

Domain	TOUR GUIDING	Unit ID: 182
Title:	Apply knowledge of the contribution of tourism to the Namibian economy in tour guiding operations	
Level: 3		Credits: 2

Purpose

This unit standard specifies the competency required to demonstrate understanding of the contribution of tourism to the Namibian economy. It includes explaining the positive impact of tourism on Namibia, promoting a positive image of Namibia, demonstrating knowledge about the country's tourism branding policy, updating knowledge of the tourism products offered in Namibia and demonstrating knowledge of the tourism structures in Namibia. This unit standard is intended for those who work as tour guides.

Special Notes

1. Entry information:
 - Prerequisite:
 - Unit 170 *Follow occupational health and safety procedures in tour guiding operations* or demonstrated equivalent knowledge and skills.
2. To demonstrate competence, at a minimum, evidence is required of explaining the positive impact of tourism on Namibia, promoting a positive image of Namibia, demonstrating knowledge about the country's tourism branding policy, updating knowledge of the tourism products offered in Namibia and demonstrating knowledge of the tourism structures in Namibia.
3. Assessment evidence may be collected from a real workplace, or simulated real workplace or an appropriate simulated realistic environment in which tour guiding operations are carried out.
4. Tour guides must comply with the Namibia Tourism Board's Code of Conduct for Tour Guides.
5. Regulations and legislation relevant to this unit standard include the following:
 - Labour Act No 6, 1992
 - Nature Conservation Ordinance 4 of 1975
 - Namibia Tourism Board Act 21 of 2000
 and all subsequent amendments to any of the above.

Quality Assurance Requirements

This unit standard and others within this subfield may be awarded by institutions which meet the accreditation requirements set by the Namibia Qualifications Authority and the Namibia Training Authority and which comply with the national assessment and moderation requirements. Details of specific accreditation requirements and the national assessment arrangements are available from the Namibia Qualifications Authority and the Namibia Training Authority on www.nta.com.na

Elements and Performance Criteria

Element 1: Explain the positive impact of tourism for Namibia

Range

The key benefits of tourism for Namibia may include earning of foreign exchange, contribution to the national economy, creation of jobs, boost for international profile of Namibia, promotion of international contacts and networks, stimulation of trade, stimulation of aid and development, promotion of economic sustainability.

Performance Criteria

- 1.1 Key benefits of tourism for Namibia are described.

Element 2: Promote a positive image of Namibia

Performance Criteria

- 2.1 The value of promoting a positive image of Namibia to tour groups is understood and explained.
- 2.2 Strategies for promoting a positive image of Namibia with tour groups are identified and applied in line with organisational procedures.

Element 3: Demonstrate knowledge of how Namibian tourism is branded and promoted

Performance criteria

- 3.1 The branding features used for marketing tourism to Namibia are identified and described.

Element 4: Update knowledge of the tourism products offered in Namibia

Range

Social and cultural attractions may include unique environmental features, traditional cultures, museums, informal markets, parks and public open spaces, public and historical buildings, monuments, historic and sites of national significance, resorts and casinos, entertainment centres.

Performance Criteria

- 4.1 Personal knowledge of the natural, social and cultural attractions of Namibia are identified, assessed and updated as required.
- 4.2 Different types of tour operations available in Namibia are identified and described.

- 4.3 Different types of tourist accommodation available in Namibia are identified and described.

Element 5: Demonstrate knowledge of the tourism structures in Namibia

Range

Tourism related organisations in Namibia include but are not limited to the Ministry of Environment and Tourism (MET), Namibia Tourism Board (NTB), Namibia Wildlife Resorts (NWR), Federation of Namibian Tourism Associations (FENATA), Hospitality Association of Namibia (HAN), Tour and Safari Association (TASA), Tour Guides Association of Namibia (TAN), Tourism Related Businesses in Namibia (TRENABA), Namibia Professional Hunting Association (NAPHA), Bed & Breakfast Association of Namibia (B & BAN), Car Rental Association of Namibia (CARAN), Association of Namibia Travel Agents (ANTA), regional tourism related associations and councils, hospitality and tourism training providers.

Performance criteria

- 5.1 The roles, functions and relationships between tourism related organisations in Namibia are identified and described.

Registration Data

Subfield:	Hospitality and Tourism
Date first registered:	16 November 2006
Date this version registered:	16 November 2006
Anticipated review:	2011
Body responsible for review:	Namibia Training Authority