

# European Federation of Tourist Guide Associations

Qualified Interpretation of Culture  
Ambassadors of Excellence



Our Ref. EK/JP/110117

11<sup>th</sup> January 2017

Dear Mateja and Slovenian Colleagues

Welcome to FEG!

We're delighted to confirm that your membership application as an Associate Member was approved and will be ratified during our next AGM in Dublin, Ireland next November 2017, so would like to extend the warmest of welcomes to you and your members. We look forward to our mutual collaboration, always with the aim of improving conditions for Tourist Guides, and promoting the recognition of our profession as playing a pivotal role in the correct interpretation of our cultural heritage, in our various area-specific regions/countries of qualification.

Just to give you some background information: the two most basic positions which FEG defends are defined by the Norms approved by the EU: firstly EN13809:2003 which gives definitions of and differentiates the rôles of Tourist Guides and Tour Managers/Leaders, and confirms the Tourist Guide beyond a shadow of a doubt as being qualified **for a specific area only** (whether country, region or city).

The EU Commission itself detailed the definitions in the document COM (2000) 17 final, published on the 3<sup>rd</sup> of February 2000. Under VI. F. 3 item 273, it states: "The Commission has observed that freedom of movement problems very often originate in confusion between two different but complementary professions: tourist guides and tour couriers/escorts."

The second Norm is EN15565:2008, which lays down minimum training standards. FEG can create a training program for members according to their needs in order to implement EN15565, or can certify if an existing program complies with it. FEG was the expert body in the CEN working group when the EN standard was created and thus has the know-how and is the appropriate organisation to give this certification.

We expect all members to respect and promote these official EU standards (or their equivalent in the event that your country is not an EU member) wherever possible. We **do** appreciate that Tourist Guides do not receive the same level of support from their country's authorities in all cases, and some may be years away from raising standards to the desired level; however we will be working towards this as a common goal.

Only by following these criteria, despite the desire of some to deregulate our profession, can we ensure that Tourist Guides are truly Ambassadors of Excellence for the area/s visited by the tourist/consumer.

CPD (Continuous Professional Development) is also a key aim. We have our own FEG trainers, and at EGMs and AGMs, as well as other occasions, it's possible to attend a Seminar, open to both delegates and other attendees.

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One very important project in which we are involved is the promotion of a FEG Web Portal ([www.toptouristguides.org](http://www.toptouristguides.org)) which will allow all qualified Tourist Guides to promote their services. With your help, only qualified Tgs who are your members will be permitted to advertise here.

Another aspect of our technological development is the FEG Facebook page – if you are not already linked to FEG, please “friend” us, and encourage your members to do the same.

The hub of communication is the Secretariat, run currently by Jane Pursell Briggs, and we would like to request that you copy her in on any communication that you have with FEG. Also, if you hear of any other contacts which may promote our work, you can let her know. The correct email to use is [secretariat@feg-touristguides.org](mailto:secretariat@feg-touristguides.org)

You will now be copied in to all general communications amongst and to FEG members, and in the event of a request for information, ask that you reply to these at your earliest convenience.

Once again, welcome to FEG.

Yours sincerely



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