

**World Federation of Tourist Guide Associations
15th International Convention**

14th -18th January, 2013
Macau SAR
<http://www.wftga2013.org/>

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Welcome Message from Macau Government Tourist Office Director

On behalf of the Macau Government Tourist Office, a warm welcome to Macau to all participants of the 15th International Convention of the World Federation of Tourist Guide Associations.

I would like to especially acknowledge the efforts of the Macau Tourist Guide Association for its dynamism in bringing to our city the top event on the calendar for tourist guides around the globe, as well as to the World Federation of Tourist Guide Associations (WFTGA) for its confidence in our destination to host the event.

It is an honor for Macau to welcome tourist guides from all over the world for its biennial convention. As a tourism city, Macau recognizes the value of tourist guides on the important task of welcoming visitors, acting as ambassadors of the destination's people, history and culture, performing a job that demands high levels of energy, knowledge and availability.

The program of WFTGA 15th International Convention proves that tourist guides know best how to plan an interesting and rewarding trip. Participants will have the chance to discuss about the challenges of the sector and catch up with the latest news to improve the performance of their job, while at the same time it will truly be a “Treasure hunt in Macau”, as the theme of this year's event exhorts. Delegates will be guided to experience the city, our UNESCO listed Historic Centre of Macau, which harmoniously blends the beauty of Chinese and Portuguese cultures, and enjoy the entertainment, shopping and dining experiences at the new Macau attractions, namely the resort hotels, luxurious shopping malls, cinemas and world class shows.

I hereby wish participants a fruitful 15th International Convention of the World Federation of Tourist Guide Associations and a memorable stay in Macau.

Maria Helena de Senna Fernandes
Director
Macau Government Tourist Office
January 2013

Welcome Message from the WFTGA President

It gives me great pleasure as the 7th President of the World Federation of Tourist Guides Associations to welcome you on behalf of the Executive Board to our 15th WFTGA Convention here in Macau SAR China. I would like to thank Angelina Wu Wai Fong and the Organising Committee of the Macau Tourist Guides Association for all their hard work in preparation for our Convention.

The theme of the Convention: Treasure Hunt in Macau gives us a hint of what is to come as we explore the multi-cultural nature of Macau in its position joining Asia and European influences together to create great cultural diversity.

Throughout our Convention we have a combination of local speakers who will share with us the cultural diversity of Macau, and WFTGA speakers who will focus on the Challenges for Tourist Guides in the 21st Century. WFTGA is now an Affiliate Member of UNWTO and we are delighted that our keynote speaker is Mr Márcio Favilla Lucca De Paula, UNWTO's Executive Director for Competitiveness, External Relations and Partnerships, who will speak about the visitors of the future and new markets for tourist guides.

Macau itself has more than 500 years of history and in 2005 the historical centre was designated a UNESCO World Heritage Site and fulfils the UNESCO criteria of being “of outstanding universal value”. I am sure that we will all enjoy exploring Macau's history and also its position as a vibrant modern city.

WFTGA is growing in strength and influence because, of course, there are still many challenges facing us today. WFTGA is about the promotion of professional tourist guides, maintenance of standards, training, adherence to a Code of Practice and being ambassadors for our cities, regions, and countries.. The importance of tourist guides in making or breaking a destination cannot be underestimated and in the current difficult economic climate it is especially important that visitors who do travel receive only the best. Our promotional campaign “We are the Professionals” continues and we still have to combat illegal and unqualified tourist guiding in many countries. Our strongest defence is to maintain our quality but also to make sure that visitors, operators, tourist boards, local authorities and governments understand the difference.

As we join our hands together across the world in friendship and guidance we look forward to a wonderful Convention in Macau SAR China.

Rosalind Newlands
WFTGA President
January 2013

世界導遊協會聯盟主席歡迎詞

本人十分榮幸以第七屆世界導遊協會聯盟(World Federation of Tourist Guide Associations - WFTGA)主席身份代表「第十五屆世界導遊協會聯盟大會」執行委員會在澳門歡迎您們。在此，亦謹向胡惠芳女士及澳門專業導遊協會籌委會為籌備今次大會的辛勤努力致以誠摯的謝意。

今次大會的主題：“澳門獵奇之旅”，給了我們一個提示，因為我們正要守獵澳門多元文化的性質，尤以其位置連接亞洲和歐洲兩者的影響下所創造出來的巨大文化多樣性。

縱觀我們的會議，結合了本地講者與大家分享澳門文化多樣性和WFTGA講者集中介紹導遊在二十一世紀面對的挑戰。WFTGA現時是聯合國世界旅遊組織附屬成員，我們很高興邀請到聯合國世界旅遊組織執行理事（競爭力、對外關係及合作）Márcio Favilla Lucca De Paula先生為主題演說嘉賓，和與會者分享導遊的未來和新市場。

澳門本身蘊藏了逾五百年的歷史，澳門歷史城區更於2005年被列入聯合國教科文組織的世界文化遺產名單，並符合聯合國教科文組織的“突出普遍價值”的標準。我相信，我們將能享受遊覽澳門歷史的樂趣，同時亦將它視為一個充滿活力的現代城市。

WFTGA 的實力和影響力是不斷增長的，誠言，今天我們依然會面對著很多的挑戰。WFTGA 是推廣專業導遊、維護標準、培訓、遵守工作守則和擔任城市、區域和國家大使。而導遊能否成功地打造一個旅遊點的重要性更是不可低估的。在當前困難的經濟環境下，尤其重要的是能給予旅客最好的。“我們是專業人士”是我們正在持續地推行的宣傳活動，我們還會在不同的國家打擊非法和不合格導遊從事導遊工作。我們最大的防禦工作不僅只維護我們的質量，還要確保旅客、經營者、旅遊局、地方當局和政府能理解不同的差異。

與我們一起攜手，讓友誼遍佈世界，互相指導。期待在澳門有一個圓滿的大會。

Rosalind Newlands
世界導遊協會聯盟 主席
2013年1月

Welcome Message from the President of Local Organizing Committee of WFTGA 2013

Welcome to Macau SRA, China! As organizer, we greatly appreciate your support for the 15th WFTGA Convention to be organized by the Macau Tourist Guide Association, and sponsored by Macau Government Tourist Office and Macau Foundation.

In response to the Macau Special Administrative Region Government to make full use of the historical and cultural resource advantages derived from the Historic Centre of Macau, build cultural tourism brand and the direction of the industry, we have invited a number of scholars and tour-guide professionals from different countries and regions to the Convention at which they will share topics related to the local culture such as Macau's history and heritage tourism, lion dancing, Na Tcha Temple history, Chinese teaism, Chinese calligraphy, Chinese painting and Portuguese folk dance, with participants from more than 20 countries and regions. We do hope these can provide a platform of sharing and exchange that can inspire tour-guide representatives from different countries to design innovative tour itineraries to highlight the cultural uniqueness of Macau, so as to achieve a great diversity in Macau tourism

This "Treasure Hunt in Macau" can surely give you a rich experience. Macau, in fact, is a fortune place full of treasures, it has: more than four hundred years of Sino-Portuguese culture, world cultural heritage sites, large-scale construction, scenes of metropolis, quaint and old districts, vibrant and garish Cotai Strip in Taipa, Chinese and Western cuisines and so on. All these make you a big harvest. I do not tell too much here, and let you explore for yourself. It is so sure that there must be pleasure surprises that let you feel the "Touching Moments Experience Macau".

Established in 2002, the Macau Tourist Association (MATGA) was organized by a group of graduates from Institute for Tourism Studies tour guide course. We are a non-profit organization with the aims to help the government promote the Macau Tourism industry, support, make suggestions and help execute any policy or measure related to Macau Tourism industry, promote the intercommunication of our member tourist guides and upgrade their quality and service level. MATGA will be adhering to the aims mentioned so as to make contribution to the development of the tourist industry in Macau.

It is our honor that this Convention can attract so many regional representatives and tour guides from different countries to Macau. We do hope this convention does not only let industry friends from different countries and regions have close contact in Macau, but also have mutual understanding and learning to improve professional standards and maintain a good market order. We continually strive to promote the prosperity and development of the tourism industry!

Your gracious presence in this Convention is our pleasure. We have endeavored to make this the best convention ever that is to thank for your invaluable support to us.

Angelina Wu
President of the 15th WFTGA Convention Organizing Committee
President of Macau Tourist Guide Association
January, 2013

第十五屆世界導遊協會聯盟大會籌委主席歡迎詞

歡迎你們蒞臨澳門！作為今次大會的主辦單位，我們非常感謝你們對澳門專業導遊協會主辦、澳門特別行政區政府旅遊局和澳門基金會贊助的「第十五屆世界導遊協會聯盟大會」予以支持。

為了回應澳門特別行政區政府充分利用澳門歷史城區的歷史文化資源優勢，打造文化旅遊品牌及產業的方向，本次年會邀請了多位來自多個國家及地區的學者及導遊專業人士，與來自20多個國家及地區的與會者分享有關本土文化的工作坊，如：澳門歷史及遺產旅遊、舞獅、哪吒廟的歷史、中國茶道及其發展、中國書法、國畫及澳門葡萄牙土風舞等，讓他們進行分享及交流，從而使各國導遊界代表能就澳門的城市文化特色設計設新的行程，達至促進澳門旅遊業的多元化。

今次的“澳門獵奇之旅”一定會令你們豐盛而回。澳門此塊福地，蘊藏有大量寶藏：有四百多年的中葡文化，世界文化遺產，現今的大型建設，大都會的風貌，有古樸的舊城區，有五光十色的金光大道，中西美食等等，必令你們大豐收。在這裏不說太多，你們自己發掘吧！一定有意外的驚喜，讓你們感受澳門動容時刻。

澳門專業導遊協會成立於2002年，由一群畢業於澳門旅遊學院導遊課程之人仕組成，為一個非牟利之社團組織。本會之宗旨為協助政府促進澳門旅遊業之發展；擁護、支持、執行和建議與澳門旅遊業有關之政策或措施；促進導遊從業員之交流，提昇導遊專業素質及服務之水平等。本會秉承以上之宗旨，希望為澳門旅業之發展盡一份綿力。

而今次有幸凝聚了各國代表、導遊在澳聚首一堂，希望藉此活動，讓來自不同國家及地區的業界朋友於澳門有近距離緊密接觸，相互瞭解及學習，共同提高專業水準，維護良好市場秩序，為促進旅遊業的繁榮發展作出貢獻！

你們的光臨是我們的榮幸，我們會努力將此次年會做到最好，答謝大家的厚愛。

胡惠芳
第十五屆世界導遊協會聯盟大會籌委會主席
澳門專業導遊協會會長
2013年1月

About WFTGA

A BRIEF HISTORY OF WFTGA BEGINNINGS

WFTGA came into being as a result of proposals put forward at the first International Convention of Tourist Guides, in February 1985. The Federation was officially registered as a non-profit organisation under Austrian law after a second Convention held in Vienna in 1987. At each international convention the WFTGA grew, and today the organization has members from more than 70 countries, representing well over 200,000 individual tourist guides, WFTGA has established an international network of professional tourist guides and today is the only global forum for tourist guides and continues to grow with the changes of this industry.

WFTGA, THE WORLD FEDERATION OF TOURIST GUIDE ASSOCIATIONS is a not for profit, non-political organisation which groups together, around the world, tourist guide associations; individual tourist guides where no association exists; tourism partners of both the WFTGA and member associations; educational institutes in tourism for tourist guides; convention and visitors bureaux and affiliate members who have direct or indirect association with tourist guides.

The WFTGA's main purpose is to promote, market and ensure that tourist guides are recognised as the ambassadors of a region. They are the first and sometimes the only representation of the population a visitor will meet. WFTGA offers services to our members but also communicates to those in search of the services of professional area- specific tourist guides and where to hire them. We also actively promote our members' associations and industry partners worldwide.

WFTGA encourages and supports the use of only area-specific tourist guides to member regions, which keeps the local tourist guides working and ensures that visitors have accurate and professional services from our members' regions.

The day-to-day running of the World Federation is the responsibility of the Executive Board whose members are elected by delegates of the member countries for a two-year period at each Convention. To take a position on the Executive Board one has to know that such a position means complete involvement, dedication and many hours of work. Executive Board members who are elected must be actively practising tourist guides who are not tour operators, or tourist guide employers.

In addition, a number of Area Representatives are appointed by the Executive Board to provide liaison with the Board and with the existing members, and to encourage new membership. Both Executive Board Members and Area Representatives are active professional tourist guides. They are volunteers who dedicate their time and effort to achieving the aims of the Federation and to the promotion of tourist guides worldwide.

The official language of the WORLD FEDERATION OF TOURIST GUIDE ASSOCIATIONS is English.

However, the WFTGA 2005-2007 Executive Board represents the following languages: English, French, Arabic, Spanish, Italian, German, Russian, Greek, Armenian, Chinese and Turkish. We will be more than happy to assist anyone we can in another language should there be difficulty in communicating in English.

The WFTGA logo is a symbol of the hands of friendship and guidance stretched across the world.

AIMS

The World Federation of Tourist Guide Associations is dedicated and committed

- to establishing contact with tourist guide associations, individuals, tourism training institutes throughout the world and to reinforcing their professional ties
- to representing professional tourist guides internationally and to promoting and protecting their interests
- to enhancing the image of the profession and promoting the use of area specific local tourist guides in all regions
- to promoting a universal code of ethics and skills
- to raising, encouraging and establishing the highest standards of professionalism
- to developing international training, and improving the quality of guiding through education and training
- to facilitating the exchange of information between members

About MATGA

Macau Tourist Guide Association (MATGA) was officially registered as a non-profit organization with Macau government on 8th May, 2002 by a group of graduates from Institute for Tourism Studies (IFT) tour guide course who had started organizing the setup of the Association since 2001. The inauguration ceremony of MATGA was held on 2nd August, 2002. Chief Executive of Macau SAR Dr. Fernando Chui Sai On who served as the Secretary for Social and Cultural Affairs of Macau SAR in that year, was invited to officiate at the inaugural ceremony of the first Executive Committee and witness the oath of office. Members of the Legislative Assembly of Macau SAR, Mr. Tong Chi Kin and Mr. Lau Cheok Va, Macau Government Tourist Office's Deputy Director Dr. Manuel Gonçalves Pires Júnior, IFT President Dr. Fanny Vong and Professional And Continuing Education School Director Ms. Diamantina do Rosario, Macau China Travel Service (Macau) Ltd. Mr. Chan Chi Kit and representatives from other associations showed their great supports to MATGA and attended the ceremony.

Aims of MATGA

MATGA is dedicated and committed to

1. assist the Government to promote the development of tourism in Macau.
2. advocate, support, implement or propose the policies or measures related to the tourism industry in Macau.
3. promote communications among members and enhance their level of service quality and professionalism.
4. protect the rights and interests of members and reflect members' opinions, requests and suggestions.
5. assist in handling and following up complaints related to the professionalism of member tour guides.
6. establish connection and maintain friendly relations with other organizations, institutions or associations in the region.
7. build relationships with related local and international organizations and institutions through cooperation or as a subordinate union.
8. print or publish tourism-related academic journals in the aspect of that can promote MAGTA.

The Conference Venue

Galaxy Macau

The Convention will take place at the meeting venues of the three 5-star hotels of Banyan Tree Macau, Hotel Okura Macau and Galaxy Hotel which are located at the Galaxy Macau. It is located in Cotai, Macau, just across the street from Macau’s ‘Old Taipa Village’ and is within a 10 minute walk to Venetian Macao.



Galaxy Macau
Estrada da Baia de Nossa Senhora da Esperanca, s/n
COTAI, Macau, China
<http://www.galaxymacau.com/>

Getting to the Venue

No matter what means of transportation you take to arrive Macau. You can choose to use the following to reach the conference venue:

- Taxi: Taxis are air-conditioned and inexpensive; they are freely available at the taxi station outside the Airport and Macau Ferry Terminal. There will be a surcharge of five patacas and each piece of luggage carried in the trunk will cost three patacas.
- Shuttle Service: Galaxy Shuttle Bus Schedule

| Pick-up point 上車地點 | 前往「澳門銀河™」 From Pick Up Point to Galaxy Macau™ | 由「澳門銀河™」出發 Depart from Galaxy Macau™ | 班次(分鐘)出發 Frequency (mins) |
|--|---|--|------------------------------|
| 星際酒店 StarWorld Hotel | 10:00 – 23:45 | 10:00 – 00:05 | 7 – 10 mins |
| 港澳碼頭 Macau Ferry Terminal | 09:00 – 23:45 | 09:00 – 00:05 | 5 – 10 mins |
| 澳門國際機場 Macau International Airport | 10:00 – 23:00 | 10:00 – 23:00 | 15 – 20 mins |
| 氹仔客運碼頭 Taipa Ferry Terminal | 08:00 – 24:00 | 08:00 – 23:30 | 10 – 15 mins |
| 蓮花口岸(橫琴) Lotus Border (Heng Qin) | 09:30 – 20:00 | 09:30 – 19:30 | 15 – 30 mins |
| 關閘旅遊巴士站 Border Gate Tour Coach Station | 08:30 – 23:45 | 09:00 – 23:30 | 5 – 10 mins |
| 關閘賭場及酒店穿梭巴士站 Border Gate Casino & Hotel Shuttle Bus Station | 09:00 – 23:45 | 09:00 – 00:05 | 10 – 15 mins |
| 新馬路 San Ma Lo | 10:00 – 21:45 | 10:00 – 21:45 | 10 – 15 mins |
| 氹仔舊城區(近宮也街) Old Taipa Village (Nearby Rua do Cunha) | 11:00 – 21:00 | 11:00 – 21:00 | 10 – 15 mins |
| 新濠天地 City of Dreams | 11:00 – 23:00 | 11:00 – 23:00 | 10 – 15 mins |
| 澳門威尼斯人 Venetian Macao | 10:00 – 23:00 | 10:00 – 23:00 | 10 – 15 mins |
| 金沙城中心 Sands Cotai Central | 10:00 – 23:00 | 10:00 – 23:00 | 10 – 15 mins |
| Galaxy Macau™ Internal Route 「澳門銀河™」內部專線 | | | |
| 澳門大倉酒店/澳門悅榕莊 Hotel Okura Macau / Banyan Tree Macau | 09:00 – 23:45 | 09:00 – 23:45 | 15 mins |

How to get to Convention Venue from Hotel rooms

(Follows the Black arrows)

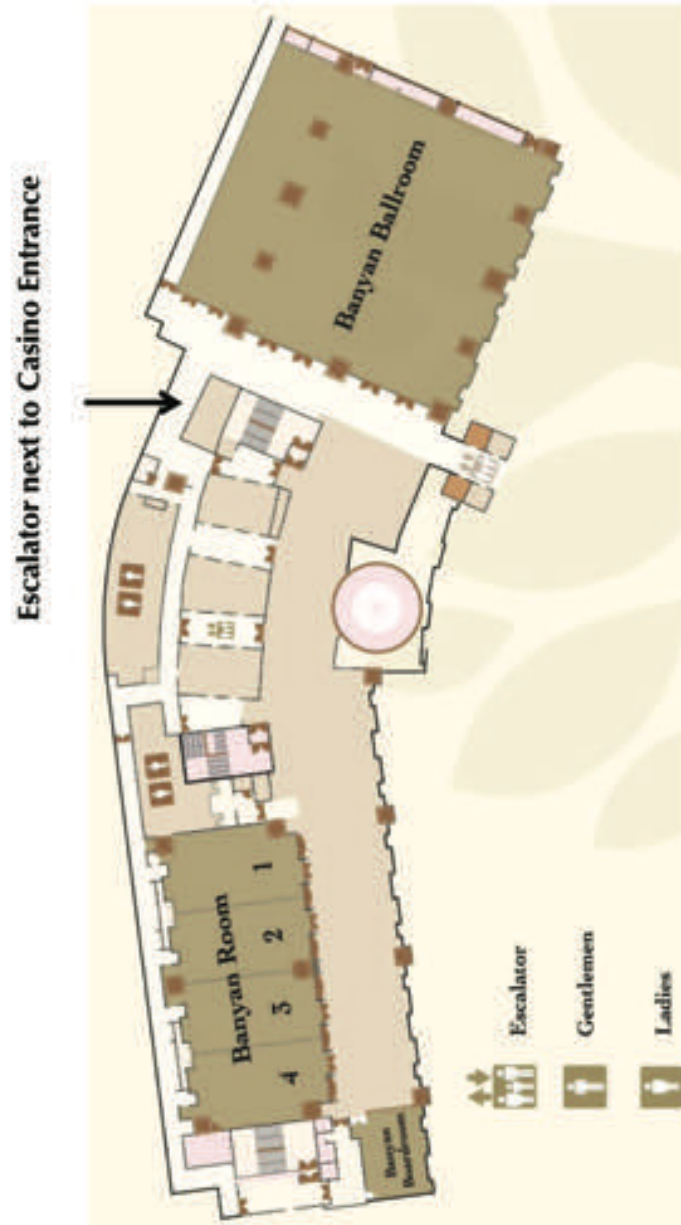


How to go to Group Photo and Opening Ceremony on 14th January 2013 from Galaxy Guest Rooms

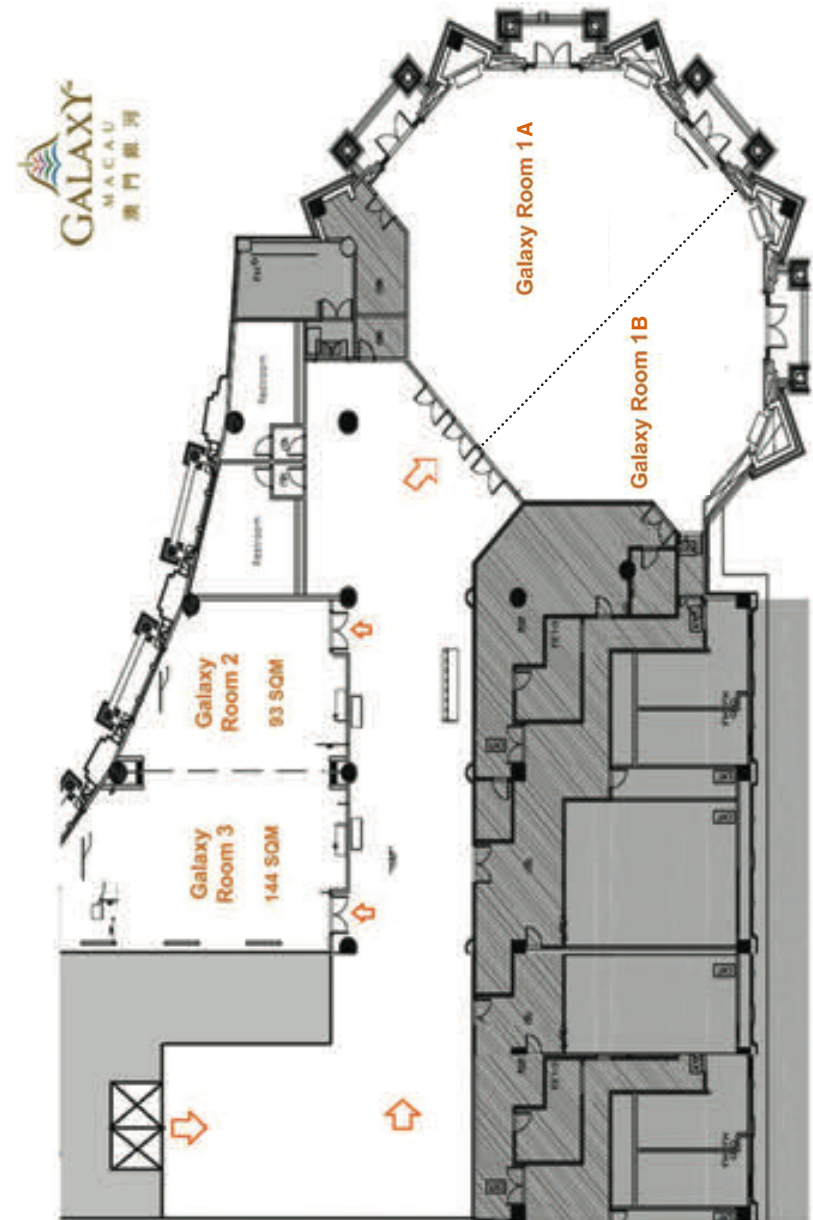
(Follows the Green arrows)



*Banyan Tree Macau for Opening ceremony,
Keynotes, Welcome Dinner on 14th January 2013
1st Floor*



*Galaxy Macau for workshops for
Main Conventions on 15th to 18th January 2013*



General Information

About the Conference

On-Site Registration Hours (*We can only accept CASH for any payment*)

| | |
|-----------------------------|---------------|
| Sunday, 13th January, 2013 | 14:30 - 20:00 |
| Monday, 14th January, 2013 | 08:30 - 18:00 |
| Tuesday, 15th January, 2013 | 08:30 - 13:00 |
| Friday, 18th January, 2013 | 09:00 - 13:00 |

General Inquiries

For queries, please contact the Convention Secretariat of WFTGA 2013 at +853 2878 3134, email to register.wftga2013@xdchannel.com or ask working team directly.

Cocktail Reception (Cash Bar)

Sunday, 13th January, 2013, 18:00 - 20:00, at the Crystal Piano Bar, located at the 28th floor of Hotel Okura Macau, Galaxy Macau, Estrada da Baía de Nossa Senhora da Esperança, s/n, COTAI, Macau

Opening Ceremony

Monday, 14th January, 2013, 10:00 – 10:30, at the Banyan Tree Macau Banyan Room, located at the first floor of Banyan Tree Macau, Galaxy Macau, Estrada da Baía de Nossa Senhora da Esperança, s/n, COTAI, Macau.

Welcome Banquet

Monday, 14th January, 2013, 19:00 – 21:00, at the Banyan Tree Macau Banyan Ballroom, located at first floor of Banyan Tree Macau, Galaxy Macau Resort, Avenida Marginal Flor de Lotus, Cotai, Macau.

Gala Dinner and Auction Night

Thursday, 17th January, 19:00 – 22:00, at The Plaza Restaurant, 2/F, Edf. Xin Hua, Rua de Nagasaki, Macau.

Name Tags

Each badge carries the name and affiliation of the badge holder. Admission to the cocktail reception, opening ceremony, conference banquet, gala dinner and auction night, farewell luncheon, conference and workshop sessions is by badge only. Please do not lose your badge.

Language

The conference and all its activities will be conducted in English.

Note to Speakers

If you are scheduled to present, please ensure your PowerPoint is loaded in advance of your presentation time. Please visit the registration desk if you have any questions or for further details.

Lunches, Morning and Afternoon Coffees and Teas

Morning and afternoon coffees and teas are served during the workshops and 3 lunches are included in the conference registration, plus 2 complimentary lunches by MATGA, local organizer.

Urgent Messages

Urgent messages for delegates can be directed to the registration desk. Messages will be held at the registration desk for collection and the recipient will be notified via a clip board.

Mobile Phones & Laptop Sound

As a courtesy to presenters and colleagues, please ensure that all mobile phones and sound from your laptop are switched off during the conference sessions.

No Smoking Policy

Delegates should be aware that smoking is forbidden by the Macau law in all public areas and transports in Macau.

About Macau

Location

The Macau Special Administrative Region (MSAR) is a part of China's territory located on the western bank of the Pearl River Delta, at latitude 22° 14' North, longitude 113° 35' East and connected to Gongbei District by the Border Gate (Portas do Cerco) isthmus. It located 60 kilometers from Hong Kong and 145 kilometers from the city of Guangzhou.

Time

Macau is eight hours ahead of Greenwich Mean Time.

Language

Chinese and Portuguese are the official languages, Cantonese being most widely spoken. The official languages are used in government departments in all official documents and communication. English is generally used in trade, tourism and commerce.

Currency

The Pataca (MOP) is Macau's official currency. Foreign currency on travelers cheques can be easily changed in hotels, banks and authorized exchange dealers located all around the city. Most credit cards are accepted in many hotels, shops and restaurants.

Climate

The climate is fairly warm tropical climates. Annual average temperature is about 20°C (68°F) and ranges from 16°C (50°F) to 25°C (77°F). Humidity levels are high and average values vary between 73% and 90%. Annual rainfall is 1.778mm, mostly during summer.

Autumn (October - December) is the most pleasant season. Days are sunny and warm and humidity levels are low. Winter (January - March) is cold but sunny. In April humidity increases and from May to September the climate becomes hot, humid and rainy with occasional tropical storms (typhoons).

Banking

Banks are generally open Monday to Friday between 9:00a.m. to 5:30p.m

Electricity

Electricity in Macau is at 220V, 50Hz. The power plugs used in Macau are of the three-pin, square-shaped or round-shaped type. It is suggested to check before using an electrical appliance.



Post a postcard

The postal services of Macau are comprehensive. The headquarters is located at Senado Square and postal branches are throughout Macau peninsula, Taipa & Coloane. It provides letter post, parcel & express mail services to everywhere in the world. You can post your postcard or letter at the vending machines located in different areas of the city, which provide round-the-clock postal services.

Getting to Macau

• By Air

1. Macau International Airport

Tourists can use the Macau International Airport for travelling to several destinations in the region on direct flights or catch connecting flights to different parts of Asia, Europe or America. The airport is located on Taipa Island and is 15 minutes away from the Macau Ferry Terminal, 20 minutes from the Barrier Gate and only 10 minutes away from the COTAI Frontier Post. It operates 24 hours a day. For detailed information on flight schedules, please dial (853) 2886 1111 or visit <http://www.macau-airport.com>.

For detailed information on immigration and customs formalities, you can visit <http://www.fsm.gov.mo> and <http://www.customs.gov.mo>

Airline information: <http://www.macau-airport.com>

2. Helicopters

When you are arriving Macau from Hong Kong and Shenzhen, tourists can take helicopters to Macau.

East Asia Airlines and Heli Express Limited co-operates aircraft between the helipads on the Macau and Hong Kong Ferry terminals. Each flight takes only approximately 16 minutes. Macau to Hong Kong service operates from 9:00 a.m. to 10:30 p.m. and the Hong Kong to Macau service operates from 9:30 a.m. to 10:59 p.m.

The helicopter service between Macau Ferry Terminal and Shenzhen Bao'an International Airport, PRC is also provided. The journey takes about 15 minutes at day and approximately 25 minutes at night. Macau to Shenzhen service operates at 9:45 a.m., 1:15 p.m., 2:45 p.m., 4:45 p.m. and 7:45 p.m. and the Shenzhen to Macau service operates at 11:45 a.m., 1:45 p.m., 3:15 p.m., 5:15 p.m., and 8:30 p.m.

Passengers can enquire for flight details from their Hotline: Macau (853) 2872 7288; Hong Kong (852) 2108 9898, Shenzhen: (86) 755-2777 8333 or visit the website: <http://www.heliexpress.com>.

3. Hong Kong International Airport

If you are arriving via Hong Kong International Airport, the airport ferry service is available. Passengers can transit into or out of Macau via Hong Kong International Airport without the need to go through HK Customs and Immigration formalities and also without the hassle of carrying their luggage to the ferry terminal. The trip to Macau Route is approximately 45 minutes.

• By Sea

1. Hong Kong International Airport Ferry Terminal (See By Air 3)
2. Hong Kong Ferry Terminal to Macau Ferry Terminal

TurboJET

Journeys will take one hour from Hong Kong to Macau and vice versa operating almost 24 hours. Drinks and snacks are available on board. The ticket prices range from MOP151 in Economy class on weekdays day service to MOP185 Economy class for night service. Tickets in Super class range from MOP281 to MOP330, VIP cabins for 4 to 6 persons are available at prices from MOP1,164 to MOP1,978. Trips are made between the Hong Kong Ferry Terminal (located in the Shun Tak Centre at Sheung Wan) and the Macau Ferry Terminal (located in the Outer Harbour). For inquiries call Macau (853) 8790 7039 or Hong Kong (852) 2859 3333. For telephone bookings, call Hong Kong (852) 2921 6688. You can also visit the website: <http://www.turbojet.com.hk>.

The Cotai Strip CotaiJet™

The company runs ferry service between Hong Kong Macau Ferry Terminal and Macau Taipa Temporary Ferry Terminal. Travel time is approximately 1 hour. Fares range from MOP151 to MOP185 for Economic Class; from MOP191 to MOP450 for First and from MOP1,528 to MOP1,880 for VIP Cabin. Enquiries for schedule and booking please call HK (852) 2359 9990, Macau (853) 2885 0595, or visit the website: <http://www.cotaijet.com.mo>.

Shenzhen Ferry Terminal to Macau Ferry Terminal

The Yuet Tung Shipping Co. offers a ferry service between Macau (at the end of Av. Almeida Ribeiro, Rua das Lorchas, near the Macau Masters Hotel, Pier 11A) and She Kou (Shenzhen). The trip takes about one hour and twenty minutes. Please call (853) 2857 4478 for detail.

TurboJET's service also extends to carrying passengers to and from Shenzhen. The company offers trips between Macau, Shenzhen Airport Fu Yong Ferry Terminal and She Kou. The journeys are about 1 hour. For more information, please visit <http://www.turbojet.com.hk>.

• By Land

There are two gateways available, the Barrier Gate and the COTAI Frontier Post. The Barrier Gate operates from 7:00 AM to midnight. The COTAI Frontier Post at the Taipa-Coloane Reclaimed Area operates from 9:00 AM to 8:00 PM.

If you come from major cities in Guangdong Province, mainland China, the Kee Kwan Motor Road Co. offers an air-conditioned bus service between Macau and major cities in Guangdong Province during 7:15 a.m. to 9:30 p.m. Buses depart from the bus stop near the Master Hotel (at the end of Av. Almeida Ribeiro and Rua das Lorchas). Tel: (853) 2893 3888.

Social Events

Cocktail Reception (Cash Bar)

Sunday, 13th January, 2013
18:00 - 20:00

Crystal Piano Bar
28/F, Hotel Okura Macau
Galaxy Macau
Estrada da Baia de Nossa Senhora da Esperanca, s/n
COTAI, Macau

Opening Ceremony

Monday, 14th January, 2013
10:00 - 10:30

Banyan Tree Macau Banyan Room
1/F, Banyan Tree Macau
Galaxy Macau
Estrada da Baia de Nossa Senhora da Esperanca, s/n
COTAI, Macau

Welcome Banquet

Monday, 14th January, 2013
19:00 - 21:00

Banyan Tree Macau Banyan Ballroom
1/F, Banyan Tree Macau
Galaxy Macau
Estrada da Baia de Nossa Senhora da Esperanca, s/n
COTAI, Macau



Gala Dinner and Auction Night

Thursday, 17th January, 2013
19:00 - 22:00

The Plaza Restaurant
2/F, Edf. Xin Hua, Rua de Nagasaki
Macau

Farewell Luncheon

Friday, 18th January, 2013
11:45 - 13:00

Dumbo Restaurante
Rua do Regedor Loja a R/C
Hei Loi Tang Kong Cheong
Taipa, Macau

Half Day Tour to the New Yuan Ming Palace, Zhuhai, China

Tuesday, 15th January, 2013
14:30 – 18:00

New Yuan Ming Palace
Lanpu Jiuzhou Dadao
Zhuhai Guangdong Province, China

* Please make sure you have the CHINA visa prior to your arrival.



Half Day Tour to Macau Heritage Sites

Wednesday, 16th January, 2013
14:30 – 17:00

There are about 25 heritage sites in Macau. This tour will cover some of the most significant ones such as A-Ma Temple, Moorish Barracks, Mandarin's House, St. Dominic's Church, Ruins of St. Paul's and Mount Fortress etc.



Treasure Hunt in Macau



A Brief History of Macau

In the early 1550s the Portuguese reached Ou Mun, which the locals called A Ma Gao, “place of A Ma”, in honor of the Goddess of Seafarers, whose temple stood at the entrance to the sheltered Inner Harbour. The Portuguese adopted the name, which gradually changed into the name MACAU.

Macau is one of the world's most culturally diverse cities. When the Portuguese arrived on the shores of Macau in the 16th century, they brought with them their own cultural, religious and culinary traditions. These Mediterranean influences have blended and co-existed peacefully with the local Chinese culture for more than four centuries.

Since 20th December 1999, Macau returned back to China and is a Special Administrative Region of the People's Republic of China and benefits from the principle “one country, two systems”.

The Historic Centre of Macau

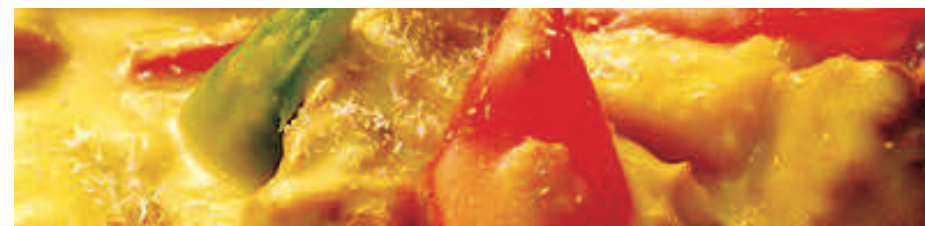
On 15th July 2005, “The Historic Centre of Macau” was successfully inscribed as a World Heritage Site, making it the 13th site in China to be granted this status.

The Historic Centre of Macau encompasses architectural legacies interwoven in the midst of the original urban fabric that includes streetscapes and piazzas. These major urban squares and streetscapes provide the linkage for a succession of over twenty monuments, including A-Ma Temple, Moorish Barracks, Mandarin’s House, St. Lawrence’s Church, St. Joseph’s Seminary and Church, Dom Pedro V Theatre, Sir Robert Ho Tung Library, St. Augustine’s Church, “Leal Senado” Building, Sam Kai Vui Kun (Kuan Tai Temple), Holy House of Mercy, Cathedral, Lou Kau Mansion, St. Dominic’s Church, Ruins of St. Paul’s, Na Tcha Temple, Section of the Old City Walls, Mount Fortress, St. Anthony’s Church, Casa Garden, the Protestant Cemetery and Guia Fortress (including Guia Chapel and Lighthouse) altogether known as “The Historic Centre of Macau”.

Website of Macau World Heritage: <http://www.wh.mo>



Dining in Macau



Macau is famous for its cuisine and for the quality of the food served by the territory’s restaurants and hotels. It is hard to find another city with such a concentration of restaurants offering so many different cuisines to suit so many tastes at all kinds of budget. In fact food has always played a major part in Macau society and is a good reflection of the community’s long multicultural experience and present cosmopolitan way of life.

Over the centuries Macau developed a unique cuisine, “Macanese cuisine” that combined elements of Portuguese, Chinese, Indian, and even Malay cooking. Among the most popular dishes are African Chicken (grilled in piri piri peppers), Tacho (a hearty stew of Chinese vegetables and different meats), Galinha Portuguesa (Chicken cooked in the oven together with potatoes, onions, egg and saffron), Minchi (minced beef with fried potatoes, soy, onions and a fried egg), Linguado Macau (Macau sole fried and usually served with green salad) and Porco balichao (Balichao’ pork). And for dessert try Jagra de ovos (sweet egg tart).

Food from other parts of the world is readily available in Macau and there are plenty of excellent restaurants serving Italian, French, American, Brazilian, Japanese, Korean and Mozambique cuisine as well as dishes from Southeast Asia, such as Thailand, Burma, Indonesia, Malaysia and Singapore.



Shopping in Macau - a pleasure and an adventure

Macau is a place where you can purchase almost anything, and have a wonderful time doing it. Luxury items are cheaper here than in other cities in the region. Jewellery (particularly 24-carat gold), cameras, porcelain, electronic items, mobile phones, watches, cashmere sweaters and silk clothing are available at very reasonable prices.

It is also a great treasure trove for Chinese antiques and collectibles. You can find here ancient coins, 19th century stocks and shares, stamps and other printed material (Rua das Estalagens and Rua da Tercena); boxes of tea (Rua Cinco de Outubro) and coffee from around the world (Estrada do Cemiterio and Avenida do Coronel Mesquita); traditional shops where tea is displayed in wooden drawers and glass goblets; and countless old Chinese Pharmacies packed with traditional medicines (Rua de S.Paulo and Rua de Pedro Nolasco da Silva).



Source: Macau Government Tourist Office

Program At Glance

The 15th WFTGA Main Convention Programme

Sunday, 13 January 2013 (at Galaxy Macau)

14:30-20:00 Registration and Information desk at Lobby of Galaxy Macau



18:00-20:00 Cocktail Reception (CASH BAR) at Crystal Piano Bar, Galaxy Macau for EXBO, Delegates, Participants, Accompanying Guests

Monday, 14 January 2013 (at Banyan Tree Macau)

07:30-09:00 Breakfast at Tsui Wah Restaurant



08:30-18:00 Registration opens at 1/F, Banyan Tree Macau



09:00-09:45 Group Photo (Delegates, All participants and Accompanying Persons, keynote speakers, speakers and invited guests) taken at Ballroom, 1st Floor, Banyan Tree Macau

10:00-10:30 Opening Ceremony

- Welcome Speech by Ms. Maria Helena de Senna Fernandes, Director of Macau Government Tourist Office
- Speech by Mrs. Rosalind Newlands OBE, WFTGA President
- Speech by Ms Angelina Wu, Local Chair of WFTGA 2013 and the Chairperson of Macau Tourist Guides Association

10:30-11:00 Press Conference

10:30-11:00 Coffee Break

11:00-11:45 Keynote Session: Tourists of the Future: BRICS Countries by Mr. Márcio Favilla Lucca de Paula, Executive Director for Competitiveness, External Relations and Partnerships of the World Tourism Organization (UNWTO)

11:45-13:15 WFTGA President Report by Mrs. Rosalind Newlands
Area Representative Coordinator's Report by Mary Kemp Clarke
Questions and Open Discussion

13:15-14:15 Lunch at at Ballroom, Banyan Tree Macau

14:15-15:45 Keynote Session: Between Asia and Europe : Macau's History and Heritage Tourism by Prof. Vincent Ho

15:45-16:00 Coffee Break

16:00-18:00 General Assembly continues:
2015 Convention Bid Presentations
(Open to all WFTGA Members, Participants & Accompanying Guests as Observers)

19:00-21:00 Welcome Banquet at Ballroom, 1st Floor , Banyan Tree Macau
(please present your badge or dinner tickets at the entrance)

Remarks :

Opening Ceremony, Press conference, Keynote Workshops, all Meetings will be held at Multifunction room at 1st Floor, Banyan Tree Macau

Group photo and Welcome Banquet will be held at Ballroom at 1st Floor , Banyan Tree Macau

Tuesday, 15 January 2013 (at Galaxy Macau)

07:30-09:00 Breakfast at Tsui Wah Restaurant

09:00-09:15 Housekeeping and Plans for the Day

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| 09:15-10:30 | <p>Workshops</p> <ul style="list-style-type: none"> • Lion Dancing by Master Lei Kam Wa (Room 1A) • World Heritage Site – Na Tcha Temple History by Mr. Yip Tat, Mr. Wu Kuok Nin and Ms Yeung Sai Ip (Room 1B) • Emerging Markets: BRICS: Challenges for Tourist Guides by Márcio Favilla Lucca de Paula (Spain) UNWTO, Mary Kemp Clarke (UK) and Jean Wang (Singapore) WFTGA International Trainers (Room 2) • Challenges of Modern Technology: Media for Tourist Guides by Ruby Roy(Canada), Past President WFTGA (Room 3) |
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10:30-11:00 Coffee break

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| 11:00-13:00 | <p>Workshops</p> <ul style="list-style-type: none"> • Chinese Teaism and its Development by Dr. Alfred S. F. Wong (Room 2) • Bidding for WFTGA Conventions/Running for EXBO by Rosalind Newlands (UK)WFTGA President (1100-1200) (Room 1A) • Area Representatives Meeting by Govind Agrawal (India) WFTGA EXBO & Mary Kemp Clarke (UK) Area Representative Coordinator (1200-1300) (Room 1A) • History of Tourist Guiding by Stanislav Voleman (Czech Republic) (Room 3) |
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13:00-14:30 Lunch at Food court, Galaxy Macau



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| 14:30-15:30 | Traveling to China |
| 16:00-18:00 | <p>Tai Chi Workshop(in Zhuhai)by Master Leung Sio Nam (All Delegates, Participants & Accompanying Guests – WEAR COMFORTABLE CLOTHES AND SHOES ARE RECOMMENDED) <i>Please make sure you have the CHINA visa prior to your arrival and leisure time at New Yuanmingyuan Garden, Zhuhai</i></p> |
| 18:00-20:00 | Dinner in China |

20:00 -21:00 Traveling to Macau

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| Remarks : | <p>All the Morning's Workshops will be held at Function Rooms, 1st floor, Galaxy Macau.</p> <p>The Afternoon Workshop in Zhuhai takes around 1 hour to travel cross the border. You will need to have the CHINA Visa prior to arriving Border.</p> |
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Wednesday, 16 January 2013 (at Galaxy Macau)

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| 07:30-09:00 | Breakfast at Tsui Wah Restaurant |
| 09:00-09:15 | Housekeeping and Plans for the Day |
| 09:15-10:30 | <p>Workshops</p> <ul style="list-style-type: none"> • Chinese History and Culture by Ms. Liu Yan Hong (Room 1A) • Chinese Calligraphy by Mr. Lee Chau Ping (Room 1B) • Challenges of Modern Technology: Building a Web Page & Marketing by Martina Schümatschek (Austria) (Room 2) • Use of the Voice for Tourist Guiding by Jenny Oulton (UK) and Peter Wagner (Australia), WFTGA Lead International Trainers (Room 3) |

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| 10:30-11:00 | Coffee break |
| 11:00-13:00 | <p>Workshops</p> <ul style="list-style-type: none"> • Portuguese Folk Dance in Macau by Mr. Pedro Manhao Sou, Mr. Terence Kou, Mr. Mario Bibi Cordero and Ms. Rosita X N Gaspar (Room 1A) • Chinese Painting by Mr. Lee Chau Ping (Room 1B) • WFTGA Training: What is it and Why do we train? by Wilja Siebe WFTGA EXBO & Head of Training, Felicitas Wressnig (Austria) WFTGA Vice President & Lead International Trainer (Room 2) • Challenges of Modern Technology: Using Whisper Systems for Guiding by Kapi Panou and Smaro Touloupa (Greece), WFTGA Trainers (Room 3) |
| 13:00-14:30 | Lunch at Food court, Galaxy Macau |
| 14:30-17:00 | <p>Tour – World Heritage in Macau</p> <p><i>(Participants & Accompanying Guests - Comfortable shoes are recommended)</i></p> |
| 14:30-18:00 | <p>General Assembly Continues (Room 2&3)</p> <p><i>(Country representatives & Delegates Only)</i></p> |
| Evening | <p>Dinner at leisure</p> <p><i>(Stay in the city after the Tour and enjoy dinner at Local restaurants)</i></p> |
| Remarks : | <p>All the Morning's Workshops will be held at Function Rooms, 1st floor, Galaxy Macau.</p> <p>The Heritage tour will be end in the city centre and feel free to stay for the dinner at your own cost before you return to Hotel .</p> <p>There is shuttle bus (free of charge) to Galaxy from city Center before 22:00 but you are free to ride a cab back to Hotel at less than 15USD per ride).</p> |

Thursday, 17 January 2013 (at Galaxy Macau)

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| 07:30-09:00 | Breakfast at Tsui Wah Restaurant |
| 09:00-09:15 | Housekeeping and Plans for the Day |
| 09:15-10:30 | <p>Opportunities through Modern Technology (Room 1)</p> <ul style="list-style-type: none"> • WFTGA Website Developments • On Line Bookings for Tourist Guides • Smart Phone Apps |
| 10:30-11:00 | Coffee break |
| 11:00-13:30 | <p>Challenges & Opportunities for Tourist Guides in the 21st Century Open Discussion Chaired by Rosalind Newlands, WFTGA President (Room 1)</p> |
| 13:00-14:30 | Lunch at Food court, Galaxy Macau |
| 14:30-18:00 | General Assembly Continues (Delegates only - Room 2&3) |
| 18:00 and 18:30 | Gathering at the Shuttle Bus terminal for departure |
| 19:00-21:00 | <p>Farewell Gala Dinner and Auctions At The Plaza Restaurant in Macau</p> <p>(Dinner tickets or Badges are required for checking at the entrance)</p> |
| Remarks : | <p>All the Morning's Workshops will be held at Function Rooms, 1st floor, Galaxy Macau.</p> <p>Gala Dinner will not be held in the Galaxy, The Plaza Restaurant is around 20 minutes away from Galaxy by bus.</p> |

Friday, 18 January 2013 (at Galaxy Macau)

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| 08:00-09:00 | Breakfast at 1 st Floor, Foyer of Galaxy Function Room |
| 08:30-09:30 | Meeting of Old and New EXBO |
| 09:00-11:30 | Participants to pick up Convention documents, certificates, and fill in evaluation |
| 09:45-11:00 | Closing Plenary Session <ul style="list-style-type: none"> • Reports on lectures and workshops • Presentation of 2015 Host and new EXBO • Welcome by the host for the 16th WFTGA Convention 2015 • EXBO Aims & Objectives for 2013-2015 • Closing of Convention by WFTGA President |
| 11:00-11:30 | Press Conference for local media and Regional press |
| 11:30-11:45 | Travel to the lunch venue |
| 11:45-13:00 | Farewell lunch and End of the 15th WFTGA convention |
| 13:30 | Departure for post tours from Lunch Venue |

Remarks :

For those who departs to Hong Kong for post tours, please check out prior to attending the meeting at 8:30 or Closing Session at 9:45. Bring along the Luggage to the function room or put in the concierge till 11: 00 for pick up. The Tour bus will leave from Lunch Venue to Ferry Terminal directly at 13:00 to avoid delay for 14:00's ferry.

第十五屆世界導遊協會聯盟大會會議流程

2013年1月13日星期日 (澳門銀河)

14:30-20:00 澳門銀河大堂開放註冊和諮詢服務



18:00-20:00 澳門銀河水晶鋼琴酒吧招待酒會 (收費酒吧)。開放予理事會成員、各國代表團、與會者及各隨行人員

2013年1月14日星期一 (澳門悅榕莊酒店)

07:30-09:00 早餐於翠華餐廳



08:30-18:00 澳門悅榕莊酒店1/F開放註冊



09:00-09:45 澳門悅榕莊酒店1/F宴會廳拍攝集體照，參與人員有：各國代表團、所有與會者與隨行賓客、大會專題演講嘉賓、其他演講者及獲邀嘉賓

10:00-10:30 開幕儀式

- 澳門特別行政區旅遊局局長文綺華女士致歡迎詞
- 世界導遊協會聯盟主席Rosalind Newlands OBE女士致詞
- 第十五屆世界導遊協會聯盟大會籌委主席、澳門專業導遊協會會長、胡惠芳女士致詞

10:30-11:00 記者招待會

10:30-11:00 咖啡茶點

11:00-11:45 專題報告：
未來之旅客：金磚五國，主講人：聯合國世界旅遊組織執行理事（競爭力、對外關係及合作） Márcio Favilla Lucca de Paula先生

11:45-13:15 世界導遊協會聯盟主席工作報告，主講人：Rosalind Newlands女士
地區代表總監工作報告，主講人：Mary Kemp Clarke
提問及自由討論時間

13:15-14:15 午餐於澳門悅榕莊酒店宴會廳

14:15-15:45 專題報告：
亞歐之間：澳門歷史及遺產旅遊，主講人：何偉傑博士

15:45-16:00 咖啡茶點

16:00-18:00 會員大會：
2015年年會競標方案展示
(對開放予全體WFTGA成員、與會者及隨行賓客)

19:00-21:00 澳門悅榕莊酒店1/F宴會廳歡迎晚宴
(請於入口處出示名牌或晚宴入場券)

附註：
開幕儀式、記者招待會、專題報告工作坊及所有其他會議均在澳門悅榕莊酒店1/F多功能廳舉行；
集體照及歡迎晚宴將在澳門悅榕莊酒店1/F宴會廳進行

2013年1月15日星期二 (澳門銀河)

07:30-09:00 早餐於翠華餐廳

09:00-09:15 當日日程講解

09:15-10:30

工作坊

- 舞獅，主講人：李錦華師傅（會議室1A）
- 世界文化遺產——哪吒廟的歷史，主講人：葉達會長、胡國年先生及楊細葉小姐（會議室1B）
- 新興市場——金磚五國：導遊所面臨的挑戰，主講人：世界旅遊組織Márcio Favilla Lucca de Paula（西班牙）、WFTGA國際培訓師Mary Kemp Clarke（英國）及Jean Wang（新加坡）（會議室2）
- 現代科技的挑戰：導遊導覽的媒介，主講人：WFTGA前主席Ruby Roy（加拿大）（會議室3）

10:30-11:00

咖啡茶點

11:00-13:00

工作坊

- 中國茶道及其發展，主講人：黃承發博士（會議室2）
- 如何申辦WFTGA大會及競選成為理事會會員，主講人：WFTGA主席 Rosalind Newlands（英國）（11:00-12:00，會議室1A）
- 地區代表會議，主講人：WFTGA理事會成員Govind Agrawal（印度）及地域代表總監Mary Kemp Clarke（英國）（12:00-13:00，會議室1A）
- 導遊的歷史，主講人：Stanislav Voleman（捷克共和國）（會議室3）

13:00-14:30

午餐予澳門銀河亞洲美食坊



14:30-15:30

前往珠海

16:00-18:00

太極工作坊（珠海），導師：梁兆南師傅

（請各國代表、與會者及隨行賓客穿著舒適的衣服及鞋子）
出發前，請確保你持有中國簽證，並有足夠的時間遊覽珠海圓明新園。

18:00-20:00

珠海就餐

20:00 -21:00

返回澳門

附註：

上午的工作坊均在澳門銀河1/F功能廳進行；
下午的工作坊將在珠海進行，來賓需約一小時的過關時間。
到達海關前，請確保你已持有中國簽證。

2013年1月16日星期三（澳門銀河）

07:30-09:00

早餐於翠華餐廳

09:00-09:15

當日日程講解

09:15-10:30

工作坊

- 中國歷史與文化，主講人：Liu Yan Hong女士（會議室1A）
- 中國書法，主講人：李秋平先生（會議室1B）
- 現代科技的挑戰：網頁設計及市場營銷，主講人：Martina Schümmatschek（奧地利）（會議室2）
- 導覽時聲音之使用，主講人：WFTGA首席國際培訓師 Jenny Oulton（英國）及Peter Wagner（澳大利亞）（會議室3）

| | |
|-------------|--|
| 10:30-11:00 | 咖啡茶點 |
| 11:00-13:00 | <p>工作坊</p> <ul style="list-style-type: none"> 澳門葡萄牙土風舞，主講人：Pedro Manhao Sou先生、Terence Kou先生、Mario Bibi Cordero先生及Rosita XN Gaspar女士（會議室1A） 國畫，主講人：李秋平（會議室1B） WFTGA培訓：何為WFTGA培訓？為何要培訓？主講人：WFTGA理事會成員、培訓主任Wilja Siebe，WFTGA副主席、首席國際培訓師 Felicitas Wressnig（奧地利）（會議室2） 現代科技的挑戰：導覽中耳語系統之使用，主講人：WFTGA培訓師 Kapi Panou and Smaro Touloupa（希臘）（會議室3） |
| 13:00-14:30 | 午餐於澳門銀河亞洲美食坊 |
| 14:30-17:00 | 澳門世遺遊（請與會者及隨行賓客穿著舒適的鞋子） |
| 14:30-18:00 | 會員大會（會議室2及3） （僅開放予各家代表） |
| 晚上 | 自行就餐 （遊覽後可就近選擇當地餐館用餐） |
| 附註： | <p>上午的工作坊均在澳門銀河1/F功能廳進行； 世遺遊將在市中心結束，來賓可就近用餐。</p> <p>晚上10點前澳門銀河酒店於市中心處提供免費穿梭巴士。你亦可選擇乘坐出租車返回酒店（單程費用少於15美元）。</p> |

2013年1月17日星期四（澳門銀河）

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|---------------|---|
| 07:30-09:00 | 早餐於翠華餐廳 |
| 09:00-09:15 | 當日日程講解 |
| 09:15-10:30 | <p>現代科技帶來的機遇（會議室1）</p> <ul style="list-style-type: none"> WFTGA的網頁發展狀況 導遊服務的網上預訂 智能手機的應用程式 |
| 10:30-11:00 | 咖啡茶點 |
| 11:00-13:30 | <p>自由討論：21世紀導遊面臨的挑戰與機遇， 主持人：WFTGA主席Rosalind Newlands（會議室1）</p> |
| 13:00-14:30 | 午餐於澳門銀河亞洲美食坊 |
| 14:30-18:00 | 會員大會（僅對各國代表開放）（會議室2及3） |
| 18:00 及 18:30 | 穿梭巴士站集合 |
| 19:00-21:00 | <p>歡送晚宴及拍賣會：澳門萬豪軒酒家 （請於入口處出示名牌或晚宴入場券）</p> |
| 附註： | <p>上午的工作坊均在澳門銀河1/F功能廳進行； 歡送晚宴的舉行地點並非是銀河酒店，而是距銀河酒店20分鐘車程的萬豪軒酒家。</p> <p>來賓可選乘14:30, 17:25, 18:00及18:30的旅遊巴士前往晚宴會場。</p> |

2013年1月18日星期五（澳門銀河）

08:00-09:00 早餐於澳門銀河1/F功能廳大廳

08:30-09:30 新舊理事會成員會議

09:00-11:30 與會者領取大會相關文件及證書，並填寫滿意度調查問卷

09:45-11:00 大會閉幕

- 演講及工作坊的報告
- 2015年主辦方及新理事會成員展示
- 2015年WFTGA大會主辦方致詞
- 2013-2015年理事會工作目標
- WFTGA主席宣布大會閉幕

11:00-11:30 本地媒體及記者招待會

11:30-11:45 前往就餐地點

11:45-13:00 歡送午餐：氹仔小飛象葡國餐廳
第十五屆WFTGA正式閉幕

13:30 從午餐地點出發，開始會後旅遊

附註：

請參加香港會後旅遊的來賓在第一個會議前（8：30）或大會閉幕前（9：45）退房，帶齊行李前往功能廳，或寄存在禮賓部並於11:00領取。為免耽誤14:00的渡船班次，旅遊巴士將於13:00從午餐地點直達碼頭。

The 15th WFTGA Main Convention Programme For Accompanying Persons (AP)

Sunday, 13 January 2013 (at Galaxy Macau)

14:30-20:00 Registration and Information desk at Lobby of Galaxy Macau



18:00-20:00 Cocktail Reception (CASH BAR) at Crystal Piano Bar, Galaxy Macau for EXBO, Delegates, Participants, Accompanying Guests

Monday, 14 January 2013 (at Banyan Tree Macau)

07:30-09:00 Breakfast at Tsui Wah Restaurant



08:30-18:00 Registration opens at 1/F, Banyan Tree Macau



09:00-09:45 Group Photo (Delegates, All participants and Accompanying Persons, keynote speakers, speakers and invited guests) taken at Ballroom, 1st Floor, Banyan Tree Macau

10:00-10:30 Opening Ceremony

- Welcome Speech by Ms. Maria Helena de Senna Fernandes, Director of Macau Government Tourist Office
- Speech by Mrs. Rosalind Newlands OBE, WFTGA President
- Speech by Ms Angelina Wu, Local Chair of WFTGA 2013 and the Chairperson of Macau Tourist Guides Association

10:30-11:00 Press Conference

10:30-11:00 Coffee Break

11:00-11:45 Keynote Session: Tourists of the Future: BRICS Countries by Mr. Márcio Favilla Lucca de Paula, Executive Director for Competitiveness, External Relations and Partnerships of the World Tourism Organization (UNWTO)

11:45-13:15 WFTGA President Report by Mrs. Rosalind Newlands
Area Representative Coordinator's Report by Mary Kemp Clarke
Questions and Open Discussion

13:15-14:15 Lunch at Ballroom, Banyan Tree Macau

14:15-15:45 Keynote Session: Between Asia and Europe : Macau's History and Heritage Tourism by Prof. Vincent Ho

15:45-16:00 Coffee Break

16:00-18:00 General Assembly continues:
2015 Convention Bid Presentations
(Open to all WFTGA Members, Participants & Accompanying Guests as Observers)

19:00-21:00 Welcome Banquet at Ballroom, 1st Floor , Banyan Tree Macau
(please present your badge or dinner tickets at the entrance)

Remarks :

Opening Ceremony, Press conference, Keynote Workshops, all Meetings will be held at Multifunction room at 1st Floor , Banyan Tree Macau

Group photo, and Welcome Banquet will be held at Ballroom at 1st Floor , Banyan Tree Macau

Tuesday, 15 January 2013 (at Galaxy Macau)

07:30-09:00 Breakfast at Tsui Wah Restaurant

09:00-09:15 Housekeeping and Plans for the Day

09:15-10:30 Workshops

- Lion Dancing by Master Lei Kam Wa (**Room 1A**)
- World Heritage Site – Na Tcha Temple by Mr. Yip Tat, Mr. Wu Kuok Nin and Ms Yeung Sai Ip (**Room 1B**)

| | |
|-------------|--|
| 10:30-11:00 | Coffee break |
| 11:00-13:00 | Workshop <ul style="list-style-type: none"> Chinese Teatism and its development by Dr. Alfred S.F. Wong Or you may take a short walk to Taipa City Centre (Room 2) |
| 13:00-14:30 | Lunch at Food court, Galaxy Macau |



| | |
|--------------|--|
| 14:30-15:30 | Traveling to China |
| 16:00-18:00 | Tai Chi Workshop (in Zhuhai) by Master Leung Sio Nam (All Delegates, Participants & Accompanying Guests – <i>WEAR COMFORTABLE CLOTHES AND SHOES ARE RECOMMENDED</i>) <i>Please make sure you have the CHINA visa prior to your arrival and leisure time at New Yuanmingyuan Garden, Zhuhai</i> |
| 18:00-20:00 | Dinner in China |
| 20:00 -21:00 | Traveling to Macau |

Remarks :

All the Morning's Workshops will be held at Function Rooms, 1st floor, Galaxy Macau.

The Afternoon Workshop in Zhuhai takes around 1 hour to travel cross the border. You will need to have the CHINA Visa prior to arriving Border.

Wednesday, 16 January 2013 (at Galaxy Macau)

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|-------------|--|
| 07:30-09:00 | Breakfast at Tsui Wah Restaurant |
| 09:00-09:15 | Housekeeping and Plans for the Day |
| 09:15-10:30 | Workshops <ul style="list-style-type: none"> Chinese History and Culture by Ms. Liu Yan Hong (Room 1A) Chinese Calligraphy by Mr. Lee Chau Ping (Room 1B) |
| 10:30-11:00 | Coffee break |
| 11:00-13:00 | Workshops <ul style="list-style-type: none"> Portuguese Folk Dance in Macau by Mr. Pedro Manhao Sou, Mr. Terence Kou, Mr. Mario Bibi Cordero and Ms. Rosita X N Gaspar (Room 1A) Chinese Painting by Mr. Lee Chau Ping (Room 1B) |
| 13:00-14:30 | Lunch at Food court, Galaxy Macau |
| 14:30-17:00 | Tour – World Heritage in Macau (Participants & Accompanying Guests - Comfortable shoes are recommended) |
| Evening | Dinner at leisure (Stay in the city after the Tour and enjoy dinner at Local restaurants) |

Remarks :

All the Morning's Workshops will be held at Function Rooms, 1st floor, Galaxy Macau.

The Heritage tour will be end in the city centre and feel free to stay for the dinner at your own cost before you return to Hotel .

There is shuttle bus (free of charge) to Galaxy from city Center before 22:00 but you are free to ride a cab back to Hotel at less than 15USD per ride).

Thursday, 17 January 2013

| | |
|-------------|--|
| 07:30-09:00 | Breakfast at Tsui Wah Restaurant |
| 09:00-09:15 | Housekeeping and Plans for the Day |
| 09:15-11:45 | Guia Hill for a short hike & visit the Guia Fortress (Guia Chapel with museum and lighthouse) |
| 12:00-13:00 | Lunch at Long Wa Restaurant |
| 13:00-14:30 | Maritime Museum |
| 15:00-17:00 | Wine Museum and Grand Prix - Race Car Museum |
| 17:00-18:30 | Free time – you may walk to the Dinner Venue to set up, Or, you may walk around the neighborhood and meet your partner at Dinner Venue. Of course, you can follow us back to the Hotel for change before dinner. |
| 18:10-18:30 | Gathering at the Shuttle Bus terminal for departure |
| 19:00-21:00 | Farewell Gala Dinner and Auctions at The Plaza Restaurant in Macau <i>(Dinner tickets or Badges are required for checking at the entrance of the Restaurant)</i> |

Remarks :

All the Morning 's Workshops will be held at Function Rooms, 1st floor, Galaxy Macau.

Gala Dinner will not be held in the Galaxy. The Plaza Restaurant is around 20 minutes away from Galaxy by bus.

We regret to cancel the cooking class, as the enrollment is less than our Minimum guarantee number.

Friday, 18 January 2013 (at Galaxy Macau)

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|-------------|---|
| 08:00-09:00 | Breakfast at 1 st Floor, Foyer of Galaxy Function Room |
| 08:30-09:30 | Meeting of Old and New EXBO |
| 09:00-11:30 | Participants to pick up Convention documents, certificates, and fill in evaluation |
| 09:45-11:00 | Closing Plenary Session <ul style="list-style-type: none"> • Reports on lectures and workshops • Presentation of 2015 Host and new EXBO • Welcome by the host for the 16th WFTGA Convention 2015 • EXBO Aims & Objectives for 2013-2015 • Closing of Convention by WFTGA President |
| 11:00-11:30 | Press Conference for local media and Regional press |
| 11:30-11:45 | Travel to the lunch venue |
| 11:45-13:00 | Farewell lunch and End of the 15th WFTGA convention |
| 13:30 | Departure for post tours from Lunch Venue |

Remarks :

For those who departs to Hong Kong for post tours, please check out prior to attending the meeting at 8:30 or Closing Session at 9:45. The Tour bus will leave from Lunch Venue to Ferry Terminal directly at 13:00 to avoid delay for 14:00's ferry.

Bring along the Luggage to the function room or put in the concierge till 11: 00 for pick up.

第十五屆世界導遊協會聯盟大會會議流程 (隨行賓客)

2013年1月13日星期日 (澳門銀河)

14:30-20:00 澳門銀河大堂開放註冊和諮詢服務



18:00-20:00 澳門銀河水晶鋼琴酒吧招待酒會(收費酒吧)，開於予理事會成員、各國代表團、與會者及各隨行人員

2013年1月14日星期一 (澳門悅榕莊酒店)

07:30-09:00 早餐於翠華餐廳



08:30-18:00 澳門悅榕莊酒店1/F開放註冊



09:00-09:45 澳門悅榕莊酒店1/F宴會廳拍攝集體照，參與人員有：各國代表團，所有與會者與隨行賓客，大會專題演講人，其他演講人及獲邀嘉賓

10:00-10:30 開幕儀式

- 澳門特別行政區旅遊局局長文綺華女士致歡迎詞
- 世界導遊協會聯盟主席Rosalind Newlands OBE女士致詞
- 第十五屆世界導遊協會聯盟大會本地主席、澳門專業導遊協會會長，胡惠芳女士致詞

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|-------------|--|
| 10:30-11:00 | 記者招待會 |
| 10:30-11:00 | 咖啡茶點 |
| 11:00-11:45 | 專題報告： 未來之旅客：金磚五國，主講人：世界旅遊組織執行理事（競爭力、對外關係及合作） Márcio Favilla Lucca de Paula先生 |
| 11:45-13:15 | 世界導遊協會聯盟主席工作報告，主講人：Rosalind Newlands女士 地區代表總監工作報告，主講人：Mary Kemp Clarke 提問及自由討論時間 |
| 13:15-14:15 | 午餐於悅榕莊酒店宴會廳 |
| 14:15-15:45 | 專題報告： 亞歐之間：澳門歷史及遺產旅遊，主講人：何偉傑博士 |
| 15:45-16:00 | 咖啡茶點 |
| 16:00-18:00 | 會員大會： 2015年年會競標方案展示 （開放予全體WFTGA成員、與會者及隨行賓客） |
| 19:00-21:00 | 澳門悅榕莊酒店1/F宴會廳歡迎晚宴 （請於入口處出示名牌或晚宴入場券） |
| 附註： | 開幕儀式、記者招待會、專題報告工作坊及所有其他會議均在澳門悅榕莊酒店1/F多功能廳舉行； 集體照及歡迎晚宴將在澳門悅榕莊酒店1/F宴會廳進行 |

2013年1月15日 星期二（澳門銀河）

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| 07:30-09:00 | 早餐於翠華餐廳 |
| 09:00-09:15 | 當日日程講解 |

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|---|---|
| 09:15-10:30 | 工作坊 • 舞獅，主講人：李錦華師傅（會議室1A） • 世界文化遺產——哪吒廟的歷史，主講人：葉達會長、胡國年先生及楊細葉小姐（會議室1B） |
| 10:30-11:00 | 咖啡茶點 |
| 11:00-13:00 | 工作坊 • 中國茶道及其發展，主講人：黃承發博士（會議室2） |
| 13:00-14:30 | 午餐於澳門銀河酒店亞洲美食坊 |
|  | |
| 14:30-15:30 | 前往珠海 |
| 16:00-18:00 | 太極工作坊（珠海），導師：梁兆南師傅 （請各國代表、與會者及隨行賓客穿著舒適的衣服及鞋子） 出發前，請確保你持有中國簽證，並有足夠的時間遊覽珠海圓明新園。 |
| 18:00-20:00 | 珠海就餐 |
| 20:00 -21:00 | 返回澳門 |
| 附註： | 上午的工作坊均在澳門銀河1/F功能廳進行； 下午的工作坊將在珠海進行，來賓需約一小時的過關時間。 到達海關前，請確保你已持有中國簽證。 |

2013年1月16日星期三（澳門銀河）

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| 07:30-09:00 | 早餐於翠華餐廳 |
| 09:00-09:15 | 當日日程講解 |
| 09:15-10:30 | 工作坊 <ul style="list-style-type: none"> 中國歷史與文化，主講人：Liu Yan Hong女士（會議室1A） 中國書法，主講人：李秋平先生（會議室1B） |
| 10:30-11:00 | 咖啡茶點 |
| 11:00-13:00 | 工作坊 <ul style="list-style-type: none"> 澳門葡萄牙土風舞，主講人：Pedro Manhao Sou先生、Terence Kou先生、Mario Bibi Cordero先生及Rosita XN Gaspar女士（會議室1A） 國畫，主講人：李秋平（會議室1B） |
| 13:00-14:30 | 午餐於澳門銀河酒店亞洲美食坊 |
| 14:30-17:00 | 澳門世遺遊 （請與會者及隨行賓客穿著舒適的鞋子） |

晚上 自行就餐
 （遊覽後可就近選擇當地餐館用餐）

附註：

上午的工作坊均在澳門銀河1/F功能廳進行；
 世遺遊將在市中心結束，來賓可就近用餐。
 晚上10點前澳門銀河於市中心處提供免費穿梭巴士。
 你亦可選擇乘坐出租車返回酒店（單程費用少於15美元）。

2013年1月17日星期四

| | |
|-------------|--|
| 07:30-09:00 | 早餐於翠華餐廳 |
| 09:00-09:15 | 當日日程講 |
| 09:15-11:45 | 登東望洋山及遊東望洋砲台 （東望洋小教堂、教堂內博物館及燈塔） |
| 12:00-13:00 | 午餐於龍華茶樓 |
| 13:00-14:30 | 海事博物館 |
| 15:00-17:00 | 紅酒博物館及格林披治賽車博物館 |
| 17:00-18:30 | 自由活動——你可步行前往晚宴地點，或到四處遊覽並與你的同伴在晚宴地點會合。當然，你亦可選擇返回酒店，在晚宴開始稍作休整。 |
| 18:10-18:30 | 穿梭巴士站集合 |
| 19:00-21:00 | 歡送晚宴及拍賣會於澳門萬豪軒酒家 （請於入口處出示名牌或晚宴入場券） |

附註：

上午的工作坊均在澳門銀河酒店1/F功能廳進行；
 歡送晚宴的舉行地點並非是銀河酒店，而是萬豪軒酒家，前往該酒家需20分鐘車程；
 由於報名人數過少，烹飪班已被取消

2013年1月18日星期五（澳門銀河）

| | |
|-------------|--|
| 08:00-09:00 | 早餐於澳門銀河1/F功能廳大廳 |
| 08:30-09:30 | 新舊理事會成員會議 |
| 09:00-11:30 | 與會者領取大會相關文件及證書，並填寫滿意度調查問卷 |
| 09:45-11:00 | 大會閉幕 <ul style="list-style-type: none"> • 演講及工作坊的報告 • 2015年主辦方及新理事會成員展示 • 2015年WFTGA大會主辦方致辭 • 2013-2015年理事會工作目標 • WFTGA主席宣布大會閉幕 |
| 11:00-11:30 | 本地媒體及記者招待會 |
| 11:30-11:45 | 前往就餐地點 |
| 11:45-13:00 | 歡送午餐於氹仔小飛象葡國餐廳 第十五屆WFTGA正式閉幕 |
| 13:30 | 從午餐地點出發，開始會後旅遊 |
| 附註： | 請參加香港會後旅遊的來賓在第一個會議前（8：30）或大會閉幕前（9：45）退房，帶齊行李前往功能廳，或寄存在禮賓部並於11:00領取。為免耽誤14：00的渡船班次，旅遊巴士將於13：00從午餐地點直達碼頭。 |

WFTGA Executive Board Members

President

Rosalind Newlands OBE
(United Kingdom)

Vice President

Felicitas Wressnig
(Austria)

Secretary

Patricia Blain
(United Kingdom)

Treasurer

Koula Vassiliou
(Cyprus)

Executive Board Member/Area Representative

Govind Agrawal
(India)

Executive Board Member

Esther Banike
(United States)

Executive Board Member/Convention Coordinator

Johnny Lee
(Hong Kong S.A.R., China)

Executive Board Member/Head of Training

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