



# **World Federation Of Tourist Guide Associations**

**Silk Road Programme:  
Training Initiative and Focus**

**WFTGA**

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# What is WFTGA?

WFTGA is a *non-profit, non-political organization* of:

- tourist guide associations,
- individual tourist guides,
- affiliate members around the world

WFTGA is:

- in operational relations with UNESCO
- Affiliate Member on UNWTO





# Definition

## A Tourist Guide is....

... a **person** who guides **visitors**  
in the **language** of their choice and  
**interprets the cultural & natural heritage**  
of **an area**

which person normally possesses an  
area-specific **qualification** usually issued  
and/or recognised by the appropriate  
authority

[EN 13809/ 2003]



# The Role of a Tourist Guide

## ➤ THEN.....

- Service Excellence
- Qualification
- Professionalism
- Creativity

## ➤ NOW.....

- Storytellers
- Professionals
- Marketers
- And so much more... adding value to experiences



# Potential of Silk Road

- To allow for growth through a network of locally trained Tourist Guides
- Correct Interpretation
- Improved guiding skills and techniques
- Authentic Story telling
- Cross culture and heritage

**\*\*\*You can save an average tour with a great guide!\*\*\***



# Challenges & Opportunities

- Opportunity to create a sustainable career path
- Knowledge transfer occurs
  - Between young and old
  - Succession planning takes place
  - Locals are upskilled = job creation
- Language shortages
- Lack of Training
- Cross border guiding
- Silk Road Handbook 2014 (Unesco) currently draft copy



# Training Opportunities

- WFTGA accredited Hands on Training Modules (HOT)
  - Offered in multiple languages
  - Internationally qualified Trainers
  - Modules specifically focussed on Silk Road sites

## For Example:

- Itinerary planning
- Environment and sustainability
- Business skills
- Merchandising along the Silk Road
- Tourism partners
- Cross border tours



# Programmes

- WFTGA Training courses offered at the WFTGA accredited Cyprus and Armenia Training Centres.
- ✓ HOT – Hands On Training (Silk Road specific or Standard version)
- ✓ TtT – Train the Trainer
- ✓ Cruise Guide Training
- ✓ Training for special needs Tourists

## **Joint Programmes with UNWTO & WFTGA:**

2015 – Uzbekistan

2016 – Kazakhstan

2017 – Kazakhstan (postponed to 2018)

**CHALLENGE: funding for potential students**





# Why?

1. All Tourist Guides have to adhere to a Code of Conduct
2. UNWTO ethos
3. Method of quality control
4. Offering a continued level of excellence and service to the visitor
5. True and accurate account of Heritage and History
6. Potential for regional development and Job creation
7. Sustainable and responsible tourism can be instilled (protection of surroundings, nature, sites)
8. Context and relevance is introduced to corridors/routes
9. Needs of guests are priority and can be met
10. Correct interpretation of themes



# Way Forward

- Priority to update the next copy of the **Silk Road Handbook** (pending funding)
- Introduce **additional training** and more opportunities for **skills development** (Funding Tourism Authorities versus Private sector)
- Encourage and **market** the use of qualified Tourist Guides in all 'corridors' through Tour Operators, Tourism Authorities, and other relevant stake holders.
- Collaborate with Tourism Authorities, Tour Operators (private sector), Government stake holders for **funding** towards Training.



**Thank you**  
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