

Viola Lewis
RavingScotland – Tourism and Training
Blue Badge Tourist Guide for Scotland, Tourist Guide Trainer worldwide

Viola is an active Blue Badge Tourist Guide for Scotland, an accredited trainer with her own association, the European Federation of Tourist Guide Associations (FEG) and a Lead International Trainer with the World Federation of Tourist Guides Associations (WFTGA).

Originally from Germany Viola has lived in Scotland for 30 years. For her first 10 years she worked in different positions for a European Programme on interregional co-operation, which installed a strong capacity-building ethos into her work.

Since qualifying with the Scottish Tourist Guides Association in 2002, Viola has served on the Glasgow Branch Committee, the Board of Directors and as Training Manager, shaping and implementing policies and strategies in tourist guide training and accreditation. She also served as Convener and Member of the Training Consultative Group of the European Federation of Tourist Guides Associations (FEG).

Over the years she has trained tourist guides and trainers of tourist guides in Albania, Armenia, Brunei, Cyprus, Mongolia, Portugal, Singapore, Scotland, Wales and delivers various workshops and seminars at international and European conferences. She worked as a trainer in the cruise industry and, being accredited to deliver the WFTGA Cruise Guide Endorsement Course, delivered it in Orkney, Shetland and central Scotland.

In Scotland she is mainly developing and delivering training courses for site guides in regeneration areas and assists with the Blue Badge Guide Training Course as Tutor, Assessor and Moderator. She also holds a qualification as *100k Welcomes* Trainer – a training programme promoting outstanding customer services within tourism operators throughout Scotland.

She assisted FEG and ENAT (European Network for Accessible Tourism) in rolling out the T-GUIDE Project - a CPD course for tourist guides on guiding people with learning difficulties. She is now also reshaping her guiding activities to focus on Tourism for All and sustainable tourism development in the age of overtourism.

In February 2019 Viola was elected as a Member of the WFTGA Executive Board and appointed as Head of the Training Division to look after the organisation's training portfolio. This included the establishment of online training opportunities in times of a pandemic.

