



World Federation of Tourist Guide Associations (WFTGA)

Registered Office: Vienna, Austria

WFTGA is an NGO in Operational Relations with UNESCO – Affiliate Member of UNWTO

info@wftga.org

www.wftga.org

AREA REPRESENTATIVE REPORT

Executive Summary 2024

NAME:	Maricar Donato
DATE:	November 21, 2024
WFTGA POSITION:	Area Representative Liaison
Period:	March 2024 – November 2024
	<p>Note: Highlights are the hyperlinks</p> <p>1. Area Representative Meetings in 2024</p> <ul style="list-style-type: none"> Successfully concluded the year with five Area Rep meetings to foster communication and strengthen coordination among regional representatives. <ul style="list-style-type: none"> Held 5 productive meetings: March 13, May 31, July 18, September 26, November 8. Shared best practices, addressed concerns, and kept everyone updated. Why it matters: These meetings kept us all connected and working as one team. <p>2. Call To Action</p> <ul style="list-style-type: none"> Vision Board Creation: Developed to outline and unify objectives in alignment with the President’s strategic goals. 4 Webinars: Organized four targeted webinars across each continent represented to drive engagement and address region-specific interests. Why it matters: It gave us a clear focus and made sure member feedback guided our activities. <p>3. SOAR Analysis based on 3 Webinars:</p> <p>Africa, Asia - Oceania, The Americas – Caribbean, Europe (Upcoming)</p> <ul style="list-style-type: none"> SOAR Analysis: From the webinars, conducted SOAR (Strengths, Opportunities, Aspirations, Results) analyses to gauge current status and future potential. What we learned: <ul style="list-style-type: none"> The need of Enhance Membership Engagement and Follow-Up Leverage Tech Support and Multilingual Resources Optimize Time Management Offer Free Online Training to encourage memberships Why it matters: We used this feedback to plan for 2025.

4. Letter of Appointments

- Renewal letters to serve from 2025-2026 to dedicated volunteers: The appointment letters will be issued to relevant team members to formally recognize roles and responsibilities.
- Marian Bilacic has served as an AreaRep for 15 years
- Term “Re-appointments will follow on an annual term review. A maximum Period of 8 consecutive terms will apply to individual area representatives.” (Source: WFTGA Area Representatives Guidelines and Tasks Manual 2024)
- **Why it matters:** Recognizing our team keeps morale high and builds loyalty.

5. End of Term Reports

- Administrative team has received all End Term Reports. All reports have been submitted on 31st October 2024.
- [End of Term Reports](#): Compiled and analysed 16 comprehensive Mid Term and End Term Reports.

6. Recommendations for 2025

- Building on insights from my attendance at the World Tourism Day Forum 2024, I recommend:
- **Special Podcast Series:**
 - Create a podcast featuring interviews with guides in conflict and war zones.
 - Focus on themes like peace, resilience, and the role of tourism in rebuilding communities.
 - Use this platform to amplify voices often unheard in global tourism conversations.

7. Action Plan for 2025

- Expand Training Online Opportunities
- Strengthen Multilingual Support
- Engage Members Through Open Virtual-Forums
- Leverage Technology for Engagement
- Podcast to highlight **stories of resilience and innovation from guides worldwide.**

I hereby submit this Executive Summary to the Executive Board.

**Maricar Donato,
AreaRep Liaison and GBA.
Nov 21, 2024**