

# Tourist Guides Global Trends Local Solutions



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**TED** | Tourism  
Enterprise Development  
Programme





[www.wftga.org](http://www.wftga.org)

**21 FEBRUARY**  
**INTERNATIONAL**  
**TOURIST**  
**GUIDE DAY**  
**2022**

Recovery and growth of Tourism;  
the Tourist Guides' role.

# What are the Tourism Trends?



- Health and Safety
- Last minute decisions: Digital Connectivity
- Travelling with Friends & Family: Multi-generational groups
- New and Customised Experiences
- Luxury Travel and Individual Experiences
- Longer Stay for Longer Play
- Sustainability is becoming even more important

# Signs of Recovery

- Travel & Tourism sector's contribution to the global economy could reach \$8.6 trillion this year, just 6.4% behind pre-pandemic
- New data from the World Travel & Tourism Council ([WTTC](#)) shows the UK's Travel & Tourism sector is recovering, with the country's GDP predicted to rise to £192 billion, just 19% below pre-pandemic levels by the end of 2022.

# Tourism Focus Areas

- Wellness Tourism
- Adventure Tourism
- Cultural Tourism
- Sustainable Tourism
- Inclusive and Accessible Tourism





**Wellness**

**Tourist Guide**

**Humaneness**



# Adventure Tourist Guide Safety



culture



Tourist Guide

Interpretation



Sustainability



Tourist Guide

Facilitation



Legacy  
Tourist Guide  
Dignified  
Storytelling



**Inclusivity and  
Accessibility  
Tourist Guide  
Duty of care**

Now is the time to  
focus on what matters:  
commitment to finding  
sustainable solutions  
and a positive legacy.

TED

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# The importance of Tourist Guides

Memorable authentic experiences



Speak the language of the visitors' choice

WFTGA Code of Guiding Practice

Heritage Interpreters

Tourist Guides

Duty of Care



Dignified storytellers

Facilitators of sustainable tourism development

Ambassadors for our tourism destination







Thank  
you

