

Berufsverband der
Gästeführer in Deutschland
(National Association of Tourist Guides in Germany)

Vertretung der Gästeführer auf
bundes- und europapolitischer Ebene
(Representation of Tourist Guides in Germany and Europe)

Gewährleistung qualitativ hochwertiger
Führungen und Gästebetreuungen
(Guaranteeing Top Quality Tours and Perfect Tourist Services)

Dialog zwischen den Gästeführern
in aller Welt
(Creating Dialogue among Tourist Guides Worldwide)

BUNDESVERBAND DER GÄSTEFÜHRER
IN DEUTSCHLAND E.V.
GERMAN NATIONAL
TOURIST GUIDE ASSOCIATION



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The Art of Guiding

TASKS AND OBJECTIVES OF THE BVGD



*That's how tourist guides are:
as unique as the stories they tell.»*

*Marion Walsmann, Secretary of National and European Affairs,
and chief of the State Chancellery of Thuringia, at the certificate
presentation ceremony in Erfurt, 2012*



Tourist guides communicate the identity of a region.»

*Dr. Michael Henze, Permanent Secretary in the Economics
Ministry of North Rhine – Westphalia, at the annual
general meeting of the BVGD in Münster, 2012*



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The BVGD is the umbrella organization of local and regional tourist guides' associations in Germany. Founded in 1994 in Cologne, it represents 185 cities and regions containing about 5500 guides.

The BVGD assumes the professional interests of tourist guides with policy makers at both the German and European levels. It is a member of all profession-relevant organizations.

The BVGD supports regional cooperation of tourist guides and is the stage for numerous contacts. It ensures European quality standards in Germany through extensive quality management and training concepts.

The BVGD promotes tourism within its own country as an eminent and future-oriented economic factor. It is devoted to sustainable tourism and supports the respectful handling of cultural and natural heritage.

OUR OFFER

- Information and counselling in questions of professionalism
- Representation of tourist guides' professional interests and assurance of professional recognition
- Quality assurance of guided tours through a national concept of training and continuing education of tourist guides
- Certificate for training according to the highest quality standard DIN EN 15565
- BVGD ID-card
- Professional liability insurance and access to accident insurance given to BVGD members
- Model contracts for the relationship between Tourist Guide and tourism institutions
- Regular information on profession-relevant topics in "CICERONE", the members' magazine
- BVGD culture card for free or reduced admission into numerous museums and places of cultural interest

NETWORKS AND COMMUNICATION



The government of Bavaria gladly supports this commitment to quality and to the installation of networks.»

Georg Fahrenschon, Finance Minister of Bavaria, at the Convention of Bavarian Tourist Guides in Rosenheim, 2010

HOMEPAGE

The BVGD's homepage www.bvgd.org gives detailed, up-to-date information on all benefits, topics, objectives and service offers of the association.

GUIDE SEARCH

Visitors can find professional tourist guides in German cities and regions by clicking on "Guide Search/Gästeführersuche". Links are also available to all local guides' associations and their special offers. The list of guides with the BVGD certificate offers contacts to those specially qualified tourist guides directly by their email addresses. Both the BVGD Certificate DIN EN 15565 and the BVGD Certificate of professional extended training assure a guide's outstanding qualifications.

CICERONE

The BVGD members' magazine CICERONE appears twice a year. It informs about current topics in the association and other valuable information, introduces specific activities and events of BVGD members such as partner museums or new tourism-relevant publications on the book market. As a professional magazine, CICERONE reaches tourist guides, agencies, organizers and tourism institutions, both in printed and digital form.

PARTNERMUSEUMS

More than 400 museums and institutions allow free or reduced entrance to BVGD Tourist Guides for the purposes of research. In return these cooperative partners may present themselves in detail in the CICERONE, the BVGD magazine. An increasing number of institutions in neighbouring European countries and worldwide also accept the BVGD culture card and offer a discount.

REGIONAL NETWORKS

Sharing experiences among tourist guides is one of BVGD's important concerns. The association supports any initiative in this regard and helps arranging contacts. Highly committed member associations regularly arrange successful conventions and invite experts from politics and the economy to give lectures and speeches.



QUALIFYING TOURIST GUIDES



One of the trademarks in Germany is quality. And quality must be prepared for by qualification. The BVGD contributes considerably to this quality.»

Hans-Joachim Hacker, spokesperson for tourism policies in the Social Democratic Party during an interview with the BVGD, 2011

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ell-trained tourist guides provide professional service in tourism. At the same time they are ambassadors for their cities and regions.

As "tourist guide" is not a regulated profession in Germany, the BVGD has created a high standard of training, assured by a certificate and seal of quality. A considerable number of tourist guides Germany-wide wear a button and have an ID card telling the customer: "This person is an especially well-trained guide".

In cooperation with BVGD, the EU has developed a standard for training tourist guides to ensure highest quality and to fulfil European regulations concerning free movement to practice one's profession.

The BVGD training guide lines comply with this standard (EN 15565), leading to completion and exam for the BVGD Certificate DIN EN 15565.

With the implementation of standard EN 15565 on a national level, the BVGD plays a pioneering role in training tourist guides in Germany. The model and training practices were evaluated positively in 2012 by DINCertCo / TÜV Rheinland.

The training includes:

- practical training
- training of guiding techniques
- training of speech and communication
- knowledge of facts and backgrounds (laws, taxes and insurance concerning guiding as a profession)
- sustainable tourism
- assurance of quality
- conclusion of training with an exam: BVGD-Certificate DIN EN 15565

For many of those in authority in tourism and adult education, the BVGD Certificate DIN EN 15565 has meanwhile become the acknowledged foundation for training and further education of tourist guides. It counts as the verification of professional training in the EU.

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The BVGD-Certificate DIN EN offers a significant advantage in Europe.»

Dr. Jens-Peter Heuer, Permanent Secretary for the Economy, Technology and Women in Berlin at the certificate presentation ceremony in Berlin 2009



LEGAL QUESTIONS AND INSURANCE

MODEL CONTRACTS

Tourist information offices and destination management companies are frequently contractual partners with tourist guides. The BVGD has developed models for written contracts which can form the basis for mutual cooperation between the two parties. Both partners are legally safeguarded by written contracts, and the independence of the tourist guide is guaranteed. Such contracts define the contract type and the contract partner along with the delineation of the services by the tourist guide and the tourism agency. Such contracts also regulate questions of payment and liabilities.

This service is available for all tourism partners.

INSURANCE

The BVGD has put together a comprehensive package of insurance for its members. The coverage centres on an extensive professional liability insurance for all BVGD members, covering damage to persons, objects and environment. The scope of benefits also includes covering property damage and the loss of keys.

The BVGD also offers guides and their families access to accident insurance which covers accidents twenty-four hours worldwide.

TAXES

In general, tourist guides are self-employed and independent. In order to facilitate the way through the maze of rules and regulations on tax issues, the BVGD provides guides with the brochure "Kleiner Steuerführer für Gästeführer" ("The Guide's Little Guide through Taxes"). As tax law is constantly altered, this brochure is regularly updated.

SEMINARS

As an element in assured quality, the BVGD has developed a special seminar on law, taxes and insurance. Almost all member organisations of the BVGD offer these seminars to their own members.

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The BVGD's commitment to assured quality is exemplary.

*Dr. Rainer Haseloff, Economics Minister of Saxony-Anhalt
at the annual meeting of the BVGD in Magdeburg, 2008*

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CONTACT PERSONS IN TOURISM



Quality must not only be advertised, it must be proven, so that it can be promoted.

Hartmut Möllring, Finance Minister of Lower Saxony, at the General Assembly of the BVGD in Celle, 2009



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The BVGD represents its members on national and international platforms, evidenced by its memberships in the two international guides' organizations: the European Federation of Tourist Guide Associations (FEG) and the World Federation of Tourist Guide Associations (WFTGA).



As a member in the FEG, the BVGD cultivates the exchange of opinions and experiences concerning the different general political and social conditions for guiding in the EU. The course is set at the regular meetings for a close cooperation on the European domestic market. In this context the FEG supports the implementation of the European Norm DIN EN 15565 for a qualified guides' training.

The WFTGA has initiated the International Tourist Guide Day. The BVGD arranges this day annually as "Weltgästeführertag[©]". The slogan "Get to know Germany free of charge" invites the public on this day to become informed about guiding. This common performance by the BVGD members has become a successful institution. Since 1999, it has delighted more than 200 000 people in Germany.

The BVGD is member of Germany's most important tourism organizations:

- Deutsche Zentrale für Tourismus (DZT) = German National Tourist Board
- Deutscher Tourismusverband (DTV) = German Federation of Tourism
- Deutscher ReiseVerband (DRV) = German Travel Association
- Internationaler Bustouristik Verband (RDA) = International Couch Tourism Federation

Thus the BVGD participates in constant communication with political and economic institutions responsible for tourism in Germany.



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IMPRESSUM

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