

Specialists in the hospitality and tourism industry

Drum Beat Academy

We drum out your future!



Course Information:

Guiding

This brochure contains information on:

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Culture Guide

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Nature Site Guide

Tour Operator

First Aid Level 1

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Tourist Guiding

Drum Beat Academy offers THETA accredited Tourist Guide qualifications as well as other Tourism related courses. These courses will enhance your skills as a Tourist Guide and enable you to interpret our natural and cultural heritage in an interesting informative way. These courses will let you travel throughout South Africa exploring and sharing our country with paying customers both local and international. Once qualified a Tourist Guide can move from province to province finding employment with tour operators, working as a free lance Tourist Guide, working on private game reserves or at historic cultural sites in the provinces he/she is qualified for.

Tourist Guiding is a recognised profession in the tourism sector and a key provider to job creation. Tourist Guiding as a career will let you play a part in the promotion of the diverse cultures, histories and heritage of the peoples of South Africa. Tourist Guiding boosts growth in the regional tourism markets, encouraging local communities to participate in the tourism sector, helping to develop rural communities and offer international and local tourists alike a chance to experience previously unknown tourist attractions, getting a unique local view on the history and culture of the site.

Tourist Guiding is a specialised field that necessitates in depth knowledge, training, study and assessment of a particular area (culture / nature). All Tourist Guides in South Africa are registered with the Provincial Tourism Department. Tourist Guides are only allowed to operate in an area in which they have been trained and for which they have been registered. To register as a Tourist Guide a person must complete one (or more) of the many Tourist Guide qualifications registered with THETA.

It is important to know that there is a huge difference between a Tour Operator and a Tourist Guide. A Tour Operator is a person / company that make all the arrangements regarding transport, accommodation, tour packages, etc. Basically the Tour Operator is the person that sits in the office and makes all the preparations. A Tourist Guide is the person that guides visitors, for a fee, interpreting cultural and natural heritage and is effectively in charge of the group for the duration of the tour. The Tourist Guide has no part in the organising component of the tour. It is the Tour Operator's responsibility to organise a well thought out, all inclusive tour package that will entice international as well as local tourists to explore our country from west coast to east coast, Cape Point to the Limpopo river.

Our well thought out training programme will teach you how to conduct a tour, how to research and design your own unique travel experience, how to work well in a team, how to communicate with your customers and how to care for them, how to apply professional ethics, how to comply to legal requirements, and many more interesting and relevant skills. You will also gain knowledge in your chosen field, culture or nature, and learn how to weave our history and heritage in an enticing way for your customers. You will be able to tell stories, divulge facts, identify plants and animals, entertain and dazzle international and local tourists with accurate information on South Africa and all the cultures and elements that form part of our nation. After your theoretical training you will experience the sights and sounds of your local tourist attractions and get a chance to practice your newly gained Tourist Guiding skills and share your increased knowledge with us and the rest of the group.

Culture Guide

A Culture Guide is a person that conducts extensive tours with an emphasis on cultural wealth, both to enlighten and entertain visitors. South Africa offers many opportunities for international and local tourists as a tourism destination where people can experience a variety of tourism resources and attractions. These guides are very well informed about the history of the different sites that are scattered throughout the provinces of South Africa and have a good overview of the diverse cultural elements of our country. A Culture Guide can operate in one province or qualify to work as a competent guide in numerous provinces or apply themselves to qualify as a National Guide. A Culture Guide may specialise in certain fields and conduct tours accordingly such as a tour of the battlefields of South Africa, monument tour through a specific province, art tour, cultural migratory tour, gold digging tour, old church tour, etc.

Drum Beat Academy offers a THETA accredited Cultural Guide qualification. This course will enhance your skills as a guide and enable you to find work as a guide in your chosen provinces. This course will let you travel throughout South Africa exploring and sharing our country with paying customers both local and international. Once qualified a Culture Guide can easily move between the provinces he/she is qualified for. This programme is presented monthly at our head office and can be arranged at other locations should there be a big demand.

Course Content:

Theory:

Conduct a guided experience	Design a tour	Legal requirements
Overview of South Africa	South African heritage	Cultural elements of the province
Teamwork	Plan and conduct research	And many more
Care for customers	Communication	

Practical:

Conducting a guided cultural tour	Provide customer service	Demonstrate ability to handle problems
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Entrance requirements:

Learners should have two South African languages on matric level or equivalent
Reading, writing and basic mathematical skills are required

Duration:

5 full days theory, 2 full days practical, own time for preparation and completion of assignments and questionnaires

Assessment:

Practical assessment on Conducting a Guided Experience
Questionnaires on theory and information cards
Designed itinerary

Award:

Drum Beat Academy and THETA Certificate

Nature Guide (Elective)

A Nature Guide is a person that interprets the natural wealth of a site or province to a group of international or local visitors and educates and informs them of the different aspects of that particular area. South Africa has a very diverse natural heritage that offers countless tourism destinations where people can experience a variety of tourism attractions from the Fynbos in the Western Cape to the majestic Baobab in the Limpopo, from the wonders of the wetlands at St. Lucia to the striking Gemsbok of the Kalahari. These guides are very well informed about the natural elements of the site or province they guide in and have a wealth of information about the animals and plant life that inhabit it. A Nature Guide can operate in one specific site or qualify to work as a competent guide in a province/s or as a National Guide. A Nature Guide can guide in national parks, conservation areas, mountains, bushveld, different biomes, game reserves, etc. A Nature Guide can also qualify as a specialised guide in an area, province or the whole of South Africa and conduct tours such as botanical tours, biome tours, big 5 tours, birding tours, geology tours, wetlands tours, natural resource tour, etc.

Drum Beat Academy offers a THETA accredited Nature Guide qualification. This course will enhance your skills as a guide and enable you to interpret our natural heritage in an interesting informative way. This course will let you travel throughout South Africa exploring and sharing our country with paying customers both local and international. Once qualified a Nature Guide can move from province to province finding employment with tour operators, working as a free lance guide or working on private game reserves in the provinces he/she is qualified for. This programme is presented twice a year at our head office and can be arranged at other locations should there be a big demand.

Theory:

Conduct a guided experience, Design a tour, Legal requirements, Overview of South Africa, South African heritage, Social issues, Teamwork, Plan and conduct research, Care for customers, Communication, Identify plants and animals, Animal behavior, Grass identification, Bird identification, Astronomy, ecology, taxonomy, geology and climatology, And many more

Practical:

Conducting a guided nature tour, Provide customer service, Demonstrate ability to handle problems

Entrance requirements:

Learner should have a basic comprehension of English, Basic reading, writing and mathematical skills are required, Culture Guide qualification

Duration:

10 full days theory, 4 full days practical, own time for preparation and completion of assignments and questionnaires

Assessment:

Practical assessment on Conducting a Guided Experience, Questionnaire on theory and information cards, Designed itinerary

Award:

Drum Beat Academy and THETA Certificate

Cultural Site Guide

A Cultural Site Guide is a person that conducts short localised tours with an emphasis on cultural wealth, both to enlighten and entertain visitors. South Africa offers many opportunities for international and local tourists as a tourism destination where people can experience a variety of tourism resources and attractions. These guides are generally very well informed about the history of the site and have a broad overview of where it fits into the diverse history of our country. A Cultural Site Guide can operate in one specific site or qualify to work as a competent guide in numerous sites in a given area. A site can be a particular city, cultural centre, monument, museum, village, municipal area, township, battlefield, etc. A Cultural Site Guide can also qualify as a specialised guide in an area that conducts tours such as wine tours around wine estates, walking tours around historically rich towns, cultural food tours through townships, architectural tours in a given city, etc.

Drum Beat Academy offers a THETA accredited Cultural Site Guide qualification. This skills programme is site specific. This skills programme will enhance your skills as a guide and enable you to find work as a guide at a particular site. This programme is normally presented at the workplace for a group of employed learners. Classes can also be scheduled if there is a big demand from unemployed learners.

Course Content:

Theory:

Plan a guided experience	Establish needs of tourists
General research of site	Professional ethics
Legal Requirements	Identify cultural resources and heritage sites
Design an itinerary	

Practical:

Conducting a guided cultural tour	Provide customer service
Demonstrate ability to handle problems	

Entrance requirements:

Learner should have a basic comprehension of English
Basic reading, writing and mathematical skills are required

Duration:

14 days

Assessment:

Practical assessment on Conducting a Guided Experience at a Site
Questionnaire on theory

Award:

Drum Beat Academy and THETA Certificate

Nature Site Guide

A Nature Site Guide is a person that interprets the natural wealth of a site to a group of international or local visitors and educates and informs them of the different aspects of that particular area. South Africa has a very diverse natural heritage that offers countless tourism destinations where people can experience a variety of tourism attractions from the Fynbos in the Western Cape to the majestic Baobab in the Limpopo, from the wonders of the wetlands at St. Lucia to the striking Gemsbok of the Kalahari. These guides are generally very well informed about the natural elements of the site and have a wealth of information about the animals and plant life that inhabit it. A Nature Site Guide can operate in one specific site or qualify to work as a competent guide in numerous sites in a given area. A site can be a particular national park, conservation area, mountain, biome, game reserve, zoo, conservancy, etc. A Nature Site Guide can also qualify as a specialised guide in an area that conducts tours such as snorkel trails, hiking trails, open vehicle field trails, birding tours, botanical tours, etc.

Drum Beat Academy offers a THETA accredited Nature Site Guide qualification. This skills programme is site specific. This skills programme will enhance your skills as a guide and enable you to find work as a guide at a particular site. This programme is normally presented at the workplace for a group of employed learners. Classes can also be scheduled if there is a big demand from unemployed learners.

Course Content:

Theory:

Plan a guided experience	Establish needs of tourists	General research of site
Professional ethics	Legal Requirements	Identify plants and animals of site
Basic animal behavior	Basic astronomy, ecology, taxonomy, geology and climatology	
Directional orientation using natural elements		

Practical:

Conducting a guided nature tour	Provide customer service	Demonstrate ability to handle problems
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Entrance requirements:

Learner should have a basic comprehension of English
Basic reading, writing and mathematical skills are required

Duration:

20 days

Assessment:

Practical assessment on Conducting a Guided Experience at a Site
Questionnaire on theory

Award:

Drum Beat Academy and THETA Certificate

Tour Operator Workshop

What is the difference between a Tourist Guide and a Tour Operator? A Tour Operator is a person / company that make all the arrangements regarding transport, accommodation, tour packages, etc. Basically the Tour Operator is the person that sits in the office and makes all the preparations. A Tourist Guide is the person that guides visitors, for a fee, interpreting cultural and natural heritage and is effectively in charge of the group for the duration of the tour. The Tourist Guide has no part in the organising component of the tour. It is the Tour Operator's responsibility to organise a well thought out, all inclusive tour package that will entice international as well as local tourists to explore our country from west coast to east coast, Cape Point to the Limpopo river.

Drum Beat Academy offers a workshop on how to start and operate your own small Tour Operator business. This workshop will enhance your Tour Operator business skills and teach you some of the most important aspects of running your own small tourism business. Drum Beat's Tour Operator Workshop has been designed for tour guides, entrepreneurs and existing Tour Operators to gain knowledge and information on the industry. This workshop is presented three times a year at our head office in Pretoria but can be scheduled in other areas if the demand is big enough.

Course Content:

- Starting and managing a small Tour Operator business
- Legal implications
- Marketing in the tourism industry
- Technical management
- Designing an itinerary
- Infrastructure
- Product knowledge
- Administration
- Managing your tourist guides

Entrance requirements:

- Learner should have a basic comprehension of English
- Basic reading, writing and mathematical skills are required

Duration:

5 days

Award:

Drum Beat Academy Certificate

First Aid Level 1

First Aid Level 1 Training is for persons required to assess the emergency situation and providing basic Life Support and basic First Aid in order to stabilise patients prior to the arrival of Emergency Services. People that have undergone First Aid Level 1 Training will be able to: demonstrate an understanding of emergency scene management, demonstrate an understanding of elementary anatomy and physiology, assess an emergency situation, apply First Aid procedures to a life-threatening situation and treat common injuries.

Drum Beat Academy offers a SETA-accredited First Aid Level 1 course. It is important to remember that all qualified tourist guides that want to register need to have a valid First Aid Level 1 qualification. This course is presented on a monthly basis at our head office in Pretoria but can be scheduled in other areas if the demand is big enough.

Course Content:

- Emergency scene management
- Anatomy & physiology
- Emergency situations & common injuries
- First aid procedures

Entrance requirements:

- Learner should have a basic comprehension of English
- Basic reading, writing and mathematical skills are required

Duration:

2 days

Assessment:

- Completion of workbook
- Practical demonstration of first aid skills

Award:

Drum Beat Academy Certificate (underwritten by HW-SETA and Dep. Labour)