Message from the President

What a year it has been! It started with our very successful Convention in Tallinn and we were hardly home again when preparations began for our next Convention in Macau SAR China – the dates are now fixed for 2013. The Delegates Meeting starts on Saturday 12 January (arrival 11 January), with the Main Convention starting on Monday 14 January (arrival 13 January). Govind Agrawal and I visited in August and received a wonderful welcome from our hosts Angelina Wu Wai Fong and her team. Registration is now available at: www.wftga2013.org

In August I also had the pleasure of visiting our colleagues in the Singapore Society of Guides, where they signed an agreement for future cooperation with their authorities. In November, I was invited as a guest at the FEG (European Federation of Tourist Guides) 25th anniversary in Madeira and had the opportunity to catch up with our European colleagues.

Our Affiliate Membership of UNWTO was confirmed in June and since then we have attended the UNWTO General Assembly in Korea, been invited to be part of the UNWTO Silk Road Task Force and in December I had the honour of being part of the official UNWTO Delegation at the UN Association of Civilizations Forum in Qatar.

This meeting was opened by the UN Secretary General and speakers included Heads of States from several countries including Brazil, Germany, Portugal and Turkey. The breakout session, “Tourism & Travel: Celebrating Diversity, Linking Cultures and Promoting Dialogue between Civilizations” gave me the opportunity to emphasise the role of tourist guides as a bridge between the culture of their home countries and that of their visitors. We also attended two UNESCO meetings in Paris and more cooperation is planned with UNESCO in the next months.

WFTGA Training is also going from strength to strength. In 2011 we had courses in Armenia, Brunei, Georgia, Greece, India, Serbia and Tanzania (Zanzibar), with enquiries already coming in for 2012. Registration for the WFTGA Train the Trainer Course in Cyprus is now open – for more details please see www.wftga.org.

We have also launched Cruise Guide Training Online at: www.cruiseguiding.com

Despite the economic downturn, we are still recruiting new members and we now have members from 70 countries worldwide! Our Area Representatives are doing great work promoting WFTGA membership and making sure our members know what is going on. We really appreciate their help and support. We attend as many tourism events as possible and EXBO members and this year Area Representatives have attended travel fairs in Germany, London, Singapore and the USA to promote our members and raise our profile.

It is only because of the dedicated work of our small team of volunteers that WFTGA contains to thrive and grow. We need you all to help in any way you can. Enjoy this issue of Guidelines Internetional and keep sharing your news and views – we especially look forward to your news about International Tourist Guide Day 2012.

Rosalind Newlands
WFTGA President

Guidelines Internetional is produced by WFTGA two to four times a year.

The deadline for the next issue is 31 March 2012. Please send words and pictures (ideally 300 ppi) to: wftgaguidelines@gmail.com

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Editor: Tina Engström
Cover photo: Philip Newlands

Training in the Punjab
GI Issue 16, July 2011

It has come to my attention that my remarks about the staff and activities of the IITTM have caused unintended offence. I want to apologise for any distress these remarks have caused. My comments were, of course, a personal judgment based on my limited experience in the Punjab and did not reflect the full range of IITTM’s activities.

Mary Kemp Clarke
Photos from Macau

Ros and Govind are guided round Macau by Maria Eugenia Lam

Ros and Govind with Maria Eugenia Lam at AhMa Temple Gate

Macau Old Town

Ros Newlands receives her OBE from HRH The Prince of Wales.

Skyline of Macau from the Convention Hotel
KOREA

After many attempts to trick the non-IATA flights within Korea I decided to fly to Seoul only and then discover the country by train: after 15 hours travel, the arrival at 5am in Seoul was a magnificent impression: haze in the meadows and mountain tops reaching out into a clear sky – the pure image of all the Asian ink drawings I know.

I got myself a train ticket into town easily with the help of locals. It was less easy to Gyeongju, the old Silla capital in the South East of the country. Whether due to pronunciation problems or unexpected behaviour of a foreigner, it took quite some time and lots of helpful people, especially when changing trains in one of the smaller cities. How could I know that there are THREE places with the same name ending? I was not only stranded but got to know Korean infrastructure. Accompanied by an official Korail employee to the next place, I was helped onto the connecting train, got a renewed ticket and a seat in the compartment for the elderly – an efficient way to help me despite the little English knowledge on the service provider’s side (an astonishing discovery for me throughout the stay).

Gyeongju is the rare place in Korea where highrise building was hindered by law and it thus kept its old aspect with colourful roofs and swinging gables, a village-like accumulation within “Golden Waves” – a lovely expression by our guide Stephanie to describe the splendid yellow rice fields at this time of the year. High mountains with dark pine trees around this basin, autumn colours for the Gingko and all other leaf trees make the landscape breathtaking.

The convention location in Hyundai Hotel was well prepared for the 1,200 participants of the UNWTO conference and the meetings were most interesting. It proved to be possible to make changes within UN institutions with this Secretary General, Taleb Rifai from Jordan, who is energetic and persistent – personally I would wish for someone like him for the UN Headquarters to change some of their rules as well!

An impressive opening ceremony introduced me to Korean dance and food and I had ample chance to meet with various people. I attended all
meetings and I also enjoyed two excursions to the surrounding sites with excellent guides, Sarah and Stephanie (both coming from Seoul for this occasion).

The area has many prominent sites to visit: impressive temples built on top of the hill with gorgeous views, burial hills scattered into plains with excavations, the famous observatory to remind us of the outstanding abilities of the Silla people. But for me the best are always such museums as the one recently built: great exhibition halls for the stunning jewellery from the early centuries (European Dark Ages!) and a logical thread to explain the history of three early Kingdoms and their relationships.

It became obvious that Gyeongju has rather little tourism infrastructure as yet, all of the travel partners had come from Seoul and sometimes lacked information about this oldest capital. The inability to get English information was another disadvantage; astonishing therefore that tours for Chinese guests cost more than English and Japanese! The choice to promote a freshly created leisure site of luxury standard proved less comfortable if someone like me wanted to add individual things like a small place to eat, buy local things. A cab was needed to get into town, to go to the bank or enjoy any other infrastructure.

Besides breakfast only three meals were included for the five days, which made it less comfortable to have the meeting in a leisure area of high prices... But the one farewell lunch made up for everything: delicious, varied in colour and taste, beautifully arranged with music presentations – the Mayor of Gyeongju deserves a special THANK YOU for this magnificent invitation!

On my way back to Seoul I finally tried the KTX: going at 300km/hour was different to what I had imagined: It was the rain that stopped me from seeing the landscape rather than the speed. The seats are more comfortable than in any airplane and departure and arrival is easier too, besides the idea of sustainability. I spent one extra day visiting Gyeongbokgung Palace with its connecting museums (drenched to the bone within a minute of unexpected thunderstorms). I was thrilled by the presentation of the History Museum and could finally understand the creation of Celadon Porcelain which has the beauty of thin jade. The reduction in landscape paintings and decoration of the porcelain items reminded me of my days at university with Ikebana and Japanese studies: how I wish to have continued!

A truthfully remarkable experience and Korea a country to be revisited!

Felicitas Wressnig
WFTGA Vice-President

*Korail is the official transportation enterprise. It includes all means of travel in Korea, from underground to KTX, but do not interact – which would make them more effective.*
Viennese Tourist Guides Visit Prague

On the occasion of the 400-year anniversary of the death of the emperor Rudolf II, Viennese tourist guides organized a trip to Prague, residential and resting place of the monarch. There was a lot of interest in the trip and shortly after announcement, organizers Lisa Zeiler (Vienna) and Stanislav Voleman (Prague) had to find more hotel rooms and an additional bus. Over 90 Viennese colleagues met with the Austrian Ambassador in his historical residence, visited the Art collections from the imperial period, Imperial tomb, Crown chapel and the special exhibition of Rudolf II’s funeralia. The group was warmly welcomed and guided by Prague colleagues.

Stanislav Voleman

10th birthday of Czech Tourist Guide Association

The Czech Tourist Guide Association organizes meetings for its members twice a year, before and after the “season”, usually in March and November. The most recent meeting in November 2011, was a special event: We celebrated the 10th anniversary of our association!

That is the reason why we arranged a three-day convention full of learning, visits and festivities. We met at the University of Business in Prague, which is one of our members and partners, during the first weekend of November 2011. Apart from our own members, we also invited representatives of WFTGA – Pat Blain and FEG – Lisa Zeiler as well as Marian Bilacic from Slovakia.

Officials of relevant Czech authorities and institutions also attended.

We organized an international workshop focused on education for guides past and present, concerning the study and training programmes for guides. With so many representatives present, we also “baptized” the newly issued Czech Tourist Guide Directory for 2012. The next day, we had a Members Assembly in the morning, followed by very interesting lectures about the archeological research in the Prague Castle and the tomb of the famous Danish astronomer Tycho Brahe, who is buried in Prague’s Tyn Church. We had a lesson about the historical church organ and its music.

In the afternoon, we visited all the sights featured in the lectures. We enjoyed the music of the old organ in Loreto Church and had the honour of meeting the archbishop of Prague, Mons. D. Duka, who welcomed us to Saint Vitus Cathedral.

We spent a nice and pleasant evening full of folk music, dancing and dining afterwards.

On the last day, we prepared two sessions of lectures on topics of interest for the further education of our tourist guides. All the lessons and lectures were very well attended and appreciated by the participants.

Dagmar Markova
The Spanish Confederation of Federations and Associations of Tourist Guides (CEFAPIT) celebrated its Annual General Meeting as well as its 8th National Congress of Tourist Guides in July 2011. The AGM took place in the city of Valladolid and the Congress, organized with the Federation of Tourist Guides of the region of Castilla y León, started in Valladolid and ended in Burgos.

The AGM was attended by the majority of the local representatives of our Tourist Guides Associations, members of CEFAPIT, and the Congress was open to all who were interested in the problematic issues facing tourist guides.

The AGM has elected its new Executive Commission:

**Executive Committee:**
- **Chair:** Pilar Benítez Eiroa
- **Vice-President:** Carlos Ortega
- **General Secretary:** Chiara Sportoletti

**Members:**
- **Auditor:** Almudena Cencerrado
- **FEG/WFTGA spokesman:** Gerardo Rappazzo

The slogan of the Congress was: **Tourist Guides: Excellence Ambassadors of the Historical Heritage.** Conferences, round tables and visits were designed around two main subjects: **Oenological Tourism** (a.k.a. wine tourism) and **Historical, Artistic and Cultural Heritage.**

We had the chance to meet professionals from almost all over the country, to listen to recognized scholars from the Universities of Valladolid and Burgos, to discuss the current role of Tourist Guides as interpreters of the Cultural Heritage, to open our minds to new touristic fields (oenological tourism) and, of course, to enjoy the Castilian artistic legacy and gastronomy.

We must thank the Castilian Tourist Guides for doing a great job and we are also grateful for the support received from the local authorities.

**Gerardo Rappazzo Amura**
**Interim Secretary**

Around 80 people took part in the National Congress, which started in Valladolid and ended in Burgos.
10-12 October 2011 I attended the First Congress of Tourist Guides and Informers of Santander, Colombia.

This Congress took place in the city of Bucaramanga, Province of Santander. It was attended mainly by tourist guides from the region, but also from other provinces. There was also a lecturer from the Dominican Republic.

During the Inauguration Ceremony I read (in Spanish) the message sent to this Congress by President Rosalind Newlands.

My presentation was called: “The Tourist Guide in a Global Context”. The first part of the presentation was an account of what is going on in the world today regarding standards, legislation and guide associations.

The second part was a presentation of WFTGA, accompanied by the latest power point presentation.

I also was requested to chair a workshop, which was titled: “The problems of tourist guides”. During the workshop several issues were discussed such as: fees, status of guides, and intruders in the profession.

These issues were so relevant that everyone in the room wanted to participate and tell their experiences. At the end of the workshop we presented a full report with conclusions.

This was a very positive experience at all levels, human and professional.

Tamara Levinson
important pillars in the promotion of tourism. Our country is diverse in landscapes and experiences; it’s a country which has grown as a tourist destination, and in order to maintain a competitive edge with other places, we must satisfy our visitors’ expectations.”

“Today we have better-informed tourists, who are therefore more demanding and we must be able to rise to their expectations of us. All this makes us value quality above all else as the winning edge when differentiating competing destinations,” she declared.

70 people representing most of Chile’s regions participated in the gathering organised by the Magallanes and Chilean Antarctic region associations, and sponsored by Senatur, and all were pleased with the seminar.

The President of the Patagonian Association of Tourist Guides, Julio Sopik, was pleased to announce that finally it was possible to create a National Federation of Tourist Guides in Chile.

“This has been a longstanding wish and thanks to the work carried out prior to this meeting, we have been able to do this. We are also very pleased because we managed to unify criteria with guides from other parts of the country, another of our objectives,” he confirmed.

For his part, the President of the Association of Professional Tourist Guides from Ultima Esperanza, Sergio Bahamonde, also congratulated the gathering and thanked the National Tourism Service for their support: “For us it is an achievement that our region has been the venue for such an important meeting, especially when we can say that here is where the very first National Federation of Tourist Guides was formed.”

“I would also like to thank Sernatur for their support through their Director and professionals, who made a huge effort towards the positive outcome of this initiative.” he asserted.

Topics discussed during the seminar included the accreditation process used by Conaf for the local guides in the Torres del Paine National Park, new legislation for tourism operatives in Chile, norms and requirements for quality certification of guides, labour and immigration laws, amongst others.

Source: SERNATUR.CL

Participants at the 11th national tourist guide gathering in Puerto Natales, Chile
ASEAN Tourist Guide Contest

The first ASEAN Tourist Guide Contest was held in Yogyakarta, Indonesia, 24-28 September 2011. The opening ceremony took place at the Sultan Palace in Yogyakarta and was attended by His Highness Sri Paku Alam as the Vice Governor of Yogyakarta. Delegates were also taken to the UNESCO heritage sites Borobudur and Prambanan Temple.

The main objective for the contest is to share knowledge and guiding experiences among colleagues.

The guiding curriculum was called ASEAN Common Competency Standard For Tourism Professionalism. Delegates were judged on aspects of guiding technique, performance, knowledge of destination, communication skills, English and information technology.

Roger Rajah from Malaysia did an excellent job as chair of the jury. 18 delegates from Laos, Myanmar, Cambodia, Vietnam, Thailand, Malaysia, Singapore, Indonesia and Brunei Darussalam took part. The winner was Diana Chua from Singapore, runner-up was Anne Molly from Malaysia, and Uji Gaffar from Indonesia came third.

The Ministry for Culture and Tourism (sponsors of the event) and the ASEAN secretariat were impressed with this contest and will support the second SEATGA contest in Thailand 2013.

Nyoman Kandia
President of SEATGA
Iran celebrates ITGD for the fifth time

The International Tourist Guide Day was celebrated for the fifth time last year in Iran. The programme of events was held in the International Laleh hotel and started with a reciting from the Holy Quran and the national anthem. The inauguration speech was given by Mr. Amir Hossein Arbaban Ghafouri, President of ITGA. Mr. Jalil Charkhian gave a report on WFTGA and the Convention in Tallinn.

The head of the Tour Operator’s Association gave a speech on current Iranian tourism issues. Dr. Hasani gave a speech about the developing and printing of new maps of Iran, including eco tourism maps. There were also speeches on tourist guiding by Dr. Hassanzadeh and on marketing and tourism by Mrs. Farmani.

The celebrations also included an awards presentation for outstanding tourist guides as well as video clips and traditional music.

Amir Hossein Arbaban Ghafouri
President of ITGA

APOLOGY

WFTGA apologises for the erroneous impression given in the June edition of Guidelines International that the events organised in Ramsar, Iran for International Tourist Guide Day were approved by or organised by our members the Iran Tourist Guides Association (ITGA). We are sorry for the upset caused to ITGA and its members and we are pleased to be able to highlight the official ITGA celebrations for International Tourist Guide Day in this edition.
Training in Zanzibar

Twelve experienced tourist guides participated in a WFTGA Hands on Training and Train the Trainer Course in Zanzibar during 3 weeks in October 2011. Three participants were from the Tanzanian mainland, while the rest were all from the exotic Spice Island!

The course was run under the auspices of the Tanzania Private Sector Foundation (TPSF) who in turn administer the Cluster Competitiveness Program (CCP) in Tanzania. CCP is one of the components of the enterprise development program, part of the Private Sector Competitiveness Project, under the Tanzanian Prime Minister’s office of Investments and Empowerment. The Tanzanian government is active in the promotion of the Tourism Industry. This training was part of a three year World Bank programme funded through multi-donor trust fund: UKAID (80%) and DANIDA (20%). Their overall aim is to improve the competitiveness of the Tanzanian economy in selected industry clusters, focusing on Horticulture, Tourism and Food Processing.

Mary Kemp Clarke was the sole WFTGA Lead International Trainer present, but was assisted in her delivery by Dr Felician Ifunya of CCP and Mr Aziz Bonzo, Vice president of ZATOGA, the Zanzibari association of tourist guides. WFTGA Lead International Trainer Ros Hutchison moderated the results, and Pat Blain together with Wilja Siebe supported us with all the required administration.

The course was based in Stone Town, a cultural and architectural treasure representing a coming together of so many different influences and styles. Exciting narrow lanes and fabulous studded doors, sea and sand, wonderful Swahili traditions and such an interesting history.

We worked on walking tours of the town, site visits to the Museum of Wonders, and bus tours to spice plantations and archeological sites. We now hope to see our new Trainers cascading professional guiding skills locally in Tanzania, and hopefully some will want to progress to WFTGA International Trainer level too!

Mary Kemp Clarke
WFTGA Lead International Trainer

For the fourth year running, WFTGA, in co-operation with Brunei Tourism, delivered two Hands on Tourist Guide Training Courses (HOT) in Bandar Seri Begawan, capital of Negara Brunei Darussalam – the Abode of Peace, 19-29 September and 3-13 October 2011 respectively. WFTGA Trainers Viola Lewis and Michael William worked with two groups of enthusiastic, caring and open hearted students from tourism agencies, the Brunei Museum, the forestry department and Brunei Tourism. WFTGA Trainer Roger Rajah, based in Brunei, was ever present to lend a helping hand and provide words of advice. The intensive 11-day course focused on skills training for a guided walk and a coach tour in the capital of Brunei and site guiding at the Brunei Museum. Students came from different backgrounds and with various levels of experience in tourist guiding and were keen to upgrade their skills to world-class standard. Quickly they became passionate ambassadors for this Kingdom of Unexpected Treasures, a small country with beautiful buildings, mosques and palaces, pristine rainforests and welcoming people. At the closing ceremony, where all 32 participants came together to be congratulated by Sheik Jamaluddin Sheih Mohamed of Brunei Tourism, they convened as proud professional tourist guides and promised to keep in touch with each other with a view to forming a Tourist Guide Association in Brunei. Hopefully, we will be able to welcome this new association and our colleagues at the next WFTGA convention in Macau.

Viola Lewis
WFTGA Lead International Trainer
Sevastopol, Crimea

A Train the Trainer course took place in Sevastopol, Crimea, in October 2011. The course was funded by LINC (Local Initiative and National Competitiveness) – a project of USAID (United States Agency for International Development). Nine participants from Yalta, Sevastopol, Simferopol, Kerch, Feyodosia took part and all passed. Three of the graduates are planning to attend the WFTGA Cyprus training course to qualify as international trainers.


Iris Barry
WFTGA Lead International Trainer

The nine participants with Iris Barry at the Monument to the Scuttled Ships by Estonian sculptor A.G. Adamson, located at Sevastopol’s main harbour.

Yerevan, Armenia

Nothing like striking whilst the iron is hot! Having completed their HOT Courses earlier this year, 16 eager participants came together 18-20 December 2011 to embark on the next step of training and become WFTGA National Trainers. Half of them had endured a 10-hour journey in the midst of the Caucasian winter from Georgia to join their Armenian colleagues and friends in cold, misty Yerevan. The weather might have been cold, but the welcome and atmosphere couldn’t have been warmer.

WFTGA Trainers Rita Nawojan and Naira Sukiasyan led the Russian-speaking group, whilst Viola Lewis, Houri Nazaretian and Rousanna Hachikyan worked with the English-speaking group. There was a truly international flair with many other languages enriching the air of conversations. As part of their assessment, participants delivered sections of the WFTGA Communication Seminar, gave verbal and written feedback on coach guiding and site guiding and sat a written exam. We wish our Armenian and Georgian colleagues every success in their journey to becoming tourist guide trainers.

Viola Lewis
WFTGA Lead International Trainer
In December 2011, Serbian National Tourist Guide Association, with the support of Serbian Ministry of Tourism and Tourist Organization of Novi Sad, organized the first Hands on Training in Serbia. There were 20 participants and the training was lead by Mary Kemp Clarke as International Lead Trainer and Ivana Ćruvića as International Trainer.

This training was part of the Novi Sad local tourist guide licensing, and as such (according to Serbian law) only tourist guides who already have national licenses could participate.

Ivana Ćruvića
WFTGA International Trainer

A Train the Trainer Course was held in Thessaloniki, Greece, 3-12 November 2011. The course was organised by Efi Kalambokidou and it was attended by 11 Greek Tourist Guides from various parts of Greece: Athens, Thessaloniki, Crete and the Chios island.

The training was run by Lead International Trainer Titina Loizidou, assisted by Anastasia Gaitanou. Deborah Androus, Lead International Trainer observed the practical exams. The course took place at the School of the Guides building in Thessaloniki, very kindly offered free for the occasion. The Museum training took place at the Thessaloniki Archaeological Museum and the walking tour round one of its most important landmarks the White Tower of Thessaloniki.

This is the first course run by the WFTGA in the Greek language.

WFTGA believes that this is the first step towards creating a team of WFTGA National trainers who will gradually be able to train Guiding Techniques in the respective Schools of Guides all over Greece. This new experience for the Greek colleagues will also create the motivation for further trainings under WFTGA.

Titina Loizidou
WFTGA Lead International Trainer
Macau: facts & figures

- Macau consists of the Macau Peninsula, the islands of Taipa and Coloane, and Cotai – the reclaimed land that now connects the two islands.
- Area: 29.5 sq. km (11.4 sq. miles)
- Official languages: Portuguese and Chinese (Cantonese)
- Population: 549,500 (95% are ethnic Chinese, the remaining 5% includes Portuguese and other ethnic groups)
- Brief History:
  1557 – occupied by Portugal
  1862 – Portuguese colony
  1999 – China Special Administrative Region
- Religion: 79.3% of the population are Buddhist, 7% are Christian, and 13.7% are other religious minorities.
- Climate: A monsoon region with rainy season May to September. The dry season is November to April. Hottest month (July): 27°C – 32°C. Coolest month (January): 13°C – 18°C.
- The name ‘Macau’ is probably derived from the A-Ma Temple, a place of worship, built in 1448, with Matsu (the goddess of seafarers and fishermen) as its deity.
- The economy of Macau largely depends upon the revenue generated by tourism.
- Macau was the first and last European colony in China.
- The Historic Centre of Macau, including twenty-five historic monuments and public squares, is listed as a World Heritage Site by UNESCO.

15th WFTGA International Convention
January 13 - 18, 2013 Macau - China

Theme:
"INNOVATIVE CONVENTION, TREASURE HUNT IN MACAU"

Delegate Meeting
11 - 13 January 2013
price starts from 202 Euros or US$. 280 per person (Double room Occupancy)

Main Convention
13 - 18 January 2013
price starts from 900 Euros or US$. 1,244 per person (Double room Occupancy)

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