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**MINISTRY OF TOURISM**

**REPUBLIC OF SOUTH AFRICA**

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**NATIONAL ASSEMBLY:**

**QUESTION FOR WRITTEN REPLY:**

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**Mr M S F de Freitas (DA) to ask the Minister of Tourism:**

(a) What amount of research and analysis was conducted by the National Registrar of Tourist Guides in each month (i) in the past three financial years and (ii) since 1 April 2020, (b) what were the (i)(aa) objectives and (bb) nature of the specified research and analysis and (ii) outcomes and findings of each research and analysis project respectively and (c) how was this data used in each respective case? NW1618E

**REPLY:**

1. **What amount of research and analysis was conducted by the National Registrar of Tourist Guides in each month:**

The initiatives that the department has implemented in terms of **research and analysis** are individual projects that run over a financial year rather than on a monthly basis."

1. **In the past three financial years:**

**2017/2018**

Research was conducted on the following topic: “A Policy Review of the Tourist Guiding Sector in South Africa.’’

**2018/2019**

Research was conducted on the following topics: ‘’ The Indigenous Story-Teller (IST)’’ and “Cross-Border Themed Tourism Routes in the Southern African Region: practice and potential.”

**2019/2020**

None

1. **Since 1 April 2020**

None

1. **What were the:**

**(i)**

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| **Topic (s)** | **(aa) Objectives** | **(bb) Nature of the specified research and analysis** |
| A Policy Review of the Tourist Guiding Sector in South Africa | To conduct a policy review of the practicalities of the tourist guiding sector in South Africa - one that would identify challenges and suggest improvements. | South Africa has a legislative system in place with regards to tourist guides, however, there was to be a need for renewal and refinement so as to further optimise the sector. The research focussed on global practices, policy gaps, challenges, training needs etc. with recommendations for improvements. |
| The Indigenous Story-Teller (IST) | To develop a strategy for the inclusion of the IST within the tourist guiding domain. | To look at ways of using IST to: extend the tourism domain so as to be more inclusive of local communities, enhance the authenticity of the tourist experience and contribute to the transformation of the sector. |
| Cross-Border Themed Tourism Routes in the Southern African Region: practice and potential | To develop and test a model for the development and implementation of guided cross-border themed tourism routes according to existing and potential tourism niche markets**.** | This was a continuation of the research done on Cross-Border Guiding in Southern Africa but focused on understanding the tourism products in cross-border themed tourism routes in the SADC region and the possibility of integrating routes to enhance a cross-border niche tourism experience. |

**(ii) Outcomes and findings of each research and analysis project respectively.**

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| **Topic (s)** | **Outcomes** |
| A Policy Review of the Tourist Guiding Sector in South Africa | Recommendation to simplify and streamline the guiding sector and for the Department to have more control of the various functions associated with guiding e.g. training and compliance. |
| The Indigenous Story-Teller (IST) | It recommends the creation of a new tourist guiding classification to add to the established three levels of tourist guiding already regulated and monitored within the country. It suggests the possible addition of a unit standard which will enable the culture guide to facilitate and provide a platform for the inclusion of the IST in the tourism sector. Culture guides will therefore be elevated to a position where they are enabled to facilitate the inclusion of the IST in the tourism offering and mediate between the IST and the tourist group as an intercultural communicator. |
| Cross-Border Themed Tourism Routes in the Southern African Region: practice and potential | A toolkit which the sector could utilize to creatively diversify the experience dimension of the tourist offering is an outcome of this research. The report also maps out a range of potential avenues of collaborative themed route experiences within the SADC region with examples of 8 themed cross-border tourism routes unpacked for further consideration. |

1. **How was this data used in each respective case?**

In all the research that was conducted, the data was analysed to identify trends, best practices, gaps and challenges and to make recommendations for improvement and enhancements.

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| **Topic (s)** | **How data was used** |
| A Policy Review of the Tourist Guiding Sector in South Africa | Data was used to identify gaps in the legislation pertaining to tourist guides and make recommendations for amendments to the Tourism Act, no. 3 of 2014. |
| The Indigenous Story-Teller (IST) | The proposal to incorporate IST into the guiding domain was one of the areas recommended for inclusion in the Amendment Act. This will further be looked at when the qualification review process for guiding commences. |
| Cross-Border Themed Tourism Routes in the Southern African Region: practice and potential | Cross-border guiding is another area that the qualification review process will look at. The tourism routes and experiences that were identified through this research will create opportunities for tourist guides that wish to engage in this type of niche guiding.  |