



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

FEG EUROLETTER - December 2018

Message from FEG Ex.Co. President

Dear colleagues,

As we are now in a relaxing wintertime mode for the Christmas season festivities, the FEG Ex.Co. and I personally would like to wish all our European colleagues an enjoyable and relaxing Christmastide.

The newly elected Ex.Co. member is **Themis Halvantz-Stringer** (UK) and the Ex.Co. Deputy **Gita Vigle** (Latvia), so we welcome them both! Huge thanks goes from us all to **Guido Lion** (Italy), who decided to step down in the recent Crete FEG AGM and has been a valuable FEG Ex.Co. member for years.

The main topics discussed in Europe this year related with tourism were – once again - **Sustainability, Digitalisation and Overtourism**, which dominated most of the forums and conferences. FEG Ex.Co. and your countries' delegates have also been discussing them, in order to try to meet the future needs of the tourism market as best as possible, in collaboration with other organisations and companies.



Term 2018-2019 FEG Ex.Co. is from left to right: Themis Halvantz-Stringer, Efi Kalampoukidou, Paulo Cosme, FEG secretary Jane Pursell-Briggs and Norma Clarkson, at the Crete FEG AGM 2018

There have been requests from the Crete FEG AGM delegates to talk about the “**Future of FEG**” and design our policy and strategy for the next years. How can we best promote qualified tourist guides, training, standards, CPD? How can we take advantage of digital internet technology and showcase that we are the professionals? This is for the FEG Ex.Co. and all its member-associations to investigate and decide upon. I shall repeat once again, colleagues, that tourist guides are not good at marketing themselves on the web. It's up to you all as individuals!

FEG offered in Crete for the first time to the AGM participants a new 4 hr seminar named “**Internet Marketing for Tourist Guides**”, delivered by our accredited trainer **Radolslaw Szafranowicz-Malosiec**. That was a first step forward.

Working in the same direction, FEG has recently signed an agreement with the new app company called **LIVE**, based in Norway. LIVE partners have already established contacts with some FEG members, the tourist guide associations, in order to present their new product on private guided tours and experiences, **conducted only by qualified tourist guides** across Europe and they are now ready to expand their network in more cities. Ask your delegates about this new **FEG-LIVE collaboration** and be ready to register yourselves on the new app, to start using it as a new digital tool to promote yourselves, your tours and destinations. As the whole world is moving at high speed, booking and paying for services online by apps with a smart phone, this is the future for many visitors, if not the present.

Another step forward for us is to think of and promote new ideas for themed tours off the beaten track to our visitors and offer them as qualified tourist guides. If we don't, somebody else out there

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will offer them instead of us. All surveys show that travellers want new experiences in the places they visit, so who else but we, the professional tourist guides, can research, design and conduct them better?

Thinking of the above market demand, FEG now plans to create online life-long training courses and certification for its qualified tourist guide member-associations on the “**Western Silk Road**” in Europe and on “**Food and Gastronomy tours**” for the coming year. Another goal to achieve ahead!

Moreover, FEG is already in a position - through its Training Consultancy Group - to certify tourist guide training courses to make sure they comply with the EN15565:2008 standard. We can help you show to your member-associations or to your competent authorities the best possible way forward for the professional training, assessment and certification of its national guides, as ambassadors of destinations, culture, nature, gastronomy, traditions and much more. We have already started the course certification process with the **Wales Tourist Guide Association (WOTGA)**, we are now moving on with the **Institute of Tourist Guiding** certification course for the Blue Badge Guides in England, Northern Ireland and Jersey and there are more plans ahead for other countries. There is no doubt for us that we should all be trying to achieve the highest quality in our national training and we can do it together.

Dear Colleagues, enjoy reading our news in the present FEG Euroletter!

Efi Kalampoukidou, FEG Ex. Co. President



Photo: FEG Ex.Co. and member delegates AGM 2018, Crete, Greece

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

Around 200 participants gathered in Heraklion, the capital of the historic Greek Island of Crete for the **20th FEG European Tourist Guide Meeting & AGM** from 20th – 25th November 2018. Our Cretan colleagues of the **Professional Tourist Guides of Crete & Santorini Association** – a member of the Panhellenic Tourist Guide Federation – “pulled out all the stops” to include as much as possible of what this glorious island with its 5,000 year history has to offer. We visited ancient **Eleftherna**, a typical Cretan city of the Greek and Roman era and its necropolis **Orthi Petra**, excavated by the eminent Professor Stambolidis, who was honoured at the FEG Opening Ceremony. We listened spellbound to his guided tour of the site and what it had revealed, including the first known Tomb of the Unknown Warrior. The fantastic state-of-the-art local museum, which houses the various finds, had an exceptional exhibition of the ancient funerary rites, which connected the Homeric narration of cremations to the actual archaeological finds of Orthi Petra.



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Photo: Professor of Archaeology, Dr. Nikolaos Stambolidis, guiding the FEG participants in his own excavation site, Orthi Petra in ancient Eleftherna, Crete

On to lunch at the **Arkadi Monastery** in the Venetian-Cretan tradition of the 16th century AD. Nominated as a European Monument of Freedom, as a result of the 1866 massacre that took place here during the Cretan Rebellion against the Ottoman Rule. The monks offered us a “fasting” meal - a hearty bean casserole, various salads, olives and sardines, fruit and freshly baked bread - complimented by their own delicious wine! We agreed we could fast like this for years on end! No wonder Cretan folk usually live well into their 90’s! The next day was the stunning **Palace of Knossos**, the most important centre of the Minoan civilisation. Built more than 3,500 years ago and seat of the myths of King Minos, the Labyrinth and the Minotaur, this was one of the most sophisticated Bronze Age cultures of Europe - and was echoed in the charming picturesque present-day village of **Archanes**, which we visited next and which dates from the same period.

The fertile agriculture and wild flora of the island provide a rich variety of completely natural gastronomic and beauty products, their popularity being evidenced by the queues at the **Bio Aroma** retail outlet. Indeed, so many and varied were the delights of Crete that participants had to choose tour options on Saturday and on Sunday from among 4 of Heraklion’s outstanding museums.

CPD for qualified tourist guides was not neglected and FEG seminars on “Voice Techniques”, “Internet Marketing for Tourist Guides”, the “T-GUIDE” course and, of course, “FEG-The Way Forward” were attended with appreciative feedback.

A **Pre-Meeting tour from 18th - 20th November 2018** was based in unforgettable **Chania**, the most charming town of Crete with its eye catching Venetian architecture. All of Crete’s 5,000 years of history could be seen in the maze of back streets. Grecian and Roman theatres, villas, cisterns and baths had been excavated at ancient **Aptera** and the **Holy Monastery of Agia Irini**, one of the oldest in Crete, received the Europa Nostra” 1994 award for its restoration. The nuns took time out of their sewing, weaving and icon painting to serve us Greek coffee and their handmade cookies.

The **Post-Meeting tour from 25th -29th November** was organised on the Classical Greek Mainland and participants were guided by the colleagues of the **Licensed Tourist Guide Association of Athens**. After an overnight ferry trip from Heraklion to Athens we were whisked away at 7am past the **Canal of Corinth** to the World Heritage Bronze Age **Citadel of Mycenae** and the “**Tomb of Atreus**”, which left a lasting impression as it brought alive the epic legends of Homer. The day continued with a visit of the picturesque old town of **Nafplion** and a guided visit to Greece’s most famous ancient theater, in **Epidaurus**.



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Photo: Classical Mainland Greece post-meeting tour at the "Treasury of Atreus", in ancient Mycenae

The dramatic mountain landscape of the **Delphi Apollo Oracle**, the byzantine period **Monastery of Osios Loukas**, the **Acropolis of Athens**, as well as the two most important Greek museums, the **National Archaeological** and the new **Acropolis Museum** were all considered by colleagues as highlights not to be missed by any visitor of Greece.

Especially fitting was the logo of the 20th European FEG Meeting - a bronze bowl of the 7th century BC found in the Necropolis of Eleutherna (Crete), in the Tomb of the Warriors, exhibited in the Museum of Eleutherna (Crete). This bowl has a very intricate decoration and features a group of women dancing and holding one another by the wrist while musicians play various instruments. The reason this "herniva" (bowl) was chosen as our meeting logo was the circular dance, a unifying element that can be found in all countries and cultures of the world, a symbol of the unbroken unity that reflects the desire

of the European tourist guides to work hand in hand. Remember: **"United we can achieve more"!**



Especial thanks are to the organisers and supporters - the **Tourist Guides of Crete travel agency**, the **Panhellenic Federation of Tourist Guides**, the **Greek Ministry of Tourism**, the **Greek National Tourism Organisation**, the **Region of Crete**, the **Municipality of Heraklion** and all the colleagues from both the **Crete & the Athens Tourist Guide Associations** who guided and accompanied us on their island and on the Greek mainland.

Sebastian Frankenger is owed a debt of gratitude for his technical support in setting up and



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updating the relevant FEG Meeting website as a useful, informative tool with online registration. Photos of the FEG Crete 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"

21st FEG European Tourist Guides Meeting & AGM, Faro, Portugal 2019

The FEG Portugal member association SNATTI proposed and it was approved by the Crete FEG AGM delegates to organise the next FEG European Tourist Guide Meeting and AGM in **Faro, Algarve**, in the south region of Portugal. The Main Meeting dates will be **19th to 25th November 2019**, to be followed by a **Lisbon Post-Meeting tour** on the **25th to the 28th November 2019**.

As ever, FEG and the Portuguese colleagues, will soon be planning many interesting guided tours, social events, FEG seminars and roundtables for you. More details coming up by April 2019, so stay tuned!



Photo: FEG Ex.Co. with the Portuguese flag at the Gala Dinner, Crete

FEG Membership

We are delighted to announce that the **Malta Tourist Guide Union (MUTG)** has decided to rejoin FEG as an associate member.

Also, the **Latvian Tourist Guide Association** decided to change its FEG membership status and become a FEG full member. Both applications were ratified by the Crete AGM delegates.

A warm welcome to the FEG Family!

The FEG membership for 2018 now includes 25 associations or federations, 16 full members and 9 associate members.

European Tourism Manifesto

Norma Clarkson reported in the April Euroletter that the Manifesto Steering Group was working on a campaign to seek a dedicated EU budget line for tourism, as the European Commission will publish soon the proposal for the next Multiannual Financial Framework (MFF) of the European Union. Shortly before the FEG AGM in Crete, MEP Istvan Ujhelyi, the President of the EP European Tourism Task Force and Vice Chairman of the TRAN Committee, announced to us that on 14 November 2018 the European Parliament voted on the interim report on the budget proposal for the new MFF. **The European Parliament introduced a sole independent budget line of 300 million euro for sustainable tourism** under the title of Single Market. The link to the MFF document can be reached on the following site:

<http://www.europarl.europa.eu/sides/getDoc.do?pubRef=-//EP//TEXT+REPORT+A8-2018-0358+0+DOC+XML+V0//EN&language=EN>

This is an important common achievement of all Manifesto tourism partners, but a lot more hard work will have to be done to keep this amount in the final budget and get the agreement of the majority of the



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Member States. The European Tourism Manifesto Steering Group will be keeping up the pressure. Find the full online version of the Manifesto Declaration here: www.tourismmanifesto.eu.

EN15565:2008 CEN Standard reconfirmed

The CEN (European Standardisation Committee) carried out its 10-year review of the **EN15565:2008** standard “**Tourism Services - Requirements for the provision of professional tourist guide training and qualification programmes**”.

Following the signing at the FEG AGM in Dublin last year of a Memorandum of Understanding between the two Tourist Guide Federations, WFTGA & FEG joined forces and sent a joint letter to all European Member Associations of both FEG and WFTGA, urging them to contact as a matter of urgency their national standardisation bodies, which are all CEN members in their own countries. We urged them to vote to keep the EN15565:2008 standard as it has been since 2008, in other words, to reconfirm it. A determined campaign followed. 15 countries confirmed, 6 abstained, and 13 didn't reply. Accordingly, to our relief and jubilation our hard-won Standard, which took 3 long years to be agreed, **has been confirmed by the majority of votes for another 10 years.**

FEG Public Relations & Events attended

The FEG Ex.Co. and its deputies attended as always, important EU and UNWTO meetings & conferences 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.

- On the 10th November, FEG Ex.Co. president, **Efi Kalampoukidou** participated in a discussion panel of the International Conference “**Silver Tourism 55+**”, held in Thessaloniki, Greece, under the

Philoxenia Tourism Fair. Among many interesting experts was **Ivor Ambrose**, Managing Director of the **European Network of Accessible Tourism (ENAT)**. Media, authorities and many tourism stakeholders were present. The conference was organised with the support of both FEG & ENAT. More details here:

https://philoxenia.helexpo.gr/el/2018_Tourism_55_Presentations?fbclid=IwAR1C_lugohdEFBIYm8ADohXX-tgVLXKhk5qEDz5FDC4IB1hiHvblWhinbzE

- **Efi Kalamboukidou** also represented FEG in the **8th UNWTO Silk Road International Convention** on the 9th & 10th October 2018, held in Thessaloniki, Greece, with many Asian and European countries' experts present. This is a great new themed route crossing many European places and FEG is now planning to develop it via a new online life-long learning and certification for our members, the qualified tourist guides who will be trained to deliver tours on the “**Western Silk Road**”.

More details here:

<http://silkroad.unwto.org/event/8th-unwto-international-meeting-silk-road-tourism>



Photo: 8th UNWTO Silk Road International Convention, Ministers' panel discussion in Thessaloniki, Greece

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- **Efi Kalampoukidou** was invited by the Ukrainian Ministry of Economic Development & Trade on the 6th December 2018 as a FEG key speaker on the conference on “**Implementation of professional tourist guiding**” to present FEG’s aims, training and certification examples in Europe, standards, to propose solutions for our Ukraine colleagues and to discuss various issues.



Photo: Ukraine tourist guides and speakers at the Kiev conference on “Implementation of professional tourist guiding”

- **Guido Lion** attended the opening ceremony of the EU year in Venice, then the “**Adriatic - Danube Meeting**” in Slovenia, invited by our FEG member ARGOS, representing the Slovenian tourist guides.
- **Norma Clarkson** was in Brussels on 28th February 2018 for a meeting between the European Tourism Manifesto Group and the new Secretary General of UNWTO, **Zurab Pololikashvili**, who stressed - amongst other things - that we need to be open to new Internet Technology (IT) business models to keep ahead in the tourism industry. There were presentations of the **Manifesto** aims and Norma presented the Skills and Qualifications goals. The same day she attended the **EU-China summit**. Several high-level tourism stakeholders from both

China and Europe participated, including the Chinese Ambassador to the EU and HiSeas which handles most of the incoming Chinese market. A historic **Memorandum of Understanding** was signed by EP President, **Antonio Tajani** and UNWTO Secretary **General Pololikashvili**. The **Silk Road** project was mentioned by MEP Istvan Ujhelyi, Vice-Chairman of the TRAN Committee and Chairman of the EP Tourism Task Force.

- **Lisa Zeiler**, FEG Ex.Co. Deputy, represented FEG in this year’s 17th European Tourism Forum, on the 1st & 2nd October 2018, held in Vienna.

This time, the Forum theme was “**Sustainable & Digital Tourism**” and it drew a picture of the fast-changing, inter-connected and dynamic environment decision makers in tourism have to face. How will mega-trends such as digital and technological progress, demographic developments and evolving global visitor demand and travel patterns, as well as the shift to low-carbon and resource efficiency shape the future of tourism? More details here:

<https://www.eu2018.at/calendar-events/political-events/BMNT-2018-10-01-Tourism-Forum.html>

- **Themis Halvantzis-Stringer**, ExCo Deputy, went to the London World Travel Market for FEG and attended for us two meetings organized by the EU: January 2018 in Brussels on the new **EU Agenda for Culture**. Themis stressed the importance of training and EN15565 and including Tourist Guides in the Cultural Professions of the EU.

- In Bucharest in May 2018, Themis attended the forum called “**Connecting Europe Through Innovation**” on digital travelers, who are expected to reach 8 billion in the next 10 years. Although the future of tourism is digital, and bookings are made that way, many visitors prefer having a tours by a

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tourist guide. We are still human beings, so even though there are many audio guides, there will still be a need for the human touch.

FEG and TGs Visibility

- Do not forget to look at the **FEG Youtube Channel** where we post videos for the TG profession promotion and events. We have uploaded videos from previous FEG AGMs, as well as from the Seville or the British Blue Badge guides. 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!**
- 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.

International Tourist Guide Day 2019

Please send us your news, photos and videos from the 21st February (or any other dates) of your local events and guided tours around Europe for the celebration of the **International Tourist Guide Day 2019**. They will be posted on the FEG Facebook page for all to see.

Please share the FEG and member-association news and videos on your own Facebook pages to disseminate the professionalism and qualifications on tourist guiding in general. Social media have great power these days – all offered for free - and we should learn to take advantage of them.

The hashtags we use under the texts, photos and videos are: **#FEG_QualifiedTouristGuides** and **#FEG_CPDTraining**. This way, we create a deposit of past FEG and our members' posts and events, and have a selection of all our posts together for anyone to search and easily find.

FEG Training News

As always, the **FEG Training Consultancy Group (TCG)** has been very busy this year. After their face-to-face meeting last February in Scotland, they have all been in regular contact with each other to develop FEG's training strategy and to finalise the updated FEG course "**Trainer Training**".

The Convener for the years 2018-2019 is the FEG and WFTGA accredited trainer **Iris Barry**.

Viola Lewis is 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**. However, the future plans are to enrich the TCG and refresh it with some "new blood".

There have been two FEG major projects for the FEG TCG to organize for the first time within 2018: The FEG sponsored "**Trainer Training**" 7-day course, in **Faro, Portugal** and the Wales Tourist Guide Association FEG 2-day "**Art of Guiding**" course, followed by the "**Trainer Training**" course, both with the kind sponsorship of VisitWales.



Photo: FEG Trainers, Iris Barry and Viola Lewis with the 11 participants of the FEG sponsored Trainer Training 7-day course in Faro, Portugal, October 2018



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a) The 11 FEG sponsored participants from last year's Warsaw "**Sharing Best practice**" 6-day FEG course were carefully selected after their exams results, languages spoken, trainers' feedback and a personal Skype interview conducted by the FEG TCG member and experienced FEG trainer, **Richard Skinner**.

They have completed the FEG Faro "**Trainer Training**" 7-day course on the 24th-31st October 2018, they have all successfully passed the assessments and are now in the process of practising with training in their own countries, associations or in FEG seminars, in order to build their trainer portfolios.

The successful FEG trainer candidates are:
Austria: Lisa Zeiler, Germany: Markus Müller-Tenckhoff, Greece: Adrien Bordrez, Ireland: Jessie McDonald, Italy: Mariangela Du Chaliot, Netherlands: Wika Trel, Portugal: Maria João Moreira, Spain: José Antonio Paris Fraga, Sweden: Caroline Knutsson-Hall, United Kingdom: David Davies.

The Faro TT course facilitators were **Iris Barry and Viola Lewis**, both FEG accredited trainers. As fruit of this training course, we have trained candidates speaking 12 languages in which training can be given. This means we now have a core of trainers capable of training to EN15565 standard. This is very important for all FEG member associations and it means also developing and updating future training and CPD for all countries associations, if requested.

b) Wales Tourist Guide Association requested from FEG to first run the "**Art of Guiding**" 2-day course in Llandudno. This was delivered on the 10th & 11th November 2018 by the FEG trainers **Mary Kemp**

Clarke and Radolslaw Szafranowicz-Malosiec to 12 Wales trainees.

It was then followed by the FEG "**Trainer Training**" 7-day course in Swansea, delivered by the FEG trainers **Viola Lewis** and **Mary Kemp Clarke** to the same 12 candidates as above.

These WOTGA & FEG trainer candidates will next receive their results - markings and feedback. The successful ones will then have to get into the process of building their trainer portfolios and start practicing.



Photo: Wales trainer candidates with FEG trainers Viola Lewis and Mary Kemp Clarke, practising at the Waterfront Museum in Swansea, Wales

FEG & ENAT "T-GUIDE" 2-day course

The FEG trainers and T-GUIDEs have been busy organizing the 2019 next courses in:

- **Crete, Greece** for January 2019 for the 2-day "T-GUIDE" course in Greek language. Twenty tourist guides have already registered and successfully completed the 1st stage e-learning course online. FEG trainer and certified T-GUIDE, **Efi**

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Kalampoukidou, will be assisted in this Crete Tourist Guide Association courses by **Adrien Bordrez**, one of the recent FEG Faro trainer candidates. They will also be delivering together a full-day seminar on “**Tourism for All**” - formerly known as “Guiding People with Special Needs”, so totally 3 full days of continuing professional development (CPD). These courses are partly sponsored by the Cretan Tourist Guide Association for their members.

- **Linz, Upper Austria**, the 2-day “T-GUIDE” course is scheduled for February 2019 and is also partially sponsored by the local Chamber of Commerce. It will involve Bavaria, Upper Austria and Czech Republic qualified tourist guides – all the neighbouring Danube region guides working together. There will be 20 participants, for one class in English delivered by **Themis Halvantzi-Stringer** and one in German, delivered by **Lisa Zeiler**, both certified T-GUIDES and FEG Faro trainer candidates.

- In the meantime, the T-GUIDE and FEG trainer **Viola Lewis** has just delivered another T-GUIDE 2-day course on the 26th & 27th November 2018 in English in Crete, just after the FEG Crete AGM was concluded. The T-GUIDE candidates from that course shall now have to complete their final 4th stage, their real tours and portfolios, in order to be certified as “T-GUIDES” by FEG & ENAT within next year.



Photo: Some of the T-GUIDE course participants in Heraklion with FEG trainer and certified T-GUIDE, Viola Lewis, November 2018

More details on certified T-GUIDES here:

<https://www.feg-touristguides.com/t-guidecertification.php>

In conclusion, lots of CPD plans across Europe and the FEG Ex.Co. & TCG is here for you to assist on them.

Enjoy your holidays and have a great 2019!

"It is amazing what you can accomplish if you do not care who gets the credit"

Harry S. Truman (1884-1972)

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