



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

FEG EUROLETTER - April 2018

Message from FEG Ex.Co. President

Dear colleagues,

2018 tourism season has started for most of us, the professional tourist guides in Europe.

According to the recent UNTWO Sustainable Tourism initiative, "Measuring sustainable tourism is fundamental to improve policy action for sustainable development, and will promote one common statistical language which can be compared across countries and different economic sectors, and make tourism's voice heard when addressing key decisions", said UNWTO Secretary-General **Zurab Pololikashvili**.

International tourist arrivals grew by a remarkable 7% in 2017 to reach a total of 1,322 million, according to the latest UNWTO World Tourism Barometer. This strong momentum is expected to continue in 2018 at a rate of 4%-5%. Led by Mediterranean destinations, Europe recorded extraordinary results for such a large and rather mature region, with 8% more international arrivals than in 2016. 2017 was characterised by sustained growth in many destinations and a firm recovery in those that suffered decreases in previous years.

This year also finds the FEG European family stronger, with its membership currently including 24 associations or federations, 16 full members and 8 associate members.

The **FEG Ex.Co.** has recently met in Rome to discuss and decide on all important issues concerning tourist guides in Europe and to prepare the details for our forthcoming 20th FEG European Tourist Guide Meeting & AGM next November in Crete, Greece. During our stay in Rome we were

delighted to have met **Marcela Bagnasco**, an old friend of FEG and the former Italian Tourist Guide Association (ANGT) president for many years, who is known to all Italian colleagues for her strength and persistence in defending the interests of the tourist guide profession.



Photo: FEG Ex.Co. meeting in Rome with the former ANGT Italian tourist guides president, Marcela Bagnasco

FEG has been working again this year together with the **European Network for Accessible Tourism (ENAT)** - our valuable partner in the T-GUIDE project and training course - on a new accessibility scheme promoting the best accessible cultural places nominated by tourist guides, so make sure you read about it in the relevant paragraph of this Euroletter and participate yourself in this great initiative launched in 2018-European Cultural Heritage Year for the EU.

In addition, we have been constantly updating the FEG website with new or with historical documents, reminding us all of the long and continuous FEG efforts within Europe to follow up with crucial matters concerning our profession. The FEG Training Consultancy Group has also been busy, as always, with new training initiatives to be read in this Euroletter below. New FEG seminars and courses for qualified tourist guides are to be found on the FEG website this year.





FEDERATION OF TOURIST GUIDE ASSOCIATIONS
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FEG EUROLETTER - April 2018

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

I wish you all a good season and I'm looking forward to meeting you in Heraklion, Crete!

Efi Kalampoukidou
FEG Ex. Co. President

20th FEG European Tourist Guide Meeting & AGM - Heraklion, Crete

The **20th FEG European Tourist Guide Meeting & AGM** programmes have just been launched!

The Main Meeting programme will take place from **20th – 25th November 2018** in the capital of the Island of Crete, Heraklion, in Greece. Our Cretan colleagues of the **Professional Tourist Guides of Crete & Santorini Association** – a member of the Panhellenic Tourist Guide Federation – have been already working hard for months to prepare a memorable and enjoyable itinerary for you, including many guided visits across the island, unique local gastronomy, entertainment and life-long training for all qualified tourist guides.

A **Pre-Meeting tour from 18th - 20th November** will take us for 2 nights to Chania, the most charming town of Crete island and its surroundings.

A **Post-Meeting tour from 25th -29th November** will take us to the capital of Greece, Athens, for 3 nights, with much sightseeing in the Classical mainland Greece. The colleagues of the **Licensed Tourist Guide Association of Athens** will offer their expertise to all those who have not yet visited the most famous UNESCO sites and museums of southern Greece, this is your chance!
Get on board with the rest of the colleagues and

enjoy the overnight ferry trip with one of the Minoan Lines ships, sailing from Heraklion to Athens for the Post-Meeting tour.

Not to be missed are the optional FEG seminars for qualified tourist guides, which will be offered as usually, during the main Meeting programme introducing some new very useful topics to improve your guiding and marketing promotion skills.



Photo: FEG Ex.Co. president, Efi Kalampoukidou, on inspection visit in Heraklion with members of the Cretan tourist guides organizing committee

All programmes and events are planned and organized for FEG by the **Tourist Guides of Crete** travel agency. This **FEG & Panhellenic Federation of Tourist Guides** event will be organised under the auspices of the Greek Ministry of Tourism, the Greek National Tourism Organisation, the Region of Crete and the Municipality of Heraklion authorities.

Efi Kalampoukidou, as the liaison person between FEG and the Cretan organizers and **Sebastian Frankenberger** on the technical support have been working for a while to set up the relevant FEG Meeting website as a tool including useful information and online registrations.



FEG EUROLETTER - April 2018

According to the last FEG AGM decision, qualified tourist guides, members of the FEG associations will come first on line for registrations, with one accompanying person each. If there are places left for others, these will be confirmed later on. Deadline for registrations and payments is the 31st August 2018. Please find all details here: <http://feg-meeting.com/> and disseminate this FEG Euroletter and details to your members.

European Tourism Manifesto News

In February 2018 the EU Tourism Manifesto Alliance produced a common position on the modernisation of the EU's policy on **short-stay "Schengen" visas**. It was argued that urgent implementation of a smart visa policy would present an opportunity to strengthen Europe's competitiveness and to stimulate economic growth and job creation. The paper highlighted a number of measures the EU could take to achieve this. Click here for further information:

<https://www.tourismmanifesto.eu/media-press>

On the 28th of February 2018 **Norma Clarkson**, the FEG member of the Manifesto Steering Group, whose remit is skills and qualifications, attended a meeting of the EU Tourism Manifesto Group with the new **Secretary General of the UNWTO, Zurab Pololikashvili**. The following were some of the priorities outlined by the Secretary General:

- Continued growth in tourism which results in prosperity and better integration
- Challenges include: 1) digital agenda, 2) sustainability, 3) innovation and technology, 4) safety and security

- **Supporting skills and education : proposed an EU training centre - probably in Madrid - and financial support to cope with these challenges**
- New business models - thematic tourism e.g. cycling, gastronomic etc.
- Digitalisation: E-destinations need to be kept SMART destinations
- More sustainable destinations: Spanish government is hosting an event in June 2018 to share experience



Photo: FEG ExCo & Tourism Manifesto Group member, Norma Clarkson, with the Manifesto secretary Iulia Niculica in the EU Parliament

Norma presented the Manifesto's aims regarding skills and qualifications. She picked up on the Secretary General's points on youth's need for support to achieve the Manifesto goals under this heading and his point on e-learning. She cited the collaboration of FEG and ENAT to produce T-GUIDE training programme which included e-learning, though like all TG training a large part was



FEG EUROLETTER - April 2018

practical. The Western Silk Road would be a fruitful subject for e-learning CPD.

Norma also met **Anna Athanasopoulou**, the new EC Head of Tourism Unit in DG GROW, who made some interesting remarks during this meeting. She suggested a new funding approach, e.g. make "agrotourism part of the agricultural policy and budget line and she also highlighted the involvement of ASIS (American Society for Industrial Security) with the Austrian owner of one of the largest EU river cruise lines.

Manifesto Steering Group is working on a campaign to ask from the EU for a larger budget for tourism.

An open letter has been sent to the European Commission requesting an investment of 20 billion EUR in the MFF Post 2020 and outlining the proposed areas of investment, including 1 billion EUR for "**Investing in people and European values**". A designer is already working on several visuals which the Manifesto Stakeholders will be able to use on their websites and social media channels. The campaign is targeting in particular the following Commissioners:

Mr. Gunther Oettinger, Commissioner for Budget and Human Resources, and members of its MFF Task Force,

Mr. Jyrki Katainen, Vice President and Commissioner for Jobs, Growth, Investment and Competitiveness, and

Ms. Marianne Thyssen, Commissioner for Employment, Social Affairs, Skills and Labour Mobility.

The number of these European Tourism Manifesto stakeholders has now risen to a total of 42.

You can find the full online version here:

www.tourismmanifesto.eu.

Other European Matters

CEN (European Standardisation Committee) is currently carrying out a 10-year review of the **EN15565:2008** standard "Tourism Services - Requirements for the provision of professional tourist guide training and qualification programme".

Following the signing at the FEG AGM in Dublin last year of a Memorandum of Understanding between the two Tourist Guide Federations, WFTGA & FEG has 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 and urge them to vote to confirm the EN15565:2008 standard as it has since 2008.** CEN Members, which comprise the 28 EU Member States, plus the Former Yugoslav Republic of Macedonia, Serbia and Turkey and the 3 countries of the European Free Trade Association (Iceland, Norway and Switzerland), will have to vote until June this year to either confirm, revise or withdraw the EN15565:2008. Needless to say, we are all fervently hoping the CEN members **will overwhelmingly vote to confirm this hard-won standard**, which took 3 long years to be agreed and voted in CEN. However, we shall have to wait and see.



FEG EUROLETTER - April 2018

Guido Lion has been following up for FEG, through the CEPLIS AGM in Rome and his meetings with **MEP Nicola Danti**, the European Commission proposals for a *new **European Services e-Card**, a proportionality assessment of national rules on professional services and guidance for national reforms on regulations of professions.*

The **Internal Market Committee (IMCO)** of the European Parliament has recently rejected the Commission's e-Card proposals by 21 votes to 14, with two abstentions, thus expressing its deep dissatisfaction with them. However, the IMCO Committee did not go so far as proposing outright rejection. MEPs are thus keeping open the option of either starting anew at a later stage or waiting for the position of the Council of the EU (Member States) before deciding on any concrete follow-up, i.e. adopting a new report for the rejection of the current proposals or seeking a compromise to amend them. The European Council has not yet agreed its position on these proposals.

The **European Services e-Card proposals** were presented by the Commission in January 2017 and are aimed at the Services Directive. The MEPs expressed concerns that these proposals could lead to social dumping. Other political groups questioned the added value of the proposals and argued that more could be achieved with a better implementation of the Services Directive.

The proposed «**Proportionality Test Directive**» is still in a state of legislative flux. However, the MEPs hope to vote on it by the end of April.

FEG is constantly stressing and insisting in the European Parliament that tourist guiding is a profession and accordingly tourist guides come under the **Professional Qualifications EU Directive** and NOT the Services Directive, which covers other occupations and businesses.

2018 is **European Cultural Heritage Year** and the **Year of Welcome China**. In the afternoon of 28th of February 2018 **Norma Clarkson** represented FEG in Brussels at the **EU - China Tourism Year Parliamentary Day** combined the **EU-China Tourism & Culture Cooperation Summit** organised by the European Travel Commission, the European Parliament, HiSEAS International Travel Group and Europe China OBOR (One Belt One Road).

European Parliament President, **Antonio Tajani**, and the Secretary-General of the UNWTO, **Zurab Pololikashvili** gave keynote speeches and marked the EU - China year by signing an important EP-UNWTO Memorandum of Understanding, the main contents of which are outlined in the Manifesto report above.

International Tourist Guide Day 2018

On the 21st February and on other dates in February the qualified tourist guides and their associations around the world celebrated once again the **International Tourist Guide Day 2018**.



Photo: Spanish tourist guides celebrating the International Tourist Guide Day in Plaza Mayor, Madrid



FEG EUROLETTER - April 2018

This has been a special day for tourist guides since 1990, when our dear colleague, **Titina Loizidou** from Cyprus - then WFTGA President - first had the idea of celebrating a day for the promotion of our tourist guide profession across the world.

This year ITGD fell during a FEG ExCo Meeting taking place in Rome. The Ex.Co. Members and Secretary drafted a script (over lunch!) for a video, which was entitled “**Carpe Diem**”.

Click here on FEG YouTube Chanel to view the Carpe Diem Ex.Co. video:

<https://www.youtube.com/watch?v=s1GiAonj6SQ>

Colleagues form across Europe sent us or posted news on their national celebration for the ITGD 2018, which we happily shared on our FEG Facebook page for our profession’s promotion to the world.

WFTGA 18th World Tourist Guide Convention, Tbilisi, Republic of Georgia

In line with the recently signed Memorandum of Understanding between the two Federations, FEG will be represented by its President, **Efi Kalampoukidou**, at the biennial 18th World Tourist Guide Convention in **Tbilisi, Georgia next January 2019**.

More details on the WFTGA Georgia event with programmes, prices and early bird registration is to be found here:

<https://wftga2019.com/>

During her meeting in Brussels on 28th February 2018 with the EU Tourism Manifesto Group, **Norma Clarkson** highlighted this forthcoming event in his native city to **Zurab Pololikashvili**, the new UNWTO Secretary-General, who was formerly the Georgian Minister of Economic Development.

FEG and TGs Visibility

- **FEG postcards and brochures**, will soon be sent out by post by SNATTI secretariat in Lisbon to the FEG member- associations to be used for FEG and for our professional promotion in events, national AGMs, tourism fairs and conferences.
- 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.



FEG & ENAT Best Nominated Accessible Cultural Places

Visitors requiring accessibility to great tourist experiences are growing in numbers. This new joint initiative by FEG and ENAT asks from the qualified tourist guides to submit their answers by using an online questionnaire and to **nominate their best accessible cultural experience in their country of qualification for 2018**. The scheme aims to recognise and celebrate those cultural sites/museums and monuments in Europe that are responding to this increasing demand. It is also intended to inspire and encourage others, to learn



FEG EUROLETTER - April 2018

from those that you as tourist guides believe are offering a great welcome and experience to everyone through their inclusive offer and services. Nominations will be based on your personal professional experience and observations and the experience of your visitors to highlight good practice. All nominations should all be documented by i.e. photos, videos, site websites, brochures etc. Please take some time to share your experience and to nominate your best accessible experience for 2018 until the end of September!

The online questionnaire will soon be sent to all FEG member-associations and will be posted on the FEG & ENAT Facebook pages, as well as promoted by press releases to the media across Europe. Our aim is to be able to **publically present these sites and museums as best nominated per country at our FEG AGM in November 2018 in Crete.**

FEG Training Breakthrough

The **FEG Training Consultancy Group (TCG)** met again last March in Scotland, being busy again with the FEG training issues and future policy.

● **A FEG Training First!**

FEG TCG is pleased to announce that 12 participants from the Warsaw 2017 Sharing Best Practice sponsored course will attend further training this autumn to upgrade their skill to **FEG Trainer**.

This 7-day FEG-sponsored course «**Trainer Training**» is part of the larger plan to introduce EN15565-compliant training courses throughout Europe and to ensure that European tourist guiding reaches the highest standard in the world. Participants from 11 nations will take part in the intensive, highly practical FEG Trainer Training

course on the **23 -31 October 2018**, to be delivered by two experienced FEG accredited trainers, **Iris Barry** and **Viola Lewis**. Our Portuguese colleagues of SNATTI have arranged a splendid location for the event: **Faro**, and both trainers and participants look forward to becoming acquainted with this ancient town and its treasures. Participants, selected after interviews and review of examination results from the 2017 SBP 6-day course in Poland, will represent Austria, Germany, Greece, Ireland, Italy, the Netherlands, Portugal, Spain, Sweden, the UK, Ukraine.



● Further activity by the **FEG Training Consultancy Group (TCG)** includes work towards the accreditation in the **Wales Official Tourist Guides Association's** forthcoming Blue Badge Course as compliant with EN15565, endorsed by the Wales Tourism authorities and planning to deliver the FEG Trainer Training course to our Welsh colleagues.

● The **T-GUIDE course**, which trains tourist guides on how to guide people with learning difficulties, continues to be popular and the number of guides





FEG EUROLETTER - April 2018

certified by FEG & ENAT with the T-GUIDE endorsement grows every quarter.

For those interested, your next opportunity will be the T-GUIDE course to be offered in November, immediately after the main meeting of the 20th FEG European Tourist Guide Meeting in **Heraklion, Crete**.

As mutually agreed, all certified T-GUIDEs are promoted by FEG and ENAT on our websites with their full contact details as T-GUIDEs specialised for “**Guiding People with Learning Difficulties** here: <http://www.feg-touristguides.com/t-guidecertification.php>

The T-GUIDE Committee term is renewed for one more year, so they are **Viola Lewis** and **Themis Halvantzi-Stringer** for FEG and **Ivor Ambrose** for ENAT.

- FEG trainers will also offer very useful half-day optional seminars in Crete, Greece: **Radolslaw Szafranowicz-Malosiec** will deliver a new seminar

“There is a kind of flame in Crete - let us call it "soul" - something more powerful than either life or death. There is pride, obstinacy, valor, and together with these something else inexpressible and imponderable, something which makes you rejoice that you are a human being, and at the same time tremble”

— **Nikos Kazantzakis (Report to Greco)**

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Training News: FEG TCG Convener, Iris Barry

on **Internet Marketing for Tourist Guides**, **Anastasia Gaitanou** will deliver a seminar on **Voice** as the tourist guide main instrument and **Efi Kalampoukidou** will be the trainer on the seminar **FEG-Europe-The way Forward**.

Do sign up quickly for these; places are limited.

- FEG and its accredited trainers would be delighted to offer in-house T-GUIDE courses or any other seminar and course for you and your colleagues at your location. This will also be a great opportunity for our future FEG trainers to practice their skills.

Further information can be obtained from FEG Training Convener at training@feg-touristguides.org

FEG Ex.Co. wishes to all colleagues and to our tourism partners across the world a good season for 2018.



20TH FEG EUROPEAN TOURIST GUIDE MEETING & AGM
20-25 NOV. 2018 • HERAKLION, CRETE, GREECE