It is a great joy for us to be with you again in the new edition of Guidelines International.

Dear Tourist Guides,

We are passing through another year full of natural calamities, wars and environmental disasters, which shake the whole humanity deeply. Nevertheless, in the individual and professional sense, we do not refrain even a single moment from continuing to contribute to positive development of the world and the society we live in. We are constantly receiving news from our fellow tourist guides from around the world about their activities on environment, sustainable tourism, and protection of historical and cultural values. And that makes us proud once again, and encourages us to go further.

We have left behind the 11th Convention in Melbourne, Australia which was very colorful and successful. The new executive committee of WFTGA is continuing its activities. And we hope to meet with more tourist guides in the 12th Convention to be held in Egypt in 2007. For that reason we covered a lot of interesting news related to Egypt.

The tourist guide organizations are continuing to work towards raising the quality of our profession and enhancing its respectability. This edition highlights some of those activities. WFTGA’s Training Centre in Nicosia, Cyprus will organize a comprehensive training program in 2006. We expect many fellow tourist guides will benefit from this program.

Turkey is having an intensive tourism season this year. On the one hand, as TUREB, we are trying to meet this service demand in the best possible way, and on the other, we are continuing with our efforts to become a leading actor in determining the tourism policies of our country, to acquire our professional rights, and to protect historical values of Anatolian civilizations as a part of the world’s cultural heritage.

Before I close, I wish all the best for our dear colleagues, and would like to repeat once again that we are expecting their valuable contribution to the bulletin.

Yours sincerely,

Serif Yenen

WFTGA Board Member
Editor in Chief Guidelines International
It would seem that since I became a tourist guide in 1992, our profession has changed so much. I often wonder how odd some of these changes are. Naturally our profession like all professions evolve with time. Our visitors change and evolve as well. The internet has made things easier for travel and the information we receive.

I was once asked by a journalist, if I believed a tourist guide is really that important to a visitor. I told him that he should ask that question after we finish our visit of the city. I had taken him to the areas he needed photographed. When we completed our day. He agreed that without tourist guides his photos and stories would have no meaning. I explained that tourist guides brought things alive.

I will be the first to admit that when I travel for leisure, I used to like to explore on my own. I did not like to travel in groups, even though I often work with various groups. This is what I do for a living and I wanted to get away from it.

However, in the years since I have been involved with the WFTGA beginning in 1994 when our association became a member and won the chance to host the 1997 Convention. I have had the great pleasure of being guided around the world. The tourist guides that have guided me were fantastic and had great pride, passion for their profession and region. There were a few bad examples like all professions but in general they were good.

We need to make visitors and industry partners understand that a person can visit a place on their own but when you are lucky enough to have someone bring the place or area alive, it encourages one to come back and see more.

One of the great advantages of our Federation is the networking we are able to do. At conventions, through internet, telephone, discussion groups. This networking among WFTGA members ensures that all our members who travel can look up colleagues in another country and meet with them and learn first hand with a peer what a region has to offer. Sometimes we get to visit or stay in colleagues homes and meet the family. Sometimes we get to see things that we would not see as a visitor.

This experience as well as that of the convention narrows the gap between colleagues but breaks the barriers of cultural misunderstandings. There is much we can learn from our colleagues.

Thus I encourage colleagues and our industry partners to take advantage of this unique opportunity and possibility by contacting colleagues on all your travels, starting with the Discussion Group on our web site.

The bond usually remains well after the visit is completed.

One of my recent experiences was this July in Egypt, after our Executive Board Meeting this July, on my own expense I remained in Cairo to work with our colleagues and tourism partners and sponsors to prepare the next 2007 Convention. I had the opportunity to meet with our colleagues families, friends. I saw parts of Cairo I would never have thought of going and I made other friends through colleagues and learned more about day to day life first hand.

One of the best anecdotes was after I spoke at the General Assembly and met colleagues from all over Egypt. I was to meet a colleague and was giving him instructions as to where I was. I walked outside to find a street name and...
President’s Letter to Members

could not find it. So I gave him the only landmark I thought was large enough and unique for him to find me.

I told him to pick me up at the beautiful round mosque with two green minarets.. I sent our Syndicate colleagues on a wild goose chase trying to find me... As I had never noticed that almost all the mosques in Egypt have two green minarets.... We laughed about this for days.

I have had similar experiences in Hong Kong, Cyprus, Scotland, Greece, Singapore and many other places.

With all that has happened recently in Britain, Turkey and in Egypt. We even lost a colleague, who died while working in Sharm El Sheik. The EXBO was having its board meeting while these events were taking place, around the world. The mood was one of sadness.

We all need to earn a living and all these events effects us, all. I made a personal protest against the cowards who bombed and killed innocent lives. My protest was peaceful. I remained in Egypt and even travelled to Sharm El Sheik. On my way back from Egypt I spent a day in London and took the tube. This was my small way of showing people that I will not be dictated by these violent means. At the same time I wanted to show my colleagues that I was not afraid to take the tube in London or go to Sharm El Sheik. I am fully aware that not everyone is without fear. However if we remember that we have a better chance of being hit by a car in front of our own homes, then perhaps we can put things in perspective.

I know it is easier said then done, especially if colleagues have families however I hope this will not stop you from travelling and naturally you can not travel if you can not earn a living guiding. We should not be frightened into doing or not doing things we enjoy.

While I was in London and in Cairo at no time did I feel unsafe, nor did I decide to return straight home. It was my way of supporting our colleagues.

Let us all hope that this will not happen anymore and that our colleagues, families and friends are safe.

Ruby Roy
President
World Federation of Tourist Guide Associations
The 11th convention of WFTGA was held in Australia from January 30 to February 4, 2005. This is the 20th anniversary of its foundation. The Professional Tour Guide Association of Australia hosted the event at Carlton Crest Hotel, in Melbourne. The theme of the convention was “Adapting to Tourism Challenges: Today, Tomorrow, Together”.

The participants and delegates from 26 countries attended a comprehensive set of workshops and panel sessions, as well as enjoying a fine selection of excursions around Melbourne.


From an appearance by a costumed Lord Melbourne to learning how to throw a boomerang at Emu Bottom Homestead, the 11th Convention of the World Federation of Tourist Guide Associations (WFTGA) in Melbourne, Australia, was “fantastic”, as the Aussies say. With high profile speakers, panel sessions, lectures and master classes, the biennial event, “Adapting to Tourism’s Challenges: Today! Tomorrow! Together!” took place in this seaport city from January 30 to February 4, 2005.

“We are here to show people the important work we do as ambassadors for our countries”, Anne Bottomley, president of the Professional Tour Guide Association of Australia said to the 180 participants and guests on the opening day.

At the Carlton Crest Hotel, tourist guides from 26 countries discussed the latest topics affecting guiding around the world, including the state of world tour guiding today, ecotourism, guide certification, legal and contract issues, language interpretation, and maintaining your health.
Tourist guides converged on Victoria's capital from the United Kingdom, Sweden, Turkey, Russia, Egypt, South Africa, Singapore, Hong Kong, Japan, Slovakia, Czech Republic, Italy, Sweden, New Zealand and the US. At the opening ceremony, many wore their colourful national costumes - the embroidered jacket and lace of Cyprus, the knickers of Iceland, the cowboy hat of Canada, the cap, vest and skirt of Austria, the purple cloth of Indonesia, the gold embroidery of the Philippines, and the vest and skirt of Colonial America. Twenty-six guides and accompanying persons from the Guild attended the convention.

“Never has the tourism market been more competitive”, said the Honourable Warren Entsh, MP, Deputy Secretary of Australia’s Department of Industry, Tourism and Resources. “We expect that guides will be increasingly in demand and more will be expected of them.”

“We have accomplished something great”, added Ruby Roy, president of the WFTGA. She noted that the federation recently inaugurated its first guide training centre with the Cyprus Tourist Organization in Cyprus, helped discourage unqualified guiding, and modernized their constitution.

At the panel session on the State of World Tour Guiding Today, delegates delivered the latest news on the industry from Europe, Asia, North America and Australia. Guild Member Maricar Donato delivered the news from the Americas, including the United States and Canada.

It was reported that Canada is now known as a year-round destination for its summer resorts, winter skiing and fall foliage. Canadians are also working on the provincial and municipal levels to standardize the tourist guide education program and regulate illegal guiding.

Deborah Androus, past president of the Guild and WFTGA, opened the second day with a moving tribute to WFTGA founder Yossi Grau: “This rare and extremely spirited man, who had a pure passion for life, founded the federation in 1984, and passed away last year. A champion of tour guides, he believed he could unite tour guides from all over the world.”

Sessions that day included Legal Aspects of Insurance and Litigation (where participants were encouraged not to overlook the obvious and to plan for “what ifs”) and guiding skills master classes.

“Words can have many meanings” was a message Maricar Donato asked participants to ponder in her master class, “Guiding Across Cultures”, with Felicitas Wressnig of Austria’s Vienna Guide Service. “Are you sure the message we are sending is being received as intended?” she asked. She said that 55 percent of what tourists remember comes from visual impressions, and they retain even less of what they hear. “The eye overpowers the ear”, she noted.

During the week, sessions were interspersed with excursions around Melbourne. One afternoon, an Aboriginal Elder interpreted the Aboriginal Dreamtime, Bunjilaka. During the ceremony, in the soaring Victorian Royal Exhibition building, participants chanted and clapped sticks as he danced the movements of the emu and kangaroo. Guides also visited the Melbourne Art Gallery and Melbourne Museum, ferried across a rainy Port Philip Bay to a stately winery with rolling vineyards overlooking the bay, and visited the seaside town of Geelong and the National Wool Museum.

The convention also held sessions on topics such as “Challenges of Training, Accreditation and Unqualified Guides”, and “Guide Certification in the Australian Ecotourism Industry”. Professor Ian Gust, Professional Fellow at the University of Melbourne’s Department of Microbiology and Immunology, lectured...
on “The Critical Travel Bug: SARS, Avian Flu, Aids, Malaria”, and there were workshops on health.

On the final evening, a Gala Dinner and auction were held, with entertainment by The Three Waiters. They pretended to be the hotel maitre and waiters who kept trying to outdo each other’s singing. A lovely Japanese kimono, a Turkish rug, and the Guild’s Kennedy Centre tote bag of Goodies from DC, including a CD from local singer Eva Cassidy, were auctioned to raise funds for the foundation.

The next day, the convention concluded with a farewell dinner and a speech by the wife of the governor of Victoria. Costumed actors from the re-created gold mining town of Sovereign Hill entertained the diners. Participants left the convention with a warm sense of camaraderie, having met new friends and learned how to be their best as professional guides. The next WFTGA convention will be held in Egypt in 2007. Until then, it’s g’day mate!

GREEN GLOBE 21

WFTGA and GREEN GLOBE 21 have signed a cooperation agreement to affirm the goal of achieving sustainable tourism worldwide.

GREEN GLOBE 21 is the worldwide benchmarking and certification program, which facilitates sustainable travel and tourism for consumers, companies and communities. It is based on Agenda 21 and principles for Sustainable Development endorsed by 182 governments at the United Nations Rio de Janeiro Earth Summit in 1992. There are 4 GREEN GLOBE 21 Standards.

For more information pls visit www.greenglobe21.com

WFTGA TOURIST GUIDE TRAINING PROGRAMME CYPRUS

Would you like to improve your guiding skills?

Would you like WFTGA and University Accreditation of your qualification?

Learn how to make more of your tours, add value for your visitors and improve their experience and make your guiding skills more marketable.

Would you like to work as a guide trainer?

If you can answer yes to any of the above questions the courses at the WFTGA Regional Training Centre in Nicosia Cyprus are just what you are looking for:

10 day Train the Trainer: 9th to 18th January 2006 or 2nd to 11th July 2006
7 Day Hands On Tourist Guiding: 9th to 15th January 2006 or 2nd to 8th July 2006

For more information pls visit www.wftga.org
Egypt

2007 CONVENTION

The next convention of WFTGA will be held in Egypt.

12th WFTGA – Preliminary Itinerary

THURSDAY, JANUARY 18, 2007

<table>
<thead>
<tr>
<th>TIME</th>
<th>AGENDA</th>
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<tbody>
<tr>
<td>12h00 – 17h00</td>
<td>EXBO of WFTGA check in **Visit of Cairo Museum with hosts for those arriving early</td>
</tr>
<tr>
<td>18h00 – 2h200</td>
<td>EXBO Meeting and Dinner with hosts of convention</td>
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<tr>
<td>22h00</td>
<td>Evening at Leisure</td>
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FRIDAY, JANUARY 19, 2007

<table>
<thead>
<tr>
<th>TIME</th>
<th>AGENDA EXBO Meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>8h00 – 18h00</td>
<td>EXBO of WFTGA MEETING</td>
</tr>
<tr>
<td>Throughout day</td>
<td>Delegates check into hotel and register (dinner on own) Hospitality Desk available **Visit of Cairo Museum for those arriving early</td>
</tr>
<tr>
<td>19h00 – 22h200</td>
<td>EXBO Meeting and Dinner (separate from Delegates)</td>
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SATURDAY, JANUARY 20, 2007

<table>
<thead>
<tr>
<th>TIME</th>
<th>AGENDA Delegates Meeting</th>
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<tbody>
<tr>
<td>07h00 – 08h30</td>
<td>Breakfast</td>
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<tr>
<td>08h30 – 18h00</td>
<td>Hospitality Desk Auction Items on display</td>
</tr>
<tr>
<td>09h00 – 10h30</td>
<td>Delegates Meeting (Hallow Suite) set for 50-65</td>
</tr>
<tr>
<td>10h30 – 11h00</td>
<td>Morning Coffee Break</td>
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<tr>
<td>11h00 – 12h30</td>
<td>Delegates Meeting</td>
</tr>
<tr>
<td>12h30 – 13h30</td>
<td>Lunch (working lunch) sponsored by host</td>
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<tr>
<td>13h30 – 15h30</td>
<td>Delegates Meeting</td>
</tr>
<tr>
<td>15h30 – 16h00</td>
<td>Afternoon Coffee Break</td>
</tr>
<tr>
<td>16h00 – 18h30</td>
<td>Delegates Meeting</td>
</tr>
<tr>
<td>19h00</td>
<td>Transfer to dinner if required</td>
</tr>
<tr>
<td>19h30 – 22h00</td>
<td>Dinner for Delegates sponsored by host</td>
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SUNDAY, JANUARY 21, 2007

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<thead>
<tr>
<th>TIME</th>
<th>AGENDA DELEGATES MEETING</th>
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<tbody>
<tr>
<td>07h00 – 08h30</td>
<td>Breakfast</td>
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<tr>
<td>08h30 – 18h00</td>
<td>Hospitality Desk Auction Items on display</td>
</tr>
<tr>
<td>09h00 – 10h30</td>
<td>Delegates Meeting (Hallow Suite) set for 50-65</td>
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Africa

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<tr>
<th>Time</th>
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<tr>
<td>10h30 – 11h00</td>
<td>Morning Coffee Break</td>
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<tr>
<td>11h00 – 12h30</td>
<td>Delegates Meeting</td>
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<tr>
<td>12h30 – 13h30</td>
<td>Lunch (working lunch) sponsored by host</td>
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<tr>
<td>13h30 – 15h30</td>
<td>Delegates Meeting</td>
</tr>
<tr>
<td>11h00 – 17h00</td>
<td>Afternoon Coffee Break</td>
</tr>
<tr>
<td></td>
<td>Pre tour participants and accompanying persons arriving</td>
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<tr>
<td></td>
<td>Checking into hotel and registering</td>
</tr>
<tr>
<td>16h00 – 18h30</td>
<td>Delegates Meeting</td>
</tr>
<tr>
<td>19h00</td>
<td>Transfer to Dinner</td>
</tr>
<tr>
<td>19h30 – 22h00</td>
<td>Dinner for Delegates sponsored by host</td>
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**MONDAY, JANUARY 22, 2007**

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<tr>
<th>Time</th>
<th>Agenda</th>
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<tbody>
<tr>
<td>07h00 – 09h00</td>
<td>Breakfast at Leisure</td>
</tr>
<tr>
<td>09h00 – 18h00</td>
<td>Hospitality Desk</td>
</tr>
<tr>
<td></td>
<td>Auction Items on display</td>
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<tr>
<td>09h00 – 10h30</td>
<td>Opening Ceremony</td>
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<td></td>
<td>Welcome by Congress Housekeeper</td>
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<td></td>
<td>Welcome from Ministry of Tourism</td>
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<td></td>
<td>Welcome from President of EGTGS</td>
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<td></td>
<td>Welcome from President of WFTGA</td>
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<tr>
<td></td>
<td>WFTGA Keynote Speaker (TBC)</td>
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<tr>
<td>11h00 – 12h30</td>
<td>Report by President of WFTGA for EXBO</td>
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<td>Questions from participants for Board Members</td>
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<td></td>
<td>Report from Area Representative’s Coordinator</td>
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<td></td>
<td>Questions from participants for Area Representative Coordinator</td>
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<tr>
<td></td>
<td>Introduction of new members and observers</td>
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<td></td>
<td>Open discussion from participants</td>
</tr>
<tr>
<td>12h30 – 13h30</td>
<td>Lunch</td>
</tr>
<tr>
<td>13h30 – 15h30</td>
<td>Workshops: Area Representatives workshop on development</td>
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<td></td>
<td>Roles of tourist guides association worldwide</td>
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<td></td>
<td>Guiding Skills Master Classes</td>
</tr>
<tr>
<td></td>
<td>(WFTGA Presenters)</td>
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<tr>
<td>15h30 – 18h30</td>
<td>Delegates Meeting (bidding countries present bid)</td>
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<td></td>
<td>Participant and accompanying person</td>
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<td></td>
<td>Visit to Cairo museum with our hosts</td>
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<tr>
<td>19h00</td>
<td>Depart for Opening Dinner</td>
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**TUESDAY, JANUARY 23, 2007**

<table>
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<tr>
<th>Time</th>
<th>Agenda</th>
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<tbody>
<tr>
<td>07h00 – 09h00</td>
<td>Breakfast at Leisure</td>
</tr>
<tr>
<td>09h00 – 08h00</td>
<td>Hospitality Desk</td>
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<tr>
<td></td>
<td>AUCTION ITEMS DISPLAYED</td>
</tr>
<tr>
<td>09h00 – 09h45</td>
<td>Plenary Session</td>
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<td></td>
<td>House keeping notes for the day</td>
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<tr>
<td></td>
<td>FEG /Arab league /SEA/guides association reports</td>
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<tr>
<td>09h45 - 10h30</td>
<td>Dr. Zahi Hawas, Secretary General.</td>
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<td>Supreme Council of Antiquities</td>
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<td>Time</td>
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<tr>
<td>10h30 – 11h00</td>
<td>Coffee Break</td>
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<tr>
<td>11h00 – 12h30</td>
<td>Workshop 1 Guiding Skills Master Classes (WFTGA Presenters) (2 rooms)</td>
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<tr>
<td></td>
<td>Workshop 2 TBC</td>
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<td></td>
<td>Workshop 3 TBC</td>
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<td>Workshop 4 TBC</td>
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<tr>
<td></td>
<td>Workshop 5 TBC</td>
</tr>
<tr>
<td>12h30 – 13h30</td>
<td>Lunch</td>
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<tr>
<td>13h30 – 19h00</td>
<td>City Tour</td>
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<tr>
<td>19h00 – 21h00</td>
<td>Themed Dinner</td>
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<tr>
<td>22h00</td>
<td>Evening at Leisure</td>
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**WEDNESDAY, JANUARY 24, 2007**

<table>
<thead>
<tr>
<th>Time</th>
<th>Agenda</th>
<th>Venue</th>
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<tbody>
<tr>
<td>07h00 – 09h00</td>
<td>Breakfast at Leisure</td>
<td></td>
</tr>
<tr>
<td>09h00 – 08h00</td>
<td>Hospitality Desk</td>
<td>Breakout Room</td>
</tr>
<tr>
<td>09h00 – 09h15</td>
<td>Plenary Session</td>
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<tr>
<td></td>
<td>House keeping notes for the day</td>
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<tr>
<td></td>
<td>Report on WFTGA Training</td>
<td></td>
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<tr>
<td>09h15 – 10h30</td>
<td>Cross Cultural Understanding lecture</td>
<td>TBC</td>
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<tr>
<td>10h30 – 11h00</td>
<td>Coffee Break</td>
<td></td>
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<tr>
<td>11h00 – 12h30</td>
<td>Workshop 6 Guiding Skills Master Classes (WFTGA Presenters) (2 rooms)</td>
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<td></td>
<td>Workshop 7 TBC</td>
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<td></td>
<td>Workshop 8 TBC</td>
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<tr>
<td></td>
<td>Workshop 9 TBC</td>
<td></td>
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<tr>
<td>12h30 – 13h30</td>
<td>Lunch</td>
<td></td>
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<tr>
<td>13h30 – 15h00</td>
<td>Workshop 10 Guiding Skills Master Classes (WFTGA Presenters) (2 rooms)</td>
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<td></td>
<td>Workshop 11 TBC</td>
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<td></td>
<td>Workshop 12 TBC</td>
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<td></td>
<td>Workshop 13 TBC</td>
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<tr>
<td>15h00 – 17h00</td>
<td>Delegates Meeting Questions &amp; Answers for bidders. Vote for next con-</td>
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<td></td>
<td>vention</td>
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<tr>
<td>17h30 - 19h00</td>
<td>Auction (location in hotel bar TBC)</td>
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<td>Evening Free or to be done on Nile cruise dinner</td>
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**THURSDAY, JANUARY 25, 2007**

<table>
<thead>
<tr>
<th>Time</th>
<th>Agenda</th>
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<tbody>
<tr>
<td>07h00 – 09h00</td>
<td>Breakfast at Leisure</td>
</tr>
<tr>
<td></td>
<td>Host of Next Convention to have private breakfast with WFTGA President &amp; Convention Coordinator</td>
</tr>
<tr>
<td>09h00 – 18h00</td>
<td>Hospitality Desk</td>
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<tr>
<td>09h30 – 09h45</td>
<td>Plenary Session</td>
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<tr>
<td></td>
<td>Housekeeping notes for the day</td>
</tr>
<tr>
<td>09h45 – 10h30</td>
<td>Lecture TBC</td>
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**Guidelines Internetion@l**

Africa
Africa

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<thead>
<tr>
<th>TIME</th>
<th>AGENDA</th>
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<tbody>
<tr>
<td>10h30 – 11h00</td>
<td>Coffee Break</td>
</tr>
<tr>
<td>11h00 – 12h30</td>
<td>Workshop 14 TBC</td>
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<tr>
<td></td>
<td>Workshop 15 TBC</td>
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<tr>
<td></td>
<td>Workshop 16 TBC</td>
</tr>
<tr>
<td></td>
<td>Workshop 17 TBC</td>
</tr>
<tr>
<td>12h30 -- 13h30</td>
<td>Lunch on own &amp; afternoon at leisure for participants and</td>
</tr>
<tr>
<td></td>
<td>accompanying persons</td>
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<td></td>
<td>Free shopping tour</td>
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<tr>
<td>13h30 – 16h00</td>
<td>Delegates Meeting. Finish business and elections</td>
</tr>
<tr>
<td>16h30 - 18h30</td>
<td>New &amp; Old EXBO meet</td>
</tr>
<tr>
<td>19h00</td>
<td>Depart for Gala dinner</td>
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FRIDAY, JANUARY 26, 2007

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<tr>
<th>TIME</th>
<th>AGENDA</th>
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<tbody>
<tr>
<td>07h00 – 09h00</td>
<td>Breakfast at Leisure</td>
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<td>Private Breakfast Meeting with New Area Representative</td>
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<tr>
<td>09h00 – 18h00</td>
<td>Hospitality Desk</td>
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<tr>
<td>09h30 – 11h00</td>
<td>Closing Plenary session</td>
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<td>House Keeping notes on tour departures.</td>
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<td>Reports on lectures and workshops</td>
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<td>Presentation of New Host, new EXBO and New Area Rep</td>
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<td>Committee,</td>
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<td>11h00 – 11h20</td>
<td>Coffee Break</td>
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<td>Evaluations distributed in exchange for certificates, participants</td>
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<td>lists and collection of lectures and workshops</td>
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<td>Check out of hotel</td>
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<tr>
<td>11h30</td>
<td>Press Conference for local media (separate room)</td>
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<td>Luggage</td>
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<tr>
<td>12h00 – 13h00</td>
<td>Farewell Light Lunch</td>
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<tr>
<td>13h30 – 15h30</td>
<td>Departure for the post tour and airport</td>
</tr>
</tbody>
</table>

For more information pls visit: www.ask-aladdin.com

News from the Press Office of Egyptian Ministry of Tourism
Rasha Azaizi (e-mail: razaizi@visitegypt.gov.eg)

3600-YEAR-OLD EGYPTIAN STATUE FOUND

Buried for nearly 3600 years, a rare statue of Egypt’s King Neferhotep I has been brought to light in the ruins of Thebes by a team of French archaeologists.

Archaeologists unearthed the 1.8m-tall statue as they were carrying out repairs around Karnak Temple in the southern city of Luxor.

Karnak, now in the heart of Luxor, was built on the ruins of Thebes, the capital of ancient Egypt. The huge temple, dedicated to the god Amon, lies in the centre of a vast complex of religious buildings in the city, 700km south of Cairo.
Larche said this was only the second time such a statue had been found in Egypt. A similar one was dug up during the excavations of the hidden treasures of Karnak from 1898 to 1904.

Francois Larche, one of the team that found the limestone statue of the king said it was lying about 1.6m below ground near an obelisk of Queen Hatshepsut, the only woman to have reigned as a pharaoh in Egypt, ruling from 1504-1484 BCE.

The statue shows the king wearing a funeral mask and royal head cloth or nemes, said Larche. The forehead bears an emblem of a cobra, which ancient Egyptians used as a symbol on the crown of the pharaohs. They believed that the cobra would spit fire at approaching enemies.

King Neferhotep was the 22nd king of the 13th Dynasty. The son of a temple priest in Abydos, he ruled Egypt from 1696-1686 BCE.

Experts believe his father’s position helped him to ascend the throne, as there was no royal blood in his family.

Neferhotep was one of the few pharaohs whose name did not invoke the sun god, Re. It is written on a number of stones, including a document on his reign found in Aswan.

EXCEPTIONAL WHALE FOSSIL FOUND IN EGYPTIAN DESERT BY EGYPTIAN-AMERICAN MISSION

An American palaeontologist and a team of Egyptians have found the most nearly complete fossilised skeleton of the primitive whale Basilosaurus isis in Egypt’s Western Desert, a university spokesman said.

Professor Philip Gingerich of the University of Michigan excavated the well-preserved skeleton, which is about 40 million years old, in a desert valley known as Wadi Hitan (the Valley of the Whales) southwest of Cairo.

The skeleton, which is 18 meters long, could throw light on why there are so many fossilised remains of whales and other ancient sea animals in Wadi Hitan and possibly how the extinct animal swam, he said.
Basilosaurus isis is one of the primitive whales known as archaeocetes, which evolved from land mammals and later evolved into the two types of modern whale.

But it looks like a giant sea snake and the paleontologists who found the first archaeocetes thought they were reptiles.

Modern whales swim by moving their horizontal fluke up and down in the water, while fish swim by lateral undulations.

Wadi Hitan is unusually rich in fossil remains from the period, trapped in a sandstone formation that then formed the seabed.

The fossils include five species of whale, three species of sea cow, two crocodiles, several turtles, a sea snake, and large numbers of fossilised sharks and bony fish.

It is a protected area to be developed as a national park under an Italian-Egyptian cooperative program and it has been nominated as a UNESCO World Heritage site because of its natural beauty and scientific importance.

CONSTRUCTING THE GRAND MUSEUM OF EGYPT AT CAIRO-ALEXANDRIA DESERT ROAD HAS ALREADY STARTED

Executive steps have already been taken towards the construction of the huge museum on the Cairo-Alexandria highway, said Minister of Culture, Farouk Hosni. An Egyptian company is currently preparing a 117-feddan site where the largest museum ever will be established at a total cost of US$550 million. Despite the substantial cost, finance is no problem - in addition to the Supreme Council for Antiquities (SCA) money, international fund-raising campaigns are planned, the first of which is already accompanying the Tutankhamen US exhibition. The current stage of construction will last four months and will include building a fencing wall, the removal of encroaching structures, the preparation of subways within the site and their provision with lighting.

According to Yasser Mansour, head of the Technical Committee, weekly meetings are held with an advisory team comprised of 14 Egyptians and international bureaus and companies to execute the winning design of Irish architect Shefring. However, by next month tenders will have been invited to establish a restoration centre, a power station and a fire brigade; all of which will be operative before the completion of the museum premises. Mansour said that 100,000 artefacts would be extracted from a variety of museums and archaeological sites across the country to be restored and well stored until the construction of the museum, a process that will take three years.

Simultaneous to the construction of the museum, another huge project is underway: the construction of the National Civilization Museum at Fustat, south of Cairo. The first stage of this project is already completed.

EGYPT OPENING NORTH COAST TO EUROPEAN TOURISM

Egypt is opening up Mediterranean beaches where few foreigners now venture, Tourism Minister Ahmed el-Maghraby said.

Egypt has about 450 km (280 miles) of coastline between the city of Alexandria and the Libyan border to the west. Developers have built up many stretches for domestic summer tourism but parts of it remain untouched.
Tourism Minister Ahmed el-Maghraby told Reuters in an interview that the area would make its real debut on the international scene this summer when Europe's biggest tourism firm TUI opens a hotel on the coast 20 km (12 miles) east of the town of Marsa Matrouh.

"We signed our first project there several months ago with the TUI group, which has contracted to build five hotels with a total of 2,500 rooms. The first hotel is under construction now and hopefully will be open at the end of this summer," he said.

Egypt has built two airports along the coast, at Marsa Matrouh and El Alamein, near the World War Two battlefield of the same name, to prepare for the development of the region.

STANDING TALL AT THE 2005 IMEX

Last month saw another successful year for what has become the world’s leading worldwide exhibition for incentive travel, meetings and events – Between April 19 and 21, the IMEX in Frankfurt, Germany hosted over 3,000 exhibitors representing tourism-related companies from around 140 countries.

Egypt's new and innovative stand was certainly prominent among exhibitors. The 140sqm stand displayed large pictures from renowned tourist sites of ancient Egypt's temples and monuments, and combined the images with the backdrop of modern aesthetics and furnishing.
KING TUT’S NEW FACE

French forensic anthropologist Jean-Noël Vignal’s “skull map” was used to make this silicone-skinned reconstruction of Tut’s face. The sculptor is one of the world’s leading anthropological artists, Elisabeth Daynès of Paris. She also worked with archaeological information supplied by Zahi Hawass, head of Egypt’s Supreme Council of Antiquities—two wooden sculptures made of Tut during his youth.

**Where can you catch the king’s next appearance?**

**The Tut tour**

**Los Angeles**: Los Angeles County Museum of Art, June 16-Nov. 15, 2005

**Fort Lauderdale**: Museum of Art, Dec. 15, 2005-April 23, 2006

**Chicago**: The Field Museum, May 26, 2006-Jan. 1, 2007


**Also on view**

**Mummies**: Death and the Afterlife in Ancient Egypt

Bowers Museum of Cultural Art, Santa Ana, Calif., through April 15, 2007
TESTS SHOW KING TUT WAS NOT MURDERED

The results of a CT scan done on King Tut's mummy indicate the boy king was not murdered, but may have suffered a badly broken leg shortly before his death at age 19 — a wound that could have become infected, Egypt's top archaeologist said.

Zahi Hawass, secretary general of the Supreme Council of Antiquities, announced the results of the CT scan about two months after it was performed on Tut's mummy.

Hawass said the remains of Tutankhamun, who ruled about 3,300 years ago, showed no signs that he had been murdered — dispelling a mystery that has long surrounded the pharaoh's death.

"In answer to theories that Tutankhamun was murdered, the team found no evidence for a blow to the back of the head, and no other indication of foul play," according to a statement released by Hawass' office.

"They also found it extremely unlikely that he suffered an accident in which he crushed his chest."

Hawass told The Associated Press that, despite ruling out the theory that Tut was killed violently, he had no idea how the king actually died.

"I have two theories — that he may have died from natural causes or that he was poisoned," Hawass said. "We are going to look at his viscera to see if his organs show any signs, but it is virtually impossible to prove how he died."

EGYPT’S “MOST BEAUTIFUL MUMMY”

Just in time for Mummy’s Day, archaeologists have unveiled “the most beautiful mummy ever found in Egypt,” according to Zahi Hawass, the head of Egypt’s Supreme Council of Antiquities. The 2,300-year-old male mummy was discovered two months ago under 20 feet (6 meters) of sand near the pyramids at Saqqara.

Its pigments still vivid, the mummy's nearly intact wooden sarcophagus offers a glimpse of ancient rituals and everyday life: The mummification process is depicted in detail, for instance, while, Maat, goddess of truth and balance, hovers above with wings outstretched.
One thing the paintings don’t reveal is who lurks inside the sarcophagus. The gold mask and the mummy’s location, a royal burial complex, suggest the deceased was a man of great wealth. The rest is up to science. Hawass, a National Geographic explorer-in-residence, told reporters that an upcoming CT scan should unlock secrets of who the mummy was and how he lived.

NEW GERMAN CRUISE FLIES TO EGYPT

Hapag Lloyd has launched its new low priced route from Cairo to Munich at an extravagant ceremony in the City Stars Intercontinental Hotel in Heliopolis on April 14th. The airline division which is called Hapagfly will fly three times a week, with return tickets priced at €189. Existing partnering agreements with German British Airways and Lufthansa allow connection to alternative destinations from Munich.

PRICELESS ANTIQUITIES RETURN TO EGYPT

Egyptian authorities flew 617 priceless antiquities home from Britain, four years after they were stolen and smuggled out. The antiquities date back to the pharaonic, Roman and Greek eras. The retrieved antiquities include two wooden pharaonic coffins covered in hieroglyphics, as well as amulets and pots from the Greek era. Egyptian smugglers stole the antiquities – it was unclear from where – then shipped them via Switzerland to London by air-freight. British authorities seized them at Heathrow airport, and four months ago Egypt proved their origin.

NELSON’S COMRADES FOUND IN ALEXANDRIA

The bodies of 30 British soldiers, sailors and their families, who died during Nelson’s Nile campaign more than 200 years ago, are to be reburied.

The remains - including three children and two women - were found during an archaeological dig on Nelson Island.

The 30, who died during the 1798 Battle of the Nile and the British expeditionary landings in 1801, will be re-interred in Alexandria, Egypt. Only one - Master and Commander James Russell - has been formally identified. Two-minute silence: The bodies were discovered on the small Egyptian island in Abu-Qir Bay by an Italian archaeologist looking for Greek-Roman artefacts.
SOUTH AFRICA

TOURIST GUIDE OF THE YEAR COMPETITION

Each province in South Africa runs a provincial tourist guide of the year competition.

The competition is run in two categories:

• The Best Tourist Guide of the Year
• The Best Emerging Tourist Guide of the Year

All provincial winners then compete at national level and an overall winners in each category are selected. They are as follows:

• Faizel Gangat - Best Tourist Guide of the Year in South Africa
• Jimmy Selani - Best Emerging Tourist Guide of the Year in South Africa

The National Department of Environmental Affairs and Tourism sponsored the trip for the two guides to attend the Convention in Australia.

NEW WEBSITE

Tourist Guides SA- Gauteng is thrilled to launch the new look website with more updated facilities and more user friendly.

For more information: www.guidessa.org

INVESTMENT IN TOURISM

Marthinus van Schalkwyk, Minister of Environmental Affairs and Tourism said: “We pledged that the 2010 Soccer World Cup will be an African event, staged in our country. One of the most important channels to ensure that our whole region benefits from the event is the expansion and upgrading of our transfrontier parks (TFCA) – and for this we need investment. Not because of sentiment or a sense of responsibility alone, but because investing in Southern African tourism makes great business sense.”

Minister pointed to a recent study by the Peace Parks Foundation that analysed
the SADC region. “This study found that our region could support as many as 22 Peace Parks in 14 clusters,” said the Minister. “The carrying-capacity of our Southern African parks is estimated to be as high as 7 million annual visitors – in contrast to the roughly 2 million that visit our parks at present. The potential is staggering. With the right marketing mix, combined with the global exposure of the world’s largest sporting event, we may well need as many as 15 000 additional beds in regional parks, or up to four times the current accommodation capacity of the Kruger Park, to meet the potential demand.”

“From the side of the South African Government we will, over the next three years, be investing another R193 million in our TFCA’s – creating visitor centres, upgrading access routes, building camps and improving tourism infrastructure,” said the Minister. “What we need from the private sector is an equally firm commitment to invest, aiming for 2010 and beyond. The best possible Southern African experience is the experience of our parks – from mountains to deserts, snows to savannahs, this is the heart of our tourism potential.”

Speaking about plans to attract international investors the Minister added: “We will, later this year, be launching a major international investment drive around the commercial opportunities in the Southern African TFCA, with targeted initiatives in markets like the USA and Europe. Our focus, however, must be on Southern African investors. We cannot afford to let these massive opportunities slip away. To give just one example – we will be opening the new Giriyondo Border Post in August this year to allow the flow of visitors between the Kruger National Park and Limpopo National Park in Mozambique. There will be two major Giriyondo concessions to be awarded – and the opportunities for private investors will be immense.”

Originating in Africa, the transfrontier conservation initiative has been spearheaded by the SADC region. Globally there are now 169 such areas involving 113 countries and 667 protected areas. “Conservation knows no national boundaries,” said the Minister. “Tourism and investment in tourism need to follow the same approach.”

CHANGES IN QUALIFICATION

The FGASA (Field Guides Association of Southern Africa) Level-1 Qualification

As of January 2005, the Level-1 theory examination will be replaced by a Level-1 Field Guide Workbook. Thus there will no longer be a Level-1 Theory exam.

Members wanting to be assessed for the FGASA level-1 qualification need to apply for the workbook and pay the fee of R100 to the FGASA office. Learners can complete the workbook in their own time making use of whatever resources they have available and the FGASA recommended reading for Level-1. When learners have successfully completed the workbook they will need to be declared competent in the practical evaluation before the qualification is awarded.

Workbook applications can be obtained by contacting the FGASA Johannesburg office.

Level-3 exam changes:

Format for the FGASA level-3 theoretical examination:
As of October 2004 the FGASA level-3 paper will be divided into two separate examinations (Level 3a and 3b).
When filling out your exam application form you must specify the exam that you want to write.

In order to be declared theoretically competent, you need to obtain a minimum of 60% for each section and an overall mark of 75% for each exam paper.

In the event that you do not obtain the 60% sub-minimum for each section of the paper you will have to rewrite the entire exam paper. The Level-3 theoretical qualification (exam a & b) must be completed within a 12-month period to be exempted from rewriting the entire paper.

For more information: [www.fqasa.org.za](http://www.fqasa.org.za)
This year’s ITGD on February 26 was a successful event. Two hundred and fifty people took the coach tours from the National Building Museum, and 155 people took the walking tours from the White House Visitor Centre. Almost 70 guides contributed their time and energy to make it a success.

Members of the Guild of Professional Tour Guides of Washington, DC will sign Code of Ethics & Business Practice (Code) in October.

**CODE**

1. A professional guide is expected to follow the rules and regulations and act accordingly at all sites and facilities where he/she takes visitors.
2. A professional guide knows and follows the policies of the company for whom the guide is working at the time. A guide does not accept or solicit a job from a client of the company that has hired him/her without the consent of the company, nor should a guide attempt to divert to another person or company business from the company that has hired him/her. All business-related communication with the client should be made through the company. It is the guide’s responsibility to inquire of the tour company regarding continued service with a repeat client. Loyalty for and to the tour company should be practiced during the entire tour.
3. A professional guide accepts each tour as a serious commitment and cancels only when absolutely necessary and provides as much advance notice as possible.
4. A professional guide does not solicit gratuities.
5. A professional guide does not initiate or encourage patronage of souvenir shops and other places that offer commissions to the guide and/or drivers; or abuse complimentary meal privileges offered by food establishments.
6. A professional guide cooperates with other tour groups and maintains ethical and professional conduct at all times, cultivating a positive relationship with all colleagues.
7. A professional guide respects the research, intellectual property and copyrighted material of other guides by not recording without permission or quoting it without attribution.
8. A professional guide provides skilled presentation of knowledge, interprets and highlights surroundings, informs and maintains objectivity and enthusiasm in an engaging manner.
9. A professional guide is prepared for each tour when the itinerary is furnished in advance. A professional guide assumes responsibility for reporting on time and for meeting appointments and all schedules within the guide’s control. A professional guide is sensitive to the interests and values of the tour group and does not share his/her personal views on controversial subjects such as sex, religion, and politics.
10. A professional guide has a wide range of knowledge of the city, including its history and architecture, cultural and political life and local folklore. A professional guide keeps current on new exhibits, seasonal events, and other changes throughout the city. A professional guide does not knowingly give out misinformation.
11. A professional guide maintains good personal hygiene and uses proper judgment in dressing appropriately for all tours.
12. A professional guide is knowledgeable about the best routes for all tours. This includes familiarity with the traffic laws as well as the idiosyncrasies of Washington driving. A professional guide informs the driver of the route in a calm, polite, and timely fashion.
RECOMMENDED GUIDELINES: FOR THE SHARED RESPONSIBILITIES BETWEEN THE GUIDE, TOUR OPERATOR & MOTOR COACH COMPANY/OPERATOR

The Guild of Professional Tour Guides of Washington, D.C. has developed the new "Recommended Guidelines for the Shared Responsibilities between the Guide, Tour Operator, and Motor Coach Company/Operator".

List of Suggested Responsibilities for the "Players" – Before, During and After a Tour

BEFORE THE TOUR

Guide:
1. Check the Guild Update Line and local media sources every day.
2. Be completely familiar with all sites on the itinerary.
3. Discuss the itinerary and routing with the coach operator.
4. Dress appropriately and within tour operator’s guidelines.
5. Have a working cell phone, flashlight and small radio for emergencies.

Tour Operator:
1. Provide guide with updated itinerary well in advance of tour (With disclaimer as to availability and timing). Date revised itinerary(s).
2. Provide the coach company with the same itinerary in advance of the tour.
3. Include on itinerary: group name, origin, accommodation, dates/times of arrival/departure, appointments, addresses and all phone/cells.
4. Inform guide regarding rates of pay for hours worked and reimbursable expenses.
5. Inform guide as to attire.
6. Suggest to client/chaperone that it is appropriate to give a gratuity to a guide/coach operator who performs excellent service while indicating that the guide/coach operator neither solicits nor expects a gratuity.
7. Inform client/chaperone that guide is not responsible for student discipline.
8. Inform client/chaperone about the location of guide’s seat on the coach (front aisle seat near driver and microphone).
9. Notify guide in advance of group’s special needs. (Itinerary should reflect additional time required for such accommodation.)

Motor Coach Company/Coach Operator:
1. Provide coach operator appropriate current maps for the tour region.
2. Ensure coach has working microphone; request coach operator to check daily.
3. Clarify roles: Coach operator drives; guide conducts tour. (If guide/coach operator makes a mistake, guide/coach operator addresses the other in private.)
4. Request that coach operator inform group at the outset of the tour about rules regarding eating, etc. Request that trash receptacles be located away from steps and landing.
5. Ensure that coach operators have cell phones and have instructions to keep them “on” during the tour.

DURING THE TOUR

Guide:
1. Obtain coach operator’s and group leader’s/chaperone’s cell numbers.
2. Develop rapport with the coach operator. Teamwork is essential. Success of the tour depends on the nature of the relationship.
3. Assist/direct the coach operator. Be alert to tricky driving situations: tunnel height, roads closed to motor coaches, etc.
4. At each site stop, inform coach operator of pick up location and time; reconfirm on site by cell phone as necessary.
5. Offer to obtain meal if coach operator stays with coach. Make payment arrangements in advance.
6. Indicate to chaperone that you are not responsible for discipline, for keeping coach clean, or for counting group members prior to departures.
7. Solicit no gratuity.

Tour Operator:

1. Provide guide with contact information for a 24-hour answering service (emergency/information, tour control).
2. Confirm appointments at major sites with phone number, contact person and written confirmation.

Motor Coach Company/Coach Operator:

1. Request guide’s assistance if unfamiliar with routings, parking, sites, attractions. Use maps.
2. Reassure passengers if anything goes wrong. Coach operator is in charge.
3. Check microphone daily.
4. Request guide’s cell number prior to tour.
5. Provide communication between coaches if multi-coach move.

AFTER THE TOUR

Guide:

1. Report to tour operator immediately. Submit paperwork, bills, receipts, comments, suggestions and invoice for payment.

Tour Operator:

1. Provide feedback to guide received from client.
2. Make payment promptly according to contractual agreement.

Motor Coach Company/Coach Operator:

1. Report to tour operator.

NEW ORLEANS

The New Orleans, Louisiana, USA association has about 295 members.

In July each year Tour Guides Association of Greater New Orleans hosts its annual Seminar. The seminar is an all day event set aside for Continuing Education and is an important part of our CEP, Continuing Education Program. CEP program recognizes guides who attend a minimum of 20 hours of educational workshops a year.

In August the association will celebrate Tourist Guides Worldwide since it is much too busy in February when the rest of the World celebrates. The association will be furnishing free tours on streetcars. The Regional Transit Authority is furnishing certain streetcars that will be designated for tours and the Tourist Commission is doing the advertising.
MUSEUM DISTRICT DAY 2005

Houston’s Museum District is holding its 9th annual Museum District Day on Saturday, October 15, 2005. The Museum District Association and Esther Porter will conduct a Museum District Day Bus Guide Training session for those who would like to be bus guides on Saturday, October 1, 2005.

The training session will take place on Saturday, October 1, 2005, from 10 am-Noon in the Greater Houston Convention & Visitors Bureau’s Large Board Room located on the ground floor of City Hall at 901 Bagby Street.

For more information please contact Esther by phone at 713-562-3892.

CANADA

THE BAG-A-CORK RECYCLING INITIATIVE


The program launched on February 22, 2005. Since 1990 Guides Australia has run the Guides Australia Cork Recycling Program. Having collected over 90 million natural corks, their program continues to grow. It makes total sense. This year alone nearly 100 million cork bottle stoppers will be discarded in Ontario. As cork is 100% recyclable it can be used to create thousand of products from flooring to upholstery and even fishing rods. Through media and point of sale awareness campaigns, consumers and industry users will be given information on how people can contribute to this program by recycling their used corks. Collection bins will be placed throughout Toronto at participating locations. Home recycling bags will be provided at these locations to help consumers to conveniently collect their corks.

For more information visit: www.Bag-a-Cork.org

SHOULD WE HAVE REGISTERED OUR TRADEMARK INITIALS?

GTGA (Canadian Tour Guide Association of Toronto) search their trademark on the Internet and the results are:

- California Tomato Growers Association, Inc.
- Canadian Transplant Games Association
- The Catalogue for Transmission Genetics in Arabs
- Central Texas Golf Association
- Chevron Texaco Global Aviation
- Chinese Taipei Gymnastics Association
- Control de Transito y Gestion Auxiliar S.L
- Canadian Tour Guide Association of Toronto
- Canadian Tour Guide Association of British Columbia
PATA ANNOUNCED 2005 GOLD AWARD WINNERS

The Pacific Asia Travel Association (PATA) announced the winners of the 2005 PATA Gold Awards. This year the awards honoured the achievements of 24 travel-related organizations and individuals. The winners received their awards during the 54th PATA Annual Conference in Macau, April 17-21, 2005.

The honours include two Grand Awards and 28 Gold Awards.

The 2005 PATA Grand Award for Heritage was presented to the Department of Tourism, Government of India for its “Ajanta Ellora Conservation & Tourism Development Project” campaign. The Grand Award for Marketing went to Banyan Tree Holdings for its “Banyan Tree Spa (Bintan)”.

In addition to the two Grand Awards, 28 PATA Gold Awards were presented to the winners listed below. Multiple awards went to several of this year’s entrants, such as the Department of Tourism, Government of India, Banyan Tree Holdings, the Korea National Tourism Organization, the Palau Visitors Authority and Tourism Australia.

The winning campaigns were selected from over 312 Gold Award entries by panels of international experts in each category. The awards were open to PATA and PATA chapter members, with the exception of the journalism awards, which were open to all published writers and photographers.

The PATA Gold Awards were generously sponsored by the Macau Government Tourist Office.

2005 PATA Grand and Gold Award Winners

GRAND AWARDS

Marketing Industry -- Spa

Banyan Tree Spa (Bintan)
Banyan Tree Holdings, Singapore

Heritage

Ajanta Ellora Conservation & Tourism Development Project
Department of Tourism, Government of India

GOLD AWARD

Marketing Awards

Government/Destination - National
Tourism Marketing with “Korean Wave”
Korea National Tourism Organization

Government/Destination -- State/City

Tourism Tasmania’s Short Breaks Campaign
Tourism Tasmania, Australia

Carrier (International-Air)

Singapore Airlines Boarding Pass Privileges Program
Singapore Airlines, Singapore
Asia

**Carrier (Domestic-Air)**

From Service Turnaround to Perception Turnaround
Indian Airlines, India

**Industry -- Hotel**

Banyan Tree Bintan
Banyan Tree Holdings, Singapore

**Industry -- Tour Operator/Travel Agent/DMC/PCO**

Thomas Cook (India)
Thomas Cook (India)

**Industry -- Spa**

Angsana Spa, Double Bay, Sydney
Banyan Tree Holdings, Singapore

**Environmental -- Ecotourism/Travel-Related**

Karang Lestari, Pemuteran
Taman Sari Eco Cottages
PATA Bali & Nusa Tenggara Chapter, Indonesia
Taman Sari Eco Cottages and PATA Bali & Nusa Tenggara Chapter, Indonesia

**Environmental -- Corporate Environmental**

Welcom Environ
ITC Hotels, India

**Environmental -- Education Program**

Palau Shark Sanctuary Fund
Palau Visitors Authority, Palau
Heritage & Culture - Culture
Ngarachamayong Cultural Centre
Palau Visitors Authority, Palau

**Education & Training -- Educational Program**

A Taxi Service Through the Community: Lighthouse Hotel and Spa
Jetwing Hotels, Sri Lanka

**Education & Training -- Publications**

The Travel Institute’s Destination Specialist Mexico
The Travel Institute, USA

**Consumer Travel Brochure**

India Quest, Premium Vacations
SITA, India

**Travel Advertisement Awards -- Print Media**

Incredible-Taj
Department of Tourism, Government of India
Asia

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**Travel Advertisement Awards -- Electronic Media**

A Different Light
Tourism Australia, Australia

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**Travel Poster**

Korea, Where Old Meets New
Korea National Tourism Organization

---

**Destination Article -- Newspaper**

Vietnam Revs Up Here
Mr Rob McKeown
Boston Globe, USA

---

**Destination Article -- Magazine**

The Yangtze: Now and Then
Ms Nancy Bear
Discovery, Hong Kong

---

**Industry Business Article -- Trade Publications**

Who Wins?
Mr Steven Shellum
Hotel Asia Pacific, Hong Kong

---

**Industry Business Article -- Consumer Publications**

Domestic Tourism the Next Big Wave
Mrs Kamal Gill
Today's Traveller, India

---

**Travel Photograph**

Straight to the Top
Emphasis Media, Hong Kong
Mr Matthieu Paley
Sawasdee, Inflight Magazine of Thai Airways International

---

**Travel Guidebook**

East Timor
Lonely Planet, Australia
Mr Tony Wheeler

---

**Travel Video Award**

Four Hong Kong Experiences
Hong Kong Tourism Board

---

**Public Relations Campaign**

Brand Australia Relaunch
Tourism Australia

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**CD-ROM**

Discover the World's Newest Nation
Asia

Turismo de Timor-Leste

Web Site

JW Marriott Phuket Resort and Spa Personal Vacation Planner
JW Marriott Phuket Resort & Spa, Thailand

E-Newsletter

Kerala Tourism Newsletter
Kerala Tourism, India

HONOURABLE MENTION

Heritage & Culture - Culture

A Day with the Masters
Kerala Tourism, India
The Professional Tour Guide Association of Australia (PTGAA) hosted the 11th Convention of WFTGA successfully.

THE REPORT OF THE PRESIDENT OF PTGAA, ANNE BOTTOMLEY:

The carnival is over... So sang The Seekers in that well-known song of the 70’s. It is hard to believe that our carnival – the convention- is over and even harder to believe that eight years have passed since Elizabeth Schroder – a member of the WFTGA Executive Board – met with us at the Asia/Pacific Incentives and Meetings Expo and proposed the idea that PTGAA should prepare a bid for Australia to host a WFTGA Convention. Well, we’ve finally done it and completed a very successful convention.

The aims of our convention were to expand networks and strengthen cultural awareness and relationships between the individual and country association members of WFTGA, to increase our knowledge and enhance our guiding skills, to stimulate ideas and discussion, to introduce our visitors to our culture and the lifestyle we treasure that has made Melbourne one of the most liveable cities in the world and to showcase Melbourne and Victoria in particular and Australia in general to our international colleagues. The conference program was developed strictly in accordance with the guidelines laid down by the WFTGA. We selected...
as the theme – adapting to Tourism’s Challenges: Today! Tomorrow! Together! It contained a diverse program of informative lectures by high profile international and local experts and some intensive guiding workshops.

The four main lecture sessions covered:

- The State of Tourist Guiding in the World Today.
- Business matters such as the guide’s responsibilities regarding risk management and insurance, understanding one’s rights when signing work related contracts and strategic planning in regard to association management.
- The challenges relating to training, quality assurance through accreditation and the problems associated with unqualified guides.
- Health matters in regard to both the guide and the tourist client.

There were also master classes in guiding skills for those wishing to improve their performance as a guide – and I am sure you will all agree that no matter how good we each believe ourselves to be as a guide, there is always room for improvement using new ideas and methods of presentation and interpretation.

Prior to the convention, the WFTGA Executive Board arrived and locked itself away for a full day of deep and meaningful discussions and strategic planning for the future. This was followed by a further two days of meetings of the general assembly at which two delegates from each member country, elected by their countries to represent them, met to vote on decision-making matters of policies, elections and the venue of the next convention. Rob Johnson, President of TGA (WA) was the Australian delegate and spokesperson. Lynne Furness and I shared the second Delegate position. Carmel McAuliffe, immediate past president of IATG in Sydney, attended as an observer. Altogether the Convention covered a full eight days preceded by a Pre tour of three days that travelled overland from Sydney to Melbourne and a Post tour of seven days that travelled overland through regional Victoria. The convention required an enormous amount of planning and organisational skills. Included in this was the establishment of a budget and cash flow, planning the program, selecting suitable venues, marketing, the administration of registrations, hotel bookings and visa requirements, meals, tours, social functions, event timing, finding suitable speakers, sponsors and suppliers, designing and establishing a website and much more.

I thank the members of the organising team with whom I had the pleasure to work, namely Lynne Furness (PTGAA Coordinator), Bronwyn Wilson, Jenelle Butler-Fox (Managing Director of Conference Consultants Australia), Bev Wil-
Australia & Oceania

liamson, Evette Castle, Aaron Freeland and Emily Tosone for their support and dedication to this project over the past two years. There are many others I wish to thank too.

It was a great convention and we were delighted that so many of you, including our colleagues from Cairns, Sydney, Adelaide and Perth, were able to attend. I am sure that you will have benefited from the experience of attending an International Convention.

We were also very honoured to have had so many representatives from both the Federal and State Governments and tourism organisations present at the sessions. And wasn’t it a wonderful surprise to receive the letter of welcome and encouragement from the Prime Minister! Now we must work to improve our guiding conditions in Australia and bring them in line with those offered to our colleagues overseas.

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SAMOA

By Rosalind Newlands,
Vice President of WFTGA

TAFOLA TUSITALA

Were these the words that Robert Louis Stevenson heard when he arrived in Samoa for the first time? We were certainly greeted with tafola (welcome) everywhere we went in six magical days in RLS’s last home. We had stopped off at Samoa on our way back from Australia especially to see Vailima and to visit Louis’ grave on top of Mount Vaea. We had an extra two days courtesy of Cyclone Olaf, which fortunately skirted the island but it was interesting to learn that the hurricane in 1889 that destroyed much of the island was one of the reasons why Stevenson felt it was important to help the people gain their independence. We set off on the first morning, in blazing sun, along the Road of the Loving Heart to Vailima. The road was presented to RLS by the local chiefs in thanksgiving for all he had done for them and they said “It shall never be muddy; it shall endure for ever, this road that we have dug”. Our first impression was of beautifully kept tropical gardens and a house, which was long and low and much larger than we had expected. The final cost of the
The house was $7500, much less than the original estimate of $20,000. The family decided to build a more modest house than originally planned but it was later extended when it became the home of the Head of State of Samoa. The house is now cared for by a non-profit foundation with origins in the US and Samoa, and was opened to the public in 1994.

The guide was very interested to hear that we had come from Louis’ birthplace and we strolled round an immaculate house, redolent with the spirit of RLS. We visited his bedroom with day couch and a narrow bed and his library of books, which had to be varnished to protect them from the climate and insects of his tropical home. For us one of the personal touches was a photo on the wall above Louis’ bed of the 1994 Edinburgh Academy boys’ rugby team, resplendent in their kilts, which came over in the centenary of RLS’s death, the year Vailima was opened to the public. The visit was organized and led by our son’s father-in-law. Fanny’s room was next, with its sewing machine and her son Austin’s room next door. The largest room was for “Queen Maggie”, RLS’s mother, so-called locally because she wore a widow’s cap like Queen Victoria. All the rooms are furnished with replicas of the original furnishings, which the family brought from Heriot Row, and selected carefully with reference to contemporary photos. It still contains original fireplaces, unknown in Samoa, which reminded the family of home. They never worked properly though as the builders had no idea how to make chimneys and whenever they were lit, the whole house filled with smoke! The kitchen, as was the custom in Samoa, is a separate building in the garden, just like our Scottish castles! The Great Hall was and is still one of the largest rooms in a house in Samoa and was where family parties took place and where Stevenson died at 8pm on December 3rd 1894. As soon as he died word spread fast across the island, one of the first to arrive was the High Chief Tuimaliali’ifana who lamented “Tatou moni Tuistala. Ua tagi le fatu ma le elele” “Our beloved Tusitala. The stones and the earth weep”. Louis’ body was rubbed with coconut oil and he was dressed for burial in his famous “velvet coat”, before being placed in a coffin draped with the Union Jack.

We then set off on the climb of 600 feet through tropical rain forest to the grave itself. There are two ways up the hill – the “long way” and the “short way”. The guide advised us that the long way was easier so we set off up a very muddy steep path to the summit. It took us about an hour and as we climbed it was amazing to contemplate how 200 men cleared the path in one night in order to carry their beloved Tusitala to his final resting place. They dug a wide shallow grave and lined it with crushed black basalt pebbles and coral, which they brought up 1200 feet from the beach – a privilege normally reserved for kings. The funeral was led by four chiefs and groups of four men were stationed up the mountain as the coffin was carried up and passed carefully from one group to the other. The service was conducted by the local Presbyterian minister, Mr. Clarke and they buried him there “under the wide and starry sky”. Fanny had a simple tomb made of cement blocks and her ashes were later brought back to rest with her husband. The tomb has two brass plaques – one with the epi-
taph we all know so well and bordered with hibiscus and thistles and the other in Samoan, with the biblical quote from Ruth “wither thou goest I will go, thy gods will be my gods” to the memory of Tusitala.

The view from the top of Mount Vaiea is wonderful – you look down over Vailema and out to the Pacific, and it is easy to imagine RLS sitting there remembering the “Hills of Home”, the view from Caerleton to Swanston Cottage and the Firth of Forth and his unfulfilled wish to see them once more in dying. However, it was clear to me by the affectionate way people speak of him even today in Samoa that he does indeed “lie where he wants to be”.

Australia & Oceania
INTERNATIONAL TOURIST GUIDES’ DAY IN GREECE

International Tourist Guides’ Day was celebrated by Tourist Guides in Thessaloniki by offering free tours in the Archaeological Museum of Thessaloniki and instead of any other reward, the T.G. Association asked guests to bring along any children’s toys they didn’t need. The toys were collected at the Museum and were sent to children of the areas hit by the tsunami in Indonesia. The Tourist Guides of Athens did not only offer free tours for the 21st February, but for the whole of February once a week. Free tours were organised for the public to the most unknown areas and museums of Athens in order to introduce some new sites to the Athenian citizens or visitors, so they called it “Tourist Guide’s Month”. In the meanwhile, on the 21st February, many colleagues from all over Europe, including myself, were attending the first meeting of CEN (European Standardisation Committee) held in Berlin, to start the standardisation of minimum required qualifications for tourist guides in Europe.

INTERNATIONAL SYMPOSIUM

International Symposium of Tourism and Tour Guiding in a Multicultural World was held in Istanbul, January 12-14. Symposium was organized by TUREB (Federation of Tourist Guide Associations of Turkey) and gathered tour guides from all around the world.

Representatives of 14 countries discussed and shared their opinions on the common problems of tour guiding. Their concerns focused on illegal guiding, lack of legal regulations and general confusion between the responsibilities of tourist guides and tour leaders. Serif Yenen (President of TUREB) in his opening speech stressed that the most significant problem of tourist guides in Turkey was the lack of a profession law.

Official representative of FEG (European Federation of Tourist Guide Associations) and President of the Federation of Tourist Guides of Spain Carlos Ortega Gutierrez talked about the tourism in his country. He mentioned that Spain was giving priority to cultural tourism, offering many diversified products to tourists, and what the difference between cultural and “sea-sun-sand” tourism was. He said that they could only sell cultural tours of one or two days to a tourist coming with an “all inclusive” package.
President of the Federation of Tourist Guide Associations of Greece, Efi Kalam-boukidu said that most tourists were visiting Greece on an "all inclusive" basis. She remarked that most tourists to Greece were from Germany and United Kingdom, and the younger generation didn’t purchase cultural tours.

President of Tourist Guide Associations of South Africa, Anne Lawrence mentioned that tourists had diverse expectations and guides were trying to make their dreams come true.

Mohamed Gilany, General Secretary of Tourist Guide Syndicate of Egypt told that the tour leading was very important in Egypt.

Glorianne Mizzi, representing the Maltese tourist guides, and said that they were trying to organize creative and innovative tours.

Maricar Donato, the representative of The National Federation of Tourist Guide Associations told about the position of guiding in United States.

CHILDREN AND MUSEUM PROJECT

Tourist Guides Foundation of TUREB is conducting "Children and Museum Project" to help the elementary school students appreciate the historical richness of Anatolia, Turkey, and to contribute to advancing their love and consciousness towards history and culture. Tourist guides are given fundamental dramaturgic and pedagogical education for interactive guidance and then given a role in the project.

In 2003, 354 and in 2004, 2466 students from the state elementary schools are guided within the scope of the project. In 2005 the project will extend to other cities, and cover more students.

INTERNATIONAL TOURIST GUIDE DAY 2005

Tourist guides from all around Turkey met in Ankara to celebrate the International Tourist Guide Day. They visited the mausoleum of Ataturk. TUREB organized a demonstration in the garden of the Ministry of Culture and Tourism to ask for a profession law of tour guiding. The guides with balloons and banners in their hands protested the authorities. In his speech Serif Yenen, President of TUREB stressed that they had been waiting for this bill of law for three years and the travel agents were using illegal guides. There were several problems in tourism industry, and if the parliament passed this law most of them would be solved. He mentioned that the authorities’ support to cultural tourism, and sustainability was very crucial.

Undersecretary, Prof Mustafa Isen gave a speech to the guides and promised to assist in sending the bill of law to the parliament. After the demonstration the executive board members of the federation visited the members of parliament.
TUREB AWARDS 2004

TUREB’s “Bests of Tourism” awards were given in Ankara on the International Tourist Guide Day 2005. The guides evaluated the nominees and elected the bests by voting in the website of the federation.

The award categories and the winners are:

**Best Website**

www.discoverturkey.com

**Best Periodical Publication**

The Gate

**Environmental Protection**

Eskişehir Odunpazarı Buildings

**Cultural Protection**

Save a sutun in Perge Project

**Journalism**

Ersin Kalkan

**Hospitality**

Fikret Baran

**Authentic Product**

İznik Tiles

**Local Activity**

Agrotourism project of Karaburun Women

**Authentic Kitchen**

Coffee of Mehmet Efendi

EUROPEAN COMMISSION GRANT FOR ARED’S PROJECT

ARED (Tourist Guides Association of Ankara) received a grant of 75,000 Euro from European Commission for the tourist guide training project.

ARED’s certificate programme of tour guiding consists of three branches: religion tourism, ecotourism and children guiding.

GUIDES’ DINER/CAFE IN ISTANBUL

Tourist Guides Association of Istanbul has a diner/cape now. With a panoramic view and live music, the restaurant became an attractive meeting place for guides.
The International Tourist Guide Day (ITGD), which has taken place for the last 15 years, is a day when the general public is invited to sample the work of properly trained tourist guides by participating in all manner of walks, talks and tours, completely free of charge.

ITGD was devised at the 1987 summit of the World Federation of Tourist Guide Associations as a way of raising the profile of tourist guiding as a profession. It is now marked by almost 50 professional guide associations around the world.

In the UK, Registered Blue Badge guides in many areas marked the day in two ways: Firstly, by organising special days out for many particularly deserving groups, including the elderly and people with special needs.

These excursions are made possible through the generosity of coach companies who donate service by their vehicles, and various museums and galleries
who support the day by waiving entrance fees. Secondly, by putting on an extensive programme of public tours and events in towns, cities and villages around the country.

For more information visit: [http://www.blue-badge-guides.com/](http://www.blue-badge-guides.com/)

In Scotland, there were tours of Glasgow arranged for asylum seekers who have come to live in the city. There were very successful and helped these new citizens to understand the history and culture of the city they live in.

For more information visit: [www.stga.co.uk](http://www.stga.co.uk)

In Glasgow the Day of Guiding was for refugees/asylum seekers and members of the local community. The day started with a civic reception at the City Chambers. Tea and coffee was provided and the visitors were given a guided tour of some the main rooms in Victorian building. Then the group headed out for Loch Lomond, stopping en route to eat a packed lunch at the ex Argyll motor factory. The weather was good and those who took part very much enjoyed their day.

EDINBURGH MARATHON – SUNDAY 12TH JUNE

The Blue Badge Guide Class of 2006 (current students) has entered 2 teams of 5 for the Edinburgh Marathon. Team members are Fiona and Rob Thompson, Bruce Cochran, Kirsten Griew, Margaret Hubbard, Kyoko Atsumi, Gordon Tait, Ed Deeley, Alicia Saazar-Dawes and Con Gillen!
TOURISM SERVICES/TOURIST GUIDING SERVICES – EUROPEAN STANDARDS

By Rosalind Newlands, Vice President of WFTGA

As explained at the AGM we are now involved with the APTG, GRTG and the Institute for Tourist Guiding and FEG in the formulation of European Standards for Tourist Guide Training & Qualifications. This process will take three years and the UK tourist guide representatives on the working group (WG5) are Tom Hooper from the Institute for Tourist Guiding and Rosalind Newlands. We attended the first meeting on 11th & 12th April in Salzburg, along with delegates from Austria; Cyprus, Czech Republic, France, Germany, Greece, Netherlands, Spain, Sweden, UK.

The proposed standard or norm is based on the definition of Tourist Guide as specified in EN 13809:2003 – person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area, which person normally possesses an area-specific qualification usually issued and/or recognised by the appropriate authority. The proposal is by Austria/Germany and much of the wording is based on the FEG Common Platform Document, prepared by the working group led by Rosalind Newlands. Thanks again to Viola Lier and Anne Robertson who helped to translate the German document, which is part of the Common Platform Document along with the UK Blue Badge criteria.

CEN is an umbrella organisation which co-ordinates the work of the 28 member states but all the work is led by the countries who must endorse an agreed European standard as their own national standard (in this context national means UK not England or Scotland). Standards are voluntary and there are now 8,333 European Standards.

The process of producing a standard goes through the processes of programming, planning and drafting – we are now at the drafting stage. The draft (prEN) then goes to public enquiry over 5 months. The public enquiry takes place at national level, when the prEN is distributed to stakeholders and comments are sought. The draft is available in 3 languages. The comments are then evaluated by the WG5 who prepare the revised text and final draft. The final draft is circulated to the 28 member countries for vote. Finally if accepted the Standard must be adopted as a national standard by publication or endorsement.

The following wording is confirmed and cannot be changed:

- **Introduction**: Tourist Guides are representatives of the cities, regions and countries for which they are qualified. It depends largely on them if visitors feel welcome, want to stay longer or decide to come back. They therefore contribute considerably to the perception of a destination. Tourist Guides are able to help travelers understand the culture of the region visited and the way of life of its inhabitants. They have a particular role on the one hand to promote the cultural and natural heritage and on the other to help ensure its sustainability by making visitors aware of its importance and vulnerability.

This European Standard supports European Union efforts to facilitate free movement of provision of services within its member states but also emphasizes the importance of area-specific tourist guides to high quality provision of tourism services. This will only be achieved by a common high standard of qualification for tourist guides in all European countries.

*The European Standard gives freedom to countries, regions and cities to...*
Europe

decide the level, extent and main areas of their training programmes, providing these programmes meet minimum standards and requirements for tourist guide training which is a pre-requisite for a quality tourist guide service in all member countries

- **Scope:** This European Standard specifies minimum requirements for the professional training and qualification of tourist guides. Note. The requirements on training programmes specified in this European Standard are minima; they do not preclude the provision of additional training or the assessment of additional competencies.

**AUSTRIA**

**PARTNERSHIP FOR A YOUNG PARROT**

The "Vienna Walks" - an association of Vienna-based licensed tourist guides have just accepted a partnership for a young parrot in the Vienna Schönbrunn Zoological Garden - the oldest one in the whole world (255 years of existence!).

This is a way of catching the public attention. When visitors come to the parrots’ cage they will see a parrot holding Austria Guide badge in his beak.

**SERBIA**

**INTERNATIONAL TOURIST GUIDE DAY 2005**

Tourist Guide Association of Serbia (UTVS) has successfully organized and executed the following manifestations in order to mark (for the third time) the International Tourist Guide Day (ITGD 2005):

February 18-21 Exhibition of Photographs – “The Tourist Guide – in front of and behind the camera”
85 selected photographs were selected by 2 of our members

February 19  Guided Tour of the Old and New (former) Royal Palaces (for our colleagues only)

February 20  Guided City Tours for citizens of Belgrade with 7 different itineraries

Guided Excursions by coach to cities of Novi Sad and Zrenjanin for citizens of Belgrade

February 21  Special Guided City Tour for employees of Belgrade City Hall

Several members of the Managing Board participated in several broadcasts on 4 TV-stations in order to promote ITGD 2005 to the general public of Serbia.

More than 50 members of UTVS took part in the organization of the mentioned activities, while over 300 citizens of Belgrade enjoyed taking part in these free activities.

**USAID PROGRAM**

UTVS has accepted to participate in a USAID program aimed at assessing and delivering an action plan that will enhance working as Tourist Guide Association of Serbia.

**NEW PRESIDENT**

The new president of the Tourist Guides Association of Serbia is Branislav Popovic.

The new address and phones of the Association are:

Dečanska 8, 11000 Belgrade
Serbia & Montenegro
Phone/Fax: +381 11 32 35 910
Website: [www.vodicisr.yubic.net](http://www.vodicisr.yubic.net)
E-mail: [www.vodicisr@yubic.net](mailto:www.vodicisr@yubic.net)
INTERNATIONAL TOURIST GUIDE DAY IN ITALY

Several local associations of guides throughout Italy have promoted free guided tours offering a chance to those who still ignore or underestimate the role of guides. Addressed to the general public those tours have achieved two goals: make people aware of the activity of local associations of which they often ignored the existence and stress the importance of organisation among guides on an international level.

Luckily year after year participation and press coverage are improving and an increasing number of local associations are getting involved in the organization of the event. The International Tourist Guide Day was held successfully in:

Milan on 19th and 20th February. Here, despite the cold and rainy weather we organized a downtown park trekking tour plus coached sight-seeing tours in English (“Sights & sites of Milan”) and in Italian. We were virtually ignored by the local press, but we are used to it. Nevertheless the attendance was good. The bus cost was covered by a travel agency that is running daily sightseeing tours in Milan.

The Guide Association in Como - a beautiful tourist resort on lake Lario – organized several very articulated tours in town as well as on the lakeshore or inland hamlets. Subject of itineraries ranged from architecture and literature to medieval art.

Rome: organized the event on a big scale. The event was sponsored, as usual, by the National Syndicate of Tourist Guides and the local Guide Association, and multilingual guided tours were conducted in some of the most visited sites. The event involved a great number of guides.

Friuli Venezia Giulia: region on the north eastern border of Italy offered guided tours to archaeological museum in Aquileia (ancient capital of Roman Western Empire), walking tours to Grado’s Duomo and the centre, and to Udine’s Bishopric and Modern Art Museum.

Andrea Ogunbisi
ANGT (Italian National Association of Tourist Guides)
Sustainable Tourism

MUSCAT DECLARATION ON BUILT ENVIRONMENTS FOR SUSTAINABLE TOURISM

The WTO Conference on Built Environments for Sustainable Tourism (BEST) was successfully held in Muscat, Sultanate of Oman, (6-8 February 2005), upon a kind invitation of the Government of this burgeoning Sultanate that recently joined the World Tourism Organization.

Distinguished speakers from all over the world, including senior government officials, tourism professionals, urban planners, architects and managers of cultural sites, presented interesting examples of re-development of ancient buildings for tourism purposes, design of new tourism facilities and other tourism projects contributing to sustainable development.

The World Tourism Organization (WTO) Secretary-General Francesco Frangialli said in his opening statement that “architecture and tourism are closely interrelated”. “Because the built heritage is certainly one of the main attractions of world tourism ... Because tourism creates significant demand for the construction sector at destinations ... And because tourism, if developed in a responsible, balanced and sustainable manner can become a driving force for environmental protection, heritage conservation and cultural pride.” “If governments abdicate their responsibility for sustainable tourism development - destinations will be nibbled away by special interests,” he underlined. “Unplanned development - as we have seen too often in the past - means chaos and depletion of the fragile resources on which our industry relies.”

The debates held among the more than 200 participants from 35 countries helped to clarify the role of tourism in ensuring sustainable urban development, cultural heritage preservation and benefits for host communities. It was stressed that governments at all levels, and especially at the local level, had to adapt the recommendations of the Conference to their specific conditions, cultural characteristics and development aims. The conclusions and recommendations were embedded in the Muscat Declaration adopted at the Conference, the main points of which are summarized below.

In her opening speech, Ms. Rajiha Abdul Ameer Ali, Minister of tourism of Oman, stressed that “this conference is a unique opportunity for architects, tourism experts, policy makers and professionals from different disciplines to get involved in a constructive dialogue and to define BEST practice in field of built environments, which is capable more than any other setting to demonstrate the principles of sustainability, cultural diversity and hence contributing to the creation of a positive destination image”.

Representatives of the WTO hailed the Declaration as a coherent set of guiding principles and policies that would give additional impulse to the collective goal of promoting sustainable tourism. WTO’s Eugenio Yunis, Chief of Sustainable Tourism Development and Amr Abdel Ghaffar, Representative for the Middle East and North Africa addressed the closing ceremony. Delegates also paid tribute to the Omani government’s initiative in convening this first-ever international forum on Built Environments for Sustainable Tourism.

The Muscat Declaration calls upon governments, tourism authorities and the
Sustainable Tourism

tourism private sector to, among other things, promote the use of strategic tourism planning procedures for ensuring sustainable tourism development for the built environment.

It also calls for the promotion and establishment of partnerships among tourism stakeholders, public and private, in order to ensure an orderly and sustainable development of tourism infrastructures that respect local cultures and economies. The charter seeks to promote the use of quality and adapted modern architecture and infrastructure in the development of tourism facilities in a way respectful of the built or natural environment, reinforcing positive destination images. It urges authorities and the industry to monitor the impact of tourism on the built environment from the standpoints of economic, cultural and environmental sustainability.

For more information please visit: www.world-tourism.org

GREEN YOUR SUPPLY CHAIN: INTRODUCING GREEN TRAVEL MARKET

STI (Sustainable Travel International) is now working with Green Travel Market to offer tourism professionals comprehensive, reliable, up-to-date information on sustainable tourism products that are currently available in the global marketplace.

Tour operators who join Green Travel Market can access hundreds of innovative projects and products, including green accommodations, protected areas, inbound tour operators, community-based tourism initiatives and much more! Searching our database is easy and free. Visit our website and register on-line. Once you indicate your personal preferences and interests, we will activate your account.

Green Travel Market is also designed to help travel suppliers, media journalists and travelers. So if you are not an outbound, internationally operating tour operator looking for local suppliers and destinations, visit one of the other sections of Green Travel Market:

- Suppliers offering local tourism products or services, such as lodging, protected areas, destinations and incoming tour operations or wholesale services.

- Travel writers, editors and media journalists for magazines and newspapers as well as travel book writers who are interested in sustainable tourism.

- Other professionals including academics, students, policy makers, employees of development organizations, and those who are interested in sustainable tourism.

The Green Travel Market website also offers many other services in the field of matchmaking, marketing, product development and training.

MESSAGES FROM THE PRESIDENT OF SUSTAINABLE TRAVEL INTERNATIONAL, BRIAN T. MULLIS

* In 2004, a record number of 760 million people traveled on business and for leisure. And there is an increasing demand as air travel prices fall and remote corners of the world become increasingly accessible. Among the most severe environmental effects of travel are the carbon emissions from airplanes at high altitudes, which contribute directly to global warming.
The tourism industry has made great strides to address some of the environmental problems associated with travel, however the industry and consumers have yet to become fully aware or responsible for the environmental impact their air travel emissions cause.

The basic notion behind sustainable tourism is a pragmatic one - where there’s a public will, there’s a market. Many travelers would rather their trip abroad had a minimal effect on the environment and culture(s) of the country they’re visiting. But tourism does have inherent impacts. However, with the possibility of offsetting our air travel emissions, the tourism industry and consumers have the ability to minimize much of the environmental impacts caused.

Through STI’s MyClimate program, travel companies can generate revenue while offsetting the carbon emissions that result from their clients’ and their employees’ air travel. Non-profits, corporations, and consumers can directly offset their impacts as well.

To learn more or to participate in this important program, visit my-climate.com.

* As you may have heard, it is post Kyoto now, and there’s good reason to be more optimistic. Recent concern over transportation related global warming impacts from greenhouse gas emissions has resulted in various carbon mitigation programs being launched in the U.S. and Europe to offset these impacts, including STI’s MyClimate™ program.

There are now at least two things we can all do: Sign the People’s Ratification of the Kyoto Global Warming Treaty. And offset your greenhouse gas emissions from air travel - it’s a very straightforward process. Payments from the purchase of carbon offsets are used to invest in environmentally friendly projects such as planting trees or investing in renewable energy that reduces future carbon production, such as installing solar panels in developing countries to replace energy from crude oil, for example.

**OFFSETTING AIR TRAVEL EMISSIONS: NOW POSSIBLE, BUT WILL IT FLY?**

Travel is becoming an important issue due to the large climate changing impact it creates. Today travel accounts for one third of world wide climate damaging emissions, and those emissions from air travel are expected to increase three-fold in the years to come.

In cooperation with Anavo Group consulting firm, STI surveyed consumers and businesses to assess their interest “offsetting” the greenhouse gas emissions of their plane flight. Offsetting carbon typically happens by either planting trees or donating to projects that reduce future carbon production, such as installing solar panels in developing countries that burn crude oil for their main source of energy.

GTGA (Canadian Tour Guide Association of Toronto) search their trademark on the Internet and the results are:

The survey revealed some interesting facts, such as:

- 75.4% of self-declared environmentally oriented consumers are willing to pay $1-20 extra per ticket to mitigate the green house gas effects of their travel.
- 76.7% of self-declared environmentally oriented consumers would switch online travel sites to one that made contributions on their behalf to offset
Guidelines International

Sustainable Tourism

• the portion of their emissions.

76.2% of businesses would be willing to switch their travel providers to one that can offset emissions for a few extra dollars per ticket.

The take-away? Carbon offsetting is going to become an important tool for businesses. For example, travel agencies can use it help differentiate themselves in a commodities market. Additionally, corporations can leverage this as a ‘big bang for the buck’ tool to help them reduce their environmental footprint and market themselves as socially responsible.

Now that’s the (plane) ticket!

Please visit www.my-climate.com if you would like to view the full report.

AFTER THE TOUR: HOW ECOTOURISTS CAN HELP INDIGENOUS COMMUNITIES PROTECT BIOLOGICALLY DIVERSE ECOSYSTEMS

After the excitement of that once-in-a-lifetime trip wears off a bit, many ecotourists would like to continue contributing to the local communities they visited. Perhaps those now far-away voices echo: “Don’t forget us! We are connected now. Join our struggles to sustain our families and protect the ecosystems we depend on.” Global Response, an environmental action and education organization, offers ecotourists an effective way to ‘give back’ to indigenous communities and protect biologically diverse ecosystems like the ones they encountered while on vacation. In many places Global Response’s indigenous partners seek to develop ecotourism as an alternative to oil development and other external threats to their lands.

Tourists may or may not see the destructive forces that threaten the ancient forests, fragile coral islands, pristine, wild rivers, and other places that they visit. Often, local populations are fighting David vs. Goliath battles to protect their natural resources. Many communities courageously stand up to powerful multinational corporations and repressive or corrupt governments whose ‘development’ projects would spell disaster to fragile environments and endangered species. Yet local protests are often ignored by decision makers far away in national capitals.

In these situations, people who have visited the regions (and those who would like to visit) can bring effective pressure on governments and corporations that may be very sensitive to world public opinion and the tourist dollar. By organizing international letter-writing campaigns on behalf of local communities, Global Response greatly increases the chance that they will succeed in their efforts to protect precious ecosystems. Global Response letter-writers in over 100 countries have already helped win victories in 42 percent of Global Response campaigns since 1990.

For example, in 2001, letters from children, teens and adults helped convince the Mexican government to revoke a permit for luxury hotel construction on X’cadel beach, Mexico’s most important nesting beach for green and loggerhead sea turtles. As a result, X’cadel now offers permanent protection for nesting female turtles and hatchlings, as well as 30 other protected species, including boa constrictors, marsh crocodiles, manatees, margays, jaguarundis and mangroves.

In 2002, when the Costa Rican government granted concessions along the Caribbean coast to US oil companies, coastal communities organized to protect their coral reefs, beaches and marine life from industrial contamination. A Global Response letter-writing campaign helped them persuade the Ministry of
Guidelines Internetion@l

Sustainable
Tourism

Environment to reject the oil companies’ Environmental Impact Studies, calling oil development ‘environmentally unviable.’ Subsequently, a new President cancelled all oil development in Costa Rica’s coastal waters.

Now (Sept. 2004) in Ecuador, the Shuar and Achuar people are under siege for trying to stop oil exploration on their traditional lands. For thousands of years they have lived in the ancient tropical rainforest where the Amazon lowlands meet the Andes. The Achuar, who only came into contact with the outside world in the late 1960s, live by hunting, gathering and subsistence agriculture, conserving the forest that blankets 97 percent of their traditional territory. With their Shuar neighbors, they protect one of Ecuador’s last remaining large tracts of ancient tropical rainforest, extraordinarily rich in species diversity.

Ecuadorian officials repeatedly threaten to use military force if necessary to open indigenous territories for oil exploration. This is a critical fight for rainforest protection and indigenous peoples’ rights. Global Response members are writing to urge Burlington Resources and the Ecuadorian government to recognize the right of the Shuar and Achuar peoples to say ‘no’ to oil. These are just a few of their many, critically important campaigns across the globe.

A low-budget, lean and efficient non-profit organization based in Boulder CO, Global Response plays David to the Goliaths of the global economy with the support of local volunteers and 6,000 current members in over 100 countries. Members receive action alerts by regular mail and/or email, and keep abreast of campaign news by visiting the website at www.globalresponse.org.

Only by expanding its committed letter-writing membership can Global Response continue to amplify the voices of indigenous communities and speak up to protect such endangered species as the Western Gray Whale, Tucuxi dolphin, Pacific Leatherback Sea Turtle, Bengal tiger and snow leopard. By joining, ecotourists can keep alive their treasured memories of fascinating people and fabulous adventures in far-flung places by taking vital, effective, yet simple action at home. Contact Director Paula Palmer at 303-444-0306 or visit the website for more information on how to join and/or donate.

WORLDTOURISMDIRECTORY.COM LAUNCHED

The World Tourism Directory is now available online at WorldTourismDirectory.com. With 110,000 entries from 330 countries, states, and territories, the directory is the most comprehensive tourism industry directory available.

The website is a further development of the three-volume World Tourism Directory, published by K.G. Saur, Munich in association with the World Tourism Organization and the World Travel & Tourism Council. Edited by veteran tourism information maven Burkhard Herbote, it is the result of over a decade of data collection.

The directory includes contact information for ministries of tourism; national, regional, local tourist boards; tourism and travel industry associations; inbound tour operators; airline companies; accommodation associations and hotel chains; outdoor and recreational activity associations; tourism media (press and consumer); and general country information sources, including the most comprehensive directory of embassies and consulates. The directory also includes general trade / economic information sources like investment authorities, chambers of commerce, etc. as well as a comprehensive listing of international tourism associations, organizations and services.

For more information, visit www.worldtourismdirectory.com.
CONSERVATION IN THE GALAPAGOS

Earlier this year three Galápagos National Park workers, sponsored by the International Galapagos Tour Operators Association (IGTOA) and Wild Aid, cleaned up Academy Bay, Puerto Ayora in the Galápagos’ Santa Cruz Island. They collected 167 kg of plastics, 651 kg of glass, 1553 kg of rubber, 1320 kg of metal, 9 kg of wood and 5 kg of cloth, totalling 3705 kg or 8168 pounds of waste.

IGTOA members are tour companies and other organizations that seek the complete and lasting protection of the Galápagos marine and terrestrial ecosystems and all of its endemic species. Their mission is to preserve the Galápagos Islands as a unique World Heritage Site that can provide education, adventure, and inspiration to future generations of travelers. If you’re thinking about visiting Galápagos, please visit IGTOA’s web site and contact an IGTOA member for assistance in planning your trip.

The Rainforest Alliance, in collaboration with Ecuador-based Conservación y Desarrollo (C&D), is also working toward conserving the Galápagos, having developed the SmartVoyager. Designed for tour boat operators in the Galapagos Islands, this eco-label is awarded to companies who meet strict conservation standards for environmental and wildlife protection as well as support the well-being of workers and local communities.

The SmartVoyager seal of certification gives travelers to the Galápagos assurance that they are traveling with an operator who cares about the conservation of the islands and has taken every measure to ensure that passengers enjoy a memorable and educational adventure without harming local and flora.

FEATURED TOURISM PROVIDER: MAFIA ISLAND MARINE PARK

Since the sixties, Tanzania has been known for having a conservation policy for protecting terrestrial ecosystems. In 1994, an important law was passed to protect marine ecosystems in the country. With the support of the WWF, in 1995, the Mafia Island marine park (MIMP) was established as the country’s first marine park.

The most important difference between MIMP and the country’s other parks is the choice of a participatory approach. Local communities have not been relocated, as has happened in the past, but instead considered a fundamental stakeholder in this important conservation project.

Not surprisingly, eco-tourism has been identified by policy makers as one possible solution to reduce the non-sustainable utilization of the marine resources by the region’s growing population. Four tourist resorts have been built within the Archipelago, and Mafia Island is slowly becoming an important eco-destination. More importantly, the local population is benefiting from employment and the increase of local economic activity.

The Mafia Island Sustainable Aid and Development Agency Trust Fund was conceived in 1998 with the support of Pole Pole Resort and registered in 2000 to support community-based projects. The Trust is dedicated to ensuring that local communities benefit from eco-tourism development. For example, through private fundraising from Pole Pole resort and responsible travelers among others, a primary school has been built in the Village of Utende, heart of the MIMP.

MIMP is a great example of a successful story of how partnerships between the government, NGOs, private companies and responsible travel-
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ers can work together to improve the well-being of local communities. This project is backed by the WWF, which contributes human and financial resources for its development and maintenance.

AFRICAN PROPOOR TOURISM DEVELOPMENT CENTRE

African Propoor Tourism Development Centre (APTDC) is a registered charitable organization that uses community-based tourism as a tool to address various social problems including human-wildlife conflict, youth unemployment, and poverty and gender inequality.

In fact, since its inception two years ago, APTDC has helped to alleviate poverty in Kenya, providing a source of livelihood for more than 300 people through education, training and the creation of jobs. APTDC’s approach has also benefited tourists visiting Kenya, the Kenyan Government, non-governmental organizations, Kenya-based tourism providers, and training institutions.

Adventure Travel World Summit

BEYOND SURVIVAL: CO-CREATING THE FUTURE OF ADVENTURE TRAVEL

The Adventure Travel World Summit is being hosted by the Adventure Travel Trade Association on Oct 16-18, 2005 at the Bell Harbor International Conference Center in Seattle.

For more information on the conference or to register, please visit www.adventuretravelworldsummit.com or call 1-877-604-2867.
JEAN FEILMOSER

“It’s so exciting being able to do something to make democracy grow.”

After years of adventurous travel and leading tours, Jean Feilmoser volunteered as an election monitor in such trouble spots as Bosnia, Kosovo and East Timor.

By Robert Taylor
Contra Costa Times

Jean Feilmoser decided she had spent enough time leading tour groups overseas, and eight years ago she embarked on a different mission -- as an international election monitor.

She has served in Bosnia, Kosovo and East Timor -- sometimes arriving barely after the shooting stopped.

Walking into a hotel room in Bosnia to find bullet holes in her bed’s headboard was a far cry from her previous role of making vacation dreams come true for prosperous Americans.

Feilmoser served as an American volunteer election monitor in Bosnia, representing the State Department.

“There was a guard protecting the lobby, and a tank and military encampment just outside the hotel,” Feilmoser recalls. “Not only were we trained in the election procedure, we were trained in land mine awareness, too,” she says. “You can’t just wander up in the hills like ‘The Sound of Music.’”

Feilmoser survived Bosnia and, since then, the Slovak Republic, Macedonia, Russia (a stint in Vladivostok) and East Timor, which won its independence from Indonesia.

“It was exciting and fulfilling,” Feilmoser says, “being able to do something to make democracy grow where people never had a chance. I think I made a difference. I think all of us did.”

Feilmoser volunteered through the U.S. State Department and worked overseas with the Organization for Security and Cooperation in Europe and the Office for Democratic Institutions. Like others helping to ensure fair elections, she received no pay, but her transportation and expenses were covered.

The role was a welcome, gratifying change from leading tour groups. When she shows her slide collection now, it’s likely to include images of herself displaying a blown-up shoe in the Landmine Awareness Office in Kosovo, or walking with East Timor residents who voted freely for the first time in their lives.

Skirting danger

East Timor was the only assignment where she felt unsafe.
"The local police were on the front porch protecting us -- asleep with their AK-47s in their lap," she says. "You were taught to always park your vehicles in the direction of escape. You had to keep emergency rations on hand and be ready to evacuate in 15 minutes."

Feilmoser says she suffered a kind of post-traumatic stress syndrome after East Timor four years ago. But at least she didn’t get malaria, and she still feels it was a positive experience.

"It’s one of those colossal moments in your life -- finally, here’s an opportunity to give something back to the world."

What brought this on? Feilmoser, 52, credits it to being born and raised in San Francisco. "The United Nations started 60 years ago in my own back yard," she notes. She has lived for many years in San Francisco’s Excelsior District, known for its international diversity. Her mother, Marlys Tyson, lives in Pacocheo and a brother, Michael Feilmoser, in Knightson.

**Early wandering**

Feilmoser made her first trip abroad when she was in her early 20s -- a flight to Switzerland, the cheapest ticket she could find. She ended up traveling for a year.

Armed with a Eurailpass, she traveled all over Europe, connecting in Salzburg with the extended family of her Austrian-born father, who died when she was 9 years old. She found another discounted airfare and hopped to Australia to meet one of her childhood pen pals, then on to Thailand, Hong Kong and Hawaii.

"I ended up back in San Francisco two days before my 25th birthday," she says, "having lost 45 pounds because I couldn’t afford to eat."

**Get out there**

That first trip set a pattern for her life -- one she happily recommends for everyone else.

"People can get so stuck in what they’re doing," she says. "They don’t get a chance to travel until they retire, when they’re a bit more frail and less adventurous."

Her recommendations? If you’re in college, take time off to travel.

"We live such insulated lives," she says. "You need to find out that you’re not just an American, you’re part of the world."

If you’re in your 40s, “take time away from work, go back to school, follow your passion out into the world for six months or a year.”

On her first round-the-world trip, Feilmoser discovered that people got paid to lead tours, and maybe she could, too. Back in San Francisco, she took classes at the International Tour Management Institute and started escorting local tours. She led her first overseas tour to the South Pacific, and she says she’s been back 51 times. She estimates she’s visited 120 countries so far.

Feilmoser says tour management is still one way to break into the industry and to travel, as she says, on someone else’s dime.

At home, Feilmoser now leads walking tours of San Francisco, including the
Mission District and Noe Valley where she grew up. (Details are on her Web site, www.jwalks.com.) In addition, she handles publicity for “Menopause the Musical,” now playing at Theatre 39 on Pier 39, and drives a cab on weekends for San Francisco’s venerable DeSoto Cab Co.

“Long ago they started calling me Gypsy Jean, the taxi queen,” Feilmoser says. “I try to get them to say Gypsy Jean, the jet-set queen.”

How she does it

If there’s a guiding force to Feilmoser’s travel, it’s the spirit of adventure on a budget. “My passport is always at the ready, my shots up to date,” she says.

• Her constant companion at home is a pocket atlas she calls her “dream book.” When she learns about a place she’d like to visit, she pinpoints it in the atlas, then surveys a range of guidebooks at her local library. Only then will she buy her own copy and start marking it up.

Lonely Planet and Rough Guides are her favorites, and she also looks for travel tips in the Thorn Tree section of the Web site www.lonelyplanet.com. She’ll use the books and Web sites to choose a hotel, but often just for the first night.

• She scouts a number of online airfare sites for budget deals, but always calls airlines to learn more. For travel dreams on a budget she still recommends around-the-world tickets. “It’s a great deal if you plan it well,” she says.

• Feilmoser figures the best way to discover good cheap eats in other countries is to go there and ask. But she does mention a couple of local favorites in Sydney, Australia: the No Name cafe and Bill & Toni’s, both on Stanley Street.

• To get around, Feilmoser recommends Baz Bus, which promotes itself as “South Africa’s convenient hop-on, hop-off door-to-door backpacker bus service.” It stops at a variety of hostels and budget accommodations. In Turkey, Fez Bus offers similar service. Visit www.bazbus.com or www.fezbus.com.

• Fiji is a favorite destination, even on a budget. “It’s lovely and friendly and welcoming and they speak English,” she says, “and the South Pacific is bluer than blue.”
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<th>Date</th>
<th>Event Description</th>
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<tr>
<td>30 September</td>
<td>International Conference for Cultural Tourism and Local Communities</td>
<td>Yogyakarta, Indonesia</td>
<td>Tel: (62-21) 383 8180</td>
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<td>4-6 October</td>
<td>Conference on the Tourism Satellite Account (TSA): Understanding tourism and designing strategies</td>
<td>Argentina/Brazil/Paraguay</td>
<td>WTO/OMT</td>
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<td>4-6 October</td>
<td>M&amp;IT 2005- Meetings &amp; Incentive Travel Show</td>
<td>London, United Kingdom</td>
<td><a href="http://www.meetpie.com/mitshow">http://www.meetpie.com/mitshow</a></td>
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<td>5-6 October</td>
<td>BITF 2005- Busan International Travel Fair</td>
<td>Busan, Republic of Korea</td>
<td><a href="http://www.kotfa.com">http://www.kotfa.com</a></td>
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<td>5-6 October</td>
<td>Conference on Recent Developments in Tourism Research</td>
<td>University of Algarve, Faro, Portugal</td>
<td><a href="http://www.ualg.pt/feua/conf/rdtr">http://www.ualg.pt/feua/conf/rdtr</a></td>
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<td>13-16 October</td>
<td>Feria Internacional del Turismo Cultural</td>
<td>Malaga, Spain</td>
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<td>19-22 October</td>
<td>Tour Salon 2005- 16th International Exhibition of Tourism</td>
<td>Poznan, Poland</td>
<td><a href="http://www.mtp.com.pl">http://www.mtp.com.pl</a></td>
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<td>25-27 October</td>
<td>BTC 2005- International Meetings Conventions and Incentives Fair</td>
<td>Florence, Italy</td>
<td><a href="http://www.btc.it">http://www.btc.it</a></td>
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<td>25-27 October</td>
<td>TTW 2005- Travel Trade Show</td>
<td>Montreux, Switzerland</td>
<td><a href="http://www.ttw.ch">http://www.ttw.ch</a></td>
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<td>28-30 October</td>
<td>IH&amp;RA 2005 42nd Annual Congress</td>
<td>Beijing, China</td>
<td><a href="http://www.ih-ra.com">http://www.ih-ra.com</a></td>
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<td>2-4 November</td>
<td>YPO Hotel Forum</td>
<td>Vienna, Austria</td>
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### Upcoming Events

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<th>Date</th>
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<tr>
<td>6-8 November</td>
<td>3rd Edition MICE Europe</td>
<td>Beach Plaza, Monaco</td>
<td><a href="http://www.micemideast.com">http://www.micemideast.com</a></td>
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<td>6-11 November</td>
<td>ASTA's World Travel Congress</td>
<td>Montreal, Canada</td>
<td><a href="http://www.astanet.com">http://www.astanet.com</a></td>
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<td>14 November</td>
<td>Seventeenth meeting of the Task Force for the protection of children from sexual exploitation in tourism</td>
<td>London, United Kingdom</td>
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<td>WTO/OMT</td>
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<td>14-17 November</td>
<td>WTM 2005- World Travel Market</td>
<td>London, United Kingdom</td>
<td><a href="http://www.worldtravelmart.co.uk">http://www.worldtravelmart.co.uk</a></td>
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<td>15 November</td>
<td>PATWA 2005- International Seminar on Heritage and Environment</td>
<td>London, United Kingdom</td>
<td>Tel: (91) 11 683 64 06; 683 54 29</td>
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<td>24-27 November</td>
<td>ABTA Convention</td>
<td>Marrakech</td>
<td><a href="http://www.abta.com">http://www.abta.com</a></td>
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<td>25 November</td>
<td>Sixteenth session of the General Assembly</td>
<td>Dakar, Senegal</td>
<td>WHO/OMT</td>
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<td>29 November</td>
<td>EIBTM 2005- The Exhibition For The Incentive, Business Travel &amp; Meetings Industry</td>
<td>Barcelona, Spain</td>
<td><a href="http://www.eibtm.ch">http://www.eibtm.ch</a></td>
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<tr>
<td>6-8 December</td>
<td>International Luxury Travel Market</td>
<td>Cannes, France</td>
<td><a href="http://www.iltm.net">http://www.iltm.net</a></td>
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<td>12-14 December</td>
<td>Think-Tank on Destination Management/Sbest Conference</td>
<td>Malaga, Spain</td>
<td>WTO/OMT</td>
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<tr>
<td>12-14 December</td>
<td>Seminar on Destination Management</td>
<td>Addis-Ababa, Ethiopia</td>
<td>WTO/OMT</td>
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Gilead: A Novel
by Marilynne Robinson

Editorial Reviews
Amazon.com

In 1981, Marilynne Robinson wrote Housekeeping, which won the PEN/Hemingway Award and became a modern classic. Since then, she has written two pieces of non-fiction: Mother Country and The Death of Adam With Gilead, we have, at last, another work of fiction. As with The Great Fire, Shirley Hazzard’s return, 22 years after The Transit of Venus, it was worth the long wait. Books such as these take time, and thought, and a certain kind of genius. There are no invidious comparisons to be made. Robinson’s books are unalike in every way but one: the same incisive thought and careful prose illuminate both.

The narrator, John Ames, is 76, a preacher who has lived almost all of his life in Gilead, Iowa. He is writing a letter to his almost seven-year-old son, the blessing of his second marriage. It is a summing-up, an apologia, a consideration of his life. Robinson takes the story away from being simply the reminiscences of one man and moves it into the realm of a meditation on fathers and children, particularly sons, on faith, and on the imperfectability of man.

The reason for the letter is Ames’s failing health. He wants to leave an account of himself for this son who will never really know him. His greatest regret is that he hasn’t much to leave them, in worldly terms. “Your mother told you I’m writing your begats, and you seemed very pleased with the idea. Well, then. What should I record for you?” In the course of the narrative, John Ames records himself, inside and out, in a meditative style. Robinson’s prose asks the reader to slow down to the pace of an old man in Gilead, Iowa, in 1956. Ames writes of his father and grandfather, estranged over his grandfather’s departure for Kansas to march for abolition and his father’s lifelong pacifism. The tension between them, their love for each other and their inability to bridge the chasm of their beliefs is a constant source of rumination for John Ames. Fathers and Sons.

The other constant in the book is Ames’s friendship since childhood with “old Boughton,” a Presbyterian minister. Boughton, father of many children, favours his son, named John Ames Boughton, above all others. Ames must constantly monitor his tendency to be envious of Boughton’s bounteous family; his first wife died in childbirth and the baby died almost immediately after her. Jack Boughton is a ne’er-do-well, Ames knows it and strives to love him as he knows he should. Jack arrives in Gilead after a long absence, full of charm and mischief, causing Ames to wonder what influence he might have on Ames’s young wife and son when Ames dies.

These are the things that Ames tells his son about: his ancestors, the nature of love and friendship, the part that faith and prayer play in every life and an awareness of one’s own culpability. There is also reconciliation without resignation, self-awareness without deprecation, abundant good humour, philosophical queries—Jack asks, “Do you ever wonder why American Christianity seems to wait for the real thinking to be done elsewhere?”—and an ongoing sense of childlike wonder at the beauty and variety of God’s world.

In Marilynne Robinson’s hands, there is a balm in Gilead, as the old spiritual tells us.

Valerie Ryan
The Road to Reality: A Complete Guide to the Laws of the Universe
by Roger Penrose

Editorial Reviews
Amazon.com

If Albert Einstein were alive, he would have a copy of The Road to Reality on his bookshelf. So would Isaac Newton. This may be the most complete mathematical explanation of the universe yet published, and Roger Penrose richly deserves the accolades he will receive for it. That said, let us be perfectly clear: this is not an easy book to read. The number of people in the world who can understand everything in it could probably take a taxi together to Penrose's next lecture. Still, math-friendly readers looking for a substantial and possibly even thrillingly difficult intellectual experience should pick up a copy (carefully—it's over a thousand pages long and weighs nearly 4 pounds) and start at the beginning, where Penrose sets out his purpose: to describe "the search for the underlying principles that govern the behaviour of our universe." Beginning with the deceptively simple geometry of Pythagoras and the Greeks, Penrose guides readers through the fundamentals--the incontrovertible bricks that hold up the fanciful mathematical structures of later chapters. From such theoretical delights as complex-number calculus, Riemann surfaces, and Clifford bundles, the tour takes us quickly on to the nature of space-time. The bulk of the book is then devoted to quantum physics, cosmological theories (including Penrose's favoured ideas about string theory and universal inflation), and what we know about how the universe is held together. For physicists, mathematicians, and advanced students, The Road to Reality is an essential field guide to the universe. For enthusiastic amateurs, the book is a project to tackle a bit at a time, one with unimaginable intellectual rewards.

Therese Littleton

De Kooning: An American Master
by MARK STEVENS, ANNALYN SWAN

Editorial Reviews
Amazon.com

Gossipier than any tabloid, as scholarly as Vasari, luminously illustrated and illuminating as a lightning bolt, Stevens’ and Swan’s landmark biography is one of the most stunning art books I’ve seen in seven years of Amazon.com reviewing--a masterpiece that explains how the Dutchman de Kooning became the master painter of the American century. It’s a page-turning tale: raised by a mom who beat him with wooden shoes, de Kooning escaped Rotterdam as a stowaway on a freighter and found a second family in New York’s rampageous art bohemia. He subsisted on ketchup and booze, and broke through around 1950 with dazzling abstract expressionist canvases inspired by what was in the air: cubism, surrealism, jazz, and film noir. The careerist thing to do would've been to ride the Ab Ex tsunami, but de Kooning stubbornly defied purist abstraction with the startlingly quasi-figurative Woman paintings. Stevens and Swan artfully show how much went into these notorious works. De Kooning's Woman is "part vamp, part tramp," a Hollywood pinup girl with push-up bazooms, a dirty joke and a scary goddess based on a Mexican deity to whom hearts were sacrificed. She is also part Mom and part Elaine de Kooning, his artist/muse wife, and the numberless women he juggled.
He called himself a "slipping glimpse," and this book helps us see what he saw. Nobody has ever made de Kooning's slippery meanings and painstaking techniques clearer, in every phase, even the mysterious late paintings evincing the artist's advancing Alzheimer's-like illness. Now I finally get what essentially distinguished de Kooning from his rivalrous pals Gorky and Pollock, and more. I also know what de Kooning was like in bed (loud), how he managed to cheat on five steady lovers at a time (different doorbell codes), why he slept drunk in gutters even after he got rich, and how deeply he loved and how coldly he used women. Stevens and Swan manage to do what no dame ever did: they pin down his oblique soul.

Tim Appelo

John Wooden: An American Treasure
by Steve Bisheff

Editorial Reviews

**Dick Weiss, New York Daily News**

Bisheff's book is like getting a rare inside look at the greatest dynasty in the history of college sports.

**Nick Canepa, San Diego Union-Tribune**

Bisheff explores the secret passages of Wooden's Pyramid of Success, and he finds treasures we never knew existed.

**Book Description**

Even today, 29 years after retiring from coaching basketball at UCLA, John Wooden remains America's Coach. John Wooden: An American Treasure is the definitive book on his extraordinary life, from his early years as a small-town legend from Martinsville, Indiana, and an All-American guard at Purdue to his legendary years at UCLA and the fruitful years following his retirement.

Here is the story of his relationship with his late wife, Nell: their love affair for the ages, his deep depression after her death in 1985, and how his faith and his children, grandchildren, and great-grandchildren provided him with the reason to embrace life again.

The events that led to his decision to walk away from coaching at the pinnacle of success in 1975 are explained in detail, as well as the carefully planned words he used to tell his shocked players in the locker room that he would be retiring after the NCAA Finals game in San Diego. His relationships with J. D. Morgan, his controlling and demanding athletic director, and Jerry Norman, the fiery assistant who helped him ignite the sparks that led to the national championship runs, are recounted. The thoughts of his most heated coaching rivals and his most dedicated assistant are included, as well as those of the broadcaster who gained fame with him and of his long-time pastor, who admits that sometimes he was intimidated to have this celebrated man listening from his pew. Here are the behind-the-scenes stories of how Wooden was offered the chance to manage the Pittsburgh Pirates, how he developed his famous Pyramid of Success, and the real secret behind why his UCLA teams were able to win more consistently than any other collegiate team ever. Here are up-close, personal moments that reveal what his life is now.

On the year of the 40th anniversary of his first national championship at UCLA, and more than 30 years after his autobiography, John Wooden: An American Treasure reveals why this kind, endearing, unbelievably intelligent coaching
legend, even at age 94, remains one of the more fascinating, extraordinary, yet humble men of this, or any, generation. Ultimately he has become America’s Teacher as much as its most celebrated coach.

Skeletons on the Zahara: A True Story of Survival
by Dean King

Editorial Reviews
Amazon.com

Some stories are so enthralling they deserve to be retold generation after generation. The wreck in 1815 of the Connecticut merchant ship, Commerce, and the subsequent ordeal of its crew in the Sahara Desert, is one such story. With Skeletons on the Zahara: A True Story of Survival, Dean King refreshes the popular nineteenth-century narrative once read and admired by Henry David Thoreau, James Fenimore Cooper, and Abraham Lincoln. King’s version, which actually draws from two separate first person accounts of the Commerce’s crew, offers a page-turning blend of science, history, and classic adventure. The book begins with a seeming false start: tracing the lives of two merchants from North Africa, Seid and Sidi Hamet, who lose their fortunes—and almost their lives—when their massive camel caravan arrives at a desiccated oasis. King then jumps to the voyage of the Commerce under Captain Riley and his 11-man crew. After stops in New Orleans and Gibraltar, the ship falls off course en route to the Canary Islands and ultimately wrecks at the infamous Cape Bojador. After the men survive the first predations of the nomads on the shore, they meander along the coast looking for a way inland as their supplies dwindle. They subsist for days by drinking their own urine. Eventually, to their horror, they discover that they have come aground on the edge of the Sahara Desert. They submit themselves, with hopes of getting food and water, as slaves to the Oulad Bou Sbaa. After days of abuse, they are bought by Hamet, who, after his own experiences with his failed caravan (described at the novel’s opening), sympathizes with the plight of the crew. Together, they set off on a hellish journey across the desert to collect a bounty for Hamet in Swearah. King embellishes this compelling narrative throughout with scientific and historical material explaining the origins of the camel, the market for English and American slaves, and the stages of dehydration. He also humanizes the Sahrawi with background on the tribes and on the lives of Hamet and Seid. This material, doled out in sufficient amounts to enrich the story without derailing it makes Skeletons on the Zahara a perfectly entertaining bit of history that feels like a guilty pleasure.

Patrick O’Kelley

Mediterranean Winter: The Pleasures of History and Landscape in Tunisia, Sicily, Dalmatia, and the Peloponnese
by ROBERT D. KAPLAN

Editorial Reviews

“Artful and intelligent... Kaplan’s book has made its own mark... I am able to feel the sense of an exotic and timeless part of the world.”

Bob Hoover, Pittsburgh Post-Gazette
"[Kaplan] helps the distant past resonate today . . . [He] teaches lessons that are informative and concise." – The Washington Post Book World

“A writer of extraordinary intellect and passion . . . with a wonderfully lucid way of relating history as a living thing.” – San Francisco Chronicle

“Erudite and intrepid. . . . [Kaplan] is a deft guide to wherever he chooses to lead you.” – The New York Times

From the Inside Flap

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COLLEGE ADMISSION ESSAY

Essay: In order for the admissions staff of our college to get to know you, the applicant, better, we ask that you answer the following question: Are there any significant experiences you have had, or accomplishments you have realized, that have helped to define you as a person?

I am a dynamic figure, often seen scaling walls and crushing ice. I have been known to remodel train stations on my lunch breaks, making them more efficient in the area of heat retention. I translate ethnic slurs for Cuban refugees, I write award-winning operas, I manage time efficiently. Occasionally, I tread water for three days in a row.

I woo women with my sensuous and godlike trombone playing, I can pilot bicycles up severe inclines with unflagging speed, and I cook Thirty-Minute Brownies in twenty minutes. I am an expert in stucco, a veteran in love, and an outlaw in Peru.

Using only a hoe and a large glass of water, I once single-handedly defended a small village in the Amazon Basin from a horde of ferocious army ants. I play bluegrass cello, I was scouted by the Mets, I am the subject of numerous documentaries. When I’m bored, I build large suspension bridges in my yard. I enjoy urban hang gliding. On Wednesdays, after school, I repair electrical appliances free of charge.

I am an abstract artist, a concrete analyst, and a ruthless bookie. Critics worldwide swoon over my original line of corduroy eveningwear. I don’t perspire. I am a private citizen, yet I receive fan mail. I have been caller number nine and have won the weekend passes. Last summer, I toured New Jersey with a travelling centrifugal-force demonstration. I bat .400. My deft floral arrangements have earned me fame in international botany circles. Children trust me.

I can hurl tennis rackets at small moving objects with deadly accuracy. I once read Paradise Lost, Moby Dick, and David Copperfield in one day and still had time to refurbish an entire dining room that evening. I know the exact location of every food item in the supermarket. I have performed several covert operations for the CIA. I sleep once a week; when I do sleep, I sleep in a chair. While on vacation in Canada, I successfully negotiated with a group of terrorists who had seized a small bakery. The laws of physics do not apply to me.

I balance, I weave, I dodge, I frolic, and my bills are all paid. On weekends, to let off steam, I participate in full-contact origami. Years ago, I discovered the meaning of life but forgot to write it down. I have made extraordinary four course meals using only a mouli and a toaster oven. I breed prize-winning clams. I have won bullfights in San Juan, cliff-diving competitions in Sri Lanka, and spelling bees at the Kremlin. I have played Hamlet, I have performed open-heart surgery, and I have spoken with Elvis.

But I have not yet gone to college.

POLITICALLY-CORRECT LITTLE RED RIDING HOOD

There once was a young person named Little Red Riding Hood who lived on the edge of a large forest full of endangered owls and rare plants that would probably provide a cure for cancer if only someone took the time to study them.

Red Riding Hood lived with a nurture giver whom she sometimes referred to as “mother”, although she didn’t mean to imply by this term that she would have
thought less of the person if a close biological link did not in fact exist.

Nor did she intend to denigrate the equal value of non-traditional households, although she was sorry if this was the impression conveyed.

One day her mother asked her to take a basket of organically grown fruit and mineral water to her grandmother’s house.

“But mother, won’t this be stealing work from the unionised people who have struggled for years to earn the right to carry all packages between various people in the woods?”

Red Riding Hood’s mother assured her that she had called the union boss and gotten a special compassionate mission exemption form.

“But mother, aren’t you oppressing me by ordering me to do this?”

Red Riding Hood’s mother pointed out that it was impossible for women to oppress each other, since all women were equally oppressed until all women were free.

“But mother, then shouldn’t you have my brother carry the basket, since he’s an oppressor, and should learn what it’s like to be oppressed?”

And Red Riding Hood’s mother explained that her brother was attending a special rally for animal rights, and besides, this wasn’t stereotypical women’s work, but an empowering deed that would help engender a feeling of community.

“But won’t I be oppressing Grandma, by implying that she’s sick and hence unable to independently further her own selfhood?”

But Red Riding Hood’s mother explained that her grandmother wasn’t actually sick or incapacitated or mentally handicapped in any way, although that was not to imply that any of these conditions were inferior to what some people called “health”.

Thus Red Riding Hood felt that she could get behind the idea of delivering the basket to her grandmother, and so she set off.

Many people believed that the forest was a foreboding and dangerous place, but Red Riding Hood knew that this was an irrational fear based on cultural paradigms instilled by a patriarchal society that regarded the natural world as an exploitable resource, and hence believed that natural predators were in fact intolerable competitors.

Other people avoided the woods for fear of thieves and deviants, but Red Riding Hood felt that in a truly classless society all marginalized peoples would be able to “come out” of the woods and be accepted as valid lifestyle role models.

On her way to Grandma’s house, Red Riding Hood passed a woodchopper, and wandered off the path, in order to examine some flowers.

She was startled to find herself standing before a Wolf, who asked her what was in her basket.

Red Riding Hood’s teacher had warned her never to talk to strangers, but she was confident in taking control of her own budding sexuality, and chose to dialogue with the Wolf.
She replied, "I am taking my Grandmother some healthful snacks in a gesture of solidarity."

The Wolf said, "You know, my dear, it isn’t safe for a little girl to walk through these woods alone."

Red Riding Hood said, "I find your sexist remark offensive in the extreme, but I will ignore it because of your traditional status as an outcast from society, the stress of which has caused you to develop an alternative and yet entirely valid worldview. Now, if you’ll excuse me, I would prefer to be on my way."

Red Riding Hood returned to the main path, and proceeded towards her Grandmother’s house.

But because his status outside society had freed him from slavish adherence to linear, Western-style thought, the Wolf knew of a quicker route to Grandma’s house.

He burst into the house and ate Grandma, a course of action affirmative of his nature as a predator.

Then, unhampered by rigid, traditionalist gender role notions, he put on Grandma’s nightclothes, crawled under the bedclothes, and awaited developments.

Red Riding Hood entered the cottage and said,

“Grandma, I have brought you some cruelty free snacks to salute you in your role of wise and nurturing matriarch.”

The Wolf said softly “Come closer, child, so that I might see you.”

Red Riding Hood said, “Goddess! Grandma, what big eyes you have!”

“You forget that I am optically challenged.”

“And Grandma, what an enormous, what a fine nose you have.”

“Naturally, I could have had it fixed to help my acting career, but I didn’t give in to such societal pressures, my child.”

“And Grandma, what very big, sharp teeth you have!”

The Wolf could not take any more of these spiciest slurs, and, in a reaction appropriate for his accustomed milieu, he leaped out of bed, grabbed Little Red Riding Hood, and opened his jaws so wide that she could see her poor Grandmother cowering in his belly.

“Aren’t you forgetting something?” Red Riding Hood bravely shouted. “You must request my permission before proceeding to a new level of intimacy!”

The Wolf was so startled by this statement that he loosened his grasp on her. At the same time, the woodchopper burst into the cottage, brandishing an axe.

“Hands off!” cried the woodchopper.

“And what do you think you’re doing?” cried Little Red Riding Hood. “If I let you help me now, I would be expressing a lack of confidence in my own abilities, which would lead to poor self esteem and lower achievement scores on college entrance exams.”
Humour

“Last chance, sister! Get your hands off that endangered species! This is an FBI sting!” screamed the woodchopper, and when Little Red Riding Hood none-theless made a sudden motion, he sliced off her head.

“Thank goodness you got here in time”, said the Wolf. “The brat and her grandmother lured me in here. I thought I was a goner.”

“No, I think I’m the real victim here”, said the woodchopper. “I’ve been dealing with my anger ever since I saw her picking those protected flowers earlier. And now I’m going to have such a trauma. Do you have any aspirin?”

“Sure”, said the Wolf.

“Thanks.”

“I feel your pain”, said the Wolf, and he patted the woodchopper on his firm, well padded back, gave a little belch, and said “Do you have any Maalox?”

BETTER ENGLISH

Having chosen English as the preferred language in the EEC, the European Parliament has commissioned a feasibility study in ways of improving efficiency in communications between Government departments.

European officials have often pointed out that English spelling is unnecessarily difficult; for example: cough, plough, rough, through and thorough. What is clearly needed is a phased programme of changes to iron out these anomalies. The programme would, of course, be administered by a committee staff at top level by participating nations.

In the first year, for example, the committee would suggest using ‘s’ instead of the soft ‘c’. Certainly, civil servants in all cities would resieve this news with joy. Then the hard ‘c’ could be replaced by ‘k’ sine both letters are pronounced alike. Not only would this klear up konfusion in the minds of clerikal workers, but typewriters kould be made with one less letter.

There would be growing enthusiasm when in the sekond year, it was announsed that the troublesome ‘ph’ would henseforth be written ‘f’. This would make words like ‘fotograf’ twenty percent shorter in print.

In the third year, publik akseptanse of the new spelling kan be expekted to reash the stage where more komplikatred shanges are possible. Governments would enkourage the removal of double leters whish have always been a de-terent to akurate speling.

We would al agre that the horible mes of silent ‘e’s in the languag is disgrasful. Therefor we kould drop them and kontinu to read and writ as though nothing had hapend. By this tim it would be four years sins the skem began and peopl would be reseptive to steps sutsh as replasing ‘th’ by ‘z’. Perhaps zen ze funk- tion of ‘w’ kould be taken on by ‘v’, vitsh is, after al, half a ‘w’. Shortly after zis, ze unesesary ‘o kould be dropd from vords kontaining ‘ou’. Similar arguments vud of kors be aplid to ozer kombinations of leters.

Kontinuing zis proses yer after yer, ve vud eventuli hav a reli sensibl riten styl. After twenti yers zer vud be no mor trubls, difikultis and evrivun vud find it ozi tu understand ech ozer. Ze drems of the Guvermnt vud finali hav kum tru.
World Federation of Tourist Guide Associations

The Global Forum for Tourist Guides

www.wftga.org