TRANSMITTING SILK ROAD HERITAGE

Ivana Ćuruvija, WFTGA Lead International Trainer
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
• 1985 1st International Convention of Tourist Guides, Tel Aviv, Israel
• 1987 WFTGA officially registered under Austrian
• Run by the Executive Board (EXBO) which is elected by the General Assembly every 2 years at each convention
WHAT IS A TOURIST GUIDE?
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]
Transmiting Silk Road Heritage

✓ Story telling
✓ Interpretation
✓ Importance of guiding skills and techniques

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

© WFTGA
Transmiting Silk Road Heritage

- WFTGA training courses
- Joint programme of UNWTO and WFTGA
  - 2015 – Uzbekistan
  - 2016 – Kazakhstan
- Participants from more countries
Thank you!

www.wftga.org

@WFTGAofficial    #ITG2017

WFTGA_official    #ITG2017

facebook.com/wftga/