

# Guidelines Internation@l

Issue November 2014



## Latest news from Dublin, Ireland:

**WFTGA President and Vice President** attended a two-day Round Table seminar of UIA, the **Union of International Associations**.

**150 participants** from all over the world (Argentina to Belgium) joined for **panel discussions** on:

- *“What do international organizations contribute to society?”*,
- *“Building membership value through connections and engagement”*,
- *“Crises and Victory: meeting challenges, changing needs, turn-over of board members”*, and finally
- *“Cooperation between Academics and Practitioners”*.



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

Dear colleagues and friends,

These last months your Executive Board was rather busy: updating the members list, preparing material for the Silk Road Project, working on training material and courses, building new contacts around the world and finalizing our next convention in Prague.

**Guideapedia:** Treasurer and Secretary worked hard to get the latest working contacts with all our members, Past President Ros Newlands helped to get website functioning and therefore you, as paid-up member, can now include your list of members, add links and photographs – enough to attract interest and pushing yourself high up in the internet world. Please use this tool and update as much as possible; each click helps you and WFTGA!

**Silk Road:** this long-time project results now in a working contract with UNWTO and UNESCO for creating a Handbook for Training along the UNESCO Heritage Corridor between China, Kazakhstan and Kyrgyzstan. WFTGA Training expects to arrange a (postponed) course next spring for the 1<sup>st</sup> set of Silk Road Heritage Guides.

**Training:** Courses were accredited for Barbados and Scotland, various realized in Singapore and Cyprus, our Lead Trainer Iris Barry is right now in India for a set of courses. Armenia and Iran are next, a special Cruise Guide Training Day is coming up together with our Prague Convention. Training Committee has enlarged the WFTGA Accredited National and International Trainers' group; check and employ them for professional qualifications in your area. To be excellent, means to update continuously: tourist guides can never know enough.

One improvement starting December for our trainers will be the publication on the employment section of internet news by eTN – Global Travel Industry News, their name and area of qualification will be posted regularly. This is one positive result of WFTGA President visiting World Travel Market in London last week.

**Travel:** For the Northern Hemisphere, November seems to be the most intensive of all tourism months, one travel fair chases the next: WTM in London, EIBTM in Barcelona, UIA in Dublin, FEG in Berlin... Although we do not join in all, some have proved to be of such eminence that Executive Board try to cover as many as possible.

Whoever is near and/or accepted as hosted buyer, is asked to represent our profession. This means sometimes to show up at 12 meetings per day, take up new contacts, meet with tourism partners and promote qualified tourist guiding. One of our partners, VIATOR was bought up by TripAdvisor; WFTGA is in discussion of this follow-up and they will present their idea of promoting WFTGA in Prague in the Plenary.

**Prague:** The 15<sup>th</sup> WFTGA Convention in January will offer you very special deals, the full list of workshops will be published in the next circular – **come and join us!**

Wishing you great days and lots of excellent jobs!

***Felicitas Wressnig***

Guidelines Internation@I is produced twice a year. The deadline to submit articles for the next issue is 24 April 2015.

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

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Editor: M. Alexandra Rahbar-Schümatschek (notice: articles adapted by ExBo publishing)

Cover photo: © Felicitas Wressnig



The WFTGA Training Committee reports that right now two courses are running in Cyprus. Our most international group includes participants from:

Albania, Cyprus, Greece, Malta, Poland, Rwanda, Saudi Arabia, Sweden, United Arab Emirates.

Lead trainers are Viola Lewis and Titina Loizidou; in charge of the course, our ExBo Member Maria Aristidou.

WFTGA wishes all of them an excellent stay in Nicosia and full success in accomplishing these trainer sessions!

PS: Training in Singapore in May, lately also in October.



Photo: © Maria Aristidou



**GRAND PRIX CIFTT ON NOVEMBER 7TH IN VIENNA, AUSTRIA**

Comité International des Festivals du Film Touristique – CIFTT – is a Federation with 19 Festival members around the world, from Azerbaijan to Brazil. On each occasion, the films sent in are listed and given credentials; the highest nominated films come in for the annual finals of the Grand Prix.

This year, our colleague Serif Yenen, former President of TUREB (Union of Turkish Tourist Guides Chambers) and past ExBo member of WFTGA, was listed within the last ten Nominees:

[www.Istanbulunveiled.com](http://www.Istanbulunveiled.com) was chosen as the 2nd highest nominated film during the last year – out of 1500 applications!

WFTGA congratulates Serif upon this enormous reward and wishes further success!

During the presentation of these best films, President Felicitas Wressnig met also with one of our Kazakhstan partners, Zhamilya Zhukenova. She is now a student in the Salzburg Tourism Academy and was kind enough to take the below photographs: Thank you Zhamilya and all the best for your study and stay!

**Felicitas Wressnig**



Serif Yenen



The CIFTT Nominees, with the Turkish Attaché for Culture in Vienna to replace Serif Yenen who was unable to come.



**AREA REPRESENTATIVE REPORT JUNE 2014**

Guiding Organisations Australia's (GOA) national tour guide quality assurance programme gained T-QUAL endorsement in November 2013.



Due to a change in government, it was not made public until February (when I was on holiday in New Zealand).

The T-QUAL Tick identifies the tourism business and operators in Australia which have been endorsed as meeting-specified quality standards and provides one national symbol for consumers to be able to recognise quality products and services easily. It also provides consumers with the opportunity to provide both positive and negative feedback – currently managed by a government department but shortly to become the responsibility of the tourism industry.

The profile of tour guides in Australia has been raised considerably as a result and we were invited to make submissions to:

- The Redesign of Australia's Approved Destination Status Scheme (to improve the quality and availability of Tour Guides for the China market).
- Support the tender of the National Tourism Alliance for management of T-QUAL.

Plus a lot of time and effort into informing currently accredited guides of the changes to systems and processes in order to comply with all T-QUAL requirements. Overall, a great public relations exercise for Tour Guides in Australia.

***Ellen Bradley***



**IRAN TGS****PROMOTE THEIR PROFESSIONAL SUPPORT OF SUSTAINABILITY**

Tehrani tourist guides, on a culturally-oriented act, cleaned "Badab Sourt" Mineral spring and colorful sedimentary basin on May 27th.

"Badab Sourt" Mineral Spring and colorful sedimentary basin are located on the height of 1840 in Chahar Dangeh, Sari, Iran. Its formation could be traced back to the third era of archeology and it should be noted that there is a great mountain view. These basins and springs have been registered as the second national natural heritage of Iran in 2008.

The various mineral elements in the waters of these basins settled as a result of crossing the inclined surface in the lower parts and created hundreds of basins colored red, orange and gold, which in turn created an incredible scenery. These phenomenons exist only in six other countries of the world, yet not comparable in beauty and color to the ones in Iran.

Unfortunately, in recent years many of the springs and basins have disappeared due to the ignorance of the environmental rules. According to environmental experts' predictions, the remaining springs will be dried up by the year 2017.

Considering the importance of the tourism site of Badab Sourt, about 60 tour guides of Tehran Province went to Badab Sourt Springs' site with the purpose of propagating the culture of protecting the natural heritage and reconciliation with the nature. They cleaned the waste in this area as well as talking with tourists and local people.

***Hamideh Behboudzadeh***



Tehrani tourist guides cleaned "Badab Sourt" on May 27<sup>th</sup>.



Hello,

Being a friend of our current president Felicitas Wressnig, I was encouraged by her to send you these pictures.

Being close to my sixties, I've been working as a tourist guide for more than twenty years in Graz/Styria/Austria.

Meanwhile my daughter Theresia has lived for a couple of years in Barcelona/Catalonia/Spain. Of course I am very pleased that, two years ago, she decided to take the tough exams too and now works – with big pleasure – as a tourist guide in Catalonia.

Some weeks ago we two met in Lisbon/Portugal, attending a professional tour.

It was my wish to take these pictures with the official badges from three different countries. Actually, I'm not sure if we are having a tour or a tour guide convention!

Love from Austria

**Claudia Nickl**



Today our Portuguese tourist guide Catia is touring with Claudia, a licensed guide from Graz (Austria) and Resi, a licensed guide from Barcelona (Spain).



Greetings:

It's just to inform you that this 27th September, ASGUIPA celebrated the 15th Anniversary of creation. During this year we did many activities, we worked together with the City Hall of Arequipa, and other institutions.

The central ceremony took place in our Historical Museum "Guillermo Zegarra Meneses". We received our honorary members and other invited people. Then, we had a lunch and celebrating the International Tourism Day, we participate with other institutions in the Parade.

Remembering always the World Federation of Tourist Guide Associations. Thanks.

**Patricia Oviedo Vela**



15 Años ASGUIPA: Pasacalle 2014; © P. Oviedo Vela



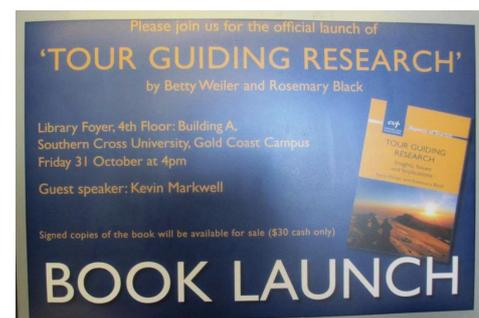
Dear Colleagues and Friends,

Our Australian colleagues have published a research on tourist guiding in their area:

### **Tour Guiding Research: Insights, Issues and Implications**

Thank you so much for your inspiration and contribution to our own learning and enjoyment of what seems like a lifetime of researching and writing about tour guiding.  
Warm regards.

**Betty Weiler and Rosemary Black**



## SCOTTISH TOURIST GUIDE TRAINING COURSE ACCREDITED BY THE WFTGA

In Scotland, our new 18-month training course for national or Blue Badge tourist guides got off to a busy, very enthusiastic and successful start in September. Although the Scottish Tourist Guides Association has been involved in training guides for fifty years, it is the first time we have sought accreditation from the WFTGA. The trainee guides and the trainers are very pleased that we have the backing of our international standard-setters.

Thirty-six people, all living in Scotland, but from different backgrounds and nationalities, were selected from an overwhelmingly long list of applicants to participate in the 2014-2016 Scottish course. Without active advertising, and mainly through word of mouth, about 170 people asked to do this course in a country where there is no licensing, no registration nor official requirement for guide qualifications.

Our Scottish trainees began their training by looking at Geology, Archaeology, some History, and some Human Geography in class and on field trips. They still have a long list of subjects to cover. In addition, and combined with the subjects, we are looking at the Scottish Lowlands first as part of regional studies, and will move onto the Scottish Highlands by mid-2015. Simultaneously, we have begun introducing our guiding skills and professional skills training too, including the two-day Guiding is Fun seminar developed by Ros Newlands for the Scottish guides. In October we had a six-day Autumn Study Week which took us to visit many beautiful parts of Scotland, and which helped forge a bond amongst the group of trainees.

**Mary Kemp Clarke**



Photo: © Mary Kemp Clarke

Photograph of some of the STGA Blue badge trainees taken by Miikka Kinnaird, STGA Business Administrator

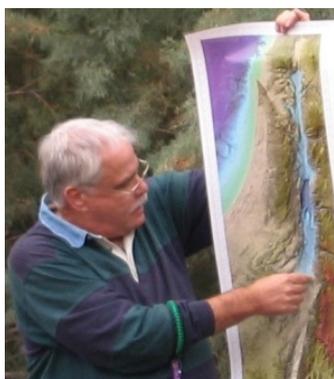


### WHAT'S IN YOUR GUIDE BAG?

Whether they guide on safari, trek up mountains, cross the sea or point out skyscrapers, tourist guides need to carry “guide stuff.” Some items are basic, such as itinerary copies and site information, but look inside a guide’s bag and you’ll find equipment and gadgets that are as unique as an area-specific location.

This writer decided to take you along for a peek into the guide bags of WFTGA members from three countries. What we find inside might give you fresh ideas for what to bring on tour – or inspire you to tidy-up your briefcase or tote bag in case we examine your bag next time!

#### *Esther Banike*



#### **Yoni Shapira (Jerusalem, Israel)**

(Guide Bag items are indicated by **bold** text)

Guiding the Holy Land is a challenge, and probably within it the biggest challenge is guiding the old and ancient city of Jerusalem. We cover Jerusalem during the Biblical period from about Abraham to the Second Temple Period (3800 BC - 1 century AD) and that tour takes place in The City of David and underground passages, water channels and grottos, taking you through several Historical and Archeological strata and periods.

Probably the most important thing there is putting the sites and the archeological evidence into a tangible perspective by using Biblical quotes from the Old and New Testament, describing the time, place, event and context from the days of King David, through the great Prophets, to the days of Jesus walking the same trails. So a good **cross reference Bible** will be at hand.

It is an amazing emotional transformation when tourists realize that the deep, underground water channels we walk through with **flash lights** were dug in about 720 BC by King Hezekiah. Coming out at Siloam pool, where Jesus healed the blind, and walking on the 1st Century street creates a different experience. Since in the summer, after coming out from the cool water, we may be getting into the 40 degrees centigrade heat, it is important to include **hats** in my guide bag in addition to **drinking water**.

The complexity of the historical Time Line, and trying to concentrate into a day 4000 years of history means I need a **Time Ruler** that puts time periods and archeological periods into a linear line. I usually give the **Time Line as a book mark** for the kids in the group. (See illustration.)

Heading into the old City of Jerusalem – Holy sites, Churches, The Western Wall, The Dome of the Rock and the development of 19th century Jerusalem requires a whole different set of accessories and visual aids. Now days I am working on putting it all onto an electronic **tablet** rather than having to carry a heavy display-sleeve file.



**Jasem Zaiton (Dubai, UAE)**

I always carry a picture book relevant to architecture achievement in the UAE; also one with pictures of members of the ruling family. And for each tour, I bring a different book, depending on where I am guiding, that can be shared with guests to pick up the title, something that they can read.

I have always in my bag a bottle of perfume, antibacterial liquid, my two mobiles, emergency charge bank for battery charging. There is a pen, set of IDs including my blood donation and first responder IDs. Business cards, small souvenirs and a USB are always with me.

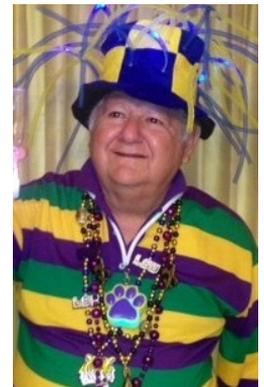
I carry also a soap and talc powder and deodorant too ☺ you never know how long the day is going to be.

I use head phones for my phone sometimes, and certainly use it discreetly to reply on emergency phone if I have an operation going on. I must say I carry almost always my laptop too... and I do also try to keep a DVD with me for a short promotional film about the destination I guide in.

**Gene Reyes (New Orleans, USA)**

Besides the basic “must-have” items New Orleans guides carry all year, Mardi Gras season requires particular attention. During the Mardi Gras season a significant portion of my New Orleans City Tour occurs on historic and beautiful St. Charles Ave. We are on the avenue at least three quarters of the time and follow the traditional parade route that most of the larger and most famous “KREWES” still use today.

About 2-3 hours before the parade I play a **CD of Mardi Gras music** to let my customers get a preview of what the Mardi Gras parade will be like. Already hordes of people – locals and visitors – are lined up on both sides of the avenue to “GET THEIR SPOT” long before the parade begins.



Believe it or not, I **formerly carried voo-doo dolls** to give away but now use **large-bead necklaces** as rewards for my New Orleans trivia quiz. Everyone enjoys wearing the larger and more colorful beads today because it immediately signifies them as a PARTICIPANT and not as an OBSERVER. I also **wear brightly colored hats** to put my tourists in the Mardi Gras spirit.

Mardi Gras is still “THE GREATEST FREE SHOW ON EARTH” and I encourage you to experience it at least once in your lifetime.



## WASHINGTON, D.C. TOUR GUIDES CHECK OUT PRAGUE CULTURE before WORLD FEDERATION OF TOURIST GUIDE ASSOCIATIONS CONVENTION

by *Brenda Turner*

Goulash, beer and 2,000 years of history were on the menu Sept. 4 as nearly 40 local tour guides ate up Czech culture in a prelude to January's World Federation of Tourist Guide Associations convention in Prague.

The event at Bistro Bohem featured Dr. Robert Reháč, cultural attaché at the Czech Embassy, addressing the Guild of Professional Tour Guides of Washington, D.C.

"I like to be a tour guide very much," said Reháč, who happens to be a long-time licensed guide in Prague's Jewish Quarter. "Every tour is different; it is a special interaction, person to person. And when people are sensitive, I learn from them."



Red-tiled roofs dominate the view from the top of Prague's Astronomical Clock – one of the Czech Republic's top tourist attractions.

Photos:  
© Larry Luxner

Reháč's theme for his evening talk was "Magic Prague: History and Legends of Czechs and Jews." It covered everything from the earliest Jewish settlement of Prague following the Roman Empire's destruction of the Second Temple in Jerusalem in 70 A.D. to the mythical Golem that protected Jews from anti-semites during medieval times.



Hebrew gravestones fill an ancient cemetery in the famous Jewish Quarter of Prague, which dates from the 13th century.

Reháč ended with the mega-events of the 20th century: Czechoslovakia's independence (1918), the Allied appeasement of Hitler (1938), establishment of a communist regime under Soviet rule (1948), the failed Prague Spring rebellion (1968) and the successful Velvet Revolution that ended communism (1989).

Reháč joined that revolution as one of thousands of cowboy-loving, gospel-singing Czech students dreaming of American-style freedom. Yet success was far from guaranteed, he said, noting that Chinese youths had attempted a revolt in Beijing the same year and failed. When the 40 guides individually introduced themselves to Reháč, it turned out that about half already had fond memories of Prague.

For those eager to know more, Reháč recommends Wilma Iggers's book "The Jews of Bohemia and Moravia" as well as "Prague Winter" – a memoir by Czech-born former Secretary of State Madeleine Albright, who discovered her Jewish ancestry late in life.



For those planning to attend the WFTGA convention in January, Reháč had solid advice: Pack warm clothes – in fact, “prepare for the worst,” because Prague can be as cold as Moscow – but hope for a blanket of new-fallen snow because it will create a magical, fairy tale cityscape. For bargain feasts, skip the city center and find restaurants on the city’s periphery where locals eat. And more than anything else, he urged, walk. Stroll the famous Charles Bridge, hike up Castle Hill, visit Wenceslas Square and soak in Prague’s well-preserved architecture.

The semi-annual WFTGA convention runs Jan. 25-31 and will focus on interpreting cultural and natural heritage, best practices of guiding visitors, new tools for guides and cooperation among tourism partners. Pre- and post-convention events include castle visits and an all-day cruise-guide training. About 20 D.C. guides will likely attend, including D.C. Guild President Joe Steinbock, with eight signing up as a result of the Sept. 4 event.



Stately hotels and historic buildings line a street off Wenceslas Square in downtown Prague.



A passenger reads his Czech business magazine on a train bound for Prague.

As the evening was winding down, Reháč confessed that, although he’s been in D.C. for two years, he’s taken only one guided tour of the capital – and that was by a Czech. A Guild member in attendance quickly offered him a free, hometown tour of Washington.

For those who want more Czech culture, Reháč invited his guests to drop by the Czech Embassy through Oct. 31 to see a humorous cartoon exhibit about his gloomy countryman Franz Kafka.



A tour bus in Prague, which is considered one of the most beautiful cities of Europe.

He also suggested a return visit to Bistro Bohem – a popular local Czech hangout – for a monthly film and beer series featuring classic comedies, and to eat more of the goulash, pierogi, pepper-tomato salad and strudel enjoyed by the tour guides. Or try Reháč’s favorite item on the menu: “Fried cheese,” he said with a gleam in his eye. “Delicious.”

For more information on January’s WFTGA event in Prague, visit: [www.wftga2015.org](http://www.wftga2015.org)



**STUDENT YOUTH TRAVEL ASSOCIATION CONFERENCE**

Toronto, Canada in August 2014

*a report by Harvey Davidson from New York City, representing NFTGA*

The program started with a "Conference Kickoff General Session & Membership Meeting" featuring Marcus Lemonis, star of CNBC's prime time reality series, "The Profit." The SYTA board was introduced and several reports on the year's activities were presented. This was followed by an inspirational talk by Lemonis. He discussed his early life as an orphan and immigrant and how it led to his current success and wealth. His message was, although money could provide accommodations, success in life should be measured by happiness in doing what one wants to do. Another key point he stressed was if you plan to go into business for yourself you should take one or more educational courses in business management, including accounting and marketing. Since almost all guides are independent contractors I thought this comment very appropriate.

The latter half of the morning was a "Speed Session" round table with tour operators switching tables every ten minutes. Attendees, other than Destination Management Organizations (DMOs) which had their own session with tour operators, were divided into groups by type of organization, i.e., attractions, hotels, restaurants and others. I was in the others category and others at my table included people representing insurance, group air, data research, a travel publication, security and the International Motorcoach Association.

NFTGA, as a strategic partner, was given free exhibit space and in my opinion this was very valuable and productive. Attendees who had breaks in their appointment schedules, as well as tour operators, visited the exhibit space and many contacts were made. In addition to the brochures that were included in the tour operator arrival tote bags, I printed up an extra 100 copies on my own and by the end of the conference all were picked up by tour operators who had staff handling appointments and by people representing other segments in tourism who had no knowledge of NFTGA. Of equal or greater importance, being located between the NTA and the RSAA gave me an opportunity to discuss becoming a strategic partner with both association representatives and this will be followed up too.

One luncheon was a presentation on the SYTA Youth Foundation which provides many educational opportunities to travel and learn for disadvantaged youths and others in need of financial assistance. Recipients of aid presented their stories in person and on video recordings. The aid given, in my opinion as well as the opinion of others in attendance, is well spent.

The first half of the afternoon session was an opportunity to attend one of two education sessions: Sales and Communication Skills from A to Z; and American & Canadian History: Underground Railroad to Civil Rights. I selected the A to Z session presentation by Nancy Friedman who refers to herself as the "Telephone Doctor." Her theory is, even though we might not be in a sales position, we are always selling our ideas when dealing with others. Friedman used communicating by telephone, as well as by email, as reminders of common business sense. Members of the audience selected letters in the alphabet at random, which had a key word or phrase and each item was discussed. As an example the letter K was for know your objective. The advice given is, before making a telephone call know what you plan to achieve by the call.



A general session followed featuring Bruce Poon Tip, a Canadian entrepreneur and author of the bestselling non-fiction book Looptail. Tip started a social enterprise for travel and the environment as he believed technology only provides information. His reasoning is consumers' interest in travel is changing and travel is cheaper and easier. Data he presented claimed all-inclusive travel is growing 75% annually. Also, in 2012 there were one billion tourists and it will be 1.8 billion by 2020, almost double. Current expenditures are ten trillion dollars which is 10% of the global GDP. Another statistic offered was in 40 of the poorest countries tourism is the second largest source of income.

Tip believes his company g Adventures' responsibility is to educate consumers and the next ten years will change the way tourism is done. What we do today will change tomorrow as ideas will come from the next generation. He further claimed companies can change the world and have a positive input. A video was shown highlighting the many countries where he offers tours, the people he employs and the effect on the local economies.

Another educational session I selected was "The Golden Nuggets of Sales and Service", presented by Nancy Friedman who's A to Z session I attended the previous day and appreciated the excellent sound advice she provided.

Members of the audience took turns picking out words or phrases from a bag and then attendees discussed the item. One example was "killer words."

Friedman claims "not our policy" is a negative phrase and a hard reject. Instead, state, "Let me check to see if something can be done." Whether or not something can be done is not the point. Rather, it will give the appearance at least a request will be looked into and not rejected out of hand.

Still another was "ASAP" on how to respond to a complaint:

A - cknowledge and apologize

S - ympathize or empathize

A - ccept responsibility

P - repare to investigate and get back

One more was "gum." Don't chew while talking on the phone. The noise is amplified; it also distorts your voice.

