



INTERNATIONAL TOURIST GUIDES DAY

**MFOLOZI RIVER PROTEA HOTEL
21ST FEBRUARY 2014**

The Background...



BRAINCHILD OF THE WORLD FEDERATION OF TOURIST GUIDE ASSOCIATIONS



World Federation of
Tourist Guide Associations



World Federation of Tourist Guide Associations

- Registered in Austria in 1987;
- Currently has membership in over 70 countries;
- Represents over 200 000 Tourist Guides;
- Non profit, non political organisation;
- Promotes, markets and ensures that tourist guides are recognised as the ambassadors of a region;
- WFTGA runs regular courses in cooperation with local Universities in Cyprus, Malaysia and Armenia:
- WFTGA proposed in February 1985;

Objectives of the World Federation of Tourist Guide Associations:

The World Federation of Tourist Guide Associations is dedicated and committed:

- *to establishing contact with tourist guide associations, individuals, tourism training institutes throughout the world and to reinforcing their professional ties**
- *to representing professional tourist guides internationally and to promoting and protecting their interests**
- *to enhancing the image of the profession and promoting the use of area specific local tourist guides in all regions**
- *to promoting a universal code of ethics and skills**
- *to raising, encouraging and establishing the highest standards of professionalism**
- *to developing international training, and improving the quality of guiding through education and training**
- *to facilitating the exchange of information between members**

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

COST OF MEMBERSHIP OF THE WFTGA:

We would be Tier 4 (lower middle income)
(170 € per annum)

South African Representation:

(Nationally: Nil due to the demise of the Federation of SA Tourist Guide Associations in 2013)

INDIVIDUALLY:

- * Gauteng Guides Association
- * Cape Tourist Guides Association

WE NEED A NEW FEDERATION OF SOUTH AFRICAN TOURIST GUIDE ASSOCIATIONS!

ACHIEVEMENTS OF THE FSATGA:

- **It brought the South African Tourist Guiding Fraternity together;**
- **It negotiated exclusive and very keen Medical Aid & Insurance Rates**
- **It tried to secure the 2013 WFTGA Convention in South Africa (against Macau (China), USA and Russia**
- **It provided Regional members with regular updates with regard to TG matters**

The KwaZulu-Natal Scenario...

The KwaZulu-Natal Tourist Guides Association Provincial Committee:

- KZN Tourist Guides Association eThekweni Region
- KZN Tourist Guides Association Battlefields Region
- KZN Tourist Guides Association Pietermaritzburg/Midlands Region
- KZN Tourist Guides Association Southern Drakensberg Region
- FGASA KwaZulu-Natal
- Department of Economic Development & Tourism KZN Provincial Office
- Battlefields Route Association
- Ezemvelo / KwaZulu-Natal Wildlife
- Tourism KwaZulu-Natal
- The French Connection
- Amafa / Heritage KwaZulu-Natal

PROVINCIAL ACHIEVEMENTS:

- Quarterly meetings
- Inter Regional Liaison
- Has negotiated ad hoc Public Liability Cover with SATIB
- Regional Educationals and Mentoring
- Has forged close links with Provincial Departments
- Has representation on the National CTA and Regions have representation on local CTOs
- Is a member of the Durban Chamber of Commerce & Industry's Tourism Committee...

REGIONAL COMMITTEES STILL TO BE ESTABLISHED:

- South Coast
- Zululand / Elephant Coast
- Northern / Central Drakensberg

VOLUNTEERS REQUIRED TO HELP ESTABLISH THEM!

WHY SHOULD TOURIST GUIDES FORM AN ASSOCIATION?

1. To achieve legal and professional status and recognition. The aim is for the Tourist Guide Association to be recognised as an official association, enjoying the legal and professional status awarded to other professional bodies under the law of each country.

Why Should Tourist Guides Form an Association (continued?)

2. To professionally bring together a group of Tourist Guides working within the same town, region or country.

Why Should Tourist Guides Form an Association (continued)?

3. To act as the spokesman for the majority of Tourist Guides in order to promote the professional, economic, and social standing and interests of Guides. To be able to negotiate, on behalf of its members for things such as better working conditions and fees.

Why Should Tourist Guides Form an Association (continued)?

4. To promote co-operation between Tourist Guides, other individuals and bodies involved in tourism and local authorities, in order to promote well organised tourism, and upgrade the service offered to tourists, that is to have a say in the decision-making on tourism in their country. To provide a body with whom tourist boards and local authorities can co-operate in raising quality of tourism offered.

Why Should Tourist Guides Form an Association (continued)?

5. To improve and enhance the professional training of Tourist Guides. Where applicable, to prompt Tourist Authorities to train and examine Guides within their country. As an organised body to have a say in the selection, training and examination of recognised standards of Tourist Guides.

Why Should Tourist Guides Form an Association (continued)?

6. To represent Tourist Guides in International Organisations, Federations and other professional bodies.

WHY SHOULD TOURIST GUIDES FORM AN ASSOCIATION (CONTINUED)?


7. Through the World Federation of Tourist Guide Associations, to have access to a source of information on Tourist Guide training and registration elsewhere and assistance with setting up a registration of guides.

Why Should Tourist Guides Form an Association (continued)?

8. To be able to organise various functions and other activities. To be able to provide the country with an immediate source of suitable guides for VIP visitors, conferences, fam. Tours etc.

Why Should Tourist Guides Form an Association (continued)?

9. A professionally organised Association to be apolitical and work on a non-profit basis. Depending on local circumstances, the Association may be affiliated to a trade union. In some countries, the Tourist Association is a member of the Chamber of Commerce (as is the case with the KZNTGA).



We are the Professionals at
the Coalface of the Tourist
Guiding Industry!



*Thank you – enjoy International
Tourist Guides Day 2014!*