Offering a Quality Visitor Experience through Tourist Guide Training
WFTGA

History and Prerogatives

- 1985 Foundation
- Not-profit, non-political, non-governmental
- 85 Countries as members, 200,000 tourist guides
- 40% emerging countries
- NGO in operational relations with UNESCO
- Affiliate member of UNWTO
**Definitions**

WFTGA main purpose:
To insure and Promote for Tourist guides, (interpreters) with qualification, the ambassadors for your destination

WFTGA supports the use of:
Qualified or licensed area-specific tourist guides
WFTGA aims

- Establish contact with tourist guide associations to reinforcing their professional ties
- Represent professional tourist guides internationally
- Enhance the image of the profession and promoting use of area-specific TG
- Develop international training and improving quality of guiding through education and training
- Facilitate the exchange of information between members
WFTGA categories of membership

- Full membership
- Affiliate membership
- Individual membership
WFTGA executive board
Join WFTGA?

- International biennial conventions
- Special price for members
- Training courses
- ITGD

Membership Benefits

- Website and social media
- Guideopedia
- Opportunity to bid and host the CONVENTION
- Culture Card (free or discounted)
WFTGA Training Committee and Courses

- Since 2000 WFTGA has a specialized training committee that ran successful courses in Armenia, Azerbaijan, Brunei, Caribbean, Crete, Cyprus, Ethiopia, Georgia, Greece, India, Iran, Saudi Arabia, St. Eustatius (Dutch Antilles), Serbia, Singapore, Tanzania, United Arab Emirates.
Training Committee

Ivana Curuvija
Lead International Trainer/Head of Training/WFTGA EXBO
Serbia

Alushca Ritchie
WFTGA EXBO/Administrator
South Africa

Anush Aramyan
Armenia Training Centre Representative
Armenia

Maria Aristio
Lead International Trainer/Cyprus Training Centre Representative
Cyprus

Esther Banike
WFTGA EXBO/Secretary
United States

Jenny Oulton
WFTGA EXBO/Administrator
United Kingdom
Training courses

- Hands On Tourist Guiding Course (HOT) 7 days In-House
- Train the Trainer Course 14 days In-House
- Cruise Guide Training Course (CGT) 1 or 3 days In-House
In 2016 Training Courses will take place in our International Training Centers in:
Sabah, Malaysia;
Nicosia, Cyprus;
Yerevan, Armenia

Special professional training has been delivered during our biennial Conventions.
WFTGA conventions

- 1985 - Tel Aviv, Israel
- 1987 - Vienna, Austria
- 1989 - Nicosia, Cyprus
- 1991 - Tampere, Finland
- 1993 - Pretoria, South Africa
- 1995 - Singapore
- 1997 - Montréal, Canada
- 1999 - Hong Kong, China
- 2001 - Nicosia, Cyprus
- 2003 - Dunblane, Scotland
- 2005 - Melbourne, Australia
- 2007 - Cairo, Egypt
- 2009 - Bali, Indonesia
- 2011 - Tallinn, Estonia
- 2013 - Macau, China
- 2015 - Prague, Czech Republic
- 2017 - Tehran, Iran
Hands on tourist guide training course: HOT

- Focus on guide techniques and communication skills, 7 Days In-House
- Handle questions
- Must, Should and Could tells
- Appearance
- Voice techniques
- TVP
- Communication seminars
- Timing
- Information + Entertainment
- Eye contact
- Painting with words
- Positioning
- Guiding on the moving vehicle
- Guiding in the museum
- Guiding in historical sites
- Walking tours
Train the trainer course (TtT)

How to set Hot course
IFTGA History

* 2013 founded by 12 associations
* 2013 member of WFTGA
* 2013 international relations committee
  * 2014 bidding preparation for
* 2015 winning to host 17th WFTGA convention
IFTGA training committee

strategy

- Obtain and implementation of International Standards for TG (WFTGA & IFTGA)

- Local and regional information needs (associations and ITGD)
WFTGA and IFTGA training cooperation

- 2013 HOT training course
- 2014 TtT course in Armenia
- 2016 HOT training course
- 2016 TtT course in Armenia
workshops held by regional associations

- photography by Mobile
- Qanat and Caravanserai
- body language and phycology
- Eco-Parks
- Mythology
- First aid course
- Iran tourism and post-Nuclear talk era
Friendly faces  Open arms
Ancient culture  Timeless charms
Cooperation

Silk Road Heritage Guide Project
Silk Road Heritage Guide Project

- Silk Road tourist guide training program (first course held in Khiva) WFTGA & UNWTO cooperation.

- PPP Contract for 28 Pax
- First ever silk road guide training
- Handbook in E + Ru
We hope first ever Silk road heritage guide training center establish in Iran
More information:

- WFTGA official website
  WWW.WFTGA.org

- 17th WFTGA convention, Tehran
  28th January to 1st February
  www.wftga2017.com
IFTGA offers **50%** registration fee discount for 17th WFTGA Convention:

- One tourist guide delegate who is silk road task force countries member.
- Registration should be done till the end of September.
Thank you and wish you a wonderful experience in Iran

Mohsen Hajisaeid