



# Phambili Tourism Academy

## CULTURE SITE GUIDE

TGD/CuLSGd/2/0028

### Programme Name

Skills programme and Training Certificate in Culture Site Guide, NQF Level 2, SAQA ID TGD/CuLSGd/2/0028, 40 Credits.

### Programme Purpose

- At the end of this programme the learners will be able to identify all the required knowledge, skills and understanding for application of the Culture Site Guide Skills programme.

### Workplace Requirements

- Access to tour guide element
- Must have PDP licence
- Must have first Aid Certificate
- Need to have access to customers

### Programme Description

Each person that will successfully achieve this programme will be able to:

- To create and conduct a local guided tourist experience based on local natural and cultural resources, which entertains and informs visitors.
- The learner will be able to create and conduct short local tours with an emphasis on heritage or cultural resources that will inform and entertain visitors..

### Target group

- The programme is aimed at Guides or potential Tourist Guides who wish to register with DEAT (Department Environmental Affairs and Tourism) as a Culture Site Guide.

### Entry Requirements

- A literacy, numeracy and communication at least NQF level 2 (Grade 10) is required. Some interest and product knowledge expertise in a cultural area or history is assumed.

### Programme Outcomes

On completion of this Skills Programme, the learner will be able to:

- Establish needs, limitations and expectations of tourists.
- Demonstrate knowledge of where tourists come from and what might interest them.
- Demonstrate the ability to assess individual and group interests and adapt the experience accordingly.
- Ensure that knowledge and interpretation is at an appropriate level for the group.
- Demonstrate a basic knowledge and understanding of diverse tourist groups, their interests, limitations and related expectations.
- Demonstrate a basic knowledge and understanding of people management skills.
- Identify and assess the needs, limitations, interests and expectations of a target group of tourists.

### Structure of the programme

The Skills Programme in Culture Site Guide consists of:

- Classroom based learning
- On-the-job learning
- Assessment

### Duration of the Programme

- Programme: 20 Days
- Training Days: 10 Days
- Assessment Days: 10 Days

Number of learners per class: Minimum 15

### Programme Roll-Out:

Unit Standard Code	Unit standard Title	Level	Credits
8478	Create a guided experience for customers	2	20
8438	Conduct a cultural guided experience in a limited geographical area	2	20
<b>Total Credits</b>			<b>40</b>