



ROCKY MOUNTAIN

GUIDES ASSOCIATION

National Federation of Tourist Guides Associations

Delegate Report – March 5, 2018

Mike Pearl, Delegate

Wednesday, February 21, 2018

Delegates Meeting:

Ellen Malasky, President, points out that NFTGA is an association of associations. The point of NFTGA is to serve the local associations so that they can serve their members.

Why do people join a professional organization – for the Code of Ethics and Standards

Share session:

- How to recruit for the local association? (When you encounter a tour guide, ask which local they are a member of. If not a member of a local, put them in touch with one.)
- San Antonio has a Request for Proposal process that filters out scam requests.

Communications

- *National Standard* – quarterly newsletter, going well
- Sharing with Associations – Board of directors each will “liaison” with 3 local associations. (Matthew Baker is assigned to RMGA)
- Hear from Associations – NFTGA will establish a Google Group, or something similar, for delegates to communicate amongst themselves and to the Board.

Gaining/Retaining Associations and Partners

- New Partners – American Indian Alaskan Native Tourism Association (AIANTA)
- International Association of Tour Directors and Guides (IATDG) Partnership – Board of Directors will explore a relationship with IATDG.

Insurance

- Types (Individual Guide; Directors and Officers) – RMGA needs to get D&O insurance
- Appoint a Bookkeeper (David Phillips of Greater Boston Tour Guide Association)

Next Conference – 2020 Charleston, South Carolina

Opening Reception – Philadelphia History Museum at the Atwater Kent

Thursday, February 22, 2018

Conference Welcome

- Nic Cvetkovic, Conference Chair
- Ellen Malasky, NFTGA President discussed the agenda and the importance of enhancing the touring and guiding profession.
- Meryl Levitz, Visit Philly

State of Tourism in the U.S. – David Huether, Senior Vice President, Research

- The travel industry is not creating jobs as fast as the rest of the economy.
- Travel Industry jobs are “High touch,” labor intensive
- Travel industry is considered part of the export economy
- International visits to U.S. has declined, spending has declined
- U.S. Travel Industry is twice as reliant on International travel as the rest of the economy is reliant on the international market

- Ellen Malasky recommended increased participation in Destination Capitol Hill; but, more importantly, lobbying your representatives in your home state on the importance of tourism and the local economy.

Business of Guiding

William Caldwell (CEO) and Lisa Curtin (COO) of Caldwell & Co. lcurtin@caldwellcpas.com

- The business of guiding as it relates to taxes.
- Their philosophy is: Visiting other places brings people together because we have more in common than we think we do.
- Speak from a “Tax Efficiency” point of view

Working Lunch

- Esther Banike (representing WFTGA), in joining an association, you become an influencer.
- International Tourist Guide Day February 21

National Parks and Tour Guides

Donald Leadbetter, National Tourism Program Manager, National Park Service

- NPS Mission: (a balance among)
 - Visitor Experience
 - Preservation
 - Conservation
- 114,000 comments regarding fee increase
- Fee announcement to be made in the next couple of months
- Each park is lead by a superintendent, so operations are personality-driven

Pat Jones, Chief of Interpretation and Education in Philadelphia.

- Plan your trip into NP – entry, screening, parking, dining, activities

Working with Industry Tourism Partners

Peter Pantuso – ABA

- Change in industry – more mergers, fewer vehicles
- More regulation, for safety
- Individualized services within groups

Paul Caputo – National Association for Interpretation

- Mission-based tour guiding, supporting the larger goals of the venue
- Take home for customers is an interpretive message for the attraction

Morgan Maravich, National Tour Association

- The NTA Career Center is operational and no one is required to be an NTA member to sign up for it. There is a break on the fees through NFTGA.

Lisa Berretta, Student and Youth Travel Association

- 185-billion dollars are represented in the student travel industry,

Friday, February 23, 2018

Technology and Tour Guiding

Annette Morejon, Whisper System

- Personal 2-way radio for tour guides and the guided.

- With these devices, the guide doesn't speak loudly, and all can hear. There are no hangers-on overhearing your commentary.

Fred Behnke, Map Social

- An App for visiting places that connects people with the experience
- An accompanying app is a value for tourists

Nick Cvetkovic – How are we doing as tour guides?

- Generic tour guide is being mechanized, a living guide needs to make a specialty tour and to make the tour experience unique.
- Rise of technology brings enhanced touring
- If you want to do well in tour guiding, then create a specialized tour that appeals to a defined and reachable audience.
- Guides need to learn how to use social media to reach their potential audience
- Providing perceived value – personal; high customer care quotient

International Tourism

Jim DePhillippo, Philadelphia Convention and Visitors Bureau

- Characteristics and desires of visitors from India
- Increased demand for personal tours
- The overseas visitors are well-informed and have done research
- This trip is likely a bucket list kind of holiday; not looking for art galleries
- The top thing they want to do is shopping, then fine dining

Dr. Yang Yang, Department of Tourism and Hospitality, Temple University

- Characteristics and desires of visitors from China (similar to Indian)

Benjamin Altschuler, assistant professor of Sport, Tourism, and Hospitality Management at Temple University

- Cultural Intelligence for tour guides is a must
- "The best tour I've had is when I felt that the tour guide understood me the most."
- Diversity training is important – focus on a specific culture
- Strategize prior to meeting your guests on being culturally aware

Incorporating African American and other ethnic groups perspectives

Greg DeShields, PHLDiversity

- Diversity training is important for the guide

Tami Sortman, Philadelphia Gay Tourism Caucus

- Pursuing the LGBTQ market does pay off
- Now there is the "Women's" market
- Sensitivity training is important for the guide

Ibrahima Diallo, GANYC, immigrant from Senegal

- Include the minorities on the tour, segregate no one.
- The more you travel, the more ways you find to be culturally aware
- Understand languages, at least to the point that you know that Korean is not Chinese, is not Japanese, etc.
- People want to feel invited and welcome
- Travelers want an authentic experience; tour guide should be that authentic person