Dear Colleagues, Friends and Readers,

“Is it time again, already?” some colleagues asked in surprise when I mentioned that I had no time for guiding as I was in the final stages of editing the winter/spring issue of *Guidelines* Internetional@. I myself can hardly believe that so many things have happened in WFTGA - the World Federation of Tourist Guide Associations since the last issue of our magazine.

First of all, I am happy to welcome – at the time of writing - six new members. They are associations from the Republic of Georgia, Kenya, Slovenia and Uganda, as well as two Affiliates from Malta and New Zealand. Am I a dreamer in thinking that the spectrum of different cultures mingled and united under the umbrella of WFTGA shows the common wish to cooperate and brings us a step nearer to universal understanding? Guiding means international communication and requires a supra-social and multicultural awareness – a necessity so badly required in a world where violence and hatred sometimes seem to prevail.
The WFTGA Cultour Partner Programme celebrates its first anniversary and meets with continuing interest. Institutions from the USA, Italy, Cyprus, Germany, Canada, Switzerland, Iceland, Australia, Turkey and Austria have already joined as Cultour Partners. From whale watching to combined language and cookery lessons, professional tourist guides who are members of a WFTGA member association, can enjoy discounts or are granted free admission. I am very happy to learn that a number of colleagues have successfully been using their WFTGA Cultour Cards and received a particularly warm welcome when doing so. Please refer to the WFTGA website for the updated list of WFTGA Cultour Partners.

Another great achievement is the extensive upgrading of the WFTGA website to remove original design limitations. “Find-a-Guide” replaces the old paper membership list and provides a valuable and up-to-date service to the tourism industry, the public and to our members. It also offers increased job opportunities for individual guides whose associations are listed as members of WFTGA. The linkage of the WFTGA website to approximately one thousand of the most important search machines around the world represents a further benefit in the form of promotion and marketing for WFTGA members and Cultour Partners alike.

One of WFTGA’s great challenges is the Training Programme. It was created to raise the standard of professionalism, to develop international training, improve the quality of guiding through education, and to advise and assist in setting up guide training courses. Since the very beginning of WFTGA’s Training Programme, accreditation has been one of my big concerns. I know that I share this concern with the WFTGA Trainers and many of our members. It is too early to go into details but I am confident that – provided the professional bodies involved reach agreement – in the next issue of Guidelines International I will be able to break great news to you. I am sure you will not be disappointed!

At the World Travel Market, held in London in November 2001, WFTGA and GREEN GLOBE 21 signed an agreement of cooperation, so-to-speak in anticipation of the 2002 International Year of Mountains and the Earth Summit set for September 2-11, 2003 in South Africa. It will be the world’s biggest conference on the environment. 65,000 delegates are expected. I believe that the new collaboration between WFTGA and GREEN GLOBE 21 will rightly place the professional tourist guides at the cutting edge of GREEN Tourism and allow them to make a major contribution to the long-term sound development of the communities they serve. For more information, please see the article “Responsible Tourism” further on.

The International WFTGA Convention in Scotland is drawing nearer. By now, most of you will have received the Preliminary Programme. Our hosts, the Scottish Tourist Guides Association, and WFTGA are still working on details to provide an unforgettable experience for all participants. Please keep checking the special “Scotland Convention 2003” page on the WFTGA website.

I would like to thank all those associations which have already returned to the WFTGA Administrator the questionnaire for updating Jane Orde’s “Guiding Worldwide”, and I would like to kindly ask all other associations to take the time to fill in and return the questionnaire. Please remember that “Guiding Worldwide” provides valuable information from and for the tourism industry in general and for the guiding profession in particular. Information from non-WFTGA members is also most welcome.

Finally, let me thank my co-editors from around the world in whose newsletters I find inspiration and many a good idea for Guidelines International. The mention of our international magazine in your Association’s newsletter is also greatly appreciated.

As usual, I look forward to receiving your comments, suggestions, stories and other literary contributions (financial contributions will not be rejected either).

Happy Reading!

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WELCOME TO NEW MEMBERS

The World Federation keeps growing. We are very happy to welcome as new members the Georgian Tourist Guide Association, the Kenya Professional Safari Guides Association, the Tourist Guide Association of the City of Celje (Slovenia), and the Uganda Safari Guides Association. New Affiliate Members are the University of Otago (New Zealand) and Malta Tourism Authority.

Each of them enriches the wide array of different cultures, experience, possibility of comparison and exchange of opinions gathered under the umbrella of WFTGA and accessible to all its members.

Nicholas Ichkitdze, the representative of the Georgian Tourist Guide Association, said the formation of a professional guides association became possible by the stabilisation that Georgia has enjoyed recently. The Georgian government expects tourism to increase significantly by 2005. The professional guides are prepared to meet the new challenge and the increasing demand by establishing a guide school of international standard.

The main aim of the Kenya Professional Safari Guides Association is to raise standards of guiding in Kenya. This is achieved by setting different levels of exams for tourist guides and driver guides. Since the foundation in 1996, the membership of KPSGA has grown to over 900. Through the demands placed on its members regarding the protection of fauna and flora, KPSGA provides significant support to a national commitment of biological diversity conservation. Among others, the members of the Kenya Professional Safari Guides Association offer tours in English, German, French, Italian and Japanese.

The University of Otago Department of Tourism offers courses in undergraduate and postgraduate studies. As a student, you may study tourism in combination with a range of other disciplines including Marketing, Management, Environmental Science, Anthropology and Languages, among many others. The Department of Tourism has an international reputation for its research and scholarship in a number of areas including sustainable tourism, heritage management, special interest tourism, tourism planning and development and tourist behaviour.

The Malta Tourism Authority and WFTGA look back on a long-standing relationship. The Maltese authorities have recognised the importance of proper tourist guide training and even before becoming a WFTGA Affiliate, they have been in contact with WFTGA for advise and exchange of information. Representatives of the Malta Tourism Authority attended the International Conventions of WFTGA as observers.

AUSTRALIA

Melbourne
Anne Bottomley, President of PTGAA, reports that since the beginning of the year 2001 a great many changes have occurred in the tourism industry as it restructures itself following the demise of Tourism Council Australia. In Victoria, a new and totally autonomous organisation known as the Victorian Tourism Industry Council is being established. In a sense this council will replace the Tourism Council Australia (Vic) but with wider involvement. Similar organisations will be introduced in the other states. Two other organisations which will be of vital importance to the PTGAA are the re-launched Australian...
Tour Operators Network, and a recently formed company registered in Western Australia, the Australian Tourism Accreditation Association Ltd. The latter Association will set the guidelines and oversee consistency of approach of a national programme of accreditation for all Australian Tourism bodies. The Council of Australian Tourist Guide Associations will then be responsible for establishing the criteria for accreditation of guides in accordance with those guidelines.

Guides recognised as integral part of the tourism industry
Tourism Victoria has commenced the process of revising and researching a new Strategic Plan to guide the industry through to 2006. In March 2001, PTGAA received a letter from the Minister for Tourism, inviting the guides – as an integral part of the tourism industry – to offer advice and suggestions for consideration in the development of the new plan. Needless to say that this wonderful opportunity was welcomed. PTGAA called on several of its members to participate in a “think tank”. Each of the members approached represented different facets of the tour guiding industry including local and long distance tours, tourist guide training, convention and cruise ship tours, and tours for the independent traveller.

On the final topic listed in the Minister’s letter – “How can Tourism Victoria best assist your organisation with your activities?”, PTGAA listed the following points:

- By encouraging the Melbourne Greeters and other volunteer guides to undertake full training through an accredited course.

- By discouraging and, indeed, taking steps to eliminate foreign tour escorts from acting as tourist guides.

- By encouraging, by legislation, if necessary, tour operators to use only fully trained Australian guides at appropriate rates of remuneration.

(Ed’s note: The above represents a to-the-point catalogue of guides’ concerns in many countries, poignantly formulated and certainly useable by other associations to approach their authorities)

Sydney

New Website
IATG, the Institute of Australian Tourist Guides, proudly announces the establishment of its new website http://www.australiantouristguides.com, as well as of a new brochure explaining the various types of memberships and why it is important to join IATG. IATG was officially launched in 1994. Membership in Sydney has grown to nearly 200, and already IATG has members in Darwin, Cairns, Brisbane, Adelaide, Canberra and Perth.

The Workers’ Compensation Dilemma – Employee or independent contractor?

Tourist Guides around Australia are sometimes considered employees and sometimes considered independent contractors, and it seems there are grey areas between the two, leading to much uncertainty as to whether or not they are covered by Workers’ Compensation.

Each State and Territory in Australia has its own Workers’ Compensation legislation and the regulatory body in each State or Territory is a good place to start when endeavouring to determine if you are an employee or an independent contractor.

The bulk of Tourist Guides do not have a Company structure (i.e. his or her own company), are sole traders and thus are unsure if they have protection under their principal’s Workers’ Compensation Insurance. Therefore,
tourist guides should obtain confirmation from their principals as to whether or not they are covered by the principal’s policy.

It should also be borne in mind that each State or Territory has its own legislation and differing benefits. Should a guide be injured at work, s/he has the right to claim under the State legislation where the injury occurred or under the State of domicile of the policyholder. This in itself poses another question as not all principals effect a policy in each State where guides travel.

(Source: Tim Ross in “Welcome”, vol. 2, issue 4, 2001)

GREECE

Thessaloniki
Organised by the Guides’ Union of Thessaloniki, the 3rd Panhellenic Tourist Guides’ Congress took place in that city from 20-25 November 2001. 180 guides from all over Greece and Cyprus attended lectures on archaeology, architecture, botany, religion, etc., and enjoyed visits to sites and museums in Northern Greece. The 4th Congress will be held this year on the island of Rhodes.

UNITED KINGDOM

Institute for Tourist Guiding to become reality

Two years ago, the English Tourist Board threatened to abolish the Blue Badge, a move resisted by the Guild of Registered Tourist Guides (Guild) and the Association of Professional Tourist Guides (APTG), and by the Scottish Tourist Guide Association (STGA).

The Tourist Guiding Foundation was set up 18 months ago by the Guild and the APTG in response to this threat to establish a uniform and transparent system of standards and qualifications at all levels of the guiding profession, to accredit training courses and to run examinations at various levels, including the Blue Badge.

A working party was set up by the English Tourism Council (ETC) which included representation from the Foundation, Regional Tourist Boards in England, the Wales, North Ireland and Scottish Tourist Boards, the Tourism Training Organisation Ltd., and representatives from wider industry. The situation in England is extremely complicated, with the Blue Badge being owned and awarded in different ways in different areas. The Foundation acquired control of the London Blue Badge and trademark.

The ETC appointed a Working Group, and the formation of a UK-wide Institute and a consultation process with the numerous bodies concerned in order to get their agreement to
cede ownership of their blue badges to the new Institute was recommended.

Based on the Act of Union of 1707, which guarantees the independence of Scotland’s legal and educational systems, the Scottish Tourist Guide Association intends to remain the accrediting body for the Blue Badge in Scotland given that the Scottish Blue Badge is a coat of arms granted and protected by the Lord Lyon King of Arms, head of Scotland’s ancient heraldic court. This would bring a considerable advantage if someone, who had no entitlement to do so, used the Scottish Blue Badge. STGA would simply send a complaint to the Procurator Fiscal of the Court of the Lord Lyon, who would take the necessary steps to ensure the offender conformed to the Law, if necessary by prosecution, at no cost to the Association.

**England**

**Swan Upping – An interesting Tourist Attraction**

Swan Upping is the annual census of the swan population on certain stretches of the River Thames from Sunbury Lock to Abingdon Bridge, which takes place during the third week of July each year. Swan Upping is organised by the Queen’s Swan Marker who has the responsibility of looking after The Queen’s swans all year round.

Swan Upping dates from the 12th century. In medieval times the Crown claimed ownership of all mute swans which were believed to have been brought to England from Cyprus by Richard I. Today, the Queen exercises her ownership only on certain stretches of the River Thames and its surrounding tributaries. The Vintners’ and Dyers’ Livery Companies were granted rights of ownership by the Crown in the 15th century.

The Queen’s Swan Marker and Swan Uppers, accompanied by the Swan Uppers of the Vintners’ and Dyers’ Livery Companies use six traditional Thames rowing skiffs in their five-day journey upstream as far as Abingdon. Each boat flies the appropriate flags and pennants: The Queen’s boats have a white flag depicting the royal crown and the royal cipher. The first person to see a swan brood shouts “All up” – the traditional call warning all boats to get into position to catch the swans – hence the name Swan Upping.

2001 was the 4th year in which the swans no longer have their bills clipped. It used to be 1 clip for all Dyers, 2 for the Vintners, and the crown birds were left unmarked. Today all the cygnets are ringed for research purposes. They are weighed and measured and examined for any sign of injury. The are ringed with individual identification numbers by The Queen’s Swan Warden, whose role is scientific and non-ceremonial. The Queen’s Swan Marker produces a report at the completion of Swan Upping each year. A serious decline in the swan population in the mid-1980s was halted by the replacement of lead fishing weights with a non-toxic equivalent.

Swan Upping is an interesting tourist attraction and worth looking out for if you are in the area. (Source: Guide Post, July 2001)

**Prices too high**

The new tourism minister Kim Howells, said he wanted to challenge the tourism industry on value for money and treatment of employees. He told the trade magazine Caterer & Hotel Keeper that he wanted to see an end to single-room supplements and extortionate telephone call charges. (Source: Guide Post October 2001/The Times)

**Scotland**

**Driver Guiding Insurance Cover**

Insurance cover for guides operating as driver guides is so complex that an opinion was sought from the Association of British Insurers. Their advice is:

- guides who use their own vehicles must be insured for hire and reward (that, as they say, is old hat, but nevertheless requires to be restated);

- where a guide is requested to drive a client’s hired vehicle, a certificate of insurance must be in place which states (specifically or generally) whether the driver is covered to drive the vehicle for the stated purpose. It will be necessary for the insurer to be apprised of the circumstances. In practice this is likely to be via the hire company (The guide must check the policy to ensure that cover is provided before driving the vehicle)

(Source: STGA Guidelines, June 2001)
Boston
An article in “Beantown & Beyond”, the newsletter of the Greater Boston Tour Guide Association, described the problems guides face when trying to do their job aboard coaches in neighbourhoods that don’t want them, but want the tourist dollar. A Tourism Transportation Task Force was established to research the issues and provide recommendations.

The purposes of the task force are: Describe and document existing conditions, document and evaluate any past studies conducted on tour bus parking, identify and evaluate strategies successfully used in other cities, recommend a plan of public and private action to help resolve existing issues and enhance opportunities.

Guides wear many hats
From an article in “Beantown & Beyond: “We guides wear many hats: entertainers, educators, recreation managers, transportation coordinators, etc.” The author of the article stated that tourist guides can be proud their profession has so many components, but lamented that guides are not recognised uniquely for what they are.

San Antonio
The inaugural NFTGA Conference is now history
The inaugural NFTGA Conference was held in San Antonio, Texas, from 13 to 16 January 2002. The registration fee reflecting a “no frills, essentials only” budget approach to encourage attendance by keeping in mind that many of the guests had travel and hotel expenses as well, paid off. From across the USA, tourist guides and companions came. Over 160 participants registered for workshops, panel discussions, parties and tours. Points which came up many times at the Conference were: guides must be visible in the community; the public does not understand the importance of tourism; problems tourist guides face in trying to give the visitor the best experience; guides are on the “front line” and must help to find ways of working with tour operators so that tours provide the experience the visitor is expecting; often too much is included in a tour; guides need to find ways of solving the problem without placing blame.

Here are some comments by participants:
“It was an incredible experience! It was enlightening to hear how other local tourist guide associations operate. I am astounded at the training/education many associations offer members.”
“As an organisation, we learned much through interaction with other guides and through informative panel discussions. The workshops I attended gave me ideas for improving my guiding skills.”
“Not only did we learn, we had fun. We got to know each other better and made new friends from other cities.”
“In addition to the workshops, the San Antonio Guides Association representatives were wonderfully hospitable, and led us on a variety of bus tours, walking tours and boat tours. In the evenings there were great dinners and social events.”
“I was incredibly impressed by this gathering of nearly 200 tourist guides from all over the country; all gathered to discuss common problems (and solutions) with bus companies, tour companies, city political establishments, police, etc. There were ideas proposed and discussed for changes in the tour industry, information shared including various solutions to common problems, and generally lots of bonding.”

The Rocky Mountain Guides Association (RMGA) will be hosting the next NFTGA Conference in 2004.

Washington
In the September 2001 issue of The Capital Guide, Carol Bessette shares with the readers the reminiscence she had read of a young officer’s very memorable experience as a member of the Old Guard at Arlington National Cemetery.

The man recalled being a second lieutenant in charge of the honour guard at the entrance to Arlington National Cemetery for the Presidential wreath-laying on Veteran’s Day some years back. He and the troops would salute as the President passed. He was to drop his salute as the Presidential limousine passed. The dropping of the arm would signal the gun battery to begin firing the 21 gun salute as the limousine passed through the gate. The canon rounds were timed with the speed of the car so that the 21st round would be fired as the limousine reached the Tomb. This was a masterpiece of precision timing.
All of this had been carefully rehearsed. The big day arrived, the lieutenant and his troops were saluting as rehearsed, when something happened that was not in the script. The President halted his limousine, got out of his car, came over to the saluting second lieutenant, held out his hand, and said: “Lieutenant, please tell you men for me that they’re doing a great job. Thanks for your help.”

The lieutenant had no choice but to shake hands with the President. To do so, he had to drop his arm, and as he did this, the gun battery took that as their signal to start firing. The first round went off as the President got back to his car, thus throwing off the whole carefully calculated sequence. In the lieutenant’s eyes, it was a disaster. The battalion commander, the operations officer and the company commander all wanted to know how “even a second lieutenant” could mess up such a simple operation. It took the lieutenant’s platoon sergeant to verify his story.

All of which was a memorable occasion, but it was even more memorable eleven days later when the President with whom he had shaken hands was killed in Dallas. Yes, this was November 1963. Truly an unforgettable memory for the young lieutenant.

Out of mothballs
On 5 November 2001, the American Bus Association’s A.B.A.express announced that US Secretary of Commerce Don Evans had taken the Tourism Council “out of mothballs”. Unknown to most people in the tourism industry, the Council is made up of the Commerce Secretary, four other cabinet secretaries, and other top White House and agency staff. It will try to coordinate recovery efforts by more than 170 different tourism programmes in 30 federal agencies. Despite the importance of tourism to the US economy, the United States unlike most European countries, does not have a centralised federal agency devoted to the business of tourism.

FEDERATION OF EUROPEAN TOURIST GUIDE ASSOCIATIONS (FEG)

Entitled “In the Footsteps of the Celts”, FEG’s biennial convention was held in Dublin, Ireland, from 6-10 February 2002. The conference was attended by 131 participants from 14 countries. Lectures and excursions made them acquainted with the world of the Celts. They were regarded as the masters of much of Europe before the Roman Empire and as the creators of one of the greatest native arts of pre-historic Europe.

AUSTRALIA

Western Australia
As 2001 was drawing to a close, Rob Johnson, President of the Tour Guides Association of Western Australia wrote that the most significant activity coming up for his Association was International Tourist Guide Day 2002. It was expected that both the QE2 and the new P&O Aurora would be in Fremantle just for that one day. Rob stated: “The resources of the port authority – immigration and customs – as well as the tourist industry will be stretched to the limit, especially as they only host a handful of cruise liners each year. The Association members will be very busy accompanying the proliferation of land tours offered by the shipping companies for the “through” passengers as well as being involved in pre- and disembarkation hospitality arrangements for joining and leaving passengers. All in all, a very special day ahead!” (Ed:s note: We are sure it went well and look forward to receiving the report)

AUSTRIA

Free Sightseeing for International Peace University

A Buddhist monk, a Roman-catholic bishop from Sri Lanka, a lawyer of the parliament in Georgia or an Armenian history professor from Abkhazia - what got them together? Their love for peace. At the International Peace University at Stadt
Schlaining in the Austrian federal province of Burgenland, Dr. Gerald Mader founded the European University Center for Peace Research and the Austrian Study Center for Peace and Conflict Research. Out of pure idealism, without subsidies, Dr. Mader used his pension to start this peace initiative in the south of Austria’s easternmost province. Participants from all over the world spend a minimum of two weeks getting trained as peace keepers in a majestic medieval fortress.

On the occasion of International Tourist Guide Day, the Vienna Tourist Guide Association offered the participants of the peace-keeping and conflict-management course a free guided tour of Austria’s capital Vienna. Participants from Sri Lanka, representatives of the Buddhist, the Muslim and the Catholic religion and legal advisors to the Georgian parliament as well as the chief editor of an important Austrian daily newspaper enthusiastically followed the explanations of Ruth Turanicz, accomplished tourist guide and WFTGA Administrator and the humorous commentaries of the driver, Mr. Sodl who offered his coach for the tour.

Along the famous Ringstrasse and past other sights, the tour went on to St. Stephan’s cathedral in the heart of the city. There, the Roman Catholic bishop from Sri Lanka remarked in perfect German: "Here I will see your Cardinal tomorrow". The participants marvelled about the elegant shop-window displays and the litter-free streets of Vienna.

In answering all the many questions asked about Austria’s history and present-day life, Ruth was not only a real “Ambassador” of her native Austria but celebrated International Tourist Guide Day by contributing her share towards “international peace-keeping”.

A very positive result of ITG was reported from Austria’s southern province of Carinthia. 240 guests followed six guides providing an insight into “secret” places of the capital city of Klagenfurt. The representatives of tourism authorities and museums were so impressed by the performance of the guides that they agreed to promote free of charge in their advertising material the walking tours and special theme tours offered by the guides.

Canada

Toronto

A Different Celebration

In 2001, the Toronto tourist guides celebrated ITG in a different way. They were hosted by Spadina, a beautiful old home, built in 1866 by the Austin family, at the crest of the hill overlooking central Toronto. They listened to a lecture on other historic homes and enjoyed a guided tour through the house.

After the tour, a brief meeting of the members was called to mark the occasion of International Tourist Guide Day and launch CTGA’s (Canadian Tour Guide Association) new brochure, which was their Tourist Guide Day project for 2001. A committee of both Executive and general members worked on its design. In an attempt to raise the profile of guides and guiding in Toronto in general, the text of the colourful brochure explains the importance of guides in the tourism industry, outlines the purpose of both the CTGA and the World Federation of Tourist Guide Associations (WFTGA) and, in an effort to recruit new members, it provides basic membership information.

Montreal


Slovenia

For the Tourist Guide Association of the City of Celje, ITG 2002 was a very special day: it joined the World Federation. As new WFTGA members, the professional tourist guides provided special tours for their citizens, in particular for older people living in homes. The guides also gathered for a lecture on travel medicine, and the mayor of Celje granted a license to 27 new tourist guides. All the activities were well covered by the local press, radio and TV.
**SOUTH AFRICA**

“Tourist Guides Bleeding for the Tourists”
The above could well have been the headline in South African newspapers this past 21 February. Past WFTGA convention organiser Anne Lawrence from South Africa issued a challenge to her guide colleagues to donate blood and was hoping that the SA Blood Transfusion Services would set up a marquee on one of the popular squares in Pretoria to get as much publicity as possible (Ed’s note: we hope she succeeded). Other projects for the day included a walking tour with a flag raising ceremony, lectures and bus (ordinary municipal bus!) tours.

**UNITED STATES OF AMERICA**

San Antonio

The PTGA planned to celebrate International Tourist Guide Day with a free workshop for students and other citizens interested in the tourism industry. Guides and speakers were to discuss and share how to showcase the city of San Antonio.

**THE PRACTISING GUIDE’S GUIDING PRACTICE**

Emergency Telephone Number
Throughout the European Union countries, 112 is used as emergency telephone number.

“Pat on the Back” for the Melbourne Guides and the London Blue Badge Guides alike

Overheard at the recent International Institute of Patent and Trademark Attorneys Conference when at least 35 members of the Professional Tour Guide Association of Australia Inc. were employed. “…I have travelled all over the world on business and pleasure and have been most impressed with the overall professionalism of the tourist guides I have travelled with this week. Their knowledge, enthusiasm and sense of humour surpasses even the Blue Badge guides I know in London …”

**The Key Word is Competency**

“Whilst some of us may have completed formal qualifications, I believe there should be other measures in determining a person’s competency to guide: the ability to interpret, communicate, present, entertain, and a strong customer focus are all key skills in guiding” (Greg Bond, editor of “Welcome”, vol. 2, issue 4, 2001)

An exemplary guide

In an obituary for Kay Tunstall, one of the founders of the London Guild back in 1950, Helen Clapp, by describing Kay as an exemplary guide, names a few characteristics which all of us should strive to adopt: “She was knowledgeable, studious, endlessly caring, good humoured, with a fine sense of fun and the ridiculous but always with love and totally without malice.”

“The names of people, heroes and places are not learned without their history – they provide an entrance door to a culture” (Jean Francois Lyotard - La postmodernidad)

**Sound advice**

In the January 2002 Guide Post, Diana Kelsey, leading the newly set up Blue Badge Marketing, gives sound and universally applicable advise to guides:

1) Every guide should wear their Badge (and the WFTGA pin! Ed’s note) prominently on every occasion that they are either working as a guide, or representing the profession.

2) Do not assume that your group has noticed the badge, or made the connection between the quality of the guiding and that discrete badge you are wearing. You should always draw your clients’ attention to it and explain what it stands for.

3) Wherever appropriate you should also suggest they tell others about the benefits of being guided by a properly qualified guide. Word-of-mouth is the most powerful publicity and it’s free!
A professional guide respects the research and intellectual property of other guides and does not plagiarise or take as one’s own another guide’s commentary or individual presentation technique.

(Provision in the Washington Guild’s Professional Code of Ethics)

A great workshop

Reflecting on one of the workshops held during the recent NFTGA Conference in San Antonio, Texas, Larry Foos comments in the February 2002 issue of “Guide Line”, the newsletter of the Rocky Mountain Guide Association: “A great workshop: ‘It’s What You Don’t Say: The Importance of Nonverbal Communication’. In order of importance, there are three means of communication – Nonverbal, Tone and Word Choice.

The importance of a smile as an icebreaker and smiling during your presentation and communication. Eye contact brings the other person into the conversation. Personal posture and your hands send very strong messages. Hands in the pocket or nervously rubbing them can tell you’re bored or uncomfortable with your presentation. Certain gestures/hand signals such as “thumbs up” or pointing can be offensive to international visitors.

Your voice inflection can show anxiety or calmness. Word choice is not as important as nonverbal communication.

Who’s The Boss: Guide or Driver?

There has to be a friendly and co-operative relationship between driver and guide in order to ensure an enjoyable and successful tour. At all times, the safety and comfort of the passengers needs to be the main objective of both guide and driver. The driver is the person in charge of the coach and its condition, cleanliness, etc., and everybody relies on his/her skills for a safe and comfortable journey.

The guide is usually in charge of the itinerary and probably timing of the tour, but here again an understanding between guide and driver needs to be in place to run the tour smoothly. This can sometimes be difficult when the driver may be the owner of the coach or even the owner of the company and feels he should be in complete charge. This driver has also been with the group for a couple of days and has established a relationship with them. It could also be that some passengers have travelled with the driver many times before and may be friends. This could make establishing a rapport with the group a bit more difficult to begin with.

After meeting the driver for the first time it is a good idea to have a look at his/her itinerary to see if there are any differences to yours (I bet there are!). And then have a look at the passengers’ itinerary as that may differ yet again.

The guide should check where the First Aid box is and where the fire extinguishers are as well as the emergency exits (in an emergency on the last coach you were on, could you have immediately told passengers where these were?).

It should also be taken into consideration that the driver is at times under considerable stress because he has to concentrate 100% on the road and driving conditions, weather, other drivers (sometimes driving badly), time pressure to catch a ferry, etc. Guides do not have this pressure.

As passengers are usually very quick at sensing tension between guide and driver, any disagreement should be kept for a quiet moment away from them.

The Transport and General Workers’ Union issued the following figures on stress:

- 75% of drivers suffer backache
- 69% of drivers suffer neck and shoulder problems
- 55% of drivers suffer headaches
- 52% of drivers suffer tension

The same article defines driver stress as: “The emotional state or mood which results from a discrepancy between the level of demand and the person’s ability to cope.”

Unfortunately, I have not been able to find figures for guides!

So, a guide not only has to concentrate on guiding and the customers’ needs, but has to be able to keep that good working relationship with the driver in order to ensure that the tour runs smoothly. (By Stuart Cowie, STGA Guidelines, September 2001)
Impossible Itineraries

I was recently given an extremely difficult itinerary by a regular client, who always before had heeded my advice on timings, and changed schedules. However, this time was different. A Norwegian company group of 48, in Aberdeen for their Christmas party, were to visit a castle and a distillery (lunch and tour) before arriving at the airport just one hour and five minutes before flight departure. The timings I was given allowed nothing for the frequent delays on the roads in November, but allowed a huge amount of time – at the group’s request – at the distillery. I believed that we could well arrive at the airport less than the IATA minimum 45-minute check in time; I was also aware the recommended check-in for a group of this size is 2 hours ideally; one and a half hours minimum. I called other local guides for their opinion (was I being neurotic?). They, and the coach company, agreed – the times were too tight for comfort. The agent in Norway would not budge on timings and did not want me to leave the distillery early.

I realised all communication had been by telephone and decided I needed to cover myself – I needed a written record that I had recommended different, more practical timings. I also consulted my solicitor for advice. Following this, I sent a fax to the agent, with copies to the hotel which had booked me and also the coach company, stating my concerns, the reasons for them, formally asking for a change in timings and pointing out that I could not be held responsible should late arrival at the airport have adverse affects on forward travel, or subject the group, or individuals, to stress. Both the hotel and the agent were furious. However, I certainly did not want to be responsible for so many people missing their flight, and I am glad that I took the action I did. In the event, we had delays due to a sick passenger, but (with no rushing) the whole group was ready to leave the distillery about 20 minutes early. Despite that, we arrived at the airport only about an hour before flight departure.

Perhaps my experience will give other guides the confidence to take action should they find themselves in similar circumstances, to make sure they have a written record of their recommendations, and to point out that, if these are not acted upon, they cannot be held responsible for late arrivals, missed flights, or whatever. I plan to meet with the hotel and agent shortly, as I feel a face-to-face discussion will result in an amicable outcome – and more booking for me.

(By Elma McMenemy, STGA Guidelines, December 2001)

AROUND THE WORLD

United Kingdom

Beavers return after 400 years

Ten wild European beavers arrived at Heathrow airport some time ago for a conservation experiment that could lead to their reintroduction into Britain 400 years after the species became extinct.

The beavers, a gift of the Norwegian government, were brought back by Kent Wildlife Trust, which intends to use them to restore an unnamed, fenced wetland reserve to its “natural” state.

Canterbury tale of the chough

It was reported that after an absence of four centuries, the chough has returned to the city where it became a symbol of the defiance of Henry VIII.

The red-legged member of the crow family has been part of Canterbury’s coat of arms since its adoption as a subtle show of support for Thomas à Becket. A male chough from Cornwall has arrived in the first stage of a plan to reintroduce the bird in the Kent countryside, from which it was wiped out in the 17th century. A mate is being sought.

Ladybirds harder to spot

The ladybird, friend of gardeners, is in sharp decline, scientists and wildlife enthusiasts have warned. Studies by a network of amateur natural history societies in London, Northampton and Sheffield have shown that numbers of the beetles have dropped sharply in the past four years. Ladybirds are vital in controlling greenfly and other aphids which feed on garden plants.

Italy

Bones exhumed to verify Dante’s tale of cannibalism

Remains believed to be those of a 13th-century Italian count accused of cannibalism in Dante’s
In *Inferno* have been exhumed to determine the truth of the story.

Dante suggested that Count Ugolino della Gherardesca, accused of treason and imprisoned without food in a tower in Pisa in 1288, was forced by hunger and despair to eat his two grown sons and fellow inmates, Gaddo and Uguccione.

In *Inferno*, the men offer themselves to their starving father in the Gualandi Tower, where they were held with their own boys, Anselmuccio and Nino.

Recently, a tomb in the family chapel in Pisa was opened by Ugolino’s direct descendant and namesake, Count Ugolino della Cherardesca. Count Ugolino and his brother, Guelfo, have agreed to supplying skin samples for DNA testing.

Fulvio Bartoli, a scientist specialising in nutrition, said: “Some bones, like the ribs, conserve a record of what the body was nourished with. From a comparison we could learn whether, shortly before dying, Ugolino had eaten meat.”

(Source: Weekly Telegraph no. 519)

**Renaissance for masterpieces**

Masterpieces by Giotto and Masaccio were unveiled again in Florence after years of restoration work, giving an idea of their impact on Renaissance Italy. A Giotto crucifix painted in 1288-90 and Masaccio’s fresco of the Trinity dating from 1424 can again be seen at the Santa Maria Novella church for which both were created.

**United Kingdom**

**Bones may clear Columbus**

A woman’s bones dating from the Middle Ages appear to disprove the theory that Christopher Columbus brought syphilis to Europe. Archaeologists from English Heritage’s ancient monuments laboratory found pitting on the bones – dated to between 1295 and 1445 and unearthed in a churchyard in Rivenhall, Essex – which is a tell-tale sign of syphilis. This would suggest that the disease existed in England long before Columbus returned from the New World in 1492.

(Source: Weekly Telegraph no. 515)

**“Madeleine” scent via Tube**

Perfumed platforms are to be introduced on the London Underground to try to beat the malodorous effects of rush hour. A chemical fragrance, known as “Madeleine” on the Paris Metro, where it is already widely used, will be applied to station floors to improve travellers’ mood and combat the sometimes overpowering noxious cocktail of perspiration, other body odours and fast food leftovers. Once applied, the “air enhancer” is held in bubble wrap-type microscopic envelopes that burst when passengers walk on them. With apparent seriousness, London Underground likens the released scent to a “fresh watery bouquet of rose and jasmine, combined with citrus top notes”.

(Source: Weekly Telegraph no. 509)

**Alice in Wonderland photo album sold**

A photograph album containing pictures of Alice Liddell, the inspiration for Lewis Carroll’s *Alice in Wonderland*, has sold for 465,500 pounds in London. Carroll, whose real name was Charles Lutwidge Dodgson, first told his story about Alice to the seven-year-old Miss Liddell and her two sisters during a river trip in 1862. It became the biggest selling children’s book of all time, translated into more than 70 languages.

The anonymous buyer from the United States said that the photographs would “go back where they belong”. Prior to the sale, most of the collection had been kept in the library at Christ Church, Oxford, where Carroll was a Fellow.

**The Top Dogs Menu**

The Conran Empire has launched a menu for dogs. At the Bluebird Café on Chelsea’s King’s Road in London, the dogs are served in the open-air courtyard. The menu kicks off with daily seasonal soup, hamburger and grilled chicken breast with bacon. There are side orders of chips and Canine Cookie. The drinks list, which offers still or sparkling water, includes Hair of Dog (Guinness and milk). All prices attract a 12.5% service charge.

(Source: Guide Post September 2001).

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**Spain**

**“Black Virgin” was originally white**

Amid Spain’s last year’s Holy Week ceremonies, it was reported that the Black Virgin of Montserrat, one of the nation’s most revered religious icons, was originally white. La Moreneta, a statue of the Virgin Mary, is in
the monastery of Montserrat, 30 miles north of Barcelona. Renovators working for the government said the hands and face of the statue were turned black either by prolonged exposure to candle smoke or by a chemical reaction caused by a varnish used as a paint sealant. (Source: Weekly Telegraph no. 508)

San Marino

San Marino turns 1,700
On 3 September 2001, San Marino, the oldest and smallest republic in the world, turned 1,700.

The history of the ancient republic is now on show at the new State Museum. It was closed for almost twenty years. Today, housed in the fully restored 17th-century Palazzo Pergami-Belluzzi in the city centre, it displays 4,965 exhibits. First opened in 1899, the museum boasts a collection spanning from the Neolithic age to coins, icons, sculpture and paintings by artists such as Ghirlandaio, Perugino, and Guercino. The collection is housed in 16 rooms on four floors connected by large lifts.

The Games of the Small States of Europe
Seventeen years ago, San Marino founded the first Games of the Small States of Europe. From 28 May to 2 June 2001 the Games returned to Mount Titano for their ninth presentation. Competitors from eight nations took part: San Marino, Andorra, Cyprus, Iceland, Liechtenstein, Luxemburg, Malta and Monaco. To participate, nations must have a population of less then a million. San Marino, the smallest state, has only 26,000 inhabitants, while all eight countries together have a total population of less than two million.

Hong Kong

The world’s first artificially conceived dolphins have been born in Hong Kong after a 12-year research project. The two calves were born nine days apart in May 2001, scientists said. Mothers Ada and Gina, both bottlenose dolphins, made history June 2000 when they became the world’s first dolphins to be successfully inseminated artificially. Ada, 17, and Gina, 20, from Indonesian waters, were impregnated with sperm from 17-year-old Molly, like them a resident at the territory’s Ocean Park aquarium.

Australia

Learn from Aborigines how to play the Didgeridoo
How do you play the world’s most awkward musical instrument? In the Tjapukai Aboriginal Park in Cairns/Queensland, Australian Aborigines will teach guests how to play the didgeridoo. Even though it takes a lot of effort and big lungs to make any sound at all with the hollow tree trunk, locals contend that even the most unmusical learner will accomplish just that with a bit of patience. Next to that, visitors to the 100,000 sqm only official Aboriginal culture park can also learn how to throw the boomerang and spears and will learn a lot about natural medicine and food found in the Australian bush.

India

India has the biggest film industry in the world. There are currently around 750 films made each year in India. The Indian film industry employs about 2.5m people and the average expenditure per film production is estimated at 15 million pounds. There are over 300 magazines in India devoted to films and of the 30 television channels nearly 20 have films and film songs. The three most popular forms of entertainment in India are film, music and sports.

London in the Statistics

| 7 million people |
| 3,700 pubs |
| 2,900 shops |
| 230 clubs |
| 159 theatre |
| 8,500 restaurants |
| 13 professional football teams |
| 1,000 Blue Badge Guides (approx.) |

International Year of Mountains

The United Nations have declared 2002 the International Year of Mountains. Mountains are of global importance as source of water and energy, as the habitat of many species, as area of rich biodiversity, as recreation centres and centres of cultural heritage. Mountains cover approximately a fifth of the surface of the earth. They are the basis for the existence of about one tenth of the earth’s population and provide water for approximately 3 billion people. The Union Internationale des
Associations d’Alpinism (UIAA) counts 2.5 million members in 60 countries.

**Internet and Travelling**
According to the World Tourism Organisation (WTO), internet sales in the tourism industry currently account for about 15 per cent of travel purchases. A market study says that it seems reasonable to anticipate that internet transactions may account for 20 to 25 per cent of all tourism sales in the main markets over the next four to five years.

**Air Pollution**
Hong Kong has less than two thirds the level of respirable particulates found in Mexico City and lower levels than Kuala Lumpur and Barcelona. Carbon monoxide levels are about one seventh of that found in Mexico City, sulphur dioxide just over a quarter, nitrogen dioxide and ozone less than half. Ozone levels are better than those found in Chicago, Philadelphia, Geneva, Paris, Atlanta, Houston and Los Angeles; sulphur dioxide levels are better than in Tokyo, Washington DC, Singapore and New York. Nitrogen dioxide levels are better than in Los Angeles, London, New York and Rome. (Source: Hong Kong 1999, Information Services Dept.)

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**THE WORLD’S NUMBER ONE INDUSTRY**

Spurred on by a strong global economy and special events held to commemorate the new millennium, world tourism grew by an estimated 7.4 per cent in 2000 – its highest growth rate in nearly a decade and almost double the increase of 1999.

All regions of the world hosted more tourists in 2000, although the fastest developing region continued to be East Asia and the Pacific with a growth rate of 14.5 per cent and some 14 million more tourists than 1999.

Europe and the Americas are the main tourist-receiving regions. But since other regions are growing at a faster pace, their respective shares in the world total show a declining tendency. In 2000 Europe accounted for 58 per cent, and the Americas for 19 per cent. East Asia and the Pacific is the region which has most benefited from this transformation of the market. Historical data show that this region experienced the highest growth rate, having obtained a 16 per cent share of the world market in 2000.

Africa was left out of the tourism boom in 2000, increasing its international arrivals by an estimate of just 1.5 per cent. While Kenya, Zambia, Mauritius, Morocco, Tunisia and Algeria all enjoyed strong growth, two of Africa’s biggest destinations stagnated or suffered – South Africa and Zimbabwe.

Europe was the star performer of world tourism in 2000, with tourists attracted to Germany for Expo 2000 and to Italy for the Holy Year (an estimated 30 million tourists and pilgrims have visited Rome).

Middle East tourism was set for its best year ever as tourists flocked to historic sites associated with the life of Jesus Christ on the 2000th anniversary of his birth. But the region ended the year with an estimated growth rate of 10 per cent due to the renewed violence in the last quarter of the year.

Tourism is about travelling for pleasure and it has grown into the world’s number one industry. “It seems there has never been a better time to consider the effects of tourism on our world”, writes Susan Marling in an article for the March 2001 issue of BBC on Air. “Tourism is, after all, the fastest growing and the biggest industry on the planet. As an export earner it has overtaken automobiles, chemicals and food. One in eight jobs is now directly or indirectly linked to tourism – that means employment for 200 million people round the world. What’s more, increased affluence, especially in China and in Central and Eastern Europe, means that the number of tourists is set to double in the next 15 years.”

The world renowned botanist David Bellamy is convinced that “tourism may hold the key to the ethics of the 21st century and so save humankind from self destruction”. He continues to say that one of the many things he has learnt is that how important it is that more tourism money should be ploughed back into local economies rather than shipped off shore.

Balancing the benefits of tourist income with the quality of traditional day-to-day life is a difficult, some might say, impossible balancing act. The people of Rome, for example, know all too well, how difficult it can become. The
sheer numbers of tourists that have visited the city are now threatening the very fabric of the ancient city that people come to see. The problem was highlighted in 2001 when Vatican officials said that the tomb of St. Peter would be closed to visitors for the foreseeable future because of damage by humidity.

With such massive future growth in tourism comes environmental responsibility – balancing tourism demand with safety for natural and cultural resources, for beaches and mountains, for cities and villages. Quality of tourism standards and quality of travel experiences cannot be maintained unless there is strict adherence to the principle of sustainable tourism. Tourism is about travelling for pleasure. Yet for every one of us who enjoys the ritual of holiday travel, someone else at the bottom of the heap could be paying a heavy price as their lifestyle is endangered.

Peter Moore, London’s town crier, was distracted from the task of yodelling the news across Parliament Square recently by a mature lady American tourist. “Why”, she asked him, “do these pedestrian crossings bleep?” Moore, a helpful sort, replied: “It’s to warn approaching cars, and it’s pretty helpful for blind people as well.” “Oh,” said the lady, “we don’t let blind people drive in the States.” (Simon Davis, Weekly Telegraph)

A Cathedral chaplain was asked by a not-so-young couple to take a photograph of them both standing in front of King Ethelbert’s statue on the pulpitum screen in Canterbury Cathedral. When asked the reason for the unusual choice of background, the husband replied: “Well, she’s Ethel, and I’m Bert!”

An American lady, having “done” Britain in a week, being hurtled from castle to cathedral to stately home, arrived in Canterbury practically punch-drunk after such a concentrated schedule. At the conclusion of her guided tour of the Cathedral she asked: “Say, have we seen the bedrooms yet?”

RESPONSIBLE TOURISM – PROFESSIONAL GUIDES TO ADVANCE GREEN TOURISM

For the past seven years, World Travel Market in London has recognised the importance of responsible tourism and environmental awareness by dedicating a day to tackle the many environmental issues and concerns surrounding travel and tourism. The Environmental Awareness Day at WTM 2001 marked a special event for WFTGA. On that day, WFTGA signed an agreement with GREEN GLOBE 21 to become an advanced guard for the GREEN GLOBE 21 System, which helps communities and companies develop sustainable tourism.

WFTGA urges all its members to add sustainable development to their traditional expertise in tourism heritage and culture allowing the individual guide to promote good practise to travellers, travel companies and to the travel communities where they operate.

Geoffrey Lipman, Chairman of GREEN GLOBE 21, said that direct involvement of the professional guides was a major step forward in creating responsible tourism – their expertise will greatly enhance the messages to travellers and provide a valuable link in the sustainable tourism community chain.

GREEN GLOBE 21 is the global brand for Sustainable Travel and Tourism. Established by the World Travel & Tourism Council following the Rio Earth Summit in 1992, it has the support of major travel and tourism industry and government organisations. It provides a Certification service for companies and communities against the Agenda 21 based GREEN GLOBE 21 Standard. GREEN GLOBE 21 provides and environmental code, with policy guidance, environmental management systems, employee information,
consumer tips and other supporting information.

It is planned to make available to guides special training material on environmental issues and to provide them with distinctive GREEN GLOBE 21 badges to alert consumers to their special knowledge.

To find more information on GREEN GLOBE 21 visit their website http://www.greenglobe21.com

American Tragedy

Dearest friends around the world,
I've long felt I was a citizen of the world, having travelled as much as I have. But today, when I answered the phone waking me up by a friend telling me to turn on the TV, New York City & the Pentagon were under siege.
I stood in front of the TV in sheer shock, numbed by what I was watching, & the tears flowed. I cannot comprehend the hate in the world--so much of it seen first hand from East Timor to Bosnia, the lack of equitable human rights still for citizens in South Africa.
I've been barely able to move, let alone do anything constructive, my scheduled activities cancelled as a result of the tragedy unfolding on the east coast of the nation of my birth. San Francisco all day has been on emergency readiness alert, all the airports closed.
Some of you I hear from frequently, many hardly ever. I just wanted to drop you a line in the spirit of international community where I met many of you, and the love I have for the whole world, regardless of attacks on the USA. One of the planes was en route to San Francisco....and while I do not live anywhere near any of the presumed targets, just knowing my city was one of the destinations, makes one stop & think. And I was in New York just a few months ago @ the World Trade Towers enjoying the view too.....

Well, best regards to you wherever you are, from one American, who always will be one, no matter where I may roam. God bless us all.

Peace——Jean

Jean Feilmoser
gypsyj@att.net
415/587-2411 (phone & fax)

The Personal Tour

My wife, Carol, and I recently returned from a two-week stay in Belgium (Brussels and Brugge) and the Netherlands (Amsterdam and The Hague). We had a hint that Brussels could be a problem with its two languages and very tricky street naming as well as its unique mysteries. As luck would have it, an American colleague was promoting an event in Brussels and knows a guide there. We sent the guide an e-mail and were able to engage her services. We exchanged information and she was able to plan a morning walking tour of OUR interests on the first day of our visit. This significantly enhanced our visit and reduced that normal anxiety about missing something important.
The point is: giving such tours is exactly what all guides should have the opportunity to do. Every guide should be focusing on how to make HIS/HER services known to all possible prospects. Tom Whitley (The Capital Guide, September 2001)

Right Guide Can Really Make Your Trip Enjoyable

On a trip to Morocco this fall, I discovered not only the beauty of the High Atlas Mountains but also a level of service and dedication among guides that I was not expecting. Upon my arrival, I was pleasantly surprised to learn of a national network of licensed guides in Morocco who had formed their own guild and elected a president.

By pure coincidence, it was their guild president, Mohammed, who handled our tour since the office was based in the area in which we were travelling. Our trekking expedition included a guide, cook, and two muleteers to carry our gear – just for the two of us.

Mohammed assigned his brother to be our cook and handpicked one of his best guides to accompany us. We were very well taken care of. Our guide was extremely flexible and attentive to our needs (as they sometimes changed by the hour based on our level of fatigue!). It shows once again how the right guide can really make your trip so much more enjoyable.

My ability to speak French helped us locate this wonderful network since that was the only language we used (I do not speak Arabic or Berber). The scenery was breathtaking – literally – as we climbed to 13,000 feet to the summit of Mount Toubkal and then through the desert conditions of the Sahro Region. We were roughing it out in the wild, but what a small price to pay for such beauty.

On our way up and down from Mount Toubkal, Mohammed invited us into his home for a traditional Moroccan meal prepared by his wife. What’s more, at the end of our trip, Mohammed drove us two hours down the mountain, just to say good-bye. This was a level of service I had not been expecting.

Speaking a foreign language and travelling to foreign countries has always been a passion of mine. Yet I gained a new appreciation for the travel industry after this trip, having been catered to by people who genuinely care about the work they are doing. It does make a difference!


Food for Thought

Living on Earth is expensive, but it includes many free trips around the sun.

Birthdays are good for you: the more you have the longer you live.

How long a minute lasts depends on what side of the bathroom door you’re on.

Have you noticed that the people who are late are often so much jollier than the ones who have to wait for them?

If ignorance is a bliss, why aren’t more people happy?

If X-mart is lowering prices every day, how come nothing in the store is free yet?

You may be only one person in the world, but you may also be the world to one person.

A truly happy person is the one who can enjoy the scenery on a detour.

Happiness sometimes comes through doors you didn’t even know you left open.

Don’t cry because it’s over, smile because it happened.
10th International WFTGA Convention

Organised by the
Scottish Tourist Guides Association

26th—31st January 2003

Hilton Dunblane Hydro, Dunblane, Perthshire, Scotland

Sunday January 26

1400 – 2200   Arrivals and Registration
2000   Welcome Cocktail Reception in Dunblane Hydro Hotel

Monday January 27

0900 – 0945   Opening Ceremony
              Welcome by STGA Chairman
              Welcome by Elisabeth Schroder, President of WFTGA
              Welcome by VisitScotland
0945 – 1030   Sustainable Tourism, the Guides Role
              Scottish Natural Heritage
1030 – 1100   Coffee
1100 – 1215   Plenary Session
              Report by Elisabeth Schroder
              Reports by Board Members and introduction of new members and observers
1215 – 1315   Lunch
1400 – 1500   Green Globe – Keynote Speaker
1500 – 1630   Workshops
              W1 Guiding Techniques
              W2 Guiding in the Natural Environment
              W3 Crisis Workshop Tom Hooper
              W4 Leading Walks
1630 – 1830   Delegates meeting
1630 – 1930   Scottish Country Dancing
              Anne Robertson
2030   Dinner in Dunblane Hydro
### Tuesday January 28

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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| 0900 – 0930 | Plenary Session  
Report by Area Representatives                                    |
| 0930 – 1030 | Interpreting the Landscape  
Dr Cornelius Gillen                                                    |
| 1030 – 1115 | Wildlife Interpretation  
Scottish Natural Heritage/Forestry Commission                      |
| 1115 – 1145 | Coffee Break                                                         |
| 1145 – 1230 | Interpreting the Built Heritage  
Historic Scotland                                                       |
| 1230 – 1330 | Lunch                                                                |
| 1330 – 1600 | Tour of Stirling and visit to Stirling Castle                        |
| 1600 – 1730 | Workshops Section 2  
W5 Hewn from the Living Rock – interpreting stones CG + HS  
W6 Guiding in the Urban Environment  
W7 Guiding Techniques  
W8 Cultural Awareness Ruby Roy                                      |
| 1830 – 1930 | Whisky Tasting  
Scotch Whisky Heritage Centre                                        |
| 2000 – 2300 | Dinner  
Scottish Country Dancing                                               |

### Wednesday January 29

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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| 0900 – 0930 | Plenary session  
Federation of European Guides Report                                   |
| 0930 – 1230 | Departure for Edinburgh  
Edinburgh City Tour with visit to Edinburgh Castle                     |
| 1230 – 1330 | Lunch in Edinburgh                                                   |
| 1330 – 1600 | Walking Tour Holyrood Park or “Gander roon’d the Graveyards”          |
| 1600 – 1730 | Free time for shopping                                               |
| 1730 – 1930 | Reception and visit to the Royal Museum of Scotland                   |
| 1930 – 2200 | Dine around in Edinburgh                                            |
| 2200 – 2300 | Return to Dunblane                                                  |

### Thursday 30 January

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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| 0900 – 0930 | Plenary Session  
Report on World Federation Training Programme |
| 0930 – 1015 | Guiding and the Law  
John Downes                                                      |
| 1015 – 1030 | Coffee                                                             |
| 1030 – 1115 | Trans-national Networks – Guide Training                           |
| 1115 – 1230 | Religious Sites – Sensitive Guiding  
Panel Discussion                                                   |
| 1230 – 1330 | Lunch                                                             |
| 1330 – 1500 | Visit to Dunblane Cathedral                                       |
| 1500 – 1700 | Free time for shopping in Dunblane/Bridge of Allan/Stirling        |
| 1800 – 1930 | Delegates meetings                                                 |
| 2000 – 0100 | Departure for Gala Dinner in Stirling Castle                       |
Friday January 31

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>0900 – 1100</td>
<td>Closing Session</td>
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<td>Reports on Lectures and Workshops</td>
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<td></td>
<td>Presentations</td>
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<td>Open Discussion</td>
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<tr>
<td>1100 – 12.30</td>
<td>Time to prepare for Departure</td>
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<tr>
<td>1230 – 1330</td>
<td>Farewell Lunch</td>
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<tr>
<td>1430 -</td>
<td>Departure for Post Tour</td>
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**Post Convention Tour**

**Scotland in Winter**

31st January to 4th February

Highlights will include: Dunfermline Abbey, St Andrews, Aberdeen, Cairngorm, Culloden, Loch Ness, Glencoe, Loch Lomond and Glasgow

**Pre Convention Tour**

**Best of England**

23rd January to 26th January

Organised by the Guild of Registered Tourist Guides

Highlights will include London, Stratford on Avon and York.

**Delegates & EXBO Meetings**

24th to 30th January

Representatives from each member country and WFTGA Executive Board meet to discuss WFTGA business

For further information please contact:
Scottish Tourist Guide Association
Old Town Jail, St. John Street
GB – Stirling FK8 1EA
Tel/fax: +44 1786 447784
E-mail: info@stga.co.uk
The Creation of Words

Does it happen to you that you open a newspaper, overhear a conversation, read a description of a new technical device, and are wondering about the meaning of some of the words? It seems that nowadays more new words are created in a day than previously in a whole year.


Whether or not you are a native speaker, to whet your appetite, enjoy reading the following excerpts from this “hymn to the mother tongue”.

“Words often spring seemingly from nowhere. Take dog. For centuries the word in English was hound (or hund). Then suddenly in the late Middle Ages, dog – a word etymologically unrelated to any other known word – displaced it. No one has any idea why. This sudden arising of words happens more often than you might think. Among others this applied to jaw, bad, big, fun, crease, pour, put and countless others. Blizzard suddenly appeared in the nineteenth century in America and rowdy appeared at about the same time. Recent examples of this phenomenon are yuppie and sound bites, which seem to have burst forth spontaneously and spread with remarkable speed throughout not only the English-speaking world.

Many more words are made up by writers. According to apparently careful calculations, Shakespeare used 17,677 words in his writings, of which at least one tenth had never been used before. For a century and a half, from 1500 to 1650, between 10,000 and 12,000 words were coined, of which about half still exist. Not until modern times would this number be exceeded, but even then there is no comparison. The new words of today represent an explosion of technology – words like lunar module and myocardial infarction – rather than of poetry and feeling. Consider the words that Shakespeare alone gave us, barefaced, critical, monumental, castigate, majestic, obscene, frugal, radiance, dwindle, countless, submerged, excellent, hint, hurry, lonely, summit, and some 1,685 others. By the way, more than eighty spellings of Shakespeare’s name have been found, among them Shagspeare, Shaksper, and even Shakestaffe. Shakespeare himself did not spell the name the same way twice in any of his six known signatures and even spelled it two ways on one document, his will, which he signed Shaksper in one place and Shakspeare in another. Curiously, the one spelling he never seemed to use himself was Shakespeare.

Shakespeare was not alone in enriching the English language with words. Ben Johnson contributed with damp, defunct, clumsy and strenuous, among many other useful terms. Isaac Newton coined centrifugal and centripetal. Sir Thomas More came up with absurdity, acceptance, exact, explain, and exaggerate. George Bernard Shaw thought up superman, while Jeremy Bentham produced international (and apologized for its inelegance).

With time, words change. That is, the word stays the same but the meaning changes. Surprisingly often the meaning becomes its opposite. Counterfeit once meant a legitimate copy. Brave once implied cowardice. A girl in Chaucer’s day was any young person, whether male or female. Simeon Potter notes that when James II first saw St. Paul’s Cathedral he called it amusing, awful and artificial, and meant that it was pleasing to look at, deserving awe, and full of skilful artifice.

This drift of meaning can happen with almost anything, even our clothing. This is particularly apparent to Britons in America (and vice versa). A Briton going into a department store in the United States with a shopping list consisting of vest, knickers, suspenders, jumper and pants would in each instance be given something dramatically different from what he expected. A British vest is an American undershirt, an American vest is a British waistcoat. Where the British use braces to hold up their trousers, the Americans use suspenders to hold up their pants.

Words are created by adding or subtracting something. English has more than a hundred common prefixes and suffixes such as –able, -ness, -ment, pre-, dis-, anti-, and so on, and with these it can form and re-form words easier
than other tongues. For example, take the French word *mutin* (rebellion), which can be turned into *mutiny, mutinously, mutineer*, and many others, while the French have still just the one form, *mutin*. Bill Bryson thinks that it must be exasperating for foreigners to have to learn that a thing unseen is not unvisible, but invisible, while something that cannot be reversed is not irreversible but irreversible and that a thing not possible is not nonpossible or antipossible but impossible.

Finally, but not less importantly, English possesses the ability to make new words by fusing compounds – *airport, seashore, footwear, wristwatch, landmark, flowerpot*, and so on almost endlessly. All Indo-European languages have the capacity to form compounds. Indeed, German and Dutch do it, almost to excess.

The varieties of English are not to be underestimated either. No place in the English-speaking world is more breathtakingly replete with dialects than Great Britain. According to Robert Claiborne, there are ‘no less than thirteen’ quite distinct dialects in Britain. Mario Pei puts the number of dialects at forty-two – nine in Scotland, three in Ireland and thirty in England and Wales.”
THE WFTGA CULTOUR PARTNER GUIDE

The WFTGA Cultour Partner Programme is celebrating its First Birthday. We are happy to welcome the many museums from Australia to the USA which have joined as WFTGA Cultour Partners. We are confident that the list will keep growing. Many enthusiastic reports have reached us from guides who, on their travels, enjoyed free entrance to museums and sites showing the WFTGA Cultour Card together with their guide ID-card. We sincerely thank all WFTGA Cultour Partners for their continued cooperation with WFTGA and with all professional tourist guides worldwide belonging to the World Federation.

To learn more about WFTGA Cultour Partners, their current and special exhibitions or their special offers, please look up the WFTGA Cultour Partner Guide on the WFTGA website http://www.wftga.org

CULTOUR NEWS FROM ITALY AND THE UNITED KINGDOM

ITALY, Florence
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The Koinè Language and Cultural Activity Centre offers Italian language (also refresher) courses in combination with cooking lessons, wine tasting and information about social and cultural aspects. This represents a unique opportunity to gain deeper cultural understanding and to update the knowledge of Italian. As a WFTGA Cultour Partner, the Koinè Centre offers a 10-15 per cent discount on all regular course fees.

UNITED KINGDOM

According to Guide Post, January 2002, the following Museums in the UK offer free entrance:

Nationally

National Museums & Galleries of Merseyside
Museum of Science & Industry, Manchester
Royal Armouries, Leeds
Royal Air Force Museum, Hendon or Cosford
National Coal Mining Museum for England (Wakefield)
National Railway Museum, York

London

Victoria & Albert Museum
Science Museum
Natural History Museum
Imperial War Museum
National Maritime Museum
Museum of London

Also museums in Wales and Scotland

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