

EDITORIAL

Dear Colleagues,

Since FEG's last EGM in Amsterdam back in March, a summer season has just about gone by. We all hope that this last summer season has been a good one for you. There are positive and also not so positive signs along the way, but we all know by now that tourism is an extremely volatile market, so let us hope for the best in the near future in all our countries.

As you all know from the last Euroletter of March 2011, this is a very special year for our Federation, as FEG celebrates its 25th anniversary. FEG was founded back in 1986 with the following founding members: Austria, France, Greece, Italy, Spain and the U.K., today we hope to have the opportunity to exchange views with colleagues from over 20 European countries.

The FEG family is growing and we have a new member, "The Slovenian Association of Tourist Guides" has recently joined FEG and soon other tourist guide Associations might follow; we hope to be able, in the near future, to look to the European map and say that all these countries are members of FEG.

Your executive committee has had a very busy summer dealing with the European Commission in Brussels, especially with the new European Commission project on a 'European Professional Card'. Since the beginning of this year, FEG has been a very active member of the Steering Committee and lately has also been involved in a subcommittee on Tourist Guides that has recently been established by the European Commission. The autumn looks pretty busy as well with meetings, and lobbying in different scenarios in Europe with more meetings to deal with in

Brussels very soon: you'll find more detail in this Euroletter.

FEG needs to continue to promote the tourist guiding profession and take every opportunity on the European level to compliment what FEG Members do on the National level. Alongside are the challenges of the internal market. Every day, we face the problem of misuse of terminology, which leads to misinterpretation of the term "Tourist Guide" and the confusion in general of it by their own experts in tourism and in particular by the European authorities. This, fostered by those who interpret this as allowing anyone to do anything, could, instead of allowing a cohesive, structured internal market for a particular occupation to develop, undermine that market. It seems that part of the European tourism industry is more interested in inventing new terminology for existing professions which end up undermining and confusing the market, regardless of the deterioration in the quality of services - and for purely commercial interests. Freedom to provide services across the EU is positive. It is not, however, a license to do anything.



Photo: Madeira – Celebrating the Qualified Interpretation of Culture in Europe. FEG 25th Anniversary



**FEG AGM 19 & 20 Nov. 2011
Madeira & 25th FEG
Anniversary, 15-21 Nov.**

At the AGM in Madeira (20th & 21st of November) we will be able to discuss all these subjects, of course. But there will be a lighter side to the meeting. Our colleagues in Madeira have been putting together an excellent and fun program, full of pleasant surprises; including tours and special events, as well as two FEG seminars that we hope will spark your interest and fulfill your expectations. The full program has already been on our website for several months. We hope Members will be able to take advantage of both programmes. FEG is expecting to have new associations at this AGM in Madeira and had invited associations from many other countries as observers to our AGM. We also hear that Malta is very likely to re-join FEG in the future, let us hope so - so there will be an opportunity to meet new colleagues.

We all look forward to seeing you again in Madeira; we already know there is quite a degree of interest, so book early.

On behalf of the FEG ExCo, CO

INTRODUCING FEG'S NEW EX.CO. EXECUTIVE MEMBER

Since our last EGM in Amsterdam in March 2011, we have unfortunately received the resignation [for personal reasons] of the recently elected Ex.Co. member Wolther von Kieseritzky with effect from July 31st 2011. The elected Ex.Co. deputies at the AGM in Vienna were Paulo Cosme from Portugal and Marina Kristicevic from Croatia. They were both informed of the resignation by the Ex.Co. and asked during the FEG Ex.Co. meeting in London on the 23rd – 24th July, whether they would be willing to accept the vacant Ex.Co. position. Marina felt she should first get some more experience with FEG issues before accepting such an offer. Paulo accepted to

replace Wolther on FEG Ex.Co. As a result, **FEG has since 1st August 2011 a new Ex.Co. Executive Officer, Paulo Cosme.**

We thank Wolther very much for his contributions to our profession and to FEG and wish him best of luck in his future endeavors. We hope to continue liaising with him on German issues.



Photo: Paulo Cosme, FEG ExCo Member

At the AGM in Madeira, November 2011 **elections for the places of two Ex.Co. members will be held** according to the articles of the FEG constitution. We kindly ask delegates present in Madeira wishing to stand for the FEG Ex.Co. to provide the secretariat with a recommendation letter from their association on the same day as the FEG elections.

For the time being and until November 2011, the Ex.Co. names and contacts are:

Carlos Ortega:
chairman@fegtouristguides.org

Efi Kalamboukidou:
efik@feg-touristguides.org

Ingrid Wallenborg

ingridw@feg-touristguides.org

Paulo Cosme

paulocosme@feg-touristguides.org

Jane Pursell Briggs (Secretariat)

info@feg-touristguides.org

secretariat@fegtouristguides.org

Thanks for coming to the FEG EGM in Amsterdam!

It was a great pleasure to welcome many of you in March 2011 to Amsterdam and to our most recent EGM.

On behalf of the whole ExCo and the FEG delegates, we would like to express our warmest gratitude to Wilja Siebe from the GUIDOR association and to her Dutch colleagues who helped to organise the event and the tours in Amsterdam for the delegates on behalf of FEG.



Photo: FEG Round Table "FEG Web Portal", Amsterdam

FEG also offered one seminar: "Handling Difficult People" delivered by FEG accredited trainer Viola

Lier-Lewis and the feedback from the seminars has been excellent. As everybody knows by now, the Seminars are key units that count towards integration of existing guide qualifications to conform with the CEN standard 15565 and towards FEG accreditation as a trainer.

Now we soon hope to welcome many FEG delegates, colleagues and friends from all over Europe to Madeira, Portugal and to our AGM, where we will have a double celebration: FEG's 25th Anniversary along with SNATTI's - the Portuguese Association's - 75th Anniversary.

FEG Annual General Meeting November 2011- Madeira, Portugal

Our Portuguese colleagues have kindly invited us to celebrate the SNATTI 75th Anniversary along with the FEG 25th Anniversary during a fascinating European Meeting for FEG delegates, all tourist guides, friends and family. Everybody who was present at the FEG AGM in Porto in 2009 must remember the warm hospitality and the excellent organisation and tour programme for accompanying guests arranged by SNATTI. This will be repeated on the beautiful island of Madeira.



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Photo: Madeira, Portugal

The program SNATTI has prepared for us is called “**Celebrating the Qualified Interpretation of Culture**”, and will be held **15th to 21st November 2011**. It includes many tours and visits as well as Portuguese gastronomy and wine. Almost all details are already available in order that you to may register, so please send your reservations to SNATTI as soon as possible. Read all the programme details and register at this FEG link <http://www.feg-touristguides.com>

FEG Training Seminars Madeira AGM November 2011

As we have already announced in our March Euroletter, FEG will offer three half-day seminars for qualified tourist guides on the 16th and 18th November, all in the afternoon. On the 18th November one theme will be “**Guiding in Museums & Art Galleries**” led by two FEG trainers - conducting it together - past FEG Presidents **Tom Hooper & Richard Skinner**. For details of this seminar, fees and registration, please see the relevant attachment. The other two seminar themes on the 16th and 18th November will be based on **EN 15565 common European subjects – “Guiding Techniques and Skills”** and the FEG trainer conducting it will be **Mary Kemp Clarke**. For details on this seminar please also see the attachment.

FEG membership

We would like to welcome the **Slovenian Association of Tourist Guides** to the FEG family as a new associate member. FEG ExCo has already accepted its application. Their President is **Diana Ternav** - whom some of you

may already have met - and the Association’s contact is: info@slovenia-vodniki.si

FEG ExCo has also made contact with several possible future FEG members by sending the FEG information brochure, information emails about the FEG AGM in Madeira and the last Euroletter. All possible future members were invited as observers to the FEG AGM in Madeira, e.g. Romania, Serbia, Georgia, Armenia, Poland, Hungary, Albania, Montenegro, Bosnia & Herzegovina, FYROM, Finland, Estonia and St. Petersburg.

FEG Ex.Co has decided to organize an information and introduction meeting with the help of our Croatian colleagues in Zagreb on the 25th-26th October for the Balkan neighbors of Croatia. This will give us an opportunity to inform them of FEG’s work and it will give them a chance to personally meet with Ex.Co. members. News will be announced at the AGM in Madeira.

FEG has drafted a new introduction letter to be sent to future members. **If any of you have contacts with possible interested new tourist guide associations**, please ask for their name/s, email addresses and postal address, so that the FEG secretariat can forward the letter and membership brochure to them.





Photo: FEG Round Table – Amsterdam March 2011

FEG & Visibility

It was decided at the EGM in Amsterdam at the Round **Table meeting** to start working on a **FEG Web Portal**.

The creation and running of such a portal, including market research, has since been studied and developed by the Ex.Co. and FEG administrator so FEG members will have to give their input before the Madeira AGM in November in order that the final draft can be presented there.

Since the EGM in Amsterdam we have asked for ideas and financial solutions for the new FEG portal and **we urge members to send their comments to FEG Ex.Co. once the draft FEG web portal design is sent to them [which will be soon]**.

FEG ExCo is working on the design of two leaflets for promoting the activity of Tourist Guiding. One of these triptychs is aimed at the T.G.s of your own Associations, while the second one is aimed at the general public, to promote tourist guiding services in Europe. As soon as

these are finished, we'll be publishing them on **FEG's website**. It will be possible to download them in .pdf form. We hope to have these uploaded before Madeira so that you will be able to use them as you require.

FEG member associations or individual tourist guides can print it themselves at home or as an illustrated brochure by a professional printer shop. It can be used at any kind of event to increase FEG's and our profession's publicity, to advertise Europe's qualified tourist guides and demonstrate our concern for high quality, standards and consumer protection in the European tourism sector.

FEG's two new Facebook pages, to be found under the name "Feg Tourist Guides" and "FEG Tourist Guides" have been fast developed since March by Paulo Cosme and they already have 740 friends! They are connected to the official web portals of all European tourism boards like visitbritain, visitgreece, visitgermany, etc. and include as many news and announcements as our FEG friends publish on them. Colleagues and friends publish interesting articles and events taking place all over Europe as well as photographs. Paulo Cosme has also developed an easy "Guide to Facebook", which we attach here for your perusal.

We have also renewed our contact and our link to the official European web portal www.visiteurope.com where FEG members are presented under the "Plan your trip" and "Practical Information" pages. The Visit Europe web portal mainly targets visitors from overseas coming to Europe.

FEG & E.U.

FEG has been registered [by the ExCo] as the official European tourist guide organization on the



E.U. website since 2010 in order to be able to participate in any public consultation we consider relevant for E.U. Directives and their implementation including services, tourism, the internal market, culture and transportation.

FEG has participated, together with other European professional bodies, organizations, ministries and competent authorities in all six meetings of the Steering Group in Brussels on the **Professional Card** - as well as attended meetings of the subgroup especially for tourist guides - which the EU Commission set up at the beginning of 2011. As you were informed in Amsterdam, the Commission is very keen to introduce a European professional card for those professions wishing to have such a card, provided the Directive 2005/36/EC is amended to include such a possibility.

At these meetings organized by the Commission (DG Internal Market) FEG has been represented by the **President, Carlos Ortega and Executive Members Ingrid Wallenborg and Efi Kalamboukidou**, each of them representing FEG at different Brussels meetings.

We would like to thank all FEG members, the WFTGA Ex.Bo and various countries' competent authorities who promptly contributed by lobbying and sending letters to the Commission on the profession of tourist guides, thereby helping to clarify some misunderstandings in the tourism sector.

Of great help to FEG are also the detailed **tourist guides' training programmes of different countries sent by FEG members to be forwarded to the EU Commission**, following a DG Internal Market request. **We strongly urge FEG members who haven't sent them yet to please do so as soon as possible.**

We thank you for providing and checking the correct terminology for FEG's table on the terms of tourist guide, tour manager/tour leader in your own language, to be submitted to the EU

Commission as a guideline in order to avoid further mistakes in the use of terminology in the future.



Photo: FEG delegates at EGM, Amsterdam, March 2011

Another reminder has to be addressed once again to all FEG members, who haven't yet sent their **scanned licenses/badges/accreditations to be published on FEG website**. Most of the FEG members and non-members are already listed there but a few are still missing. For more info, please check here: <http://www.feg-touristguides.com/eu-tgs-badages.html>

FEG ExCo and almost all FEG members urgently agreed at the end of July to produce a **legal paper for the EU, now called "Legal Opinion" with the help of our lawyer Mr. Yatagantzidis**. This document was sent to Brussels, the DG Internal Market before the last Steering group meeting in Brussels on the 13th September, in order to inform everybody officially of the tourist guide profession and more particularly on the CEN definitions and standards, to protect the high quality and standards of our profession, to make our position clear to the EU Commission, EU Parliament and member state authorities and to stop the efforts to confuse and mislead attempted by certain other tourism stakeholders. This legal opinion has been sent by email to FEG member-

associations separately by the FEG Secretariat in order to start lobbying with anyone connected to the EU and their countries' authorities.

The Commission will present the results and resolutions of the **Steering Group on the Professional Card after its last meeting on the 13th September 2011**. These findings will not be binding to any profession or authority, as this steering group is just a 'useful think tank' for them. Nevertheless, it is most certainly in FEG's interest to be present and lobby within the E.U. at every opportunity.

More details on this issue, as well as the FEG Recommendation Legal Paper issue, will be announced at the FEG AGM in Madeira.

FEG has also been invited and will be represented on the **3rd & 4th October 2011 at the EU Single Market Forum in Krakow, Poland**.

The EU Commission has recently launched a new (the second one on Dir. 2005/36/EC within 2011) **Public Consultation for the implementation and possible amendment of Directive 2006/36/EC on recognition of professional qualifications**, introducing specific questions in a document called "**Green Paper**" (see attachment). Ex.Co. has prepared FEG's answers to the Green Paper, but we also **urge FEG member-associations to register on the EU Public Consultation webpage at http://ec.europa.eu/internal_market/consultations/2011/professional_qualifications_directive_en.htm** - published in all EU languages - and to **send their own contributions. The deadline is on the 20th September**.

You can follow the registration steps in the EU Transparency register for your association here: http://europa.eu/transparency-register/index_en.htm



FEG Ex.Co. meeting in London, 24th July 2011

We also **urge all FEG members from countries where there is no specific competent authority for tourist guides**, e.g. Ministry, Chamber, Region, Tourism Board - especially in non-regulated member states - **to try to register their own organization as a competent authority for the TG profession in their own country** (as a TG association, federation, institute etc).

If your tourist guide association or organization were to be accepted as a competent authority for tourist guides in your own country, it would help you a great deal. It could enable you to monitor foreign tourist guides (or non-tourist guides pretending to be such) seeking to provide cross border services within your country. As a competent authority you should be able to become part of the decision making process when dealing with their applications for having their qualification recognized, documents detailing training programs, relevant professional experience or diplomas etc when tourist guides move from another EU state in order to work as tourist guides in your country.

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FEG & E.U. Leonardo Project

After FEG's application was sent off in collaboration with the Spanish online training company IFO, (Instituto de Formación Online) which develops and participates as a partner in E.U. funded projects, we are sadly still waiting for a reply. We are still hopeful that our request to be part of a Leonardo project on tourist guide training will be successful.



The project is called “**Quality Label for Tourist Guide Training**”, and was applied for as part of the **Lifelong Learning Programme 2011, Leonardo da Vinci, Development of Innovation, with a 24 month duration and a total budget of 500.000 Euros. If the project is accepted by the E.U. the FEG funded part will be 100.000 Euros.** We remind you once again that the national Tourist Guide associations which applied to be partners in this project are: BVGD-Germany, POXEN-Greece, UK (APTG, the Guild & STGA), University of Poland, Regione Lazio - Italy, Institute of Tourism - Malta and IFO-Spain.

FEG Fund Raising

Most FEG members have paid their annual 2011 subscription earlier this time than in previous years - trying to help us during a difficult financial period with many extra FEG expenses - for which we are truly grateful and sincerely thank them. As you already know from the Amsterdam EGM, FEG is urgently searching for extra funds and we hope such funds can be raised as soon as is realistically possible from different sources. FEG Ex.Co. is considering many different options but

we also humbly turn to our own members inviting you to think of ways and means of local fund raising for FEG – even if on a very small scale since every little helps! We would warmly and gratefully welcome all ideas on this issue.

Regarding any extra help by FEG members, we decided in Amsterdam that it would not have to be obligatory and not a specific sum of money for each and every full and associate FEG member. We obviously do not wish to create unnecessary financial hardship for any association or colleagues. We hope instead that you would consider this to be **a members' contribution on a voluntary basis but which has to be raised within 2011.** Some FEG members, e.g. the Panhellenic Tourist Guide Federation and more specifically its six TG members-associations from Greece have already most generously offered an extra contribution to FEG at a total sum of 1.000 Euros for the extra legal costs. If every association was able to offer a contribution, however small, it would help FEG pursue the goals agreed by you, the delegates, at our recent meetings. FEG is aiming initially to raise 5000 Euros before the end of 2011. Do not forget that every Euro raised goes towards fighting the cause of tourist guides in Europe at a time when we face serious challenges that may impact directly on each one of us. So PLEASE help us work for you.

How much do you think your association might be able to raise? 100 Euros, 500 Euros or even 1.000 Euros? All offers are most gratefully received however small. The FEG Secretariat will of course forward an update on progress to all members.

We all discussed at Amsterdam's Round Table another more long-term revenue source, e.g. our new FEG web portal, which will not produce the money we need very soon, but it is a project to be developed.



Since then, your Ex.Co. has been thinking of other more rapid ways of raising funds and we have come up with the two following ideas:

- a) to have a **fund raising auction during the AGM Gala Dinner in Madeira to celebrate the FEG 25th Anniversary on the 20th November 2011, held at Madeira Casino.** The auction will be conducted by our dear past president, **Tom Hooper**, an expert in this field. For this reason, we kindly ask all FEG delegates, colleagues and friends to bring from their countries – offering them to FEG - any kind of item of any value that could be sold at auction, easy to be transported by anyone who will bring it to Madeira or buy it at the auction.

It can be something characteristic of your own country, something useful to TG work or studies, something handmade by a TG, any kind of service (a voucher/coupon for hotel accommodations, excursions, dinner in a restaurant etc) offered by our colleagues and friends' businesses, tourism associates, sponsors etc.

- b) to have a **FEG raffle starting at the AGM in Madeira and continuing until March 2012, when the next FEG EGM will be held.**

FEG raffle coupons will first be sold to anyone wishing to buy some for 5 EUR each at the Madeira AGM. There the FEG delegates will get at least 100 coupons each, in order to sell them to their own country's colleagues, friends or associates when they get back home, e.g. at their Conventions or General Assemblies during wintertime and thereby raise some extra money for FEG's expenses. The prices (items or services) for this FEG raffle could be similar to the ones above offered at the auction.



Photo: FEG ExCo and FEG secretary in Amsterdam

FEG ExCo Activities

Apart from the meetings and issues attended and described above, FEG Ex.Co. had an ExCo meeting (for decisions and checking of work progress) in London on the 23rd & 24th July. ExCo would like to warmly thank the APTG administrator Anna Simpson for her able and patient help with the accommodation and meeting arrangements.

ExCo President Carlos Ortega and ExCo Executive Officer Ingrid Wallenborg are travelling to Zagreb on the 25th-26th October 2011. Kindly assisted by our member association, the Croatian TG Association, this will enable them to meet with representatives of tourist guide associations coming from different neighbouring countries, discussing their issues while at the same time introducing them to FEG.

FEG secretary, Jane Pursell Briggs has been quite busy, promptly sending and answering more than 2.000 emails [!] since she took over our Secretariat in November 2010.



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