



MARCH 25TH 2026
6:00 PM CET

TOURIST GUIDES - YOUR ALLIES IN RESPONSIBLE TOURISM

Introduction and moderation: Tito Livio Mongelli (*Director of Skål Europe Academy*)

Key Speaker: Sarah Janning-Picker (*Area Representative of WFTGA*)

- The World Federation of Tourist Guide Associations (WFTGA)
- Why this matters for Skål Members
- Regulations & Training Worldwide
- Added Value of Guides (*Storytelling Power, Crisis Communication, Destination Marketing Allies*)



President of World Federation of Tourist Guide Associations

- Cooperation Opportunities for Skål & Tourism Stakeholders
- Consider WFTGA as your partner for professional development and sustainable tourism
- Encourage Skål clubs to connect with local guide associations

Q&A

Conclusions: Paolo Bartolozzi (*President of Skål Europe*)

Join the zoom meeting

