WORLD FEDERATION OF TOURIST GUIDE ASSOCIATIONS

GUIDELINES INTERNATION@L

NEWSLETTER

September & October 2025

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Dear Members, Colleagues, and Friends,

The last two months have been an exceptionally full time for many of us. After the summer or winter break, guiding has returned in full force — a welcome but demanding reminder of how vibrant our profession is. Within the Executive Board, this has equally been a period of deep engagement: while many of us were out guiding, we were also hard at work preparing the next WFTGA Convention in Japan, reviewing our internal structures, and continuing the update of our Code of Guiding Practice.

This reflection is not about change for its own sake — it's about ensuring that we, as a Federation and as individual guides, remain aligned with our values and fit for the challenges of our time. The revised Code will strengthen our commitment to ethics, sustainability, and digital responsibility, while also recognising that kindness, respect, and curiosity remain at the heart of true guiding.

Just as I believe that every good guide occasionally needs to pause and ask: Am I still on the right path? — we as WFTGA are doing the same. After more than 15 years, we have taken a close look at our financial fee structures and at how our conventions are organised. We've learned from past experiences, and we are ready to adapt — more transparent, more inclusive, and more future-oriented.

In parallel, we are developing new opportunities to empower guides and associations — such as our partnership with Keyguides Connect, which offers a digital space for guides to be found and booked, or through our continuing training programmes and CPD courses. These initiatives are all part of one shared goal: to strengthen the professional identity of tourist guides worldwide.

Sebastian Frankenberger
President of WFTGA

For Tourist Guides

In-Person Training Opportunities

WFTGA Train the Trainer Course

Due to public demand, applications are open again for the WFTGA Train the Trainer Course. We've had such great interest that we have decided to host a second group.

Entry requirments: The course is open to qualified and experienced tourist guides, who want to gain a WFTGA Qualification to train others.

This is your moment to inspire, lead, and share your expertise at our International Training Centre.
📍 Find out more: https://wftga.org/training/international-training-centres/

Read the Course Brochure
Do not miss the opportunity!

The course starts in less than 4 weeks.
Check your visa requirement to enter the Republic of Cyprus.

Apply now

CPD Course on Heritage Interpretation

We are pleased to invite you to another **Certified Interpretive Guide (CIG) course**, which will take place from **8 to 12 December 2025** in **Kraków, Poland**, at the **Małopolska Institute of Culture**. This 40-hour in-person course, delivered in English, by our very own Lead International Trainer Mateusz Tomaszczyk and the MIK training team, is certified by **Interpret Europe**.

This training course is a must for tourist guides who wish to improve their interpretive skills and gain new tools for creating meaningful experiences. Participants will explore heritage interpretation methodology, develop thematic guiding scenarios, and work toward official certification as an Interpret Europe Certified Interpretive Guide.

Registrations close on 07 Nov 2025

Register now

For Associations

Standing with Our Member Associations

Code of Guiding Practice

WFTGA has long recognised the importance of a strong **Code of Guiding Practice** to underpin our profession and to provide guidance. This code has to evolve with challenges and opportunities and consultations on up-grading it started a year ago on World Standards Day.

During this year's **customary** World Standards Day online engagement participants from from Mongolia, Tyrol, Kosovo, and Greece considered the sustainability of the tourist guide profession itself as well as clear guidance to achieving the SDG.

Issues discussed

- Include maximum group size recommendations in the new Code of Guiding Practice.

- Consider guidelines for ethical employment practices and / in agreements between tourist guides and tour operators.
- Explore standards for language translators/interpreters working with tourist guides and insist on the use of professional interpreters, when needed.
- WFTGA to continue raising awareness about the area-specific nature of the tourist guide profession to combat unqualified guiding.

Next steps

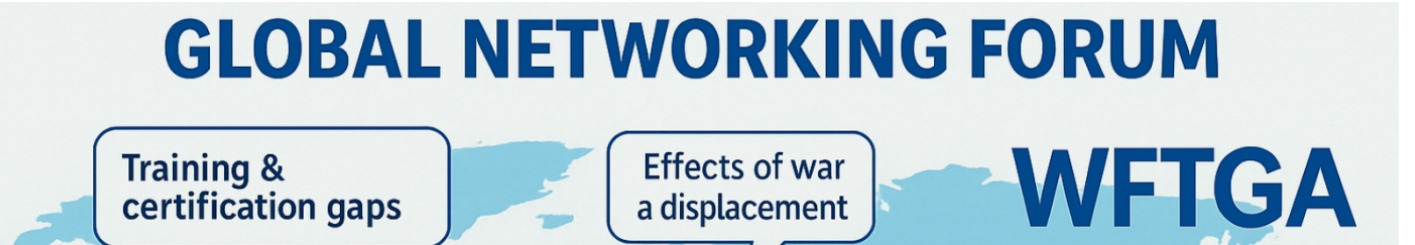
1. WFTGA will continue developing the WFTGA Code of Guiding Practice based on the Sustainable Development Goals framework for **presentation at the Fukuoka Convention in February 2026**.

2. The WFTGA Training Committee stands ready to provide information and resources about the EN15565 training standard to interested local tourist guide associations and partners – e-mail: training-committee@wftga.org

Resources – WFTGA Statement in the news section of the website**:**

- Tourist Guides as Catalysts for the Sustainable Development Goals
- Tourist Guides as Guardians for Peaceful Encounters
- Sustainable Tourism begins with the people who deliver it

For Tourist Guides



Global Networking Sessions

The Global Networking Forum is a new platform designed to connect professional tourist guides and industry peers across the globe. It is hosted by the Area-Representatives.

Purpose of the Forum:

- Connect with fellow guides and industry professionals
- Exchange best practice, ideas, and insights
- Participate in critical and engaging discussions focused on current challenges and real-world case scenarios in guiding and tourism

Upcoming Sessions:

- 04/11/25 I Europe
- 22/11/25 I Europe

WFTGA Convention

Latest newsletter - look behind the scenes

Dear colleagues from around the world,

The countdown is officially on for the WFTGA Convention 2026!

As your Host Committee, we are working diligently to make your time in Japan nothing short of spectacular.

This time round our team representatives are excited to give you a sneak peek into what they've been busy preparing behind the scenes.

We hope this glimpse into what lies in store will get you even more fired up for next February or inspire you to **join us if you haven't already**!

Don't miss out on this unforgettable opportunity: registrations close on November 30th, 2025!

If you want to join us online you still have time until the end of January to decide.

We're looking forward to welcoming you all!

convention.wftga.org

Inspiring Keynote Speakers and engaging workshops

Soon we will begin to announce our inspiring Keynote Speakers and array of interactive workshops - all looking at sustainable tourism from a multitude of perspectives. May it be using technology and AI to work smarter, harbouring character strengths for a demanding professional life, mastering the art of multicultural communication to specific topics of leading gourmet tours - the programme is overflowing with insights and inspiration.

Furthermore, our hosts have prepared a tempting menu of cultural experiences and activities from calligraphy, over flower arranging to Zen and Tea ceremonies.

This is a unique opportunity to share expertise, inspire fellow guides from around the globe, and help shape the conversations that will define the future of our profession.

Keep watching our social media and newsletters for announcements.

Training

Step into the digital world of guiding with our 60-minute CPD session
"ABC of OGT (Online Guided Tours)"

4/11/2025 I CPD: ABC of Online Guided Tours

Designed for tourist guides eager to expand their skills into the virtual realm, this session offers practical guidance on how to deliver engaging and professional online tours.
Led by experienced trainers, the workshop covers key elements such as the definition and purpose of OGTs, common mistakes in live streaming, and how to use technology effectively. Participants will also enhance their interpretation and communication techniques specifically for online audiences and learn the secrets of compelling virtual storytelling.
A live model tour will help illustrate real-time challenges and solutions. Whether you're new to online tours or looking to improve your existing approach, this interactive session will give you the tools to connect with global audiences and bring destinations to life—virtually.

CPD Series 2025

Continuous Professional Development

Stay Ahead, Stay Informed, Stay Inspired

cpd.wftga.org

Professional tourist guides never stop learning. With this in mind, WFTGA proudly offers free online **Continuous Professional Development (CPD) sessions** — created by guides, for guides.

- Prequel: 27 Jan 2025 - **Tourist Guiding in Turbulent Times** with Mariia Rastvorova (NT)
- Session #1 - 04 Mar 2025 - **Unlock your full potential as Tourist Guide Entrepreneur** with Mateja Kregar Gliha (IT)
- Session #2 - 04 April 2025 - **Tourist Guides and Online Tour Booking Platforms** with Eftihia Xiruhaki (NT) - no recording
- Session #3 - 20 May 2025 - **Practical Tips for Effective Communication in Tourist Guiding** with Dimitria Papadopoulou (LIT)
- Session #4 - 17 June 2025 - **Cultural Awareness when training** with Anya Baez (IT)
- Session #5 - 11 July 2025 - **Guiding Smart, Sustainable and Savvy Tours** with Maricar Donato (IT)
- Session #6 - 21 Aug 2025 - **Chat GPT for Tourist Guides: Speak the Language of AI** with Maricar Donato (IT)
- Session #7 - 23 Sept 2025 - **Sustainable Tourism Trends - too little too late?** - moderated by Viola Lewis (LIT)
- Session #8 - 16 Oct 2025 - **How to design gourmet and food tours** with Helga Sturzenegger (IT) and Hussein Dehghan (IT)

All CPD Sessions Recordings

WFTGA Endorsed Courses

Did you know that the WFTGA Training Committee, on request, considers endorsing courses developed by WFTGA Trainers or by external organisations or individuals?
Endorsement means that WFTGA declares that it approves of and supports the course as a valuabe contribution to Continuous Professional Development and Training Progammes for tourist guides.

Current WFTGA endorsed courses:

- Halal Tourist Guide Training
- The ABC of Online Guided Tours

If you wish WFTGA endorsement for your courses, contact training@wftga.org.

Partners

We are pleased to announce an exciting new partnership between the **World Federation of Tourist Guide Associations (WFTGA)** and **Keyguides Connect**, a new digital platform designed to empower professional tourist guides across the globe.

Keyguides Connect is not just another marketplace – it's a tool built with guides in mind, offering visibility, flexibility, and fairness.

What's in it for you?

- **Free to join** – Create your professional profile and one tour product at no cost.
- **Premium access until March 2026** – Available to the first 500 guides who sign up.
- **Fair business model** – Keyguides Connect only earns when you do. A 15% service fee is added to the customer's payment at checkout – your price stays the same.
- **Immediate visibility** – Travel industry partners are already searching for qualified guides through the platform.

WFTGA Webinar

We offer two free webinars to learn more about Keyguides Connect —
one for tourist guides, focusing on how to use the platform and discover new ways to generate more revenue,
and one for associations, showing how they can promote their members on their own websites with the help of Keyguides Connect.

- 7/11/25 - 13:30 CET I Webinar for individual tourist guides
- 10/11/25 - 13:30 CET I Webinar for tourist guides association

Whether you're an independent guide or part of an association, this is your chance to shape the digital future of guiding – with a platform that puts professionals first.

Learn more and sign up today: www.keyguidesconnect.com

News

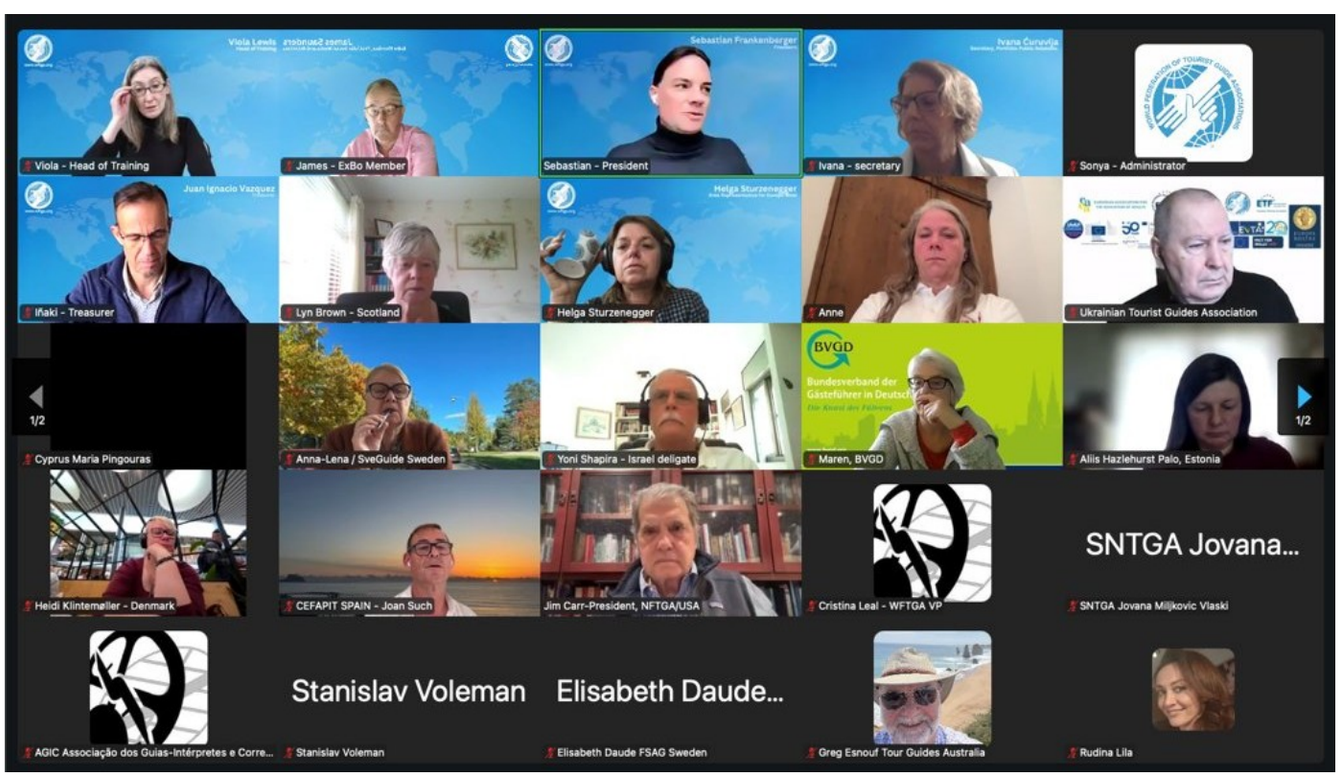
- New Partnership: WFTGA and Keyguides Connect – A Digital Opportunity for Tourist Guides Worldwide
- Bridging Connections of Understanding - USA preparation for the WFTGA Convention
- World Tourism Day Celebration with NACTOG in Sierra Leone
- Celebrating the 30th Anniversary of the Munich Tourist Guide Association
- The First DOT Tourist Guide Summit in the Philippines
- Responsible Tourist Behaviour Guidelines
- Shanghai Institute of Tourism Students Showcase Responsible Tourist Behavior and Net Zero Carbon Tourism at World Vocational College Skills Competition
- Slow tourism, simple freedom – with the Deutschlandticket
- In Memory of Giovanna Maria Giammarino — A Call to Action for the Guiding Profession
- Reflections of a newly qualified WFTGA Trainer in Curacao

Events

- 21/10/25 I Global Networking Forum - America /Caribbean / Oceania
- 04/11/25 I Global Networking Forum - Europe
- 04/11/25 I CPD: ABC of Online Guided Tours
- 06/11/25 I Virtual Training Division Meeting (internal)
- 07/11/25 I Keyguides Connect - Webinar Invitation for Individual Guides
- 10/11/25 I Keyguides Connect - Invitation for Guiding Associations
- 16 to 30/11/25 I 14-day in-person Train the Trainer Course
- 22/11/25 I Global Networking Forum - Europe
- 24/11/25 I FEG – Magic Sweden – From Royal Streets to Rustic Retreats
- 08 to 12/12/25 I Heritage Interpretation CPD (in-person)
- 19/12/25 I Virtual Volunteer Appreciation Day
- 09 to 13/02/26 I 2026 WFTGA Convention, Fukuoka, Japan

We are happy to share news, events, and updates from our 90 member associations in over 50 countries worldwide. If you have any announcements, upcoming events, or stories to share, simply send your information to: news@wftga.org.

Internal



Virtual General Assembly

Our recent Virtual General Assembly brought together 39 delegates from around the world to look at recent achievements and challenges, before discussing the state of the federation and some much needed **adjustments to membership subscription rates** which will put the organisation onto a more sustainable financial footing. A digital vote will take place before the start of the next financial year in November 2025.

The meeting was recorded and can be watched by delegates from the dedicated area of the WFTGA website.

Those associations wishing guidance on how to nominate a delegate for the General Assembly are invited to e-mail info@wftga.org.

The full hybrid WFTGA General Assembly will take place on 08 and 13 Feb 2026 during the WFTGA Convention in Fukuoka, Japan.

A final thought for this newsletter

Reflection and renewal are powerful tools. When we take the time to listen — to our guests, to each other, and to ourselves — we strengthen not only our profession but also the values that connect us across cultures.

"We do not learn from experience… we learn from reflecting on experience."
— John Dewey

Let us keep reflecting, learning, and guiding with integrity and compassion — so that the stories we tell continue to build bridges of understanding around the world.

Warm regards,
Executive Board & PR Team

www.wftga.org

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