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 law

• 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

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Transmiting Silk Road Heritage

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

*You can save an average tour with a great guide!
Transmiting Silk Road Heritage

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

www.wftga.org