

**Euroletter April 2016**

**Message from  
FEG Ex.Co. President**

Dear Colleagues,

Our Europe is going through extremely tough times, facing not only financial difficulties, but also terrorist attacks, political turmoil, while hundreds of thousands of refugees consider it as their garden of Eden. It is now more than ever that our countries and personally each one of us need to hang on to our principles of democracy and solidarity.

Tourism has been instrumental in supporting the economic recovery of many countries and in generating new jobs. However, tourism is at the same time one of the most fragile sectors in economy. At the moment it looks hard to avoid a downturn in tourist income for the 2016 season in many European countries, as it seems people are reluctant to travel abroad and the market is “frozen”, mainly for the overseas visitors coming to Europe. It is left to all of us to see how we adapt to new situations and how we manage to recover from this new crisis.

Despite the depth of the international financial problems, the tourism industry has so far proved resilient with numbers of tourist trips remaining high. In 2015 Europe consolidated its position as the most visited region in the world, with over half of the world’s international tourists, reaching a total of 588 million. According to the UNWTO, in 2015 Europe recorded a robust 5% increase in international tourist arrivals, with 609 million travelers visiting Europe, compared to the 580 million visitors of 2014.

**Fear must not win.** Fear is what terrorists hope for. Traveling counteracts the aims of terrorism, so people must continue traveling, people must open their minds to other cultures and religions.

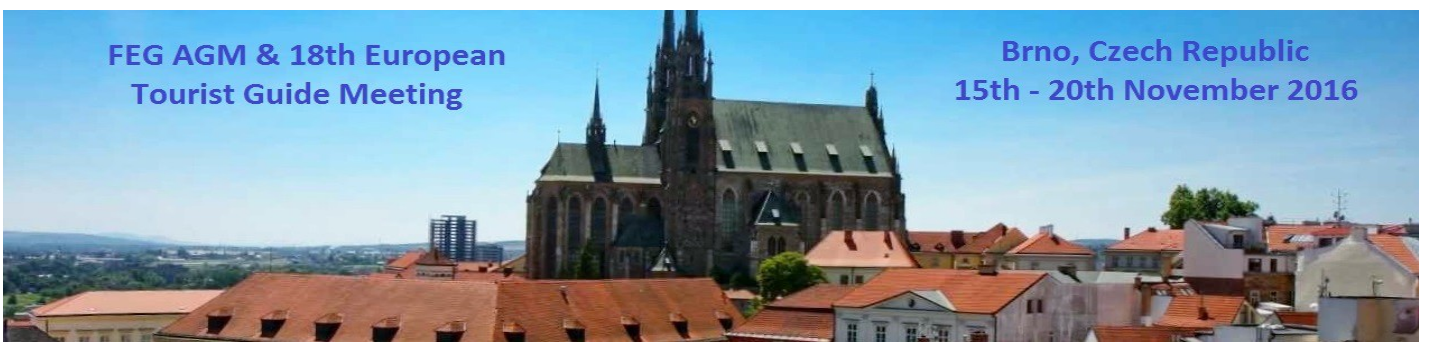
In the meanwhile, FEG continues its work and grows stronger, as more countries wish to join our big European tourist guides’ family. We believe the correct path is to follow the quality standards in tourism services, including tourist guiding, to encourage training, practicing good guiding techniques, assessing and certifying all tourist guides, in order to produce professionals qualified to present and interpret their country’s cultural and natural heritage.



*Photo: Efi Kalamoukidou guiding the FEG Ex.Co.in Thessaloniki Archaeological Museum*

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Despite the EU efforts to deregulate professions as much as possible, FEG's answer is to protect our visitor-consumer and to promote the EN15565:2008

standard in our training, to have as many tourist guides certified according to our European standard, which demonstrates what and how the minimum training for tourist guides in Europe should be.

FEG is in a position to offer consultancy to its member associations, state authorities or training organizations on how to implement this European standard, because we were among those who created this standard in the first place.

FEG participates into the European Tourism Manifesto steering group and particularly in the sector of "Skills and Qualifications".

FEG attends and will keep on attending EU meetings and conferences in Brussels, which are related to tourism and to our profession.

FEG celebrates its 30<sup>th</sup> anniversary this year since its foundation in 1986!

It is our FEG common European goal for all of us to achieve in our own countries: to offer quality professional tourism and cultural services to our visitors, to the tour organizers, to the attractions, in order to attract more visitors to Europe.

**Efi Kalampoukidou**  
FEG Ex. Co. President

## FEG NEW OFFICE

We are pleased to announce that FEG has opened a new operational office at Avenida da Liberdade 3, 3o Andar Sala 7, Lisbon, Portugal, with the assistance of our SNATTI Portuguese colleagues. Our Head Office seat is still in Paris, as per FEG constitution, at Fédération Nationale des Guides-Interprètes et Conférenciers 43, rue Beaubourg, F-

75003 Paris, France.

## FEG & TCG MEETING

Your FEG Ex.Co. and FEG Training Consultancy Group (TCG) met between 22-26 February in Thessaloniki, Greece to discuss all issues concerning tourist guides and FEG and to plan the way forward FEG policy.



**FEG Ex.Co. and FEG TCG joint meeting in Thessaloniki, Greece**

Ex.Co. and TCG members had a joint meeting on the 24<sup>th</sup> February. See more news on the FEG Training paragraph further below.

In Thessaloniki they were all hosted by the Northern Greece Tourist Guide Association for a common dinner and were guided by colleagues in the city and the nearby sites and museums, so a big thank you to our Greek colleagues!

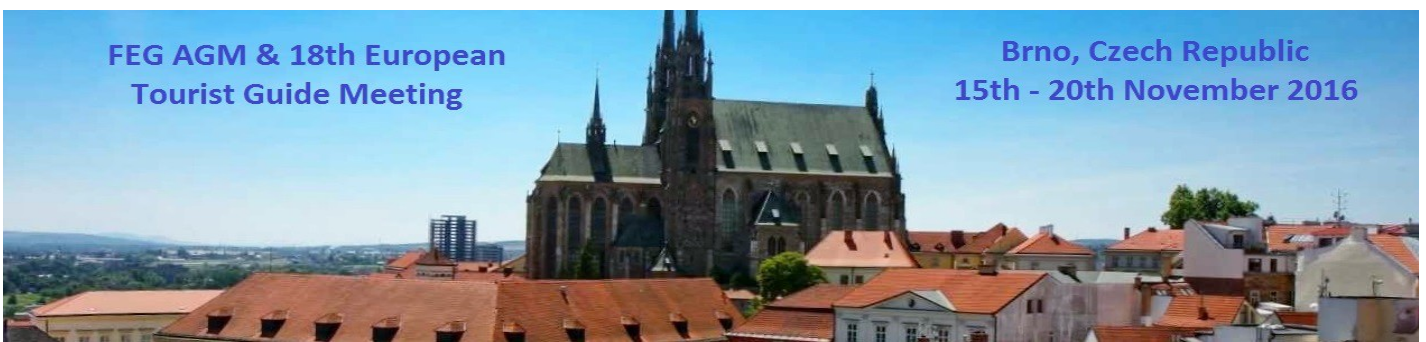
## EUROPEAN TOURISM MANIFESTO

For the first time ever, Europe's public and private tourism actors have come together to call for the European Union to do more for this important industry.

Published to coincide with the European Tourism Day on Wednesday 16<sup>th</sup> December, the **Tourism for Growth and Jobs Manifesto** highlights the key

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# FEG

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EU policy priorities for the sector in the coming years on topics ranging from skills and qualifications to sustainability.

The manifesto was officially launched in Brussels on Wednesday 9th December 2015, which was attended by MEPs and representatives from the European Commission.

FEG is one of more than 20 European organisations who have already signed up to the manifesto, which seeks to ensure that the continent remains an attractive destination and that the sector continues to make a significant contribution to the EU economy.

You can find the full online version here:  
[www.tourismmanifesto.eu](http://www.tourismmanifesto.eu)

FEG also signed a petition to the European Parliament initiated by Ana-Claudia Tapardel, Co-chair of the European Parliament Intergroup on European Tourism Development and Cultural Heritage, calling for 2018 to be designated “**The European Year of Tourism and Cultural Development**”.

The latest document co-signed by FEG along with all other tourism stakeholders signing the Tourism Manifesto is a common statement sent to MEPs to make them understand the **importance of the United States and Canada as visitors’ source markets for Europe and the possible negative impact of an introduction of a new visa regime**.

Watch this space!

Norma Clarkson, FEG Executive Officer, represented FEG at the Manifesto Steering Group Meetings on 21 March and 20 April.

## **OTHER EU MATTERS**

**Themis Halvantzi-Stringer**, Deputy FEG ExCo Member, represented FEG at the meeting on

Accessible Tourism in Brussels, on 28th January, highlighting this growing market, which FEG is addressing through new training seminars.

More on the new T-GUIDE course and the FEG AGM seminars below.

Themis also attended for FEG the meeting of the European Professional Card (EPC) in Brussels on 18th March to monitor developments. The only profession to have taken up the EPC thus far is the general care nursing profession.

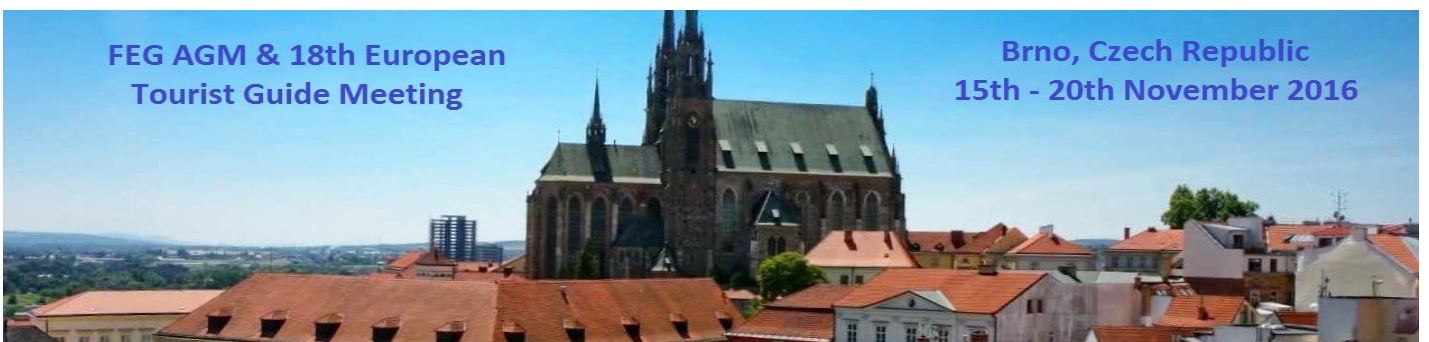
## **AGM BRNO, CZECH REPUBLIC, 2016**

The **18<sup>th</sup> FEG European Tourist Guide Meeting** will take place from 15<sup>th</sup> – 20<sup>th</sup> November 2016 in Brno, the Czech Republic. The stunning scenery of Moravia and magnificent sites of its ancient capital await us, including Hrad Spilberk (Spielberg Castle), Stara Radnice (Old Town Hall), the UNESCO World Heritage site Villa Tugendhat and a night at the Opera!

The meeting package will be combined with a Prague pre-meeting tour programme on the 12<sup>th</sup> -15<sup>th</sup> November, offered as an extra package to the ones who haven’t been in the Czech capital city before or would like to revisit.

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*Photo: Brno, Czech Republic*

A wide-ranging programme of CPD training (Continuing Professional Development) for tourist guides has also been arranged.

- In addition to the regular FEG Seminar **“The Way Forward”**, a Round Table discussion on the **“Danube/Moldavia Region Co-operation”**, lectures on **“Best practice for Guiding Far East and South Asian visitors in Europe”**, **“Enology Introduction”** and **“Accessible Tourism in Europe”**, are all planned to be held in Brno.

On offer will be the FEG seminars:

- **“T-GUIDE - Guiding people with learning difficulties”**, to be held in Prague
- **Guiding people with special needs**, to be held in Brno
- **“How can guides take advantage of New Internet Technology?”** to be held in Brno

Followed by:

- **“Sharing Best Practice”** on the 21<sup>st</sup> to 26<sup>th</sup> November - a comprehensive 6-day course on every aspect of guiding skills and techniques

More details to be found in the final Brno FEG AGM programme, brochures and registration forms to be sent to all members and uploaded on the FEG website soon.

**Save the dates!**

**FIRST CERTIFIED T-GUIDES**

Congratulations to our colleagues, **Themis Halvantzi-Stringer** (UK) and **Lisa Zeiler** (Austria) on being awarded the first two FEG-ENAT Certificates of Competence as **“T-GUIDES”**, following the procedures in the T-GUIDE agreement recently signed between FEG and the European Network for Accessible Tourism (ENAT).

Both colleagues delivered real assessment tours to groups of young people with learning difficulties: Themis in the British Museum in London and Lisa in the Children’s Museum of Schönbrunn Palace in Vienna.

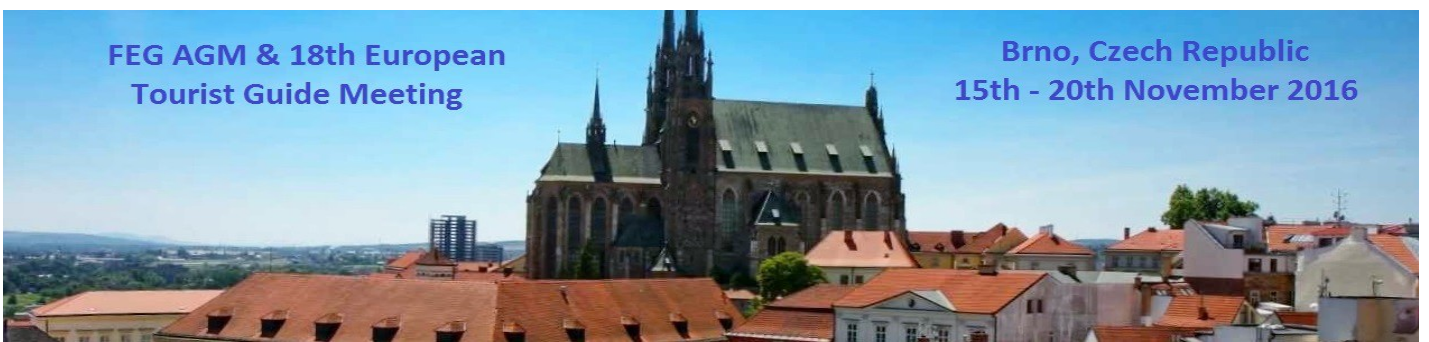
For more details on the new FEG & ENAT :T-GUIDE” course and certification, please see details in the FEG Training paragraph below.



*Photo: Austrian tourist guide, Lisa Zeiler (first on the left) in her T-GUIDE assessment tour with her group at the Vienna Schönbrunn Palace*

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**INTERNATIONAL TOURIST GUIDE DAY**

Colleagues in many countries celebrated this special day in the Tourist Guide calendar by offering free tours to public, organizing treasure hunts etc and they shared their news with FEG.

Most of the member-associations' announcements have been posted on the **FEG Tourist Guides** Facebook page.

We'd like to profile here the Spanish tourist guides of Madrid who organized a "Solidary City tour". As a symbolic payment for the tour, one kg of non-perishable food per person was donated to the NGO "Mensajeros de La Paz" (Messengers of Peace).

The walking tour started at Plaza de Oriente Square, after the collection of the food with the cooperation of a few volunteers of the NGO.

The ITGD events were also featured in the local media, focusing on how tourist guides are a key element in the development of our society.

**FEG MEMBERSHIP NEWS**

We are delighted to announce that the newly founded **Polish Tourist Guide Federation** based in Krakow has applied to join our big FEG family as a new associate member for 2016-2017.

Following an invitation from the new **Ukrainian Tourist Guide Association**, FEG President Efi Kalampoukidou visited Kiev 14<sup>th</sup> – 16<sup>th</sup> March, met with the Ukrainian Ex.Co. and made a 2-hour presentation during their AGM on the benefits of FEG membership with the assistance of FEG trainer, **Iris Barry**, who gave a presentation on FEG training and the EN15565 standard.

An invitation was extended to them to attend the next FEG AGM in Brno, Czech Republic.



**Photo: Efi Kalampoukidou, FEG President & Iris Barry, FEG trainer (seated in middle) with the Ukrainian Tourist Guide Association colleagues**

Efi and Iris also had a meeting with the state Director of Tourism & Resorts, in the Ministry of Economic Development and Trade, Mr. **Ivan Liptuga** and discussed with him about tourist guiding best practice on standards, professional training and regulations in the rest of Europe.

We hope to welcome our Ukrainian colleagues as FEG members as soon as possible and meet them in Brno this year!

**TOP TOURIST GUIDES WEB PORTAL**

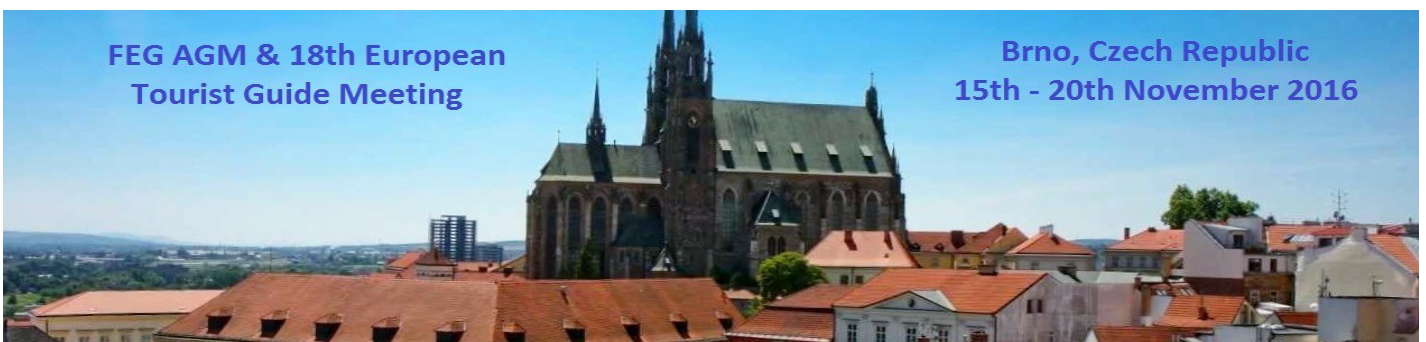
FEG actively supports and continues to have an agreement with the only portal promoting qualified tourist guides of our member associations, as we did last year.

Following our recent FEG AGM decision in Moscow a **modest subscription of 20 euros for the second half of 2016** was set.

It was also agreed in Moscow FEG AGM that it was appropriate to offer this great opportunity of worldwide internet visibility to our WFTGA colleagues, who will be able to register from 1 July

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2016 on the [www.toptouristguides.com](http://www.toptouristguides.com) web portal on the same conditions as FEG qualified tourist guides membership.

FEG and Panhellenic Federation President **Efi Kalampoukidou** and fellow member of Athens Tourist Guide Association Ex.Co., **Dimitria Papadopoulou**, made a presentation to promote the new portal at the International Conference "New Media and Entrepreneurship in Tourism" in Panteion University on 13-14 April.

**The FDT portal is now to be found under the address <http://toptouristguides.com> (TTG).**

Once again, we'd like to ask all qualified tourist guides, members of FEG associations who are registered in the portal to complete their profile with information, tours offered in their area of qualification as guides, details on themselves, nice photos and insiders' advice to attract viewers and future clients as much as possible.

This is crucial for all guides - like it is for any other professional - in order to promote ourselves the best way. Would you book a hotel room without seeing any photo or reading any information and suggestions about the hotel? How would you expect the visitors of your area to book you, if you don't promote yourself the right way?

## FEG TRAINING NEWS

The revitalisation of FEG's training activities is in full swing. You can now contact the Training Consultative Group directly at [training@feg-touristguides.org](mailto:training@feg-touristguides.org). As you have read elsewhere in this Euroletter, a variety of life-long learning opportunities for tourist guides are planned for the

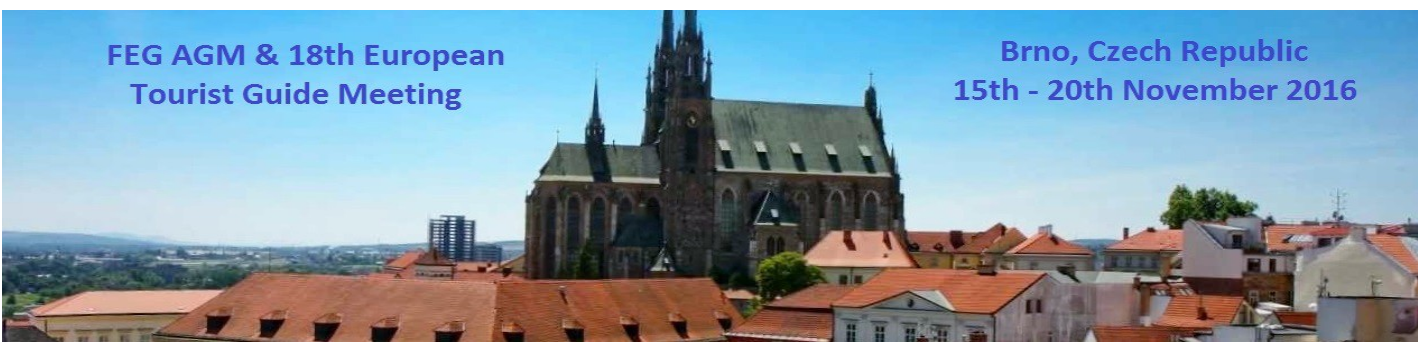
upcoming FEG meeting in Brno and we look forward to seeing many of you there.

In the December Euroletter we called for expressions of interest for our two new courses: **Sharing Best Practice** and **Trainer Training**. We were delighted to receive 20 expressions of interest, yet only four of these became full applications. In response, we have changed the dates for the planned courses and are pleased to announce that the first **Sharing Best Practice Course** will take place from **21 to 26 November 2016 in Brno, Czech Republic** – immediately after the FEG European Tourist Guide Meeting and AGM. The 6-day course can accommodate 6 to 12 participants and cost-effective packages with and without accommodation are available. The Training Consultative Group would like to express thanks to our hosts in the Czech Republic for making this happen. Applications are open now and will close on 31 August 2016. Please e-mail [training@feg-touristguides.org](mailto:training@feg-touristguides.org) and ask for an application form and further information.

The **'The Art of Guiding'** (two-day course on communication skills for Tourist Guides) has been in great demand over the last couple of years. Previously this course ran as a stand-alone version. It is now fully integrated into the Sharing Best Practice Course, will run on 22 and 23 November 2016 in Brno and can accommodate a maximum of 12 participants. Priority will be given to participants of the Sharing Best Practice Course. However, should there be free places, these can be taken up by any tourist guide, who wishes a quick refresher of communication skills. If you wish to attend the Art of Guiding only, please e-mail us and we will put your name on the waiting list.

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We envisage the first 7-day **Trainer Training Course** to take place in late February 2017 in a location, which is easily accessible and cost-effective, in order to attract a good spread of participants from all over Europe hoping to have a wide range in languages for our future FEG trainers. Applications are open now. Please contact us to request an application form by e-mail at [training@feg-touristguides.org](mailto:training@feg-touristguides.org)

We would like to thank those member associations, who have responded to the **information request** asking whether their tourist guide training courses are compliant with the CEN Standard EN15565:2008 and whether courses have been certified by a standardisation body. This will enable the Training Consultative Group to assess accredited prior learning for applicants to the FEG Trainer Training. We are still awaiting responses from a number of member associations.

Throughout the autumn and winter the Training Consultative Group (TCG) has worked hard on **reviewing FEG’s Training products and procedures**. We were grateful for the opportunity of a joint meeting with the FEG Ex.Co. held in Thessaloniki, Greece in February 2016 and are heartened by the encouragement and support we received. FEG Training was put through a thorough SWOT Analysis and the TCG was tasked with the further development and implementation of EU distinct, high-quality training products. The Ex.Co. also asked the TCG to review the already existing FEG language testing policy – another unique pillar of the FEG Training Policy. Due to the many tasks at hand the TCG will meet again in August this year.



**Photo: FEG trainer Mary Kemp Clarke training colleagues during Moscow FEG AGM 2015**

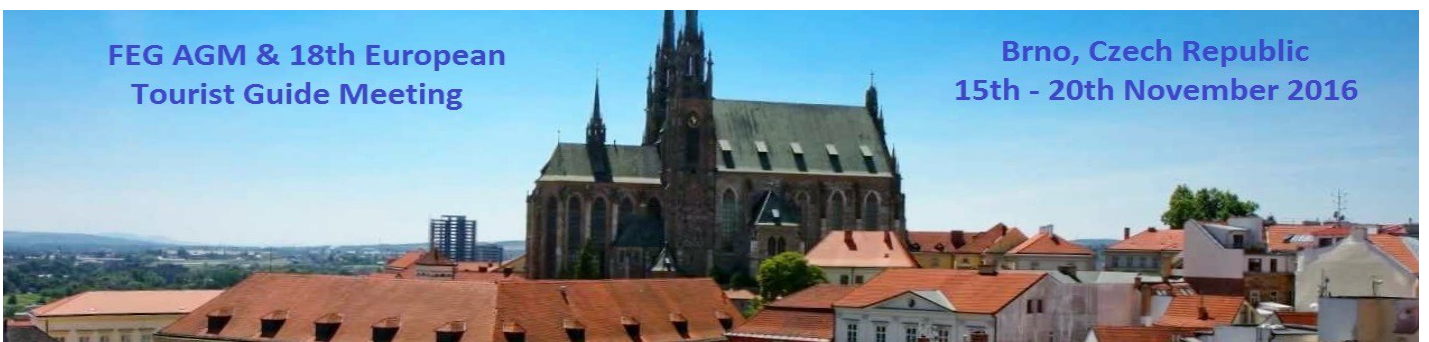
**T-GUIDE**

After three years of partnership working across Europe the **T-GUIDE Course** has been launched. T-GUIDE is a certification from FEG and ENAT (European Network for Accessible Tourism) for guiding visitors with learning difficulties. If you are not familiar with the English expression *learning difficulties* you may recognize “intellectual disabilities” as corresponding more directly to the equivalent term in your language. This is the final outcome of an EU funded Leonardo project, with FEG at its heart, to develop a CPD (continuing professional development) course for qualified tourist guides.

Enhance your skillset and gain access to a rapidly increasing market for guides who can competently and sensitively work with this growing clientbase. To achieve the certificate tourist guides need to complete 4 stages: 1) online learning in modules each with a final assessment, 2) A further written assessment requiring consolidation of the

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knowledge gained in the initial modules, 3) attend a one day interactive course and 4) within 6 months of the course set up and conduct a real tour with a group of people with learning difficulties and then provide client feedback and self-evaluation in a portfolio of evidence.

The intensive one day course involves practising the use of ETUL (easy to understand language), improving understanding of the functional and social aspects of disabilities and of the relevant national and EU legislation. You will participate in exercises on shared understanding of learning difficulties, developing access statements and accessible/inclusive tourism through universal design. You will develop refinements to your communication techniques and your tour planning skills.

Once you have successfully completed all four stages and are a certified T-GUIDE your name and area of qualification will be publicised on the FEG and ENAT websites.

FEG and ENAT have formed a T-GUIDE Committee to drive the roll-out of courses. This year's committee members are Ivor Ambrose of ENAT, Themis Halvantzis-Stringer and Viola Lewis, as FEG TCG Convener.

The **first T-GUIDE Course** has been successfully delivered by **Richard Skinner** (FEG Trainer), **Themis Halvantzis-Stringer** (T-GUIDE) and **Paula Cooze** (Blue Badge Tourist Guide and subject expert).

A small but committed group of 5 London Blue Badge Tourist Guides gathered in the **British Parliament** for their one day intensive course on 14 March 2016, after having completed the T-GUIDE online learning and FEG/ENAT written assessment. They engaged in exercises, brainstorming and

question and answer sessions. The course evaluation showed that many participants found the practical part of the day most useful where they gave in-situ presentations and guiding performances on aspects of the British Parliament, bearing visitors with learning difficulties in mind. This included some role-play and feedback in order to enable everyone to progress to the next step – a real assessment tour with a group of visitors with learning difficulties, which each participant needs to undertake by mid-September. We wish our colleagues every success in this final T-GUIDE certification stage.

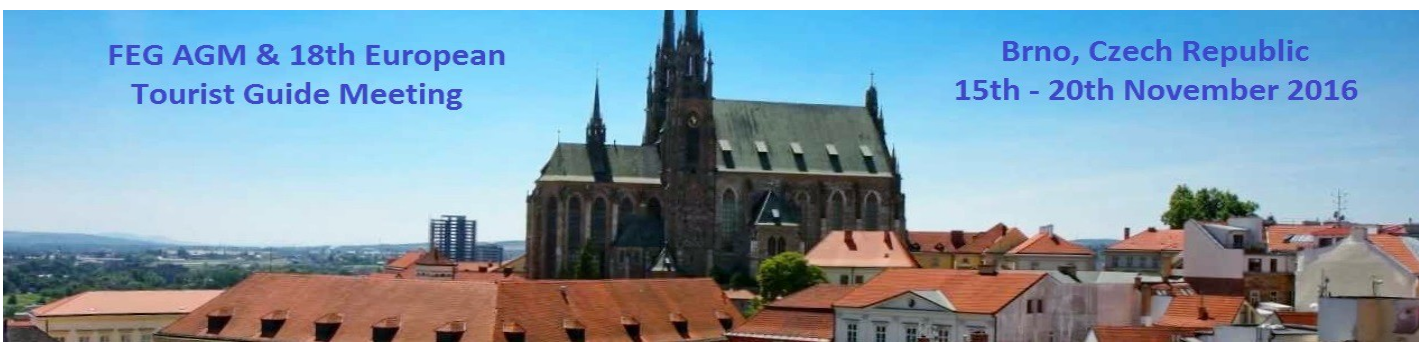


*Photo: London Blue Badge tourist guides trained in the UK Parliament premises to become certified as T-GUIDES*

The next T-GUIDE Course open to all qualified tourist guides is planned for **Prague on 14 November 2016**, just before the Brno 18<sup>th</sup> FEG European Tourist Guide Meeting. Other FEG members are also planning to offer the T-GUIDE Course in their own countries soon. If you don't want to wait this long, please contact us and we can arrange an in-house T-GUIDE course for your association's members.

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# FEG

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**FEG Training Consultative Group: Iris Barry,  
Mary Kemp-Clarke, Efi Kalamboukidou, Viola  
Lewis (Convener), Richard Skinner**

**Let us not look back in anger, nor forward in  
fear, but around in awareness."**

-- James Thurber, American writer

**Euroletter is produced by FEG  
Editor: Norma Clarkson**

**FEG**

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