



**EUROPEAN FEDERATION OF TOURIST GUIDE ASSOCIATIONS
FEDERATION EUROPEENNE DES ASSOCIATIONS DE GUIDES
TOURISTIQUES**

FEG EUROLETTER - December 2017

Message from FEG Ex.Co. President

Dear colleagues,

FEG has recently held its annual meeting and we are now mostly in a relaxing wintertime mode for Europe and preparing for the holiday season. Another successful touristic season for the European continent has come to an end. Statistics with +6% growth in international tourist arrivals for 2017 show that tourism may be well affected by negative events, such as actions of terrorism or natural disasters, but their impact does not last for long. People easily forget, destinations recover and tourists keep on travelling, which is great news for us all in tourism and cultural sector.



FEG Ex.Co. from left to right: Norma Clarkson, Efi Kalampoukidou, Paulo Cosme, FEG secretary Jane Pursell-Briggs and Guido Lion at the Dublin FEG AGM opening ceremony in the Christ Church Cathedral

Three were the dominant issues in the news concerning many tourism stakeholders and public authorities across the globe this year: The so-called **collaborative economy** - including «Free Tours», **Brexit** decision and the **hypertrophic tourism** in several popular European destinations across Europe. All of them are identified as phenomena

influencing the lives of thousands of people by creating new trends, movements, tourism policy changes and case studies for the EU experts and instruments to research. It is certainly not easy to control or to stop either of them, so we all have to keep our eyes open and watch for the best way to adjust. Sustainability is the key word of the UNWTO for 2017 and it is closely connected to all the above. Do we need tourists to daily flood our cities and rent our neighbourhood apartments? Has the traditional tourism market and hospitality as we know it come to an end? Is the EU coming to an end? Shall we ever be able to stop «Free Tours»? Can tourists really live like locals? These are some of the commonly discussed issues these days, but there is no solid answer for any of them. Time will only tell. However, as tourism and culture professionals, the qualified tourist guides will have to learn to survive and follow the trends and technology, to adopt to new markets, to be flexible and to do anything we can to support our profession and our everyday lives.

I'd like to stress most of all the recent FEG networking meeting held in Dublin among colleagues from different countries. It has revealed to us in FEG some important info to take into account:

It has been concluded that we are not taking advantage of ways of adjusting into the EU reforms and deregulation of professions, which so often happen in our countries nowadays. Instead of just blaming the others or spending our energy in crying over spilled milk, we do not try to promote ourselves. Sorry for the bad news, colleagues, but tourist guides are not good at marketing themselves! Governments change, EU and national tourism policies vary, legislation is abandoned or re-introduced as a «reform» and things will surely not stay the same forever. What shall we do? There are many things that can be done by our associations



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and by each one of us in order to be and to remain visible as the only qualified professionals in this ever-changing world. And it's up to you all.

Demand for online digital marketing in tourism and culture increases every day and the whole world is moving in a high speed, while booking and paying services online with a smart phone or a tablet. Social media are the meeting points of travellers and they influence 76% of the potential visitors on where and how to spend their holidays, based on friends reviews, photos, experiences posted online.

As professional guides, we should all keep up with internet technology (IT) and new tourism market trends, differentiate ourselves from everybody else out there who is not qualified, create and promote niche and theme tours, write articles, newsletters, press releases with positive messages, create videos, posts on social media to market ourselves. Specialise in a field and make it known to the world, attend continuous professional development to evolve as professionals, create quality labels, invest some time in social media & website promotion, advertise the health & safety issues of being a qualified professional. At the same time, we should encourage authorities to check the non-qualified persons for tax and insurance payment and try to protect and promote our cultural and natural heritage and destinations anyway we can.

Tourist Guides are among the key-role players for sustainability in tourism. These are the conclusions of our colleagues' teamwork from Dublin, as well as experts in IT marketing field and I totally agree. We must really emphasise the need to be absolutely professional – and we need to market ourselves as such. We need to follow the example of the unregulated countries, which have the best policies

on brands and marketing. They invented the most successful practices for promoting themselves in combating a lack of regulation.



Photo: Irish qualified tourist guide Deirdre Burns during a Galway walking tour

Last year a well-known lady in tourism media said to me, when talking on press releases and news for tourist guides: «If you send me positive news, I'll immediately publish it. People do not care to read complaints about the government or negative news about your professional problems all the time. Send me new ideas, actions or events you plan to do».

Dear Colleagues, enjoy reading our news in the present FEG Euroletter and relax during your holiday season!

Efi Kalampoukidou, FEG Ex. Co. President



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19th FEG European Tourist Guides Meeting & AGM, Dublin Ireland 2017

Just under 200 participants converged on Dublin's Fair City, the Capital of the Republic of Ireland (Eire) for the **19th FEG European Tourist Guide Meeting** from 15th – 20th November 2017. The highlights of the Gala Dinner given in the magnificent 18th century Trinity College Dining Hall were the viewing of the Book of Kells, the pre-dinner drinks reception in the spectacular Long Room of the College Library and a beautiful recital of traditional Irish harp and uilleann pipe music before the feasting and the dancing began!

Our host colleagues, the **Approved Tourist Guides of Ireland (ATGI)**, had gained exclusive access to the best sites in and around Dublin – a Viking city which is both historic and modern. The Opening Ceremony and Reception took place in the 12th century Christ Church Cathedral and its crypt featuring rich religious artefacts and costumes from the TV series "The Tudors".



Photo: Guided visit at the UNESCO World Heritage site of the 6,000 year old Newgrange

This was followed by a tour of the Boyne Valley to see the UNESCO World Heritage site of the 6,000 year old Newgrange and Loughcrew burial chambers and a tour of the Glendalough Valley, County Wicklow with its ruins of St. Kevin's 6th century monastery and the magnificent 18th century house and gardens at Powerscourt.

Other treats included a night of music, Irish dancing and song at a typical Irish pub, a visit to Malahide Castle, the famous Guinness Storehouse (of course!) and a reception in the impressive state apartments of Dublin Castle, also the venue for the President of Ireland's inauguration and for conferences, including those of the European Council.

The pre-tour to Westport, Galway and the Wild Atlantic Way took us to many remarkable sites, including the 12th century Trim Castle, the largest, best-preserved and most impressive Anglo-Norman castle in Ireland, used in the filming of 'Braveheart' and Strokestown Manor which houses a museum to the 1840's five-year Famine, which is deeply embedded in the Irish consciousness. We travelled through the unspoilt mountain and coastal scenery of Delphi and Killary Fjord and the Cliffs of Moher with its state-of-the-art visitor centre. We were offered interesting insights into traditional Irish Gaelic cultural life at Cnoc Suain, a restored rural hill-village and at Bunratty Castle and Folk Park as well as a sheep herding and an Irish Coffee Making demonstration at the Glen Keen Farm.

The post-tour took us to Belfast in Northern Ireland - via the Battle of the Boyne Centre outside Drogheda and the pretty 18th century village of Hillsborough. A panoramic tour of Belfast followed, including Queen's University, Stormont Parliament Building



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and Estate, West Belfast's Falls and Shankill roads with their Murals and Peace Walls. The highlight of the tour was a visit to the stunning Titanic Belfast, the world's largest Titanic-themed visitor attraction. Next we took the coastal route to the World Heritage Site of the Giant's Causeway, a geological wonder with over 40,000 interlocking basalt columns formed 60 million years ago. En route we visited Ireland's oldest licensed whiskey distillery, Bushmills, granted a licence by King James VI of Scotland and I of Great Britain in 1608. The tour was rounded off by a visit to Derry, often referred to as the Dubrovnik of the North and Ireland's most complete walled city. The 19th FEG AGM also offered to the participants a Networking Round Table on «**Sharing Best Practice on Self-Regulation**», CPD seminars on the tourist guide's role in «**Cultural Awareness**» and «**Sustainable Tourism**» and the famous FEG & ENAT «**T-GUIDE**» course on Guiding People with Learning Difficulties.



Photo: FEG Ex.Co. and member delegates AGM, Dublin Ireland

At the FEG AGM of the associations' delegates on 25th November **FEG President Efi Kalampoukidou** welcomed our invited guest, the **WFTGA President Alushca Ritchie**. Efi was invited as the FEG President to the WFTGA

Convention in Iran in January this year, where she gave a presentation to all participants about FEG. The FEG Ex.Co. and the newly elected WFTGA Ex.Bo. decided to renew their co-operation, as there are many matters on which we can collaborate. A historic **Memorandum of Understanding** was signed in Dublin by FEG President Efi and WFTGA President Alushca.



Photo: Efi & Alushca signing the FEG & WFTGA MoU

We extend our appreciative thanks to **Neal Doherty and His Organising Team**, all our Irish colleagues who guided us on tours and visits or worked behind the scenes and of course all of the sponsors, who gave such invaluable support for this event. The "mission statement" of our Irish hosts to deliver a memorable time for the participants was handsomely achieved at the 19th FEG AGM!

Photos of the FEG & ATGI events are to be found on the FEG home page:

<http://www.feg-touristguides.com/index.php>

and on FEG Facebook page FEG Tourist Guides

20th FEG European Tourist Guides Meeting & AGM, Heraklion, Island of Crete, 2018

The next FEG AGM will be held on 20th - 25th November in **Heraklion, Island of Crete in Greece**, with a pre-tour in Chania from 18th - 20th November



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and a post-tour in the mainland, including Athens and other classical sites, from 25th - 28th November. Our Greek colleagues are already hard at work preparing a warm Mediterranean welcome for us in 2018.



Photo: Heraklion, Crete island, the next FEG Meeting destination for 2018

The **Panhellenic Federation of Tourist Guides** event will be organised under the auspices of the Greek Ministry of Tourism, the Greek National Tourism Organisation and the City of Heraklion local authority. More details to be announced in spring 2018 on the FEG Meeting website or from your own tourist guide associations.

FEG Membership

We are delighted to announce that the associate memberships of two newly formed tourist guide associations were ratified by the FEG delegates at the Dublin AGM:

Hungarian Tourist Guide Association (Mle)

Regional Tourist Guide Association of Slovenia (ARGOS)

A warm welcome to the newest members of the FEG Family!

We are also pleased to announce that the **Latvian Tourist Guide Association** has just decided to upgrade its FEG membership from Associate to Full Member. The FEG membership for 2018 includes 24 associations or federations, 16 full members and 8 associate members.

European Tourism Manifesto

This initiative now has 42 European tourism stakeholders who have signed up to the **Tourism for Growth and Jobs Manifesto** which highlights the tourism industry's key EU policy priorities for the sector. FEG's interest centres on the topic of skills and qualifications.

You can find the full online version here: www.tourismmanifesto.eu.

In January 2017 a **General Assembly** of the Manifesto Stakeholders was held in Brussels to review the document to take account of ideas from the newly joined stakeholders.

FEG Executive Officer, **Norma Clarkson**, a member of the Manifesto Steering Group, vetoed an amendment on promoting mobility for all tourism workers and pointed out the area-specific nature of the tourist guide profession. This year in March the Manifesto stakeholders – including FEG – signed a **common statement on the visa non-reciprocity of the EU with USA and Canada**, sent to the MEPs of the EU TRAN Committee. Then in July we all agreed and signed, together with MEPs and regional authorities an open letter to the **EU Commission President Jean-Claude Juncker** on the European Tourism Policy revision of the 2010 strategy, asking the Commission to take measures to promote and protect tourism in Europe.

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The **Manifesto Steering Committee** where Norma is a member came up with the idea of a work programme to implement the aims of the Manifesto and attract EU support. We submitted FEG's «T-GUIDE» course project as a proposed part of this, as it included 2 of the Manifesto stakeholders - ourselves and ENAT (European Network for Accessible Tourism) and it promotes 2 of the Manifesto's aims – Tourism for All and training of tourism stakeholders. In March FEG Ex.Co. Deputy **Lisa Zeiler** ably presented our proposal, but unfortunately no other stakeholder came up with anything substantial and therefore the idea of the work programme fell by the wayside and the emphasis was switched to lobbying.

An invitation came from **Antonio Tajani**, President of the European Parliament, and 24 Manifesto stakeholders attended the private meeting on 11 July. Each was given a minute; **Norma Clarkson** used hers to stress that we are a profession with two EN Norms and we need funds to encourage younger people into the profession. Another invitation arrived from President Tajani and one jointly from **NECSTour** (Network of European Regions for a Sustainable and Competitive Tourism) and the powerful **European Committee of the Regions**. Three events in all were attended by Norma on the International Tourism Day - 27 September 2017. In the afternoon there was a **High Level Tourism Conference** chaired by President Tajani and in the evening a **High level Reception** hosted jointly by President Tajani and MEP Claudia Tapardel. The main points from all events are:

- although Europe is still the no.1 tourist destination in the world, its share is slipping so we must not be self-assured
- we need a European Strategy on Tourism

- a significant change in attitude to the Collaborative Economy - it is now recognised that some regulation is essential for consumer protection and that we all need "a level playing field" in tourism sector.



Photo: «Free Tours» guided visit in Belgium

The EU investment Bank was at the morning meeting which was about EU financing for innovation in tourism, and Norma again asked about funding. She was referred to the Commission and she tried to meet the new **Head of the European Commission Tourism Unit**, but it turned out that she too had been replaced, this time by Mrs. **Anna Anthanasopoulou**, who is Greek. FEG President Efi has established contact with her. The EU Parliament has suggested that things like «FreeTours» should be controlled by the Member States to ensure a level playing field for tourism stakeholders.

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Last spring FEG issued a joint press release together with the WFTGA on the so-called «**Free Tours**», following a very interesting UK Advertising Standards Authority announcement on the same issue. It has been widely publicised in the media and you may find it in the FEG page here to use it for your own authorities and media:

http://www.feg-touristguides.com/feg_wftga_press_release.php

EU Legislation

With the help of **CEPLIS (European Council of the Liberal Professions)** of which FEG is a member, FEG Ex.Co. continues to monitor the legislative process of EU Directives and ensure the interests of the tourist guide profession are represented at all stages. On the 5th June **FEG Executive Officer Guido Lion** met MEP Nicola Danti, who is a Member of the EP Committee of the Internal Market and Consumer Protection (IMCO). He invited Guido to a Workshop on **Reforming Professional Services** which he was chairing on 11 July. As Norma was already in Brussels that day, she attended instead of Guido and gave a presentation on how qualified and properly trained professional tourist guides uphold public interest objectives by eliminating the information deficit of travellers by delivering reliable, quality services and accurate information. We have health and safety training. We protect fragile sites through group management training. We protect the heritage, reputation and tourist industry of a country. Of practical necessity we have area-specific qualifications and we are not mobile throughout Europe. The workshop was to inform MEPs so that they could draft amendments to the proposed legislation.



Photo: Norma Clarkson at the European Parliament with fellow member of the Manifesto Steering Group, Christoph Klenner of The European Technology and Travel Services Association (ETTSA)."

In June FEG produced a **FEG letter to MEPs** stating that tourist guides do not fall under the Services Directive, but under the Recognition of Professional Qualifications Directive. However, lobbying MEPs has its greatest effect when coming from European voters, so FEG from time to time calls on the delegates of its member-associations to write to their MEPs on issues vital to our profession.

In September FEG president **Efi Kalampoukidou** attended a Brussels breakfast with MEPs, invited by CEPLIS. The event was organised in the European Parliament building and was well-attended by 70 professional organisation representatives, all CEPLIS members. The subject of the event was to exchange views on the new **EU Proposal Directive on the «Proportionality test»** in the future M-S regulations on professionals, which is an important issue concerning many sectors.



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Then in October Efi represented FEG at the **16th European Tourism Forum in Tallinn**, Estonia, under the EU presidency and had the chance to hear about the digitalisation and security strategy in tourism in the EU. She also met with the new FEG members, the Ex.Co. the Tallinn Tourist Guide Association to exchange views on our profession.



Photo: Efi Kalampoukidou at the 16th European Tourism Forum in Tallinn, Estonia with the UNWTO Secretary general, Taleb Rifai and Greek Ministry of Tourism Secretary General, Evridiki Kourneta

FEG Public Relations & Events attended

The FEG Ex.Co. and its deputies attend many EU meetings relevant to our profession in order to raise FEG's profile. FEG delegates too are sometimes asked to go to some events due to geographical considerations.

President Efi was invited as a FEG speaker to the UNWTO «**1st International Workshop on the Western Silk Road Workshop**» organised in Alexandroupolis, Greece, which is now being developed as a major European cultural route.

She then made a presentation on FEG, tourist guides and the «**T-GUIDE**» **course project**, invited in June to an accessibility in tourism conference organised in Brussels by ENAT.

This year the Ex.Co. deputies **Themis Halventzi-Stringer** and **Lisa Zeiler**, Spanish delegate **Juan Ignacio Vàsquez** (Iñaki) and UK delegate **Diana James** were asked to represent FEG.

Finally, **Smaragda Touloupa**, a tourist guide and cultural heritage manager based in Athens attended on behalf of FEG a conference on Museums and Tourism invited by ENAT and then contributed to the funded project in Brussels named «**Voices of Culture**».

CEPLIS, which is based in Brussels, represented us in other meetings on EU professional issues.

Themis spoke to **EU Commissioner Elzbieta Bienkowska** on the Collaborative Economy, with the EU now coming more towards regulation.

Themis attended the London event **Evening of Mystery of Lausanne**.

In September she followed up at «**Voices of Culture**» in the meetings which Smaragda had started in Brussels for FEG. «Voices of Culture» is a structured dialogue between the European Commission and the Culture Sector in which FEG has been accepted as a partner.

Themis attended a **Western Silk Road Seminar** at the World Travel Market and was a speaker on **accessibility and tourist guiding** invited by ENAT at Across Lombard Lands Conference, Spoleto, Italy.

Diana's conference «**Liverpool Music Routes Convention**» was looking at how music could benefit tourism. 2018 will be the Year of European Culture. **Iñaki** represented FEG at the **EU Conference Connecting Europe through Innovation** in Madrid.



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FEG and TGs Visibility

- FEG is back on the European Travel Commission website, **VisitEurope**, with our website link to be found for tourist guides search.
- Sebastian Frankenberger, President of the Upper Austria Tourist Guides, has developed a **FEG Meeting website** we can annually use for our AGMs. In previous years each country produced a website, but this one can be updated and save the organisers some money and time.
- On the 27th September, European Tourism Day, FEG organised with the **European Network of Accessible Tourism** a soiree event about Accessibility with ENAT Managing Director, **Ivor Ambrose** and **Katerina Papamichail**, specialised architect in Universal Design, both as invited speakers by the **Thessaloniki Archaeological Museum**. Media, authorities and many tourism stakeholders were present. FEG President **Efi Kalampoukidou** presented the «T-GUIDE» Leonardo funded project and FEG course which was well-attended and attracted wide media coverage.
- We have also created a **FEG Youtube Channel** where we post videos for the TG profession promotion and events, for example we have videos from Brno and Moscow AGMs and from the Seville or the APTG Blue Badge guides uploaded. You can find the button if you click on top left of the FEG website, next to the Facebook page link. If you haven't done so by now, please «Like» us on our Facebook page **FEG Tourist Guides!**
- We still also have **FEG postcards and brochures**, these can be sent out by SNATTI secretariat in Lisbon to any FEG member-associations to be used for FEG and for our professional promotion in events, national AGMs, tourism fairs and conferences.

- **T-GUIDE brochures** have been reprinted again in 4 languages and can be sent out by President Efi whenever a T-GUIDE course is organised.
- All guides who have successfully completed the course and are now **certified «T-GUIDEs»** are being promoted on the FEG and T-GUIDE website by FEG & ENAT with their photos and contacts details.
- We also have the **FEG Membership booklet**, but we are working on an updated electronic brochure which will be uploaded on the website.
- Please send us clear, **high definition photos in horizontal shape** of you guiding groups or individuals in your area of qualification to be posted on our FEG Facebook page or website.

EU Funded Projects for FEG

FEG has been active and receives several project proposals in the last couple of years. The good news comes from the **Horizon 2020** EU funded on the **«RePAST» project** in which FEG will offer its training expertise once again: the proposal has been evaluated, we made it to the 2nd stage and we were approved. This means that the EU grant is given to partners to develop a project based on the **«Dark Tourism»** theme and the troubled past of certain European countries. Only 2 out of 11 project proposals were approved in the final round, so it was a great success for us to make it! FEG will be an external collaborator of the project and will work for and with the Athens-based company **Clio Muse**, for the delivery of 20 workshops across Europe and for the creation of a new website material on Dark Tourism, which is expected to be done in the next 2 years period.





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In total, **400 tourism professionals** will be able to attend the RePAST pilot workshops to be offered during the project period, including **as many tourist guides as possible**. The proposal plan includes the following places and number of participants:

Germany 2 X 20
Ireland 2 X 20
Bosnia Herzegovina 2 X 20
Kosovo 2 X 20
Spain 2 X 20
Greece (Athens and Thessaloniki) 3 X 20
Cyprus 3 X 20
Poland (Warsaw & Krakow) 4 X 20

Most of them are to be done in FEG member-countries, but the places were not all of our own choice.

FEG Training News

The **FEG Training Consultancy Group (TCG)** has been very busy again this year. After their face-to-face meeting last March in Scotland, they have all been in regular contact among them to develop FEG's training strategy and have refined the new Sharing Best Practice 6-day course for FEG and discussed many other training issues for tourist guides. The Convener for the years 2017-2018 is FEG and WFTGA accredited trainer **Iris Barry**, with **Viola Lewis** still holding the T-GUIDE training portfolio for FEG and assisting the FEG Training Consultancy Group along with **Richard Skinner** and Ex.Co. president **Efi Kalampoukidou**.

FEG is delighted to announce our two accredited trainers, who have successfully submitted their portfolios:

Radoslaw Szafranowicz-Maloziec (Polish and English) from Poland and
Anastasia Gaitanou (Greek, English and German) from Greece.

We welcome them to the FEG Training Team and we are sure they will both be great assets for the training development, the EN15565 promotion and the CPD of tourist guides.

A FEG Training First!

A major breakthrough in FEG's professional and practical support of the European Standard for Tourist Guide Training took place **Warsaw, Poland, 26-31 October 2017**. For the first time, sixteen qualified tourist guides, sponsored by FEG, participated in the demanding **Sharing Best Practice training course**.

The truly pan-European team, each selected by his or her tourist guide FEG member-association for their interest in training others, was sponsored by FEG. The 16 participants spent six full days working together and improving their communication skills, learning how to apply best practice standards on walking tours, coach tours and museum tours. The SBP course gave FEG the opportunity to showcase the state of the art training methods and techniques used by our trainers and to demonstrate the huge importance of practical, on-site training for tourist guides. One of the main purposes of the sponsored course was to identify a highly motivated group of tourist guides from throughout Europe who, after undergoing the basic FEG practical training themselves, possessed the potential to become FEG trainers themselves. All 16 participants in Warsaw passed the written examination, were assessed in their practical performances and given feedback by their trainers.

They have been all recently invited to apply for places on the **FEG Trainer Training 7-day course** (TT course) due to be facilitated in late autumn 2018. Once again, this course will be sponsored by FEG as part of the trainer and training development policy and the promotion of the EN15565 in the



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national training programmes across Europe. Thus, by the start of 2019, FEG trainers, competent to train in 18 languages, will be able to offer highly effective practical tourist guide training to member associations.



Photo: FEG Trainers, Iris Barry and Radek Szafranowicz-Maloziec with the 16 participants of the FEG Sharing Best Practice 6-day course in Warsaw, Poland, October 2017

The successful participants from the Warsaw 2017 Sharing Best practice course are:
Austria: Lisa Zeiler, Cyprus: Radka Holešovská, Denmark: Marielle Sundo, Estonia: Laura Taul, Germany: Markus Müller-Tenckhoff, Greece: Adrien Bordrez, Hungary: Krisztina Tamási, Ireland: Jessie McDonald, Italy: Mariangela Du Chaliot, Netherlands: Wika Trel, Portugal: Maria João Moreira, Russia: Olga Rybakova, Spain: José Antonio Paris Fraga, Sweden: Caroline Knutsson-Hall, Ukraine: Iryna Dashevskaya, United Kingdom, David Davies.

The SBP course facilitators in Warsaw were **Radoslaw Szafranowicz-Maloziec (Poland) and Iris Barry (United Kingdom)**.



Photo: T-GUIDE course Greek participants in Thessaloniki with FEG trainers Efi Kalampoukidou and Anastasia Gaitanou, November 2017

The **T-GUIDE FEG & ENAT course** was delivered in 2017 by FEG trainers to 20 qualified tourist guides in 3 different locations: In the English language in **Stirling, Scotland, UK** by **Mary Kemp Clarke & Viola Lewis** and **Dublin, Ireland** by **Mary Kemp Clarke**, as well as in the Greek language in **Thessaloniki, Greece** by **Efi Kalampoukidou & Anastasia Gaitanou**.

All 20 participants will now have to locally plan and deliver their own tours to real groups with learning difficulties and to submit their portfolios to the joint FEG & ENAT T-GUIDE Committee for examination in order to become certified T-GUIDES.

In addition to all above, FEG is undertaking another role important:

To scrutinize, to amend and to propose the national area-specific training programmes for tourist guides - whenever asked – to assist FEG members and to finally **certify the final training course as**



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EN15565-compliant. This process has been followed already for the **Wales Tourist Guide Association (WOTGA)**, who wishes to update and modernize their training courses according to the EN15565 and to the FEG ethos, to train some of their members to become FEG accredited trainers and then they, in their turn, be suitable to deliver the future Wales tourist guide courses. The FEG accredited trainer responsible to scrutinize the Wales course and follow-up is **Viola Lewis**.

The same process can also be followed via FEG in collaboration with its member-associations, Universities and other private or state institutions nationally training guides or with national authorities. They can apply and ask to have their submitted training documents scrutinized by FEG, if they wish to adopt the EN15565 for their own tourist guide courses.

Note: FEG's scrutinizing process training programme does not interfere with the local knowledge training in theory, its hours and trainers/experts in their field.

It looks mainly at the modules and duration of courses to be delivered on the practical training, guiding techniques, ratio between theory and practice, which are all the common European modules, as per EN15565.

What we have just learnt from our recent trip to Ireland is that...

"Education is not the filling of a bucket, but the lighting a fire" - William Butler Yeats



Photo: T-GUIDE course participants with FEG trainer Mary Kemp Clarke in Dublin, Ireland, November 2017

The area-specific knowledge of each country or region to be taught is up to the national programme, budget, competent authority and heritage of each place.

This is why we are all area-specific after all! For the sake of high quality tourist guide training for the existing guides, as well as for the future generations, we really hope that more and more European countries and tourist guide associations follow the example of the ones who have already certified their courses in compliance with the EN15565:2008 because it is really worth doing it.

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