



WORLD FEDERATION OF
TOURIST GUIDE ASSOCIATIONS
www.wftga.org

WFTGA



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2025 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

May 2025

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 UNWTO (now UN Tourism), UNESCO, GIZ, USAID and Ministries related to tourism as well as our member tourist guides associations.

Short courses on essential guiding skills and techniques, heritage interpretation, communication and presentation skills as well as guide trainer courses are facilitated by our National, International and Lead International Trainers. Through a diverse Training Division, the WFTGA can provide short courses *in situ* at different localities on request.

Our expert trainers also deliver open courses at the **WFTGA International Training Centre (ITC) in Nicosia, Cyprus**.

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

Hands On Tourist Guide Training (HOT) - 7 days in-house

skills training as introduction for new tourist guides and as a refresher for experienced guides, also suited to be integrated into existing tourist guide training programmes (see page 4)

Train the Trainer (TtT) - 14 days in-house or at the WFTGA ITC

for active tourist guides who want to train tourist guides in their own area of tourist guide qualification, includes a guiding skills refresher, pre-requisite to become an International WFTGA Trainer (see page 5)

International Train the Trainer (ITtT)

14 days at the WFTGA International Training Centre only

progression for trainers who would like to train tourist guides worldwide (see page 6)

Site Guide Training

5 days in-house, in co-operation with the respective site

for guides for a specific site, e.g. national park, archaeological site, religious site, geological site, museum, gallery, UNESCO World Heritage Site and others (see page 7)

Specialist Guiding Courses – duration varies

Online sessions for qualified tourist guides and WFTGA Members

The WFTGA training ethos stipulates that a significant part of professional tourist guide training must be practical and must take place on site through face-to-face, in-person training.

The **WFTGA International Training Centre (ITC)** regularly offers courses open to individual tourist guides from all over the world. Applications will open shortly for the Train the Trainer course in Cyprus from 16 to 30 Nov 2025 – apply here: link to follow shortly.



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
UN Tourism

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WFTGA c/o
Wirtschaftskammer Wien,
1020 Vienna, Austria

21st WFTGA Convention
Fukuoka, Japan - 2026

Sebastian Frankenberger
WFTGA President
president@wftga.org

*WFTGA is sponsored and
supported by:*

- Cyprus Deputy Ministry of Tourism
 - A G Leventis Foundation
 - Vienna Economic Chamber
- and works in collaboration with:*
- University of Cyprus

Viola Lewis
WFTGA Head of Training
training@wftga.org

www.wftga.org

A small number of partial scholarships for courses at the WFTGA International Training Centre may be available for applicants from tier 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, Cyprus, Ethiopia, Georgia, Greece, India, Iran, Kazakhstan, Kyrgyzstan, Moldova, Oman, Papua New Guinea, the Kingdom of Saudi Arabia, St. Eustatius (Dutch Antilles), Serbia, Singapore, Tanzania, Turkmenistan and the United Arab Emirates' and certified courses in the Caribbean and Mongolia.

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. Since 2020 WFTGA also offers many opportunities for online engagement.


WFTGA accredits 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 programmes which meet your association and city/region/country licence requirements. We work with you to adapt training programmes 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. All our Trainers are actively working tourist guides, which makes us unique on a global scale. We contract our trainers to conduct training across the globe under the WFTGA Training banner.

Why not follow us on facebook, x, 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.

Sincerely, 
Sebastian Frankenberger
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**

 **WFTGA Instagram**

info@wftga.org
www.wftga.org

We are the Professionals!

Hands on Tourist Guide Training (HOT)

Target Group:

The course is designed as an introductory course in practical guiding skills and is equally suitable for guides who are already competent in local knowledge but wish to improve their practical guiding skills. It is well suited to be integrated into existing tourist guide training programmes, preferably towards the beginning of the programme.

Duration: 7 days

Location: The course is available on location worldwide and best delivered in-house, in the area-specific working conditions of the tourist guides.

Course Content includes:

Practical Tourist Guiding Skills

- Two-day *Communication Seminar*, which includes sessions on presentation and heritage interpretation skills, self-evaluation, structuring commentaries 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
- Tourism for All (Guiding people with special needs)
- Optional modules upon request

Applied Knowledge

- Itineraries/tour plans and time management
- The challenges of different types of guiding – as required
- Sustainable tourism development

Cultural Studies

- Group psychology and crisis management
- Cultural awareness and sensitivities

Business Studies

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

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 WFTGA and the University of Cyprus or Yerevan State University, respectively.

Qualification:

WFTGA does not award area-specific tourist guide qualifications, but works in co-operation with relevant local partners, if and where this qualification is desired.

WFTGA also accredits training programmes leading to the qualification of tourist guide.

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 want to become trainers and train tourist guides in their own geographic area of tourist guide qualification. It is also relevant for existing trainers who would like to improve their training skills and gain a WFTGA qualification to train tourist guides in their own geographic area of tourist guide qualification.

The TtT Course includes a guiding skills refresher and is a pre-requisite for training to become an International WFTGA Trainer.

Duration: 14 days

Location:

The courses are available at the WFTGA International Training Centres, or on location worldwide, on request.

Course Content includes:

Practical Guiding and Training Skills

- Refresher of guiding skills for a walk, site and on a moving vehicle (HOT Course refresher)
- Role of the 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
- Skills for facilitating interactive classroom sessions

Applied Knowledge

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

Business Studies

- Business plan for a guide training programme
- Working within the WFTGA Training Division

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 WFTGA and the University of Cyprus or Yerevan State University, respectively.

Qualification: WFTGA National Trainer

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

International Train the Trainer (ITtT)

Target Group:

This course is open to WFTGA 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 relevant 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)
- b. The Trainer Portfolio must be submitted by e-mail to training@wftga.org by the given **deadline (last: 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 includes:

- Broadening of skills and deepening of knowledge gained during the TtT Course and during practice as National WFTGA Trainers
- Moderation of courses and results of assessments and examinations
- Accreditation of Tourist guide training programmes
- Up-date on policy, procedures and operations of the WFTGA Training Division

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: WFTGA International Trainer

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

Site Guide Training (SGT)

This course is delivered in co-operation with a specific site and usually requested by or on behalf of a specific site.

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

Location/Venue:

Site Guide Training Courses are best held at the site where participants aim to work as site guides.

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 fully qualified tourist guide and WFTGA can signpost further opportunities.

Specialist Guiding Courses

Cruise Guiding Endorsement Course for qualified tourist guides, who aim to up-date and enhance their skills of guiding cruise guests in their local area of guiding qualification.

Other specialist courses for tourist guides can be compiled and 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 as a Member of the Executive Board (ExBo) by the General Assembly of Member Tourist Guide Associations and subsequently nominated to the training portfolio by the ExBo.

The Training Division elects their Trainer Representative every two years, inbetween the WFTGA Conventions.

Other members of the WFTGA Training Committee are appointed by the WFTGA ExBo, based on their skills and experience and on suggestion by the Head of the Training Division and Trainer Representative.

WFTGA Training Committee 2025 to 2026

The WFTGA President **Sebastian Frankenger** (Austria) 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. Her term will come to an end at the 2026 WFTGA Convention.

The immediate past Head of Training – not applicable for the 2024 to 2026 term

Trainers Representative: **Dimitria Papadopoulou** (Greece) is a Lead International Trainer and was elected to the position in May 2025. Her current term runs until 2027.

Experienced Trainer: **Mateusz Tomaszczyk** (Poland) is a Lead International Trainer and was appointed to the Training Committee in 2024.

Hussein Dehghan (Iran) was appointed to the Training Committee in 2024 and due to his special experience serves as Liaison between the WFTGA Area Representative Team and the Training Committee.

Non-Trainer Member: ExBo Member **James Saunders** (Canada) serves as non-trainer on the Training Committee since 2023.

Arbitrator: **Ivana Ćuruvija** (Serbia) is a Lead International Trainer and has previously served as Head of the Training Division and Member of the Training Committee.

WFTGA Training Committee 2025
Training-committee@wftga.org

 Dimitria Papadopoulou (Trainer Representative)	 Viola Lewis Head of Training Division	 Mateusz Tomaszczyk (Experienced Trainer)
 Ivana Ćuruvija (Arbitrator)	 Sebastian Frankenger WFTGA President	 Hussein Dehghan (Area Rep Liaison)
 Sonya Bell (Administrator)	 James Saunders (Exbo Member, non-trainer)	



WFTGA Training Division

Click on the links below each trainer heading
to reach the individual profiles of our trainers.



WFTGA Lead International Trainers

[Lead International Trainers - WFTGA](#)

Maria Aristidou (Cyprus)
Demetra Argyrou Viguier (Cyprus)
Gennadiy Chudnovets (Ukraine)
Ivana Curuvija (Serbia)
Banafsheh Farahani (Iran)
Mary Kemp-Clarke (UK)
Susanne Kirchberger (Norway)
Viola Lewis (UK)

Titina Loizidou (Cyprus)
Mahsa Motahar (Iran)
Kalliope Panou (Greece)
Dimitria Papadopoulou (Greece)
Radoslaw Szafranowicz Maloziec (Poland)
Mateusz Tomaszczyk (Poland)
Smaragda Touloupa (Greece)
Jean Wang (Singapore)



WFTGA International Trainers

[International Trainers - WFTGA](#)

Our International Trainers have a proven track record of local training and have successfully completed the WFTGA International Train the Trainer Course and work locally as well as with Lead International Trainers globally.



WFTGA National Trainers

[National Trainers - WFTGA](#)

More than 250 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. Those who have kept up-to-date with WFTGA are listed on our website.

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

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