BUILDING BRIDGES - BREAKING BARRIERS

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University of Pretoria, South Africa

“Georgia - World’s Historical Crossroad”

18th WFTGA Convention in Tbilisi, Georgia
BUILDING BRIDGES - BREAKING BARRIERS

The Tourist Guide as Innovator
Prof Karen L Harris
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PhD in History
Lecturing History and Heritage & Cultural Tourism
Accreditation of tourist guides
Research for National Department of Tourism

Memorandum of Understanding - since 2012

University of Pretoria & National Department of Tourism

Collaboration in areas of “research and capacity building”
WFTGA:
A person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area which person normally possesses an area-specific qualification usually issued and/or recognized by the appropriate authority.

TOURISM ACT, NO. 3 OF 2014:
A tourist guide means any person registered as such under section 50 and who for reward accompanies any person who travels within or visits any place within the Republic and who furnishes such person with information or comments.
Tourist guides are at the **coalface** of the industry and play a critical role as mediators between the various interfaces which comprise the tourist experience. Tour guiding and interpretation is a basic activity in the tourism value chain. Tourist guides’ performance depends on their competencies which in turn depends on their training and learning they have been through.

Use of a registered tourist guide that is **trained and regulated** ensures the tourist receives a more worthwhile experience.
TOURIST GUIDE

Actor
Interpreter/Translator
Salesperson
Buffer
Information-Giver
Teacher
Shaman
Catalyst
Ambassador
Mediator
Caretaker
Middleman
Intermediary
Culture Broker
Leader
<table>
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<tr>
<th>ROLES</th>
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<td>Katz</td>
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<td>Van den Berghe</td>
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<td>Mancini</td>
<td>2001</td>
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<td>Translator</td>
<td>Almagor</td>
<td>1985</td>
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<td>Katz</td>
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Tourist guide at the epi-centre of the tourist industry
Various sectors that impact on the tourist guide:

- Government legislation
- Tour operators
- Visas
- Travel agencies
- Local regulations
- Transport
- Safety regulations
- Training authorities
- Guiding Associations
- Accommodation
SA Minister of Tourism Derek Hanekom:

“tourist guides are absolutely critical to the continuing success and growth of tourism in [any] country”.

“the guiding profession is important in attracting tourists ... by enhancing their experience”

New Age
(March 2018)
ROLE OF TOURIST GUIDE EVOLVES:

Service-based → Experienced-based

Change from

Numerous determinants → Dynamic situation

Academic position → Business Management & Marketing to Social Sciences
LITERATURE

Journal of Policy Research in Tourism, Leisure & Events

Journal of Travel Research

Annals of Tourism Research

Tourism and Cultural Heritage

How to be a Tour Guide

International Journal of Tourism Sciences

Journal of Sustainable Tourism

Tourism History

How to Be an Award-Winning Tour Guide
Tour Guiding Research: Insights, Issues and Implications


3 achievable outcomes:
- Raising awareness of importance of guiding
- Helping achieve minimum guiding standards
- Rewarding advanced performance of guiding

5 mechanisms:
- Professional certification (& recertification)
- Licensing (& enforcement)
- Code of conduct (ethical & quality issues)
- Awards of excellence (relevance, exclusive)
- Professional Associations (networking)
BUILDING BRIDGES

BREAKING BARRIERS

The Tourist Guide as Innovator
Cross-Border Tourism

Indigenous Story Telling

Film Tourism
Cross-Border Tourism

“movement of tourists across the borders of a country under the guidance of a qualified tourist guide”. (D. Timothy)

- border regions peripheral / marginal
- integration of value chains
- augment foreign investment
- diffuse innovations
- intensify tourist flows
- multiply socio-economic effects
Grand Tour
1660s to 1840s

Cicerone - a knowledgeable guide or tutor
Cross-border tourist guiding
21st century

Canada and USA

European Union

SADC

East Africa Countries Tourist Visa
CROSS BORDER 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”.
<table>
<thead>
<tr>
<th>Year</th>
<th>Document</th>
<th>Citation</th>
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<tbody>
<tr>
<td>1980</td>
<td>Declaration on World Tourism</td>
<td>[tourism as a] “vital force for peace and international understanding”</td>
</tr>
<tr>
<td>1985</td>
<td>Tourism Bill of Rights and Tourist Code</td>
<td>[tourism’s contribution to] “improving mutual understanding, bringing people closer together and, consequently, strengthening international cooperation”</td>
</tr>
<tr>
<td>1999</td>
<td>Global Code of Ethics for Tourism</td>
<td>“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”</td>
</tr>
</tbody>
</table>

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

- Botswana
- Zimbabwe
- Mozambique
- Namibia
- South Africa
- Lesotho
- Swaziland
CROSS BORDER TOURISM-SCAPES

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

**South Africa**
1. Pre – Colonial Archaeology, Iziko Museums, Cape Town, Western Cape

2. !Khwa 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
Origins Route

- **Namibia** – Quiver Tree Dolerite park & Mesosaurus Fossil site
- **Botswana** – Tsodilo Hills
- **Zimbabwe** – Great Zimbabwe Ruins
- **Mozambique** – Chinhamaprere Rock Art Site
- **Swaziland** – Nsangwini Rock Art 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

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

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

7. 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

“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. 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 Khamis III of the Bangwato
   - Chief Sebele I of the Bakwena
   - Chief Batlhokwane 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

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 WeSizwe (MK)
   - Transit point for guerrillas infiltrating into SA
   - ANC internal code: Maputo = the ‘Harbour’, Swaziland = ‘Bay’, South Africa = ‘Ocean’

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’

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
Indigenous Story Telling

STORY TELLER – an individual who tells an applicable story within a specific context (often referred to as a narrator or teller of tales).

STORYTELLING – the social and cultural activity of sharing stories, generally accompanied by improvisation, theatrics and embellishment.
Indigenous people & their stories

- part of the fabric of a site
- interpret the value of the area within their own cultural context
- provide experiences, meanings, values
- connect past, present, future
Tourism & Indigenous communities

**Positives:**
- economic up-liftment
- employment
- poverty reduction

**Negatives:**
- authenticity?
- commoditization
- disruptions
Three tier tourist guiding hierarchy

- National
- Provincial
- Local
- Site
Positioning ISTs in tourist guiding hierarchy
Film Tourism

“tourism activity that is motivated by interest in a film or television series, an author, a setting, or the heritage of a destination” (M.K. Smith)

“popularization of a destination due to their appearance in films or television series” (Zimmerman)
The critics are raving... the natives are restless... and the laughter is non-stop!

the Gods must be crazy
At last, a comedy everyone can laugh with!

1980s

US$ 51.2 million

Award Winning

Sequels
BUSHMAN PEOPLE
BUSHMAN / SAN CULTURE
BUSHMAN TOURISM
ACCOMMODATION
- 2018
- US$ 900 million
- Award Winning
Sotho-Tswana rondavels (huts)  Timbuktu
Maasai
isiXhosa
The language of Wakanda
The Southern African Wakanda Experience Route
FILM HUB

Long walk to freedom

Gods must be crazy

Eye in the Sky

The Giver

District 9

SPUD

Pad na jou Hart

The road to mecca
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Film Tourism
- extend the tourism domain so as to be more inclusive of a region and broaden the tourist’s experience (CBT)

- include the local voice, with inherent knowledge to enhance the authenticity, uniqueness and genuineness of the tourist’s experience (IST)

- capitalize on the popular film media to creatively extend the tourism reach and engage with the tourist’s popularist experiences (FT)
KEEP THE TOURIST GUIDE FLAG FLYING!!!

WWW.WFTGA.ORG
Thank you!