

'Tourist Guiding in the Digital Era' #ITGD2019



INTERNATIONAL TOURIST GUIDE Day

#ITGD2019
#WTD2018
#WFTGA2019
#touristguide
#agentsofchange
#WFTGA

25 September 2018

Dear Tourism Colleagues and WFTGA Members,

Re: International Tourist Guide Day 2019 Theme announcement

27th September sees World Tourism Day celebrations take place globally. We would like to wish our WFTGA members and colleagues a wonderful day! In the spirit of World Tourism Day and the theme as recently announced by UNWTO; **Tourism and the Digital Transformation**, we would hereby like to use the opportunity to announce the theme for International Tourist Guide Day 2019.

TOURIST GUIDING IN THE DIGITAL ERA ~ How are you, the Tourist Guide using digital platforms to transform your guided Experiences.

Annually the role a Tourist Guide plays in the value chain that is Tourism, is celebrated across the Globe by our Member Associations and Tourist Guides officially on 21st February. This is a sector that celebrates the Profession and the fact that Tourist Guides are at the forefront of a Tourists' experience.

International Tourist Guide Day (ITGD) is acknowledge by events and activities arranged by members/tourist guides in their respective countries and cities throughout February and into early March. We encourage all to participate by offering lectures, tours, and further opportunities to network, grow skills and share knowledge, while showcasing their individual and their Associations' transformative and innovative ideas and actions.

We encourage all to celebrate this day dedicated to the profession of the Tourist Guide. Visit our social media sites to view our members' activities, and should you have a planned activity, please share it with us on social media or email as per below.

We wish all our members a fantastic World Tourism day! Remember to start your preparations for celebrations around ITG day 2019 on 21st February Share it with us at news@wftga.org

Kind Regards,

Alushca Ritchie
WFTGA PRESIDENT
president@wftga.org

On behalf of the 2017 – 2019 WFTGA Executive Board
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WFTGA World Federation of Tourist Guide Associations

since 1985 - 2018
Guiding the World's
Natural and Cultural Heritage

in Operational Relations with
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Affiliate Member of
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WFTGA Registered Office:
Vienna, Austria

18th WFTGA Convention
Tbilisi, Republic of Georgia
21-27 January 2019
@wftga2019
info@wftga2019.com

WFTGA is sponsored and supported by:

- Androus Foundation
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We are the Professionals!

