

**MINISTRY OF ENVIRONMENT AND TOURISM**



**ADDRESS BY Hon. Uahekua Herunga (MP)  
Minister of Environment and Tourism**

**ON THE OCCASION OF THE OFFICIAL LAUNCH OF THE**

**TOURIST GUIDE REGISTRATION INFORMATION BROCHURE**

**13 February 2013**

**Windhoek,**

**ADDRESS BY HON. UAHEKUA HERUNGA, MINISTER OF ENVIRONMENT AND TOURISM, AT THE OFFICIAL OPENING OF THE SEMINAR ON SERVICE DELIVERY IN HOSPITALITY AND TOURISM IN NAMIBIA.**

Director of proceedings,

Her Excellency Mariane Young, the High Commissioner of Great Britain,

The CEO of First National Bank of Namibia, Mr Ian Leyenaar,

Mr Digu //Naobeb, representing the Namibia Tourism Board,

All protocol observed

Members of the Private sector

Officials from various government ministries and state owned enterprises

Invited guests, members of the media

Ladies and Gentlemen

Good morning to you all,

It is indeed an honor to be here with you today. Allow me to extend our sincere gratitude to the stakeholders of the tourism sector that has been working tirelessly with us in order to address the challenges that the sector face.

The Namibian Government has prioritized tourism as one of the key economic sectors to address poverty, unemployment, community empowerment and national economic development through its recently adopted National Development Plan 4 document. In order to achieve the objectives of Vision 2030; all sectors need to work together. It is important that all sectors

understand how it is linked to the industry and work towards perfecting its operation for the success of tourism in our country.

As a sector, we have overcome numerous challenges to get where we are today. The bid of the Adventure Travel Summit that was won last year by Namibia is testimony to the collaboration of the public and private sector within the tourism sector. It also tells me that we can climb greater heights to become the no. 1 destination in Africa! Let us maintain the spirit as, united we stand, divided we fall!!

I am certain that the recently held AFCON competition will have spin off benefits for us as a nation. Let us strategize and see how best to expand on the marketing scope the tournament brought forward to the region, so as to attract visitors from within the region and elsewhere in Africa.

Tourism is essentially a service. We market Namibia for what it has to offer in terms of our breathtaking landscapes, wilderness areas, wildlife and unique and diverse cultures. Many countries have the same in offer, therefore what can increase the competitive and comparative edge of what Namibia has in offer is the service that goes along with experiencing Namibia's' attractions. So far Namibia is known as a "boutique" destination, offering a more intimate and personal tourism experience, in smaller facilities, and this goes hand in hand with efficient and friendly service.

The Government through the Ministry of Environment and Tourism, the Namibian Tourism Board and the Federation of Namibian Tourism Associations FENATA has been carrying out a number of targeted workshops with its stakeholders, to address bottlenecks in the industry since last year. It is in the same spirit that we are here today, to witness the launching of a brochure that is

a result of such interventions the sector has embarked upon. This Brochure emanates from a series of meetings and a workshop based on an initiative between the Ministry of Environment and the British High Commission to foster the clarification of a tour guides career path in Namibia.

### **Director of ceremonies,**

As you know tour guides lead visitors, individually or in groups, on tours of varying durations. They need to ensure that itineraries are met and that customers are being informed in an entertaining manner about the location they are touring. They are further responsible for ensuring the safety of the group and ensuring that tour groups remain together. Tour guides are employed by tour companies, resorts and attractions.

The most successful tour guides are having outgoing, friendly personality; ability to handle people, verbal fluency. The aptitude for languages is the skill set required to be successful in the field. You need to have a thorough knowledge relating to traveling and tourist destinations, business tactics and social etiquettes.

The ability and patience to help and provide hospitality is a must. One should also have an up-to-date knowledge of available facilities and services in the field.

From the above it is evident that a tour guide is a critical player in the tourism sector. In Namibia however this is one of the sub-sectors of the Namibian tourism industry that is still effectively uncontrolled. Last year, a set of workshops and meetings have been conducted to discuss bottlenecks around tour guiding in Namibia. The Government and its stakeholders set itself to set up guidelines for the registration of tour guides in a consistent and standardized manner as well as design a career path for them, so as to advance a growth in capacity and by so doing ensure a pleasurable experience for our guests.

As part of a joint initiative with the British High Commission and FNB Namibia, a Tourist Guide Registration Information brochure is now available with the necessary information for all tourist guides.

I hope that this Brochure will be used effectively to guide growth and development in the tour guiding sector of Namibia. Let us adopt the career path as a matter of policy, and let us align our training and the related expenses to this career path as this will give a clear and fair chance to all those Namibians who would like to make a career as tour guides in Namibia as well as to those who are already in the sector as tour guides.

I would like to express my appreciation and gratitude to the British High Commission for having made the decision to become a partner in the Namibian tourism sector and for assisting us therefore with this very important sub-sector of the Namibian tourism sector.

I am also grateful that my officials both in the Directorate of Tourism and Gaming and the Namibian Tourism Board as well as the tourism private sector; as you are all actively working together to ensure that the tour guides in Namibia are registered and regulated efficiently and effectively in due time.

**Allow me now, to declare this brochure as officially launched!!!**

Brochures can be obtained from the Ministry of Environment and Tourism, the British High Commission, FNB Tourist Division and the Namibia Tourism Board.

I thank you!