

## **Why use Alive!PTL as service providers?**

Alive!PTL cc have been actively promoting community tourism development for 18 years, which makes it the oldest company in the Western Cape to do this.

The name reflects the training, mentoring and consulting approach viz. an ALIVE! process involving the individuals and organisations in the kaleidoscopic communities of South Africa by providing adult education and training in tourism related skills.

Our slogan “**Tourism for the people by the people through the people**” testifies to our commitment to serve the communities of Southern Africa through meaningful and authentic participation of beneficiaries.

It was through the relentless pursuing of the CEO that the then Community Guides category was established as a guiding category – now called Site Guides.

Alive! PTL believes that for the industry to continue to function effectively as a stimulator and contributor towards the growth of the Southern African economy, it is critical to invest in its most valuable resource, namely its people. Alive! P.T.L. cc is deeply aware of the importance of augmenting the benefits of the tourism industry to all communities.

Alive!PTL believes that a successful community tourism project needs more than just the training of tourist guides and should endeavour to develop as many skills in the tourism community as possible. Tourism is everybody’s business and as many individuals in a community as possible should be equipped to create a healthy, authentic tourism product. A variety of programmes that will empower all residents to become part of the tourism industry in a meaningful way, were created and accredited.

Alive!PTL adapts the programmes to suit the needs of the learners as far as possible. Our programmes can be tailor-made to meet your needs. Within the legal requirements we will adapt time, duration, content and rates.

We are the only service provider to actively market the services of our trained and registered tourist guides and continually create opportunities for our learners to develop further and to be mentored through Alive!Guides.

**Alive!Guides** is a forum for ex-learners (now guides) to further their education, develop their knowledge as well as market together. We are in the process of registering as an NPO and will continue to assist new role-players to become relevant and successful in the Southern African tourism industry by mentoring them and introducing them to job opportunities - thus enhancing true growth through learning.

## Alive! PTLcc's LANGUAGE SCHOOL

Rationale: Learning a new language is an investment in the workforce as it is a transportable skill that could assist the learner in furthering his/her career.

However, the language needs to be practiced enough to “settle” in the learners' minds. The method that is used in our programmes focuses on listening to and speaking the languages. In follow up programmes more attention will be given to reading and writing the language.

### LOCAL LANGUAGES

In line with the general implementation of ubuntu in the workplace, there has been a greater demand for learning each others languages in South Africa. In the Western Cape the local languages most needed are Afrikaans, English and Xhosa.

Alive! Language School has been successfully offering the above languages programmes to empower employees in a variety of companies and government departments. The employees have given feedback on improved relationships with colleagues because they not only now better understand each other's languages, but also the cultures.

### ALL GROUPS

Duration: All levels require a minimum of 30 hours contact time spread over 15 two-hour sessions presented twice a week.

Attendees: Anybody interested in enlarging their employability.

Minimum and maximum numbers will have to be discussed.

Venue: Size suitable to accommodate the amount of students.

Cost: R 1 700 per learner [incl. manual and certificate; excl. travel, accommodation, venue and catering cost]. Min 7 pax

**FOREIGN LANGUAGES**

	<b>TOURISM /BUSINESS</b>	<b>HERITAGE/FUTURE USES</b>	<b>COMMENTS</b>
<b>GERMAN</b>	<ul style="list-style-type: none"> <li>• South Africa gets most of its visitors from Germany</li> <li>• after the soccer world cup the amount of German visitors will not subside and the language will continuously be needed</li> <li>• the cooperation between the service sector in general and the tourism industry cannot be over emphasised</li> </ul>	<ul style="list-style-type: none"> <li>• it will be easy to continue to an advanced learning programme</li> <li>• learning a new language is a skill that is transportable and could assist the learner in furthering his/her career</li> </ul>	<ul style="list-style-type: none"> <li>• in the WC the language most spoken is Afrikaans and German word order, sound and pronunciation is easier for the locals to handle</li> <li>• German is often heard in in the Western Cape, as many Germans have immigrated</li> </ul>
<b>SPANISH</b>	<ul style="list-style-type: none"> <li>• Spanish is one of the world languages and with closer ties between Spanish speaking countries and SA, there will be a steady flow of tourists coming here</li> <li>• more and more businessmen will deal with Spanish speakers and bring them to the Western Cape</li> </ul>	<ul style="list-style-type: none"> <li>• it will be easy to continue to an advanced learning programme</li> <li>• learning a new language is a skill that is transportable and could assist the learner in furthering his/her career</li> </ul>	<ul style="list-style-type: none"> <li>• Spanish is a “fashion” language and more and more people want to address visitors in their own language</li> </ul>
<b>PORTUGUESE</b>	<ul style="list-style-type: none"> <li>• two African countries close to us speak Portuguese and trade is improving</li> <li>• with trade improving, more people will visit the Western Cape</li> </ul>	<ul style="list-style-type: none"> <li>• learning a new language is a skill that is transportable and could assist the learner in furthering his/her career</li> </ul>	

**GENERAL**

**Rationale:** Meeting an expressed need in more than one industry for CPD (Continued professional development), new programmes are now available.

**Content:** The modules would fall under the generic title "Communication" and they can be presented as independent modules. The combination will depend on the needs of our client.

1. Assertive communication – 10 hrs
2. Emotional intelligence and customer care – 10 hrs
3. Presentations – 15 hrs
4. Telephoning – 10 hrs
5. Report writing – 15 hrs
6. Interviewing for a Job – 5 hrs
7. Public speaking – 15 hrs
8. Dealing with Customers – 15 hrs
9. Communication skills (incl.) pronunciation – 25 hrs
10. Grooming for the business environment – 5 hours

**Duration:** Dependant on the needs of the client

**Attendees:** The intended beneficiaries are all those that need to deal with clients - internal as well as external clients - in a competitive business environment. This would include the whole spectrum from management to frontline staff in a company or institution.

**Venue:** Dependant on the needs of the client

**Cost:** Dependant on the needs of the client

***We also offer other related training (e.g. radio and TV presentation by experienced presenters). Ad hoc arrangements can be made for custom-made programmes.***

## **PROCESS INCOMING AND OUTGOING TELEPHONE CALLS**

**Rationale:** In order for a business to grow customer service is of utmost importance. The telephone is often the first contact a client has with the business. First impressions are very important and the role of the telephonist therefore is a very important one in portraying the image of the business.

This is a skill that needs to be acquired.

**Content** Attendees will be introduced to the following:

1. Using the Telephone
  - First Impressions
  - Switchboard versus private phone
2. Communicating clearly when using the phone
  - Body Language
3. Telephone Etiquette
  - Answering Calls
  - Transferring Calls
  - Taking Messages
  - Distribution of messages
  - Placing a caller on hold
  - Completing Calls
4. Developing Listening Skills
5. Making External / External Calls
6. Cellular Phones
7. Assisting Customers
  - Finding Telephone Numbers
  - Responding to Requests for Information
8. Confidentiality
9. Dealing With Unexpected Situations
  - Dealing with Telephonic Complaints
10. USEFUL EXPRESSIONS
11. Demonstrate the ability to learn from our actions & to adapt performance

**Duration:** A two-day workshop of 6 hours/day

**Attendees:** All local businesses.  
Minimum and maximum numbers will have to be discussed.

**Venue:** Large enough to accommodate 20 pax.

**Cost:** R 5 000 per 2 day session [incl. manual and certificate of attendance; excl. travel, accommodation, venue and catering cost]

**Cost per attendee** R 300pp if 20 attendees/session; minimum of 7 pax @ R750pp

## TRAIN THE TRAINER

- Rationale:** In order for trained tourist guides to handle the **i C my town** campaign they need to understand the basics of adult education. The programme will have to educate, excite and entertain the residents of the town and specific skills will have to be imparted to trainers.  
To save costs as well as empower local trained tourist guides it would be beneficial to have trainers that reside in Eden.
- Content:** Attendees will be introduced to principles of adult education, facilitation skills, planning a contact session, using visual aids, group management and report writing.
- Duration:** A week-long programme of 6 hours/day
- Attendees:** Selected registered tourist guides in the area.  
Minimum and maximum numbers will have to be discussed.
- Venue:** Large enough to accommodate 5 pax. Initially this will be conducted in Cape Town.
- Cost:** R 4 000 per learner [incl. manual and tuition; excl. travel, accommodation, venue and catering cost].

## TOURISM

### *i C my town*

## TOURISM AWARENESS CAMPAIGN

**Rationale:** In order for tourism to be everybody's business, everybody has to **make** it their business. This can only happen if as many people as possible in the town are willing to spend time getting to know what their town/area has to offer. Local residents who have been trained as tourist guides and have received training as trainers will be used in the programme.

**Content:** Attendees will be introduced to the tourism industry – it's benefits and challenges, the importance of community-based tourism, the role of residents in the industry and how the industry is managed.  
The next session will introduce the town and environs – the history, fauna & flora, architecture and tourist attractions.  
The sessions will be conducted in English, Afrikaans or Xhosa.

**Duration:** A three-day workshop of 6 hours/day

**Attendees:** All residents of the town/area.  
Minimum and maximum numbers will have to be discussed.

**Venue:** Large enough to accommodate 30 pax.

**Cost:** R 7 500 per 3 day session [incl. manual and certificate of attendance; excl. travel, accommodation, venue and catering cost]

**Cost per attendee** R 250pp if 30 attendees/session  
Min 7 pax @ R1100pp

# **NATIONAL CERTIFICATE: TOURIST GUIDING**

## **NQF level 02**

Training facilitated by Alive! P.T.L.cc # 4 Beyers Road, Woodstock, 7915 # Cell 072 506 1236  
registered by THETA. as 613/P/000115/2008

**Thank you for enquiring about the tourist guide programme provided by  
Alive! P.T.L.cc., an accredited service provider.  
We assure you of our best service!**

**January 2010**

### **ENTRY REQUIREMENTS**

It is assumed that learners wishing to enter a programme leading to this qualification have literacy, numeracy and communication equivalent to NQF Level 01. Proof of this will have to be given before the learner can attend the programme.

### **THE PROGRAMME**

- ~ is designed according to the requirements of the prescribed National Unit Standards
- ~ will take into account the needs of the candidates, the tourists and the local communities
- ~ endeavours to equip the candidates to present their area in the best possible way to tourists

Successful completion of the whole programme will enable the learner to register as a TOURIST GUIDE within a limited geographical area e.g. the Western Cape province.

### **TIME SCHEDULE**

- ~ Programmes will mostly be presented after working hours
- ~ According to prescriptions there have to be 134 contact hours per programme. These will be divided as follows:
  - 20 x 4 hour sessions
  - 3 x 6 hrs sessions
  - 20 hrs practical tours
  - 10 hrs written assessments
  - 6 hrs one on one assessments
- ~ For registration as a guide the learner will have to be assessed and found competent according to the outcomes of the prescribed National Unit Standards.

### **ASSESSING OF CANDIDATES:**

- ~ assessment will be continuous and ranges over a wide field: tasks, a research portfolio, reporting, written and a practical examinations will be included;

### **PRICE STRUCTURE:**

#### **National Certificate in Tourism: Guiding (NQF2) CULTURAL GUIDE**

Full programme: R 4 950-00 per learner [R 4 600-00 excl First Aid]

Site Guide: Culture R 3000-00 per learner

Site Guide: Nature R 3000-00 per learner

Discount for groups in the same company as well as married couples is available.

### **PLEASE NOTE:**

[aliveptl@gmail.com](mailto:aliveptl@gmail.com) \* [www.alivetours.net](http://www.alivetours.net) \* ☎/fax 021 448 6106 \*

SAQA reg number 613/P/000115/2008

**50% of the fee has to be deposited into the bank account of Alive? PTL cc 7 days prior to the start of the course unless specific written arrangements have been made to alter this.**

The course will not proceed unless proof of this payment is provided. **This money is not refundable.** The rest is payable on the first day of the course. **This money is not refundable after the first lesson has been attended.\***

**Bank account: Alive! P.T.L.  
ABSA  
Branch code: 632005  
account number 147 3535 6**

**THIS COURSE IS NOT:**

~ guaranteeing an income to successful candidates.

**IT RATHER IS:**

~ aiming to present affordable training to all members of a community,  
~ providing guides to tourists who will add to the total enlightening experience for the tourist in that town by adding a local flavour

**TRAINING PRACTICALITIES**

~ Lunches, refreshments, stationery [incl. exam paper], travel costs and the registration fee at DEAT are for the account of the individual learner

~ There are books available at extra cost for the student. They are highly recommended, but not compulsory.

~ Home work/self study: Portfolios which include:

Itineraries as stipulated and the needed researched commentary for them  
Brochure  
Research as will be indicated  
Herbarium charts  
Code of Conduct  
Business plan

~ Tour: This will be conducted in your town/area and will consist of an hour-long tour of your chosen area.

~ Tasks: If handed in late, no marks.

~ Written assessments: These will be discussed during the first contact session.

**PLEASE COMPLETE THE ATTACHED APPLICATION FORM AND E-MAIL IT BACK.**

# LEARNER APPLICATION FORM

<b>FULL NAME</b>	
<b>ID NUMBER</b>	
<b>ADDRESS: Physical</b>	
<b>Postal</b>	
<b>CELL</b>	<b>TELEPHONE</b>
<b>EMAIL</b>	

I.....herewith apply to attend the  
.....programme offered by Alive!

P.T.L.cc. I will pay in the following way:

R 2 400.00 on .....[date]

The remaining amount on .....[date]

I understand that I will not be qualified before I have completed the above payment and will not be allowed to attend sessions if I have not paid the full amount by the above date.

I have agreed to the dates set by Alive! P.T.L. cc for commencing and closing the programme as well as dates for the needed assessment/s.

DATE.....

SIGNED

Learner.....

RECEIVED ON .....

Alive! P.T.L. cc representative.....

## **SKILLS PROGRAMMES FOR TOURIST GUIDES in limited geographical areas**

We offer programmes for both **Culture** and **Nature** Site guides.

**Rationale:** For new role players in the tourism industry this is the ideal programme to start off with. It will raise confidence in individuals as they will have to master smaller geographical areas in depth. It is also more cost-effective for people who are not sure whether they want to make this their career.

**Content:** The prescribed Unit Standards will be dealt with

**Duration:** A minimum of 40 contact hours

**Attendees:** Minimum and maximum numbers will have to be discussed.

**Venue:** Large enough to accommodate the specific group.

**Cost:** R 3 000 [incl. manual and certificate of attendance; excl. travel & accommodation of facilitator, venue, catering cost and First Aid]

## **SITE GUIDES FAQs**

### ***What is a Site Guide?***

According to Theta, a Site Guide is allowed to guide in a “limited geographical area”. There is as yet, no specific guideline for the exact size of the “limited” area. It is generally seen as a manageable area that will allow the guide to spend time studying the area in order to give the visitor an in-depth experience of that specific area. This is in no way an indication that the tour experience that the Site Guide will offer will be an inferior experience. It will rather be an enriching experience where the visitor will learn and experience things about and in the area that a non-Site Guide will never be able to guide them to experience.

**Why Site Guides?**

Mastering all there is to know about any area – be it national or provincial – is an impossible task. If we want to let our visitors experience more than what they can learn from books, the electronic media and pamphlets, we have to lead them to experience what only the guides who have studied an area in depth are able to share with them. This will be the enriching experience that only a Site Guide can provide. A Site Guide typically, but not exclusively is a local in the area they want to be qualified for.

**How long is the training?**

According to THETA this qualification is worth 40 credits. For every credit 10 notional (academic) hours are allocated. Of these, 10% have to be contact hours with the facilitator/assessor. That means that 40 “class room” hours and 360 “study/homework” hours will have to be put aside for this qualification.

Alive!PTL adapts the spread of these hours to the needs of the learner.

**What does it cost?**

In monetary terms Alive!PTL’s fees have always been very competitive. This is true for this programme as well. The standard fee is R3 000pp. However, there is a discount available if the group is large enough.

However, in terms of hard work, Alive!PTL has never been known as the “easy” way to get the qualification. We are committed to quality work and that always takes effort.

**Where can a Site Guide operate?**

In the site you have qualified for. A site can be any limited geographical area that is worth taking visitors to. In the Overstrand area it could be a walking tour of your hometown, the Old Harbour Museum, a wine estate, Elim, Zwelihle, Hawston, Mount Pleasant, Gansbaai, the rocky shores, a historical path, Fernkloof, fynbos in the area, Stony Point, boat-based whale watching, a historical view of the shipwrecks.... just to give an idea.

**What is the way forward?**

As a training institute Alive!PTL has always tried to let our learners see guiding as a step to a career in the tourism industry. We are committed to a culture of lifelong learning and are therefore always looking at possibilities to open doors for our learners to become lifelong learners. As a Site Guide you will be able to climb the ladder at your own pace. From here you could study further to become a National Certificate guide that can guide in your own province and later also move to the Level 4 National Certificate where you will be able to guide nationally.