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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:**

With reference to the National Registrar of Tourist Guides and his/her duties, (a) what information was published to promote and develop the tourist guiding sector in each month (i) in the past three financial years and (ii) since 1 April 2020, (b) how was the information (i) published and (ii) distributed and (c) what information was contained in each instance respectively?

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**REPLY:**

1. **What information was published to promote and develop the tourist guiding sector in each month**
2. **In the past three financial years:**

| **Years** | **Information published to promote and develop the guiding sector** |
| --- | --- |
| **2017/2018** | Bi-annual tourist guiding newsletters, information on awareness initiatives such as International Tourist Guide Day, Lilizela Tourism Awards, Tourist Guide Awareness Inspections and information pertaining to training initiatives to develop the guiding sector. |
| **2018/2019** | Bi-annual tourist guiding newsletters, tourist guide information booklets, information on awareness initiatives such as International Tourist Guide Day, Lilizela Tourism Awards, Tourist Guide Awareness Inspections and information pertaining to training initiatives to develop the guiding sector. |
| **2019/2020** | Information on awareness initiatives such as International Tourist Guide Day, Lilizela Tourism Awards, Tourist Guide Awareness Inspections and information pertaining to training initiatives to develop the guiding sector. |

1. **Since 1 April 2020**

|  |  |
| --- | --- |
| **Year** | **Information that was published to promote and develop the tourist guiding sector** |
| **2020/2021** | Information pertaining to training initiatives to develop the guiding sector. |

1. **How was the information**

|  |  |  |
| --- | --- | --- |
| **Information** | 1. **Published** | 1. **Distributed** |
| Tourist Guide Newsletter | In a digital format targeting registered tourist guides and key guiding stakeholders | Electronically to all registered tourist guides on the database and via social media platforms. |
| Information Booklets | Printed booklets targeting consumers and unregistered tourist guides | Handed out during awareness inspections. |
| Awareness Initiatives | In digital format targeting registered tourist guides and key guiding stakeholders. | Electronically to all registered tourist guides on the database and via social media platforms including the departmental website. |
| Training Initiatives | In digital format targeting registered tourist guides and key guiding stakeholders. | Electronically to all registered tourist guides on the database and via social media platforms including the departmental website. |

1. **What information was contained in each instance respectively?**

|  |  |  |
| --- | --- | --- |
| **Information** | 1. **Information contained in published format** | 1. **Information contained in distributed format** |
| Tourist Guide Newsletter | Information about departmental programmes on guiding and information pertinent to tourist guides. | Same as published format. |
| Information Booklets | Booklet for consumers - information about the use of registered tourist guides and the consequences of non-compliance and where to access information on guides.  Booklet for unregistered tourist guides – information on how to register and the consequences of non-compliance. | Same as published format. |
| Awareness Initiatives | Information and outcome of awareness initiatives. | Same as published format. |
| Training Initiatives | Adverts on training initiatives targeting new entrants.  Adverts for registered tourist guides on up-skilling initiatives. | Same as published format. |