

# Guidelines Internation@l

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[www.wftga.org](http://www.wftga.org)



# Message from the President

This edition of *Guidelines Internation@l* is the first since our very successful Convention in Tallinn in January 2011. More than 200 tourist guides from 42 countries attended the Convention, which was charmingly hosted by our colleagues from the Tallinn Guide Association. We all had a wonderful time and the warmth of the welcome quickly dissipated any concerns we might have had about the chill of the weather in Estonia in January.

We are already making plans for the 15<sup>th</sup> WFTGA International Convention in Macau China in January 2013. Information can be found on [www.wftga.org](http://www.wftga.org) and more details will be coming soon – check the website regularly for the latest information.

I would like to welcome our new Executive Board (EXBO): Vice President Felicitas Wressnig (Austria); Treasurer Koula Vassiliou (Cyprus); Secretary Patricia Blain (UK) and EXBO Members Govind Agrawal (India), Esther Banike (USA) and Wilja Siebe (Netherlands). Wilja has been

appointed Head of Training. The Area Representative Co-ordinator is Mary Kemp Clarke (UK) and we have now appointed Area Representatives to cover most of the world.

We have had a very busy 6 months including attending the IMEX meeting in Frankfurt, Germany and the UNESCO NGO meeting in Paris, France; delivering WFTGA Training in Armenia, Georgia, India and Scotland. We were represented at regional tourist guide conferences in Argentina and Peru. International Tourist Guide Day was celebrated on February 21st around the world in many of our 65 member countries. I visited India on holiday in March and had the great pleasure of meeting and being guided by WFTGA members in Chennai, Tuticorin, Goa and Mumbai and giving an interview to “The Hindu” newspaper which can be found on [www.wftga.org](http://www.wftga.org)

The revamped WFTGA website [www.wftga.org](http://www.wftga.org) was launched in March and is now much easier to update and has a news section which is constantly being updated.

Our Facebook page *World Federation of Tourist Guides Associations* already has more than 300 “friends” and “followers” who are conducting lively discussions online.

The *WFTGA Handbook for Tourist Guides 2011* edition is now available from [info@wftga.org](mailto:info@wftga.org) and has a wealth of information including memories, achievements and presentations from 1985-2010.

The *Jane Orde Guiding Worldwide* survey has been compiled into an on-line resource and can be accessed on [www.wftga.org](http://www.wftga.org). This useful tool for all who are interested in the tourist guide profession gives up to date information on tourist guiding, qualifications, work conditions, fees, regulations etc.

STOP PRESS: I have just received a letter from UNWTO confirming that WFTGA has been accepted as an Affiliate Member. This will bring opportunities for collaboration for our members worldwide.

*Rosalind Newlands*  
WFTGA President

## Executive Board 2011-2012



From left:  
Esther Banike,  
Patricia Blain,  
Wilja Siebe,  
Rosalind Newlands,  
Koula Vassilou,  
Felicitas Wressnig,  
Govind Agrawal.

*Guidelines Internation@l* is produced by WFTGA two to four times a year.

The deadline for the next issue is **1 October 2011**. Please send words and pictures (ideally 300 ppi) to: [wftgaguidelines@gmail.com](mailto:wftgaguidelines@gmail.com)

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**Editor:** Tina Engström

**Cover photo:** Philip Newlands

# News from Australia

## More Queensland Australia product to hit the market

The Commonwealth and Queensland Government in Australia has announced that \$10 million would be allocated to a special tourism industry recovery package and right now they are working together to develop marketing and industry resilience campaigns to help Queensland after the devastating floods and cyclone.

Tourism Australia and Tourism Queensland agencies have developed significant advertising activity to reinforce the message that Queensland is open for business and remains an incredible place to holiday.

## Carnival Spirit calls Australia home from 2012

Carnival Australia CEO Ann Sherry has announced that the cruise ship

Carnival Spirit will be based full time in Australia from October 2012. In a move that represents the first time Carnival Cruise Lines has ever ventured into Australian waters, the Carnival Spirit is also the first cruise ship to call Sydney home full time that is too tall to sail under the Harbour Bridge.

## Wotif unveils top 20 Australian destinations

Online travel company Wotif.com has revealed the 20 most popular domestic destinations booked by Australian travellers on their website in 2010. Sydney and Melbourne remained first and second respectively, while the Gold Coast moved up one place, pipping neighbours Brisbane to third place. *"We've monitored these top destinations for a number of years now and each year, we tend to see the larger capital cities leading the*

*top destinations list,"* Wotif brands general manager Megan Magill said.

By far the biggest mover was newcomer Port Douglas, up from 27th position to 15th. *"It's great to see the regional areas creep up there in the 2010 list, such as the Gold Coast, Sunshine Coast and the inclusion this year of Port Douglas and Airlie Beach,"* Ms Magill said.

Queensland was best represented on the list with a total of eight destinations, followed by New South Wales with five. Wotif.com's Top 20 destinations list takes into account more than 250,000 bookings made on its website each month by business and leisure travellers.

*Jo Cole*  
*Secretary*  
*Guiding Organisations*  
*Australia Inc. (GOA)*

## Visit to birthplace of Franz Liszt



Photo: Felicitas Wressnig

Vienna Tourist Guides Association on an excursion to Franz Liszt's birthplace.

The Vienna Tourist Guides Association started the new season with their usual update, the theme of the year being Franz Liszt who spoke little Hungarian but is considered one of the early Hungarian Nationalists and adored by the French for his mannerisms. In his birthplace, just 70 km south of Vienna, the visitor finds an excellent compilation of the major stations of this super star's travels between Vienna, Paris, London, St Petersburg, Odessa, Istanbul and Rome, and shows how many idolizing effects were generated in the 19<sup>th</sup> century. Comparisons with Elvis Presley (both original outfits on show), tour and star profiles prepared and promoted by managers for Liszt and the Beatles, scandalous lives published, smashing up the piano for more publicity – we asked ourselves: "What is new?"

*Felicitas Wressnig*

# Victory for licenced guides in Washington DC

A federal judge has ruled against two "Segway safari" operators who say the District's licensing rules for tourist guides violated their freedom of speech.

As reported in the Washington Post on 25 February by Spencer S. Hsu, U.S. District Judge Paul L. Friedman declined to suspend Washington's eight-month-old professional licensing requirement for sightseeing guides, saying they were unlikely to prevail in further litigation.

According to the newspaper, Friedman stated that, "The Court

concludes that the plain reading of the municipal regulations shows that they are directed at plaintiffs' conduct -- not their speech."

"Clearly, the promotion of a major industry and the protection of the general welfare of society are significant government interests," Friedman wrote, warranting a history test and criminal check for people who guide or direct sightseers for pay.

Andrew J. Saindon, a lawyer for the District, called the rules "a legitimate use of the government's

police powers" to protect residents from commercial frauds and cheats, authorized by a law dating to 1932.

Congress decided to take action after the Washington Post editors complained about the spectacle of the nation's "citizens, visitors to the Capital, 'fed up' on the great mass of misinformation" peddled by "self-styled" tourist guides.

The full article can be found at:

<http://voices.washingtonpost.com/crime-scene/the-district/judge-backs-dcs-tour-guide-lic.html>

## Metropolitan Museum of Art



Recently I was an adjunct lecturer at Kingsborough Community College in Brooklyn, New York. I taught a course in Tour Guiding, which included a visit to The Metropolitan Museum of Art.

The Metropolitan Museum of Art, simply known as The Met, is one of the world's finest and largest art museums. The building occupies more than 1.5 million square feet, approximately the size of 41 American football fields and its collections include over two million objects covering human civilization. The brick and limestone walls of the original Gothic building were designed by Calvert Vaux and Jacob Wrey Mould (1874-80). More than five million people visit The Met each year.

No visit to New York City, along with the Statue of Liberty, Times Square and the New York City skyline view as seen from the Brooklyn Bridge would be complete without a visit to The Met.

As a professional licensed tourist guide I include The Met in my itinerary; however, there is too much to see in a single visit. Even two or three visits is not enough to see The Met's vast collection.

*Harvey Paul Davidson*  
Area Representative for the USA

# Visit to Empire State Building

Photos: Harvey Paul Davidson



*Harvey Paul Davidson with members of the Guides Association of New York City took part in a site inspection at Empire State Building.*

The Guides Association of New York City has an education committee that schedules site inspections throughout the year for the purpose of continuing education and professional development. The goal is 12 per year or one per month, although the goal is often exceeded. One site inspection in March was to the Empire State Building Observatory which is celebrating its 80th anniversary. Our hosts noticed the guides taking notes and questions we asked as an indication of our interest. We assured our hosts that the knowledge gained about the history and features of the Empire State Building would be put to use when we meet with our tour groups. Also, of equal, if not greater importance, is the logistical information about procedures with groups and working with the sales and other staff of the Empire State Building so that we can continue and grow our relationship for the benefit of the tourism industry and our clients.

*Harvey Paul Davidson*

# Tourism Cares at Mystic Seaport

On 6 May, Harvey Paul Davidson represented the Guides Association of New York City as a volunteer at a Tourism Cares project in Mystic Seaport, Connecticut. Tourism Cares holds many events throughout the year to further its mission, to raise funds and to provide networking opportunities for industry professionals.

Due to budget cuts, Mystic Seaport has struggled to maintain the grounds that receive so many visitors each year. Tourism Cares volunteers helped Mystic Seaport staff to complete tasks that would otherwise fall by the waysides due to budget cuts. Volunteers were involved with a number of projects throughout the 40 acres of property including roofing, painting, landscaping, ship maintenance and more.

Since the 1600s, Mystic Seaport has been a center of shipbuilding. Between 1784 and 1919 – the golden age of North American maritime enterprise – more than 600 vessels were constructed along the Mystic

River. By the 1990s, Mystic Seaport was widely recognised as the leading maritime museum in the USA. Today, Mystic Seaport receives more than 300,000 visitors a year, houses 500 vessels and displays the world's largest collection of maritime photos.

Tourism Cares is the choice of those who have a passion for travel as a way to help preserve the travel experience for future generations. People travel for many reasons – to learn about old and new cultures, to experience new places or even to revisit favourite destinations. Travel makes memories – the kind you want to share with your children and grandchildren.

Travel and tourism professionals who appreciate and enjoy the wonderful treasures the world has to offer want to make sure these places continue to exist. That is why Tourism Cares exists – to preserve the travel experiences for future generations and by providing grants to non-profits around the world and scholarships to the future workforce

of travel, tourism and hospitality, and organise tourism industry volunteer events so that people can stop saying “there used to be.”

A vital part of the Tourism Care mission is to distribute grants to worthy non-profit, tax exempt organizations for conservation, preservation, restoration or education at tourism related sites of exceptional cultural, historic or natural significance around the world. To date, Tourism Cares grants have supported 164 sites, including dozens of U.S. national parks in 40 states and 29 countries. These grants when combined with matching funds total more than US\$2 million.

Tourism Cares awards more than US\$100,000 in scholarships each year to travel and tourism and hospitality students attending programs primarily in the U.S.A. and Canada. Some of the scholarships are made to entering and working professionals.

*Harvey Paul Davidson*  
*Area Representative for the USA*

# ITGD celebrations in India

Tourist Guides Federation of South India (TGFSI) celebrated International Tourist Guide Day at two places.

## Kadaveli, Thiruvaiyaru

The event was organized by our associate member Tamilnadu Tourist Guide Association at Sri Venkateswara Trust, Kadaveli, Thiruvaiyaru on 21 February 2011.

To mark the International Tourist Guide Day, sweets were distributed to orphan students and elderly persons residing in this home. As requested by the orphanage management, chairs and fans for the orphans and senior citizens and PA System to address the orphan children at a cost of Rs.20,000 was donated to Shri. J. Viswanathan, secretary of the home by Shri. S. Muthukumar, President of Tamilnadu Tourist Guide Association.

Dr. V. Varadarajan, renowned surgeon of the state and member of the Indian National Trust for Art and Culture Heritage (INTACH), was invited to preside over the function to inspire and motivate the children. In his address he praised the efforts taken up by this institution to bring up the orphaned children. "God never punishes anybody for a long



time. He will certainly help them to come up in life in later years. Food, shelter and clothing are the basics of life whereas education and character are very essential for the progress in life. This institution is providing all this", he said.

TGFSI with their special efforts has arranged regular foreign tourist visits to this place. The children get glimpses of people from all over the world and get an opportunity to interact with the travellers. Apart from the monetary benefits, the children also get great motivation in their life.

TGFSI had earlier organized a cleaning program and medical screening camp at this home. TGFSI members along with friends from the tourism fraternity have taken steps to raise funds to construct permanent toilets for the residents of the home. This project will be implemented shortly.

## Madurai

Free dhotis were distributed to the cycle rickshaw drivers of Madurai to mark the celebration of International Tourist Guides Day. The rickshaw drivers stand out in providing a non-polluting mode of transport to the tourists to discover the ancient city of Madurai. They were lauded for their great efforts and a memorandum has been sent to the District Collector to organize this profession in order to keep the rickshaw drivers in the tourism development plans.

We are also recommending to the Tamilnadu Tourism Department Corporation to provide tourist friendly rickshaws to the existing peddlers and give them training, enabling them to provide an efficient service to the travellers.

*P. Lakshmi Priya*  
Hon. Secretary, TGFSI





# Focus on nature in Iran

Iranian tourist guides celebrated ITGD 19- 21 February in harmony with UNWTO's slogan – Tourist Guide, Life Diversity, Responsibility. The event coincided with the 40th anniversary of signing the Ramsar Convention, which emphasizes the protection of world lagoons.

With the help of tourist guide trade unions of different provinces, Iranian tourist guides celebrated ITGD in Ramsar, located in Mazandaran Province in northern Iran. More than 400 tourist guides attended from different provinces such as Tehran, Esfahan, East and West Azerbaijan, Ardabil, Khorasan, Khuzestan, Semnan, Qazvin, Kerman, Golestan, Gilan, Mazandaran. Local people provided local houses, foods and tours for the visitors.

## Developing knowledge

On the first day, 12 workshops were held at the university. They included different subjects such as introducing tourist attractions of Iran, Lake Urmia and threatening dangers, photography in nature, garbage and cleaning nature during trips, communication skills, understanding GPS, role of expertness in tourism, security and rescue in nature.

## Using recyclable dishes

On the second day, tourist guides experienced Ramsar cable-cars and in the evening, they went to the

“Chaldare” area in Tonekabon and participated in sports matches. They watched “Gile mardi” wrestling accompanied by local music. There were also handicrafts, local clothing, foods and drinks. To serve lunch, they used recyclable dishes to emphasize protecting nature. At the end, tourist guides cleaned the area.

## Cultural meeting

After the tour guides returned from “Chaldare”, they visited Ramsar museum. At the same time, there was a cultural meeting in the “Negin” restaurant. The audience included many special guests – ecologists, journalists, wildlife experts and film makers. In this meeting, the experts and journalists talked about environmental subjects in relation to tourism and the role of tourist guides.

## World registration of Hirkani jungles

On the last day, before the ceremony, there was an exhibition where the representatives of different provinces presented their brochures and packages of cultural products to introduce their activities about tourism. Tourism journalists and sponsors attended.

Tourist guides asked to register Hirkani jungles with UNESCO as a natural heritage, and they also wanted the municipality of Ramsar to name a street in the city “tourist guide”. As a permanent symbol, the statue of ceremony is being transferred to the place of ceremony, and this year, it was delivered to the representative of Ramsar by the representative of East-Azerbaijan.

*Arash Nooraghayee*



# International Tourist Guide Day 2011

The International Tourist Guide Day was celebrated all over the world on or around 21 February, the date of the foundation of WFTGA in 1985.

International Tourist Guide Day first took place in 1990 with 15 countries participating and this year it was celebrated by tourist guides in more than 60 countries.

These are a few examples of this year's celebrations worldwide:

## Austria

120 tourist guides helped to guide and lecture 3.300 visitors starting from the Liechtenstein Collection in Vienna. The main attraction was the Palace with its painting and object collection. This day also included various tours inside the house and in the surrounding area – 170 in total. Special tours were also arranged for children and in foreign languages, as well as for sight impaired guests in a separate center within Vienna's Fine Arts Museum.

## Cyprus

The Cyprus Tourist Guides Association had a meeting with the Minister of Commerce, Industry and Tourism, Mr. Antonis Paschalides, explaining to him the meaning of the International Tourist Guide Day and they also raised other matters concerning tourist guides. They also met with the



*Members of the Cyprus Tourist Guides Association with the Minister of Commerce, Industry and Tourism. From left: Jeanette Kurzentz, Popi Hadjidemetriou, Antonis Paschalides, Angeliki Orphanides, Christina Mita and Koula Vassiliou.*

Cyprus Tourism Organisation and various travel agents. The association was also awarded a prize by The Democratic Party recognising the hard work of Tourist Guides.

## Greece

Hundreds of participants showed up for the "Treasure hunt", organized by the Association of Tourist Guides in Athens. The objective was to discover "unknown" artifacts in five museums (Folk Art, Numismatic, Byzantine and Christian Art, Benaki, Cycladic Art) and to interact with the tourist guides who were waiting for the visitors at each venue. One of the tasks was to ask the guide a question relevant to the artifact and to receive a response. Collecting all five re-

sponses meant completing the procedure. Registration was at Syntagma square and the finish line was at the Museum of Cycladic Art. All the participants finished the race and the prize was a complimentary guided tour at one of the above museums the following Sunday. On that day free tours were also offered at the New Acropolis Museum.

The event was sponsored by, among others, the City of Athens and the feedback was very positive.

One reporter said: *"The treasure hunt organized by the Association of Tourist Guides ended on Sunday afternoon filling all of us with memories of a life experience, but the journey of discovery has just begun..."*

## Saudi Arabia

Tourist Guides in Saudi Arabia celebrated the International Tourist Guide Day by organizing a free tour for families from Kuwait, Oman, USA, KSA and New Zealand.

26 tourists were invited to visit Al-Ula and Madain Saleh, in which the Guides were marketing for Saudi Arabia as a new destination. Workshops and training courses were also organized in Najran for new tourist guides. There was also a party organized by Najran council.

## South Africa

The venue for the International Tourist Guide Day was the well known landmark and tourist site, the Voortrekker Monument. The Monument was built to commemorate the struggle the Dutch speaking farmers had against prejudices of the British Colonial government in the Cape. The Voortrekker Monument is on the southern side of Pretoria and overlooks the city centre and surrounding areas of Pretoria.

The celebration of International Tourist Guides Day was started by cultural music and dance. This was done to be in line with the World Federation's theme for 2011, Culture – a Unifying Guide. The opening address was done by Mr. Khehla Mthembu, Chair person of

the Gauteng Tourism Authority. He addressed the issue of "Working towards Tourist Guides Service Excellence". He placed emphasis on training and professional conduct at all times. He urged the Federation of South African Tourist Guide Associations to enforce the Code of Conduct for tourist guides and never to stop accumulating knowledge.

The next speaker was part of the outreach programme as suggested for International Tourist Guides Day. Jabu Blose is a qualified and registered tourist guide, but deaf. He stressed the fact that being deaf is surely a hindrance, but that should not be a barrier to be a tourist and enjoy travelling. He used sign language and gave us an insight on how a deaf person experiences this Rainbow Country. There are at present 6 registered deaf tourist guides in South Africa.

The Chair person of the Federation of South African Tourist Guide Associations, Fanie Terblanche, addressed the visitors on "the Vision and Role of Professionalising Tourist Guiding in the Southern African Development Countries". Contact has already been made with Namibia and Botswana. With Swaziland, there is an existing work agreement in as far as training of South African Tourist Guides in Swaziland. Such a training session is envisaged for the middle of this year.

There were more than 120 visitors from previously deprived communities. They were taken on a guided tour past some of the sites in Pretoria. After a scrumptious meal, they were taken on a guided tour of the Voortrekker Monument. For the tourist guides, an educational visit was arranged on all the indigenous vegetation that can be found on the terrain of the Voortrekker Monument.

## United Arab Emirates

As part of the ITDG celebrations in the United Arab Emirates, an educational masterclass about Sharjah's oil and gas sector was held in April. This one-off event featured a behind the scenes tour of the Sajaa Gas Field.

## United Kingdom

In the United Kingdom, some tourist guides organised local events on or near 21 February. Blue Badge Tourist Guide Valerie Richman took members of the New West End Synagogue in London on an outing to West Wycombe Park, the house built by Sir Francis Dashwood, well-known for his activities with the Hell-Fire Club. The surroundings are beautiful and one of the scenes from the television series 'Cranford' was filmed on the lawns outside the house.



*Tourist Guides visiting oil and gas fields in United Arab Emirates as part of ITGD celebrations.*



# Impressions of India

I had always had a fascination for India since my father told me tales of his wartime experiences in various places including Delhi and Poona. I had a Kashmir shawl for my dolls that he had brought back and remember the Kukri and knives which used to hang on our wall. When I was married he gave me a set of ivory napkin rings which I still have. At school my best friend had spent some of her childhood in India and talked about her Ahya and had photos of her. My husband Phil went to Bombay in 1976 and it was a traumatic experience for him – he was really shocked by the poverty. However I still wanted to visit but didn't get the opportunity until 2005, when we were invited to a wedding near Chennai (formerly Madras).

It was just after the Boxing Day Tsunami and we were shocked by the devastation at the nearby village of Kovalam. We were approached on the beach and ended up visiting Kovalam and deciding to support the local school through the Venkat Trust set up by Sylvia Holder from Brighton. We had a wonderful stay at Fisherman's Cove and that and Kovalam were part of the fascinating and disturbing contrasts of India.

We flew to Delhi and visited Agra and Jaipur and stayed in luxury hotels. Delhi was a shock to the senses – spices, smells, diesel; noise – traffic, people; cows wandering the streets; poverty and beggars but children going to school in immaculate white uniforms. We stayed close to the Taj Mahal in Agra and our hotel room had a terrace overlooking it – we woke and went to sleep with a view of the Taj! The impression was of blinding white, water and flowers.

In Jaipur we stayed in the former Maharajah's palace – met by uniformed doormen; swimming pool used by the Princess who still stayed next door. The people were amazingly friendly and the local guides invited us to tea. We were given Ganesh ornaments – the start of a new venture – I had just become Vice President of WFTGA.

We met Govind Agrawal then too – now a great friend and colleague. We saw the Temple of the Winds and took the elephant ride up to the fort. But I remember more the elephants being washed in the river. We brought home a wonderful marble plate to add to our Indian souvenirs. When we came home, with our

friends we began our support of Kovalam with the holding of a Scotland/India dinner at our local golf club and raised enough for two rooms in the new building and started to sponsor two boys.

The Jaipur Tourist Guides Association became members of WFTGA, followed a year later by the Tourist Guides Federation of India and the Tourist Guides Federation of South India. In 2008, I was invited to the Tourist Guides Federation of India Conference in Udaipur. My father had just died and arriving in India knowing I could not tell him all about it was a very sad experience. He had never lost his love of a good curry and we went out for an Indian meal a few months before he died.

But once more I was overwhelmed by the friendliness of the people I met. Also the beauty of the place – the lakes, the colours, the people and being greeted by Namasti wherever I went. I spent all the time with Indian people and I learned a lot more about the country. I began to understand more about the customs, especially the position of women, and I travelled with my Indian colleagues to a Jain Temple. There I met P Asoka

(now President of the Tourist Guides Federation of India) and many colleagues including Govind and Serena Franklin from Mumbai. The Mumbai Tourist Guides Association also joined WFTGA just before our Convention in Bali in 2009.

In March 2011, we joined Swan Hellenic's Minerva to sail from Chennai to Muscat via Tuticorin, Kerala, Goa and Mumbai. But first we returned to Kovalam. It was amazing and humbling to see what had been achieved in the past 6 years. The school now has 300 children and another 500 are supported by the Trust at the nearby St Joseph's School. The children welcomed us with prayers and flowers and we saw their work and play areas. We saw the new fishing boats and watched them bring in the catch. We knew that it had taken them 5 months after the Tsunami to go back to sea. We also saw the tree we had planted in memory of a friend of our son, Iain Hoyle, who had died just after leaving school. In Chennai we went on the city tour and learned much more about

Hinduism and gained a better understanding – visiting the Temple and seeing the worshippers of Shiva and then the wonderful bronzes at the Museum. In Pallayamkottai and Tiruneiveli we saw P Asoka's school and plantation. There we saw another India – growing of cashews, bananas, oranges and other fruits. We saw 500 children all in pink being educated at the school and heard them sing and dance. We visited various factories including poppadoms and cashew nuts. We saw and understood more about irrigation and salt manufacture and the new industrial India. In Kochi and Goa we heard about modern education changes and the importance of education and new economy. But we still visited traditional temples where religion is still part of everyday life.

Mumbai was noisy and busy, but in many ways also very beautiful. There was not as much obvious poverty and begging as Phil remembered, but it was still very crowded. The Ghandi House was moving and took me back once more to my Dad and the 1940s. We saw the Dhobi

Walla, which I remember him talking about, and heard about the Punca Walla in the church. We also saw the Christian/Portuguese influences on India in the churches and cathedrals as well as in Mumbai at Khotachiwadi.

It seems like a cliché to say that India is a country of great contrasts but it is. Would my Dad recognise the new India? Yes, I think he would. There is much more traffic, but there is less poverty although it is still there. The traditions are still important although the modern life has encroached on them and India is moving forward to the future. The remnants of the Raj are still there in the buildings, railways and most obviously the bureaucracy. It still can take years to get something done – as in the High School in Kovalam – still in the making. But it is a young country – the majority of people are under 40. I still love it and hope to go back again soon.

*Rosalind Newlands*  
WFTGA President



*Serena Franklin*  
guiding in Mumbai.

*Poppadum*  
making in  
Tuticorin.



Photos: Philip Newlands



*Coconut*  
rope making  
in Kerala.

# 14<sup>th</sup> WFTGA Convention Tallinn 2011

## A Scottish delegate's view of the Convention

Despite the sub-zero weather, eight Scottish STGA members plus three spouses made their way to Tallinn in Estonia for the 14<sup>th</sup> WFTGA biennial Convention. The theme this year was "Culture – a Unifying Guide". And we really did enjoy unity of purpose, aims and ethos, amongst all the delegates and participants who attended the fully packed week!

The WFTGA, founded in 1985, now represents around 150,000 tourist guides in 65 countries. It is recognised as an NGO by UNESCO, and is consulted on European standards (CEN) and International standards (ISO). WFTGA also works with FEG, UNWTO and IATM. To mark 25 years, a CD has been produced which contains all the lectures and presentations of the WFTGA meetings – a Handbook for Tourist Guides. Contact WFTGA to purchase a copy at €10 each.

At the General Assembly of delegates, two days before the Conference itself, 33 countries were represented. I was the Scottish STGA delegate and shared the UK vote and voice with Tina Engström from APTG and Ros Hutchinson from the GRTG, both from England. Some of the business discussed included world surveys on guiding practices, illegal or unqualified guiding, the use of the term "tourist guide" as supported by European and International standard definitions for our profession, the cruise industry, the new WFTGA website and guide booking systems, area reports and queries, the selection of the next

destination for the 15<sup>th</sup> convention in 2013 (Macau, China won!!), and the election of the new Executive Board. The President was elected unanimously and can serve a further two years only in this post. Similarly other Executive Board members stayed on, and new ones joined this voluntary body.

I felt very proud with the activities of my fellow Scottish colleagues. From our association alone we had three International Lead Trainers present – all three accredited Cruise Guide Trainers too – who were involved in several WFTGA Training meetings and presentations throughout the week: Viola Lewis delivered Cruise Guide Training in German, as did our English and Australian colleagues Jenny Oulton and Peter Wagner in English; Iris Barry delivered a workshop on Guiding in a Museum; and I delivered a talk on Bridging Cultures with Iranian and Serbian colleagues, Amir Abarban and Ivana Curuvija.

An auction was held in aid of the Jane Orde Scholarship, named in honour of another Scottish guide, past President and early founder of the WFTGA. Jane also happened to be my mentor when I was studying to become a Scottish tourist guide. This year, tourist guides from Brazil, Peru, Georgia and the Ukraine were helped to attend the Convention by this worthy Scholarship.

The keynote speaker of the Convention was Hervé Barré from UNESCO, who suggested our associations contact and work with their national UNESCO commissions, to help validate their articles concerning

proper interpretation of sites. Through Grant Holmes from Progress International, the Convention also initiated a Code of Practice for the cruise ship industry from the guide's perspective. We were also encouraged to submit short articles for the WFTGA newsletter, Guidelines Internation@l, to inform and share our activities with the wider world.

Despite the freezing weather outside, our Tallinn colleagues welcomed us with warmth, and kept us entertained and busy visiting their City of Culture 2011. The old town has a fairytale quality to it, as does the skyline. The harbour is busy and the city is developing fast in its post-Soviet phase. And did you know? They not only have a statue of Rabbie Burns, our national Scottish poet, but they have also unveiled one of Sean Connery near a Scottish pub!!

The wonderful thing about being a delegate for my Scottish association is that I can meet and exchange ideas with so many excellent and experienced tourist guides from around the world. And because each member of the STGA which I represent at the Convention is also a member of the WFTGA, entitled to participate in its news, network and activities, I enjoy the temporary "bridging" role I play too. It is enjoyable, informative and rewarding. I can strongly recommend active involvement in the development of the World Federation and its aims over the next 25 years. Our colleagues in Macau hope to see many of us at the next Convention in 2013!!

*Mary Kemp Clarke*



*Serbian delegates Ivana Curuvija and Milos Milosevic.*

# Delegates' meetings



*Japanese delegate Ikuo Hasegawa.*



*Iranian delegates Amir Hossein and Jalil Charkian.*



*Russian delegates Yosef Shnaigen, Marina Kressova and Alexander Osipov.*



*Canadian delegates Linda Humphreys and Donald Houde with Brazilian delegate Cristina Baumgarten.*

# People and parties





Photos: Tina Engström



Photo: Mary Kemp Clarke

*Student guides and trainers next to Nakodar mausoleum in the Punjab.*

# Training in the Punjab

At pre-monsoon temperatures above 40 degrees Celsius, I was based in Amritsar from the 25 May until the 11 June, to deliver WFTGA “Hands On” tourist guide training. With 24 students from the Punjab, the course was sponsored by the Punjab Heritage and Tourism Promotion Board (PHTPB), and my role was supported by the World Tourism Organization (UNWTO). Although the course was being provided by the Indian Institute of Tourism and Travel Management (IITTM) based in Gwailor, the latter do not have tourist guides on their staff and do not deliver Tourist Guide Professional Skills and Technique modules.

So I delivered WFTGA’s own two-day Communications Seminar, as well as Observation Exercises, Role of the Guide, Research Techniques, Itinerary and Tour Plan Preparation, Safety, Group Management and Tour

Delivery on a Moving Vehicle, Sites and Walks, Guiding Products and Events, Sustainable Tourism, Partners in the Chain, Group Psychology and Problem Solving, Customer Service, Sensitive Issues and Questions, Ethics and Standards for Professional Guides... Three full-day Field trips organised by IITTM in the region and two Heritage Walks in Amritsar in part addressed some of the practical requirements for current training, but hopefully more will be encouraged in the future.

In a meeting with Mrs. Geetika Kalha, Principle Secretary of Tourism, based in the capital Chandigarh, the commitment of the PHTPB towards rolling out further training with the WFTGA ethos and standards in mind, for training professional modern tourist guides as a model, were confirmed. We hope this is made possible with the vision and determina-

tion of those in the tourism industry in the Punjab and throughout the whole of India. I was able to briefly travel to Delhi, Agra and Jaipur before returning to Edinburgh. So I was able to meet other Indian guides and sites, and had a brilliant day in Jaipur with our own Executive Board member Govind Agrawal as my guide!

The Punjab is considered the place where India begins, and for me this was truly the case. My first experience of this fabulous country was a region where different philosophies, religions, histories, foods and cultures blend into a seductively comfortable home away from home. The hospitality and friendships I received were overwhelming and will remain in my memory forever.

*Mary Kemp Clarke  
WFTGA International Lead Trainer*

# Courses in South Caucasus



*Svetlana Sargsyan, President of the Armenian Guide Guild and Ara Petrosyan, Minister of Economy of Armenia.*

In December 2010 an international meeting between the South Caucasus Countries – Armenia, Azerbaijan, Georgia and Turkey – had been arranged in Batumi, Georgia, to enlarge transborder tourism and ascertain training courses for tourist guides according to WFTGA and international standards.

The first two courses took place this spring:

- In Yerevan, Armenia, including 23 Russian and English speaking colleagues from Armenia and Georgia, our International Trainers Rita Nawoyan, Houri Nazarettian and Naira Sukiasyan plus National Trainer Ruzanna Kachyan cooperated with Lead Trainer Felicitas Wressnig; the moderation was an intriguing demand for Viola Lewis to renew her Russian knowledge and Ros Hutchinson for the English group.
- In Tbilisi, Georgia, a second course has recently finished including participants from Azerbaijan and various parts of Georgia, with Lead Trainer Felicitas Wressnig, who stepped in for her colleague Iris Barry, alas taken to hospital. We are happy to learn about her recovery and wish her excellent health!



*Excursion to Geghard Monastery.*



*International Trainer Rita Nawoyan with her Russian class.*

Photos: Felicitas Wressnig



*A practical walk in Tbilisi led by Felicitas Wressnig.*

The WFTGA Training Committee is supporting the efforts in this important tourism area with common background and culture and is now preparing courses in Azerbaijan and Turkey for the autumn.

**Felicitas Wressnig**  
WFTGA International Lead Trainer



Photo: Silke Reeploeg

Newly qualified Shetland Tourist Guides at Sumburgh Head on assessment day. From left: Hamish Nicol, Patricia Blain (Assessor), Jolene Garriock, Willis Duncan, Ingrid Eunson, Morag Reid, Jim Young, Isabelle McCallum, Jim Dickson, Edna Burke.

# Newly qualified guides in the Shetland Islands

Just in time for the cruise ship season, and the Tall Ships later this summer, we welcome nine new Green Badge Tourist Guides in Shetland: Edna Burke, Willis Duncan, Jim Dickson, Ingrid Eunson, Jolene Garriock, Isabelle McCallum, Hamish Nicol, Morag Reid and Jim Young. Together they braved the winter weather, embarked on their intensive, eight-month Green Badge Training Course at Shetland College and, under the guidance of Catriona Anderson (Course Director), developed into knowledgeable, passionate Green Badge Ambassadors for Shetland.

Catriona was aided in her task by the team of Shetland trainers (Robin Hunter, Lawrence Tulloch, Nat Hall and Dr. Deborah Lamb).

In order to strengthen the local trainer team, the Scottish Tourist Guide Association had run the first new-style trainer training in Shetland this January resulting in Nat Hall and Deborah Lamb joining their well-seasoned colleagues in nurturing class 2011.

Pat Blain, who already was a known face on the remote screen during the video-conference lectures during

the Shetland studies programme, teamed up with fellow Scottish Tourist Guides Association (STGA) assessor Silke Reeploeg to verify the required standards in the written and practical assessment. Pat found, "a group of high calibre candidates, who were enthusiastic and entertaining and will be a great asset to the Shetland Island Tourist Guide Association".

**Pat Blain**  
STGA Assessor

# Scotland delivers cruise guide training

Two Cruise Guide Training courses have been delivered over the past month in Stirling, Scotland. The adapted one-day workshops were delivered by Lead Trainers Mary Kemp Clarke and Viola Lewis, on behalf of WFTGA in partnership with Progress International. The participants were fully qualified Scottish Tourist Guides, eager to increase their awareness and understanding of the industry. As

guest speakers, two members of Cruise Scotland, Ann Wilkinson and Richard Alexander, also attended each workshop, to input updates on the industry within Scotland and Northern Europe. The day included an overview of the cruise industry, and the demographics involved, cruise products and guests, priorities, the value chain, dispatch, tender and other protocols, complaints, roles, and power messages. The most

important outcome however, is an awareness that we all depend and rely on one another as colleagues to promote destinations beyond our national boundaries. Helping to define our role as tourist guides within this growing sector will benefit both us and the customer.

*Mary Kemp Clarke*  
WFTGA International Lead Trainer



Scottish Tourist Guides & Cruise Scotland Chair during WFTGA Cruise Guide CPD in Stirling, Scotland. Standing from left to right: Richard Alexander (Chair Cruise Scotland), Lorna Johnson, Coinneach Maclean, Anne Robertson, Pat Blain, Janet Bulloch, Trish Smith, Gail Fotheringham, Alison Reid, Mike Furlong. Seated: Viola Lewis, Pedro Gajardo, Pedro Fernandes.

# Macau welcomes you in 2013!

We warmly welcome all members to the 15<sup>th</sup> WFTGA International Convention in January 2013. It's an opportunity for us to personally introduce Macau's unique charm and fascinating characteristics and give you a perfect trip!

Macau (the product of East and West Culture's integration within 400 years) is a Special Administrative Region of the People's Republic of China, under the policy "one country, two systems, Macau people govern Macau, which contains a high degree of autonomy".

Within this 29.5 square kilometers small area, regardless of ethnicity, religion, architecture or food, you can deeply experience the coexistence and integration of Eastern and Western cultures – the unique charm of Macau.

The majority residents in Macau are the Han nationality, but also include some long-term residents of the Portuguese, Filipino and many other nationalities. All nationalities live and work in peace and harmony, you can feel the harmonious atmosphere in every corner of Macau.

Religions in Macau include Confucianism, Buddhism and Taoism and other ancient Chinese religions. Christianity, Islam and other religions were brought in at a later date. Macau was once the religious and cultural center, as a result the diversity of religious and cultural aspects in Macau has been fully demonstrated; Christian, Buddhism, Taoism, Matsu have reservations here. In Macau, you can always see that a church in Western style will have a corresponding Chinese-style temple nearby. This is Macau's East-West masterpiece of mutual religious tolerance.

The architecture style in Macau is dazzlingly mixed and varied – there are many Chinese ancient messages,

but also Western-style houses and buildings; moreover, there are also Ming and Qing old temples and quaint European-style churches. Nowadays, Macau has the imposing appearance of the high-rise buildings and fully equipped large modern resorts, to present the unique flavour of ancient and modern building constructions – all available here.

It is precisely because Macau has these unique characteristics, that it provided the suitable birthplace of a group of cultural and historical significance of World Heritage. The Historic Centre of Macau successfully applied for World Cultural Heritage on July 15, 2005. The success of application embodied the characteristic blend of Eastern and Western culture in Macau, this special characteristic of Macau is a major feature of the world's cultural heritage organization, but also the pride of Macau!

Macau can also be described as a blend of both Eastern and Western cuisine from all around the world, where visitors not only can enjoy authentic cuisine of Portugal and Macanese, but also find Cantonese, Shanghai, Japanese, Korean and Thai cuisine! Of course if you come to Macau you should try the authentic

and unique Macau Portugal national cuisine; in Macau, Portuguese cuisine had divided into Portugal Style and Macanese Style. Macanese style cuisine is the integration of Portugal, India, Malaysia and Cantonese cooking technique – through modifying the original dishes of Portugal, we can say they are the world's unique dishes.

Macau is a beautiful place, like a garden city. The beauty of Macau makes it a famous tourist attraction. In addition, Macau's beautiful natural scenery and unique cultural landscape attract a large number of different colours, different faces of the people to Macau.

When you come to Macau, you can experience the fusion of Chinese and Portuguese culture. You can also follow our pre- or post-tour to Hong Kong or Mainland China, and experience the mixture of culture of Hong Kong and United Kingdom, also the long history of traditional Chinese culture, and explore the mysterious oriental flavour.

We look forward to your arrival! I hope you can join us in 2013 to experience Macau and China!

*Angelina Wu*

