Dear Colleagues, Friends and Readers,

„Are you still around? We have not seen you for ages! We must have a long chat like in the old days!” Such are the messages my husband and I receive from friends and acquaintances. When we answer that we are busy with World Federation matters, we often get incredulous answers. Topping them was the stunning answer from a member of the World Federation, who was supposed to develop some activity on behalf of the Federation: “I am not prepared to invest all this time.” Fair enough, but it raises the question why this person took on the “job”. Sounds like a complaint? Wrong. It is sheer amazement.

As President of WFTGA, I can certainly not complain of dull moments. Within the last eighteen months, WFTGA membership has almost doubled and now counts associations from 35 countries. More applications are still pending. I would like to extend a special warm welcome to our “brand-new” members from Argentina, Guatemala, Iran, Japan, Syria, The Gambia, and Vietnam. The workload for the WFTGA headquarters has increased accordingly. Happily, the contacts
are not always restricted to paper or e-mail communication. Personal meetings provide the opportunity to add the much cited “human touch” to the relationship between WFTGA, existing or prospective members, Cultour, Hospitality and Cooperation Partners. It was a great pleasure to receive here in Vienna the visit of the President of the Prague Tourist Guide Association, the Vice-President of the Egyptian Tourist Guide Syndicate, the very active WFTGA Area Representative for North Africa, and a colleague from Argentina, to name but a few. During a visit to Slovenia, it was an equally great pleasure to spend time with the President of the Tourist Guide Association of the City of Celje (Slovenia), his charming wife, and the Vice-President of the Association. Of great importance for the future recognition of guide training was a meeting, which took place just a few days before “Guidelines Internetion@l” went “to press”, between Dr. Javier Gallego from the Themis-Foundation of WTO (World Tourism Organisation) and members of the WFTGA Education Department.

Although it seems only a short while ago since the last International WFTGA Convention in Cyprus in 2001, our next International Convention in Scotland in January 2003 is only a few months away. I am hoping to be able to welcome colleagues from many new member countries. The lectures and workshops will focus on “Sustainable Tourism” and around the role the guides play in conserving and preserving our natural and cultural heritage. Some articles in this issue of “Guidelines Internetion@l” inform how guides actively contribute to enhancing environmental awareness.

The growing number of members matches a growing number of benefits. In addition to the WFTGA Cultour Partner Programme, I recently launched the Worldwide WFTGA Hospitality Partner Programme. While renowned museums on all five continents have become WFTGA Cultour Partners, well-known international hotels have joined the new WFTGA Hospitality Partner Programme. As from 15 September 2002, Schönbrunn Palace will also be a WFTGA Cultour Partner. This World Heritage Site is a must for all visitors to Vienna. WFTGA members can enjoy substantial benefits in hotels belonging to the Six Continent Hotels, the Radisson/SAS group, the Millennium & Copthorne Hotels, and the Maritim Hotels. You can experience the unique atmosphere of the Pyramids at the renowned Meridian Pyramids Hotel in Cairo, or you can relax and tank wellness in the charming Alpenhotel Gösing in the peaceful surroundings of the Austrian Alps at “WFTGA prices”:

Among the WFTGA Hospitality Partners are also car rental companies. SIXT Rent a Car was the first car rental company which enthusiastically welcomed the Programme. I am confident that negotiations with other worldwide companies will be concluded positively in the very near future.

An association such as the World Federation cannot function without its members. Therefore, active membership is required. The carrying out of a few small “tasks” by all members would be greatly appreciated: Firstly, I need your reports, letters and stories to compile “Guidelines Internetion@l”. Secondly, I would once again like to invite all those associations who have not yet done so to fill in the questionnaire for updating Jane Orde’s “Guiding Worldwide”. 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. Thirdly, do not forget to register for the Convention in Scotland. The “early bird” discount has been extended until 30 September. For details, please visit the homepage of WFTGA [http://www.wftga.org](http://www.wftga.org), the homepage of our Scottish colleagues [http://www.stga.co.uk](http://www.stga.co.uk) or contact the WFTGA Administrator at info@wftga.org.

To conclude, let me thank those idealists among the guides worldwide who, unperturbed by disappointments and frustrations, through their enthusiasm and relentless efforts help to uphold the standards of professionalism and the reputation of the tourist guides in order to achieve the much desired recognition.

Happy Reading!

Elisabeth Schroder
President, WFTGA
Editor-in-Chief
C/o Wirtschaftskammer Wien
Stubenring 8-10
Tel. +43 1 714 60 62
Fax: +43 1 51 450 1342
e-mail: e.schroder@wftga.org
**WELCOME TO NEW MEMBERS**

The World Federation keeps growing. We are very happy to welcome as new members the Guides Association of Buenos Aires (Argentina), the Guatemala Tourist Guide Association, the Japan Federation of Licensed Guides, the National Tourist Guide Association of The Gambia, the Khoi Viet School of Tourism and Hospitality (Affiliate) and individual members from Syria and the Iran. 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.

While the National Guides Association of Argentina was founded in 1982 with the scope and intention to represent all guides in Argentina, the Guides Association of Buenos Aires has been in existence since 1994. Progress regarding a national law covering the guides’ profession and activities was made rather slowly. Now, however, Buenos Aires is at the brink of having a Guides Law approved within the next few months. The new Committee has been mobilising the guides in Buenos Aires and has become the top association in Argentina, steadily increasing its membership. Activities such as seminars on safety, security and emergencies, projects for medical assistance and retirement are being developed. The economical crisis has not halted before the guides: the devaluation of the peso has caused the guide fee for a city tour in Buenos Aires to drop to between US$8 to US$14. The Association is currently gathering information on working conditions of guides worldwide.

The Guatemala Tourist Guide Association was officially registered in 1995 and currently counts 123 members. The free-lance guides offer every kind of tours, from cruise tours to walking tours in five languages. Like in many other countries, the licensed guides are struggling to be recognised and considered as professionals by the tour operators. The current financial situation does not allow a comfortable standard of life. According to a report, the average salary for a bilingual secretary, a bank employee of medium rank or an elementary school teacher in Guatemala is equivalent to US$150-200 per month. This makes travelling abroad almost impossible. By adhering to the World Federation, the guides of Guatemala hope to keep in touch with their colleagues around the world and improve recognition.

First formed as National Tourist Guide Scheme in 1997 by the Department of State for Tourism, the National Tourist Guide Association of The Gambia was registered as an association in 2001. The government, the Gambia Hotel Association and tour operators decided to recruit people who are articulate and can be trained as official tourist guides in the Tourism Development Areas (TDA). They realised that it is essential to have tourist guides along the beach or the tourist development areas who would be able to provide a proper service to the tourists. The new tourist guides, trained in December 2001, were sponsored by the UNDP (United Nations Development Programme) and by the government. While the tourist guides are already recognised by the government, they still encounter problems with hoteliers and tour operators. Unqualified guiding by bumsters and hustlers is identified as a major problem. The Association has been partially successful in reaching its goal to offer training and qualification to the hustlers in order to turn them into qualified tourist guides. It was a particularly gratifying moment for the guides when on 13 April 2002, the Gambia Tourism Authority gave the Merit Award to the Best Guide in recognition of his relentless efforts to the Development of the Gambian Tourism.

The Japan Federation of Licensed Guides (JFG) is a “cooperative” established in 1994. It currently counts approximately 450 members who guide in nine languages. Originally, JFG was an organisation without any legal status, established in 1982 by guides wishing to change existing systems. The Japan Federation of Licensed Guides was established under the patronage of the Ministry of Land and Transport and travel agents of Japan. The examinations to become a guide are carried out by the Japan National Tourist Organisation on behalf of the government. While guiding without the recognised qualification is illegal, the law is not enforced. There are no driver guides in Japan.

The Khoi Viet School of Tourism and Hospitality was founded in Ho Chi Minh City, Vietnam, in 1997. Since then it has provided the local market with hundreds of
qualified tourist guides and other skilled workers in the tourism and hospitality business throughout the country. At present, Khoi Viet School of Tourism and Hospitality is conducting training classes for over 400 tourist guide trainees; some of them will graduate this coming September.

**ARGENTINA**

“Happy Hour” brings together stakeholders

AGUITBA, the Tourist Guide Association of Buenos Aires, recently organised a “Happy Hour” for members of the tourism industry. For the first time in the history of the Association, this event brought together not only the guides but also other stakeholders in tourism, such as agencies, the representatives of the National Tourist Board as well as people from the City Tourist Board. More than one hundred people gathered in a new restaurant which offered the space, the pizza and the drinks free of charge. The guides used the opportunity to introduce their magazine and were happy that for the first time they had the chance to put the association’s name on the cover of a magazine for tourists.

**AUSTRALIA**

Melbourne

The Guiding Organisations Australia (GOA), formerly known as Council of Australian Tourist Guide Associations, is progressing. A summary of the project contains among others the following points:

- GOA is a Federation of Tourist Guide Associations and associated Organisations representing the needs of the Tour Guiding Sector of the Australian Tourism Industry.

- GOA has a role in growing, consolidating and promoting the role tour guiding plays in the tourism industry and will represent, promote and protect the common interests of Australian Tourist Guides.

- The GOA Business Plan proposes 5 years to implement at minimal cost, a national registration system, minimum pre-requisites for registration, a Code of Conduct, minimum standards for certification and an appropriate assessment system. The organisation will work cooperatively with any and all industry organisations to ensure the supporting networks and materials are available to ensure the professional standards of Tourist Guides in Australia are upgraded and recognised.

**Sydney**

Competency Standards for Guides

Competency standards are statements about the skills and knowledge that people need to perform their jobs to the required industry standard. Competency standards for Guides have existed for many years. The guiding community, especially IATG (Institute of Australian Tourist Guides) as an organisation, and Tourism Operators have been regularly reviewing these standards. Recently, new standards were released. They cover the full range of activities that Guides are required to undertake. Some of the titles of the Guide specific competency standards are:

- Work as a guide
- Offer arrival & departure assistance
- Develop and maintain the general knowledge required by guides
- Coordinate and operate a tour
- Lead tour groups
- Prepare and present tour commentaries or activities
- Research and share general information on indigenous Australian culture
- Interpret aspects of local indigenous Australian culture
- Manage extended touring programmes
- Prepare specialised interpretive content (flora, fauna and landscape)
- Prepare specialised interpretive content (cultural and heritage environments)

**AUSTRIA**

Vienna Guides invite Visitors to take a Seat

Among the sponsors of new park benches in the gardens of Schönbrunn Palace, the world-famous World Heritage Site, is also the Vienna Guide Service. During a ceremony at Schönbrunn, Mr. Fischer-Colbrie, Director of the “Federal Gardens” thanked the sponsors’ representatives for contributing to render the park even more inviting to sit down, relax and enjoy the unique atmosphere of this historic site. The guides’ bench has been placed on the side of a path well frequented by both tourists and locals. It displays a plaque providing the address and telephone number of the Vienna Guide Service.
Good news comes from Hong Kong. The Hong Kong Government will pay more attention to monitor the quality of tourism services, and put more efforts to maintain the desired standards. It is thereby suggested that tourist guides have to go through proper training, take appropriate examinations and get recognised certificates to ensure their professional standards. Only those who hold the certificates will be allowed to work in the industry as tourist guides.

For many years, HARTCO has been dedicated to the training of tourist guides. Apart from the “Tour Co-ordinator Certificate Course”, the Association provides members with the latest market information and different professional knowledge through the “Mandatory Workshops”.

Regarding future development, HARTCO will take a consultation role in the tourist guide training committee of the Travel Industry Council of Hong Kong and will try its best to be one of the official tourist guide training organisations in Hong Kong.

It is envisaged that to become a guide trainer, one must either have at least 10 years working experience in the industry, with the last five years specialising in tourist guiding/training/management or supervision of tourist guides, or the holder of a bachelor’s degree in a tourism-related subject. However, before actually becoming trainers, the applicants will have to undergo a designated training-the-trainer course and pass an examination.

The tourist guide course will include subjects such as local knowledge, role and responsibility of a tourist guide, guiding skills, code of conduct, customer service, communication skills, cross-cultural studies etc. The candidates will have to sit a 3-hour written exam and will also have to pass a practical test.

The delegates focused on three main points of the agenda: an operational law regarding the Tourist Guide Association, a National Competence Standard for ITGA and the finances for carrying out the programme.

Apart from the working sessions, the delegates were offered the chance to go on sightseeing tours with the Lombok tourist guides, who were the organisers of this National Workshop.

The Israel Tourist Guides Association proudly reported its participation in the 35th celebration of Jerusalem Day. On 10 May 2002, our Israeli colleagues celebrated their version of International Tourist Guide Day by giving free city tours to residents and visitors.

The day started with an organised procession drive from Tel Aviv to Jerusalem. After a stop on Mt. Scopus to enjoy a view over the city, the cavalcade went through the streets of Jerusalem, hailed by its residents. At the Jaffa Gate of the Old City of Jerusalem, the guides were greeted by the Mayor of Jerusalem, Mr. Ehud Olmert. After light refreshments provided by the Municipality, locals and visitors were taken on different tours through the city. Some tours were done on foot, some with vehicles adorned with the emblem of the scouts and a bunch of grapes, Israel’s tourism symbol.

“In times of the almost total absence of foreign visitors to our beautiful country, we were happy to serve the local population that needs some rays of sunshine in a sad and tense period. We are happy to be members of the World Federation of Tourist Guide Associations that offers us the opportunity to report about this day”, said Yael Katz, International Relations Chair of the Israel Tour Guides Association.

From 27-31 May 2002, the Indonesian Tourist Guides Association (ITGA) held the 5th National Workshop in Mataram, on the Indonesian island of Lombok. The Workshop was officially opened by the Minister for Culture and Tourism of Indonesia, and was sponsored by the Governor of Mataram, Lombok. It was attended by 120 delegates from 17 provinces of Indonesia.

The delegates focused on three main points of the agenda: an operational law regarding the Tourist Guide Association, a National Competence Standard for ITGA and the finances for carrying out the programme.

Apart from the working sessions, the delegates were offered the chance to go on sightseeing tours with the Lombok tourist guides, who were the organisers of this National Workshop.
MALTA

**Countryside walks – A hit with tourist guides**

The Product Planning and Development Directorate of the Malta Tourism Authority recently organised two countryside walks for tourist guides to enable them to familiarise themselves with the new countryside walks currently being prepared.

The guides were provided with printed information about these walks, and MTA’s landscape advisor, Mr. Joe Borg, provided explanations along the way.

Some 75 guides took part in these initiatives, through contacts made by Mr. Joe Bonello of the MTA’s Human Resources and Support Services Directorate.

THE GAMBIA

**National Tourist Guides Association conducted a set setal**

Every so often, the National Tourist Guides Association of The Gambia organises cleaning operations (set-setal) in tourism development areas (TDA). At one such occasion, Sheriff Mballow, the Secretary General of the National Tourist Guide Association, said that the guides are partners in developments that contribute considerably to the welfare and safety of the holidaymakers in The Gambia. He urged all other stakeholders in tourism to join forces in bringing healthy conditions to the TDA.

Mustapha Jobe, member of the executive committee of NTGA, said that as tourist guides they believed that the environment at the TDA should be clean, green and peaceful because this would be the only way to attract holidaymakers to The Gambia. The exercise is part of the tourist guides’ efforts to have their profession recognised by hotels and tour operators. They would like to be seen as people who are actively contributing to the national development.

The field coordinator of the World Bank in The Gambia applauded the official tourist guides for their initiative and expressed the need for mutual cooperation in order to make the TDA rubbish free.

Susan Sarr, an Australian tourist, told a newspaper reporter: “I am just happy and convinced to see all these people together in cleaning the area and I am also very happy to join them.”

UGANDA

**Successful Bird Guide Training**

For many years, Uganda has suffered from the lack of recognised trained Bird Guides. This made Uganda an unpopular destination to many who would be interested in Birding. The Uganda Bird Guides Club, together with Nature Uganda and Uganda Breweries Ltd. has been working on overcoming this long-time problem.

It all started in 2001, when a fund raising drive was started through Kampala on Birding Big Day. Over US$3,000 were raised. One of the two people who underwent a Training the Trainer course in South Africa was Herbert Byaruhanga, who was also instrumental in the Uganda Safari Guides Association joining WFTGA. Together with a colleague, he later trained site guides at Lutembe, Mabamba and the Heritage Trails of Buganda Kingdom. At the beginning of June 2002, after weeks of intensive training, eight new bird guides were awarded their certificates by the Chairman of Nature Uganda. Before gaining proper accreditation, the bird guides will be re-assessed by assessors from abroad.

The recognition of Bird Guides is seen by many as the first tremendous success of the Ugandan tourism industry in the effort to offer quality guiding. Many different experience-based itineraries are being designed to suit the birding desire of clients. For more information, please contact Nature Uganda at [email]eans@imul.com[/email] or the Uganda Bird Guides Club at [email]ugandabirdguides@hotmail.com[/email].

UNITED KINGDOM

**Institute for Tourist Guiding launched**

The Department of Trade and Industry, with the support of the Department of Culture, the English Tourism Council and the Wales Tourist Board has given its final approval for the establishment of the Institute of Tourist...
Guiding. The establishment of the Institute is considered by many inside and outside the profession to be the most important development in the tourist guiding sector since the introduction of the Blue Badge over fifty years ago.

Kim Howells, Minister for Tourism, who hosted the official reception in the Palace of Westminster, said: “I welcome the creation of the Institute of Tourist Guiding. I am sure that its status will raise the profile of tourist guiding, give the profession a much higher standing and raise standards of tourist guide training across the country. The qualification structure for the entire profession will ensure uniform standards of course accreditation and examinations and encourage best practice.”

UNITED STATES OF AMERICA

NFTGA – National Federation of Tourist Guide Associations – USA

The National Federation of Tourist Guides Associations-USA is proud to announce the launch of its new website. Check it out at [http://www.tourguidesofamerica.com](http://www.tourguidesofamerica.com) or [http://www.nftga.com](http://www.nftga.com)

The website is an outgrowth from the forum created at the first biennial conference that took place in San Antonio, January 13-16, 2002.

The NFTGA is committed to raising the bar of professionalism and respect with the continued development of the guiding profession in America. A great deal has been achieved, but the battle is not yet won. NFTGA will continue to strive to increase the visibility of professional guides, and to increase the recognition and acceptance of tourist guides as equal partners in the tour and travel trade.

Efficient Bureaucracy in New York

In New York, the guide licences are issued by the Department of Consumer Affairs. Getting a guide licence seems to have been a rather lengthy affair in the past. Things appear to have changed though. In the March 2002 issue of GuideLines, the newsletter of GANYC, a colleague from New York describes his experience of getting his licence renewed.

“For mysterious reasons, I did not receive an automatic renewal notice for my licence. When I called to enquire, I was told: “We’ll mail a second form today.” Still no luck. I called again and was told: “Come into the office and we can fix any problems and send you home with the licence the same day.”

I set off with lots of reading material, expecting to spend the entire afternoon. Imagine my surprise when I was called to a window in 15 minutes! I gave the clerk my licence; she checked her computer, then handed me a form completed except for updating questions (Do you have a new address? Have you been convicted of consumer fraud? Are you blind, deaf and dumb?) and a signature. Add a cheque for US$50 (NO CREDIT CARDS, NO CASH!) and I was sent to the magic Window 12. After another 10-minute wait, a clerk appeared there, confirmed that the image on file looked a lot like me, and yes, delivered the actual licence to my hands. Total time elapsed: 40 minutes. Who knew how efficient bureaucrats could be!”

Guiding not a full time job

In GuideLine, the newsletter of the Rocky Mountains Guides Association, Barbara Foos, President of the Association, makes prospective and existing tourist guides aware of a fact that many tourist guides would full-heartedly endorse:

“The next misconception I have heard is that tour guiding is, or can be, a full time job. I am not aware of anyone making a living by guiding unless they own their own company. Tour guiding is nothing more than an enjoyable part-time job. Some months there is no work; some, an over abundance; some strictly airport meet and greet or human signs. It is important to be available for all types of work. Tour guiding can be fun but it should never be considered a full time job. Let’s all enjoy the jobs we get and the wonderful friends we make.”

VIETNAM

Vietnam is undergoing quite a rapid development in the tourism industry, therefore, the needs for qualified tourist guides and other skilled workers serving in the industry are very demanding. To become a tourist guide, one must complete a 24 months training programme, including three types of training courses:

- government compulsory subjects such as
military, physical and political training courses
- general knowledge subjects such as history, geography, ethnic cultures, immigration procedures, public health, museums, tourist sites, public relations …
- specialised subjects such as guiding techniques, hotel front office, tourism-orientated English.

Melbourne
To celebrate the occasion, 7 members of PTGAA escorted 82 recently arrived international students on walking tours of selected precincts of Melbourne. The students came from as far away as Argentina, Brazil, Colombia, the Czech Republic, China, Japan and Indonesia and were in Melbourne to study English as a second language. The students greatly enjoyed the tours and benefitted both improving their knowledge of Melbourne and their English language skills.

Sydney
Judith Dunn, a member of IATG, conducted a free walking tour of Colonial Parramatta to honour the day and to raise the profile of Tourist Guides. Expecting mainly seniors of the area, Judith was rather surprised when nineteen members of the Parramatta City Council staff also booked the tour. Significantly, they came from information areas such as the City Library and the Tourist Information Centre. Judith gladly conducted an extra tour to accommodate the Council staff and hopes they now have a better understanding of the area in which they work.

HONG KONG
This year, HARTCO organised a free tour to Ocean park for 60 children from the American Baptist Mission. Enjoying the sponsorship of many companies, the event was a great success.

UNITED KINGDOM
Scotland
In Edinburgh a small group from a residential home for the blind and partially sighted was taken for a trip along the Union Canal by barge. The use of the barge was donated and a splendid commentary was given along the route. Furthermore, a large group from Sheltered Homes was taken on a city tour and enjoyed refreshments towards the end of the morning.

Glasgow’s celebrations of International Tourist Guide Day saw over 300 business- and travel-related companies and other interested parties invited to the City Chambers for a morning reception. The theme was “Glasgow’s Trading Places”, based on the prosperous cotton, linen and tobacco trade in Merchant City and around the banks of the Clyde.

In addition, two coach tours and guided walks were offered. A reporter from the Glaswegian accompanied the tour in order to write an article. A great morning was held by all and, judging from the letters of thanks, the event was an unqualified success.

UNITED STATES OF AMERICA
Washington
In Washington, this year’s International Tourist Guide Day was a true outreach event. The Guild offered free tours in Spanish and English to honour the Hispanic Community. Over 600 Washington residents enjoyed the tours. The article “D.C. Tour Tries New Route: Spanish” in the Washington Post brought additional publicity and promotion to
ITGD. The day was co-sponsored by the DC Chamber of Commerce and the American Bus Association. Site host personnel at the National Building Museum welcomed the public with their characteristic warm hospitality.

**Emergency Telephone Number**

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

**Dangerous Commentary**

In the April 2002 issue of the Guide Post a letter by the Guild’s Coach Liaison Representative to the Coach Drivers Club was publicised. Its is hoped that its content will become universally applicable.

“May we draw the attention of all professional drivers to the illegality of giving a commentary to passengers whilst driving. This is not only illegal but is clearly dangerous. Coach drivers are generally skilled and well-travelled with a host of information at the finger tips ready and willing to enhance the enjoyment of their passengers, but no one should risk themselves, their charges and other road users.

Current legislation and later amendments specifically prohibit the use of microphones (all types) in any circumstances outside the needs of safety or an emergency. Drivers risk prosecution if they break this legislation. Drivers seem to be quick to rail at the centre lane hog, the wandering mobile phone user and the inconsiderate parker and should similarly recognise the dangerous nature of giving microphone commentaries while driving.

Ever increasing traffic, the demands of tight schedules and a more discriminating market place great demands upon the industry, so it would be prudent for the good operator to ease this burden by providing the assistance of a tour manager or, where appropriate, the local guide, thereby relieving the stress and freeing the driver to concentrate on providing a safe service.

Whenever this issue is raised it is perceived as being a moan from part of the industry over the loss of opportunity for guides and managers. This is only true in part. Safety is not an issue for compromise and there is no doubt that passengers would be put at risk if drivers recall stories to fit the topography and then provide a one-handed narrative rather than a safe controlled drive. Nothing in the driving test covers presentation skills, public speaking or the regurgitation of interesting facts – the test is based purely upon skill at handling a coach and the questions are about passenger and road safety.

Unless it is understood that the notion of trying to combine pedal dexterity with a running commentary is dangerous, sooner or later there will be a disaster and the entire industry will be the loser.

**Warning to all Guides**

Please be aware that it is illegal to stand and give a commentary to your passengers whilst the vehicle is in motion. In the event of the driver having to brake suddenly and you fall and injure yourself you could jeopardise any claim and attract a counter claim for any damage caused to the vehicle.

**Remember: be seated and safe!**

(Source: Guide Post, April 2002)

**Be positive!**

We all do it – make negative comments without meaning to. A recent oral complaint about a guide was that he had been heard to tell his group: “We are not shopping here – it’s too expensive.” Even worse, this group comprised travel trade personnel. So much better to have said something like, “There are nice shops here, but we don’t have time for shopping – you will have time to shop when we get to” … wherever. Easy to be wise after the event, but easy too, to think positively. Remember that everything you say is important. And remember – sometimes the walls really do have ears!

**While guiding inside a building, don’t shout as this distracts others from doing the same job.**
All Sorts of Guides

The September 2001 newsletter of IATM (International Association of Tour Managers) contained the following guideline definitions for the travel industry, with the goal of clarifying an often-confusing use of interchangeable terms.

Tourist Guide – A person who delivers information, enhancing the appreciation and understanding of a visitor.

Tourist Translator/Interpreter – A person who renders information into the language of the visitor’s choice.

Locally Qualified Guide – A person whose ability to act as a tourist guide has been endorsed by a competent body. This endorsement is usually specific to a country, region or town.

Site-specific Guide – a tourist guide whose function is exclusive to (and who is usually employed by) a particular museum, monument, or attraction. He/she usually conducts tours around a museum, monument, or attraction that is closed to the public unless visited on such a tour.

Electronic Guide – A personal device delivering recorded information to individual tourists or visitors.

Taped Guiding – The playing of information from tape or similar device of interest to tourists, usually on board a coach, boat, or train.

Tour Manager, also known as Tour Guide and Tour Director – A person who is the tour operator’s representative on an escorted tour, managing the itinerary, keeping the clients informed with any relevant information, and acting as a tourist guide when no other tourist guide is used.

Guide Lecturer – A person who delivers detailed information on a specific specialised subject to a group of tourists.

There is sometimes confusion between the “Master Guide” designation and the “Certified Master Guide” designation as used in the USA.

Master Guide – a service award

Certified Master Guide – recognition of advanced training and education

Hoofs Up? Hoofs Down?

In the March 2002 issue of The Capital Guide, an excerpt from a letter by Michael J. McAfee, Curator of History West Point Museum, US Military Academy, is noteworthy. He writes: “I am distressed to see the references to the myth of a secret code in the placement of the hoofs of equestrian statues. Let me assure readers that there is no significance to the number of hoofs on or off the ground on such statues. As a military museum curator, I have had this question broached to me on numerous occasions, Like UFOs and alien abduction, it is a long-lived myth.”

Fire Danger

Tour passengers often include one or more who “light up” when the coach makes a scenic or necessary stop. We have all heard or read the warnings, some have seen and smelled the smoke, and driven through or passed areas burnt by grass or forest fires. Encourage passengers who do smoke to be sure “their smoke is completely crushed and stripped” before they return to the coach. While fires can be beneficial, one thoughtless spark or ember can burn not just vegetation but affect lives and livelihoods, property, animals, watersheds …

The Jane Orde Scholarship Fund

The exciting and generous offer of sponsorship from the Androus Foundation will allow someone – a member or a prospective member of the WFTGA - who could not otherwise do so because of financial constraints, to attend the Convention in Scotland in 2003. If you know of anyone who would benefit coming from any of the countries in membership tiers 3-5 then please encourage them to apply for this scholarship.

WFTGA is convinced that this scholarship will be of great benefit to those from the
developing nations. Jane Orde, Past President of WFTGA, felt deep concern that the WFTGA conventions were out of reach for many people because of cost and would have been delighted, we are sure, to have her name associated with such a worthwhile cause. If any associations would like to donate funds in either $s or Euros to add to the Scholarship fund for the benefit of other applicants both next year and in the future, please send your donation clearly made out to the ‘Jane Orde Scholarship’ to the WFTGA office. The Application Form can be downloaded from the WFTGA website (International Convention 2003).

AROUND THE WORLD

MTA Photo Competition – Tourism and the Natural Environment

The Malta Tourism Authority has launched a photographic competition with the theme “Tourism and the Natural Environment”.

This competition is open to members of the public and tourists visiting the Maltese Islands and is being organised by the MTA in collaboration with the Malta Photographic Society under the auspices of the Minister of Tourism.

This initiative is part of a programme of activities being coordinated by the Ministry of Tourism on the occasion of the International Year of Ecotourism.

The best entries will be included in an exhibition which will be inaugurated on World Tourism Day, the 27th September 2002.

MTA to sign agreement on Ecotourism Schemes

Ecotourism management practices was the main item of discussion during a recent visit to Majorca by a delegation from the Product Planning and Development Directorate of the Malta Tourism Authority. The Maltese delegation visited a number of Ecotourism certified properties in the region.

In fact, the MTA will be launching Ecotourism management schemes for hotels in the coming months and will use properties in Alcúdia (Majorca) for benchmarking purposes.

Liverpool renames Airport

On 15 March Yoko Ono unveiled a statue of John Lennon at the newly renamed Liverpool John Lennon Airport.

Gallery of Children’s Art Works

The Old Castle of Celje, dating back to the first half of the 14th century, houses a unique art gallery. It is dedicated to art creativity of children and young people, and is called The Gallery of Children’s Art Works. On 250 square metres, there are paintings, graphics, sculptures and photographs made by young artists from all continents.

The Gallery was founded by the World of Art magazine in 1995. Since then, it has been encouraging young people to create and participate in international competitions, providing them with the opportunity to compare their works to that of children of the same age, from other countries and continents. The magazine, published in Slovenian and English, has readers in 26 countries of the world. Many children have won prizes for their art works, thus being encouraged to further creativity in art. So far, more than 60,000 children from 55 countries took part in seven competitions of The World of Art magazine.
The collection on the theme The Horse has now got 45,000 works in the archives of the Gallery of Children’s Art Works. It is the biggest collection of this kind in the world. Children’s art works from this collection have been exhibited among others in Russia, Moldova, Yugoslavia, USA, Poland, Hungary, France, Argentina.

A new competition on still lifes is no open to children of three age groups: up to 10 years, from 11 to 15 years, and from 16 to 20 years. The 50 most successful entries from each age group will be awarded prizes. All techniques on paper are allowed. The works should be sent by November 15, 2002 to: The Gallery of Children’s Art Works, Cesta na grad 78, SI-3000 Celje, Slovenia.

Guy Fawkes’ Gunpowder Found?
A box of gunpowder has been discovered at the British Library while going through the papers of John Evelyn, the 17th century diarist. Evelyn’s grandfather was an important gunpowder manufacturer, and this may be the oldest surviving gunpowder in Europe. A handwritten note found in the box claims it comes from the barrels used by Guy Fawkes in his attempt to blow up the Houses of Parliament in 1605. Whether or not this is true, the find is important in helping our understanding of gunpowder of the period.
(Source: Guide Post May 2002/The Guardian)

Euros widely accepted
In London, Euros are now accepted at over 45 Oxford Street stores. Visitors should be on the lookout for blue and yellow “Euros welcome here” stickers.

According to the Washington-based Travel Industry Association, in 2001, there were 47 million international visitors to the US. It is estimated that US$73 billion were spent on lodging, meals, entertainment and other travel-related items. One marketing consultant from an Atlanta-based group says that international visitors want to see established sights on their first trip, but later trips are to experience the culture of a country.

In its first year, the Texas State History Museum was visited by 771,000 people!

First Museum of Contemporary Research and Technical Science in Germany

The Deutsche Museum Bonn, a branch of the world famous Deutsche Museum in Munich, is the first museum for contemporary research and technical science in Germany. Since November 1995, revolutionary discoveries and inventions – many of them made by Nobel price winners - and many other technical achievements such as the computer chip can be seen. The museum also offers an insight into medical technology and brain research. If you would like to know how an airbag functions or you would like to become acquainted with material used by surgeons to replace bones – then you should visit the Deutsche Museum Bonn. The museum is a WFTGA Cultour Partner.

Happy Birthday, Teddy!

One hundred years old – the good old, eternally young teddy bear has made it to its century. The teddy bear’s godfather was none other than the former President of the United States, Theodore (Teddy) Roosevelt, who took pity on a bear cub during a hunting trip and refused to shoot it. He immediately was made the butt of caricaturists. However, the teddy bear became the President’s mascot, quickly silencing the mocking voices and setting the tills ringing.

In the course of its long life, the teddy bear has conquered all sorts of obstacles – like its “mother”, Margarete Steiff from the small south German town of Giengen and der Brenz. Margarete, who was confined to a wheelchair from childhood, put the first stitches in Teddy’s snout in 1902.
Fritz Steiff and his son Richard were exhibiting the first soft mohair bears with movable limbs at the 1903 Leipzig Trade Fair. Both of them were very proud how their sister (or aunt) Margarete Steiff had skilfully translated Richard’s drawing into a cuddly bear. On the last day of the Fair, the miracle happened. Fritz Steiff couldn’t believe his ears. He asked the buyer for an American toy company to repeat his order. Three thousand! Since 1905, Steiff bears have always featured their distinctive “Button in Ear” protected trademark.

In the USA, the first teddy manufacturer was the Ideal Novelty and Toy Company, founded by Rose and Morris Michtom. In Great Britain, Henry Samuel Dean founded the Dean’s Rag Book Co. in London after Teddymania had broken out there in 1903.

The collecting of teddy bears, defined as “Arctophily” [from the Greek “arctos” (bear) and “philos” (love)] has become a popular pastime since the Eighties of the 20th century. Events, exhibitions, auctions and special offers mark the teddy bear centenary year. Topping the list is the issue of a stamp booklet in Switzerland commemorating the “Centenary of the Teddy Bear”.

International Year of Mountains

Mountains come in all shapes and sizes. Found on every continent, from the equator to the polar regions, they rise to different altitudes, in a great variety of climates and particular combinations of ecosystems.

For millennia, mountains have served as vast reserves of valuable resources. But mountain glaciers – the source of water for many of the world’s river systems and for people – are melting at unprecedented rates – a consequence, many scientists suspect, of global warming.

Mountain environments are both, beautiful and brutal, fragile and fierce. Today, however, the rapid pace of globalisation, urbanisation and mass tourism are threatening mountain communities and the resources they depend on. Worldwide, mountain areas face increasing marginalisation, economic decline and environmental degradation. As a major eco-system representing the complex and inter-related ecology of our planet, mountain environments are essential to the survival of the global ecosystem. Mountain area fragility represents, therefore, a considerable challenge to sustainable development, defined as “development that meets the needs of present without compromising the ability of future generations to meet their own needs.”

Already at the “Earth Summit”, the UN Conference on Environment and Development, held in Rio de Janeiro in 1992, mountains took their place on the global workplan. In 1995, the Global Mountain Forum was founded to provide mutual support, information sharing and advocacy for mountain peoples and environments. It is maintaining a calendar of important events [http://www.mountainforum.org/calendar.htm](http://www.mountainforum.org/calendar.htm). Based on an initiative from Kyrgyzstan, the United Nations General Assembly declared 2002 the International Year of Mountains (IYM) in November 1998.

The objectives of the International Year of Mountains are: to promote conservation and sustainable development in mountain areas; to increase awareness of, and knowledge on, mountain ecosystems, their dynamics and functioning, and their overriding importance; promote and defend cultural heritage of mountain communities/societies; pay attention to frequent conflicts in mountain areas and to promote peace-making in those regions.

Indeed, at the beginning of IYM, we see that mountain areas are home to most of the armed conflicts. Without peace, poverty cannot be reduced, secure food supplies cannot be guaranteed and sustainable development cannot even be considered.

“Mountains”, writes Bishop Stecher of Tyrol, all his life an enthusiastic mountain climber and author of fascinating books, “mountains teach us admiration for the grandeur of the
universe, but at the same time boldness and caution, carefulness, helpfulness and cooperation, as well as consideration of our fellow-men, endurance and how to cope with frustrations and disappointments; one of the greatest moments in the mountains are impressions of unlimited distance and grandeur, of gradually changing views, of tranquility, peace and silence.”

A number of topics on the subject can be found at [http://www.mountains2002.org](http://www.mountains2002.org)
(Source: Professor Hans Jörg Bauer/CD, April 2002)

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**Moments that make a Tour Guide’s Day**

“I recently was hired to do a tour for two people, one of whom was a Native American from South Dakota. In addition to showing them Washington’s highlights, I was asked to point out anything that might be of special interest to this client.

Among the sights the couple wanted to see was the Washington National Cathedral. So, rather than approaching the Cathedral via the usual way, I decided to ask the driver to go a different way so I could point out the Indian heads on the Dumbarton Bridge as we passed under it. Well, when we approached the bridge and I mentioned the heads to my client, he was ecstatic. He said: "Those heads are castings of my great-great grandfather’s face! I had always wondered where this bridge was!" He told me he was a descendant of a Chief of the Sioux Indians from South Dakota and that an artist had made casts of this chief’s face (his ancestor) to put on a bridge, but he did not know where the bridge was. Now he had found it – right overhead!

Later I found in a book that the Indian heads are described as Aztec Indians, not Sioux. With the help of two colleagues, who got busy on the web and tried to get to the bottom of this, we learned from two sources that the face is that of Chief Kicking Bear, an Ogalal Sioux, born circa 1859. My client may indeed be the descendant of this chief who is depicted on the bridge, and I was able, by sheer good luck, to help him find this link with his past. Another exciting moment in the life of a tourist guide!”

Ginny Moser, Past President of the Guild of Professional Tour Guides of Washington, D.C.

**Body Language**

“A recent article on body language reminded me of a three-day tour that I had in November 2000 with a group from Beijing, China.

Guests of a major petroleum company, the group consisted of five men, a woman interpreter, and a representative from the oil company. They had asked for an English-speaking guide, and the interpreter was along, I assumed, to clarify comments I would make.

We toured the usual sights, and I chose my words carefully when I made presentations at the Korean War Memorial and the Vietnam Veterans memorial, particularly when the oil company representative told me that back in China they were observing the 50th anniversary of the establishment of the Communist government.

Our tour included a visit to Arlington National Cemetery. After the Changing of the Guard, we were fortunate to see a wreath laying. Included in my group was an older man who appeared to have a higher status than the others. I assumed this because the others deferred to him in several situations.

After the wreath laying, the interpreter had a short conversation with this gentleman in Chinese and then said to me: “Mr. Fitzgerald, Mr. Lee wants to know if you were ever in the military.” When I said yes, she said: “He thought so, because he noticed the expression on your face, and your demeanour during the ceremony. For he, too, was in the military and he believes that only those with that experience truly appreciate the significance of this ceremony.”

Even when you are not speaking, your body language is.”

Lawrence J. Fitzgerald Jr.

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*He has the right to criticise who has the heart to help (Abraham Lincoln)*
FOOD FOR THOUGHT

What to plant in your Garden

Three rows of peas

Peace of mind
Peace of heart
Peace of soul

Four rows of squash

Squash gossip
Squash indifference
Squash grumbling
Squash selfishness

Four rows of lettuce

Lettuce be faithful
Lettuce be kind
Lettuce be patient
Lettuce love one another

Three rows of turnips

Turnip for meetings
Turnip for service
Turnip to help one another

Three rows of thyme

Thyme for each other
Thyme for family
Thyme for friends

ATTITUDE

The longer I live, the more I realise the impact of attitude on my life. Attitude to me is more important than facts. It is more important than the past, than education, than money, than circumstances, than failures, than successes, than what other people think or say or do. It is more important than appearance, giftedness, or skill. It will make or break a company … a church… a home. The remarkable thing is we have a choice every day regarding the attitude we will embrace for that day. We cannot change our past … we cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play on the one string we have, and that is our attitude. I am convinced that life is 10% what happens to me and 90% on how I react to it. And so it is with you … we are in charge of our attitudes.

(From “Strengthening your Grip” by Charles Swindoll/San Antonio Guide Lines, April 2002)

If you have food in the refrigerator, clothes on your back, a roof overhead and a place to sleep … you are richer than 75% of this world.

If the point is sharp, and the arrow is swift, it can pierce through the dust no matter how thick (Bob Dylan)
Preparations for the WFTGA International Convention in Dunblane, Scotland, are in full swing. The theme of this 10th International Convention will be “Sustainable Tourism”. The event which will take place from 26-31 January 2003 and is expected to attract participants from all over the world. For the first time, the new Jane Orde Scholarship Fund will make it possible for guides who otherwise would not be able to do so because of financial constraints, to attend the Convention. For detailed information and registration, please visit the WFTGA homepage
www.wftga.org or www.stga.co.uk

To whet your appetite ...

The Glenfiddich Special Reserve 12 Year Old is the only Highland single malt whisky to be distilled, matured and bottled at its own distillery.

Scotland has:
31,469 lochs
50,000 km of rivers and lochs
7,000+ km of coastal waters
950 river systems

- the population of Scotland is 5.1 million (that of the UK 59.2 million)
- there are 5,492,000 hectares being farmed
- in 2000, there were:
  - 2,028 cattle; 9,184,000 sheep; 558,000 pigs; 14,196,000 hens.

Is it true?
A Scottish guide was escorting a group of journalists at the European Cup Final in June. The tour leader, a Greek Corporate Communications Manager who was in Scotland for the first time, commented: “Before I came here, I’d read all about Scottish hospitality. Yes, people are friendly, but only from the point of view of looking first to see how big your wallet is.”
(STGA Guidelines, Summer 2002)

THE LANGUAGE CORNER

Start Practising!

European Union commissioners have announced that agreement has been reached to adopt English as the preferred language for European communications, rather than German, which was the other possibility. As part of the negotiations, the British government conceded that English spelling has room for improvement and has accepted a five-year phased plan for what will be known as EuroEnglish (Euro for short)

In the first year, “s” will be used instead of the soft “c”. Certainly, civil servants will receive this news with joy. Also, the hard “c” will be replaced with “k”. Not only will this clear up confusion, but keyboards can have one fewer letter.

There will be growing public enthusiasm in the second year, when the troublesome “ph” will be replaced by “f”. This will make words like “fotograf” 20 percent shorter.

In the third year, public acceptance of the new spelling can be expected to reach the stage where more complicated changes are possible. Governments will encourage the removal of double letters, which have always been a deterrent to accurate spelling. Also, if we agree that the horrible mes of silent “e”s in the language is disgraceful and they would go.

By the fourth year, people will be receptive to steps such as replacing “th” by “z” and “w” by “v”.

During the fifth year, all unnecessary “o” can be dropped from words containing “ou”, and similar changes could be applied to other combinations of letters.

Und efter the fifth yer, ye unesesary “o” can be dropped from words containing “ou”, and similar changes would be applied to other combinations of letters.

Und etter ze fiz yar, ze unesesary “o” kan be dropd from worts containing “ou”, and similar changes vud of kors be aplid to ozer kombinations of leters.

A man called Ben Becula
(a Scottish story)
Once there was a man called Ben Becula who was much Harris-ed lest he might Lewis his life. He took a cocktail of Eigg and Rhum, though it seemed Eriskay drink, especially as he wasn’t used to it. He felt a little Tiree-d
and realised he Shuna swallowed the Muck. He lay down to en-Jura little peace and was heard to Colonsay “I hear my Maker Coll”. So his soul went to Skey and they took his body in a Barra. His poor wife couldn’t believe it and the shock has St. Kilda. (STA Guidelines, Summer 2002)

KEEP SMILING

A few intriguing Questions …

How does snow get up Ben Nevis? Where in Edinburgh is Glasgow? Is Fort William still alive? Does anyone in Scotland speak English?

Oh dear …

A single busload of multi-language foreign visitors on tour with a multi-lingual guide, began questioning the length of time given to German visitors versus the time allotted in commentary to those speaking another language. Evidently, the German language requires more words in explanation and the other visitors desired equal time. They had been listening intently to the length of the commentary in addition to the content.

Innocents abroad

A group from Chicago was being shown round the Roman Colosseum a few months before Italy was due to host the 1968 Olympics. As one man clambered down, he turned sorrowfully to the guide and said: “I’m a builder and I hate to say this; but you’ll never have it ready in time for the Games.”

A party of Japanese tourists was reported to have been seen filing through the Plaza Mayor in Madrid, wearing Sherlock Holmes deerstalkers bought in London and carrying flight bags labelled “Kinki Nippon Tours”

A Tourist’s Prayer

Dear Lord, look kindly on your faithful tourist servants who travel the face of the earth in cars, trains, buses and aeroplanes. We are often compelled to go by the scenic route, buy postcards and visit castles and ancient monuments, wearing plastic macs and unsuitable shoes.

Please send us constant sunshine, reserving the rain for going home. Guide us to the best hotels. May they honour our reservations and make up our beds with clean linen. May the showers be hot and constant. Lead us to wondrous restaurants where the food is magnificent and wine is included in the price. May the waiters be friendly and speak our language. Almighty Father, teach us the joys of High Tea. Allow us to taste the variety of good whisky and Ale, but save our men from making fools of themselves. May our cameras contain fresh films. Save us from double exposures, shaky shutters and immersion in water. Protect us from lost passports, crowded airports, punctures and delayed departures. Grant us, Dear Lord, a safe journey home.

(Source: Guide Post, April 2002, Abridged by Frank Buckley from a Scots tea towel by “Ettrick Valley”)

Broken English perfectly spoken here (Sign in a tourist office)

Sign in a Jordanian Tailor’s shop: “Order your summer suit. Because is big rush we will execute customers in strict rotation.”

A dentist in Hong Kong advertises: ”Teeth extracted by the latest Methodists.”
The WFTGA Cultour Partner Programme is now coming into its second year. WFTGA is happy to welcome the many museums from Australia to the USA which have joined the Programme as WFTGA Cultour Partners. As from 15 September 2002 we welcome one of the World Heritage Sites, Schönbrunn Palace, as a WFTGA Cultour Partner. We are confident that the list will keep growing. Many enthusiastic reports have reached us from guides who, during 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 and visit our Cultour Partners’ websites.

WFTGA is delighted to announce its new Worldwide Hospitality Partner Programme. A number of hotel groups such as Six Continent Hotels, Radisson/SAS, Millennium & Copthorne, Maritim Hotels, the renowned Meridian Pyramids Hotel in Cairo and the charming Alpenhotel Gösing in the Austrian Alps have joined the new WFTGA Programme. This means that the travelling guide can enjoy substantial benefits in about 600 hotels in approximately 100 countries. Also SIXT Rent a Car has become a WFTGA Hospitality Partner. For details, please check the WFTGA homepage http://www.wftga.org or ask your local Association.
Published by the World Federation of Tourist Guide Associations

Registered Office:
c/o Wirtschaftskammer Wien, Stubenring 8-10
A-1010 Vienna/Austria
Tel. +43 1 714 60 62, Fax +43 1 514 50 1342
e.schroder@wftga.org

http://www.wftga.org

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