

# *Guidelines Internation@l*

Issue 14 August 2010

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[www.wftga.org](http://www.wftga.org)



# Message from the President

This is our first edition of Guidelines in 2010, a very important year for WFTGA as we celebrate our 25th Anniversary. Our slogan for the year will be **WFTGA: 1985-2010: 25 Years Guiding World Heritage and Culture**. The anniversary year began on 21 February with members from all over the world celebrating International Tourist Guide Day. Wherever possible members used UNESCO World Heritage Sites for the day, taking advantage of WFTGA's status as an NGO in Operational Relations with UNESCO.

I spent International Tourist Guide Day on board Royal Caribbean, Majesty of the Seas with members of the National Federation of Tourist Guides of America (NFTGA) who were having their annual conference. It was a great opportunity to exchange ideas and further the work of WFTGA as well as publicise tourist guides to the cruise industry.

Earlier in the month, I was able to publicise WFTGA during private visits to Chile, Uruguay and Argentina with members there.

At the beginning of March, with WFTGA Secretary Patricia Blain, I travelled to Tallinn to help with the preparations for the 14th WFTGA Convention, which takes place from 30 January to 4 February 2011. Preparations are well in hand for the Convention, with its theme: **Culture A Unifying Guide**. WFTGA has been granted official UNESCO Patronage for the Convention and it will be the culmination of our anniversary year.

We are very privileged that our keynote speaker will be Mr Hervé Barré, Programme Specialist in Sustainable Tourism from UNESCO HQ in Paris. In addition to all the activities in Tallinn itself, the European City of Culture 2011, the pre and post tours will visit St Petersburg,

Russia and Riga, Latvia as well as South Estonia. It will be a unique opportunity to visit three UNESCO World Heritage listed city centres in Tallinn, Riga and St Petersburg as a celebration of WFTGA's Silver Jubilee. Bookings are already open at: [wftga2011.konverents.eu](http://wftga2011.konverents.eu). Join us and be Estonished!

If you have memories of early Conventions or WFTGA activities that you would like to share, please send them to [info@wftga.org](mailto:info@wftga.org) for our 25th anniversary publications. Do remember to check our website regularly for news and log on to our forum [www.wftgaguides.org](http://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**

## Obituary Philip Gelling

With grief we learned about the death of our UK colleague and trainer Philip Gelling in November 2009. He was the tall, friendly and very knowledgeable tourist guide to accompany my eager sons as well as any group of specialists. Starting his career as an opera singer and later moving into tourist guiding made him the first trainer for breathing and articulating to influence us all. Since the WFTGA training course in 1997 in Paphos,

Cyprus, he will remain unforgettable: he made us lie down and breathe properly, had us pronouncing as individuals and/or as a choir: pfpfs and ts, rkrkr and that in rapid repetitions, beating the bar... He made us all aware of our own voices. Strict and yet understanding, he will be a constant reference when we now do our voice training around the world!

*Felicitas Wressnig*

### *Guidelines Internation@l*

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The deadline for the next issue is **1 October 2010**.

Please send words and pictures (ideally 300 ppi) to: [info@wftga.org](mailto:info@wftga.org)

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**Editor:** Tina Engström

**Cover photo:**  
Philip Newlands



# President gets OBE for services to tourism

The EXBO of The World Federation of Tourist Guide Associations is very pleased to announce that our President Rosalind Newlands has been appointed an Officer of the Order of the British Empire (OBE), for services to tourism. The news was conveyed on the Birthday Honours List of Her Majesty Queen Elizabeth II – 12 June 2010. The EXBO extend their congratulations on behalf of all members of The World Federation of Tourist Guide Associations.

Rosalind has more than 27 years experience as a tourist guide, tourist guide trainer and tourism manage-

ment consultant, and is currently the Course Director for the University of Edinburgh for the Blue Badge Training Course in Scotland, a position that she has held for 20 years. Her passion for the importance of tourist guide skills and training and the effect of tourist guides on visitor experience, has crossed the continents of the world. Rosalind is now in her second term as President of The World Federation of Tourist Guide Associations, and in that role she actively promotes the aims and objectives of our organisation.

*EXBO*

The Most Excellent Order of The British Empire is an order of chivalry established on 4 June 1917 by George V, the grandfather of Queen Elizabeth II. It recognises distinguished service to the arts and sciences, public services outside the Civil Service and work with charitable and welfare organisations of all kinds.

It is the largest of the British orders of chivalry with over 100,000 living members worldwide.

## Tourist Guide Awarded

Jasem Zaiton, Tourist Guide and WFTGA National Trainer, has received an award from the Municipality of Dubai for his efforts to promote museums and engage in training of Tourist Guides on a regular basis. Jasem works for Alpha Tours, which is an affiliated member of WFTGA.

The award was presented during World Museum Day on 18 May 2010, when senior tourist guides were recognised for their support of museums. Speakers from a number of museums in the United Arab Emirates were present.

One of the speeches – on the definition of Museum Guides – was given by Khalid Hasan, a senior guide at Sharjah Archeological Museum who was also presented with an award by the Municipality of Dubai.



# Fellows of John Smith Memorial Trust visit UK

The John Smith Memorial Trust [www.johnsmithmemorialtrust.org](http://www.johnsmithmemorialtrust.org) was formed in 1996 to provide a permanent memorial to one of Britain's best loved politicians, who died suddenly in May 1994. The aim of the Trust is to honour him by promoting the ideals that he held dear. Every year emerging leaders from Armenia, Azerbaijan, Georgia, Kyrgyzstan, Moldova, Russia and the Ukraine come to the UK for five life changing weeks of the John Smith Memorial Trust Fellowship. The

Fellows work together in seminars and workshops exploring best practice in governance and they have individual attachment programmes with their peers in UK institutions. One of the earlier Fellows of the John Smith Memorial Trust is Giorgi Dartsimelia, Executive Director of the Georgian Association of Guides who have recently joined WFTGA. The 2010 Fellows visited Edinburgh 6-13 June and were given complimentary tours by members of the Scottish Tourist Guides Association (STGA).

WFTGA President Rosalind Newlands attended a number of receptions and events along with representatives of STGA. When in London the Fellows were given complimentary tours by members of the Guild of Registered Tourist Guides (GRTG). Professor Brian Brivati, Director of the John Smith Memorial Trust and WFTGA President Rosalind Newlands have agreed an ongoing relationship of mutual promotion in the countries represented and on our respective websites.

## The 2010 Fellows are:

### Armenia

Vahagn Dabaghyan - Editor in Chief, Kyavar TV Company

Hovhannes Ghazaryan - Chief Specialist, Foreign Relations Department - Administration of the President

Marina Mkhitarian - Programs Manager (CSR, Social Enterprise, Media, Anticorruption)

### Azerbaijan

Azer Aleskerov - Director, Monetary Policy Department, Central Bank of Azerbaijan

Kama Hajiyeve - Programme/Finance Assistant, UNAIDS

### Georgia

Nino Kakubava - Project Manager, Survive; Lecturer, University of Georgia

Irakli Kotetishvili - Director, Public Service Bureau

Nana Rukhadze - National Family Strengthening Program Manager

### Kyrgyzstan

Suyun Aidarov - Coordinator of Public Works/Vocational Training, UNDP Poverty Reduction Programme

Asylbek Kungurov - Inspector, Kyrgyz Republic Ombudsman Office

### Moldova

Liliana Gutan - Head of Section, Regional Cooperation Directorate, European Integration Division, Ministry of Foreign Affairs

Vladislav Kulminski - Senior Expert, Foreign Policy Association

### Russia

Rustam Bagaev - Project Assistant, UN Food and Agriculture Organisation (FAO)

Oxana Brazhnik - Political Advisor to Viacheslav Volodin, Presidium Secretary of United Russia Party's General Council

Andrey Kalikh - Programme Director, Centre for Development of Democracy and Human Rights (CDDHR)

Sergey Kiselev - Deputy to the Director, Yaroslavl Region Economic Council

Andrey Sergeev - Chairman, SFERA Interregional Youth Movement, Committee Chairman, Youth Parliament of Nizhny Novgorod

Marina Troitskaya - Coordinator of the Ivanovo Regional Bureau of Public complaints and proposals

### Ukraine

Yevgen Chygrynskyy - Head of International Relations and Protocol, Sevastopol City State Administration

Nataliya Gumenyuk - Independent Journalist

Anna Makhlay - Personal Assistant to Yulia Tymoshenko, Leader of the All-Ukrainian Union

Larysa Matvieieva - Legislative Adviser to Vice Chairman Verkhovna Rada of Ukraine.

WFTGA President Rosalind Newlands and members of the Scottish Tourist Guides Association accompanied the Fellows of the Trust throughout their Scottish visit on tours, visits and dinners.

The climax of their visit was an invitation to a Reception at the official residence of the First Minister for Scotland, the Rt. Hon Alex Salmond MSP.

Rosalind Newlands and Maggie McLeod as STGA representative, were also invited. This offered another opportunity to raise the profile of qualified Guides worldwide with senior representatives of the Scottish Government.

Maggie gave a short talk on the First Minister's official home, Bute House, which was named for the aristocratic Bute family, one of whom was the Prime Minister of Great Britain in 1761.

Bute House is a classically designed townhouse by Robert Adam in 1791 and is situated within a designated World Heritage Site in Edinburgh's "new town".

On arrival we were informed that Alex Salmond was in London meeting the new Prime Minister, David Cameron, and would not be present. However, after a short period it was announced that he was on his way home. Alex Salmond was a charming host, greeting all the Fellows, immediately putting them at ease. We were all invited into the "cabinet" room, which is used for top level meetings for senior members of Government. Many questions were posed by the Fellows and everyone was impressed by the informality of the evening.

*Right: Visit to the Scottish Parliament.*



*Right: Alex Salmond with some of the John Smith Fellows at Bute House*



*Right: Visit to The Storytelling Centre. Below: Alex Salmond in the centre of the picture with senior members of his Government, the John Smith Fellows, Rosalind Newlands and Maggie McLeod.*





# WFTGA President visits South America

In January /February my husband, Phil and I went on a Silversea Cruise from Valparaiso to Buenos Aires. Although this was a holiday for us, I took the opportunity to meet up with colleagues in Chile, Uruguay and Argentina.

We were met at Santiago Airport by Luis Gustavo Sanchez, President of Asociacion Profesional de Guias de Turismo A.G. (AGUITUR), the National Tourist Guides Association for Chile. Gustavo drove us to Valparaiso and on the way we discussed a number of issues including development of tourist guide standards, illegal guiding and their plans to become full members of WFTGA. That evening, Ricardo Gardeweg President of the Valparaiso region of AGUITUR and colleagues took us on a tour of the UNESCO World Heritage Site of Valparaiso and then on to his home in Vina del Mar where we had the great pleasure of meeting his colleagues. This included a special tour of the grounds of the Vergara Palace with a descendant of the family who originally owned it. We were especially pleased to see the numerous statues and monuments to Thomas Cochran, the Scottish founder of the Chilean Navy! Both Gustavo and Ricardo are committed to becoming members of WFTGA and although the recent earthquake in Chile has had a detrimental effect on tourism, we hope that they will become members during 2010. Ricardo sent a report and photographs to the press and articles appeared in the local and national papers about WFTGA – welcome publicity.

All was going well and we were looking forward to our cruise when the following incident occurred:

A certain presidential tourist guide (PTG ) ignored all her own advice of 28 years guiding experience and left her handbag hanging on her chair while eating lunch in Valparaiso. Needless to say when she and her long-suffering husband got up – it wasn't there! Result – visit to Police Station where a very nice young policeman acted as translator and kept apologising for "his country". Then to the cruise terminal in a police car (we hadn't even boarded yet!) where the Hotel Director came off the ship and gave silly PTG a big hug but sadly we could not board as OUR PASSPORTS were in the bag. The British Consulate stated that we could have emergency passports to go home but could not join the cruise as proper UK passports are now issued in Washington DC for the Americas and take three weeks. Enter stage left: very determined ground handler (VDGH), who went to the same church as the Consul. Told Consul to speak to his boss – we were not sure who that is – the Ambassador or the Queen!!! Then the Consul agreed that if we went to Santiago (60 miles away) we could go to the Consulate the next day and MAYBE get new passports – no promises because apart from anything else the computer might not work. So VDGH organised a car and booked us into the Ritz Hotel. We visited the Consulate the next day, got photos taken, then the Consul arrived to sign the forms at 4pm. Then we waited with bated breath while they fired up the system and at 5.15 pm new passports were produced by a very excited girl behind the counter – who was jumping up and down waving them in the air. Next PTG and husband went back to the Ritz to book flights for next

day to Puerto Montt to join the ship. We arrived on the ship two days late to be greeted by the Hotel Director who gave PTG another big hug. She didn't like to admit she was supposed to be a travel professional so kept a low profile from then on.

Our cruise included the Chilean fjords, wonderful glaciers and after rounding Cape Horn, we arrived in Montevideo, Uruguay on a rather wet day and were met by Tamara Levinson, President of WFTGA members AIGU, who took us to meet Dr Antonio Carambula Sagasti of the Ministry of Tourism. Naturally I took every opportunity to explain to him the importance of professional tourist guides and he was very appreciative of the work being done by our colleagues in Uruguay. As a result articles appeared in national and local papers about WFTGA and International Tourist Guide Day – more good PR for WFTGA and our members.

The last port of call and the end of our cruise was Buenos Aires. There, thanks to our Area Representative Mary Kemp Clarke, we were able to meet colleagues and friends of Mary's and had a particularly wonderful day on the Delta of the River Plate. We also had lunch with President Maria J. Lascano Kremer and Secretary Inés Huck of AGUIBTA, our members in Argentina. Both Maria and Inés are new to the post, so I was able to update them on WFTGA activities and they plan to become even more active as WFTGA members in the future.

*Rosalind Newlands*  
WFTGA President



*Valparaíso, Chile*



*Ros Newlands at Cape Horn*

Photos: Philip Newlands



*Humming Birds on River Plate Delta Argentina*

*Gauchos in Chile*



*Chilean Glacier*





# GHANA -

## The Black Diaspora's Heritage Centre

Ghana, formerly called the Gold Coast, is found in West Africa and positioned a little north of where longitude 0 crosses latitude 0.

The name Ghana was taken upon the attainment of independence from Britain on March 6, 1957, from one of the ancient empires of the Western Sudan by that name which flourished in the area of modern Mali. The Sudanese empires grew rich and powerful from the trans-Saharan trade between the West African sub-region and the North African states until the arrival of the Europeans on the coast in the 15th century changed the direction of trade and brought decline that contributed to the end of the great Sudanese empires of Ghana, Mali and Songhai.

In 1471 when the first Europeans arrived on the shores of the coast of Guinea now modern Ghana, the area was occupied by many small independent states. The Portuguese, led by Don Diego D'Azambuja, were overwhelmed by the display of gold among the natives and so called the country the Gold Coast and the native settlement, El-Mina or The Mine.

The first building that they constructed in 1482, the Elmina Castle, still remain the oldest European building in Africa south of the Sahara. The lucrative trade enjoyed by the Portuguese was soon joined by other nations including the Dutch, Danish, Swedes, Norwegians, Germans, French and English. All these countries also left

behind several fortified buildings now designated as United Nations World Heritage Sites.

By the mid-fifteenth century, the trade between the Europeans and Gold Coasters had tilted from the offering of alcohol, tobacco etc. in exchange for palm oil, salt, gold, to the offering of guns and gun powder in exchange for human beings chattel slavery. The trade forts and castles were expanded and the trading warehouses became dungeons for holding slaves for weeks to months till the arrival of ships which sent these 'human cargo' to the Caribbean and Americas to work on plantations as slaves.

This trade in 'human cargo' continued till the mid-nineteenth century when international agitation succeeded in halting the inhuman trade. From then on the Europeans imposed a new relationship upon Africa called – colonialism.

The Gold Coast then became an English colony and many of her youth went to Great Britain to be educated in especially law and medicine. Du Bois and Marcus Garvey emerged on the Pan-African scene in the UK with their agenda focused on black unity and back to Africa movements.

By the 1930's, African students had joined the Pan African movements, holding meetings and radical thoughts toward an independent struggle for Black Africa. People like Kwame Nkrumah of Ghana, Nnamdi

Azikiwe of Nigeria, Kamuzu Banda of Malawi and others emerged from these meetings to become leaders of the African freedom movement.

My philosophy teacher in school told me the story of a farmer who found an eaglet on his farm and brought it home among his chicks. The eaglet over a period developed strong wings and attempted flying. Soon the eaglet realized it did not belong to the chicks' family, it looked up the hills and felt it belonged there. It tried flying again till it reached the summit of the mountain and looked down the valley as if to say I will help when the time comes. This was Ghana, which after the formation of freedom movements by her students in Great Britain had her people returned to practice various professions.

From their agitations emerged new political parties whose activities culminated in Ghana's independence on 6 March 1957 with Osagyefo Dr. Kwame Nkrumah as the first Prime Minister and in 1960 as the first President when Ghana became a republic.

Ghana since then became the Black Star of Africa and a den for political thinking where emerging leaders from Black African countries looked up for inspiration. Dr. W.E.B. Du Bois (an American), George Padmore (a Caribbean) and a host of Africans from the Diaspora took up advisory positions in Ghana to help liberate the rest of Black Africa.



Ghana has been an independent state for 53 years, exporting cocoa, timber, gold and soon oil. The most recent export is tourism. The country has pristine beaches, fauna and a cultural heritage which tell her people's story over the years.

Perhaps, the most untapped of Ghana's tourism is the slave routes educational tours as proposed by UNESCO. I call it WAR, CAPTURE and SALE. It tells the story of how people were attacked in market places and captured on the outskirts of villages as they attempted to escape. When war drums were sounded, women and children often sought refuge in caves and on hill tops. Some communities claim there were secret keys known to the elders who would use it to close the caves till they returned from war to free the women and children. These wars were most times without provocation, the booty, mainly human, were sold and made to walk hundreds and thousands of kilometers to end up in the Forts and Castles on the coast.

People who join the slave route tours are not only lectured by academics and tourist guides but made to climb the hills, enter into caves, and do imaginary walks through the "Doors of No Return" in the coastal Castles and Forts through which the slaves were led to the slave ships. The slave route tour is a spiritual encounter which heal emotions, influence people's perception and reconnect people, especially those from the Black Diaspora, back to the ancestral souls lingering at slave market sites and the dungeons on the coast.

I can testify for many of the youth from the Diaspora who after this tour returned home different people. I know of some who returned to school in the U.S. after having dropped out for more than a year. Ghana is the heritage of the African Diaspora. It is open to all interested in the slave trade story. It is a place to visit at least once in a lifetime.

**Sam Baddoo**  
[info@ghanahometours.com](mailto:info@ghanahometours.com)





# Professional Tourist Guides in the UK set up their own tours



Photo: STGA

*Scottish Blue Badge Guide Bruce Cochran on Wilson Glasgow City Tour Bus.*

The threat to the guiding profession by the rise of companies using unqualified guides, in particular Sandemans New Europe, is one reason why guides in the UK have started setting up their own tours.

In Glasgow, The Scottish Tourist Guides Association has launched an open top bus Glasgow City Tour in cooperation with Wilsons Coaches. This is the first open top bus tour in Scotland that only uses qualified Scottish Tourist Guides.

At the launch, the STGA members were wearing the new STGA tartan which was specially commissioned from Kinloch Anderson (Kiltmakers to Her Majesty the Queen) to celebrate the 50th anniversary of the founding of STGA in 1959. The sett is based on the City of Edinburgh sett, with the blue and white of the Scottish Saltire (the STGA Blue Badge),

a gold line for the 50th anniversary and green to represent the Scottish countryside and the STGA regional Green Badge. The tartan is registered with the Scottish Clan Tartan Society and can only be worn by members of the Scottish Tourist Guides Association (official tourist guides for Scotland).

In London, The Association of Professional Tourist Guides launched a new walking tour – The Essential Walk – on 1 May 2010. This was done partly in response to the increased threat from companies such as Sandemans New Europe, which offers “free” walking tours. The Essential walk is guided by a member of APTG and runs from Piccadilly Circus every day of the year.

London guides also realised the potential of the Olympics coming to the UK and quickly formed a 2012

Committee with members from both The Guild of Registered Tourist Guides and The Association of Professional Tourist Guides.

A weekly Saturday Olympic walk was launched in May 2009 and in October the same year a weekly Sunday walk was added. Daily walks were also run during the Christmas period. Due to the success of the weekend walk – one Saturday there were 100 people booked with 4 Guides – the walk is now daily (including Christmas Day) until the opening ceremony of the 2012 games.

The walks have had a lot of media coverage, including by BBC Radio London, The Daily Telegraph and Daily Mail. About 80 per cent of clients are British from all different backgrounds and ethnic communities. About 20 per cent are from overseas.



These examples clearly show that professional guides can offer a quality alternative to the “free” tours by Sandemans and other companies using unqualified guides. Sandemans New Europe Tours now have a visible presence in many cities, including London, Edinburgh, Dublin, Amsterdam, Berlin, Paris, Madrid and Jerusalem. They were recently criticised on a German consumer television programme for misleading advertising: in addition to working for tips only, the “guides” must also pay a per capita fee to Sandemans – a fact that is generally not disclosed to the customers. An expert on employment law also accused the company of “gross and illegal misuse of employment contracts”. The owner of the company, Christopher Sandeman, refutes all these allegations.

In Egypt, two studies on the subject of unqualified guiding have been published by the Tourist Studies Department, Faculty of Tourism and Hotels, Minia University: *The Problem of Illegal Tour Guidance in Egypt (The Reasons and the Solutions)* by T.S. Abdel Azim and *Illegal Tour Guidance in Egypt – Towards Developing a Scale for Evaluation the Performance* by T.S. Abdel Azim, A.M. Kassem and H.S. Sanad.

#### Links to guides and guided tours:

[www.touristguides.co.uk](http://www.touristguides.co.uk)  
[www.blue-badge-guides.com](http://www.blue-badge-guides.com)  
[www.stga.co.uk](http://www.stga.co.uk)  
[www.toursof2012sites.com](http://www.toursof2012sites.com)  
[www.olympictourguides2012.com](http://www.olympictourguides2012.com)  
[www.tourguides.co.uk](http://www.tourguides.co.uk)  
[www.glasgowcitytour.com](http://www.glasgowcitytour.com)

#### Links to debates about Sandemans New Europe:

<http://frontal21.zdf.de/ZDFde/inhalt/4/0,1872,8048100,00.html>  
 (in German)  
[www.toytowngermany.com/lofi/index.php/t168465.html](http://www.toytowngermany.com/lofi/index.php/t168465.html)  
[www.hostelmanagement.com/forum/f5/sandeman-s-free-tours-german-tv-2843.html](http://www.hostelmanagement.com/forum/f5/sandeman-s-free-tours-german-tv-2843.html)

**Tina Engström**



Members of the 2012 committee with Sebastian Coe, Olympic gold medallist and Chairman of the London Organising Committee for the Olympic Games. From left: Marc Belben, Simon Rodway, Sebastian Coe, Sally Empson and Victoria Herriott.

Photo: www.toursof2012sites.com



Photo: Tina Engström

The Association of Professional Tourist Guides in London provides The Essential Walk every day of the year from Piccadilly Circus, taking in Houses of Parliament, Buckingham Palace and many other famous London landmarks.



Photo: STGA

The Scottish Tourist Guides Association has launched an Open Top Bus Glasgow City Tour in cooperation with Wilsons Coaches. This is the first Open Top Bus Tour in Scotland that only uses qualified Scottish Tourist Guides.

# International Tourist Guide Day 2010

The International Tourist Guide Day was celebrated all over the world on or around 21 February, with a focus on UNESCO Heritage sites. This year it was also the launch of WFTGA's 25th anniversary celebrations with the theme: **WFTGA 1985-2010: 25 Years Guiding World Heritage and Culture – We are the Professionals!**

International Tourist Guide Day was founded in 1990 and takes place on 21st February each year. In the first year, 15 countries participated – this year it was celebrated by tourist guides in more than 50 countries.

These are just a few examples of this year's celebrations worldwide:

## Armenia

The Guild of Armenian Guides provided a special day for the children of "Ani Home", in Gyumri, Armenia's second largest city. The children and their parents visited Vagharshapad, Echmiadzin – the spiritual centre of Armenia and a UNESCO World Heritage Site.

## Australia

In Sydney, the day was celebrated with a historical focus as 2010 marks the 200th anniversary of Governor Lachlan Macquarie's 12 year tenure as the fifth governor of the colony of New South Wales. By aligning ITGD with the bicentenary, this year's guiding event became an endorsed



*Celebrations in the Orkney Islands, Scotland.*

part of the official Macqua festival, celebrated across New South Wales. Tours left every 10-15 minutes during the day and more than 400 people heard stories of one of the most illustrious governors and how he shaped the country.

## Austria

In Salzburg, guides showed almost 2,000 people the Franciscan Church as well as some usually hidden parts of the monastery to the Salzburg population. Donations of €11,200 were collected for the restoration of a niche with a crucifix near the monastery entrance.

In Vienna, the Tourist Guides Association cooperated with the Chamber

of Commerce on the theme "Vienna 1900 and Gustav Mahler". Five different tours were offered continuously in several languages with 3,000 people taking part. There were also 11 lectures held by tourist guides. A special tour for sight-impaired people was organised at Schönbrunn Palace, a UNESCO Heritage Site.

## Cyprus

The Cyprus Tourist Guides Association organised walking tours in Limassol, Larnaca, Nicosia. The week "Get to know Cyprus" took place 8–16 February 2010. The programme was dedicated to the World Heritage Monuments and included sites like Chirokitia, Pafos Mosaics and Byzantine Churches.



## Iran

Celebrations took place in the Central conference Hall at the Head office of the Tourism Organization of Iran. The programme started with a reading from the Holy Qoran & the National Anthem. The President of the Iranian Tourist Guides Association, Amir H. Arbahan Gh, welcomed everyone to the celebrations and pointed out the importance of the tourist guide's role in the tourism industry. He added that along all the basic structure of tourism, tourist guides are the ones who really stand out like a "Gem of Tourism" – it is through a tourist guide's point of view that tourists see and visit a country. In Iran, tourist guiding is somewhat different and more specialized than other countries. The tourist guides work as National Guides and they stay with the group until they leave the country.

## Scotland

In Glasgow, tourism students from the Metropolitan and Central Colleges discovered the city's links to

UNESCO World Heritage sites at the invitation of a team of local guides. Glasgow's history was brought to life during a coach tour. There were also visits to St Vincent Street Church which is featured on the UNESCO list of most threatened buildings. Next stop was Kelvingrove Museum and a guided tour featuring Charles Rennie Mackintosh, followed by an insight into the harsh life experienced by islanders on the World Heritage Site islands of St Kilda.

In Edinburgh, there were four coach tours with people from the UK, Ireland, Spain, Germany, Sweden, Lithuania, US, Ecuador, Ghana, India, Hong Kong and the Philippines. There were also a selection of walking tours taking place. Amongst the people who joined the walks was a representative from the Sick Kids' Hospital, for which donations were collected on all the day's tours – a total of £180. There was also a very special event taking place on the day at Edinburgh Castle, with guides leading tours specifically designed for those who are blind or visually impaired. The group included a black

Labrador puppy in training with her handler and also a 91-year-old, visually impaired and in a wheelchair.

## Sweden

In Stockholm, Swedish and foreign visitors joined a one-hour free guided tour of the Old Town with snow-flakes in the air and temperatures far below freezing point: -15 C.elsius. 16 licensed guides and approximately 160 visitors gathered in the Old Town close to the Royal Palace. There were smaller and larger groups in English, German, French, Spanish and of course in Swedish.

## USA

The National Federation of Tourist Guide Associations celebrated ITGD on board *Majesty of the Seas* as part of their 2010 Conference. WFTGA President Rosalind Newlands explained the significance of ITGD and especially this year as the 25th Anniversary of the founding of WFTGA. The ship provided cakes which were shared by all participants after dinner.



*Celebrations in Edinburgh included coach and walking tours and attracted people from many different countries. The day was organised by Pat Blain (sixth from left).*





*WFTGA President Ros Newlands celebrated ITGD with NFTGA guides on-board Majesty of the Seas.*



*Tourism students at two Glasgow colleges and STGA Blue Badge students were taken on tours by STGA guides to many sites, including Melrose Abbey.*



*Freezing temperatures didn't stop celebrations in Stockholm, Sweden.*





*Iranian Tourist Guides playing traditional instruments.*



*Tourist guide Mr. Hajhadi – the first president of ITGA – was thanked for being one of the best tourist guides and a great example to others.*



*A 40-kilo cake was specially made for the International Tourist Guide Day.*



*A choir of approximately 30 Iranian singers performed traditional songs.*

# Training 2010



Photo: ADTA

*WFTGA International Lead Trainer Felicitas Wressnig with participants at the WFTGA Training in Abu Dhabi.*

During the last months the Training Division saw various positive and some difficult developments: The impact of the international economic crisis was felt and forced the Committee and trainers to sometimes act at the very last moment – three days prior to starting the course in Saudi Arabia our trainers finally got the go ahead and their visas; the Abu Dhabi contract was not ready until five days before the course began and the trainer was then caught in the “ash-cloud” in Munich instead of enjoying prep days; the Cyprus course needed major adaptations due to last minute changes in the group including all three levels; Ethiopia was a dilemma until five days before the start due to health problems. But altogether it was a successful season with courses in:

**Brunei** last October including Lead Trainer Mary Kemp Clarke (UK) and International Trainer Maricar Donato (USA); altogether they facilitated training for 37 participants thus adding to the standard of our long time member.

**Saudi Arabia** in October saw Lead Trainers Richard Skinner and Peter Wagner run two courses with Train the Trainer in Jeddah and Riyadh with 39 participants, adding some National Trainers to our Division. WELCOME TO ALL!

**Abu Dhabi** proved a long term partner with three courses and 31 participants in spring, adding four National Trainers under Lead Trainer Felicitas Wressnig, who was happy to take over the course at short notice. The June course for 24 participants was facilitated by International Trainer Ivana Curuvija.

**Cyprus** proved the most international course with 3 Australian, 1 Caribbean, 1 Dutch, 1 Egyptian, 2 Emirati, 1 Indian, 1 Malayan, 1 Scottish and 1 Uruguayan participant. It welcomed as Lead Trainer Titina Loizidou and as facilitators International Trainers Maria Aristidou and Viola Lier. It is with pride that we see our family growing!

**Ethiopia** found Titina Loizidou this time in Lalibela with little infrastructure but staggering experience again working with UNESCO and with eager participants to get their credentials.

**Orkney & Shetland** saw Viola Lier facilitate Cruise Guide Training in co-operation with our partners Progress International. Tour Operators on the islands are demanding WFTGA Cruise Guide Training for guides working there on top of their professional tourist guide qualifications.

Many of our trainers have individually worked around the globe, partly using our materials and proudly adding to the standardisation of licensed tourist guides according to EN/ISO18513/2003. Since January, Vice President Felicitas Wressnig is Head of The Training Committee, enabling President Ros Newlands to concentrate on our 25 year history and international relations.

*The Training Committee*



*WFTGA International Lead Trainer Mary Kemp Clarke and WFTGA International Trainer Maricar Donato with participants at the WFTGA Training in Brunei.*



Photo: Brunei Tourism



*The Lalibela World Heritage Site Guide Training Course 16–26 June 2010 was organized by UNESCO in co-operation with the World Federation of Tourist Guides Associations for 20 tourist guides in Lalibela, Ethiopia.*

*STGA Green Badge Guides for Orkney during the WFTGA Cruise Guide Training in Kirkwall, Orkney, Scotland, UK April 2010.*



Photo: Viola Lier



# Cyprus Training

On Sunday 30 May 2010, the participants for the Train the Trainer (TtT) and International Trainer (IT) courses arrived at The Crown Inn in Nicosia. Participants came from all corners of the world – Australia, Egypt, India, Jamaica, Malaysia, Netherlands, United Arab Emirates, United Kingdom (Scotland) and Uruguay.

Within a short time of checking in to our hotel, the participants found one another and the bonding session began. In a short period of time all had made friends and the course

administrator Zoe Anastasiou (CTGA) arrived with Titina Loizidou – lead trainer, and registration began. The day ended in true Cypriot style when our group met members of the Cyprus Tourist Guide Association (CTGA) over dinner in a local restaurant in Nicosia.

Our group of participants on the (TtT) course began our first week of the course, which involved taking part in communication and practical exercises, all in aid of us perfecting our guiding skills. These sessions

were led by WFTGA International Trainer, Viola Lier. Our colleagues on the International Course led by WFTGA International Trainer, Maria Aristidou were also involved as they offered valuable feedback on our performance. These sessions were split between lectures from University of Cyprus, ending with assessments and exams.

The following week began with a day off and time for leisure – Jeanette Kurzentz of CTGA took us on a guided tour to Larnaca.



Photo: Titina Loizidou

Back row from left: Judy (AUS), Govind (IND), Angela (AUS), Wilja (NLDS), Roger (MAL), Tamara (URGY), Maxine (JAM), Pat (UK). Front row from left: Majid (UAE), Steve (AUS), Micheal (EYT), Viola (UK), Connie (UAE)



We visited the Church of St Lazarus and the Pierides Foundation Museum and then we had free time to explore the town. Now Larnaca has many shops, amongst them shoe shops – quickly the ladies were nowhere to be seen. They were in fact hidden in these shops trying on shoes with great delight. Several purchases were made and evidenced by the packages carried on board the coach for the return journey to Nicosia. Tuesday saw the start of the second part of the course, involving practical sessions and more lectures from the University of Cyprus. Once again everything ended with assessments and exams.

With a wealth of new knowledge all participants have now returned home and it was sad to see the group have to break up after having been together for so many days. Great friendships have been made and I am sure our group now called “The Ingots” will keep in touch. Why are we called “The Ingots”? Too long a story to tell here but when we see you in Tallinn, and if you remind me, I will tell you the story. The name is connected to a small bronze figure, which can be found in the Cyprus Museum.

On behalf of all who attended the training course I would like to thank Titina Lozidou, Maria Aristidou and Viola Lier (trainers), Zoe Anastasiou (administrator), Jeanette Kurzantz (CTGA guide), Members of the Cyprus Tourist Guide Association, Koula Vassilou, WFTGA Treasurer, the University of Cyprus, the Cyprus Tourism Organisation, The Municipality of Nicosia and the staff of The Crown Inn. The people of Cyprus gave us such a warm and generous welcome, which made our time in Cyprus complete.

**Patricia Blain**

*Top: Pat and Koula.  
Middle: Zoe, Pat, Maria,  
Viola and Angela. Bottom:  
Majid, Pat and Koula.*



Photos: “The Ingots”

# 14th WFTGA Convention 2011 Tallinn, Estonia



*Conference Room,  
Hotel Virnu*

*Tallinn in winter*



*National Art Museum: KUMU*

*Convention Hotel*

