

WFTGA PRESIDENT'S REPORT 2011-2013

This is my last report as WFTGA President and it has been an honour and privilege to serve WFTGA over the past 10 years – as a co-opted EXBO member from 2003 to 2005; as Vice President and Head of Training from 2005-2007 and as President from 2007 to 2013. Our Federation has grown from strength to strength and we now have members in 79 countries worldwide – this is almost double the number of countries 10 years ago.

We are circulating this report to members prior to the Convention and General Assembly in Tallinn. Any additional information will be added at the General Assembly and the President will present a summary of all reports received.

Since our Convention in Tallinn in January 2011, the Executive Board (EXBO) of the World Federation of Tourist Guides Associations has been working very hard to support our members and to raise the profile of professional tourist guides throughout the world. WFTGA's membership and influence continues to grow as we become more and more recognised in the international tourism industry. This growth involves a serious time commitment from the President, Vice President, Secretary, Head of Training and other members of the Executive Board. I would like to take this opportunity to thank all those who have contributed to the success of WFTGA over the past two years and in particular, the members of EXBO, Training Committee, Area Representatives, Editor of Guidelines Internetion@1, without whom my job as President would be impossible. We have appointed a paid Administrator as agreed in Tallinn but even more help should be considered for the future.

WFTGA Executive Board 2009-2011

President: Rosalind Newlands OBE (RN)

Vice President: Felicitas Wressnig (FW)

Treasurer: Koula Vassiliou (KV)

Secretary: Patricia Blain (PB)

Head of Training: Wilja Siebe (WS)

EXBO Members; Govind Agrawal (GA); Esther Banike (EB); Johnny Lee (JL) – co-opted 2012

For details of the Portfolio System and duties of the Executive Board please refer to the **Policies and Procedures Manual**. For information the members of the Executive Board are members of the following tourist guides associations:

- Rosalind Newlands: Scottish Tourist Guides Association (STGA): UK
- Felicitas Wressnig: Vienna Chamber of Commerce Guides Association: Austria
- Koula Vassiliou: Cyprus Tourist Guides Association (CTGA): Cyprus
- Patricia Blain: Scottish Tourist Guides Association (STGA): UK
- Govind Agrawal: Jaipur Tourist Guides Association, which is in turn a member of Tourist Guide Federation of India (TGFI): India
- Esther Banike: Chicago Tour Guide Professionals Association which is in turn a member of National Federation of Tourist Guide Associations USA (NFTGA): USA
- Wilja Siebe: Guidor Dutch Guide Association: Netherlands
- Johnny Lee: Association of Registered Tour Co-ordinators (HARTCO): Hong Kong SAR China

EXBO Meetings

The 2009- 2007 Executive Board met in Tallinn on 28th January 2011 and the 2009-2011 Executive Board met in Tallinn on 4th February 2011 and in Edinburgh on 8th and 9th September 2011. We continued with conference calls, which took place on 22nd February, 7th April; 11th April 2011 and on 15th January 2012. We also had extra Conference Calls re specific portfolios as was necessary. We also communicated regularly by email. RN and PB had regular meetings in Edinburgh. Alison Barclay, member of the Scottish Tourist Guides Association was appointed as Administrator in January 2012 to assist the President and Secretary.

EXBO Portfolios

All members of EXBO were active in decision making by email and telephone and took particular responsibility for the following:

- **President (RN):** Co-ordination and management of all portfolios plus International Relations, Marketing & Promotion; Training; Convention Co-ordination, Membership; Banking & Finance, Correspondence; Website revision and updates.
- **Vice President (FW):** Assistance to President, Member of Training Committee (2011-2012), Marketing & Promotion, Compliance with legal requirements, registration of the WFTGA Constitution and consultation with legal advisors (WFTGA is governed by Austrian law), International Relations; Coordination of Jane Orde Scholarship Winners; Coordination of Bids for 2015 Convention,
- **Secretary (PB):** Assistance to the President, Marketing & Promotion, Meeting and General Assembly Preparation; Training Administration; Convention Preparation; Website revision and updates; Membership; Invoicing and Banking assistance: Financial Committee
- **Treasurer (KV):** Banking; Financial Reports, Liaison with the Auditor; Liaison with WFTGA International Training Centre Cyprus
- **WS:** Head of Training Division; International Relations; Marketing & Promotion
- **GA:** Area Representatives; Website; Guiding Worldwide; Review of legal issues; Financial Committee
- **EB:** Marketing & Promotion; Proof Reading; Revision of all WFTGA Documents; Training Committee
- **JL:** Preparation of 15th Convention in Macau SAR China; Liaison with Organising Committee and Professional Conference Organiser; Promotional Materials.

WFTGA Policies and Procedures

The WFTGA Policies and Procedures were fully revised. This included clarification of the voting system which was requested by General Assembly in Tallinn. This work was done by the President (RN), Vice President (FW) and Secretary (PB) with proof reading by EB.

Finance

Accounts and Banking

The WFTGA bank continues to be Marfin Laiki Bank in Nicosia. Our official currency is the Euro. During the past two years we have investigated the possibility of moving some of WFTGA's funds to accounts in other currencies. This has proved more difficult than expected but it should be further investigated. The day-to-day banking is conducted by Treasurer (KV) who also liaises directly with the Auditor/Accountant – we changed the auditors during 2011. The RN and PB have access to the bank accounts through internet banking and as such have been able to monitor the accounts and communicate regularly with KV. PB is responsible for all invoicing. The Financial Report for 2010-2012 will be presented by the Treasurer KV with the Head of Training (WS) explaining the Training Accounts. **Note that the WFTGA Financial Year is from 1st November 2010-31st October 2012.**

Sponsorship

EXBO travel and subsistence was sponsored by Singapore Tourism, Larnaka Municipality, UNWTO, Serbia National Tourist Guides Association, Sabah Tourist Guide Association, Malaysia Women Tourist Guide Association, Malaysia Tourism Board, Sabah Tourism Board, Federation of European Tourist Guides Associations, National Federation of Tourist Guides USA, Washington Tours, Federation of Tourist Guides of South Africa, and Czech Republic Tourist Guide Association.

All of the Vice President's travel was sponsored by Vienna Chamber of Commerce, including attendance at EXBO meetings and the Convention. The Vienna Chamber of Commerce also assisted with legal advice. The Convention Inspection Visit to Macau was sponsored by the Macau Tourist Guides Association and Macau Tourism.

Attendance at IMEX and Conventia Meetings were fully sponsored by the hosts. The EXBO meeting in Edinburgh was sponsored by the University of Edinburgh and postage was sponsored by the Scottish Tourist Guides Association.

The WFTGA International Training Centre: Cyprus was sponsored by Cyprus Tourism Organisation, AG Leventis Foundation, Department of Antiquities Republic of Cyprus, Joannou & Paraskvaides Group and Nicosia Municipality. Participants at WFTGA Training Courses have been sponsored by Brunei Tourism, GIZ Germany, USAID, and UNWTO.

The Androus Foundation continues to sponsor the Jane Orde Scholarship Fund. In addition RN and PB organised two book sales for STGA guide students, which raised funds for the Jane Orde Scholarships

Expenditure

Every effort is made to minimise expenditure, while still raising the profile of our members and WFTGA. This involved all EXBO members communicating where possible by email and any telephone expenses were carefully monitored and the cheapest available methods were used, including the use of low rate calling plans and SKYPE. All EXBO members also provide office equipment and stationery free of charge.

We were able to support the Train the Trainer Courses in Cyprus in 2012 with funds from our Training Surplus and in addition offer two full scholarships for participants. A sum of 2214 Euro was raised by the Auction in Tallinn, which was added to surplus WFTGA funds and the donation from the Androus Foundation to offer 6 Scholarships for members to attend our 15th International Convention in Macau.

WFTGA Membership

New Full Members

We are delighted to welcome the following new members to WFTGA in the period 2011- 2013: **Austria:** Verein der geprüften Fremdenführer Niederösterreichs **Bhutan:** Guide Association of Bhutan **Botswana:** Botswana Guides Association: **Cameroon:** Association des Guides de Tourisme Camerounais; **Colombia:** Agremiacion Guias de Turismo de Caldas; **Malaysia:** Sabah Tourist Guides Association; **Panama:** La Asociacion de Guias de Turismo Panama: **Sri Lanka:** Sri Lanka Institute of National Tourist Guide Lecturers: **Sri Lanka:** Chauffeur Tourist Guide Lecturers Association of Sri Lanka; **Tanzania:** Zanzibar Tourist Guides Association; **USA:** Rocky Mountain Tourist Guides Association. We welcome back: **Gambia:** National Tourist Guide Association

New Individual & Affiliate Members

We welcome new Individual Members from **Barbados, Belarus, Ethiopia, Ghana, the Former Yugoslav Republic of Macedonia, Tonga and Ukraine** and new Affiliate Members from **Albania, Bosnia & Herzegovina, Hong Kong SAR China, Libya, Mauritius and Nepal,**

WFTGA now represents more than 150,000 tourist guides from the following 79 countries:

1. Albania: Full Member & Affiliate member
2. Argentina: Full Member
3. Armenia: Full Member
4. Australia: Full Member
5. Austria, Full Member
6. Barbados, Individual Member
7. Belarus, Individual Member
8. Belize, Full Member
9. Bosnia & Herzegovina, Affiliate Member
10. Brazil, Full Member
11. Bhutan, Full Member
12. Botswana, Full Member
13. Cameroon, Full Member
14. Canada, Full Member
15. Chile, Full Member
16. Colombia, Full Member
17. Costa Rica, Full Member
18. Cyprus, Full Member and Affiliate Member
19. Czech Republic, Full Member and Affiliate Member
20. Denmark, Full Member

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21. Dominican Republic, Full Member and Affiliate Member
22. Egypt, Full Member and Affiliate Member
23. Estonia, Full Member
24. Ethiopia, Individual Member
25. Finland, Full Member
26. Gambia, Full Member
27. Ghana, Individual Member
28. Georgia, Full Member
29. Germany, Full Member
30. Greece, Full Member
31. Hong Kong, Full Member & Affiliate Member
32. India, Full Member
33. Indonesia, Full Member
34. Iran, Full Member and Affiliate Member
35. Iraq, Full Member
36. Israel, Full Member
37. Italy, Full Member
38. Japan, Full Member and Affiliate Member
39. Kenya, Affiliate Member
40. Kyrgyz Republic, Full Member
41. Latvia, Full Member
42. Libya, Affiliate Member
43. Macao, Full Member
44. Former Yugoslav Republic of Macedonia, Individual Member
45. Malaysia, Full Member
46. Malta, Full Member
47. Malawi, Individual Member
48. Mauritius, Affiliate Member
49. Montenegro, Full Member
50. Mexico, Individual Member
51. Morocco, Full Member
52. Mozambique, Individual Member
53. Nepal, Full Member
54. Netherlands, Full Member
55. New Zealand, Individual Member
56. Panama, Full Member
57. Peru, Full Member
58. Philippines, Full Member
59. Portugal, Full Member
60. Puerto Rico, Full Member
61. Romania, Full Member
62. Russia, Full Member
63. Saudi Arabia, Individual and Affiliate Members
64. Serbia, Full Member
65. Singapore, Full Member
66. Slovakia, Full Member
67. South Africa, Full Member and Affiliate Members
68. Spain, Full Member
69. Sri Lanka, Full Member
70. Sweden, Full Member and Affiliate Members
71. Tanzania, Full Member
72. Thailand, Full Member
73. Tonga, Individual Member
74. Turkey, Full Member
75. United Arab Emirates, Individual and Affiliate Members
76. United Kingdom, Full Member
77. United States of America, Full Member
78. Ukraine, Individual Members
79. Uruguay, Individual Member

Members Fees

After discussion by the General Assembly in Tallinn WFTGA continued to waive or reduce membership fees for some associations in Tiers 3, 4 and 5 and for associations who had informed us of financial difficulties. Membership fees will change with effect from January 2013.

Area Representatives

Mary Kemp Clarke was appointed Area Representative Coordinator and she continues to communicate with the Area Representatives and coordinate their reports for 2011-2013. She will present the reports at the General Assembly in Macau. As a result of increasing the numbers of Area Representatives, we now offer global coverage and many of our Area Representatives have been active in disseminating information, visiting members and finding new members. EXBO recommends that some funding be set aside to support them in future.

Membership Services

Circulars & Mailings

Secretary (PB) has sent regular Circulars and E Blasts by email to members, trainers and industry contacts.

Jane Orde Scholarship

The Jane Orde Scholarship received 20 applications for 2013. RN and FW drew up a short list and winners selected by the Androus Foundation and EXBO. The winners will be announced at the Convention in Macau in January 2013.

Cultour Partners

We have issued new Cultour Cards to all members who have requested them. 2013-2015 cards will be available at the Convention in Tallinn. We do have some new Cultour Partners but it is incumbent on all members to try to obtain partners in their own countries

WFTGA Publications

WFTGA History Handbook for Tourist Guides: 1985-2013

The Handbook was issued in CD Format in Tallinn and has once more been updated –the new edition will be available in Macau.

Tourist Guiding Worldwide (Jane Orde Document)

The information has been updated by Govind Agrawal and will be incorporated on a new **Guideapedia** on the WFTGA website which will be launched in Macau.

Guidelines Internation@l

Guidelines had been edited by Tina Engstrom and posted on the WFTGA website and emailed to all members.

Checklist for Tourist Guides

The booklet is available for sale through the WFTGA website. It has been revised and renamed **Reference Book for Tourist Guides**. The new edition will be available in Macau.

International Relations

Liaison with Tourism Authorities, Governments and Industry Partners

- **UNESCO:** In February 2009, UNESCO confirmed that WFTGA was accepted as a Non Governmental Organisation (NGO) in Official Relations with UNESCO.
 - The President (RN) and Head of Training (WS) attended the NGO Committee Meetings in Paris during 2011 and 2012. This gives us the opportunity to meet government ministers, officials and ambassadors and to speak on behalf of WFTGA.

- The President (RN) had meetings with UNESCO at the World Travel Market in November 2011 and in Azerbaijan in September 2010
- **UNWTO:** As a result of the decision by the General Assembly, WFTGA became an Affiliate Member of UNWTO in 2011.
 - The Vice President (FW) attended the UNWTO General Assembly in Korea in October 2011. She attended the Affiliate Members Day and the Silk Road Meetings. This was the first major meeting attended by WFTGA and FW was able to raise the profile and to make good connections.
 - The Vice President (FW) attended the UNWTO Affiliate Member elections during ITB Berlin in March 2012. FW acted as Parliamentarian and chaired the election committee. This established WFTGA as an integral part of UNWTO.
 - The President (RN) was invited to be part of the UNWTO official delegation at the United Nations Alliance of Civilisations (UNAOC) in Doha Qatar in December 2011. The meeting was opened by the Secretary General of the UN and the main speakers were senior international politicians and representatives of UN agencies. RN was a guest speaker at a workshop headed by the UNWTO Secretary General titled *Tourism and Travel: Celebrating Diversity, Linking Cultures and Promoting Dialogue between Civilizations*. RN's expenses were fully funded by UNWTO
 - The President (RN) was invited to join the UNWTO Silk Road Task Force. In that role she attended the Silk Road Task Force meetings at World Travel Market in London in November 2011 and November 2012. The other members of the Task Force representatives of the governments of the countries on the "Silk Road" and other UNWTO Affiliate Members.
 - The President (RN) attended the UNWTO *Flavours of the Silk Road* Conference in Baku, Azerbaijan in September 2012. RN was invited to take part as a speaker in the closing panel discussion. She was also able to meet representatives of the Azerbaijan Tourism Authorities and Government and facilitate the WFTGA Train the Trainer Course which took place in October 2012.
 - The Vice President (FW) attended the UNWTO Affiliates AGM in Istanbul Turkey in November 2012.
- **ISO/TC 228: Tourism and Related Services:** WFTGA is an official consultant on this committee, which deals with all international standards related to the tourism industry. This means that we receive all correspondence and can keep a watching brief on anything that might affect tourist guides. We are also entitled to attend meetings should we wish to do so.
- **Larnaka 2021:** The President (RN) was invited to make a presentation at this conference in June 2011: *Effect of Cruise Terminal on Larnaka*. The event was funded by Larnaka Municipality. RN was able to combine this with meetings with our bank, Cyprus Tourism Organisation and the University of Cyprus
- **WTM World Responsible Tourism Day:** WFTGA was accepted as a partner in this event, which took place at the World Travel Market in 2011 and 2012
- **International Association of Tour Managers (IATM):** The Head of Training (WS) met the Committee of IATM in London in November 2012.
- **European Tour Operators Association (ETOA):** The President (RN) and Secretary (PB) met ETOA at the World Travel Market in November 2011 to discuss various issues including the European Tourist Guide Card

- **Progress International:** WFTGA continues to work with Progress International in the delivery of Cruise Guide Training (see Training Report).
- **European Commission:** Working in cooperation with FEG, the President (RN) wrote again to the European Commission and the International Bureau of Statistics with regard to incorrect terminology being used for the professions of Tourist Guide and Tour Manager: as established in EN ISO 18513: 2003 in the Standardized Dictionary of Tourism and in support of EN 15565 Training & Qualifications of Tourist Guides. The Head of Training (WS) attended an EC meeting in Brussels in March 2012 to discuss Tourism Definitions. The Vice President (FW) submitted an official response to the Green Paper Directive 2005/36 Amendment: Professional Qualifications.

Member Support: WFTGA has supported members in writing on request including support in the fight against illegal guiding and lobbying of governments and tour operators. This includes support for the Iran Tourist Guide Association, Panhellenic Tourist Guides Federation, St Petersburg Association of Tourist Guides and Interpreters, Serbian National Tourist Guides Association, Panama Tourist Guides Association, Dominican Republic Tourist Guide Association

- The President (RN) met the Tourism Minister of Panama to discuss issues on behalf of the Panama Tourist Guides Association at the World Travel Market in November 2011
- The President (RN) met the Tourism Minister of Greece to discuss issues on behalf of the Panhellenic Tourist Guides Association at the World Travel Market in November 2012.
- The President (RN) has communicated in writing with a number of organisations including Viator Inc; European Tour Operators Association (ETOA); International Association of Tour Managers (IATM)
- The Vice President (FW) had meetings with authorities in Azerbaijan and Georgia to support WFTGA Training.

Liaison with Tourist Guides Worldwide

As well as official visits, the President travelled to meet some of our members through her own private travel. It is always an honour and pleasure to be able to meet colleagues and to be able to offer support and to meet with governments and authorities. All of the official meetings were sponsored by the local tourist guides associations and/or tourism authorities and achieved at minimal cost to WFTGA. Private visits at the President's own expense included meeting tourist guides and tourism officials in Colombia, Costa Rica and India. RN was interviewed by the Hindu Times during her visit to Chennai.

- **Federation of European Tourist Guides Associations (FEG).** It has been agreed that the respective Presidents/Chairs of each organisation will be invited to attend official meetings on alternate years. The FEG President, Carlos Ortego attended the General Assembly in Tallinn. The President (RN) attended the FEG EGM in Madeira in November 2011.
- **Singapore Tourist Guide Guild.** The President (RN) was invited to present a workshop at the Tourist Guide workshop in Singapore in August 2011: *Global Innovations for Tourist Guides in 21st Century*. This was fully funded by Singapore Tourism and was combined with the inspection for the 15th International Convention in Macau.
- **Federation of South African Tourist Guides Associations.** The Secretary (PB) was invited to attend the celebrations for International Tourist Guide Day in February 2012 in Limpopo, South Africa. This was attended by tourist guides from all over South Africa
- **Association of Czech Republic Tourist Guides.** The Secretary Patricia Blain attended the 10th anniversary celebrations of the association in Prague in November 2011.
- **Serbian National Tourist Guides Association.** The Head of Training (WS) attended the Serbia Conference on Sustainable Tourism in November 2011 and presented WFTGA

certificates to successful participants from the HOT Training Course. The President was invited to attend the Serbian Tourist Guides Conference and Novi Sad Tourism Fair in Novi Sad, Serbia in September 2012. She had the opportunity to meet ministers and tourism officials

- **Sabah Tourist Guides Association and Malaysian Women Tourist Guides Association:** The President (RN) was invited to visit Malaysia to meet members of the Sabah Tourist Guides Association and the Malaysian Women Tourist Guides Association. She was accompanied by the WFTGA Area Representative for S E Asia, Roger Rajah. The main objective was to explore the opening of a WFTGA International Training Centre in Sabah, Borneo Malaysia. The negotiations are ongoing and further information will be reported at the General Assembly in Macau. In addition RN attended the Tourist Guide Appreciation Event, hosted by the Sabah Tourism Board and presented the Malaysian National Awards. She met the Minister of Tourism and also representatives of the University of Malaysia Sabah. In Kuala Lumpur she attended the Tourist Guides Night and made a presentation on behalf of WFTGA. The President and Roger Rajah also met representatives of Malaysia Tourism and of the Malaysia Parks and Gardens Department – with a view to developing WFTGA training opportunities.
- **National Federation of Tourist Guides USA:** EXBO member Esther Banike attended the NFTA National Conference in Washington and also attended a promotional evening for the Macau Convention at the Chinese Embassy.
- **South East Asia Tourist Guides Associations (SEATGA):** Roger Rajah and Kandia I Nyoman (Area Representatives) attended the SE Asia Tourist Guide Contest. Roger Rajah made a presentation on WFTGA at the SEATGA Conference in January 2012. SEATGA have been invited to send a representative to Macau.

WFTGA Training Division

A full report will be presented by Head of Training (WS) in Macau. The Training Division consists of all Lead International Trainers, International Trainers and National Trainers who are also members of WFTGA through their tourist guide associations or as individual members. All members of the Training Division must be practising tourist guides.

- **WFTGA Training Finances:** WFTGA Training is self-financing. Training Accounts will be presented with the main WFTGA Accounts. Any surplus is ploughed back into training or general WFTGA activities, including both training and convention scholarships
- **Training Committee Meetings:** The Training Committee met in September 2011 in Edinburgh UK, held Conference Calls in January and November 2012. There is a Training Division Meeting in Macau on Thursday 9th January to which all WFTGA Trainers have been invited.
- **Training Committee**
 - January 2011- June 2012: Wilja Siebe (WS) (EXBO & Head of Training); Felicitas Wressnig (FW) (Vice President & Active Trainer); Titina Loizides (TL) (Active Trainer & Representative of the WFTGA International Training Centre Cyprus); Patricia Blain (PB) (WFTGA Secretary, Training Administrator); Esther Banike (EB) (EXBO)
 - June 2012- January 2013: Wilja Siebe (WS) (EXBO, Head of Training, Non –active Trainer); Maria Aristidou (MA) (Active Trainer Representative of the WFTGA International Training Centre Cyprus); Patricia Blain (PB) (WFTGA Secretary, Training Administrator); Esther Banike (EB) (EXBO).

NB: The vacancy for Active Trainer will be filled after an election by the Training Division in Macau 2013. All Lead International Trainers and International Trainers are invited to stand for election. Roger Rajah (RR) was appointed to the Training Committee in November 2012 as the representative for the proposed WFTGA International Training Centre Sabah Malaysia.

- **Lead International Trainers:** Deborah Androus (USA), Maria Aristidou (Cyprus), Ivana Curuvija (Serbia), Iris Barry (UK), Rosalind Hutchison (UK), Viola Lewis (UK); Mary Kemp Clarke (UK); Titina Loizides (Cyprus); Jenny Oulton (UK), Richard Skinner (UK); Peter Wagner (Australia); Felicitas Wressnig (Austria)
- **Training Committee Activities:** The Training Committee has worked with members of the Training Division to produce the following outcomes.
 - Proposals: Albania; Corsica Cruise Guide Training; Georgia Cruise Guide Training; Kenya; Singapore; Sri Lanka: Serbia; Malaysia; Tonga
 - Training Division Newsletters: 4 sent out to all members of the Training Division
 - Updates of Training Policies and Procedures: Training Policies and Procedures were updated and circulated.
 - Restructuring of Training Contracts and Letters
 - Translations of Power Points: the WFTGA power point materials are now translated into the following languages: German, Greek and French. Arabic, Spanish and Russian are still ongoing.
 - Checklist for Tourist Guides
 - Renamed: '*Reference Book for Professional Tourist Guides*'.
 - Revised and printed – will be available in Macau
 - Trainers' Instructions: Draft has been presented to Training Committee for approval
 - Written Examinations Revision: Ongoing
- **WFTGA International Training Centre Cyprus:** As the Head of Training (WS) was attending the TtT course as a participant, the Vice President (FW) acted as coordinator for the training course. Maria Aristidou assisted Titina Loizides as representative and took over in June 2012.
- **Accreditation of Training Courses**
 - Cyprus: Tourist Guide Training Course: Cyprus Training Organization – full tourist guide training course, also meeting EN15565
 - Ukraine/Crimea: 3 HOT Courses initiated by Lead International Trainer Iris Barry
 - Greece: 4 Site Courses initiated by the Panhellenic Tourist Guides Federation
- **Delivery of Training Courses**
 - **Tallinn** January 2011: Cruise Guide Training
 - **Armenia:** May 2011: HOT: December 2011: Train the Trainer
 - **Brunei:** September 2011: 2 HOT
 - **Georgia:** May 2011: HOT: October 2012: HOT plus Train the Trainer
 - **India:** June 2011: HOT : December 2011: Train the Trainer
 - **Greece;** November 2011: Train the Trainer
 - **Serbia:** November 2011: HOT
 - **Tanzania:** October 2011: HOT Course plus Train the Trainer

- **Azerbaijan:** April 2012: HOT : October 2012: HOT plus Train the Trainer
- **WFTGA International Training Centre Cyprus May/June 2012:** Train the Trainer : International Train the Trainer
- **On- Line Cruise Guide Training:** launched in cooperation with Progress International ongoing

Marketing/Promotion: We Are the Professionals

Everything we do that brings us into contact with the public results in marketing and promotion for WFTGA. This includes all the activities, visits and training courses operated in our name, whether by EXBO or by our member associations. The main purpose of our Promotional and Marketing Campaign is to combat illegal tourist guiding and encourage the use of professional, qualified or licensed tourist guides. All members are asked to use the slogan "We are the Professionals" whenever opportunities arise.

- **Tourist Guide Websites: Viator:** The General Assembly asked the EXBO to explore booking services and the relationship with Viator Inc has continued. We continue to be approached by other companies with a view to partnership on commercial websites. Most of these have no means of checking tourist guide qualifications or licenses and the EXBO has decided not to become involved with them. We are also cooperating with FEG in monitoring the sites.
- **WFTGA Website:** The website www.wftga.org was re-launched in Tallinn in 2011 with a new look. We had problems with the hosts and with the original web designer in the early part of 2011. The host was changed and the domain name was re-registered. It was difficult to update and WFTGA EXBO appointed Sam Cohen (USA) to re-design the back-end and continue to develop the website. As a result of his work the website is easily updated by EXBO members, who took part in Webinar training in order to learn how to do this. The information is also available on a CD and online. In addition new features will be launched in Macau including a Guideapedia – information about the tourist guide profession based on the updated Jane Orde document. There will also be new links available to allow browsers to be automatically updated on news and activities; for members to update their own information and for members to link to their own official guide booking services. There is also an interactive map showing the location of WFTGA members worldwide. We believe that this will make the website even more user-friendly and useful to our members. We also registered several other domain names associated with WFTGA and World Guiding to protect our position.
- **Social Media:** We have set up two official WFTGA Face Book pages. One is an open group which is monitored by EXBO and by Jasem Zaiton, Individual Member from UAE. The other is the official WFTGA Page which is monitored by the President. Both are heavily used and provide an excellent way for tourist guides to communicate with one another and to find out what is happening. Both are linked to www.wftga.org
- **World Travel Market: London:** RN, WS and PB attended the WTM in 2011 and RN and WS attended WTM in 2012. This allows us to engage directly with the tourism industry and especially to promote our training programme, our Conventions and our membership
- **IMEX Europe:** FW attended IMEX meetings in Frankfurt 2011 and 2012. These meetings are specifically for associations and offer opportunities to promote our services and Conventions to tourism partners. FW was fully funded by IMEX as a hosted buyer.
- **IMEX USA:** EB attended IMEX meetings in the USA in 2011 and 2012. These meetings are specifically for associations and offer opportunities to promote our services and Conventions to tourism partners. EB was fully funded by IMEX as a hosted buyer.
- **ITB Asia: Singapore:** Roger Rajah Area Representative attended as a fully funded hosted buyer to attend this event in 2011. This enabled him to make contacts and promote our services to tourism players and governments in Asia.

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- **ITB Berlin Germany:** FW attended as a fully funded hosted buyer in March 2011. She was able to enhance our relationship with UNWTO as well as to meet industry partners.
- **Conventa 2011: Slovenia:** Ivana Curuvija, Area Representative & Lead International Trainer attended in January 2011 as a fully funded hosted buyer
- **Conventa 2012: Slovenia:** Vice President (FW) attended as a fully funded hosted buyer.
- **International Tourist Guide Day:** ITGD continues to be celebrated throughout the world and is the opportunity for all our members to specifically promote tourist guides and WFTGA. When news and pictures are received from members they are published on our website and in our Circulars. Please refer to www.wftga.org for details.

Convention 2013

The President (RN) and Secretary (PB) continue to liaise with and advise the Macau Tourist Guides Association. RN and GA made an inspection visit in August 2011. PB assisted the hosts with the circulation of promotional materials. During 2012 EXBO decided to co-opt former EXBO Member and Treasurer Johnny Lee (JL) as our direct representative with the hosts and their Professional Conference Organiser. JL has met with the hosts and will continue to do so. The keynote speaker secured by RN is Mr Márcio Favilla Lucca De Paula UNWTO Executive Director: Competitiveness, External Relations and Partnerships.

Convention Bids 2013

The President (RN) updated the Bid Document originally prepared by Past President Ruby Roy. RN liaised with and advised the prospective bidders, assisted by the Vice President Felicitas Wressnig. FW and EB have checked the bids. Completed bids have been received from the following members:

- Asociace Pruvodcu Ceske Republiky: Prague, Czech Republic
voleman@voleman.cz
- Serbian National Tourist Guides Association: Novi Sad, Serbia
ivanac64@gmail.com
- Federation Of South African Tourist Guides Associations: Cape Town, South Africa
fsatga@gmail.com

We look forward to seeing you in Macau SAR China at our 15th International Convention which starts with the General Assembly on Saturday 12th January 2013 and ends with our Farewell Lunch on Friday 18th January 2013. Members' Delegates must arrive on Friday 11th January and attend all the General Assembly meetings that take place during the Main Convention.

Rosalind Newlands

9th November 2012



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