

DIRECTIONS

APRIL 2017

17th International Convention
World Federation of Tourist Guide Associations
held in Tehran, Iran, 28 January to 1 February 2017

Report from Treasurer, Rosemary Black, GOA Delegate



Around 400 people attended, representing over 45 countries.

The Convention Organising Committee did a fantastic job of promoting the Convention both inside and beyond Iran's borders.

It was a great opportunity to meet active tour guides from around the world and talk to them about their experiences as professional guides.

The theme of the Convention was:
“Iran: Friendly faces, Open arms, Ancient cultures, Timeless charms”

There was a strong emphasis on the role and value of tourist guides being cultural ambassadors and ambassadors of peace.

The Opening Ceremony was attended by:

- His Excellency, President Rouhani
- His Excellency, Vice-President Ahmadipour

and

- Dr Taleb Rifai, Secretary General United Nations World Tourism Organisation.

President Rouhani stressed the importance of tourism for peace, intercultural dialogue and fostering greater understanding and harmony between peoples.

“Tourism serves as a bridge between nations”.

Throughout the Convention, Iran took the opportunity to present the country as peaceful, and raise the awareness of Iran as a tourist destination, and to challenge the stereotypes of Middle Eastern countries as a region of war and conflict.



Everyone was friendly and hospitable with ceremonies and speeches at all the post-convention tour cities and towns, gifts and a huge amount of publicity about the Convention.

In the past 2 years, WFTGA Training

Division has provided courses in Iran, Oman and Saudi Arabia, and one currently in Singapore.

Nepal, Papua New Guinea and Myanmar have expressed interest and there will be a Train the Trainer course in Cyprus later in 2017.

DELEGATES MEETINGS

As an Australian Delegate, Rosemary attended a number of WFTGA meetings which provided opportunities for the different countries to report on what had happened over the past 2 years, and also raise any problems.



The most common problem seemed to be the deregulation of guides in many European countries.

The situation has been undermined by many unlicensed guides entering the countries and working for less pay or delivering “free” tours for which the guides receive tips.

In addition to general business there were two main items:

1 Election of the Executive Board

- **President:**
Aluscha Ritchie, South Africa,
- **Vice President & Secretary:**
Esther Banike (USA) ,
- **Vice President, Area Reps & Assistance with Training**
Mary Kemp Clarke (Scotland)
- **Treasurer:**
Harvey Davidson (USA),
- **Head of Training Division**
Steve McCauley (Australia)
- **Public Relations, Marketing 2019 Convention:**
Ruby Roy (Canada)
-
- **Co-opted (Silk Road)**
Ivana Curuvija (Serbia)

2 Bidding for the 2019 Convention

3 bidders:

- Thailand,
- Tbilisi, Republic of Georgia
- USA

Successful bidder: Tbilisi, Georgia

Pre-Post Convention Tours

An impressive 200 Iranian volunteer Tour Guides supported the Convention and the Pre and Post-Convention tours.

The support of many organisations such as local governments, hotels, airlines and trains in Iran was also impressive.

Rosemary participated in the Post Convention tour, which included a visit to Shiraz.



The local government erected a monument to Tourist Guides



And named a street “Tourist Guide Street”

El Questro

Savannah Guides School

4-7 May

Local field trips will explore the spectacular Chamberlain Gorge, Emma Gorge, Cockburn Range, Amalia Gorge and the pristine Zebedee Springs – all of which are looking amazing after a massive wet season.

Strong Growth for Australia's international visitor numbers

ATEC (Australian Tourism Export Council) reports that the tourism industry has enjoyed 40 years of growth, which reflects the true quality and desirability of destination Australia

ATEC was a pioneer in driving Chinese inbound tourism, and this year marks the celebration of the China-Australia Year of Tourism.

New markets are emerging, including **India, Malaysia and Korea.**

Indonesia is one of Australia's largest inbound markets – especially for Western Australia, because of its close proximity.

Australian Tourism Exchange 14-18 May

Australia's largest annual travel and tourism business event will take place at the International Convention Centre Sydney
14-18 May

CRUISE MARKET WESTERN AUSTRALIA

The growth of the cruise market in Western Australia continues at all nine ports (Broome, Exmouth, Geraldton, Fremantle, Bunbury, Busselton, Albany and Esperance (and occasionally Port Hedland).

The President of Tour Guides WA, Cherie Toovey, a nationally qualified and experienced trainer, has been involved in the delivery of limited training at all ports for Tour Guides and Meet and Greet staff for several years.

Tourism WA has now funded a pilot programme to be delivered at 2 ports within the next 2 months, which provides participants with the opportunity to gain the skills and knowledge for Membership of Tour Guides WA as well as GOA accreditation status.

If this proves successful, the training will be extended to all WA ports.

Tour Guides WA Secretary, and GOA Deputy Chair, Ellen Bradley (also a nationally qualified and experienced trainer) will be working with Cherie to achieve outcomes which will ensure that nationally recognised and accredited training at all WA ports will continue to be funded.

Global Eco Asia Pacific
Conference
is being held at
the state of the art
Sanctuary Adelaide, Zoo
Conference Centre,
located in the city centre
27-29 November

Did you know that ADS
(Approved Destination Status)
requirements for
Mandarin speaking Tour Guides
working in Australia
will be reviewed during 2017.