

THE WORLD FEDERATION OF TOURIST GUIDE ASSOCIATIONS



The Hands of Friendship stretched across the World
1985-2018: 33 years bringing professional Tourist Guides together and promoting qualified accredited Tourist Guides

THE WFTGA CODE OF GUIDING PRACTICE ASSURANCE OF HIGH LEVEL PROFESSIONALISM

- Adherence to the WFTGA Code of Guiding Practice provides an assurance of high level of professionalism and a value added service offered by Tourist Guides to their clients.
- Tourist Guide Associations which belong to the WFTGA accept on behalf of their members:
 1. To provide a professional service to visitors, in care and commitment, and to provide an objective understanding of the place visited, free from prejudice or propaganda;
 2. To ensure that, as far as possible, what is presented as fact is true, and that a clear distinction is made between this truth and stories, legends, traditions, or opinions;
 3. To act fairly and reasonably in all dealings with those who engage the services of Tourist Guides and with colleagues working in all aspects of tourism;
 4. To protect the reputation of tourism in our country by making every endeavour to ensure that Guided groups treat the environment, wildlife, sites and monuments, local customs and sensitivities with respect;
 5. As representatives of the host country, to welcome visitors and act in such a way as to bring credit to the country visited and promote it as a tourist destination.

Tourist Guides always have a DUTY OF CARE towards their visitor and are the AMBASSADORS for their country or region.

WFTGA HISTORY AND ETHOS

Bringing professional Tourist Guides together since 1985, the WFTGA encourages standards in guiding around the world. Its registered offices are in Vienna, Austria in 1987.

Today, the WFTGA represents Tourist Guides from over 85 countries, encouraging the qualification and accreditation of Tourist Guides in accordance the Definition of a Tourist Guide:

A Tourist Guide is a person who guides visitors in the language of their choice and interprets the cultural & natural heritage of an area, which person normally possesses an area-specific qualification usually issued and/or recognised by the appropriate authority (EN 13908:2003)

WFTGA MEMBERSHIP

We represent professional accredited Tourist Guides from over 85 countries worldwide through three levels of WFTGA Membership:

- **Full Members** (Tourist Guide Associations only)
- **Individual Members**
- **Affiliates**

WFTGA BENEFITS

- A Code of Ethics
- One strong voice for thousands of Tourist Guides
- A voice in UNESCO, UNWTO, FEG, SEATGA, IATM, European and International commissions
- Contact with the tourism industry at global level
- Raising Awareness of qualified Tourist Guides
- Promotion of qualified Tourist Guides at trade fairs
- Promotion of associations through Tourist Guidepedia
- Promotion of International Tourist Guide Day
- Biennial Conventions at reduced rates
- Free access to lectures and workshops as part of the biennial Convention package
- Bidding opportunity to host a Convention (*)
- A place at the General Assembly of Delegates (*)
- Delegates may be elected to the Executive Board
- Networking and exchange of guiding experiences
- Updates on new tourism, training and legal issues
- Use of the WFTGA logo
- Contributing to the digital WFTGA newsletter
- Discounts through the Cultour Card Programme
- Links to Training courses for Tourist Guides
- Membership of the WFTGA Training Division
- Advocacy and support by the Executive Board
- Support in the fight against unqualified guiding
- Support for sustainable tourism through the Tourist Guide

To celebrate the skills of professional Tourist Guides in their localities the WFTGA initiated the ITGD – the International Tourist Guides Day - on or near the **21st February** every year. This commemorates the day when the WFTGA was formed and since the 1990s, Tourist Guide associations have offered free tours and events to local people.

WFTGA TRAINING

Through a growing Training Division, the WFTGA provides short courses in situ at different localities where asked for:

- **Hands On Training** Courses for skills for new Tourist Guides and as a refresher for experienced Tourist Guides
- **Train the Trainer** Courses for Tourist Guides who want to train Tourist Guides, cascading skills in their own country
- **International Train the Trainer** Courses for Tourist Guide trainers who would like to train Tourist Guides abroad



The WFTGA has delivered short Tourist Guide skills and trainer courses in many towns and cities and regions over the years, facilitated by our National, International and Lead International Trainers.

The WFTGA has two Training Centres which regularly run courses for Tourist Guides from the world over to join:

- The **Cyprus WFTGA Training Centre** supported by the University of Cyprus in Nicosia
- The **Armenian WFTGA Training Centre** in partnership with Yerevan State University

The WFTGA is able to accredit full Tourist Guide courses in accordance with EN 15565:2008, where guiding skills, and contextualised area-specific knowledge are delivered both theoretically and practically.

WFTGA CONVENTIONS

Every two years, the WFTGA holds an International Convention where participants attend lectures, workshops, round-tables, panel discussions and tours in the locality.

At the same time and location as the biennial Convention, the WFTGA holds its General Assembly for Delegates who represent our Full Member Associations, to discuss current matters, choose the location of the next Convention following bidder presentations, elect the officers of the WFTGA Executive Board, and attend to Policies and Procedures.

These Conventions also offer pre-Convention and post-Convention tour packages for the Participants, Delegates and Accompanying Persons.

WHERE HAVE WE BEEN?

1985 Tel Aviv, Israel: 1987 Vienna, Austria: 1989 Nicosia, Cyprus: 1991 Tampere, Finland: 1993 Pretoria, South Africa: 1995 Singapore, Singapore: 1997 Montreal, Canada: 1999 Hong Kong, China: 2001 Nicosia, Cyprus: 2003 Dunblane, Scotland: 2005 Melbourne, Australia: 2007 Cairo Egypt: 2009 Bali, Indonesia: 2011 Tallinn, Estonia: 2013 Macau, China: 2015 Prague, Czech Republic: 2017 Tehran, Iran: 2019 Tbilisi, Republic of Georgia

2017-2019 WFTGA EXECUTIVE BOARD

WFTGA President	Alushca Ritchie
Joint Vice President	Mary Kemp Clarke Esther Banike
Head of Training	Steve McAuley
EXBO members	Ruby Roy Mohsen Hajisaeid



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