

Guidelines Internation@l

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Message from the President

This is our second edition of Guidelines in 2009 and so far it has been a challenging year for colleagues around the world. The global recession has impacted on our members in many countries with a reduction in overseas visitors but in many cases an increase in domestic visitors. It is important that we adapt to changing conditions and offer a professional service to our visitors so that our reputation as qualified tourist guides encourages greater use of our services.

Despite tightening belts everywhere, our membership continues to grow and we welcome the National Association of Tourist Guides of Albania, the Association of Tourist Guides of Costa Rica and AGIC, Portugal. We welcome back Salzburg Guide Service, Austria and FSAG Stockholm, Sweden. We also welcome the Swedish Centre for Nature Interpretation to

Affiliate Membership and a number of new Cultour Partners, thanks to the efforts of our members.

The Executive Board has been busy over the past nine months since our Convention in Bali. Our poster "Is Your Tourist Guide Qualified?" has been sent to members worldwide and some members have already adapted it to local conditions. As always we have promoted WFTGA wherever we are both on private and official visits.

Vice President Felicitas Wressnig attended the IMEX exhibition in Frankfurt, EXBO member Aladdin Khalifa visited Thailand and I was invited by UNDP/UNESCO to visit Albania to review tourist guide training and assist with planning a national training course. I will attend the UNESCO conference in Paris in October.

Past President and Lead Trainer Titina Loizidou conducted training on behalf of UNESCO and WFTGA in Ethiopia, Lead Trainer Iris Barry conducted training in Jamaica, and Past President and Lead Trainer Deborah Androus delivered our annual Train the Trainer course in Cyprus assisted by Demetra Gabriel. Lead Trainer Jenny Oulton delivered training in Abu Dhabi. We have had courses in October in Abu Dhabi, Brunei and Saudi Arabia.

Do remember to check our website regularly for news and log on to our forum www.wftgaguides.org to chat to colleagues.

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

Rosalind Newlands
WFTGA President

Executive Board 2009-2011



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

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Philip Newlands

Industry leader condemns tourist guides



Tourist guides worldwide struggle for professional recognition from authorities and actors in the tourism industry. Lack of understanding prevails among key industry players which hampers future development of the profession. Powerful organizations in travel, such as the European Tour Operator's Association (ETOA), are unsupportive when it comes to professional quality of guides and professional recognition.

ETOA's head of tourism, Tim Fairhurst, recently made a disheartening comment about the professional qualification of tourist guides on the travel news website eTurboNews. He stated that *"qualification is, regrettably, by no means a guarantee of top-quality service."* It is true that qualification doesn't guarantee success. However, it is infinitely more likely that a tourist guide who has received proper training and been authorized by a local authority will do a better job than someone who hasn't. Mr Fairhurst's comment suggests two things. First, that tourist guide training is not up to standard, and second that tourists

are better off on a tour with someone else than a professional tourist guide.

ETOA's negative position towards professional improvement and recognition of tourist guides is hard to understand. Rather than embracing the self-regulation attempts of tourist guides, for the benefit of travellers and the tourism industry as a whole, ETOA resisted the adoption of a minimum standard of education for professional tourist guides across Europe. The European Committee for Standardization (CEN) adopted this minimum standard in 2008 (EN 15565) – which is supported by the World Federation of Tourist Guide Associations (WFTGA), and the Federation of European Guide Associations (FEG). The standard aims to improve the service quality of tourist guides and thereby improve the visitor's experience.

Tour operators and travel agencies to a large extent seem not to realize the difference between a professional "tourist guide" on the one hand, and a "tour manager/ tour leader" on the other. As a result consumers

remain uninformed. Promotional material for tour packages often states "guided tour" when in fact the tour is not led by a professional tourist guide but a "tour manager" – sometimes by someone who is referred to as "company expert," who may or may not have been to the place he or she is supposed to "guide".

The travelling public has every right to be informed of the vastly different level of service they can expect from a tour manager/ tour leader on the one hand, and a tourist guide on the other. Tour operators and travel agents must start distinguishing between the two in their promotional material. ETOA should step up and take charge of the matter for the benefit of consumers and the tourism industry as a whole. Until such time consumers cannot make an informed decision when choosing a tour.

Stefan Helgi Valsson
*Tourist Guide and Tourist Guide
Trainer in Iceland*

WFTGA International Tourist Guide Day 2010 – World Heritage, Our Culture

WFTGA is an NGO in Operational Relations with UNESCO with members in 51 countries worldwide. To celebrate the 25th Anniversary of the founding of the World Federation of Tourist Guide Associations, events will be taking place at UNESCO World Heritage Sites.

WFTGA President visits Albania

What do you know about Albania? I knew very little when I visited at the beginning of September, other than it was near Corfu and Italy and has been emerging from isolation since 1993. Research told me the country had associations with British writer, Lord Byron and Norman Wisdom, the comedian and that Mother Theresa of Kolkata's family came from there – in fact the international airport in Tirana is named after her.

So it was with some trepidation and considerable interest that I set off on a mission on behalf of WFTGA and at the invitation of UNDP/UNESCO to review tourist guide training accompanied by my trusty bag carrier and husband, Phil. What we found was a beautiful country, still in the infancy of tourism development, very friendly people, excellent Italian style food and good local wines.

WFTGA's association with Albania began in 2006, when six guides attended our Train the Trainer Course in Cyprus. Part of their mission on their return was to set up a tourist guides association and to start training tourist guides. Since 2006, Albanian WFTGA Trainers have conducted guiding skills courses and founded the National Association of Tourist Guides of Albania (NATGA), which now has 50 members.

I had a number of official meetings for two days but at the weekend we had the opportunity to explore, accompanied by NATGA Chairman Alfred Dono and NATGA committee member and WFTGA Trainer Sonia Popa. Alfred drove while Sonia did most of the guiding and we were in-

troduced to local experts at the sites we visited. As well as hosting us to some wonderful lunches, Alfred and Sonia regaled us with information of everything from the Illyrian Civilisation to modern Albania.

Sonia took us on a walking tour of Tirana, with its wide boulevard planned by Italians before the Second World War. We also visited the National Museum of History in Scanderberg Square, with its collection of antiquities and displays of the struggles of Albanians for independence over the centuries.

We were escorted round the archaeological site of Apollonia by local archaeologist, Mr Arjan Dimo, who comes from the nearby village and has made this site his own. It is an enormous site with Roman remains and a beautiful Byzantine church dedicated to St Mary. There is also evidence of earlier remains from the Hellenic period. Apollonia is set on a hill high above the Viosa Valley and standing there with views in all directions you can understand why early peoples chose to live there. We continued down the Adriatic coast to Vlore and visited the Llogona National Park, with its panoramic views and flag pines.

On Sunday, we visited the medieval town of Kruje just north of Tirana, first mentioned as a Christian settlement in 879 and which still has a traditional bazaar. In the 15th century, Kruje was the capital and base for Albania's national hero Gjergj Kastrioti (Scanderbeg) who repelled Turkish invasion for 35 years and formed alliances with other European powers

including Rome and Venice and is commemorated by statues all over Europe and even in Michigan USA. The Director, Mr Mehdi Hafizi of the Scanderbeg Museum gave a personal tour and I had the honour of being invited to sign the same visitors' book as US Presidents George Bush and Jimmy Carter on behalf of WFTGA!

The museum was opened in 1982 within Kruje Castle and is an excellent example of a modern museum on an ancient site. We also visited the Ethnographical Museum, which is located in an 18th century house formerly owned by the Toptani family. Through a wonderful local guide, Mr. Shefki Vogli who not only described but also demonstrated all the working implements, we learned what life was like for a wealthy Muslim family at that time – including visiting the bride's room, the Turkish style hammam and the living and kitchen quarters for the family. He was a great example of a natural guide, with amazing interpretive skills and the ability to really bring things alive.

Sadly our short visit did not allow us enough time to visit the sites in Albania with UNESCO World Heritage status – Berat, Gjirokastra and Butrint but that can be saved for our next visit! WFTGA's association with Albania will continue as we help them develop their guide training and I am pleased to say that Albert completed the application for NATGA's full membership of WFTGA before we left!

Rosalind Newlands



*Mehdi Hafizi, Rosalind Newlands,
Sonia Popa and Alfred Dono*



Photos: Philip Newlands

*Rosalind Newlands signing
the VIP visitors book in Kruje*



Tirana Lake

St Mary's Church



*Alfred Dono, Sonia Popa, Arjan Dimo
and Rosalind Newlands at Apollonia*

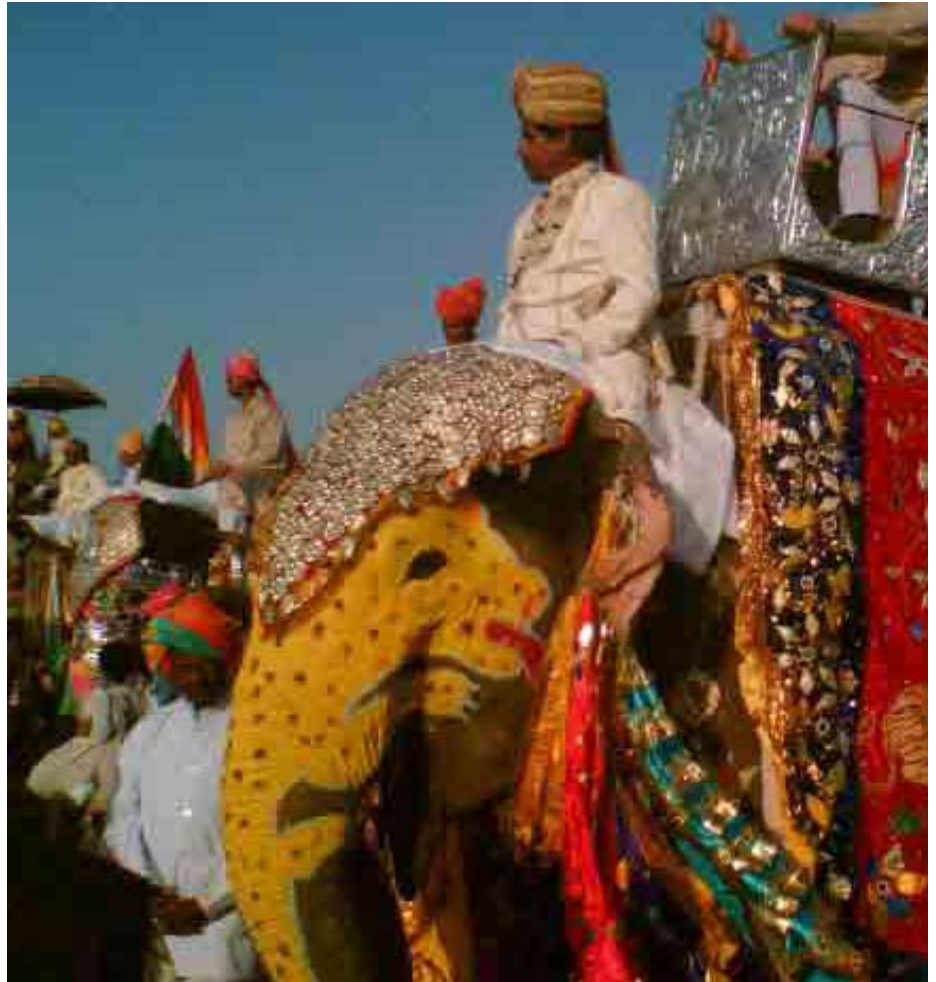


Tourist Guiding in India

India has a long tradition of tourist guiding throughout its history. It is said in our old manuscripts that a guest is god; this spirit has been imbibed since time immemorial. For thousands of years tourism in India was related to pilgrimages, when people used to travel from one pilgrimage centre to another throughout India and its neighbouring countries.

At each centre, the pilgrims were escorted by the local priest, known as 'panda', who would show them around, arrange their stay, and make all the arrangements as a travel agent does these days. Interestingly, this tradition still prevails at some pilgrimage centres in India, some of which are renowned for maintaining centuries old records of their guests and their families. They were the traditional guides.

The first formal training of tourist guides in India was conducted by the Ministry of Tourism of the Government of India in 1961.



They were issued licences to work by the Archeological Survey of India under the Ancient Sites and Remains Act 1958. Since then, the Ministry of Tourism has conducted various courses from time to time around India and formulated proper guidelines to regulate, train and control this profession. It continues to be looked after by the Ministry of Tourism.

In India no guide can work without having a proper licence and training from the government authorities/monument authorities. The national level guides known as red card guides are divided into four regions: north, west, south, and east. A guide who has been issued a licence by the Ministry of Tourism of the Government of India can only work in the

region for which the respective licence has been issued. He cannot work as a guide in other regions. There he works only as a tour manager and he has to take a local guide along. In the different States there are also State level guides, licenced by the Government in the respective States, who can work only in that particular State.

The tourist guides in India have a national body known as the Tourist Guides' Federation of India (TGFI) which is comprised of the local associations from different regions who are members of this parent body, known by the acronym of TGFI. They have their annual conference every year, where they put forward guides' issues in India

to the Ministry of Tourism, tour operators, and local administrations.

TGFI has approximately 2,300 guides around India who come under the mantle of TGFI and are indirectly associated with it through their associations. The president of TGFI is Mr Ashok Sharda whose dynamism and foresight have made TGFI an organisation that is well recognized and respected by the Ministry of Tourism, India and the travel trade.

In 2005, the Tourist Guide Association Jaipur was the first association to become a member of the World Federation of Tourist Guides Associations (WFTGA). They also participated in the 12th WFTGA convention at Egypt. Thereafter the Tourist Guides' Federation of India, Tourist Guides' Federation of South India and Tourist Guides' Association Mumbai (TOGA) have become members of WFTGA.

At the recent 13th WFTGA Convention at Bali there were six participants from all the above mentioned member associations. After becoming a member of WFTGA there is

a different feeling among the members of the association, a feeling of pride at being associated with such a well established international organisation. There have been several occasions when WFTGA has interceded and helped its members in India to write letters to sort out various problems.

Many of the guides in India would like to join the "train the trainer" programme, whenever this can take place in India. Talks are going on, with the aim of securing sponsorship from the government authorities. There is every likelihood that "train the trainer" may take place in India next year.

The various associations have been celebrating International Tourist Guide Day for the last two years. Several events were organised. The poster launched at the Bali convention – 'Is Your Tourist Guide Qualified?' – has been displayed at strategic tourist sites, and leaflets have also been distributed.

Indian guides face similar problems as other guides from all over the

world. Examples include unlicensed guides working and affecting the work of licensed guides, foreign tour managers trying to work as tourist guides, late and even non-payment of guide fees by travel agents, etc.

The 12th Annual Tourist Guides' Federation of India was held at Udaipur 23-24 August 2008. The WFTGA President Rosalind Newlands was the guest of honour. She introduced the WFTGA to all the participants. The Mumbai unit joined the WFTGA soon after, at the Bali Convention which was attended by Mrs Serena Franklin, President of TOGA (Tourist Guides' Association, Mumbai).

TOGA has approximately 130 members who are all licensed tourist guides. It was established about four decades ago. Tour assignments are issued by the Government of India Tourist office on the basis of a roster system, to ensure equitable distribution of work and fair play. This association celebrated International Tourist Guides' Day in February this year for the very first time. The tourist guides of Mumbai were extremely



*TGFI 11th
Annual
Conference
at Srinagar*



Tourist Guides Association Jaipur became a member of WFTGA in 2005



Participants from India at the Bali Convention: Mr. Franklin, Serena Franklin, Mr. Ajmera, Manjeet Malhotra, Govind Agrawal, Sudhaker Selwyn

Members at the annual conference at TGFSI at Chennai



happy to have this special day dedicated exclusively to them – more so as it was celebrated simultaneously by all the WFTGA members all over the world. As a part of the celebration a special dinner was hosted by TOGA. The poster by WFTGA – ‘Is Your Tourist Guide Qualified?’ – was also launched. A quiz was also created on the monuments of the world displayed on the poster. This effort by the WFTGA to curb the menace of touts and unlicensed guides has been greatly appreciated by the travel trade.

A most important and poignant part of the day’s celebration was the presentation of a citation, and an award to Mrs. Rama Khandwala the senior-most guide in Mumbai. Mr. Ramesh Kulkarni, another very senior guide, was also congratulated. The Cultour cards issued by WFTGA were also distributed to all the members. The evening ended on an optimistic note with enthusiastic action plans for the tourism season ahead which augurs well for the future, despite the spectre of the economic meltdown and the recent terror strikes that loom over India.

As members of WFTGA, Indian guides look forward to better cooperation in the training and education field and also world recognition of their status as WFTGA is committed to the enhancement of professional tourist guides worldwide with its eclectic mix of professional skills. More so since WFTGA is committed to promoting a universal code of ethics and skills by establishing the highest standards of professionalism and international training and by improving the quality of the tourist guide profession through education. Especially since WFTGA establishes and maintains contact amongst its members and with developing tourism regions, governments and tourism-related organisations worldwide through publications, professional networking and international conventions. India is proud to be a member of WFTGA!

Govind Agrawal & Serena Franklin

Saudi Travel & Tourism Investment Market 2009 in Riyadh, Saudi Arabia

*David Kern, Kuoni,
Saudi Arabia;
Nyoman Kandia,
EXBO member
and Michael Nola,
IT Global, at the Saudi
Travel & Tourism
Investment Market
held in Riyadh,
Saudi Arabia
in April 2009*



WFTGA was honored to be guest speaker at The Saudi Travel and Tourism Investment Market 2009, held in Riyadh, Saudi Arabia.

Under the slogan "Tourism for All – Partnership for sustainable development" The Saudi Travel and Tourism Investment Market 2009 (STTIM) was launched on 12 April 2009 at Prince Sultan Bin Abdul Aziz Hall at Al Faisaliah Hotel, Riyadh. The Saudi Commission for Tourism and Antiquities (SCTA), organized this annual event under the supervision of HRH Prince Sultan bin Salman, president of SCTA. It was an important international occasion for featuring tourism investment opportunities in Saudi Arabia.

At the press conference HRH Prince Sultan stated: "This is a platform for exchanging opinions on key issues

related to tourism and the travel industry, including investments in the sector." HRH added: "The tourism industry globally would recover and be stronger than many other sectors despite global recession. In the kingdom, all our tourism projects and initiatives have been launched and are operational."

During the 5-day market, 29 speakers addressed several issues related to tourism investment in four major sessions. They also reviewed international experience in the field of hotels, travel, tourism, tourism investment initiatives and programmes, tourism destinations investment, exhibitions, conferences, and media tourism.

The President of the World Federation of Tourist Guide Associations, Rosalind Newlands, was represented

by Nyoman Kandia, Executive Board member, and Walid Batouty, former treasurer. Walid spoke about tourism products that could attract tourists to visit Riyadh as a tourism destination, while Kandia focused on how to create tour packages that would increase the number of tourists visiting a destination. They both stressed that, in the tourism industry, the most important things to keep in mind always are customer service and the "human touch", meaning that tourist guides play a vital role in making tourists happy with their destinations.

Nyoman Kandia, EXBO member

*President of National Board
of Indonesian Tourist Guide
Association & South East Asia
Tourist Guide Association*

2009 Jane Orde winner explains the benefits of attending Bali Convention

Miss Pimolrat Patrapotikul, winner of the Jane Orde Scholarship, told Guidelines Internation@l about her experience of participating in the WFTGA Convention in Bali in January 2009, and of her hopes of helping to enhance the support afforded to tourist guides in Thailand by the relevant authorities there.

Miss Pimolrat is an independent Thai tourist guide, who sits on the committee of the Professional Tourist Guide Association of Thailand (PGA). She first heard about the scholarship last year, after the President of PGAT (Professional Tourist Guide of Thailand) went to participate in the first meeting of SEATGA (South East Asia Tourist Guide Association).

The Thai guides started thinking about people in the same line of work around the world and how in each country guides face similar problems and obstacles in their careers. Then a friend and colleague, Miss Wanpen Lungkasith, who also attended the Bali Convention, mentioned the scholarship, and Miss Pimolrat decided to apply, because of her interest in the development of knowledgeable professionals in the field, and her desire to know more about the careers of tourist guides in other countries.

Miss Pimolrat highlights four benefits of attending the global convention:

- To establish new friends and new contacts, enjoy social events to get to know each other better in the industry, have the opportunity to be part of a world community of tourist guides;

- To exchange ideas and learn from each other's experience, provide and gain support in positive thinking;
- To enhance and coordinate the tasks of the tourist guide through effective associations, lift the profile of the tourist guiding profession;
- To explore the world, equipping the participant with reliable advice and a clearer understanding of how travel by a professional tourist guide can change his/her life and career.

Miss Pimolrat enjoyed the way the convention combined serious discussion with plenty of fun. She noticed that a good proportion of those enjoying the fun and participating in the workshops were seniors, still active in tourist guiding. So she concluded that one advantage of this profession was that there seemed to be no restrictions on age!

Miss Pimolrat returned to Thailand with messages for her friends in the profession, the PGA and the Ministry of Tourism and Sports TAT (Tourism Authority of Thailand). To her friends, she says that attending the lectures and workshops of the convention is one way to develop and update knowledge, something she believes that members of this profession need to do continuously. She tells them that more Thai guides can and should upgrade to be trainers at both national and international level – the opportunities are there. She argues that Thai guides must prove the truth of the saying that the tourist guide is a country's cultural envoy and can influence tourists to return to Thailand.

As regards the PGA, she notes that this is a non-profit professional association, which was formed in response to the need to raise the quality of the tourist guide profession in Thailand. As a committee member, Miss Pimolrat sees her role as being to promote and maintain high standards of proficiency, excellence and integrity within the tourist guiding profession; to share information about and promote tourism; and to raise public and private awareness of the vital roles played by Thai professional tourist guides.

She would like to push the organization to become the quality and sustainability centre of tourist guides in Thailand, focusing on the development of knowledge and new skills so as to enhance the standing of a guiding career and improve the income available to members of the profession in Thailand. She believes that the role of the Association is important because the profession is very fragmented, with a lot of individuals working in isolation, sometimes with little recognition of their work in the wider tourism industry and no formal acknowledgment of the highly qualified job they are doing by the relevant authority in Thailand.

The Ministry of Tourism and Sports is the body responsible for regulating the profession in Thailand. Miss Pimolrat's message to its executive officials is that they can support the profession by assisting in the reduction of the barriers faced by professional tourist guides, and by treating the profession seriously and consistently, to the benefit of the people and the nation.



EXBO member Aladdin Khalifa and his wife Shirin (who is also a tourist guide) were taken on a tour of Thailand in July 2009 by Miss Pimolrat and her colleague Mr. Preecha S. who won the 2005 TAT Tourist Guide Award

Aksum World Heritage Site Guide Training Course

**Organized by UNESCO World Heritage Centre
in collaboration with WFTGA**

The ruins of the ancient city of Aksum can be found in the North Eastern part of Ethiopia in the Kingdom of Aksum, which flourished between the 4th century BC – 6th century AD. The Kingdom of Aksum, regarded as the centre of Christianity in Ethiopia and Africa and considered to be the 'Sacred City of the Ark of the Covenant', was the most powerful state between the Eastern Roman Empire and Persia.

This site is one of the most important in Ethiopia comprising massive stelae

and ruins of palaces and underground tombs. Its astonishing stelae, or funerary markers that reflect the power and greatness of the ruling families, are striking for their size. They are in an excellent state of preservation, sculpted from single pieces of granite and decorated with windows and doors with handles and locks imitating palaces of that period.

The Aksum Obelisk or the Rome Stele, a four-sided pillar made of stone, weighing 150 tonnes and 24 metres high, is the second largest on

the Aksum World Heritage. Pillagers raiding the site are believed to have accidentally caused it to collapse some time between the 10th and the 16th century.

In 1937 its broken remains were transported to Rome by the troops of Mussolini where it was reassembled and raised at Piazza di Porta Capena in Rome. It remained in Rome until 2005 when following negotiations between, the governments of Ethiopia and Italy, an agreement was signed for the return of the



*Trainees with Mr. Hervé Barré,
Professor Rodolfo Fattovich and
Lead Trainer Titina Loizidou*



Mr. Hervé Barré, UNESCO Programme Specialist in Sustainable Tourism, talking to the President of the Aksum Guides Association

Aksum Obelisk. This was in keeping with the 1972 Convention concerning the Protection of the World Cultural and Natural Heritage which commits States' Parties to "give their help in the identification, protection, conservation and presentation of the cultural and natural heritage". In 1980 the ancient city of Aksum became a World Heritage Site and by virtue of the Convention, both States' Parties requested UNESCO's cooperation in returning the Obelisk to its original site. Thanks to the hard work of UNESCO staff and experts it was successfully reinstalled in its original site in two phases, symbolizing the significance of the cooperation of the two countries. The Obelisk or Rome Stelea has become a symbol of the Ethiopian people's identity.

The first contact between WFTGA and UNESCO was during the Cordoba Conference on Cultural and Religious Tourism in December 2007 during which Mrs. Rosalind Newlands, President of the WFTGA met with Mr. Hervé Barré, Programme

Specialist on Sustainable Tourism, Division of Cultural Expressions and Creative Industries and discussed ways of cooperation with the WFTGA in developing training courses. The outcome of that meeting with Mr. Hervé Barré was that WFTGA now has the status of an NGO on Operational Relations with UNESCO.

Aksum receives about 20,000 foreign tourists per year and about 100,000-150,000 locals who come for the religious festivals, especially for the Epiphany festival. Thus there is a need for well-trained Tourist Guides.

The Aksum World Heritage Site Guide Training Course was organized within the framework of the 'Aksum World Heritage Site Improvement project: Re-installation of the Obelisk' – Phase 2, a Capacity Building Workshop for Tourism Guides. This was the first training that was organized by UNESCO in cooperation with WFTGA for Tourist Guides in Aksum. It took place 14-22 May 2009.

The overall objective of the training course was to increase the knowledge of the Tourist Guides about UNESCO, the World Heritage Site of Aksum, its history, archaeology and values and to sensitize them on ethical issues while at the same time developing their communication skills, and improving their overall performance in their daily work.

The training was conducted by the following experts:

1. Mr Hervé Barré, Programme Specialist in Sustainable Tourism, Division of Cultural Expressions and Creative Industries.
2. Professor Rodolfo Fattovich, an Expert Archaeologist on Aksumite history and archaeology who has been excavating in Aksum for more than twenty years. He is the one who identified all the archaeological sites of the area of Aksum through an extensive archaeological survey.

3. Mrs. Titina Loizidou, Lead Trainer of the World Federation of Tourist Guides Associations

4. Mrs Graciela Gonzalez from UNESCO who took care of all the logistics and arrangements of the course.

The 21 participants were selected by the head of the Aksum Tourism and Culture Office, Mr. Fisseha Zibelo, who heads the authority in charge of the antiquities and the development of tourism in Aksum. The tourist guides of Aksum have a Tourist Guide Association of Aksum which was founded quite recently with a small number of members. They have a small office outside the World Heritage Site of Aksum and have a rotation system for guiding tourists that arrive there. The tourist guides are licensed by the Regional Authority of Tourism and there are no female guides.

The course was divided into three parts:

The first part concentrated on general information about UNESCO's role. It was delivered by Mr. Hervé Barré who introduced the different UNESCO conventions, the

1972 Convention and UNESCO's approach and vision in the field of tourism. He analyzed UNESCO'S decision to list Aksum as a World Heritage Site, its universal value, and the important role the guide plays in protecting, preserving and presenting the site and stressed the importance of the reinstallation of the Stele (Rome) to its original position.

The second part was conducted by Professor Rodolfo Fattovich who concentrated on Aksumite history and archaeology. He presented in-depth information on the various phases of Aksumite civilization in a very clear and interactive manner dispelling prevailing misconceptions regarding Aksumite history and tradition and stressing the duty of the guides to give the correct historical and archaeological information. Site visits were conducted to the various sites.

The third part was conducted by Mrs. Titina Loizidou, Lead Trainer of the World Federation of Tourist Guides Associations who introduced the World Federation of Tourist Guides Associations to the guides and organized a 4-day course on 'Hands on Tourist Guide Training' for two groups (10 & 11 participants

per group). The practical training took place at the World Heritage Site of Aksum and all participants improved their guiding techniques tremendously. The following workshops/lectures were delivered:

- Introduction to the WFTGA
- Guides Place in Tourism
- Ethics and Code of Conduct
- Research Techniques
- Observation Exercises
- The Two Day Communication Seminar
- Group Psychology

The workshops were interactive and were very much appreciated by all participants. The course, which was completed by all participants, ended with a written and practical assessment.

The course would not have been a success without the help of Mrs Graciela Gonzalez who helped in all phases of the course and took care of all the practical details and arrangements.

During the course, International Museum Day (18th May) was celebrated by visiting the Aksum Archaeological Museum and with Mr. Hervé Barré emphasizing the role of the Guide in interpreting the cultural heritage through the museums. Professor Fattovich guided the participants and covered the different phases of Aksumite history through the evolution of art, pottery and tomb architecture.

Having gone through this course, the Aksum guides are now more sensitive to guiding and interpretation issues, and can present and promote the World Heritage Sites of Aksum with love, respect and pride.

The W.F. would like to thank UNESCO for organizing this programme that reinforced the belief that Guides, being one of the partners in the tourist industry, can play an important role in upholding the protection of the Heritage of the World.

Titina Loizidou
Lead Trainer, WFTGA



Professor Rodolfo Fattovich, an expert archaeologist on Aksumite history giving archaeological information on the World Heritage Site of Aksum

Training in Cyprus



Mr. Costas Christophides, University of Cyprus Vice Rector; Mrs. Phoebe Katsouris, Director of the Cyprus Tourism Organisation and Mrs. Deborah Androus, Lead Trainer, at the opening of the Training in June 2009 at the Cyprus Regional Training Centre

In June I had the privilege of conducting the Training the Trainer Part I course at the Training Center in Cyprus. The class of seventeen came from all over the world, with colleagues from South Africa, Egypt, Singapore, and both Greek and Turkish Cypriot guides.

What a rich, multicultural energy this group had. It was a joy working with them and, as always, the participants gave as much or more back to the trainers! This is one of the more significant benefits from the World Federation's Training Program. I was struck by how similar we all are as guides around the world (life's the same for everyone!), and by how much we have to offer each other, regardless of nationality. Many new

friendships were forged during the days of training.

The eagerness and commitment to learning and improving skills reminded me that guiding is an ever changing and challenging profession. It stimulates and inspires us to fine tune skills and broaden our knowledge of the world in which we live. At the training course we all learned something of professional value from each other.

This was a highly motivated and lively group and we had fun as we worked to be better professionals. While comedy is often cultural-specific, humour is universally shared and promotes a better learning environment. There were lots of

laughter and smiles every day which brought us closer as a group.

Finally, I was reminded yet again of the tremendous amount of work that goes into all aspects of a training course. Special thanks to my co-trainer Demetra Gabriel for all her hard work and support. I also thank the Cyprus Tourist Guides Association, Cyprus Tourist Organization and the Training Center of Cyprus for their enormous support and generosity to us all.

I hope our member countries will continue to support the hard work of our Training Committee and its continued success.

Deborah Androus

German Tourist Guide receives award

Our colleague Ursula Franz from Munich has been rewarded the highest decoration “**München leuchtet**” (Munich sparkles) by the Mayor Christian Ude “for her pioneer work and constant efforts to represent the image of Munich” and the “inauguration and promotion of professional attitude of tourist guides – a profession that adds to tackle

with the history, culture and architecture of Munich”.

She is the first Tourist Guide in Germany to get an award: she made a volunteer training in 1980 for three languages when the tourist guiding profession had not even been acknowledged; in 1995 she inaugurated the Tourist Guide Association in

Munich with 25 members, today they have 190. She was vice- and president until this March, initiated the ITGD in Munich in 2003 together with tourism partners and they offer various tours in the old city center.

Felicitas Wressnig
Vice President of WFTGA



MERCOSUL TOURIST GUIDES CONGRESS IN BRAZIL

The 30th Brazilian National Congress of Tourist Guides – MERCOSUL – will take place in Brasilia, Brazil
21-26 April 2010
at the Convention Centre.

Irene Tavares
Tourist Guide
National Advisor

COSTA RICA ASSOCIATION JOINS WFTGA

On 11th August, the Costa Rica Association ACOGUITUR was offered full membership of the World Federation of Tourist Guide Associations after they submitted their application form and supporting documents to the WFTGA board through their Chairman, Mr Luis Diego Madrigal.

ACOGUITUR has 70 active members and is recognised

by Costa Rica's National Tourism Board.

We hope they will add to the wealth of experience and information relating to the region for the benefit of all our worldwide members.

Mary Kemp Clarke
Area Representative Latin America & Spanish Speaking Americas

14th WFTGA Convention

27 January – 4 February 2011

Tallinn, Estonia

Dear Tourist Guides of the world!

The first day of the next WFTGA Convention under the general heading of **CULTURE – A UNIFYING GUIDE** will be dedicated to the Medieval Culture and various ways of interpreting its heritage.

We are planning to include a lecture on medieval ethics and a workshop and discussion on about how and to what extent is it possible to preserve the authenticity of the concept 'Medieval in today's modern world'.

The Houselady of the Tallinn medieval restaurant Olde Hansa – Lady Agnes – is sending her warmest greetings to all participants coming from all over the world to the Convention 2011.

Lady Agnes and Olde Hansa are inviting Honourables to come and enjoy the delights of the 15th century's wealthy Merchant: the delicacies prepared according to a medieval recipes, spirit-lifting drinks, the joyful music of medieval troubadours and caring service. Welcome to take a journey into Tallinn's golden age 600 years ago!

Come and be ESTonished!

Looking forward to seeing everybody in Tallinn!

Laura Taul
Tallinn Guide Association

www.tgy.ee
www.oldehansa.ee



Is Your Tourist Guide Licensed?*

Profesional Tourist Guides Wear Their ID

We Are The Professionals

www.GANYC.org



Member



*New York City requires tourist guides to be licensed

The Guides Association of New York City, GANYC, has produced their own version of the WFTGA poster. The poster has been sent to a number of organizations to remind them that under New York City law tourist guides have to be licensed.

Harvey Paul Davidson, GANYC