



20TH CONVENTION
WFTGA
2024
SIRACUSA - ITALY
19-29 JANUARY 2024

WORLD FEDERATION OF **TOURIST GUIDE ASSOCIATIONS**



Venues

Teatro Massimo
Via del Teatro

Palazzo Vermexio
Piazza Duomo 4

Siracusa



PROGRAM BOOK

convention.wftga.org

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Welcome letters



Dear WFTGA Members, Participants and Friends,

For many participants, this will be the first time that we have all gathered together in person since our 18th WFTGA Convention in Tbilisi in 2019. We can reflect back on how far we have come since our 19th Convention in Madrid saw us embracing technology and conducting our first Hybrid meeting for our members and the tourist guide community.

Now, we come together as the WFTGA family in celebration of our 20th Convention where we are embracing both technology and the tangible (virtual and in-person). Italy are our hosts, and the lovely city of Siracusa is our home for this week. During this time, we will explore the theme of our 2024 Convention, *'Sicily today, as it was yesterday, a mediterranean crossroads of cultures'*.



Sicily is not only known for its 7 UNESCO World Heritage Sites, the highest active volcano in Europe and its many nature reserves, it is also known for its Archaeological sites. During the Convention you will have the opportunity to visit a few of these tremendous sites. Delving further into the history and background of this destination, our Keynote and Plenary speakers are sure to excite you with further information contributing towards understanding the history.

As participants from over 50 countries, I encourage you to use this opportunity to network, meet new and old friends and colleagues, grow your skills by attending the workshops and increase your knowledge from the contributions of our guest speakers and presenters. It is important that you share this gained knowledge with your colleagues on your return home.

Looking back at our previous Conventions our workshop topics have evolved considerably and we are now seeing workshops such as 'online guided tours', 'guiding with sustainability in mind' and 'ChatGPT for tourist guides'. Technology is moving ahead rapidly and we, as guides, should not dismiss its importance. The profession of Tourist Guiding has developed into a profession that needs to embrace technology and balance the tourist expectations. We are having to be more than story tellers and ambassadors, and with this all being said, it can still be seen as a rewarding and exciting profession.

The theme of our International Tourist Guide Day, to be celebrated on 21st February 2024, celebrates the theme of *'Tourist Guides; Our Guardians in promoting and encouraging Green Tourism'*. Tourist Guides are in the unique position to act as the green guardians in their respective sites and cities, creating awareness of the environment by means of their activities shared with Tourists.

In closing I would like to thank the executive board for all they have done towards our successes during my Presidential term. The guiding industry and the WFTGA have been through unprecedented times and we have all come through it admirably.

"nothing scares as much as change and nothing offers more opportunities"~unknown

On behalf of the 2022 – 2024 Executive Board, I would like to congratulate our hosts for this 20th convention on their continuous enthusiasm during the preparations leading up to the Convention. Finally, we would like to wish the members bidding to host the 21st Convention in 2026, everything of the best. We wish all participants a safe and enjoyable experience here in Sicily.

Yours in Tourist Guiding,
Alushca Ritchie - WFTGA President 2017 - 2024

Welcome letters



Venice, January 10th, 2024

Dear colleagues,

on behalf of the Ex-Bo and of the members of ANGT, I am very glad and proud to warmly welcome you to the 20th WFTGA 2024 Convention in Siracusa.

It is a pleasure for me to thank all the Italian colleagues and the Symposia team who have contributed to the accomplishment of the Convention. A very special thank you goes to the President of WFTGA, Alushca Ritchie, who put so much enthusiasm and energies in this project since it was conceived.



I am sure that all of you will enjoy a wonderful experience, sharing opinions regarding our profession with colleagues from all over the world: there is not a better place than Siracusa, that has been for centuries one of the most important cultural sites in the Mediterranean Sea, to host such an important international event.

I am looking forward to meeting all of you in person, in Siracusa, to share professional experiences and beauty!

Best regards,

Anna Bigai
ANGT President



Siracusa, January 10th, 2024

Dear Colleagues,

on behalf of all Sicilian tourist guides and as the current president of AGTS (Association of Syracusan Tourist Guides) and vice president of the Federation of Sicilian Tourist Guides, it's an honour and a great pleasure for me to welcome to Siracusa colleagues from all over the planet to the 20th WFTGA Convention.

I am proud to underline that Siracusa, my native town, is the only place in the world that has been chosen for the third time to host a convention of tourist guides: an Italian national convention in 1991, a European convention in 2004 and now, exactly 20 years later, an international convention.



Over the past two years, we have been dedicating all our efforts and best energies to making the 20th WFTGA Convention a successful event and we are sure that Siracusa - a UNESCO heritage site since 2005, a city with more than 2750 years of history, monuments witnessing peoples of various origins that settled down here and proclaimed our city capital of a European empire long before the extraordinary deeds of Alexander the Great - will charm you and conquer your hearts.

We realise that it's a great challenge for us to live up to your expectations and that Siracusa and sunny Sicily deserve to be showcased at their best for your enjoyment and for our pleasure, but we are confident that we will make it and will share great moments together.

I would also like to take this opportunity to publicly thank the regional, municipal, and local institutions, the sponsors, the partners, and the suppliers that supported us all the way through.

Looking forward to meeting you soon in person and wishing you a wonderful stay in Siracusa!

Best regards,

Carlo Castello
AGTS President

Convention Program



Time	DELEGATES	PARTICIPANTS	ACCOMPANYING PERSONS
Thursday 18th			
AM & PM	Arrivals Pre Tour	Arrivals Pre Tour	Arrivals Pre Tour
		PRE TOUR – ARRIVAL NIGHT No activities included	
14:30 – 19:30	HOSPITALITY DESK – located at the airport REGISTRATION – in the hotel lobby		
Friday 19th			
PRE TOUR			
08:00 departure		Mount Etna – Group ACTIVE Meet in the lobby of the hotel <i>*dress warmly</i>	
08:30 departure		Mount Etna – Group GENTLE Meet in the lobby of the hotel <i>*dress warmly</i>	
12:00 – 13:00		Transfers to TAORMINA	
13:30 – 14:30		LUNCH – Group ACTIVE Caffetteria Belvedere at Teatro Antico di Taormina	
		LUNCH – Group GENTLE Restaurant at Gole dell'Alcantara	
14:30 – 16:30		Regional walking Tour – Taormina	
16:30 – 17:30		Transfer from Taormina to Giardini Naxos	
18:00		Naxos for official welcome from the Mayor and site visit	
19:00 – 21:00		COCKTAIL DINNER In Giardini Naxos	
21:00		Transfers to Catania Hotels	
07:00 – 08:00	REGISTRATION DESK – located in the hotel lobby		
Saturday 20th			
PRE TOUR			
07:30 departure	Delegates Check out of Hotels in Catania	Departure Group ACTIVE Meet in the lobby of the hotel <i>*dress appropriately</i>	
		Visit to the town of Ferla, the site of Necropolis Pantalica and Sortino	
09:00 AM	Delegates Check out of Hotels in Catania	Departure Group GENTLE Meet in the lobby of the hotel <i>*dress appropriately</i>	
		Catania city walking tour: Historical centre and food market experience	
13:00 – 15:00		LUNCH - Group ACTIVE Lunch and visit in Sortino	
13:00 – 14:30		LUNCH - Group GENTLE Lunch at Vuciata restaurant	
14:30 – 17:30	Delegates transfer: the shuttle departs from Catania with the gentle group, arrives at Sortino to collect the active group. Drop off: Ortigia	Transfer from Vuciata to Catania Hotel - Group GENTLE	
15:00 – 16:00		Transfer from Sortino to Catania Hotel- Group ACTIVE	
PM	General Arrivals from airport / train stations		
16:30	Delegates arrival in Ortigia Drop off: Molo Sant'Antonio	Free time in the afternoon - Group GENTLE	
19:00 – 21:00	Welcome Delegates cocktail. Venue: Vistro Art Room, Ortigia / Delegates ONLY (no accompanying person, participants, etc.)	Free time in the afternoon - Group ACTIVE	
19:30		DINNER at the Catania Sheraton Hotel	
14:00 – 19:00	HOSPITALITY DESK Located at the Municipal Theatre Foyer (Ortigia) and Alfeo Hotel foyer (Siracusa) Located at the Catania airport		
16:00 – 19:00	REGISTRATION DESK– Located at the Municipal Theatre		

Convention Program



Time	DELEGATES	PARTICIPANTS	ACCOMPANYING PERSONS
Sunday 21st			
08:30 – 13:00 (venue opens at 08:00)	General Assembly – part 1		
09:00 – 09:30 departure	(not open to the public/officially appointed delegates only) Venue: Palazzo Vermexio Sala Borsellino	PRE TOUR Check out of the Hotels in Catania Hotel (with luggage)	
09:30 – 11:00		Transfer from Catania Hotel to Casa Damma	
11:00 – 13:00		Visit to an Orange orchard and ricotta cheese demonstration at Case Damma	
LUNCH 13:00 – 14:30	LUNCH Working Lunch	LUNCH Wine tasting and Lunch at the winery – Case Damma	
14:00 – 17:00	General Assembly – part 2	Departure from Case Damma for transfer to Siracusa	
15:30	Venue: Palazzo Vermexio Sala Borsellino	Arrivals of Pre Tour participants in Ortigia Drop off: Molo Sant'Antonio, Via del Porto Grande (Siracusa)	
AM & PM	General participants arrivals from airport / train stations		
19:00	Municipal Theatre Venue Opens		
19:30 – 20:45	WELCOME CEREMONY Opening production Two sopranos with pianist who will perform opera music Official Welcome Master of ceremonies – MC <i>Edoardo D'Amico</i> welcome and Introductions: 1. City Mayor <i>Francesco Italia</i> 2. Councillor <i>Fabio Granata</i> 3. Welcome by <i>Carlo Castello</i> , <i>Alushca Ritchie</i> and <i>Anna Bigai</i> (Presidents of WFTGA, ANGT and AGTS) 4. Keynote speaker: <i>Elvira Amata</i> , regional councillor for Tourism Music live performance Closure of welcome ceremony		
20:45 – 22:00	DINNER - Welcome Cocktail 'Sicilian themed reception'		
16:00 – 19:00	HOSPITALITY DESK		
10:00 – 19:30	Located at the Municipal Theatre foyer (Ortigia) and Alfeo Hotel foyer (Siracusa) Located at the Catania Airport		
08:00 – 19:00	REGISTRATION DESK – Located in the lobby of the Municipal Theatre		
Monday 22nd			
OPENING CEREMONY			
08:00	Municipal Theatre Venue Opens		
08:45 – 11:20	OPENING CEREMONY 1. MC <i>Edoardo D'Amico</i> Welcome and introductions 2. <i>WFTGA President</i> opening remarks 3. KEYNOTE speaker - <i>Valerie Higgins</i> , archaeologist Protecting our future – Cultural Heritage 4. Plenary speaker <i>Prof. Daniele Malfitana</i> - History of the period of Magna Graecia and the Roman Empire – related to convention tour 5. Plenary speaker <i>Dr. Francesca Maria Corrao</i> - Multiculturalism in the history of Siracusa 6. Plenary speech Guest speakers: <i>Pelin Bayer (Turkey)</i> and <i>Susanna Kimbell (Scotland)</i> Foreigners, now living in Siracusa and involved in tourism, share their personal experiences and talk about the reasons for leaving their native countries and establishing permanently in Sicily. MC acknowledgments, presentation of the programme, timing and logistics for the afternoon. (Both in person and virtual attendance)		

Convention Program



Time	DELEGATES	PARTICIPANTS	ACCOMPANYING PERSONS
11:20 – 11:45	REFRESHMENT BREAK		
11:45 – 13:15	WFTGA President, <i>Alushca Ritchie</i> introduce the bidding countries		
	WFTGA 2026 Bidding country presentations		
	GROUP PHOTOGRAPH - informal		
13:15 – 14:15	LUNCH BREAK		
14:30 – 16:00	WORKSHOP A - Sarah Janning-Picker <i>Delegates/Association representatives Meeting and Assembly management (MAMBA)</i>		Accompanying persons: Field Workshop 1 – Ceramics workshop
14:30 – 15:15	WORKSHOP B - Tony and Viola Lewis <i>Giving Community voices in Heritage interpretation</i>		
15:15 – 16:00	WORKSHOP C – Sebastian Frankenberger <i>Storytelling with roleplaying elements</i>		
14:30 – 15:15	WORKSHOP D - Letizia Sinisi <i>Root Tourism</i>		
15:15 – 16:00	WORKSHOP E - Prof. Enrico Nicosia <i>Film Tourism</i>		
14:30 – 15:15	WORKSHOP F - Prof. Martina Gatti <i>How can guides protect frail territories and promoting least-known destinations?</i>		
15:15 – 16:00	WORKSHOP G (repeat) - Maria Rastovorova <i>Tourist Guiding in turbulent times</i> (Virtual presentation)		
16:00 – 16:30	Meeting of Groups / Tourist Guides Meeting point in the lobby of the Municipal Theatre		
16:30 – 18:30	Convention Tour – Guided Ortigia Orientation and Historical Walking Tour (The tour will start from and end at the Municipal Theatre)		
Free evening	DINNER – Open evening / Time to network with colleagues (Dinner not included)		
13:00 – 16:00	EXHIBITION AREA WFTGA administration desk / Auction and Raffle items / Bidding Countries desks		
08:00 - 19:00	HOSPITALITY DESK Located at the Municipal Theatre Foyer (Ortigia) Located at the Alfeo Hotel foyer (Siracusa)		
08:00 – 13:00	REGISTRATION DESK Located in the lobby of the Municipal Theatre		
Tuesday 23rd			
07:30 – 08:30		Local Dance lesson – class 1 Venue: San Francesco Monastery – Via Tommaso Gargallo, 67	
PLENARY SESSIONS			
08:30	Venue Opens		
09:00 – 11:15	Opening		Field Workshop 2 - Pupi Theatre tour and demonstration
	1. MC Welcome and introductions		
	2. WFTGA President & representatives opening remarks.		
	3. Plenary speaker 1 - <i>Vanessa Vaio</i> Interpret Europe: The transformative role of Heritage Interpretation (Virtual Presentation)		
	4. Plenary speaker 2 - <i>Prof. Giorgio Calabrese</i> History of food		
	5. Guest speaker 3 - <i>John Boulding</i> , Vox Group The digital revolution and the evolution of travel		
	MC thank you, explain the programme, times and logistics for the afternoon.		
11:15 – 11:30	REFRESHMENT BREAK		
11:30 – 12:15	WORKSHOP H (repeat) – Erwin Valenzuela <i>The Science of Eco-guiding</i>		Field Workshop 3 - Jewish Baths tour
11:30 – 12:15	WORKSHOP D (repeat) - Dr Letizia Sinisi <i>Root Tourism</i>		
11:30 – 12:15	WORKSHOP J (repeat) - Giuliana Tredici (VOX) <i>A hands on look at the latest guiding technology</i>		
12:15 – 13:00	WORKSHOP E (repeat)- Prof. Enrico Nicosia <i>Film Tourism</i>		
12:15 – 13:00	WORKSHOP F (repeat)– Prof. Martina Gatti <i>How can guides protect frail territories and promoting least-known destinations?</i>		

Convention Program



Time	DELEGATES	PARTICIPANTS	ACCOMPANYING PERSONS
12:15 – 13:00	WORKSHOP K - Dimitria Papadopoulou / Mateja Kregar Gliha/ Tatiana Lupascu <i>Sustainability and Accessibility in a virtual world: online guided tours</i> <i>Online Guided Tours: tourist guides in the service of Sustainability and Accessibility in a digital world</i>		
13:00 – 14:30	LUNCH BREAK		
13:30 – 15:30	Training Division Meeting – part 1 (Sala Borsellino – Palazzo Vermexio / General Assembly room) For WFTGA Trainers only (separate coach to Noto)		Free Time / Prepare for Noto excursion
15:00	Meet at the lobby of the Municipal Theatre Or Meet at the departure point Molo Sant'Antonio (Via Del Porto Grande) Coach departure point		
16:15 – 19:30	Regional tour: Siracusa to Avola city for an exciting treat. "Sicilian Sweets in piazza" Welcome from the Avola Mayor Coach departure from Avola to Noto Noto Walking tour from Coach drop off to Town Hall and official Welcome to Noto Municipal Theatre – formalities and Theatre performance		
19:30 – 21:30	INFORMAL DINNER Palazzo Nicolaci, Noto		
21:30/45 – 22:30/45	Transfers Noto to Siracusa Drop off point: Molo Sant'Antonio (Via Del Porto Grande)		
11:00 – 15:30	EXHIBITION AREA WFTGA administration desk / Auction and Raffle items / Bidding Countries desks		
08:30 – 14:30	HOSPITALITY DESK Located in the Lobby of the Municipal Theatre		
Wednesday 24th			
07:30 – 08:30	Local Dance lessons – class 2 Venue: San Francesco Monastery – Via Tommaso Gargallo, 67		
08:45	Meeting points for groups / Tourist Guides for the Convention tours Meeting point in the lobby of the Municipal Theatre		
09:00 – 12:00	ORTIGIA ROTATIONAL EXPERIENCE Group 1 FIELD WORKSHOP – Ortigia Papyrus Museum <i>(repeat)</i> Group 2 FIELD WORKSHOP – Ortigia Jewish Baths and workshop <i>(repeat)</i> Group 3 FIELD WORKSHOP – Ortigia Goldsmith SIRACUSA ROTATIONAL EXPERIENCE Group 4 FIELD WORKSHOP – Siracusa Catacombs Group 5 FIELD WORKSHOP – Siracusa Museum of Archaeology Group 6 FIELD WORKSHOP – Siracusa Greek theatre backstage		
10:00 – 12:00	ARABIC MARKET EXPERIENCE Group 7 FIELD WORKSHOP – Ortigia Market and shopping		
12:00 – 13:30	LUNCH venues by group FIELD WORKSHOP – Ortigia (Groups 1 – 2 – 3 - 7) Lunch at Municipal Theatre FIELD WORKSHOP – Siracusa (Groups 4 – 5– 6) Lunch at Archaeological Park – Momento Restaurant		

Convention Program



Time	DELEGATES	PARTICIPANTS	ACCOMPANYING PERSONS
13:45 – 14:15	Transfers to meeting point / parking area Infront of the Archaeological Park		
14:15 – 17:00	Divide groups into groups for guided walking tour Walking tour of the Siracusa Archaeological Park GROUP PHOTO 2 at Greek Theatre – all the Convention participants		
17:00	Coach transfers back to Ortigia (First coach departure for the trainers)		
17:30 – 19:30	Drop off point: Molo Sant'Antonio (Via del Porto Grande) Training Division Meeting – part 2 Venue: Sala Borsellino – Palazzo Vermexio / General Assembly room For WFTGA Trainers only		Free time for all participants
Free evening	DINNER – Open evening Time to networking with colleagues (Dinner not included)		
Closed	EXHIBITION AREA		
Closed	HOSPITALITY DESK		
Thursday 25th			
07:15 – 08:15	Local Dance lesson – class 3 Venue: San Francesco Monastery – Via Tommaso Gargallo, 67		
08:30	Venue opens		
08:30 – 11:00 (2,5hrs)	General Assembly – part 3 / VOTING (not open to the public/ official delegates only)		
09:00 – 11:00		FIELD WORKSHOP Tour and workshop – Papyrus Museum (repeat)	
09:00 – 11:00		FIELD WORKSHOP Tour Jewish Baths and workshop (repeat)	
09:00 – 11:00		FIELD WORKSHOP Pupi Museum tour and workshop (repeat)	
09:30 – 10:30		WORKSHOP L (repeat) – Susanne Kirchberger <i>Elements of stand-up comedy in guiding</i>	
09:30 – 10:30		WORKSHOP H (repeat) – Erwin Valenzuela <i>The Science of Eco-guiding</i>	
11:00 – 11:30	REFRESHMENT BREAK Municipal Theatre		
11:30 – 13:30	General Assembly – part 4	FIELD WORKSHOP Tour and workshop – Papyrus Museum (repeat)	
11:30 – 13:30		FIELD WORKSHOP Tour Jewish Baths and workshop (repeat)	
11:30 – 13:30		FIELD WORKSHOP Pupi Theatre tour and workshop (repeat)	
11:30 – 12:30		WORKSHOP J – Giuliana Tredici <i>A hands-on look at the latest guiding technology</i> (repeat)	
11:30 – 12:30		WORKSHOP G (repeat) - Maria Rastovorova <i>Tourist Guiding in turbulent times (Virtual presentation)</i>	
11:30 – 12:30		WORKSHOP L (repeat) – Susanne Kirchberger <i>Elements of stand-up comedy in guiding</i>	

Convention Program



Time	DELEGATES	PARTICIPANTS	ACCOMPANYING PERSONS
PM 13:00 – 14:30	LUNCH BREAK Municipal Theatre		
14:30 – 16:00	2022 – 2024 WFTGA Board/Training Committee/WFTGA volunteers meet and greet and brief handover session to 2024 – 2026 WFTGA Board		Leisure time
16:15 – 18:00	Leisure time		
18:15 – 18:30	Meeting point in the lobby of the Municipal Theatre for a walk to the venue Or meet at the venue: Castello Maniace, Ortigia On arrival enjoy a short, guided tour of Castello Maniace before the doors open at 19:00		
18:30 – 19:00	Guided Tour of Castello Maniace		
19:00	Venue opens for seating		
19:00 – 23:30	DINNER – GALA EVENING		
19:00 – 23:30	<p>Master of ceremonies – MC Eduardo D’Amico welcome</p> <p>1. Welcome by Carlo Castello, Alushca Ritchie and Anna Bigai (Presidents of WFTGA, ANGT and AGTS) Music/musicians: Sicilian Folk group “I Cantunovu”</p> <p>Viewing of auction items Starters/First course served</p> <p>Master of ceremonies – introduce bidding country teams and invite to stage. 2. WFTGA announce winner of 2026 convention hosts. Music/musicians: Sicilian Folk group “I Cantunovu”</p> <p>Viewing of auction items</p> <p>Master of ceremonies – introduce auctioneer/WFTGA auction. 3. WFTGA team & volunteers assist.</p> <p>On conclusion of the auction and announcements dance floor opens. Medieval songs and performance - Daniele Schiavo WFTGA official anthem/ song played for group dance</p>		
23:30	Venue closes		
11:00 – 15:00	EXHIBITION AREA WFTGA administration desk / Auction and Raffle items / Bidding Countries desks		
13:30 – 19:00	HOSPITALITY DESK		
Friday 26th			
08:00 – 09:30	<p>Post tour participants check out and luggage drop off at Municipal Theatre. Participants using the set transfer service to Catania Airport to drop off luggage at the Municipal Theatre. (No luggage will be accepted after 09:30)</p>		
CLOSING CEREMONY			
09:00	Municipal Theatre Venue Opens (Foyer area to be utilized for luggage collection)		
CLOSING CEREMONY			
09:30 – 12:00	<p>Master of ceremonies – MC Welcome, housekeeping and Introductions. GROUP PHOTOGRAPH 3 – formal</p> <p>1. City Mayor <i>Francesco Italia</i> Thank you to participants and acknowledgements to teams/volunteers, etc.</p> <p>Guest speaker: ChatGPT for Tourist Guides; future proofing the profession - Sebastian Frankenberger</p> <p>2. WFTGA announcements: Outgoing Board for 2022-2024 Incoming Board for 2024-2026</p> <p>3. WFTGA certificates, prizes (raffles draw) and acknowledgements. Music/entertainment / JOS recipients</p> <p>4. Outgoing President message – video Video (pre-recorded) message from FEG President, Efi</p> <p>5. Floor open to participants/WFTGA members for shared messages</p> <p>6. Organising committee: <i>Carlo Castello, Alushca Ritchie and Anna Bigai</i> (Presidents of WFTGA, ANGT and AGTS) and Symposia staff. Thank you to participants and acknowledgements to teams/volunteers, etc.</p> <p>7. 2026 host country and association take to the stage for official invitation. (video/presentation)</p> <p>8. Incoming WFTGA President message</p> <p>9. Master of ceremonies – housekeeping for departures and lunch.</p>		






Convention Program







Time	DELEGATES	PARTICIPANTS	ACCOMPANYING PERSONS
12:00 – 14:00	Farewell LUNCH		
	Activity of Cannoli demonstration.		
13:30	Departures for post tour – Meeting point in the lobby of the Municipal Theatre for a walk to the coach departure point		
14:30	Set Transfer to Catania Airport (for participants not joining the Pre Tour) Departure point: Molo Sant'Antonio (Via del Porto Grande)		
15:00	Venue closes		
POST TOUR			
14:00	Coach departures (including luggage on board already) Departure point: Molo Sant'Antonio (Via del Porto Grande)		
14:30 – 15:30	Transfers from Siracusa to the town of Modica		
15:30 – 19:00	Activities in Modica (chocolate tasting at Antica Dolceria Rizza) Transfer to town of Ragusa Activities in Ragusa		
19:30	Check in at accommodation in Ragusa Dinner included (in hotel – Hotel Mediterraneo Palace)		
	Overnight in Ragusa – 1 night Dinner included in the Hotel		
12:00 – 14:00	EXHIBITION AREA WFTGA administration desk / Auction and Raffle items / Bidding Countries desks		
08:00 – 14:00	HOSPITALITY DESK Located in the lobby of the Municipal Theatre		
08:00 – 14:00	ORGANISERS DESK Located in the lobby of the Municipal Theatre		
Saturday 27th			
POST TOUR			
08:00	Check out Ragusa and walk with luggage to pick up point		
08:30 – 10:30	Transfers from Ragusa to Piazza Armerina (UNESCO site)		
10:30 – 19:00	Activities at Piazza Armerina, visit to Villa Romana del Casale di Piazza Armerina Lunch at Tenute Savoca Visit to valley of the temples of Agrigento		
19:00	Check in at accommodation in Agrigento Dinner included (in hotel – Hotel Della Valle) Overnight in Agrigento – 1 night		
Sunday 28th			
POST TOUR			
08:00	Check out Agrigento and walk with luggage to pick up point		
08:30 -10:00	Transfer from Agrigento to Selinunte		
10:00 – 19:00	Activities in Selinunte Lunch in Selinunte at Case di Latomie Visit to Segesta and transfer to Palermo		
19:00	Check in at accommodation in Palermo Dinner included (in hotel) Overnight in Palermo – 1 night		
Monday 29th			
POST TOUR			
08:00	Check out Palermo Hotel (those leaving after lunch)		
08:30 – 11:30	Transfer from Palermo to Monreale Visit in Monreale then return to Palermo		
11:30 – 12:45	Visit to Normanni Palace in Palermo		
13:00 – 14:30	Lunch in Palermo at Restaurant AI 59		
14:30	Transfer to Palermo Airport (Included transfer with luggage)		
14:30	Transfer back to hotel in Palermo (Included transfer)		
	Afternoon and evening at leisure – own arrangements		
	Overnight in Palermo – 2 nd night (for those flying out/leaving on the 30 th)		
Closure of 2024 CONVENTION			

Speakers





WORKSHOP / LECTURE	PRESENTER / SPEAKER	IMAGE	VENUE / TIME
MASTER OF CEREMONIES	Edoardo D'Amico		Throughout
KEYNOTE SPEAKER <i>Regional Councillor for Tourism</i>	Elvira Amata		Auditorium Sunday 21 st 19:30 <i>Welcome Ceremony</i>
GUEST SPEAKER <i>Councillor</i>	Fabio Granata		Auditorium Sunday 21 st 19:30 <i>Welcome Ceremony</i>
KEYNOTE SPEAKER <i>Protecting our future cultural heritage</i>	Valerie Higgins		Auditorium Monday 22 nd 09:05 – 09:45
PLENARY SPEAKER 1 <i>History of the period of Magna Graecia and the Roman Empire (related to convention tour)</i>	Daniele Malfitana		Auditorium Monday 22 nd 09:45 – 10:15



WORKSHOP / LECTURE	PRESENTER / SPEAKER	IMAGE	VENUE / TIME
<p>PLENARY SPEAKER 2</p> <p><i>Multiculturalism in the history of Siracusa</i></p>	Francesca Maria Corrao		Auditorium Monday 22 nd 10:15 – 10:45
<p>GUEST SPEAKERS</p> <p><i>Members of the public now living in Siracusa to share their personal experiences. Personal journeys from their native countries to establish permanent residences in Sicily and now work in tourism</i></p>	Pelin Bayer Susanna Kimbell		Auditorium Monday 22 nd 10:45 – 11:00
<p>WORKSHOP A</p> <p><i>Round table discussions for delegates / association representatives with Meeting and Assembly management (MAMBA)</i></p>	Sarah Janning-Picker		Room 1 Monday 22 nd 14:30 – 16:00
<p>WORKSHOP F</p> <p><i>Addressing over tourism in European destinations</i></p>	Martina Gatti		Auditorium Monday 22 nd 14:30 – 15:15 <i>REPEAT -----</i> Workshop room 1 Tuesday 23 rd 12:15 – 13:00
<p>WORKSHOP C</p> <p><i>Communications and skills in storytelling – Improvisation</i></p>	Sebastian Frankenberger		Pupi Museum Monday 22 nd 15:15 – 16:00



WORKSHOP / LECTURE	PRESENTER / SPEAKER	IMAGE	VENUE / TIME
<p>WORKSHOP D</p> <p><i>Root Tourism</i></p>	Letizia Sinisi		<p>Workshop room 2 Monday 22nd 14:30 – 15:15</p> <p><i>REPEAT</i> ----- Workshop room 2 Tuesday 23rd 11:30 – 12:15</p>
<p>WORKSHOP E</p> <p><i>Film Tourism</i></p>	Enrico Nicosia		<p>Workshop room 2 Monday 22nd 15:15 – 16:00</p> <p><i>REPEAT</i> ----- Workshop room 2 Tuesday 23rd 12:15 – 13:00</p>
<p>WORKSHOP G</p> <p><i>Tourist Guiding in turbulent times</i></p> <p><i>Virtual presentation</i></p>	Maria Rastovorova		<p>Auditorium Monday 22nd 15:15 – 16:00</p> <p><i>REPEAT</i> ----- Workshop room 2 Thursday 25th 11:30 – 12:30</p>
<p>PLENARY SPEAKER 3</p> <p><i>The transformative role of Heritage Interpretation</i></p> <p><i>Virtual presentation</i></p>	Vanessa Vaio		<p>Auditorium Tuesday 23rd 09:10 – 09:50</p>
<p>PLENARY SPEAKER 4</p> <p><i>History of food</i></p>	Giorgio Calabrese		<p>Auditorium Tuesday 23rd 09:50 – 10:30</p>



Speakers



WORKSHOP / LECTURE	PRESENTER / SPEAKER	IMAGE	VENUE / TIME
<p>GUEST SPEAKER</p> <p><i>The digital revolution and the evolution of travel</i></p>	<p>John Boulding <i>Vox group</i></p>		<p>Auditorium Tuesday 23rd 10:30 – 11:10</p>
<p>WORKSHOP H</p> <p>The Science of Eco-guiding</p>	<p>Erwin 'Tsunami' Valenzuela</p>		<p>Workshop room 1 Tuesday 23rd 11:30 – 12:15</p> <p><i>REPEAT</i> ----- Workshop room 1 Thursday 25th 09:30 – 10:30</p>
<p>WORKSHOP J</p> <p><i>A hands on look at the latest guiding technology</i></p>	<p>Giuliana Tredici <i>Vox group</i></p>		<p>Pupi Museum Tuesday 23rd 11:30 – 12:15</p> <p><i>REPEAT</i> ----- Workshop room 1 Thursday 25th 11:30 – 12:30</p>
<p>WORKSHOP B</p> <p><i>Giving community voices in heritage interpretation</i></p>	<p>Anthony and Viola Lewis</p>		<p>Pupi Museum Monday 22nd 14:30 – 15:15</p>
<p>WORKSHOP K</p> <p><i>Online Guided Tours: tourist guides in the service of Sustainability and Accessibility in a digital world</i></p>	<p>Dimitria Papadopoulou / Mateja Kregar Gliha/ Tatiana Lupascu</p>		<p>Auditorium Tuesday 23rd 12:15 – 13:00</p>

Speakers



WORKSHOP / LECTURE	PRESENTER / SPEAKER	IMAGE	VENUE / TIME
<p>WORKSHOP L</p> <p><i>Elements of stand-up comedy in guiding</i></p>	Susanne Kirchberger		<p>Auditorium Thursday 25th 09:30 – 10:30</p> <p><i>REPEAT</i> ----- Auditorium Thursday 25th 11:30 – 12:30</p>
<p>GUEST SPEAKER</p> <p><i>Vote of thanks and acknowledgements to organizers, volunteers, tourist guides, WFTGA and hosts</i></p>	Francesco Italia City Mayor		<p>Auditorium 19:30 <i>Welcome Ceremony</i> ---</p> <p>Friday 26th 09:30 <i>Closing Ceremony</i></p>
<p>GUEST SPEAKER</p> <p><i>ChatGPT for tourist guides; future proofing the profession</i></p>	Sebastian Frankenberger		<p>Auditorium Friday 26th 09:30 <i>Closing Ceremony</i></p>
<p>GUEST SPEAKER</p>	Alushca Ritchie		<p>Auditorium 19:30 <i>Welcome Ceremony</i> ---</p> <p>Friday 26th 09:30 <i>Closing Ceremony</i></p>

GUEST SPEAKER

PLENARY SPEAKER

WORKSHOP PRESENTER



CONVENTION CHAIRS



Carlo Castello
CONVENTION CHAIR



Andrea Ogunbisi
CONVENTION CO-CHAIR



Michela Ceccarini
CONVENTION CO-CHAIR

LOCAL ORGANIZING COMMITTEE

Carlo Castello
ANGT Treasurer – AGTS President

Francesco Italia
Lord Mayor of Siracusa

Nicoletta Stan
Project Manager, Symposia

Michela Ceccarini
ANGT Ex-Bo member

Enza Donatella Minardi
AGTS Vicepresident

Patrizia Pasolini
General Manager, Symposia

Andrea Ogunbisi
former ANGT ex-Bo member

Elisa Ottaviani
AGTS ex-Bo member

Valeria Pennesi
International Event Creator, Symposia

Carmine Corso
AGTS member

Anna Bigai
ANGT Vicepresident

Constanza Amanda Pelissero
Communications Manager, Symposia

Giuseppe Celani
AGTS Ex-Bo member

Maria Lina Ribisi
AGTS ex-Bo member

Fabio Granata
Councillor for Culture of Siracusa

Giuseppina Rita Sipala
AGTS ex-Bo member

WFTGA COMMITTEE

Alushca Ritchie
President

Sebastian Frankengerger
Co-Opted Technical Admin

General information



OFFICIAL CONVENTION LANGUAGE

The official language of the WFTGA Convention 2024 is English.

REGISTRATION DESK

The registration desk is situated **on the ground floor of the Teatro Massimo Città di Siracusa** (address: Via del Teatro). The registration desk is open as follows:

- 20/01/2024: 16:00 - 19:00
- 21/01/2024: 08:00 - 19:00
- 22/01/2024: 08:00 - 19:30

A cashier service is available at the organisers office, next to the registration desk (with the same opening hours) for payments, refunds and/or purchase of Gala Dinner tickets. Please note that only a limited number of additional tickets may be available.

- *In order to avoid crowds, we kindly recommend participants to obtain their accreditation from the earliest opening hours of the registration desk from January 20th.*
- *Pre-Tour registrations will take place directly at the hotels. At registration you will receive the Convention badge and the audio guides necessary for the Pre-tour. Please, note that each participant will be held responsible for their own audio guide and will be expected to return it at the end of the congress (so please keep them with you). On arrival in Ortigia please go to the registration desk at the venue (Teatro Massimo Città di Siracusa) to receive the convention kit.*

WFTGA 2024 STAFF

During the Convention, you will be welcomed and guided by our Staff. They can be recognized by their badges and their clothing.

- PROFESSIONAL STAFF ▶ wearing a uniform - always there to assist you in case of any need
- TOURIST GUIDES ▶ wearing red scarves - will be your hosts guiding you through the most beautiful and unique Sicilian sites
- VOLUNTEERS ▶ wearing white scarves - assisting the professional staff and the tourist guides to give you the best possible support, please consider that they are students, in case of any questions refer to the hospitality desks, or to the professional staff

INFORMATION AND HOSPITALITY DESKS

Here is a list with all the information desks and the respective timings and dates that we have foreseen for WFTGA Convention 2024:

Fontanarossa airport in Catania

- 18/01/2024: 09:30 - 21:00
- 19/01/2024: 09:30 - 21:00
- 20/01/2024: 09:30 - 21:00
- 21/01/2024: 09:30 - 21:00

Molo Sant'Antonio (Bus arrival zone)

- 19/01/2024: 10:00 - 21:00
- 20/01/2024: 10:00 - 21:00
- 21/01/2024: 10:00 - 21:00

Teatro Massimo Città di Siracusa (Main Convention Venue)

- 20/01/2024: 16:00 - 19:00
- 21/01/2024: 08:00 - 19:00
- 22/01/2024: 08:00 - 19:30
- 23/01/2024: 08:30 - 19:30
- 24/01/2024: CLOSED
- 25/01/2024: 13:30 - 19:30
- 26/01/2024: 08:00 - 14:00



PRIVATE TRANSFERS

The following Group Transfers are available to those who booked and confirm their seats during the registration process:

Departing from Catania Airport to Sheraton and Baja Verde Hotels in Catania (only for Pre-Tour participants)

- 18/01/2024 at 14:00 / at 18:00

Departing from Catania to Ortigia (only for the registered delegates Pre-Tour)

- 20/01/2024 at 14:30 (the shuttle departs from Catania with the Gentle group, arrives at Sortino to collect the Active group participants and continues to Ortigia)
Drop off Ortigia location: Molo Sant'Antonio

Departing from Catania Airport to Siracusa

- 20/01/2024 at 18:00 Drop off Ortigia location: Molo Sant'Antonio
- 21/01/2024 at 15:30 Drop off Ortigia location: Molo Sant'Antonio

Departing from Siracusa (Molo Sant'Antonio) to Catania Airport (for those who will not participate to the Post-Tour)

- 26/01/2024 at 14:30 to arrive at the airport at 15:45

Departing from Palermo city (after lunch) to Palermo Airport (only for the Post-Tour participants)

- 29/01/2024 at 14:30 to arrive at the airport at 15:30

CLOAKROOM

You will find a cloakroom to store your luggage or other similar objects in the volunteer room in the Teatro Massimo Città di Siracusa. Please note that the organisers of WFTGA Convention 2024 cannot accept any liability for lost items.

CONVENTION BADGES AND CERTIFICATES OF ATTENDANCE

At the registration desk, you will receive your Convention badge and kit when signing in. Please make sure to wear your badge at all times while attending the Convention. You will need it to access the venue, the coffee breaks and lunches and for all social events.

The **Participant's Convention** fee includes:

- Meet and greet at the airport
- Convention kit and documents
- Early morning leisure activities
- Workshops and lectures
- Field workshops
- 3 Convention tours
- 1 regional tour (January 23rd)
- 4 lunches
- Welcome Cocktail (January 21st)
- Dinner at Palazzo Nicolaci (January 23rd - during the Regional Tour)
- Convention Gala Dinner at Castello Maniace (January 25th)
- Coffee breaks



The **Accompanying Person** fee includes

(separate programme):

- Meet and greet at the airport
- Early morning leisure activities
- Field workshops
(dedicated accompanying persons programme)
- 3 Convention tours
- 4 lunches
- Welcome Cocktail (January 21st)
- Dinner at Palazzo Nicolaci (January 23rd - during the Regional Tour)
- Convention Gala Dinner at Castello Maniace (January 25th)
- Coffee breaks

The **Pre-Convention tour** fee includes:

- Meet and greet at Catania airport
- English-speaking tour leader
- English-speaking Sicilian Registered Tourist Guide
- Entrance tickets
- 3 nights B&B in hotel
- Visit to Catania (only Gentle group)
- Etna Excursion
- Visit to Taormina and Naxos
- Visit to Ferla, Sortino and Pantalica
- 3 lunches
- 2 dinners

The **Post-Convention tour** fee includes:

- English-speaking tour leader
- English-speaking Sicilian Registered Tourist Guide
- Entrance tickets
- 3 nights B&B in hotel
- Visit to Piazza Armerina, Valle dei Templi (Agrigento), Archaeological Park of Selinunte, Segesta, Palermo
- 3 lunches
- 3 dinners
- Bus transfer to Palermo airport

The **Delegate** fee includes:

- The full Participant's Convention package
- 1 Welcome Cocktail (Saturday evening, January 20th, after 2 days Pre-Convention tour)
- General Assembly meeting (Sunday, January 21st)
- 1 finger lunch during the General Assembly meeting (Sunday, January 21st)
- Coffee breaks during the General Assembly meeting (Sunday, January 21st)



The **Delegate Pre-Convention tour** fee includes:

- English-speaking tour leader
- English-speaking Sicilian Registered Tourist Guide
- Entrance tickets
- Hotel in Catania for 2 nights
- 1 dinner
- 2 lunches
- Transfer from Catania to Ortigia

The **Virtual** fee includes virtual access to the live streaming of the following programme items taking place in the main venue, Teatro Massimo Città di Siracusa Auditorium:

- Sunday evening - Welcome Ceremony with Guest speakers
- Monday morning - Opening Ceremony with Keynote speakers
- Tuesday morning - Plenary session
- Friday morning - Closing Ceremony

WI-FI ACCESS

Wi-Fi name: **WIFI ACCESS** (any)

Password: **WFTGAConvention2024**

PHOTOGRAPHY AND RECORDINGS

When registering for the Convention, the organisers are given permission to take photos and/or make recordings during the Convention for WFTGA to utilise at their discretion, the distribution including and not limited to on the WFTGA websites, social media channels and the like (digital or printed channels).

If you would prefer not to be recorded or photographed for cultural or personal reasons, please contact the Convention Secretariat before January 12th.

All WFTGA Convention 2024 participants are invited to participate in the **group photo** on the morning of January 26th in the Auditorium of the Teatro Massimo Città di Siracusa. More information will be available at the registration desk.

DRESS CODE

Business casual will be the appropriate attire during WFTGA 2024. Comfortable shoes are suggested for the field workshops and convention tours.

Active group tours should consider walking boots or similar.

We suggest a more elegant style for the Convention Gala Dinner at Castello Maniace on January 25th at 19:30.

COFFEE BREAKS AND LUNCHES

Lunches and coffee breaks are included in the registration fee and will be served on the second floor of the Teatro Massimo Città di Siracusa.



MAIN CONVENTION VENUE

Teatro Massimo Città di Siracusa (Via del Teatro, Siracusa) will be used throughout the Main Convention week.

- Ground floor: Auditorium (Ceremonies, Plenaries)
- Entrance foyer: Registration and hospitality desks, organisers office and cloakroom
- Second floor: Lunch and tea break venue, workshop room 1 and workshop room 2, Exhibition area (WFTGA membership & training division desk, Bidding country tables)

WELCOME RECEPTION, GALA DINNER & LIVE AUCTION

SUNDAY, JANUARY 21ST

The **WELCOME RECEPTION** will begin at 19:00 at the **Teatro Massimo Città di Siracusa**, the main convention venue.

THURSDAY, JANUARY 25TH

The **CONVENTION GALA DINNER** will be hosted at **Castello Maniace** (Via Castello Maniace 51, Siracusa). A guided tour of the venue will start from 18:15 and the seated venue will open at 19:00.

The Gala Dinner will be followed, as usual, by the **Live Auction**: a moment of entertainment and fun to raise funds for the Jane Orde Scholarship.

GENERAL RECOMMENDATIONS

- Itineraries and programmes provided are subject to change at the organisers discretion;
- Meals/drinks/refreshments not indicated are excluded and for your own account;
- Transport provided are in coaches with a local tourist guide on board;
- Coach drop/off and pick up points are at Molo Sant'Antonio (Via del Porto Grande, Siracusa) – note that large vehicles are unable to access the island of Ortigia;
- There are no toilets on the coaches and it is strongly suggested that you follow the recommendations of your tourist guides when arriving at comfort stops;
- Take note some terrains may be uneven and appropriate comfortable/walking shoes are required;
- Prepare your own medication if you are prone to motion sickness as some of the drives (pre & post tour) are in passes and uneven roads;
- Please set your mobile phones to "silent" mode during all Convention sessions and presentations out of respect for the speakers.
- We kindly request all attendees to ask respectful and concise questions during the speaker's question time. The question time that follows the lectures is intended to give speakers the opportunity to highlight relevant aspects of the topic and discussion in response to the audience's questions and not a platform for attendees to reply individually.
- Smoking is not permitted on the Convention premises.



NON-DISCRIMINATION AND SUSTAINABILITY POLICIES FOR WFTGA CONVENTION 2024

WFTGA Convention 2024 will adopt the following safe space policy and implement numerous diversity and inclusivity initiatives as part of ongoing efforts to improve diversity and inclusivity at this Convention.

Specific Diversity and Inclusivity Initiatives:

- **WFTGA Convention 2024 aims to maintain a gender and geographical balance** and have a safe space policy to foster an environment of respect, which makes all participants feel welcome – particularly those who have been historically marginalised or excluded, whether by religion, ethnicity, sex, gender or sexual orientation. Different opinions and diverse perspectives are crucial to proper discussions. All attendees must ultimately take responsibility for their own words and behaviour – in person and on social media – throughout the entire event and at associated social gatherings.
- **Sustainability:** An event is considered socially sustainable when it is designed, planned and implemented on the basis of a strategy that minimises its negative impact on the environment and leaves a positive legacy for the host community.

Attendees are encouraged to:

- Be mindful of and understand that intersectional and intercultural dialogue shapes our life experience.
- Actively include all attendees in social gatherings (such as post-Convention dinners and social events), particularly those for whom English and Italian are not their first language, juniors and students.

CONVENTION SUSTAINABILITY

Great care will be put into our **green philosophy** that will be applied not only to the catering services but also in the choice of all equipment, materials and gadgets and via our endorsement of the *Food for Good project*.

- **Food waste:** Thanks to collaboration with **Federcongressi & eventi**, the food bank network **Banco Alimentare** and the Fair Event organisation **Equoevento**, we will be collecting any surplus food at the end of Convention meals and delivering it to charitable causes such as family homes, soup kitchens and refugee centres, in accordance with the hygiene regulations in force and in compliance with Italy's Good Samaritan legislation (Law 155/2003).



TRAVEL & LOCAL TRANSPORT

TAXIS

Licensed taxis in Siracusa are white in colour and bear the sign "TAXI" on their roofs. Their license number is shown inside the vehicle on the back left-hand door.

WARNING: Any other vehicles waiting at the airport exit could be driven by unauthorised persons and the fares charged could be higher.

Phone: +39 0931 1844 (Siracusa) / +39 095 330966 (Catania) / +39 095 386794 (Catania, only for night service)

APP: **appTaxi**



TRAIN

You can depart from Firenze Santa Maria Novella, Roma Termini, and Napoli Centrale Stations and take a train directly to Siracusa. We suggest looking up different solutions on www.trenitalia.com/en.html

To plan your trip by train, you can also visit these websites (please note that these are external websites and they are not managed by the Organizing Secretariat, nor WFTGA Convention 2024 have a partnership with them):

- www.eurail.com/en
- www.raileurope.com

CATANIA "FONTANAROSSA" AIRPORT

The best public connection between Catania and Siracusa is the bus "INTERBUS". The ticket office is located at the bus stop area right outside the airport.

The bus runs every hour and takes about 1h05 to get from Catania Airport to Siracusa (last stop - via G. Rubino).

> For more information, visit the bus line website www.interbus.it/aeroporto-catania.

PALERMO "FALCONE BORSELLINO" AIRPORT

Should you be participating in the **Post-Convention tour**, you will need to arrange your departure on the 29th after 18:00 (departing after lunch and considering the time to arrive at the airport, check-in, do all the security checks, and be at your gate in time). Please, note that the transfer will take all participants to **Palermo Airport** (not Catania).

CURRENCY, EXCHANGE, CREDIT CARDS

The official currency is the Euro (€). You will find several exchange offices and banks in the airports and in the city centre. Banks are open on workdays, generally between 9:00 and 16:00. Before changing your money, we advise you to enquire about the commission rate. You can also withdraw cash at ATMs.

ELECTRICITY SUPPLY

Power Connections & Voltage: flat, two or three-pole, round-pin European plugs, 220 V



EMERGENCY NUMBERS

With the EMERGENCY 112 service, all emergency or urgent phone calls (police, fire brigade and medical emergencies) are accessible through a single number, namely 112.

Convention Emergency Number: +39 340 516 5139

LIABILITY

The organisers of WFTGA Convention 2024 assume no liability for damage or injury to persons or property in association with the Convention and/or related events.



MAPS

MAP OF SICILY



MAP OF SIRACUSA - ORTIGIA ISLAND



Endorsers and Partners



WORLD FEDERATION OF
TOURIST GUIDE ASSOCIATIONS
www.wftga.org



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Assessorato Turismo
Sport e Spettacolo



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CITTÀ DI SIRACUSA



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