



GOTLANDS
GUIDEFÖRENING

The Gotland Guide Association – visit at The Estonian Guide Conference 2019.

1. Introduction.

Gunilla Lauström, president of The Gotland Guide Association.

2. Gotland -- the Swedish Island, about one hour, or 425 km from Tallinn. Approximately 150 km long and 50 km wide, (3 140 km²) with about 59 000 inhabitants. One town, Visby, 91 parishes. A Unesco World Heritage, just like Tallinn is!

3. The Gotland Guide Association started in 1983, 180 members, active guides and supporters, membership-fees – 15 euros/year.

Guide-courses, further education, fun!

Guide-course – today, 60 hours – theoretical plus “on-location-lectures”, also practical training-hours.

Learning by doing, payed from first assignment!

Not a member of The Swedish national Guide Association, SweGuide.

4. Cruise-tourism over 30 years

Around 14 years ago we had 160 calls at the Visby port.

2 years ago, 2017, we had only about 60.

new cruise-pier – last year, 2018, out of 90 planned calls, with 86 000 passengers, the outcome was: **75 calls, 75 000 passengers**. Some of the ships still blew away.

2019, we have **103 calls**, with **120 000 passengers**. a pilot boat when it's windy!

First ship arrives on April 21 - Ocean Nova, 73 passengers (UK, America), the second is on April 24, **Aida Diva**, Germans, **2400 p**. The last for the season is Marco Polo, **October 5**.

We get payed for two hours, if the ship cancels the same day!

Nearly half of the cruise-guests last year were Germans. Then came British, Finns and Swedes, followed by USA, **Estonia and Australia.**

5. **Expectations** – Vikings and the Hansa! Early on the cruise – more history than at the end. Nowadays - more “experiences”. Personal. Connection.
6. **Other visitors to Gotland** – on the whole - one million, May – October. Aside from cruise-industry, majority of our guests come from Sweden, Scandinavia, Finland, Baltic Countries.
7. **Challenges** – same as 20 years ago, more guides who speak languages.
Can offer about 17 languages today.
Young people – want a steadier job.
More bus-drivers and buses.
Toilets...
8. **How do we go about to find more guides?** Advertise, schools, radio, papers. Shorter guide-courses, more practical lessons – less theoretical. Distance-courses for “summer-gotlanders”.
9. **How do you become a qualified guide on Gotland?**
Four different categories of wages:
Guide in Swedish language – qualified guide or certified guide.
Guide in a foreign language – qualified guide or certified guide.

Test for certification – theoretical and practical, after having worked one season. 12 % higher wages as a certified guide.
Holds for five years.
10. **Guide-wages.** We do yearly negotiations with tourist-agencies on Gotland. Minimum of time we get payed for is two hours. Response-time at cruises – 20 minutes. Other groups – 15 minutes. Wages are 12 % higher when guiding in a foreign language.
11. **Can anyone come and work as a guide on Gotland?** Free market, have not experienced problems so far. Tourist-agencies only employ locally trained guides.

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www.gotlandsguideforening.se (only in Swedish)