Course Brochure

Once again, the World Federation of Tourist Guide Associations (WFTGA) is delighted to bring **Interpret Europe's Certified Interpretive Guide (CIG) Course** to the WFTGA Family as part of the current pop-up CPD Programme.

This time the course is hosted by long-standing WFTGA Member the **Scottish Tourist Guide Association** in Glasgow, Scotland and forms part of the official STGA CPD Programme.

Start Date:	25 January 2027
End Date:	29 January 2027
Venue:	Kelvingrove Art Gallery and Museum - Google Maps
Location:	Glasgow, Scotland
Course Fee:	1,000 EUR / £850 (50 EUR discount for WFTGA Trainers)

Contact - course organiser: Viola Lewis
viola@ravingscotland.co.uk or viola@wftga.org

Register here

Registrations close on 20 December 2026.

CPD: IE Certified Interpretive Guide course – January 2027 in Glasgow, Scotland

The **World Federation of Tourist Guide Association (WFTGA)** is the global professional network for tourist guides.

Interpret Europe (IE) is the European Association for Heritage Interpretation. It is mandatory for course participants to join Interpret Europe – find out more here.

The course: This hands-on, immersive training programme is designed to elevate tourist guides' heritage interpretation skills to better meet ever evolving guests' expectations, while demonstrating a strong commitment to protecting our shared cultural and natural heritage.
Across five days (40 hours), we will explore creative, imaginative techniques that arouse curiosity, spark emotions, and help guests form meaningful connections with heritage. Together, we will uncover the stories and secrets of everyday life that make places memorable and worth safeguarding.
This course is ideal for tourist guides wishing to take stock after an intense guiding season, re-discover the creative joy of interpretation, and engage in thoughtful discussion about current trends in heritage protection, sustainability, and innovative visitor engagement.

The Venue: Kelvingrove Art Gallery and Museum
This world-class, wonderfully diverse venue is one of Glasgow's most iconic cultural spaces, celebrated for its striking architecture and its exceptional, wide-ranging collections. With 22 galleries showcasing everything from European fine art to natural history, from archaeology to Charles Rennie Mackintosh's Glasgow Style, Kelvingrove offers an extraordinary breadth of stories, objects and ideas under one roof. Its mix of world-class masterpieces, everyday artefacts and global cultural treasures makes Kelvingrove a vibrant setting for exploring how people, places and histories connect. The museum's welcoming atmosphere and rich diversity of collections provide an inspiring backdrop for creative learning, reflection and discovery.
Importantly, Kelvingrove shows courage in asking questions about current issues such as how museums represent diverse communities, how colonial histories are addressed and contextualised, how natural heritage is communicated in an age of climate change, and how everyday objects can reveal powerful social stories.

The Trainers: Thorsten Ludwig (acclaimed and experienced Interpret Europe Trainer) and Viola Lewis (STGA, FEG, WFTGA Trainer and newly-qualified Interpret Europe Trainer)

Thorsten Ludwig

MSC Interpretation: Management and Practice (UHI, UK) / Self-employed with Bildungswerk interpretation since 1993 / Managing Director of Interpret Europe from 2015-2021 / Ran more than 30 Interpret Europe training courses in nine countries / Trainer/co-trainer of all Interpret Europe Certified Interpretive Trainers (CIT).

Our courses help parks, monuments and museums to make a difference to the development of society. It gives me goosebumps every time I see our participants discover the power of meaning, the magic of interpretive skills, and their own responsibility in enabling others to interpret heritage in an appropriate way.

Viola Lewis

Blue Badge Tourist Guide for Scotland, T-Guide (Guiding People with Learning Difficulties), Trainer with the Scottish Tourist Guides Association (STGA), Trainer with the European Federation of Tourist Guide Associations (FEG), Lead International Trainer with the World Federation of Tourist Guide Associations (WFTGA)

I love working with people from different backgrounds and guiding our shared learning journeys; helping tourist guides discover their own style, authenticity and pride in celebrating their unique heritage — while elevating their skills to global standards. My dream is to help bring tourist guides more fully into the heritage interpretation community and strengthen our global voice. I believe a trainer's true role is to train themselves out of a job: to be a springboard, and a source of encouragement for the next generation of heritage interpreters to carry our work forward into a more sustainable and peaceful world.

CPD: IE Certified Interpretive Guide course – January 2027 in Glasgow, Scotland

Target Group:

- Qualified tourist guides and WFTGA members wishing to update and enhance their heritage interpretation expertise and skills
- Tourist Guides dedicated to continuous professional development, community engagement, and creative guiding approaches

Of particular interest and granted priority access to contribute to interpretive content development to:

- STGA Tourist Guides (Blue, Green and Yellow Badge Guides) and STGA Trainers
- Members of the WFTGA Training Division (discount of 50 EUR)

Language:
The Course will be delivered in English. Practical assessments and written examinations will be conducted in English. Therefore, participants require a working knowledge of English, both written and spoken.

Participant's testimony - Ilio Hernandez Rodicio (CIG Course, Armenia, Feb 2023)

After you've been guiding for a while, it's easy to become comfortable with your own way of telling stories. The course challenged me to step outside that comfort zone. It gave me new perspectives, useful tools and reading materials that I continue to refer to and adapt to my own style of guiding. I don't think I came away applying every idea we discussed, but it definitely made me reflect on my own approach to guiding and on how and why I choose and present the stories I share with visitors.

I also appreciated the practical and interactive approach of the course, with group work and activities that encouraged discussion, exchange of ideas and learning from each other.
And, of course, meeting guides from different countries and exchanging experiences was great. Seeing how other guides approach the profession and tell their stories makes you reflect and learn about your own way of guiding.

Course Content

Set in real heritage contexts, it equips participants to design, deliver and encourage meaningful, engaging interpretation for diverse groups of people and settings.

Topics Covered

- **Personal interpretation** – connecting places, objects and stories to people's lives; using themes and universal concepts to create relevance and resonance.
- **Communication skills** – structuring commentary, voice and body language, questioning and listening techniques, managing time and space, and ensuring clarity and accessibility.
- **Meaning-making** – moving beyond facts to reveal relationships, ideas and values; crafting strong themes and purposeful narratives that provoke curiosity and reflection.
- **Interactive tools for working with tourist groups** – activity-based techniques, sensory prompts, use of objects and props, mapping and simple games to energise and involve participants.
- **Facilitation skills** – enabling dialogue, handling group dynamics, encouraging participation, managing expectations and emotions, and guiding respectful, value-based exchanges.

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Training Approach & Methods
While the course includes concise input sessions, **most learning is hands-on** and reflective. Methods include:

- **Indoor and field exercises** that translate concepts into practice
- **Exercises in museum exhibitions**, working directly with tangible and intangible heritage
- **Structured discussions** to deepen understanding and share perspectives
- **Simulations and presentations** to rehearse real guiding scenarios
- **Feedback from trainers and peers** to refine delivery and sharpen messages
- **Short lectures** to anchor practice in proven interpretive principles

Indicative Five-Day Programme

Day 1 – Foundations of Interpretation

- What is heritage interpretation and how do we help people find meaning?
- Core concepts, ethics and standards; practising essential interpretive skills

Day 2 – Interpretive Talks

- Experiencing, developing, conducting and evaluating interpretive talks
- Crafting clear themes, structuring content, engaging openings and memorable closes

Day 3 – Interpretive Walks

- Creating and embedding (memorising) interpretive walks and storylines
- Conducting walks; **peer review** focused on clarity, flow and audience engagement

Day 4 – Roving Encounters & Facilitation

- Initiating and facilitating free (roving) interpretive encounters
- Techniques for exchange and **value-based interpretation**; inclusive practice

Day 5 – Assessment & Consolidation

- Exams: conducting and **peer reviewing interpretive talks**
- Final reflections, individual feedback and next steps towards certification

What the Course Content Includes
Participants will practise how to:

- **Facilitate first-hand experience** with natural and cultural heritage sites and objects
- Address **tangible and intangible heritage**, linking the seen and the unseen
- **Reveal meanings and relationships** between phenomena rather than listing facts
- **Derive attractive themes** from sites, objects and information to guide interpretation
- **Respond to participants' needs** and expectations in the moment
- **Adopt different roles** as an interpretive guide (host, facilitator, storyteller, mediator)
- Use **questioning techniques** and other communication tools to stimulate dialogue
- Apply **group formation** strategies and make effective use of **props**
- **Connect information** to participants' own worlds, values and experiences
- Recognise and navigate **barriers and interferences** in interpretive processes
- Practise **peer coaching and critiquing** to strengthen professional judgement
- **Integrate sustainability and global concerns** into interpretive activities

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Upon successful completion, participants will gain the **Certified Interpretive Guide (CIG)** credential, awarded by Interpret Europe. Certification requires:

- Attendance throughout the full course
- A written test
- Development of an interpretive walk
- Delivery of an interpretive talk
- Participation in a critiquing exercise

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These components align with Interpret Europe's standards and ensure high-quality interpretive practice. Pathways for further advancement are available, including progression to **Interpretive Trainer** or **Interpretive Writer** qualifications under the Interpret Europe framework.

Short description

A five-day (40-hour) intensive training in heritage interpretation, certified by Interpret Europe and offered as CPD by WFTGA and STGA. Held in Glasgow, Scotland (13 to 17 October 2026), this course equips professional tourist guides with practical techniques, interactive skills, and Interpret Europe certification as a **Certified Interpretive Guide (CIG)**.

Terms and Conditions

The course is organised by Viola Lewis (Trainer), hosted by the Scottish Tourist Guides Association and offered to WFTGA members and partners.

	STGA Members	International Participants
Registration link:	https://forms.gle/zNCJj6bdbyTd4h9F7	
Registration Deadline:	20 December 2026	
Course Fee:	£850	1,000 EUR (950 EUR for WFTGA Trainers)
Payment method:	The full course fee is payable on invoice by BACS to the course organiser.	The full course fee is payable to WFTGA via the WFTGA website.

Included

- ✅ Five days of training (40 hours total, 08:30–18:00 daily)
- ✅ Facilitation from two certified trainers
- ✅ All course materials, training facilities, and museum access
- ✅ Ongoing guidance and feedback on CIG certification tasks, during and after the course
- ✅ Morning and afternoon refreshments and lunch provided daily

Not included

- ❌ Travel and accommodation costs (participants to arrange independently)
- ❌ Mandatory **Interpret Europe membership**
- ❌ Personal travel, health, and cancellation insurance
- ❌ Visa fees (if applicable)

Cancellations:

The course is organised by Viola Lewis (Trainer), hosted by the Scottish Tourist Guides Association and offered to WFTGA members and partners.

- Cancellation by participant: organisers will retain 20% of the course fee as administration fee
- Cancellation by organiser: The course requires a minimum of 8 participants. If this is not achieved by 20 December 2026, the course will not take place and the full course fee will be refunded.

Organisers will not be held liable for any cancellations caused by conditions outside our control or Force Majeure.

Organisers reserve the right to extend deadlines, if necessary.

Insurances:
Course participants are responsible for securing their own, adequate insurances for travel, health etc.

Visas

Course participants are responsible for getting a visa to enter the United Kingdom. Please check Visit the UK as a Standard Visitor: Apply for a Standard Visitor visa - GOV.UK
Organisers are happy to provide letters confirming your attendance, dates and purpose of travel.

Accommodation
Course participants must make their own arrangements for accommodation. Feel free to contact viola@wftga.org for advice and further information.

We look forward to welcoming you to the course.

Register here