

EDITORIAL

Dear Colleagues,

As you all know, this is a very special year for our Federation, as FEG celebrates its 25th anniversary. FEG was founded back in 1986 with the following founding members: **Austria, France, Greece, Italy, Spain and U.K.**

Already in 1986 the founder members had discovered that Tourist Guides' issues and problems were very similar from one country to another. Continuing good networking remains very important and this is one of the reasons why we are still here today, more than 25 years later.

The same members realised that to be able to engage with the increasingly important European Commission a European Federation representing tourist guides was needed and should be founded.



Photo: Annie Passot / Tom Hooper / Lisa Zeiler AGM Vienna

If you close your eyes for a moment and try to recall what you were doing or where you were back in the late eighties, you might remember or perhaps not! I was already guiding... Many things

have happened in the last 25 years in the TG profession, and some old problems still remain. I have already mentioned to some of you that my father was a TG more than 50 years ago, so I knew and grew up with the problems since I was a child.

Today, 25 years later, FEG has grown from 6 to 22 countries, representing more than 60.000 tourist guides across Europe and has very strong relationships in many countries outside the European Union.

One of the big issues continues to be, both at European level and in many other countries outside Europe, the permanent confusion within the tourism industry between the definitions of two professions, namely Tourist Guide and Tour Manager. Since 1987 **we have kept trying to convince the audience that tourist guiding is an "area specific" profession covering a wide range of Area-specific and General Knowledge as well as Communication and Guiding Techniques, making tourist guides "ambassadors of excellence" of the country visited.** We have been repeating the same message again and again and again and again ever since.

As a result of lobbying during these past years, many important documents have been issued by the European Commission making a clear distinction between TGs and TMs and agreement has been reached demonstrated for example by the joint declaration between IATM and FEG.

Nonetheless and having said all that, within the Tourism Industry of today there are many players very interested in promoting a confusion between 'tourist guide' and 'tour manager' for their own benefit. This means that lobbying on behalf of FEG continues to be very important. In today's world where everything is interconnected FEG

needs to get more visibility than ever before, not only in order to be listened to, but also to be able to promote change and make things happen for the benefit of our profession and our visitors.

Many battles have been fought but after 25 years, the war is unfortunately still not over and we have to remain alert. It is true that some parts of the tourism industry – often exploiting their commercial muscle - would like to see the tourist guide disappear but this is simply not going to happen.

The importance of our activity is growing and TG services are more in demand than ever before. Many stakeholders and large organisations, including the competent authorities of many countries, realise today the great importance of a high quality TG service provision for the image of the country visited. DO ALWAYS BEAR IN MIND that as Tourist Guides we are all representatives of the cities, regions and countries for which we are qualified. It depends largely on us if visitors feel welcome, would like to stay longer or decide to come back.

Last but not least, I would like to say that we can be extremely proud of the achievements of those who were here before us; individuals like Richard Skinner, Eduardo D'Amico, Annie Passot, Tom Hooper and of course **MANY OTHER PEOPLE**. Some of these fighters are still here today, continuing their good work. We now have to HONOUR what they did, and seriously take on board that what we are doing today will be the legacy for the future generation of tourist guides in Europe.

BUT ANYTHING WE DO WILL HAVE LIMITED IMPACT WITHOUT YOUR HELP. Please spread the message, **NEVER GIVE UP!!! CONTINUE TO FIGHT FOR ALL THAT WE BELIEVE IN.** LET'S WORK TOGETHER AND ALWAYS

REMEMBER, you as Tourist Guides are **AMBASSADORS OF EXCELLENCE OF THE CULTURAL AND NATURAL HERITAGE OF YOUR COUNTRIES.**

At our next EGM in Amsterdam you will receive detailed information of FEG's frenetic activities during the last three months in Brussels. In this Euroletter you will be given a resume of what has happened since our last AGM in Vienna.

Carlos Ortega

INTRODUCING FEG'S NEW SECRETARIAT AND 2011 EXECUTIVE COMMITTEE

Since our last AGM in Vienna in November 2010, we have two new Executive Officers. We are proud to announce that the newly elected FEG Ex.Co members are **Ingrid Wallenborg** from the UK and **Wolther von Kieseritzky** from Germany. Both of them are very familiar to most of our FEG members. They have attended most of the EGM and AGM meetings of the last few years.

Finally, we would also like to thank our outgoing Executive Committee members **Annie Passot** and **Tom Hooper**. Both have carried great responsibilities and been hugely dedicated to our organisation as former presidents of FEG. We are sure they will be around in the future and we all hope to see them both again at our meetings this year.

We would also like to introduce everybody to our **new FEG secretary Jane Pursell Briggs**. Jane is of Scottish origin but lives and works as a licensed tourist guide in Fuerteventura, Spain, and speaks fluent English, Spanish, and French.



Photo: FEG NEW Secretary 2011 - Jane Pursell Briggs

Wolther von Kieseritzky
wolthervk@feg-touristguides.org

Jane Pursell Briggs (Secretariat)
info@feg-touristguides.org
secretariat@fegtouristguides.org

In addition, we thank our outgoing secretary, Mia Craig, for her help during the year 2010.

Since November 2010 the FEG new Executive Officers are:

Chairman: Carlos Ortega
Executive Officers: Efi Kalamboukidou
Ingrid Wallenberg
Wolther von Kieseritzky



Photo: ExCo meeting February 2011, Berlin

THANKS FOR COMING TO VIENNA IN NOVEMBER

Now we take the opportunity to highlight for you the new electronic addresses of your new ExCo and secretariat:

Carlos Ortega:
chairman@fegtouristguides.org

Efi Kalamboukidou:
efik@feg-touristguides.org

Ingrid Wallenberg
ingridw@feg-touristguides.org

It was a great pleasure to welcome you all in November in Vienna for our most recent AGM.

On behalf of the whole ExCo and FEG delegates, I would like to express our most sincere gratitude to Lisa Zeiler and to the Organizing Committee, as well as to the Vienna Chamber of Commerce for their great collaboration during the whole event and to all Tourist Guides involved for their work and warm hospitality that all FEG delegates got in Vienna.



**FEG EGM 19-20 March 2011
Amsterdam**

In Vienna we had, once again, a great opportunity for everybody to network with colleagues from many different countries in Europe. We hope you did enjoy the events and visits arranged by our Vienna's colleagues as much as we did.



Photo: FEG Gala dinner Vienna Nov 2010

FEG also offered one seminar: "Handling Difficult People" delivered by FEG accredited trainer Viola Lier-Lewis and, the feedback of the seminars has been excellent. As everybody knows by now, the Seminars are key units that count towards integration of existing guide qualifications to conform with the CEN standard and for FEG accreditation as a trainer.

The Vienna AGM is over, and now we hope to welcome you shortly in Amsterdam to our EGM and later on we will have our FEG AGM in Madeira where we will celebrate FEG's 25th Anniversary.

FEG Extraordinary General Meeting 2011 in Amsterdam, the Netherlands

The invitation to **Amsterdam FEG EGM for 19th & 20th March 2011** has already been sent to all

members and observers and, as agreed at the AGM in Vienna, it will be combined with a new **Round Table session - open to all delegates - on the "FEG Web Portal" on Friday 18th at 17.30 with an approximate duration of 2 hours.**

Our colleagues from Guidor - the Netherlands have taken good care of our hotel accommodation as well as the FEG meeting rooms offering a very good deal for FEG delegates. Registrations and participation payment should be made directly to Guidor at:

Guidor Association
ING Bank
Postbus 388
8901 BD Leeuwarden
IBAN: NL23INGB0001851918
BIC: INGBNL2A

The agenda for the EGM in Amsterdam has already been forwarded to all FEG members.

FEG & WFTGA

FEG Chairman, Carlos Ortega was invited to **represent FEG at the 14th WFTGA Convention in Tallinn, Estonia from the 28th January to 4th February 2011.** During the members' General Meeting he gave a short speech on FEG's activities, its role in Europe and its co-operation with the WFTGA, expressing the need of our two organizations to work together more than ever before. He also addressed the guests of the WFTGA Convention on the occasion of the opening ceremony in Tallinn; about 200 people were present at this convention.

We would like to thank Rosalind Newland for giving FEG the opportunity to address the audience in this 14th convention of the WFTGA



and be able to meet old friends from previous Conventions and get to know new people and colleagues from other countries outside Europe.



Photo: 14th WFTGA Convention - Tallinn

FEG membership

At our last AGM in Vienna in November 2010, we all met the new FEG associate member **Norway** and its delegate **Niels Henrik Jensen**.

We would also like to welcome to the FEG family the national **Federation of Tourist Guides of Croatia**, which replaces the former FEG member, the association of Dubrovnik, following their application and its acceptance as a full member by the FEG Ex.Co.

The Chairman, Carlos Ortega, also made several contacts during his presence at the WFTGA Tallinn Convention, with possible future members of FEG. Many of them will be invited as observers to the FEG EGM in Amsterdam and the FEG AGM in Madeira.

FEG has drafted a new introduction letter to future members. **If any of you have contacts**

with possible interested new tourist guide associations, please ask for their name/s, email addresses and postal address, so that the FEG secretariat can forward the letter and membership brochure to them.

FEG & Visibility

At the Brussels EGM last March it was decided to reserve the domain name www.fairdealtours.com and other relevant domain names in order to develop a new FEG web portal to advertise individual tourist guides and to promote tours with qualified tourist guides for FEG association members. **The name was immediately booked by FEG in order to create a new portal** by using a search engine for guides all over Europe. At the Vienna AGM Tom Hooper **introduced a definition for "fair deal tours"**. This definition has been published on the FEG website for members to read and comment on. It was then decided by the AGM to have an afternoon **Round Table** about the **FEG Web Portal** before the EGM in Amsterdam, in order to have more time to discuss and present such a tool to FEG's members.

The creation and running of such a portal including market research will be studied and FEG members will have to decide whether it's feasible to proceed with it. We therefore ask members-associations with the know-how and technology to bring their ideas to the Round Table in Amsterdam, on the afternoon of Friday 18th March 2011. **We need ideas and financial solutions for the new FEG portal and we urge members to make their proposals to FEG Ex.Co.**



Tourist Guide Training & FEG

FEG has held two separate **full day seminars on “Handling Difficult People”**, both delivered by the **FEG accredited trainer Viola Lewis** during the AGM in Vienna, on the 19th November in English and on the 21st November in German. A total of 32 qualified tourist guides attended the seminars and the outcome of the evaluation questionnaires was extremely satisfactory, as delivered by the seminar’s creator, Mr. Peter Longmire. FEG Ex.Co. has signed a contract with Mr. Longmire and we bought the copyright and legal rights to be able to deliver this seminar to our colleagues in the future, wherever the opportunity arises.



Photo: FEG seminar: “Handling Difficult People”

The seminar “Handling Difficult People” will certainly be delivered again in the near future, but in case **any FEG member-tourist guide association wishes to have it delivered in its own country/city** for its own members only, this can always be arranged in co-operation with FEG, which will issue the relevant certificate and trainers (see information on the FEG document attached).

Licenses & Badges

FEG has repeatedly requested its members to send their “Licenses & Badges”. Most of you have already sent them and they are in our database. Nonetheless **FEG members – who haven’t done so already – please send us your official accreditation/badge scanned by mail (if you have more than one in regions or cities, please send them all)**. This is very important for everyone (including public authorities, the E.U., individual tourist guides, associations) to be able to see on the FEG website the kind of accreditation a qualified tourist guide has in each country/region/city, in order to prevent unqualified guiding as much as possible. Especially now with ETOA producing its own “tour guide” ID card with the E.U. star logo on it, we have to be proactive and help each other with the correct implementation of the E.U. Directives and exchange of information.

FEG & Members’ Questionnaire

As FEG has done in the past, we have produced **a new updated members’ questionnaire**, including the most important information concerning tourist guides in each member country and their federations/associations. We would like to invite everybody to fill in this questionnaire online to update FEG’s information system and to give us a better understanding of all members’ needs.

The deadline for this is 15th March 2011.

FEG & E.U.

Ex.Co has already registered FEG as the official European tourist guide organization on the E.U. website, in order to be able to participate in any



public consultations for E.U. Directives and their implementation, including services, tourism, internal market, culture and transportation.

The first document we have produced is a contribution to an E.U. public consultation regarding **Directive 2006/123/EC on services and tourist guides, as you were informed at the Vienna AGM.**

The second FEG paper produced and sent is in relation to the Commission's public consultation on the **implementation of Directive 2006/36/EC and the Professional Card**, which the Commission introduced recently with a deadline of the 15th March 2011.

The Commission (DG Internal market) organized two public hearings with professional organizations and competent authorities in Brussels. FEG was invited and was represented on the 29.10.2010 by the **Chairman, Carlos Ortega** and on the 21.2.2011 by **Guido Lion**. Issues concerning the Directive 2005/36 and problems experienced by organizations with regards to the Directive will be reported at the EGM in Amsterdam.

The Commission initiated a new project to introduce a European professional card for those professions wishing to have such a card, as FEG members were informed at the Vienna AGM. FEG asked the Commission (DG Internal Market) to participate in the steering group and this was accepted. The first meeting of the E.U. steering group took place on the 10.12.2010 in Brussels and Ingrid Wallenberg represented FEG. The second meeting was held on the 25.2.2011 where Efi Kalamboukidou represented FEG. Three further meetings will follow within the year and FEG Ex.Co. will try to be present at all of them, since ETOA and ECTAA are also part of this group. After the first steering group meeting FEG

sent a letter to DG Internal Market, asking who ETOA and ECTAA represent in these meetings. The Commission will present the results and resolutions of the steering group after its last meeting in July 2011, which will not be binding to any profession or authority, as this steering group is just a 'useful think tank' for them. Nevertheless, it is most certainly in FEG's interest to be present and lobby within the E.U. at every opportunity.

FEG & CEN

FEG also attended a **CEN/TC 329 seminar on the standardization of the tourism sector** on the 8th December 2010 in Brussels, represented by the Chairman **Carlos Ortega**. Representatives of tour operators were also present and once again we had to demonstrate and to stand up for EN 15565 and the EN 13809 definitions on tourism. We produced a letter complaining to the Chair of this seminar, Mr. Ketchel, about the incorrect information given by the **President of CEN TC/ 329, Mr. Jansen in a Power Point presentation on "Benefits from established European tourism standards?"** in the meeting above, regarding tourist guides and CEN. He attempted to present the EN 15565:2008 as a non-helpful tool for the tourism industry that concerns only the "local guides" who work "on-site", but not the ones who move across Europe. This FEG letter was published on the CEN website along with the meeting's minutes. The FEG initiative was supported by a similar letter by the WFTGA to once again maximize the impact of the tourist guides' voice when it comes to CEN standardization and tourism.



European Committee for Standardization
Comité Européen de Normalisation
Europäisches Komitee für Normung



FEG EGM 19-20 March 2011
Amsterdam

The newly elected WFTGA Ex.Co member, **Wilja Siebe**, represented the WFTGA and FEG at the **CEN stakeholders' meeting on tourism standardization** on the 23rd February 2011 in Brussels.

FEG & E.U. Leonardo project

The FEG Chairman, **Carlos Ortega** has been in contact with the Spanish online training company IFO, (Instituto de Formación Online) which develops and participates as a partner in E.U. funded projects with several groups of people, about a possible involvement of FEG in such an EU-funded project. We were informed by IFO – very last minute – that there was a possibility for FEG to apply as a promoter of a project and that the application deadline was just a couple of days after notification was received by the FEG Ex.Co. We had to move extremely fast in order to supply all the paperwork needed and to find suitable partners, which had to be national tourist guide associations from different countries in order to apply together with FEG. Meanwhile, the other partners were found by IFO. We did eventually manage to get everything ready before the deadline and we are now waiting for the outcome of the project.



The project is called “**Quality Label for Tourist Guide Training**”, applied for the **Lifelong Learning Programme 2011, Leonardo da Vinci, Development of Innovation, with a 24 month duration and total budget 500.000 Euros. If the project is accepted by the E.U. the FEG**

funded part will be 100.000 Euros. The national Tourist Guide Associations which have applied as partners for this project are: BVGD-Germany, POXEN-Greece, UK (APTG, the Guild & STGA), University of Poland, Regione Lazio - Italy, Institute of Tourism - Malta and IFO-Spain.

FEG & ETLC

FEG, represented by **Gerardo Rappazzo from CEFAPIT**, attended an **ETLC meeting organized in Madrid on the 16th December 2010 on “Workers in tourism sector on group management and group guiding”**. As discussed at the Vienna AGM, ETLC is an umbrella European Trade Union organization for workers across the E.U., many of them tour managers.

We made the point in Vienna that ETLC uses the wrong terminology on tourist guides (called ‘local guides’) and tour managers (called ‘tour guides’). This terminology and misleading information was also published on their website along with the idea of a Pan-European ID card for guides, without clarifying if it was meant to be for tourist guides or for tour managers.

For more details see:

www.ETLC/network.eu



The main purpose of FEG’s and CEFAPIT’s presence at the ETLC meeting above was to make everybody aware of the CEN terminology and standards and to clarify who it is that represents the official voice of tourist guides in Europe (see attachment with Gerardo’s report).



FEG

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

Euroletter March 2011

FEG Ex.Co decided to follow up this issue and to co-operate with the work of the ETLC with the help of CEFAPIT, in order to have greater visibility across the E.U. Trade Unions and a letter to them was produced. They have recently promised to organize a FEG and ETLC meeting for further co-operation and to correct the mistakes in terminology on their website.

FEG Annual General Meeting **2011-Madeira, Portugal**

It was announced in Vienna that our Portuguese colleagues are kindly inviting all of us to the beautiful island of Madeira, Portugal, to celebrate the SNATTI 75th Anniversary along with the FEG 25th Anniversary during a fascinating European Meeting for FEG delegates, all tourist guides, friends and family.

The program SNATTI has prepared for us is called **“Celebrating the Qualified Interpretation of Culture”**, and will be held between the **15th-21st November 2011**, including many tours and visits, gastronomy and wine. Almost all details are already available in order that you to may register, so please send your reservations to SNATTI as soon as possible (see attachment).

FEG will also offer two half-day seminars for qualified tourist guides on the 16th November and on the 18th November, both in the afternoon. More details on seminars topics, trainers and fees will be announced soon.



FEG EGM 19-20 March 2011
Amsterdam