The Application to Host the 16th WFTGA Convention

26 - 30 January 2015
PRAGUE (Czech Republic)

CZECH TOURIST GUIDE ASSOCIATION
VINOHRADSKA 46
120 00 PRAHA 2
CZECH REPUBLIC
www.asociacepruvodcu.cz
The Czech Republic (European Union)

The Czech Republic is a landlocked Central-European country bordered by Poland to the north, Germany to the west, Austria to the south and Slovakia to the east. Its capital and the largest city is Prague.

Population: 10.3 million
Total area: 78.866 km² (30.450 square miles)
Governmental system: parliamentary republic

For more information, please go to: www.czech.cz.

Brief history

Historically, the Czech Republic includes the territories of Bohemia and Moravia and a small part of Silesia. Bohemia became a political entity during the late 9th century as a small duchy surrounding Prague. Prague, situated at the heart of Europe, ranks to the continent’s cities most abounding in history. It was the seat of Bohemian kings, the capital of the Holy Roman Empire and one of the jewels of the Habsburg Empire over the last thousand years, and its grandeurs has remained undiminished. In 1918, Czechoslovakia, the new multi-ethnic republic, was proclaimed in Prague. Hitler’s occupation of Czechoslovakia heralded the Second World War. During the post-war period, the Soviets and Czech communists were widely regarded as war heroes and the latter won the elections. After 1948, Czechoslovakia became a member of the Eastern Bloc separated from Western Europe by the so-called Iron Curtain. In the autumn of 1989 the Berlin Wall came down and also the Czechoslovak communist regime collapsed. Czechoslovakia later broke up into the Czech Republic and Slovakia. The bilateral relations between the two countries have remained close and friendly.

Prague

Prague - a major destination of visitors arriving in the Czech Republic, with its appeal of architectural monuments of all styles, the traditional hospitality of its people and the excellent beer served by Czech pubs, as well as the remarkable mix of Czech, German and Jewish cultures is considered one of the most beautiful cities in the world. Prague has 1,200.000 inhabitants and stretches over approximately 500 square kilometres. The city centre is conveniently small and is located to the banks of the river Vltava. It consists of five distinct neighbourhoods: Old Town, Jewish Quarter, New Town, Small Quarter and Castle District. All of them are within walking distance. The dominant feature of the city is Prague Castle, which houses the gothic St Vitus’ Cathedral. The castle had been the seat of Czech kings since 1087, until 1918 when it became the seat of presidents of the Czechoslovak Republic, and it has been the residence of the president of the Czech Republic since 1993. Prague has one of the oldest universities in Europe: the Charles University, founded in 1348. In 1993, the city’s historical centre was added to the UNESCO List of World Cultural Heritage. Modern Prague is a colourful place buzzing with energy. It prides itself of over 100 theatres, concert halls, galleries and other cultural institutions. It bore or housed more than 100 globally renowned personalities (such as Charles IV, Rudolph II, Comenius, W. A. Mozart, J. Kepler, Tycho de Brahe, Franz Kafka, A. Einstein, A. Pick, M. Curie-Skłodowska). The town is literally a paradise for lovers of historical monuments. The Old Town is a tight meander of narrow medieval lanes and its highlight is the Old Town Square. The Charles Bridge, the most beautiful promenade site in Prague, is alive with street artists and musicians. Prague is a city of very high standards, offering both historical and modern conference venues, hotels, restaurants and places of interest.

For more information, please go to: www.praguewelcome.cz/en.
The Czech Republic grants visa-free entry to all Member States of the European Union, Albania, Andorra, Antigua and Barbuda, Argentina, Australia, Bahamas, Barbados, Bosnia and Herzegovina, Brazil, Brunei, Canada, Costa Rica, Guatemala, Honduras, Chile, Croatia, Israel, Japan, Macedonia (Fyrom), Malaysia, Mauritius, Mexico, Monaco, Montenegro, New Zealand, Nicaragua, Panama, Paraguay, Saint Christopher and Nevis, Salvador, San Marino, Serbia, Seychelles, Singapore, South Korea, Taiwan, USA, Uruguay, Vatican, Venezuela, Macao SAR, and Hong Kong SAR.

The citizens of other countries are liable to visa possession to travel to Member States of the European Union (i.e. to the Schengen area). The visitors must have a passport valid for at least three months ahead. The participants requiring a visa should apply to the consular office or the relevant embassy of the Czech Republic. The Host will assist the participants by processing the official invitations upon request. For more information on the visa application, please go to: www.mzv.cz.

**Travel Accessibility**

**Flight connections**

Vaclav Havel Airport Prague accommodates almost 12 million passengers a year. It is only 10 km (6 miles) far from the city centre. The airport has recently been upgraded and extended. The Terminal 2 handles all European Union flights from/to the Schengen Area airports, while the Terminal 1 serves all other flights. Czech Airlines fly to Prague directly from Abu Dhabi, Almaty, Amsterdam, Barcelona, Berlin, Brussels, Budapest, Bucharest, Copenhagen, Donetsk, Düsseldorf, Yekaterinburg, Frankfurt, Geneva, Hamburg, Kiev, Kosice, Madrid, Milan, Minsk, Moscow, Nizhniy Novgorod, Odessa, Paris/CDG, St Petersburg, Riga, Rome, Rostov, Samara, Seoul, Stockholm, Strasbourg, Stuttgart, Tallinn, Tashkent, Tbilisi, Tel Aviv, Ufa, Vilnius, Warsaw, Yerevan.

Czech Airlines, the member of Skyteam, cooperates with further carriers as Delta, Air France/KLM, Alitalia, Aeroflot, Aeromexico, Aerolineas Argentinas, Air Europa, China Airlines, China Eastern, China Western, Tarom, Kenya Airlines, MEA, Saudia, Vietnam Airlines and others. Long-distance flights of Czech Airlines to the East are cooperated with Etihad and Korean Air.

Other airlines also provide direct flights to Prague: Aerosvit (Kiev), Air Malta, Austrian (Vienna), British Airways (London-Heathrow), Bulgaria Air (Sofia), El Al (Tel Aviv), Emirates (Dubai), Finnair (Helsinki), Iberia (Madrid), Lufthansa (Frankfurt, Munich), Rossiya (St-Petersburg), SAS (Copenhagen, Helsinki, Oslo, Stockholm), Swiss (Zurich, Geneva, Basel), TAP (Lisbon), Turkish Airlines (Istanbul).

Cheap flights to Prague are available from Air Lingus (Dublin), Air One (Venice, Milan, Pisa), Easy Jet (London-Stansted/Gatwick, Edinburgh, Bristol, Amsterdam, Paris, Lyon, Milan), German Wings (Cologne), Jet2 (Edinburgh, Leeds, Manchester, Newcastle) and Smart Wings (Dubai, Miami, Paris, Rome).

There are several daily connections to the close hubs such as London, Frankfurt, Amsterdam, Paris, Dubai, and Moscow. For more information, please go to: www.prg.aero.
Hospitality service
The host association will provide the Meet-and-Greet service for plane and train passengers upon their arrival.

Accommodation Choices
There are about 300 hotels and hostels within 15-minute walking distance from the convention venue to satisfy every guest. The price offer begins at 14 USD for bed-and-breakfast in the Travellers Hostel and culminates at the luxurious Four Seasons hotel. The participants who do not wish to stay in the Ambassador hotel will enjoy the advantaged price reserved for the convention program only.

Railway connections
Prague is directly connected by railway with Berlin, Hamburg, Dresden, Vienna, Bratislava, Zilina, Kosice, Budapest, Wroclaw, Cracow, Warsaw, Brest, Minsk, Kiev, Moscow, Basel, Zurich, Amsterdam, Belgrade, and Copenhagen. The Main Railway Station is centrally located. For more information, please visit: www.cd.cz.

Bus connections
Prague also has regular bus connections to several European cities. For more information, please go to: www.elines.cz, or www.studentagency.eu.

Convention Venue
The convention venue is the comfortable hotel Ambassador – Zlatá Husa, located in the heart of Prague, at the famous boulevard Wenceslas Square. It is a mixture of unique historical atmosphere and modern comfort. Its major advantage is the location - all main sights, dining and shopping places and culture and entertainment destinations are within walking distance. There is a metro entrance (Můstek) right in front of the hotel. The hotel has 162 rooms and suites, all equipped with marble bathroom, land line and voice mail, satellite TV, free wi-fi, minibar and safe box. It includes lobby bar, a Pilsner brasserie, unique Art Deco congress hall for up to 600 persons and several breakout rooms fully equipped with technical background. The Ambassador hotel is renowned for its great breakfast buffet. There is neither pool nor gym, but it prides itself on an excellent Thai Spa.

Transportation from/to Prague airport
The Prague airport is very easily accessible from the city centre via both private and public transportation. The transport usually takes 30–45 minutes. For more information, please go to: www.prg.aero/en/parking-transport/transport/by-car/.

Public transportation from the airport
Take bus no. 119 to its terminal stop (Dejvická) and change to subway (Dejvická). You will need a 32 CZK (1.70 USD) ticket, which is available at all airport and other newspaper stands, and otherwise at the public transportation slot machines and counters at the subway stations. It covers the entire bus and subway tour and is valid for 90 minutes. For more information, please go to: www.dpp.cz/en/

Airport shuttle express
Czech Railways run shuttle buses from/to the airport and the bus and subway stop Dejvická, and subway stops Masaryk Railway Station (Masarykovo nádraží) and the Main Station (Hlavní nádraží). The latter two are located in the centre of Prague. Tickets (60 CZK; 3.20 USD) are sold on the bus by the driver.

Taxi service
Contact counters of taxi operators are located at the arrival halls of terminals. Departure points are displayed in front of arrival halls. The information on fares is available in advance. The price list includes the basic rate, rate per kilometre and one-minute-waiting rate. The prices must correspond to the prices set on the meter in the cab. The approximate price from the airport to our convention hotel is 400 CZK (11 USD).
Convention Program

CENTRAL EUROPE – THE HISTORICAL CROSSROAD OF CULTURES

The Czech Republic was home to the globally known composers Smetana and Dvořák, writers Kafka and Rilke and many more... It symbolizes the heart of Europe and was the centre of the Holy Roman Empire and the cradle of the Reformation. Its capital Prague, also named the Golden City, has been the centre of European artistic and intellectual life for centuries. Italians, Flemings, Germans, Austrians, Spaniards, Jews, Poles, Russians and even some Scandinavians and Englishmen flocked here to mould an impressively rich culture. The unique historical heritage of Prague is the ideal venue for lectures and workshops focusing on the interpretation of cultural heritage.

The convention program focuses on interpreting the phenomenon of cultural and natural heritage, on the qualification of tourist guides (TGs) and on the collaboration between the guides and other partners active in the field of tourism. Our aim is to support and increase the active involvement of the convention participants as speakers. In this respect, we would also like to employ the unique historical background of Prague in specialized visits and workshops (held in English and other languages, as specified below). Our workshops will not only be organized in the convention hotel but also at most various historical venues, universities, and cultural institutes of foreign countries.

Host country presentations

▸ Czech Republic
  (presentation; language: English)
▸ German & Austrian Literature in Prague
  (workshop; language: German)
▸ The Czech Lands as the Cradle of Reformation
  (lecture; language: English)
▸ Czech Puppet Theatre (backstage visit)
▸ Czech cuisine (cooking show)

Lectures

▸ Central Europe
  the Crossroad of Cultural Heritages
▸ New Approaches to Interpreting
  Cultural and Natural Heritages
▸ The Phenomenon of Baroque

Workshops

▸ Contemporary Situation in Eastern-European Tourist-Guiding (language: Russian)
▸ TG Marketing – Best Practices
▸ TG University Programs
▸ Modern TG Methods
▸ Guiding in Religious Sites - Best Practices
▸ Guiding in Galleries – Best Practices
▸ River - Cruise Guiding
▸ Guiding the Visually Impaired – Best Practices
▸ Guiding Senior Visitors – Best Practices
▸ Music – the Universal Language
▸ Twinnings among TG Associations
▸ Partnership Collaboration in the Tourism Industry – Best Practices
▸ Interpreting Modern History I - Holocaust
▸ Interpreting Modern History II – Behind the Iron Curtain
▸ TGs’ Shared Interests and Problems
  (panel discussion)

Note: All speakers TBA

Accompanying program

▸ Welcome cocktail
▸ Opening and first-day lectures
▸ Opening dinner
▸ Convention tours
▸ Boat dinner
▸ Visit to the Moser glass
▸ Visit to the Museum of Decorative Arts in Prague
▸ Cruise dinner
▸ Closing ceremony
Convention Tours

Tour of Prague – a two-hour walking tour unveiling the mysteries of the Prague Old and New Towns, the Jewish Quarter and the Charles Bridge (held in English and other languages).

Tour of Prague Castle – a three-hour bus and walking tour of the Hradschin complex, including visits to the St Vitus’ Cathedral, the Royal Palace and the Golden Lane, followed up by several workshops held in the National Gallery in Prague. For more information, please go to: www.hrad.cz and www.ngprague.cz.

Cruise dinner – a two-hour cruise on the river Vltava with buffet dinner and music.

Regional tours - guided bus excursions to one of the following destinations of your choice:

1) the Konopiště château - one of the most grandiose aristocratic seats in the Czech Republic. Located 44 kilometres south of Prague, it was once the residence of the heir to the Austrian throne, Archduke Franz Ferdinand d’Este. The local breathtaking collection of furniture, tapestries, armoury and hunting trophies is certainly worth seeing (the tour is held in English). For more information, please go to: www.zamek-konopiste.cz.

2) Terezín (Theresienstadt) – the late Baroque fortress town, located 60 kilometres north of Prague, was turned into a Jewish ghetto and a concentration camp by the Germans during the Second World War. For more information, please go to: www.pamatnik-terezin.cz.

3) Mladá Boleslav – the regional town, located 50 kilometres north-east of Prague, can be a destination mainly desired by car-loving enthusiasts. Visit the Škoda Auto Museum and wander around the Škoda factory (the tour is given in English). For more information, please go to: www.new.skoda-auto.com/en/experience/museum/Pages/museum.aspx.

4) Nelahozeves – the village, located 35 kilometres north-west of Prague and hugged by the banks of the river Vltava, is a birthplace of the renowned music composer Antonín Dvořák and a seat of the monumental château owned by one of the most prominent European noble families, the Lobkowiczs. The château holds a remarkable picture gallery (the tour is given in English). For more information, please go to: www.lobkowicz.cz/en/Nelahozeves-Castle-27.htm.
Gala dinner – the themed evening program will include live music and auction and will be held in the hotel ballroom.

Optional leisure program
➤ Opera performance or concert of classical music (visit)
➤ Black Light Theatre (visit)
➤ Ice-hockey (visit)
➤ Figure-skating show (guided visit)

Pre-and Post-Convention Tours

Pre-convention 3-day tour of Moravia

Day 1:
From Prague to Brno (Brünn) - the second largest city of the Czech Republic and the ancient capital of Moravia. The trip involves the tour of Brno and its major sights.
For more information, please go to: www2.brno.cz/index.php?lan=en.
The Brno dinner will be hosted by the Mayor of Brno and the Regional Administration.

Day 2:
One-day excursion to the Moravian Karst, including the visit to the breathtaking stalagmites and stalactites in its caves and the cruise on underground river Punkva.
For more information, please go to: www.moravskykras.net/en/moravian-karst.html.
The daily program closes with an informal dinner in a wine cellar.

Day 3:
Return to Prague via Kutná Hora (Kuttenberg). Main part of the daily schedule is the sightseeing tour of the city of Kutná Hora as the UNESCO World Heritage site. For more information, please go to: www.kutnahora.cz/.
The planned arrival to Prague: late afternoon.

The price of the tour includes: transportation costs, two nights in a four-star bed-and-breakfast hotel, two dinners, tour and entrance fees, and three lunches.

Post-convention four-day tour to Marienbad

Day 1:
From Prague to Plzeň (Pilsen) – the 2015 European Capital of Culture. The trip involves the sightseeing tour of the city and the visit to the globally known local brewery. For more information, please go to: www.plzen2015.net/?lang=en.
Arrival to Mariánské lázně (Marienbad) – the major jewel in the crown of West Bohemian spas. Night spent in the elegant Esplanade Spa hotel.
For more information, please go to: www.esplanade-marienbad.cz/.
Day 2:
Morning sightseeing of Marienbad and relax in the hotel spa, and dinner. Optional massage and cosmetic treatments.

Day 3:
One-day excursion to Karlovy Vary (Carlsbad), famed for its hot springs and historical spa architecture, plus an exclusive lunch in the legendary Grand Hotel Pupp. Return to Marienbad.

Day 4:
Sports – Alpine skiing, cross-country touring or sledging in Marienbad. Skis and ski-boots rental are available on spot. Hotel spa and beauty programs are also available. The evening closes with the farewell dinner.

Day 5:
Transfer to the Prague airport or the Main Railway Station.

The price includes: transportation costs, four nights in a five-star hotel, five breakfasts, welcome drink, free hotel pool, two dinners, tours and one lunch.

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General Information

Weather
January weather in the Czech Republic equals cold and little sunshine. Snowing is commonplace during the season while snow mainly piles up in higher altitudes and swiftly melts the lower you go. Average daytime temperature revolves around 0 ºC (32 F). Frosts can be expected, especially at night.

Healthcare
Vaccinations are not required to enter the Czech Republic. Individual travel and health insurances are recommended. The local healthcare is of mediocre quality as compared to Western standards. Most doctors and hospital personnel speak foreign languages.

Time zone
The Czech Republic is on CET (Central European Time = Greenwich Mean Time, GMT, + 1 hour. Summer time, i.e. GMT + 2 hours, lasts from April to October).

Electricity
The Czech Republic runs on 230V/50Hz system. The sockets follow the European standard and the plugs are usually three-prong grounded. Adapters are available in the travel and electrical appliances stores; if necessary, the hotel personnel will certainly be pleased to help you.

Currency
The official currency in the Czech Republic is Czech Crown (CZK; Kč), subdivided into the rather insignificant 100 halers (h; while prices are rounded). International credit cards are accepted in most hotels, restaurants and shops. Exchange offices and ATM machines are easily available throughout most cities and at the Prague airport. The official exchange rates can be best found on the website of the Czech National Bank – www.cnb.cz/en/index.html. The average rates are:

$ 1 = 19 CZK
1 € = 24.50 CZK

Language
The official language in the Czech Republic is Czech. Commonplace languages also include Slovak, English, German and Russian.

Shopping
Conventional? Prague is a place where one can buy almost the same as in most other European capitals. Its cluster of rather cosmopolitan shops and designer stores stretches, for instance, along the Pařížská and Na Příkopě boulevards and also includes the Palladium shopping mall at náměstí Republiky (the Republic Square; subway station of the same name). They specialize in designer clothing and a wide variety of Bohemian crystal, chinaware. Czech garnets, books, maps, wooden toys and confectionery.

Outside conventional? Dig for original and retro shops which can easily be found on the internet.
## Prices

### CONVENTION FEE INCL. HOTEL (per person)

<table>
<thead>
<tr>
<th>Category</th>
<th>Double Occupancy</th>
<th>Single Occupancy</th>
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<tbody>
<tr>
<td>Member</td>
<td>650 EUR / 515 GBP / 816 USD</td>
<td>850 EUR / 673 GBP / 1 067 USD</td>
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<tr>
<td>Non-Member</td>
<td>690 EUR / 547 GBP / 866 USD</td>
<td>890 EUR / 705 GBP / 1 118 USD</td>
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<td>Accompanying</td>
<td>550 EUR / 436 GBP / 691 USD</td>
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Price includes: 5 B&B Ambassador Hotel, 1 Welcome, 3 Lunches, 3 Dinners, Program & Tours

### CONVENTION FEE ONLY (per person)

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<td>Member</td>
<td>450 EUR / 357 GBP / 565 USD</td>
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<td>Non-Member</td>
<td>490 EUR / 388 GBP / 615 USD</td>
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<td>Accompanying</td>
<td>350 EUR / 277 GBP / 439 USD</td>
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Price includes: 1 Welcome, 3 Lunches, 3 Dinners, Program & Tours

### DELEGATES MEETING INCL. HOTEL (per person)

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<td>Delegate</td>
<td>90 EUR / 71 GBP / 113 USD</td>
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<td>Accompanying</td>
<td>30 EUR / 24 GBP / 38 USD</td>
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Price includes: 1 B&B Ambassador Hotel, 1 Lunch*, 1 Dinner*, Program* (*delegates only)

### PRE AND POST TOURS (per person)

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<td>290 EUR / 230 GBP / 364 USD</td>
<td>390 EUR / 309 GBP / 490 USD</td>
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<tr>
<td>Post Tour</td>
<td>400 EUR / 317 GBP / 502 USD</td>
<td>600 EUR / 475 GBP / 753 USD</td>
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Price includes: 2 B&B 4* Hotel, 3 Lunches, 2 Dinners, Transportation, Program
## Convention at glance

<table>
<thead>
<tr>
<th>Day</th>
<th>9 - 13:00</th>
<th>14 - 18:00</th>
<th>19 - 21:00</th>
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<tbody>
<tr>
<td>Friday</td>
<td>arrivals</td>
<td>arrivals</td>
<td>welcome dinner</td>
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<tr>
<td>Saturday</td>
<td>board meeting</td>
<td>arrivals</td>
<td>welcome dinner</td>
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<td>lunch</td>
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<td>delegates meeting</td>
<td>delegates meeting</td>
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<td>lunch</td>
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<td>delegates meeting</td>
<td>leisure</td>
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<td>Tuesday</td>
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<td>Friday</td>
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The Czech Tourist Guides Association (Asociace průvodců České republiky; APČR) was established in 2001. It is a non-governmental association serving more than 700 qualified tourist guides and associate members. Its main aims are safeguarding the professional interests of its members and facilitating the social contacts of the guides. It also participates at the qualifying examinations of the guides and their follow-up trainings, naturally employing all available tools to promote and introduce the services of our members. The Association is member of Czech Confederation of Commerce and Tourism, and FEG.

Our Sponsors
The Ministry for Regional Development of the Czech Republic
The Czech Convention Bureau
The South-Moravian Region
City of Prague
City of Brno
Czech Association of Hotels and Restaurants
Hotel Ambassador – Zlatá Husa, s.r.o
Hotel Esplanade, a.s.