

WFTGA PRESIDENT'S REPORT 2009-2011

We are again circulating this report to members prior to the Convention and General Assembly in Tallinn. Any additional information will be added at the General Assembly and the President will present a summary of all reports received. We look forward to seeing you in Tallinn, Estonia at our 14th Convention in January 2011.

Since our Convention in Bali in January 2009, the Executive Board (EXBO) of the World Federation of Tourist Guides Associations has been working very hard to support our members and to raise the profile of professional tourist guides throughout the world. WFTGA's membership and influence continues to grow as we become more and more recognised in the international tourism industry. This growth involves a serious time commitment from the President, Vice President, Secretary and other members of the Executive Board. I would like to take this opportunity to thank all those who have contributed to the success of WFTGA over the past two years and in particular, the members of EXBO, Training Committee, Area Representatives, Editor of Guidelines Internetion@1, without whom my job as President would be impossible. I believe that the time has come for us to consider a paid Secretariat/Administrator if WFTGA and I recommend that the General Assembly considers this in Tallinn.

WFTGA Executive Board 2009-2011

President: Rosalind Newlands OBE (RN)

Vice President: Felicitas Wressnig (FW)

Treasurer: Koula Vassiliou (KV)

Secretary: Patricia Blain (PB)

EXBO Members; Aladdin Khalifa (AK) Govind Agrawal (GA) I Kandia Nyoman (KN)

For details of the Portfolio System and duties of the Executive Board please refer to the Policies and Procedures Manual. For information the members of the Executive Board are members of the following tourist guides associations:

Rosalind Newlands: Scottish Tourist Guides Association (STGA)

Felicitas Wressnig: Vienna Chamber of Commerce Guides Association

Koula Vassiliou: Cyprus Tourist Guides Association (CTGA)

Patricia Blain: Scottish Tourist Guides Association (STGA)

Aladdin Khalifa: Egypt General Tourist Guides Syndicate (EGTGS)

Govind Agrawal: Jaipur Tourist Guides Association, which is in turn a member of Tourist Guide Federation of India (TGFI)

I Kandia Nyoman: Indonesian Tourist Guides Association (ITGA)

The 2007-2009 Executive Board met in Bali on 9th January 2009 and the 2009-2011 Executive Board met in Bali on 16th January 2009 and in Edinburgh on 12th and 13th November 2009. We continued with conference calls, which took place on 20th January 2009 and 15th April 2010. We also communicated regularly by email and telephone. RN and PB had regular meetings in Edinburgh. RN and FW also attended the Training Committee Meeting in Kent in January 2009.

All members of EXBO were active in decision making by email and telephone and took particular responsibility for the following:

President (RN): Co-ordination and management of all portfolios plus International Relations, Marketing; Training; Convention Co-ordination, Membership; Banking & Finance, Correspondence.

Vice President (FW): Assistance to President, Member of Training Committee (2009-2010) Head of Training (2010-2011), Marketing & Promotion, Consultation with legal advisors (WFTGA is governed by Austrian law)

Secretary (PB): Assistance to the President, Marketing, Meeting and General Assembly Preparation; Training Administration; Convention Preparation

Treasurer (KV): Banking; Financial Reports, Liaison with the Auditor; Liaison with Cyprus Training Centre

AK: Area Representatives; Website; Marketing

The President was honoured by HM Queen Elizabeth II in June 2010 and awarded the OBE (Officer of the Order of the British Empire) for Services to Tourism (Tourist Guide Training and Development).

Finance

The WFTGA bank continues to be Marfin Laiki Bank in Nicosia. The day-to-day banking is conducted by Treasurer (KV) who also liaises directly with the Auditor/Accountant, Medioncy. The RN and PB have access to the bank accounts through internet banking and as such have been able to monitor the accounts and communicate regularly with Medioncy and KV. The Financial Report for 2008-2010 will be presented by the Treasurer KV with the Vice President and Head of Training: FW explaining the Training Accounts.

Sponsorship

We were sponsored by the Scottish Tourist Guides Association (postage), the University of Edinburgh (photocopying & EXBO meeting), Cyprus Tourism Organisation (Cyprus Training Centre), Vienna Chamber of Commerce (FW travel). In addition the RN's travel and accommodation was sponsored by UNDP/UNESCO (Albania); National Federation of Tourist Guides of America (NFTGA); Georgian Guides Association (GAG). GAG are also sponsoring FW to go to the meeting in Batumi (see below). The Inspection Visit to Tallinn undertaken by RN and KV was sponsored by Tallinn Enterprise and Tallinn Guide Association.

Training participants have been sponsored by the Cyprus Tourism Organisation, UNDP, USAID, UNESCO, Caribbean Tourism Organisation, Abu Dhabi Tourism, Brunei Tourism, Saudi Arabia Antiquities and Tourism Department and Orkney & Shetland Tourism. Promotion of the Cruise Guide Training Programme has been sponsored in kind by Progress International. Fees paid for consultancy work in Albania by RN were donated to WFTGA training funds. The Androus Foundation continues to sponsor the Jane Orde Scholarship Fund. In addition RN and PB organised two book sales for STGA guide students, which raised funds and Lead Trainer Jenny Oulton made a direct contribution – both of which were ring-fenced for the Jane Orde Scholarship fund.

Expenditure

We made every effort to minimise expenditure while still raising the profile of our members and WFTGA. This involved all EXBO members communicating where possible by email and any telephone expenses were carefully monitored and the cheapest available methods were used, including the use of low rate calling plans and SKYPE.

We were able to support two participants at our Train the Trainer Courses in Cyprus in 2010 from the WFTGA Training funds. 1500 Euro was donated from the Auction in Bali to the Androus Foundation for the provision of the Jane Orde Scholarships. In addition WFTGA EXBO decided to fund further Jane Orde Scholarships from the Training Funds and donations made directly to WFTGA.

Membership

We are delighted to welcome the following new members to WFTGA in the period 2009-2011: **Albania** : National Association of Tourist Guides of Albania – NATGA **Chile:** Asociacion Profesional de Guias De Turismo – APTG); **Costa Rica:** Asociacion Costarricense de Guias de Turismo - Acoguitur; **Dominican Republic** Asociacion de Guias De Turismo de La República Dominicana **Georgia:** Georgian Association of Guides – GAG; **India:** Tourist Guides Association Mumbai; **Malaysia:** Malaysian Women Tourist Guides Association – MWTGA; **Peru:** Asociacion de Guias Profesionales – ASGUIPA; **Portugal:** Asociacao Portuguesa dos Guias Interpretes e Correios de Turismo – AGIC; **Serbia** Serbian National Tourist Guides Association; **South Africa:** Federation of South African Tourist Guides Associations. We are pleased to welcome back **Sweden:** Foreningen Stockholms Auktoriserade Guider: FSAG

In addition we have new Individual Members from **Macedonia, Malawi, Malaysia, Morocco, Ghana, Nepal** and **Saudi Arabia** and new Affiliate Members from the **United Arab Emirates**. We were sorry to hear that the UAE Tourist Guides Association had disbanded.

WFTGA now represents more than 120,000 tourist guides from the following **62 countries**: Albania, Argentina, Armenia, Australia, Austria, Belize, Chile, Canada, Costa Rica, Cyprus, Czech Republic, Denmark, Dominican Republic, Egypt, Estonia, Finland, Ghana, Georgia, Germany, Greece, Hong Kong, Indonesia, India, Iran, Iraq, Israel, Italy, Japan, Kenya, Kyrgyz Republic, Latvia, Macau, Macedonia, Malta, Malaysia, Malawi, Montenegro, Morocco, Mozambique, Nepal, Netherlands, New Zealand, Norway, Peru, Philippines, Puerto Rico, Romania, Russia, Saudi Arabia, Serbia, Singapore, Slovakia, South Africa, Spain, Sweden, Thailand, Turkey, United Arab Emirates, United Kingdom, United States of America and Uruguay. The expansion of WFTGA's membership owes a great deal to the work done by members of EXBO and Area Representatives.

New systems for the recording of payments have been introduced to assist with accurate record keeping. Credit card payments can be processed through our website with Moneybookers.

Members Fees

After discussion by the General Assembly in Bali, EXBO decided to waive or reduce membership fees for some associations in Tiers 3,4 and 5 and for associations who had informed us of financial difficulties.

Consequences of the Geographical Spread of WFTGA Membership

There has been an increase in membership over the past few years and in particular we have had an increase in members from the Southern Hemisphere for whom the date of our Convention falls into their high season. At the General Assembly in Tallinn, there was a proposal that the date of the WFTGA Convention be varied and EXBO was charged with the task of looking at the practicalities of this proposal. It was discussed at our EXBO meetings and investigations have been made into Constitutional implications. The Convention is of course also the time of our General Assembly, which is our legal meeting and when our EXBO is elected – this raises both practical and Constitutional questions. EXBO members would not serve for the same periods of time if the Convention date were to be varied. There are also implications for the bidding process for future Conventions as varying the date would also vary the amount of time potential bidders have to prepare their bids and also the time the successful hosts have in order to plan the Convention. These considerations mean that there needs to be further discussion by the General Assembly before any changes are made.

GA proposed to EXBO that WFTGA could encourage Regional Conventions in the years between our International Conventions and that bidders who had not been successful in winning an International Convention might be encouraged to host a Regional Convention of no more than 3 days during their own low season – probably May, June, July. In the meantime, EXBO decided to allocate some funds to enable EXBO members to attend Regional Conferences, being organised by members and thereby offer support

Area Representatives

Mary Kemp Clarke, has agreed to coordinate the Area Representative Reports for 2009-2011. A summary will be presented at the General Assembly in Tallinn. Not all Area Representatives are active and a lot of the work is done by EXBO members. More assistance is needed with this. A workshop will be held in Tallinn for those who wish to become Area Representatives in future.

WFTGA History 1985-2010/ Handbook for Tourist Guides

As 2010 is the 25th Anniversary of WFTGA, we decided to invite members to submit information about our history. We also trawled the WFTGA records to find relevant information. This work was initially co-ordinated by the President and Vice President working with Serena Franklin from Mumbai who developed a questionnaire for Past Presidents and long-term members.

In 1995, a Handbook for Tourist Guides was published which contains the presentations from the 1st 10 years of WFTGA Conventions and also historical information. This document was scanned by former EXBO member Johnny Lee. The President scanned the presentations from the Convention handbooks

from 1997- 2003. The presentations from 2003 – 2009 were already available in electronic form. The President then compiled all the scanned documents, together with pictures from our 25 year history into the new **Handbook for Tourist Guides** will be available in electronic format at the Tallinn Convention. Thereafter it will be available for sale on our website. We hope that additional information will be added to our electronic record so that this document can be updated every two years.

Tourist Guiding Worldwide (Jane Orde Document)

Past President Jane Orde spent many years compiling a document, which gave information about tourist guides, numbers, conditions, training etc. This document was launched at the Hong Kong Convention in 1999. It was available for sale on our website but it is now outdated and has not been available since 2003. We have made many attempts to update it through questionnaires to members but the response has always been patchy. Govind Agrawal undertook to compile new information and this will be presented in Tallinn.

Financial Status of EXBO Members

EXBO members are not permitted by our Constitution to be remunerated for their work on the EXBO. The only people who are remunerated by WFTGA are our Lead and International Trainers. This raises issues when EXBO members are also trainers or asked to undertake consultancy work by outside bodies. When she was elected to EXBO, the Vice President declared that although she is a WFTGA Lead Trainer she would not accept any paid training during her tenure – this of course reduced considerably her earning potential as a professional trainer.

In September 2009, the President was invited by UNESCO/UNDP to go to Albania to give advice on the setting up of professional tourist guide courses at the University of Tirana, UNDP/UNESCO required the presence of the WFTGA President because of the high level of negotiation involved but the request was also based on her personal expertise as a tourist guide trainer and consultant in the UK and as a UK expert for the setting up of EN15565, Training and Qualification of Tourist Guides in Europe. The project involved a minimum of 9 days in order to complete the required report for which a WFTGA Trainer would normally be paid, and a consultancy fee and expenses were duly offered by UNDP/UNESCO. The President decided it was inappropriate for her to accept the Consultancy Fee and she donated it to the WFTGA Training Fund. Expenses were paid.

The President's and Vice President's decisions were then discussed by the EXBO at our meeting in October and the following question was posed: Not all EXBO members would be in a financial position to undertake unpaid work or turn down paid work over a considerable period of time and such a situation might discourage people from running for EXBO in future.

Should a member of EXBO or other ordinary member be paid when carrying out duties out with his/her designated EXBO duties.

The outcome of the discussion was the following proposal:

- a. That we (WFTGA EXBO) propose that if a member of WFTGA EXBO or other WFTGA official is asked to do paid work that is out with the standard designated duties and brings income into WFTGA– they should be paid.
- b. That each case should be notified to WFTGA EXBO in advance for the consideration of the EXBO.
- c. That each situation would be considered case by case by EXBO.
- d. Each case would have to be approved by a two thirds majority of the EXBO.
- e. Each project that was submitted to EXBO, where a member of EXBO or a WFTGA official was required to attend, would be distributed to the appropriate person by EXBO.

- f. Any payment that would be paid to an EXBO member or WFTGA official would be built into the contract.

The Proposal was agreed in principle by the full EXBO and it was decided to present it to the General Assembly in Tallinn.

During 2010 a situation arose whereby there was no Lead Trainer available and willing to go to Abu Dhabi to deliver WFTGA training in 2010. EXBO decided that the only solution on this occasion was to permit the Vice President to undertake this work on our behalf and for her to receive the appropriate trainers' fees.

International Relations

Liaison with Tourism Authorities, Governments and Industry Partners

- **UNESCO:** In February 2009, UNESCO confirmed that WFTGA was accepted as a Non Governmental Organisation (NGO) in Official Operational Relations with UNESCO.
 - As a result of this new status, the President attended the NGO Committee Meetings in Paris in March 2009 and in October 2010. This gives us the opportunity to meet government ministers, officials and ambassadors and to speak on behalf of WFTGA.
 - We were invited to cooperate with UNESCO in guide training in Ethiopia and this work was undertaken on our behalf by Titina Loizides in Axum in 2009 and Lalibela in 2010.
 - The President was invited to Albania in September 2009 to advise on setting up tourist guide training at the University of Tirana – this work was funded by UNESCO/UNDP and the consultancy fees were donated to the WFTGA Training Account
 - International Tourist Guide Day 2010 – had the theme *WFTGA 1985-2010: 25 Years Guiding World Heritage and Culture* and many members centred their celebrations in UNESCO World Heritage Sites as part of our promotional campaign.
 - The WFTGA Convention in Tallinn was given official Patronage by UNESCO Culture Centre in March 2010, after visits by the President and Secretary to the UNESCO offices in Tallinn during our Site Inspection.
 - The keynote speaker at our Convention in Tallinn will be M. Hervé Barré from UNESCO HQ in Paris.
- **UNWTO.** The President recommends that the General Assembly takes up the offer of Affiliate Membership of UNWTO, which is the only way we can really become involved and more influential in that organisation.
- **ISO/TC 228: Tourism and Related Services.** The President requested that WFTGA be accepted as an official consultant on this committee, which deals with all international standards related to the tourism industry in 2007 and this has continued. This means that we receive all correspondence and can keep a watching brief on anything that might affect tourist guides. We are also entitled to attend meetings should we wish to do so.
- **WTM World Responsible Tourism Day.** WFTGA was accepted as a partner in this event, which took place at the World Travel Market in 2009 and 2010.
- **New Europe Tours** The President and Tom Hooper (FEG) issued a joint statement in 2008 re New Europe Tours, which are operating “free tours” in many cities in Europe. We continue to encourage WFTGA and FEG members to do everything they can to combat this potential threat, which is having a significant impact on tourist guides in Europe and now beyond
- **International Association of Tour Managers (IATM)** The President was invited to meet the Committee of IATM in London in 2009. We are working on a joint statement and plan further meetings in due course. We are particularly concerned about the issuing by the European Tour

Operator's Association of Identity Cards for Tour Managers in Europe, which suggest that they are in fact tourist guides.

- **Progress International:** We continue to work with Progress International in the delivery of Cruise Guide Training (see Training Report). Mr Grant Holmes has been invited to address the General Assembly on proposals for future cooperation with the Cruise Industry. Representatives of the Cruise Industry have agreed to sponsor the Convention and will attend with Mr Holmes. They will also give a workshop during the main Convention.
- **Official Correspondence.** The President has supported members in writing on request including support in the fight against illegal guiding and lobbying of governments and tour operators. This includes support for the Scottish Tourist Guides Association (STGA); TUREB, Turkey, Tourist Guides Federation of India and Japan Federation of Certified Guides. We wrote also to government officials on behalf of licensed tourist guides in Venezuela. In addition we have communicated in writing with a number of organisations including Viator Inc/Our Explorer; JJ Guides; European Tour Operators Association (ETOA); International Association of Tour Managers (IATM); FEG, American Tour Operators Association and John Smith Trust. Working in cooperation with FEG, we wrote to the European Commission and the International Bureau of Statistics with regard to incorrect terminology being used for the professions of Tourist Guide and Tour Manager: as established in EN ISO 18513: 2003 in the Standardized Dictionary of Tourism and also in support of EN 15565 Training & Qualifications of Tourist Guides.

Liaison with Tourist Guides Worldwide

As well as official visits, the President travelled to meet some of our members through her own private travel. It is always an honour and pleasure to be able to meet colleagues and to be able to offer support and to meet with governments and authorities. All of the official meetings were sponsored by the local tourist guides associations and/or tourism authorities and achieved at minimal cost to WFTGA. Private visits at the President's own expense included meeting tourist guides and tourism officials in Argentina, Chile, Uruguay, South Africa and Sweden.

- **Federation of European Tourist Guides Associations (FEG).** . It has been agreed that the respective Presidents/Chairs of each organisation will be invited to attend official meetings on alternate years i.e. the Chair of FEG will be invited to the WFTGA Convention and the President of WFTGA will be invited to the FEG EGM on the year when no WFTGA Convention is being held. The President will attend the FEG AGM in Vienna at the invitation of FEG in November 2010.. In addition the President met Mr Tom Hooper FEG EXCO in London in 2009 and 2010. We are in regular communication by email with members of FEG EXCO and joint letters have been written on the subjects of terminology and also in relation to New Europe Tours.
- **National Federation of Tourist Guides Associations of America (NFTGA)**
The President was invited to attend the annual conference of NFTGA. This took place on a short cruise from Miami to the Bahamas and included celebration of International Tourist Guide Day. The visit was partially funded by NFTGA and WFTGA and the President made use of her own airmiles. She also held meetings with the Washington Guild of Professional Tour Guides and with educational establishments in Washington with a view to considering WFTGA Training in the USA.
- **Georgia Tourist Guides Association (GAG)**
The President and Vice President have been invited to attend a regional conference organised by GAG for tourist guides in the South Caucasus Region. This conference is fully funded by the hosts and their sponsors.

Training Report

A full report will be presented by FW in Tallinn.

WFTGA Training Finances

WFTGA Training is self-financing. Training Accounts will be presented with the main WFTGA Accounts.

Training Committee (appointed by EXBO):

February 2009-January 2010: Rosalind Newlands (RN) (President & Head of Training); Felicitas Wressnig (FW) (Vice President; Non-Active Trainer – Administrator); Jenny Oulton (JO) (Active Trainer); Titina Loizides (TL) (Active Trainer & Cyprus Representative); I Kandia Nyoman (KN) (EXBO member)

January 2010- January 2011 – Felicitas Wressnig (FW)(Vice President; Non-Active Trainer; Head of Training); Patricia Blain (PB) (Secretary, Training Administrator); Jenny Oulton (JO)(Active Trainer); Titina Loizides (TL)(Active Trainer & Cyprus Representative); I Kandia Nyoman (KN) (EXBO Member).

The Training Committee met in January 2010 in Kent and intends to meet again in November 2010.

International Lead Trainers:

Deborah Androus (USA), Maria Aristidou (Cyprus), Iris Barry (UK), Rosalind Hutchison (UK), Viola Lewis (formerly Lier) (UK); Mary Kemp Clarke (UK); Titina Loizides (Cyprus); Jenny Oulton (UK), Richard Skinner (UK); Peter Wagner (Australia); Felicitas Wressnig (Austria)

Decisions and Actions Taken:

- **Courses were re-named:** Hands On Tourist Guiding (HOT); Train the Trainer, formerly Part I & Part II (TtT) and International Train the Trainer, formerly Part III (ITtT).
- **Trainer Administration:** Renew the trainers list, check all mail contacts and payments; send out policy and procedures, write out invoices for training and fee; last check-up of payment, eliminate non-payers; returns permitted with 2 yrs back-payment
- **Financial:** Calculation of Cyprus (CY), Abu Dhabi (AD), Brunei, Philippines, Tallinn Cruise Guide; Armenia and Caribbean courses
- **General Administration:** Work on AD contract, engage lawyer for advice; renew contract for CY trainers; correspondence; decide on moderators; tender work; collect debriefs and reports and send out certificates; discuss and announce new Lead Trainers; prepare workshop and meeting in Tallinn; cooperate with new manual and update power points and proofreading of the translation of the one-day cruise manual – both funded by WFTGA
- **WFTGA Regional Training Centre:** Coordinate Course at the WFTGA Regional Training Centre at the University of Cyprus
- **Cooperation with UNDP/USAID:** Cyprus: Turkish Cypriot guides have been funded on several occasions by USAID and UNDP to attend WFTGA Training courses at the University of Cyprus. RN was approached in May 2009 by USAID Capacity Development Program with regard to involvement with training for the Turkish Cypriot Community. After discussion with our members, the Cyprus Tourist Guides Association, WFTGA EXBO decided to decline the offer to tender, *while stating that “WFTGA continues to welcome the participation of Turkish Cypriot Guides at our Regional Training Centre at the University of Cyprus, which is supported by the Cyprus Tourism Organisation (CTO) and organised by CTGA. We particularly look forward to meeting the 10 Turkish Cypriots who are being supported by USAID to attend the WFTGA Train the Trainer Course in June 2009. We understand that the CTGA in cooperation with CTO is currently making all necessary arrangements in order to facilitate the registration of members of the Turkish Cypriot Community, who wish to follow the programme of the Cypriot Guide School in their own language and that they hope that this will be available by October 2009. CTGA has suggested to us that it might be appropriate if USAID funds be made available to assist the Turkish Cypriots to attend this course for Tourist Guides which is organised by CTO”*. We were informed by USAID that the programme would

be put out to general tender. A number of WFTGA Trainers and others were approached to tender on their own account.

- **Cooperation with FEG.** Richard Skinner was the first FEG trainer to be accredited as a WFTGA Trainer. In 2009, three WFTGA trainers, Anna Achilleos (Cyprus), Mary Kemp Clarke (UK) and Viola Lewis (UK), went to the FEG meeting in Brussels to present seminars to get FEG Accreditation. Viola Lewis will lead a one day seminar at the FEG meeting in Vienna in November 2010.
- **Accreditation of Courses:** requests have been initiated by Lead Trainer Iris Barry for the Crimea and the Caribbean
- **Trainer Evaluation:** All WFTGA trainers must be evaluated within 5 years.
- **EN Standard 15565:** Training & Qualification of Tourist Guides in Europe. Various WFTGA experts including RN, FW and TL were involved in the development of this standard. The WFTGA Accreditation of Training Courses requirements takes account of this standard. There could be an opportunity to work towards an International Standard (ISO) in due course, which could be supported by the WFTGA.
- **Proofreading Cruise Guide Training:** Peter Wagner was engaged by WFTGA and Progress International to proofread all material to be put on the internet for online assessment. Funded by WFTGA Training

Training Activities 2009-2010:

- **Ethiopia, May 2009:** Lead Trainer Titina Loizides delivered site guide training in Axum for UNESCO. Funded by UNESCO
- **Cyprus: May-June 2009:** HOT/TtT was delivered by Lead Trainer Deborah Androus (USA) and Trainer Demetra Gabriel (Cyprus); TtT was delivered by Lead Trainer Jenny Oulton; the moderation by Lead Trainer Ros Hutchinson. Funded by participants, USAID and Cyprus Tourism Organisation
- **Albania September 2009:** In April 2009, the President, RN was approached by Stephan Doempke (SD) presently coordinator of a two-year UN Programme "Culture and Heritage for Social and Economic Development" implemented jointly by UNESCO and UNDP and subsequently invited to visit Albania to advise on the setting up of a tourist guide training course at the University of Tirana and on the possible licensing of tourist guides. Members of the Albanian Tourist Guides Association had become WFTGA Trainers in 2006 and RN's report insisted that they be involved in any future development in cooperation with WFTGA. The Association also joined WFTGA during RN's visit. FW checked the proposed university programme and RN submitted a report to SD of recommendations; the fee offered by UNESCO/UNDP for this work was donated to the WFTGA funds of training for further scholarships: pay the Albanian Tourist Guides Association membership fee to WFTGA for three years, finance CY course participants – and others to follow. RN has continued to follow up with SD (who left the project later in 2009 and with the University of Tirana. Funded by UNESCO/UNDP
- **Abu Dhabi 2009:** HOT + TtT delivered by Lead Trainer Jenny Oulton and International Trainer Bridget Sadler (UAE). Funded by Abu Dhabi Tourism Authority. October 2009: two courses delivered by Lead Trainer Iris Barry (UK) and Part II Trainer Bridget Sadler (UAE). Moderated by Ros Hutchinson. Funded by Abu Dhabi Tourism Authority. Sadly Bridget died in late 2010.
- **Kingston Jamaica September 2009:** TtT course organised and delivered by Lead Trainer Iris Barry and accredited by WFTGA. Moderated by Lead Trainer Ros Hutchinson. Funded by Caribbean Tourism Authority

- **Brunei, November 2009:** Two HOT courses were delivered by Lead Trainer Mary Kemp Clarke and International Trainer Maricar Donato (USA), moderation by FW. Funded by Brunei Tourism
- **Saudi Arabia, October 2009:** Two courses were delivered by International Trainers Richard Skinner (UK) and Peter Wagner (UK). No Lead Trainer was appointed because male trainers were required for Jeddah + Riyadh; Moderation by Lead Trainer Jenny Oulton and International Trainer Houri Nazaretian (Armenia) for Arabic. Funded by Saudi Arabia Tourism and Antiquities Department. Richard and Peter were subsequently appointed Lead Trainers.
- **Abu Dhabi: April – end of June 2010:**
6 HOT + 1 TtT were requested. Tendering was not successful, none of the trainers wanted to go: FW cancelled her private tours and left within 10 days notice. The June course was doubled and with 7 days notice International Trainer, Ivana Curuvija (Serbia) traveled to assist FW. Moderation: Lead Trainers Jenny Oulton and Mary Kemp Clarke. The December courses were cancelled by Abu Dhabi Tourism Authority in November 2010. Funded by Abu Dhabi Tourism Authority
- **Cyprus May-June 2010:** It was planned to offer TtT and ITtT at the University of Cyprus, with the cooperation of Cyprus Tourist Guides Association. After various circulars to interested participants 9 applications inclusive of scholarships for TtT signed up; four applicants for the ITtT joined end of April, very short notice. It was decided that the Lead Trainer would be Titina Loizides, with International Trainer Viola Lier (UK) appointed to deliver TtT and Maria Aristidou (Cyprus) to deliver ITtT, moderated by Lead Trainer Mary Kemp Clarke. Two participants on TtT were given scholarships from WFTGA Training funds. Funded by Cyprus Tourism Organisation; Participants and WFTGA Training Funds. Viola and Maria were subsequently appointed Lead Trainers
- **Ethiopia, June 2010:** Lead Trainer Titina Loizides delivered two Site Courses (Lalibela), moderation by Lead Trainer Ros Hutchinson. Funded by UNESCO
- **Brunei, October 2010:** The national tourism organization wanted to have the same Lead Trainers as before, by tendering it went to Iris Barry as Lead Trainer and Demetra Gabriel as International Trainer; moderation by Mary Kemp Clarke. Funded by Brunei Tourism
- **Orkney & Shetland Cruise Guide Training 2009 & 2010 :** Lead Trainer Viola Lier organized one day Cruise Guide Training courses in Orkney and Shetland (UK) during 2009 and 2010. These courses were certificated by WFTGA and Progress International. Funded by Participants and Orkney and Shetland Enterprise and Tour Operators
- **Tallinn, January 2011:** Cruise Guide Training Day; January 30th: at the request of the Tallinn Guides Association this course in German and English will be offered prior to the Convention. It will be delivered by Lead Trainers Viola Lier and Peter Wagner. Funded by Participants and WFTGA Training Funds.
- **Workshop for Trainers: Wednesday 2nd February 2011: 3-6pm.**
The agenda will include training policies and procedures, trainers' requests and training for trainers on use of WFTGA training materials.

Marketing/Promotion

Everything we do that brings us into contact with the public results in marketing and promotion for WFTGA. This includes all the activities, visits and training courses operated in our name, whether by EXBO or by our member associations. We have, however some specific campaigns that we have conducted in the past two years.

Promotional Campaign

Rosalind Newlands
WFTGA President
November 2010.

WFTGA 1985-2010: 25 Years Guiding World Heritage and Culture

The main purpose of our Promotional and Marketing Campaign is to combat illegal tourist guiding and encourage the use of professional, qualified or licensed tourist guides. Our campaign was developed in 3 phases

- In 2007 we agreed to co-operate with FEG in the launch of a marketing campaign including the following slogan: ***We Are the Professionals***. This was added to the WFTGA website and used by all members of EXBO in correspondence and emails, we produced a banner to be used at WFTGA events and WFTGA members were encouraged to use the slogan in their own promotional activities. The first phase was addressed mainly to the tourism industry and encourages them to employ professional tourist guides who have a Code of Practice, Training and Qualifications and a Quality Charter. To this end FEG adopted the WFTGA Code of Practice and WFTGA adopted the FEG Quality Charter.
- In 2009 at the Bali Convention we launched the 2nd phase, which involved a new banner and posters including UNESCO World Heritage Sites with the theme ***Is Your Tourist Guide Qualified? We are the Professionals***. Members were given templates to develop their own promotional materials.
- On International Tourist Guide Day, 2010 to celebrate the 25th Anniversary of WFTGA we launched a new slogan ***WFTGA; 25 Years Guiding World Heritage and Culture: We are the Professionals***. Members were encouraged to use this for ITGD celebrations and throughout the year. ITGD 2010 also focussed on UNESCO World Heritage Sites in many countries.

WFTGA Website

AK is the webmaster and has continued to develop and update the website: www.wftga.org and our forum on www.wftgaguides.org. EXBO decided in 2009 to re-build the website to make it more user-friendly, easier to update and to include the possibility of direct booking of tourist guides. Tenders were sent out and Mindwais.com in Egypt were awarded the contract. AK will present our new website in Tallinn.

Tourist Guide Websites: OurExplorer.com/Viator

The General Assembly in Bali decided to form a relationship with OurExplorer.com who promised to remove unlicensed/unqualified guides from their site on request. OurExplorer.com have now been taken over by Viator Inc, who will attend the General Assembly in Tallinn, when we will have the opportunity to decide if we wish to continue this partnership. We continue to be approached by other companies with a view to partnership on commercial websites. Most of these have no means of checking tourist guide qualifications or licenses and the EXBO has decided not to become involved with them. We are also cooperating with FEG in monitoring the sites.

World Travel Market: London

RN and PB attended the WTM in 2009 and RN, PB and AK will attend in November 2010. This allows us to engage directly with the tourism industry and especially to promote our training programme, our Conventions and our membership.

Travel and Tourism Investment Market Saudi Arabia

We were invited to provide speakers for this government event in Saudi Arabia in April 2009. Past Treasurer Walid El Batouty (Egypt) and EXBO member KN attended on our behalf. Their contribution resulted in the first WFTGA Training in Saudi Arabia, which took place later in 2009 and continued communication with the Tourism Authorities.

IMEX Meetings: Frankfurt

FW attended IMEX meetings in 2009 and 2010. These meetings are specifically for associations and offer opportunities to promote our services and Conventions to tourism partners. FW was fully funded by IMEX as a hosted buyer.

ITB Asia:Singapore

GA was invited as a fully funded hosted buyer to attend this event in October 2010. This enabled him to make contacts and promote our services to tourism players and governments in Asia,

International Tourist Guide Day

ITGD continues to be celebrated throughout the world and is the opportunity for all our members to specifically promote tourist guides and WFTGA. When news and pictures are received from members they are published on our website and in our Circulars. Please refer to www.wftga.org for details.

Publications & Merchandise

We decided not to produce glossy brochures for marketing and promotion but to make more use of emails and print off documents for meetings as required. The Check List for Tourist Guides was re-printed and is sold to members and other interested parties and is also included in our training courses. In addition we have produced WFTGA pins, for sale to members. The Handbook for Tourist Guides is currently being updated and will be available as CD ROM in Tallinn. Guidelines Internetion@al edited by Tina Engstrom was emailed to members and posted on our website

Circulars & Mailings

PB sent 5 Circulars by email to members. RN also sent messages by email on ITGD and e-blasts were sent out regularly with specific news. Postage was sponsored by the Scottish Tourist Guides Association and copying by the University of Edinburgh.

Jane Orde Scholarship

WFTGA donated 1500 Euro to the Androus Foundation for the Jane Orde Scholarship Fund. EXBO decided to offer extra Jane Orde Scholarships from the Training funds T he Jane Orde Scholarship received 26 applications for 2011. RN, GA and Jenny Oulton drew up a short list and winners selected by the Androus Foundation and EXBO. The winners will be announced at the Convention in Tallinn in January 2011

Cultour Partners

We have issued new Cultour Cards to all members who have requested them. 2011-2013cards will be available at the Convention in Tallinn. We do have some new Cultour Partners but it is incumbent on all members to try to obtain partners in their own countries.

Convention 2011

The RN and PB liaised with and advised the Tallinn Guides Association and conducted an Inspection Visit in March 2010 PB assisted the hosts with the circulation of promotional materials. The keynote speaker secured by RN, is Hervé Barré from UNESCO HQ in Paris

Convention Bids 2013

RN updated the Bid Document originally prepared by Past President Ruby Roy. RN liaised with and advised the prospective bidders, assisted by Titina Loizides. Completed bids have been received from the following members:

- Macau Tourist Guides Association www.matga.org.mo
- Russian Tourist Guides Association www.agipe.ru
- Federation of Tourist Guides of South Africa www.fsatga.org
- Washington Professional Guild of Tour Guides www.washingtondctourguide.com

Rosalind Newlands



**World Federation of Tourist Guides Associations
67th Members' Circular: November 2010
1985-2010: 25 Years Guiding World Heritage and Culture**

This Circular is for all members of member associations of WFTGA – please forward to your own members!

14th WFTGA Convention : Tallinn Estonia: Culture: A Unifying Guide

Registration

- Delegates Meeting 29th – 30th January 2011 (Arrivals 28th January)
- Main Convention 30th January – 4th February: <http://wftga2011.konverents.eu>

Delegates' Papers and Information are attached to this Circular and must be forwarded to your Delegate immediately.

- Remember your Delegate requires **written authorisation to speak on your behalf. The maximum number of Delegates allowed is two per country (at the table) with up to 4 additional Delegates, who sit behind.**
- **WFTGA Policies and Procedures:** Attached which must be studied by all Delegates prior to their arrival in Tallinn
- **Agenda:** Attached: Members who wish to add items to the Agenda must inform the Secretary in writing, signed by all delegates from the member country, not later than 29th January (prior to the start of the Delegates' Meeting).
- **WFTGA Revised Constitution:** Attached – the Constitution was amended at the General Assembly in Bali in 2009 and requires ratification in Tallinn.
- **Proxy Forms:** If you are not sending a Delegate remember to complete the Proxy Form if you would like someone to speak and vote on your behalf and submit it to the WFTGA Secretary
- **Financial Reports:** The WFTGA financial reports are currently being audited and will be forwarded to Delegates prior to the General Assembly.
- **Executive Board Nominations:** Nominations are requested from those who wish to run for the Executive Board. All prospective EXBO members must bring to Bali:
 - Curriculum Vitae
 - Statement of their aims as an Executive Board Member
 - Evidence of the time commitment they can bring to WFTGA
 - Letter of support from their own association
 - Completed EXBO questionnaire

Gala Dinner: Thursday February 3rd – Your chance to shine! Members are invited to provide the entertainment at the Gala Dinner – start practising your pieces now – song, dance, music! – Places limited: register your interest in taking part with Govind Agrawal: govindagl@rediffmail.com

WFTGA Cruise Guide Training at Tallinn

Our one-day Cruise Guide Training Course will be available in Tallinn on Sunday 30th January: special price 100 Euro. If you are interested please contact Felicitas Wressnig : guide-felicitas@chello.at

Auction: Please bring your gifts for the Silent and Live Auctions – all gifts must be labelled with value. We advise gifts that are easily carried and also do not include liquids which cannot be carried on aircraft.

Dress Code for Participants, Accompanying Guests and Delegates

- Opening Plenary Meeting – Business Dress or National Dress
- Business Sessions – Business Dress
- Tours – Smart Casual
- Opening Dinner – Smart Casual, National Dress
- Final dinner – Elegant Evening Dress

Note it will be cold in Tallinn so you will need warm coats, gloves, scarves and footwear suitable for ice/snow. There is an indoor shopping centre attached to the hotel.



**World Federation of Tourist Guides Associations
67th Members' Circular: November 2010
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Convention Bids 2013:

The following associations have submitted bids for the 15th WFTGA Convention in 2013

- Macau Tourist Guides Association www.matga.org.mo
- Russian Tourist Guides Association www.agipe.ru
- Federation of Tourist Guides of South Africa www.fsatga.org
- Washington Professional Guild of Tour Guides
www.washingtondctourguide.com

News from EXBO

- **The President's Report for 2009-2011 is attached to this Circular.**
- **WFTGA has a wall on Face Book moderated by Govind Agrawal.**
- **Our Explorer.com/Viator Inc**

Further to the news in the last Circular we can now confirm that Viator Inc www.viator.com will be exhibiting in Tallinn and will address the General Assembly. Decisions can then be made as to whether WFTGA members wish to continue the relationship that was formed in 2009 with OurExplorer to their new owners. At present www.ourexplorer.com is still operational under the same terms and conditions as before. In the meantime, it would be helpful if you could check your local entries on www.viator.com to see if the tours they advertise are guided by licensed or qualified guides and inform me at rosnewlands@osa.sol.co.uk. Also please continue to monitor www.ourexplorer.com and send them emails if you find unqualified or illegal guides listed and request their removal. Please let me know of your results.

International Tourist Guide Day 2011

You are probably already starting to think about your plans for 2011. As you know WFTGA is an NGO in Official Relations with UNESCO and we encourage you to contact your local UNESCO office to obtain official patronage for your local ITGD events.

Membership News

We are pleased to welcome new Full Members from Chile, the Dominican Republic and Serbia and new Individual Members from Malawi and Morocco. WFTGA now has members in 62 countries worldwide.

Rosalind Newlands
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