



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

convention.wftga.org

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		



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</i> President 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)		



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 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.		Field Workshop 2 - Pupi Theatre tour and demonstration
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>		



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		



Time	DELEGATES	PARTICIPANTS	ACCOMPANYING PERSONS
13:45 – 14:15		Transfers to meeting point / parking area Infront of the Archaeological Park Divide groups into groups for guided walking tour	
14:15 – 17:00		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	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>	



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 style="text-align: center;">Master of ceremonies – MC Eduardo D’Amico welcome</p> <p style="text-align: center;">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 style="text-align: center;">Viewing of auction items Starters/First course served</p> <p style="text-align: center;">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 style="text-align: center;">Viewing of auction items</p> <p style="text-align: center;">Master of ceremonies – introduce auctioneer/WFTGA auction. 3. WFTGA team & volunteers assist.</p> <p style="text-align: center;">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 style="text-align: center;">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 style="text-align: center;">Master of ceremonies – MC Welcome, housekeeping and Introductions. GROUP PHOTOGRAPH 3 – formal</p> <p style="text-align: center;">1. City Mayor <i>Francesco Italia</i> Thank you to participants and acknowledgements to teams/volunteers, etc.</p> <p style="text-align: center;">Guest speaker: ChatGPT for Tourist Guides; future proofing the profession - Sebastian Frankenberger</p> <p style="text-align: center;">2. WFTGA announcements: Outgoing Board for 2022-2024 Incoming Board for 2024-2026</p> <p style="text-align: center;">3. WFTGA certificates, prizes (raffles draw) and acknowledgements. Music/entertainment / JOS recipients</p> <p style="text-align: center;">4. Outgoing President message – video Video (pre-recorded) message from FEG President, Efi</p> <p style="text-align: center;">5. Floor open to participants/WFTGA members for shared messages</p> <p style="text-align: center;">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 style="text-align: center;">7. 2026 host country and association take to the stage for official invitation. (video/presentation)</p> <p style="text-align: center;">8. Incoming WFTGA President message</p> <p style="text-align: center;">9. Master of ceremonies – housekeeping for departures and lunch.</p>		



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			

Endorsers and Partners



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Comune di
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