



WORLD FEDERATION OF
TOURIST GUIDE ASSOCIATIONS
www.wftga.org

WFTGA



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2021 Training Brochure

WFTGA – The Global Forum for Professional Tourist Guides

www.wftga.org

training@wftga.org

WFTGA is legally registered in Austria and is under the jurisdiction of Austrian law
Registration Doc: NR ZVR 679385413

WFTGA c/o Wirtschaftskammer Wien, Strasse der Wiener Wirtschaft 1, 1020 Vienna, Austria

February 2021

Dear Colleagues,

Thank you for your interest in WFTGA Tourist Guide Training.

The WFTGA has delivered specifically designed courses for tourist guides and trainers of tourist guides across the world since 1996. These courses have been arranged at the request of various agencies including the UNWTO, UNESCO, GIZ and Ministries related to tourism as well as our member tourist guides associations.

Short courses on professional tourist guide skills and guiding techniques, communication and presentation seminars, and guide trainer courses are facilitated by our National, International and Lead International Trainers. Through a growing Training Division, the WFTGA can provide short courses *in situ* at different localities on request.

Our expert trainers also deliver courses at the **WFTGA International Training Centres in Nicosia, Cyprus and Yerevan, Armenia.**

Currently we offer the following courses, details of which are included in this brochure:

Hands On Tourist Guiding Course (HOT) - 7 days in-house
skills training for new guides and a refresher for experienced guides

Train the Trainer Course (TtT) - 6 days in-house
for guides who want to train guides, cascading skills in their own country

Combined HOT and TtT - 14 days in-house (preferred)
for guides who want to train guides and require a guiding skills refresher

International Train the Trainer (ITtT)
13 days at the WFTGA International Training Centres
progression for guide trainers who would like to train guides worldwide

Site Guide Training Course - 5 days in-house
for guides for a specific site, e.g. National Park, Archaeological Site, Religious Site, Geological Site, Museum, Gallery, UNESCO World Heritage Site and others

Specialist Guiding Courses – duration varies.
Various online sessions for WFTGA members.

Throughout 2020 the WFTGA Training Division explored opportunities for learning in the virtual environment and, as a contingency, is currently offering some of the above courses as blended version with an online component in preparation for the practical component. However, our training ethos stipulates that a significant part of the practical tourist guide training must take place on site through face-to-face, in-person training.

The two **WFTGA International Training Centres** regularly offer courses, which are open to individual guides from all over the world. Due to the global situation it was not possible for the WFTGA International Training Centres to offer courses in 2020. Their training will resume as soon as the global situation allows.



WFTGA

World Federation of Tourist Guide Associations

since 1985
Guiding the World's
Natural and Cultural Heritage

in Operational Relations with
UNESCO
Affiliate Member of
UNWTO

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WFTGA c/o
Wirtschaftskammer Wien,
1020 Vienna, Austria

19th WFTGA Convention
Novi Sad, Serbia
February 2022

Alushca Ritchie
WFTGA President
president@wftga.org

*WFTGA is sponsored and
supported by:*

- Androus Foundation
- Armenian Tourism Department
- Cyprus Deputy Ministry of Tourism
- The Leventis Foundation
- Vienna Economic Chamber

and works in collaboration with:

- The University of Cyprus
- Yerevan State University

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WFTGA Head of Training
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www.wftga.org

A small number of partial scholarships for courses at the WFTGA International Training Centres may be available for applicants from tiers 3, 4 and 5 countries in the International Monetary Fund listing.

The WFTGA's specialised Training Division has run successful courses in Albania, Armenia, Azerbaijan, Bahrain, Brunei, the Caribbean, Cyprus, Ethiopia, Georgia, Greece, India, Iran, Kazakhstan, Moldova, Mongolia, Oman, Papua New Guinea, Saudi Arabia, St. Eustatius (Dutch Antilles), Serbia, Singapore, Tanzania, Turkmenistan and the United Arab Emirates.

During the biennial WFTGA International Conventions, seminars and workshops are led by specialists on a variety of topics and subjects. At times, these workshops include elements of WFTGA courses and are delivered by WFTGA Trainers. Recently, WFTGA conventions took place in Georgia, Iran and the Czech Republic and our next convention will be in Novi Sad, Serbia in February 2022.

From 2009 the **WFTGA also accredits tourist guide courses in accordance and compliance with the European Standard EN 15565:2008 'Tourism Services – Requirement for the provision of professional tourist guide training and qualification programmes'**. This standard stipulates that guiding skills, and contextualised area-specific knowledge are delivered simultaneously both theoretically and practically. WFTGA has accredited Tourist Guide training courses for Cyprus, Scotland and the Oman Tourism College.

WFTGA can also assist in designing training courses which meet your association and city/region/country licence requirements. We adapt our training programme to meet local cultural and national needs.

The WFTGA volunteer **Training Committee** is led by the Head of the WFTGA Training Division, who is a member of the voluntary Executive Board. The **Training Division** consists of National, International and Lead International WFTGA Trainers, who have completed the relevant courses and studies making them experts in their field. We employ them to conduct our training across the globe under the WFTGA Training banner.

Why not follow us on facebook, twitter, Instagram, LinkedIn or consult our official website www.wftga.org for news and up-dates on our training, activities and conventions.

Please contact us to discuss your requirements. We will be happy to answer any questions you may have and we look forward to hearing from you.

Yours sincerely



Alushca Ritchie
WFTGA President

Contact:

Viola Lewis, Head of WFTGA Training Division at training@wftga.org



WFTGA

World Federation of Tourist Guide Associations

Our WFTGA logo
symbolises the
Hands of Friendship
and Guidance
stretched across the World

What is a Tourist Guide?

In 2003 the WFTGA adopted the European Committee for Standardisation (EN 13809) definition of a Tourist Guide:

“A person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area.

Which person normally possesses an area-specific qualification usually issued and/or recognised by the appropriate authority”.

Contact Us:

 @WFTGAofficial

 [Facebook.com/wftga](https://www.facebook.com/wftga)

 WFTGA Instagram

info@wftga.org
www.wftga.org

We are the Professionals!

Hands on Tourist Guiding Training (HOT) ... available as hybrid (part online)

Target Group:

The course is designed as an introductory course in practical guiding skills and is also suitable for guides who are already competent in local knowledge but wish to improve their practical guiding skills.

Location: The courses are available on location worldwide.

Course Content will include:

Practical Tourist Guiding Skills

- Two-day Communication Seminar, which includes sessions on presentation skills, self-evaluation, structuring knowledge and tailoring the tour to the audience
- Guiding on a walk (town)
- Guiding in a site (e.g. museum or art gallery, archaeological site, place of worship or sacred site, battlefield or others as per location)
- Guiding on a Moving Vehicle
- Guiding people with special needs – Tourism for All
- Voice training
- Optional: Guiding using a whisper-system

Applied Knowledge

- Itineraries/tour plans and time management
- The challenges of different types of guiding
- Conservation of sites and the Tourist Guides' role
- Sustainable tourism development

Cultural Studies

- Group psychology
- Cultural sensitivities
- Research techniques

Business Studies

- Running a professional tourist guide business
- Tourist Guides' role in tourism and guiding ethics

Assessment and Examination:

Practical guiding assessments and written and/or oral examinations.

Certificates:

Depending on individual results, WFTGA issues either *Certificates of Successful Completion* of the course or *Certificates of Attendance*.

For courses conducted in the WFTGA International Training Centres, certificates are issued jointly by the University of Cyprus or Yerevan State University, respectively.

Progression is possible to WFTGA National Trainer through the Train the Trainer (TtT) Course.

This course may be adapted as **Site Guide Training Course** (see page 7).

Train the Trainer (TtT)

Target Group:

The course is designed for active Tourist Guides who would like to become Trainers, or Tourist Guide Trainers who would like to improve their training skills and gain WFTGA accreditation to train Tourist Guides in their own country.

Location:

The courses are available at our International Training Centres in Cyprus and Armenia, or on location worldwide, on request.

Course Content will include:

Practical Guiding and Training Skills

- Role of WFTGA and WFTGA Trainers
- The two-day Communication Seminar, which includes presentation of modules by trainee trainers, self and partner evaluation, video sessions and feedback
- Coaching skills
- Practical training skills – tutoring on walk/museum or site/ and on coach
- Feedback and assessment skills

Applied Knowledge

- Approaches to and methodology of adult learning
- Standards for professional tourist guide training programmes
- Procedural steps for training
- Designing guide training courses
- The power of feedback
- Organising practical assessments and written examinations

Business Studies

- Business plan for a guide training programme

Assessment and Examination:

Practical assessments of training and tuition skills and written and/or oral examinations.

Certificates:

Depending on individual results, WFTGA issues either *Certificates of Successful Completion* of the course or *Certificates of Attendance*.

For courses conducted in the WFTGA International Training Centres, certificates are issued jointly by the University of Cyprus or Yerevan State University, respectively.

Qualification: National WFTGA Trainer

Progression is possible to International WFTGA Trainer through the International Train the Trainer (ITtT) Course.

WFTGA suggests combining the HOT and TtT Courses.

International Train the Trainer (ITtT)

Target Group:

This course is open to National Trainers (or those who have passed an equivalent programme approved by WFTGA), who are current members of WFTGA and have at least 100 hours of tourist guide training experience.

In order to be **eligible** for the International Train the Trainer Course, participants:

- must be members of the WFTGA Training Division, i.e. they must have a qualification as a National WFTGA Trainer (*) and must have paid their annual trainer registration fees, and
- must be members of a fully paid up WFTGA Full Member Association or be fully paid up individual members, and
- must have signed the Code of Conduct for WFTGA Trainers (revised in April 2020).

(*) alternative accredited prior learning and experience will be considered on a case-by-case basis.

Entry Criteria

- a. Trainers must produce evidence of training experience gained after having completed the WFTGA Train the Trainer (TtT) Course. This evidence must be in the form of a Trainer Portfolio, i.e. a written document. (guidance available from training@wftga.org)
- b. The Trainer Portfolio must be submitted by e-mail to training@wftga.org by the given **deadline (31 March 2021)**, in advance of the ITtT course, as part of the course selection process.
- c. The Trainer Portfolio must include evidence of a **minimum of 100 interactive hours** of training. (Online training delivery can be listed and may be considered.)

Selection Criteria

1. performance during the TtT Course
2. evidenced guide training experience, i.e. content of portfolio
3. quality of portfolio as indication of report writing skills
4. level of engagement with WFTGA since completion of TtT Course

Course Content will include:

- Broadening of skills and deepening of knowledge gained during the TtT Course and during practice as National Trainer
- Moderation of courses and results of assessments and examinations
- Accreditation of Tourist guide training programmes

Location/Venue:

International Train the Trainer Courses will only be held at an accredited WFTGA International Training Centre, usually parallel to a HOT or TtT Course.

Assessment and Examination:

Practical assessments of training and tuition skills, and written and oral examinations.

Certificates:

Depending on individual results, WFTGA issues either *Certificates of Successful Completion* of the course or *Certificates of Attendance* jointly with the respective university at the WFTGA International Training Centre.

Qualification: International WFTGA Trainer.

Progression is possible to Lead International WFTGA Trainer (LIT), based on performance during the delivery of WFTGA Training Programmes. LITs are appointed by the WFTGA Executive Board on recommendation of the Training Committee.

Site Guide Training (SGT)

Target Group:

This course is intended for existing site guides or other interested guides who already possess detailed knowledge of a visitor attraction. The WFTGA Site Guide Training Course concentrates on practical guiding skills and does not contain any site-specific knowledge component. It aims to enhance the visitor experience and customer satisfaction at the site.

Course Content:

The WFTGA Site Guide Training Course will include relevant aspects selected from the Hands on Tourist Guiding (HOT) Course (see page 4) and will be specifically tailored to the respective site.

Location/Venue:

WFTGA Site Guide Training Courses will be held at the respective site, on location.

Assessment and Examination:

Practical assessments of training skills, written and/or oral examinations.

Certificates:

Depending on individual results, WFTGA issues either *Certificates of Successful Completion* of the course or *Certificates of Attendance* - jointly with the site, as appropriate.

Qualification: Site Guide

Progression may be possible to tourist guide and WFTGA can signpost further opportunities.

Specialist Guiding Courses

Specialist guiding courses can be developed on request.

For more and up-to-date information see www.wftga.org or e-mail training@wftga.org .

WFTGA Training Division

The WFTGA Training Division consists of all current WFTGA Trainers (National, International and Lead International). The Head of the Training Division is elected by the General Assembly as a Member of the Executive Board. Other members of the WFTGA Training Committee are elected at each WFTGA Convention.

WFTGA Training Committee 2019 to 2021

The WFTGA President **Alushca Ritchie** (South Africa) is an Ex Officio member of the WFTGA Training Committee.

Head of Training Division / Training Committee Chair: **Viola Lewis** (UK) is a WFTGA Lead International Trainer and took over the Training Committee Chair position in 2019, at the 18th WFTGA Convention in Tbilisi, Georgia.

The immediate past Head of Training (until March 2020): **Steve McAuley** (Australia) is a Lead International Trainer and was Head of Training from 2017 to 2019.

Trainers' Representative: **Ivana Ćuruvija** (Serbia) is a Lead International Trainer and has been a member of the Training Committee since 2015, having been Head of Training from 2015 to 2017.

Experienced Trainers: **Banafsheh Farahani** and **Mahdieh Jahangir** (both Iran) were elected to the Training Committee at the 18th WFTGA Convention in Tbilisi, Georgia in January 2019. Both are WFTGA International Trainers.

Non-Trainer Member: **Romano Del Rosario** (Philippines) serves as non-trainer on the Training Committee.

Arbitrator: **Mateja Kregar Gliha** (Slovenia) is an International Trainer.



WFTGA Lead International Trainers

Deborah Androus (USA)	Stephen McAuley (Australia)
Maria Aristidou (Cyprus)	Ros Newlands (UK)
Iris Barry (UK)	Jenny Oulton (UK)
Gennadiy Chudnovets (Ukraine)	Kalliope Panou (Greece)
Ivana Curuvija (Serbia)	Richard Skinner (UK)
Anastasia Gaitanou (Greece)	Smaragda Touloupa (Greece)
Rosalind Hutchinson (UK)	Peter Wagner (Australia)
Mary Kemp-Clarke (UK)	Jean Wang (Singapore)
Viola Lewis (UK)	Felicita Wressnig (Austria)
Titina Loizidou (Cyprus)	Khalid AA Khafagy (Saudi Arabia)

WFTGA International Trainers

Anna Achilleos (Cyprus)	Maricar R. Donato (USA)	Houri Nazaretian (Armenia)
Zoe Anastasiou (Cyprus)	Banafsheh Farahani (Iran)	Maria Pingoura (Cyprus)
A. Ameer Hassan Ali	Yiorgoula Flouri (Cyprus)	Roger Rajah (Sabah, Malaysia)
Busafwan (Bahrain)	Oweis Ghasan (Jordan)	Balasbaneh Maryam (Afarin)
Ardiola Alikaj (Albania)	Mateja Kregar Gliha (Slovenia)	Rezasefat (Iran)
Sakina Askerova (Azerbaijan)	Konstantina Griva (Greece)	Michelle Sabti (UAE)
Ayyad Jamil Ayyad (Jordan)	Mahdieh Jahangir (Iran)	Wilja Siebe (Netherlands)
Pezhman Azizi (Iran)	Sirilak Khetsoongnoen (Thailand)	Naira Sukiasyan (Armenia)
Hanieh Bagherzadeh (Iran)	Jeanette Kurzentz (Cyprus)	Mateusz Tomaszczyk (Poland)
Pat Blain (UK)	Radoslaw Szafranowicz	Al-Qahtani Majaeb Khalid - Khaled
Maxine Blake (Jamaica)	Maloziec (Poland)	Al Took (Saudi Arabia)
Robert Bowles (UK)	Patricia Flores Martin (Malta)	Demetra Argyrou Viguier (Cyprus)
Georgia Constanti (Cyprus)	Heike Moeckel (Germany)	Michael Williams (Egypt)
Elisabeth Daude (Sweden)	Seyedehmahsa Motahar (Iran)	Jasem Zaiton (UAE)
Ezzat Davids (South Africa)	Christine Muscat (Malta)	Rahmatollah Zabihmand (Iran)
Katia Demetriou (Cyprus)	Rita Navoyan (Armenia)	

WFTGA National Trainers

More than 400 National Trainers around the world have successfully completed the WFTGA Train the Trainer Course and are qualified to train Tourist Guides in their own area of guiding qualifications or countries.

For more and up-to-date information see www.wftga.org or e-mail training@wftga.org .

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