

**'Agents of Change' – The Tourist Guide  
#ITGD2018 #AgentsOfChange #TravelEnjoyRespect  
21<sup>st</sup> February 2018**

Dear Tourism Colleagues,

Annually the WFTGA celebrates the role a Tourist Guide plays in the value chain that is Tourism. This is a sector that celebrates the Profession and the fact that Tourist Guides are at the forefront of a Tourists' experience.

International Tourist Guide Day (ITGD) is celebrated across the Globe by our Member Associations and Tourist Guides. Events and activities are held in the respective countries and cities throughout February and into early March and we encourage all to participate by offering lectures, tours, and further opportunities to network, grow skills and share knowledge.

In 1989 it was realized that enhancing the image of the Tourist Guide worldwide would assist with the recognition of the profession. We annually use the 21<sup>st</sup> February to celebrate and showcase the skills and professionalism of these Tourist Guides.

This year, we celebrate this sector by speaking to the UNWTO campaign 'TravelEnjoyRespect'. A campaign that encourages a mutual respect for all parties involved in creating an unforgettable experience and thereby putting the Tourist Guide in a position to be an 'Agent of Change.'

We encourage all celebrate this day dedicated to the profession of the Tourist Guide. Visit our social media sites to view how our members' activities, and should you have a planned activity, please share it with us on social media or email as per below.

We wish all our Members and Tourist Guides success with their celebrations and activities.

Kind Regards,



**Alushca Ritchie**  
**WFTGA PRESIDENT**  
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**On behalf of the 2017 – 2019 WFTGA Executive Board**  
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**WFTGA**  
**World Federation**  
**of Tourist Guide**  
**Associations**

since 1985 - 2018  
Guiding the World's  
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In Operational Relations with  
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WFTGA Registered Office:  
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**18<sup>th</sup> WFTGA Convention**  
**Tbilisi, Republic of Georgia**  
**21-27 January 2019**  
**@wftga2019**

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**We are the Professionals!**