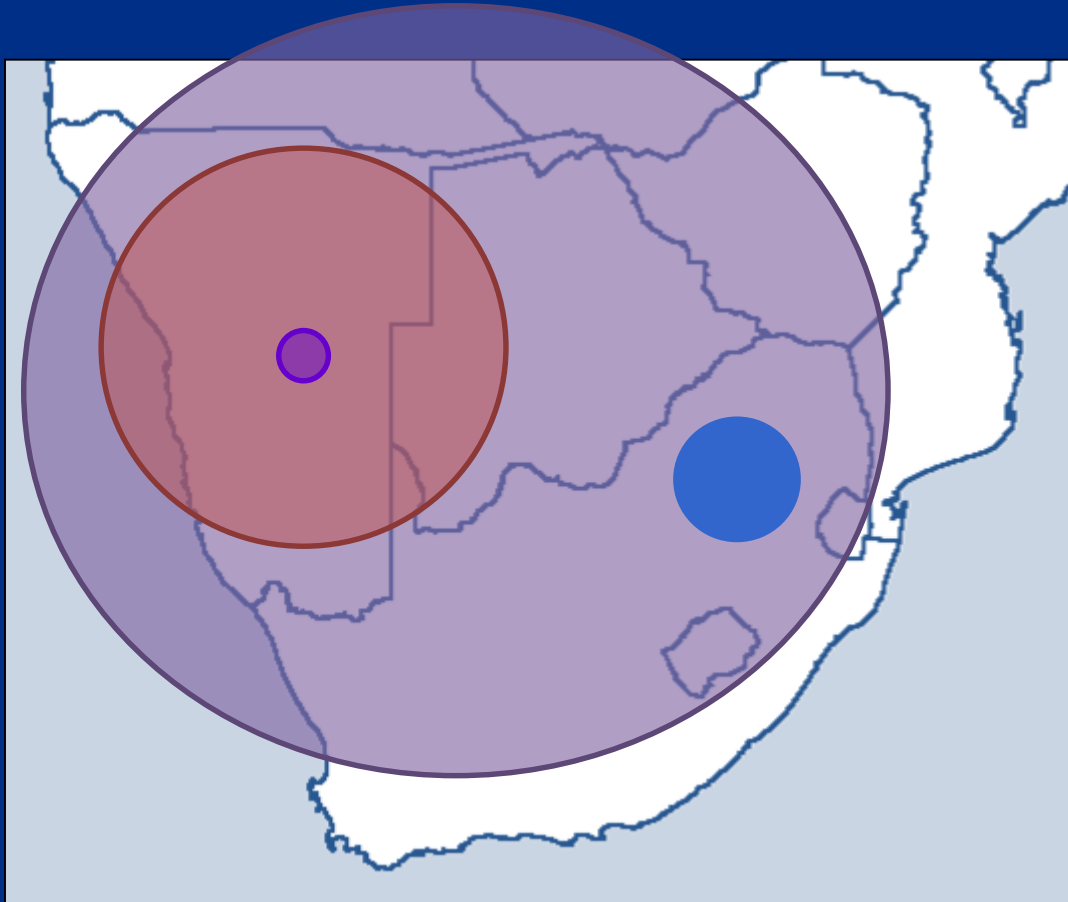
NAMBIAN-SOUTH AFRICAN CORRIDOR



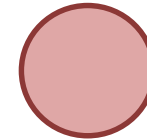
Tourist Guide Classification and Alignment in Namibia and SA

Type / Level	Namibia	South Africa
1	Local Guides (NQF Level 3) & Transfer Drivers (NQF Level 3)	Site Guide (NQF Level 2/3)
2	Apprentice Guide (NQF Level 3)	Provincial Tourist Guide (NQF Level 4)
3	Advanced National Guide (NQF Level 4)	National Tourist Guide (NQF Level 4)
4	Specialised Guide (multiple levels)	Specialised Guide (multiple levels)
5	Namibian – South African Cross Border Guide (NSACG) (NQF Level 5 - Proposed)	

Tourist Guide Classification and Alignment : Namibia & South Africa



Cross-border TG



National TG



Provincial TG



Local / Site TG

Tourist Guide Training and Unit Standards in South Africa

COMPONENT	ID	TITLE OF UNIT STANDARD	NQF LEVEL	CREDITS
FUNDAMENTAL	119472	Accommodate audience and context needs in oral/signed communication	Level 3	5
	119457	Interpret and use information from texts	Level 3	5
	119467	Use language and communication in occupational learning programmes	Level 3	5
	119465	Write/present/sign texts for a range of communicative contexts	Level 3	5
	9015	Apply knowledge of statistics and probability to critically interrogate and effectively communicate problems on life related problems	Level 4	6

Tourist Guide Training and Unit Standards in Namibia

Subject	Unit Standards	Duration (Days)	Credits
Health	<ol style="list-style-type: none">1. Follow occupational health and safety procedures in tourist guiding operations2. Maintain awareness of HIV and AIDS in the working environment	3	6
First Aid	Apply First Aid in tourist guiding operations	3	3
General Tourism	<ol style="list-style-type: none">1. Work with colleagues and customers in a culturally diverse tourist guiding environment2. Provide customer care in tourist guiding operations3. Comply with legal and ethical considerations of tourist guides	6	13



NAMBIAN-SOUTH AFRICAN CORRIDOR



COURSE CONTENT *(proposed)*

Premise is the development of:

- “lateral thinking”
- “knowledge that transcends boundaries”
- “non-geo-specific”
- “skills development”
- “facilitate flow”



**NAMBIAN-SOUTH AFRICAN
CORRIDOR**



COURSE CONTENT *(proposed)*

**THEME 1: INTRODUCTION TO CROSS-BORDER
TOURIST GUIDING**

THEME 2: ROLES OF THE TOURIST GUIDE

THEME 3: GUIDING AND TECHNOLOGY

**THEME 4: INTEGRATED SADC GEOLOGY /
LANDSCAPE / FAUNA/FLORA**

THEME 5: INTEGRATED SADC HISTORY



**NAMBIAN-SOUTH AFRICAN
CORRIDOR**



COURSE CONTENT *(proposed)*

**THEME 6: INTEGRATED SADC ECONOMY &
TOURISM INDUSTRY**

**THEME 7: CULTURES AND HERITAGE /
LANGUAGES**

THEME 8: TRANS-BORDER COMPETENCIES

**THEME 9: BUSINESS AND NETWORKING
PRACTICES**

THEME 10: TOURISM-SCAPES



NAMBIAN-SOUTH AFRICAN CORRIDOR



COURSE CONTENT *(proposed)*

Theme 5: Integrated SADC History

- Understand the broad shared histories of the region
- Prehistory (Early life)
- Pre-colonial histories
- Early encounters: explorers and adventures
- Missionary histories
- Conquest and Colonial Histories
- World War and rebellion histories
- Liberation histories
- Freedom and Independence histories



NAMBIAN-SOUTH AFRICAN CORRIDOR



COURSE PRACTICALITIES

- DURATION
- MODE OF DELIVERY
- ELIGIBLE CANDIDATES
- REGULATIONS



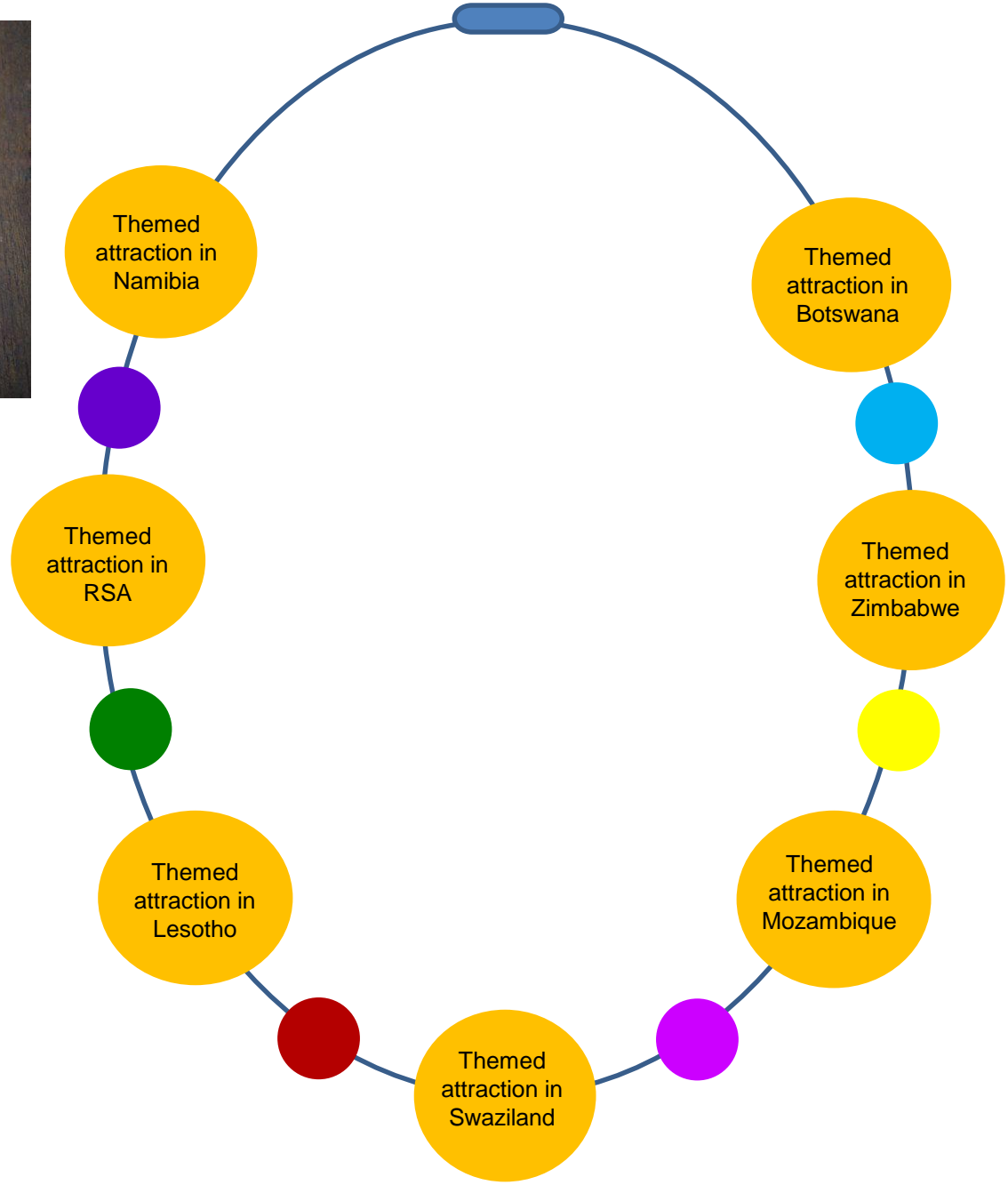
NAMBIAN-SOUTH AFRICAN CORRIDOR



COURSE CONTENT *(proposed)*

Example: Theme 10 - Tourism-scapes

- THE ORIGINS ROUTE** – fossil record, first inhabitants and first kingdoms;
- THE COLONIAL REMNANTS ROUTE** – early colonial histories;
- THE LIBERATION ROUTE** – movements to oppose colonial and other oppression;
- THE LITERATURE AND FILM ROUTE** – literary and film tourism;
- THE SEVEN NATURAL WONDERS OF SOUTHERN AFRICA ROUTE** – renowned nature ;
- THE CULINARY ROUTE** –local indigenous cuisines and local delicacies
- THE CULTURE RUMBLE ROUTE** –cultural villages and townships
- THE SUPERNATURAL SOUTHERN AFRICA ROUTE** – mysterious local legends and other supernatural occurrences.





Themed
attraction in
Namibia

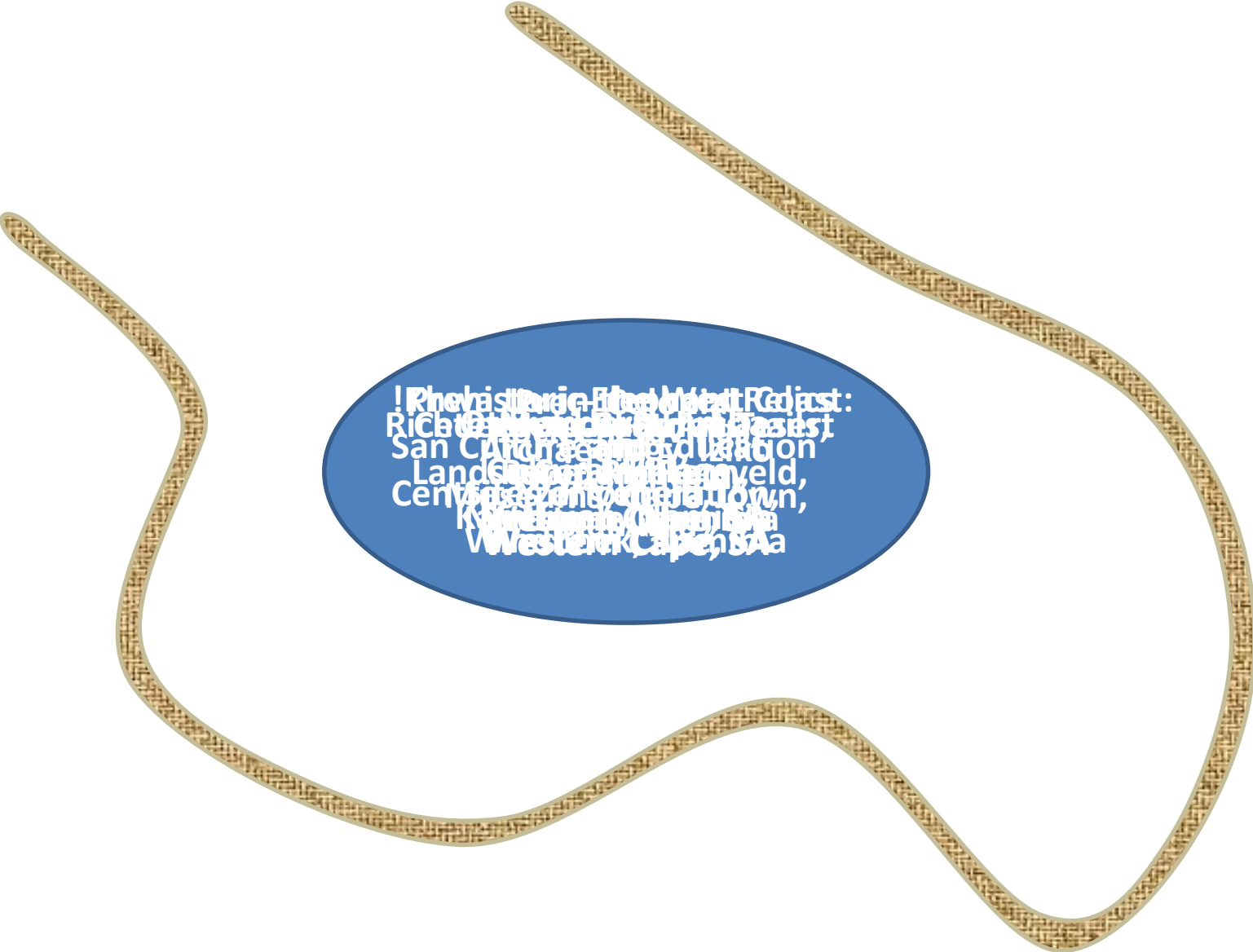
Early Peoples Route

South Africa

1. Pre – Colonial Archaeology, Iziko Museums, Cape Town, Western Cape
2. !Kwa ttu in the West Coast: San Culture and Education Centre, Yzerfontein, Western Cape
3. Cederberg Rock Art Trails, Cederberg, Western Cape
4. Richtersveld Cultural Desert Landscape, Richtersveld, Northern Cape

Namibia

5. Musical Stones, Rooipunt Farm, Bethanie
6. Prehistoric Elephant Relics and Sites of Veneration, Windhoek
7. Otjikandero Himba Cultural Village, Kamanjab
8. Rock Engravings, Twyfelfontein



! The historic Ethel Mott Court:
Richard and Ethel Mott's
San Carlos Pueblo Indian
Land Grant in the San Ysidro
Cerritos area, San Diego,
California (1850s)
Western Cape, SA

Early Peoples Route





NAMBIAN-SOUTH AFRICAN CORRIDOR



INCENTIVES:

- Connectivity hub
- Bi-lateral institutional support
- RPL and accreditation facilitation
- Networking & product sharing
- Knowledge maintenance



Tourism can be used as a collaboration tool and open dialogue between policy makers, industry representatives, and scholars in order to facilitate **peace** through the tourism industry as well as peace within the tourism industry

THE
END

TOURISM and



Thank you

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- Mr. Mr. Hannes Engelbrecht
- Ms. Charlene Herselman
- Ms. Alida Green
- Ms. Jane Dewah
- Mr Richard Wylie