Message from the President

Our 25th Anniversary Year is drawing to a close and will culminate with our Convention in Tallinn in January. The year has been celebrated by members worldwide under the theme WFTGA: 1985-2010 – 25 Years Guiding World Heritage and Culture: We are the Professionals. Preparations are well in hand for the Convention, with its theme: Culture A Unifying Guide. There is still time to register at: wftga2011.konverents.eu

I have just finished compiling the new WFTGA Handbook for Tourist Guides, which will be launched in Tallinn and which includes memories and achievements as well as presentations from all our Conventions from 1987-2009.

WFTGA has come a long way since a small group of guides met in Israel in 1985 and our first President Yossi Grau declared “The Baby is Born”. Our baby is now all grown up and at the time of writing we have members in 64 countries. I think our founders would be very proud of our achievements and the fact that we are now recognised by authorities worldwide as a force to be reckoned with.

I was very proud to be invited to address the Gala Evening of the FEG Annual General Meeting in Vienna in November. This was particularly moving as the event was held in the City Hall where the first WFTGA Gala and Ball was held in 1987 at the 2nd WFTGA Convention. I had heard so much about that evening and it was wonderful to be able to attend and meet colleagues who were there at the birth of WFTGA including our dear friends Johan Szegö and Berta Maria Major from Austria.

At the beginning of December our Vice President Felicitas Wressnig attended a Regional Tourist Guide Conference in Batumi, Georgia and met guides from Armenia, Azerbaijan, Georgia and Turkey.

Both of these meetings again raised issues of illegal and unqualified guiding and the attempts of some in the industry to undermine the activities of professionally qualified or licensed tourist guides.

We also attended the World Travel Market in London, The Asia Travel Fair in Singapore and we will be represented at a Regional Travel Fair in Slovenia in January.

There is still much work to do but there is strength in numbers and I am sure that by 2035, we will reach our half century even stronger than before.

Enjoy this issue of Guidelines Internation@l and keep sharing your news and views.

Rosalind Newlands
WFTGA President

Executive Board 2009-2011

Front row from left: Felicitas Wressnig, Vice President (Austria), Rosalind Newlands, President (UK), Patricia Blain, Secretary (UK), Koula Vassilou, Treasurer (Cyprus). Back row from left: Aladdin Khalifa (Egypt), Nyoman Kandia (Indonesia), Govind Agrawal (India)

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

The deadline for the next issue is 9 February 2011.

Please send words and pictures (ideally 300 ppi) to: info@wftga.org

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Editor: Tina Engström
Cover photo: Allan Alajaan
The WFTGA President, Ros Newlands, collected her OBE from a snowy Buckingham Palace on Friday 17 December. She was awarded the Order of the British Empire for services to the tourism industry.

Ros has been a Scottish Blue Badge Tourist Guide since 1983. In addition to this and her global role in WFTGA, she is also Course Director for the two-year Scottish Tourist Guide Training Course at the University of Edinburgh.

In a recent press release, Ros states, “Qualified tourist guides are ambassadors for their countries and are often the only people that visitors really talk to and engage with. A guide can make or break a destination. In the current global economic climate, it is even more important that those who travel receive the best quality products and services.

Some unqualified guides work mostly through commissions and tips and do not offer a professional service to visitors. Members of the World Federation of Tourist Guides Associations (WFTGA) are all professional qualified tourist guides who adhere to a Code of Practice and Quality Charter.

It is a great honour for professional Scottish Tourist Guide training to be recognised in this way.”

*Tina Engström*
The 14th WFTGA Convention 2011 is nearing

This time we are all going to meet in Tallinn, the capital of Estonia, 29 January – 4 February 2011.

On behalf of the Tallinn Guide Association and our convention organising team I would like to call on all the WFTGA associations to encourage their members to participate. We would be happy to see representatives of all the associations here.

We have prepared a programme which is both educating and entertaining, serious and funny, ancient and modern, freezing and hot. It is as varied and colourful as the WFTGA itself.

Our keynote speaker comes from UNESCO Head Office. Mr Hervé Barré is a Programme Specialist in Sustainable Tourism, Division of Cultural Expressions and Creative Industries. His presentation will set the stage for the rest of the week.

Fra Einar Laigna, the medievalist, will help illuminate how people thought 500 years ago. Are we as 21st century guides able to interpret life in the Middle Ages to our guests in the way it was perceived then? We will try to give you a taste of it with our Medieval Dinner party on the Monday evening, 31 January.

On the second day of the Convention we will speak about the national and the traditional in Culture. As hosts we are proud to share with you our Estonian heritage – our music, art, sauna and folklore – but the day will actually be introduced by a speaker from a country which is even smaller than we are. Sif Gunnarsdottir from Iceland will talk about Culture as a means of self-determination.

The day will end in the National Art Museum KUMU, winner of the European Museum of the Year 2008 title. Beside the museum’s art collection we will also show you a film presentation of the UNESCO heritage in Estonia there. And of course there will be music too.

The next days will bring us closer to modern culture and more practical issues. We will talk about different aspects of our work in the Guiding in Museums workshop led by Iris Barry from the UK, and the Guiding Visually Impaired Clients workshop conducted by Sylvi Sarapuu, who is herself blind and can speak from first-hand experience. Ruby Roy, the former President of the WFTGA, whom many of you will be happy to meet again, will speak about working with the media and how it is different from working with regular tourists. We have a workshop for discussing the future of museums and guides: Smartmuseum in your computer or audioguide, what next?

The Cruise Guide Issues workshop by Grant Holmes from the UK was a success last time in Bali and was specifically requested for inclusion in the programme by our guides as cruise tourism is the fastest growing sector around the Baltic Sea and in other places. Maricar Donato from USA will speak about Telling Stories Across Cultures.

In the evening we shall offer a programme in the popular contemporary Estonian theatre NO99. Our intention is to create a discussion – yes, theatrical tradition varies in time and place but how far can you go and still expect to be accepted and understood?

Some may like it, others may prefer to avoid it, but alternative culture
is there anyway. Something that is graffiti today may be exhibited in an exclusive contemporary art gallery tomorrow. Madis Mikkor from Estonia will speak about the Culture Factory phenomenon and what young people do in these neglected industrial areas. How could/should tourist guides present this exciting world to travellers? Riitta Heinämaa from the Finnish Institute in Estonia will speak about official and alternative cultures: professionalism, creativity and innovation.

These are just some examples from among the list of wonderful speakers and interesting topics. But our main intention is to get all of the convention participants to speak up and start discussions with colleagues from all over the world during the whole convention week. Our programme provides the starting point, and you can develop it further during the coffee breaks, lunches, dinners, free afternoons and the contacts and networks created throughout the Convention.

CULTURE – A UNIFYING GUIDE!

We are looking forward to seeing all of you here in Tallinn!

Be ESTonished!

Laura Taul
Tallinn Guide Association
Great news from Tallinn! On Sunday 21 November the Christmas Market was opened and the Tallinn Guide Association participated in the Christmas Tree Decoration competition. We decorated our tree with hand made paper flags from all the participating countries of the convention who have registered so far. Then the winner was announced… And it was us! Our convention has again gained more attention and popularity. The prize of the competition was a trip for two to Egypt!

Registration for the Convention is continuing! We now have guides coming from 35 countries: Armenia, Australia, Austria, Brazil, Canada, Czech Republic, Cyprus, Egypt, England, Finland, France, Georgia, India, Indonesia, Iran, Italy, Jamaica, Japan, Kenya, Latvia, Macau, Malaysia, Nepal, Nigeria, Peru, Russia, Saudi Arabia, Scotland, Serbia, Slovakia, South Africa, Sweden, Turkey, Ukraine, USA! Make sure your country is represented!

Start your registration here: http://wftga2011.konverents.eu

Our partner, Frens Conference Services conference@frens.ee, is most happy to help you with all your questions. The Convention will be organised in co-operation with Foundation Tallinn 2011.

We are looking forward to seeing you here in Tallinn, where we are sure that you will Be ESTonished!
Nearly 60 members of the Guild of Professional Tour Guides of Washington DC were treated to an evening of Estonian culture and cuisine on 28 September at the Embassy of Estonia. The reception was held in conjunction with the 14th World Federation of Tourist Guide Associations (WFTGA) Convention, scheduled for January 2011 in Tallinn, Estonia.

The Ambassador of Estonia, H.E. Väino Reinart and Madame Reinart, warmly welcomed the tourist guides and guests. After viewing a slide show of Estonia’s treasures, the Ambassador spoke of the very high level of technological sophistication in Estonia. Skype was invented in Estonia and electronic banking has been the norm since 1995. Estonians can pay their parking fees on their mobile phones and vote electronically from home if they wish. Estonia is also a member of NATO and the European Union and the Euro will be their currency from 1 January, 2011. And most importantly for the convention at the end of January 2011, Estonians know how to handle and have fun with snow and cold.

In addition, the history of the embassy building itself was discussed. Built in 1905 as the home of a wealthy doctor, the building has also been used as the Peruvian Embassy and the Landon School. It was purchased by Estonia in 1994. In 2001 it was damaged by a fire. The building was completely refurbished and reopened in 2003. One of the more striking buildings on Embassy Row, the Estonians were drawn to it by its towers and turrets which reminded them of the architecture of their own capital city, Tallinn.

DC guide and WFTGA international trainer Maricar Donato, who organized the embassy reception with the gracious support of Ms Terje Raadik, Public and Cultural Affairs officer, presented the Ambassador with two books about the U.S. Capitol – The Capitol by Bill Allen and Constantino Brumidi: Artist of the Capitol by Capitol curator Barbara A. Wolanin – both signed by the authors.

Guild President Jim Heegeman updated DC guides on the upcoming WFTGA convention in Tallinn, Estonia. More than a dozen Washington guides, including Heegeman and Donato are expected to attend the Federation’s 2011 convention. Mr Heegeman introduced special guests, Esther Banike (Chicago), President of the National Federation of Tourist Guide Associations – USA and Harvey Davidson (New Jersey), VP of NFTGA, who had flown into Washington DC to attend the reception.

The guests were then treated to a buffet of Estonian specialty dishes by the embassy chef, Aare Kivivali. The buffet included Estonian blood sausage, sauerkraut, garlic potatoes, beef stroganoff, herring salad, Estonian beets and cheese as well as Estonian potato salad and marinated tilapia. Some guests also sampled Estonian beer.

**Photo: Dianne Wallace**

**Guild President Jim Heegeman (left) with Ambassador Reinart.**
Ambassador Reinart listens as Chef Aare Kivivali presents the Estonian inspired menu.

Ambassador Reinart with book on U.S. Capitol.

Ambassador Väino Reinart with Maricar Donato.
The following is an abbreviated version of a report written by Ingrid M Wallenborg for the Association of Professional Tourist Guides (APTG) in the UK.

Delegates from 18 European Federation of Tourist Guide Associations (FEG) member states met in Vienna 20-21 November for two days of intense deliberations. It was a particular pleasure to see the return of the Icelandic delegate; Iceland could – for obvious reasons – not afford sending a delegate to the last meeting, which reminds us all that ‘our’ difficulties are indeed relative.

We also welcomed for the first time a representative from Norges Guideforbund and are delighted that Norway is now becoming a member of FEG. We learnt that they do of course face the same challenges as we do – at present a dominant cruise ship operator ditching qualified guides and replacing them with staff from the ship who don’t speak Norwegian and read from notes (!) – but with a strengthened FEG we are better able to achieve our goals.

Some of the important issues discussed were:

- **EU professional ID cards**
  Apart from the potential and real threat of the ETOA ID cards, another scheme has now been thought up by the European Commission and the Internal Market and Services Directorate General (DG MARKT). They would like to see introduced EU ID cards for all the 800 professions in Europe in order to facilitate (in their view) cross border services within the European market. The profession of “tourist guide” was mentioned in this context at a recent meeting hosted by DG MARKT.

The EU Commission and especially DG MARKT still think tourist guides are ‘mobile’ although they now finally appear to be a little less hostile towards the CEN standards. FEG has serious reservations about the feasibility of such a card for our profession for a number of reasons such as 1) Who will issue it? 2) Who will police it? and notably 3) Very few tourist guides work as tourist guides in other countries due to the area-specificity of their qualification so where’s the need for such a card?

- **Tourist guide definition EN 13809: 2003**
  There appears to be pressure put on the EU and possibly CEN to renegotiate the definitions for tourist guide and possibly other tourism definitions. This pressure will be resisted by FEG and we are sure by many others involved in the extremely time consuming process leading up to their agreement. This definition is also used as a normative reference (an accepted definition of what a tourist guide is) in EN 15565.

- **VAT on tourist guide services**
  In several countries there is a growing issue with regards to Value Added Tax (VAT) and whether tourist guides are liable to pay VAT or not. In Ireland many guides have been forced to take a pay cut because certain tour operators claim they ‘have to pass on’ the increase in VAT payments to the guides. They have no right to do this and this action is being challenged by the Irish Tourist Guide Association (AATGI). In Norway, tourist guides have successfully fought the imposition of 25% VAT on guiding services. We think this is an area to watch and for members to note that VAT rates and systems do vary from country to country (and Norway is not in the EU).

- **Free tours**
  These continue to be an issue and are not always run by the same company. Sandeman’s Free Tours are now back in Madrid because in the Madrid region, tourist guiding has been deregulated. In Spain tourism is devolved to the regions and all the other regions remain regulated.

- **New FEG ExCo**
  At this AGM two members of ExCo finally stood down after many years of dedicated service to FEG. Both past presidents Annie Passot (France) and Tom Hooper (UK) will be greatly missed, but both have offered to be at hand in the background and this is most appreciated. Elections followed to choose two new members joining the President Carlos Ortega and Efi Kalamboukidou on ExCo. Five candidates stood and Wolther von Kieseritzky (Germany) and Ingrid M Wallenborg (UK) were elected.

Ingrid M Wallenborg
Photos provided by Philip Newlands, Felicias Wressnig and Ingrid M Wallenborg.

Lisa Zeiler, Austrian FEG host, (far left) meets guests and delegates in the city.

WFTGA President Ros Newlands addressed the FEG delegates in the Vienna Town Hall.


Vienna guide Sonia Muhm with Spanish guests: Gabriel Moya Torres, Baltasar Bennasar, Miquel Puertas, Catalina Bujoa, Antonia Bolivar.

Ambassador gala evening: Sissi Savvati, Carlos Ortega, Efi Kalamboukidou, Gerardo Rapazzo.

WFTGA President Ros Newlands addressed the FEG delegates in the Vienna Town Hall.
Braving unusually thick snows and icy weather, all 21 new Scottish tourist guides, made it to their graduation ceremony in Edinburgh, which took place on 30 November, St Andrew’s Day (Scotland’s patron saint). The Class of 2010 celebrated the completion of their two-year course based at Edinburgh University and accredited by the Scottish Tourist Guides Association (STGA) in style!! Dressed in kilts, sashes and tartans, and wearing huge, proud smiles they were presented with their certificates by Neil Oliver, historian, archaeologist, and TV presenter. Neil, who used to excavate with WFTGA and STGA Trainer Mary Kemp Clarke many moons ago, has become the first Honorary President of the STGA. He was clad in the STGA tartan designed by the renowned kilt-makers Kinloch Anderson to mark the STGA’s 50th anniversary last year.

These Blue Badge tourist guides are national guides and will now work throughout the whole of Scotland. They have an exciting mix of backgrounds and specialities, which they bring to their new careers. From engineering to coach driving, accounting to teaching, Spanish, French, German, Russian, Dutch and Caribbean backgrounds, they have developed their own individual and unique styles during the tough course. Each is now a new small business within the tourism industry, and will help make Scotland a favourite destination for tourists, businesses, conferences, cruise ships, student groups and nature seekers.

Enjoy the photograph! You’ll catch a glimpse of WFTGA Trainers amongst the STGA Scottish Trainers including Mary, Viola Lier and Pat Blain.

Slainte!

Mary Kemp Clarke
On Friday 3 December, a group of tourist guides and other tourism professionals from South Korea braved the cold for a visit to London and the Association of Professional Tourist Guides (APTG). The delegation included Dong Wook Kim, Deputy Director for the International Tourism Division, Ministry of Culture, Sports and Tourism; Kak-Jin Jung, Manager of the Tourism Academy; and Tae Jong Kim, Chairman of Korean Culture & Tourism Guides.

The members of the delegation were interested in the Blue Badge, training, examining, working conditions, fees etc. They were given a presentation about all these things, as well as information about the guiding organizations in the UK and WFTGA (South Korea is not currently a member).

The group was escorted on the day by trainee Blue Badge Tourist Guide Eun Sun Shin, who acted as an assistant and interpreter. She was also able to provide up-to-date information about what is involved in becoming a professional Tourist Guide in London. After the visit to APTG, the group was taken on a tour of British Museum.

APTG has always played an active part in international liaisons, mainly through FEG and WFTGA, and will hopefully be able to host more visits from abroad in the future.

Tina Engström

Trainee Tourist Guide Eun Sun Shin acted as interpreter for the visitors.

London Blue Badge Tourist Guides Tony McDonnell and Sara Colclough with South Korean delegation in London.
Tourist guides in Argentina design their own maps

AGuiTBA – Asociación de Guías de Turismo de Buenos Aires – is pleased to announce that the Tourist Guides of Buenos Aires Association maps are ready! Modestly speaking, they look brilliant, and are the best maps we’ve ever had to hand: designed by and for tourist guides.

They include:

- 1) the map orientated North to South, clean, with points of interest (including places of worship for different religions and beliefs, and all the attractions we usually visit) and our sponsors highlighted in colours and linked to a reference list
- a cover photo of the Obelisk, undisputed symbol of our city
- space for guide notes or notes from the agency
- three sponsors: H Stern, Casa López and El Querandí, who have backed this project from the very beginning and accompanied us since we began
- underground map
- small but complete city map
- space for useful telephone numbers (police, SAME – or emergency assistance service, etc.)
- another space where the guide can write their name or telephone number or stick their business card

...and most important of all: in Spanish, English and Portuguese, an explanation of why it is important to use a PROFESSIONAL GUIDE.

Colleagues: we must demand the use of professional guides, and thus enhance our respectability. There are 9000 maps – circulate them, they must be visible throughout the city: at airports, terminals, hotels, agencies, shops, in our hands, and in the hands of passengers...

The best of it is that they are all FREE and FOR EVERYONE. You can pick yours up in the Association office, or request them via email.

They are for:

- member guides
- non member guides
- agencies
- passengers
- drivers
- neighbours
- anyone who might need one

Produced by AGuiTBA, the only association (in Buenos Aires) which represents guides, and the only entity which has the strength to defend your rights. TOGETHER WE ARE MORE! WE CAN BECOME STRONGER! WE CAN CHANGE OUR STANDING!

Inés B. Huck, Secretary
María J. Lascano Kremer, President
AGuiTBA
TOURIST GUIDES SEARCH FOR A SOLUTION

Valparaíso / Activist calls on the Municipality to speed up repairs process.

The tourism sector of Valparaíso’s heritage are concerned about the closures of the lifts/elevators in Concepción and Artillería.

This was highlighted by the President of the Association of Tourist Guides (Aguitur) of the 5th region, Ricardo Gardeweg: “There was a time in Valparaíso, when, on its 42 peaks there were 30 lifts… now there are only 5 or 6, and what is really terrible, is that they have now also closed the most visited ones of Artillería and Concepción”, he said.

The importance is, as he pointed out, that the majority of tourists who come to our city on cruise ships are senior adults, and they need this means of transportation, apart from the lifts being attractions in their own right in many tours.

It is because of this, that he calls upon the Municipality to “generate the financial means required with speed. Let’s not let months and years pass by”.

On 8 October, the Philippines lead the activities for UNESCO’s first International Día del Galeón festival. The galleon trade between Manila and Acapulco represented the first institutional world trade and considered the precursor of globalization which has placed the Philippines into the global map with tremendous contribution.

PAATGLI tourist guides participated in this memorable event by guiding the youth to the different historical and cultural sites of “Intramuros” including the San Agustin Church (a UNESCO World Heritage Site declared in 1993) before they sailed to Cebu and Bohol provinces with the Patroness “Our Lady of Good Voyage”.

The ANDALUCIA, a replica of a 17th century Spanish galleon, visited Manila, Cebu and Bohol after a long voyage across the seas re-enacting the voyage once more. “For 250 years Spain tapped the wealth of the East with great ships that crossed the treacherous Pacific. From New Spain (now Mexico) galleons sailed to the Philippines, where traders from two hemispheres met. The galleon voyages some 9,000 nautical miles in each direction were the world’s longest navigation.” (National Geographic Magazine) This actually had changed the face of the world.

Jimmy Barrientos
The World Travel Market, the premier global event for the travel industry, was held at ExCeL in London 8-11 November. 26,908 visitors attended over the four days – an increase of 10% on 2009. There were more than 5,000 exhibitors including 628 Main Stand Holders, compared to 607 in 2009. WFTGA President Ros Newlands and Aladdin Khalifa (pictured left) attended the WTM together with Pat Blain. WFTGA trainers Zoe Anastasiou and Conny Boettger (pictured below) also attended the event. Zoe was manning one of the Cypriot stands and Conny was present on the Sharjah stand. WTM 2011 takes place 7-10 November.

Tina Engström