



UNIVERSITY OF MALTA  
*L-Università ta' Malta*

social  
**SO**  
**TO** tourism

# Leonardo DOI SoTo

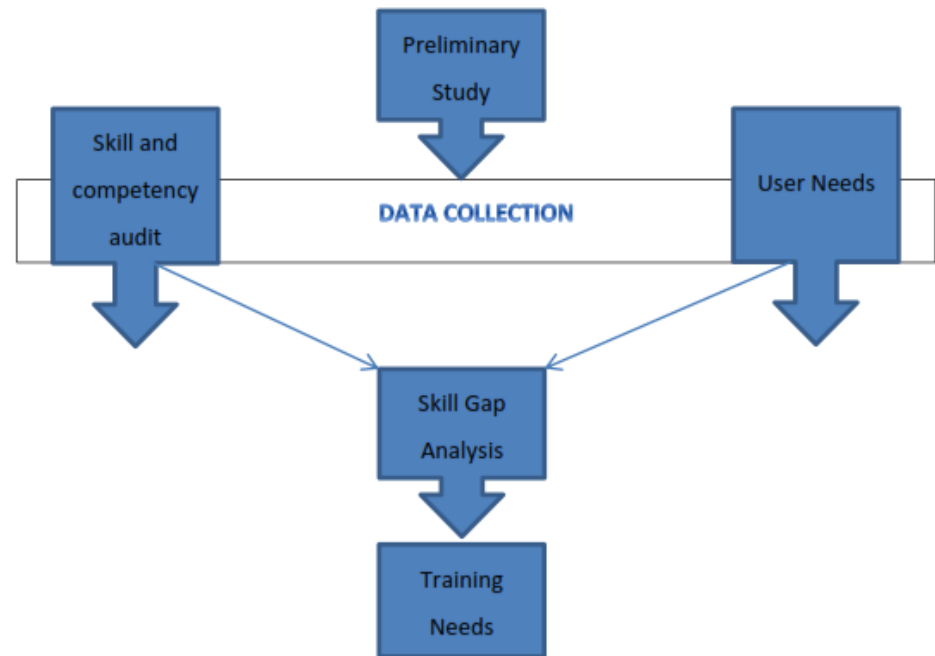
## “Socializing Tourism, integrated training course for social tourism”

Prof Andrew Jones  
Dr Nadia Theuma  
Ms Marie Avellino  
Ms Sarah Azzopardi

## Why was So-To Project Designed? Scenario pre project application;

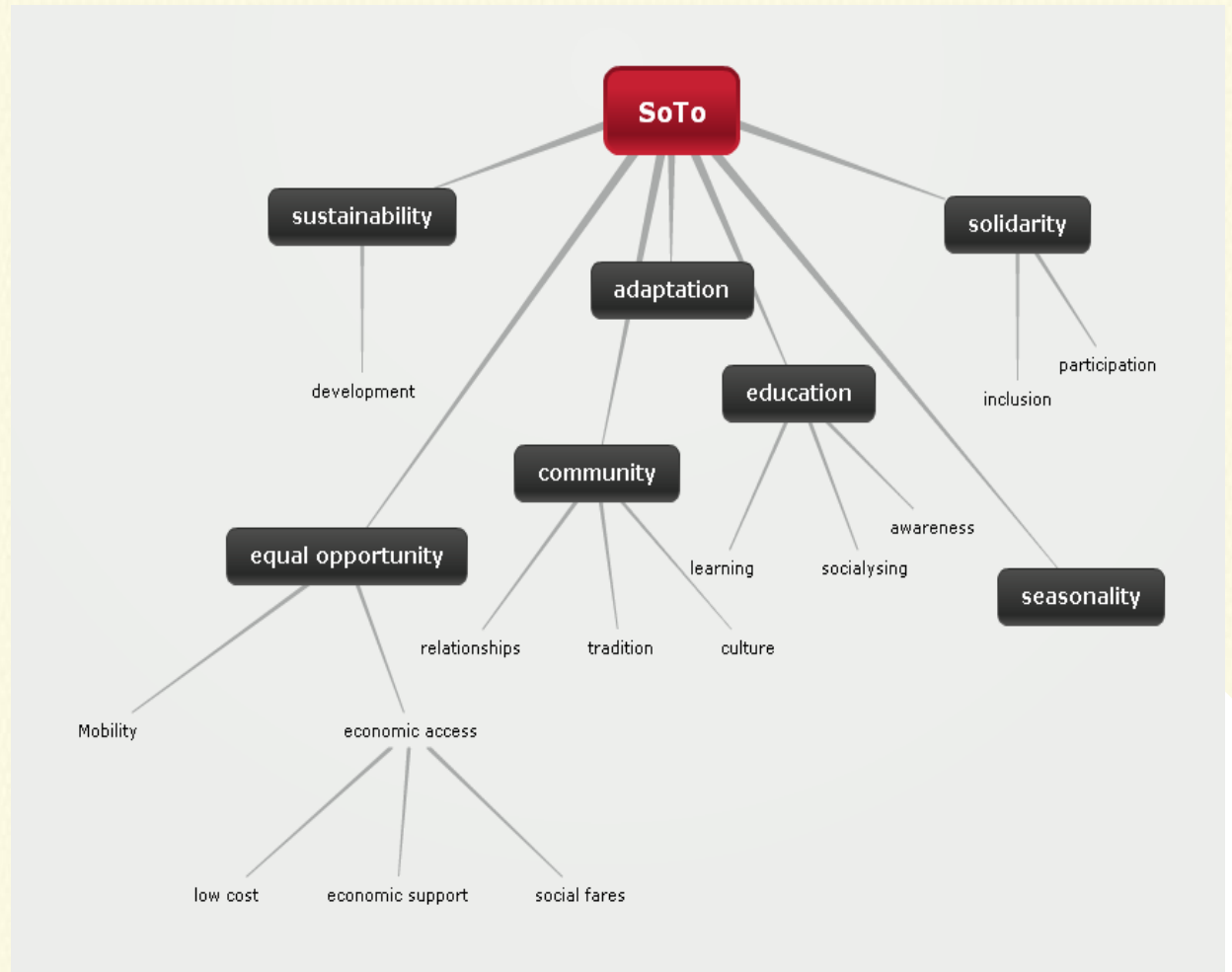
- Increased level of unemployment and poverty – unemployment rose from 9.8% in 2010 to 23.4% in 2011 (Eurostat 2011).
- Lack of cooperation between the tourism industry and social economy entrepreneurs.
- Skill shortages - social tourism
- Partners involved include Mediterranean destinations, destinations with high seasonality, less known and/or small destinations.
- Tourism operated in a social way can make it accessible also to those in the low income brackets and those who are socially and mentally disadvantaged.

‘By promoting social tourism in these destinations, it is possible to decrease seasonality and support employment all year round as well as sustain the economy’ (European Commission, 2010)




# Scope

Create an environment favourable for the development of social tourism through the creation of a network of public private and non profit for all the regions involved in the project



# Duration



1/11/2012

31/10/2014





# Countries Involved



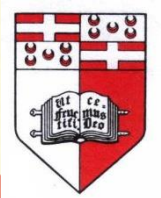
DOLNOŚLĄSKA  
ORGANIZACJA  
TURYSTYCZNA



Poland

Romania

Malta



Spain



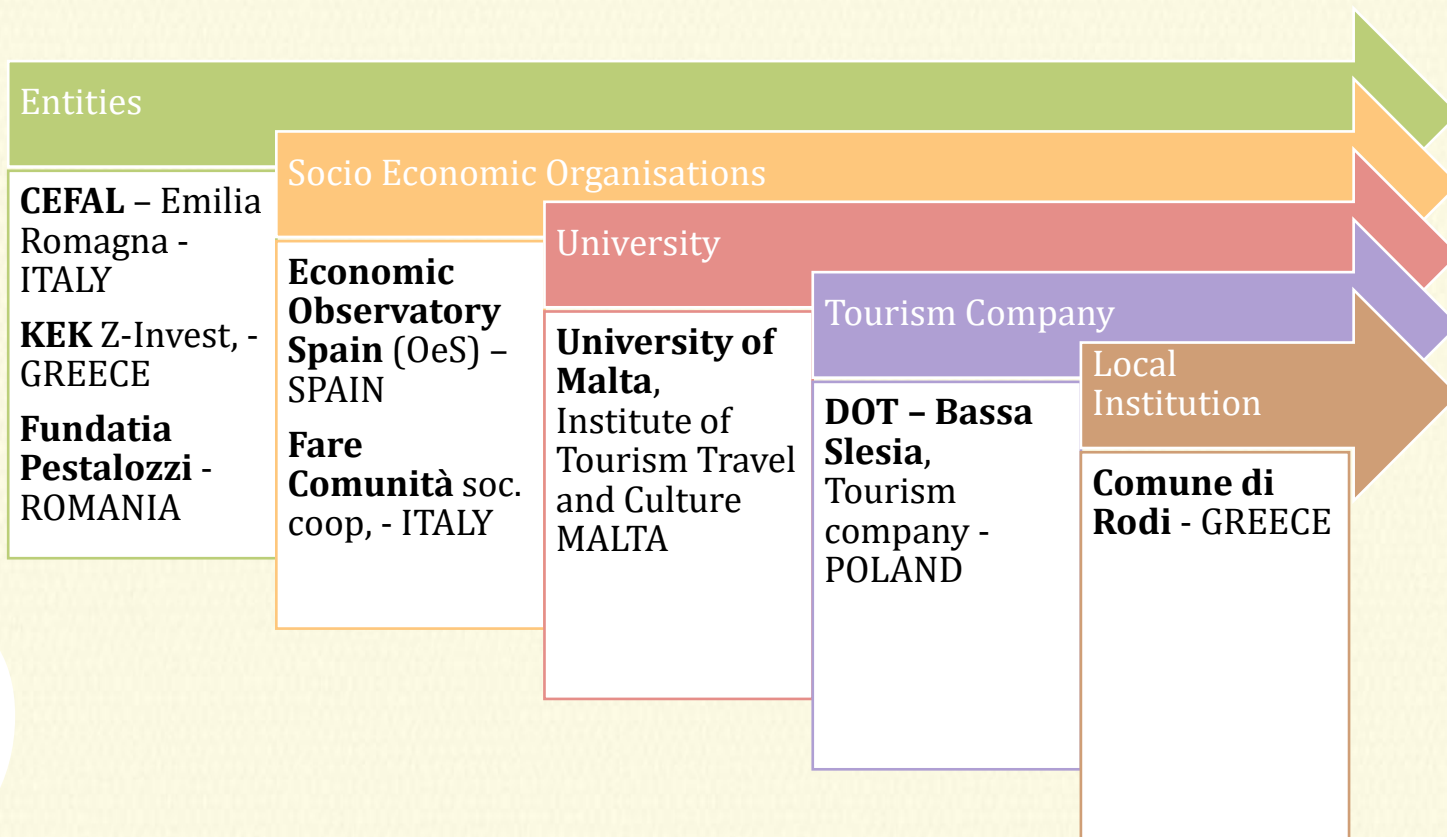
Greece



Italy



# Partners



# General Objectives

Increase awareness on social tourism with various stakeholders included in the partnership;

Develop training programmes, disseminating material on social programme; promoting experiential social tourism and social inclusion

Capacity building, stakeholder management and marketing tourism to economically and socially disadvantaged people

# Specific Objectives



Define the various aspects of social tourism; outcome was a research paper from focus groups in each of the partner territories



Define a common system of certification for social tourism



Development of a common social tourism strategy and implementation of training programme (100 hours) in 6 countries (IT, SP, GR, PL, RO, MT) that takes in consideration each regions requirements;



Final programme certification and developing collaborative partnerships



# Actions and Results



## Focus Groups

- 91 beneficiaries from 6 countries (approx. 15 per country)

## Case Studies

- 25 case studies

## Site Visits

- Catalunya-Spain, Malta, Poland, Italy

## State of Art – Preliminary study

WP2

# Various Participants in the Focus Group

Social cooperative	voluntary	Community cooperative	Public entities	Private entities
Tourists	Recreation centres	Disadvantaged tourists; operators for disadvantaged tourism	Low cost incoming travel agency	Tourism operators
Regional tourism operators	Social tourism operators	Project participants of "Tourism for all",	formatore nel settore turistico,	disadvantaged groups operators
Social tourism consultants	Airport operators	Cooperation programme project manager	unemployed,	sociologists
Tourism strategists	Tourism operators for groups	students	NGO,	istituzione caritatevole,
Accessible tourism project manager	foundations	hotels	community	Social and tourism guide specialists

# Workshops





## Pilot Course

- 6 courses (in 6 countries) of 100 hours each
- 71 days of course work
- 3 site visits

## Participants

- 92 participants (58.43% employed; 61% university graduates)
- Sectors involved: private (profit/non-profit), public
- Include entrepreneurs and tourism operators

Experimentation –  
Pilot Training  
Programme

# Other Deliverables

## Handbook

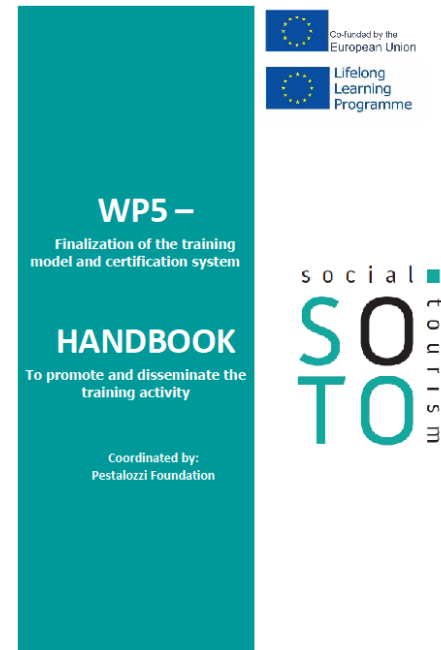
- State of the art
- Contents, methodology of the training programme
- Lessons learnt

## Certification

- Curriculum Development
- 4° EQF Level

## Certifying Organisation

- University of Malta



# Malta Case Study

**TESTING PHASE 1 –  
PILOT TRAINING  
PROGRAMME IN 5  
COUNTRIES**



**FEEDBACK TO  
UNIVERSITY OF MALTA**



**TESTING PHASE 2 –  
Adaptations Made by  
University of Malta in  
order to meet Training  
Needs**



Duration;100  
hours in  
class;too long

Timing;tight  
for for  
businesses

Too academic

Lack of hands  
on



7 core modules



4 weeks- on  
weekends

25 hours in class  
training

6 hours for site  
visits

Small group  
discussions

Practical group  
work

One on one  
training

Group  
Presentations

# Malta Case Study

## Strong Point of the Training Programme

- The training programme implemented in Malta by University of Malta, Institute for Tourism, Travel and Culture was conducted as part of the second piloting of the project. Since the first testing of the pilot course was deemed too long on the participants in the partner countries. Moreover, in some of the partner countries, partners commented that more small group – project work is conducted. In conducting the training the Maltese partner devised a revised programme totaling 100 hours but divided as follows:
  - 25 hours for in-class training based on lectures, small group discussions and one to one training
  - 6 hours for on-site visit
  - 70 hours of practical group work – with tutorials given by respective tutors and a presentation of a group-based project (groups of three persons each)



# Malta Case Study

## Strong Point of the Training Programme

- **Very focused teaching programme scheduled over a four week period** which was attractive to trainees
- **Good range of mature participants** with varied professional backgrounds
- **Excellent project/assignment outcomes**
- Good feedback on teaching from the trainees
- Good working relationships established between trainers and trainees
- Field trips to look at practical applications of social tourism
- Making links and establishing synergies between existing Maltese tourism stake holders and social enterprises/organisations
- **Good range of case studies used** to illustrate theoretical aspects of programme
- Trainers enjoyed practical group work in class

# Malta Case Study

## Weak Points of the Training Programme

- Getting appropriate trainees to participate and commit to the four week training programme.
- **Getting an appropriate training venue**
- Adapting the 100 hour curriculum to a practical delivery mode/timetable for teaching
- Curriculum too theoretical need to have more 'hands on practical elements and more site visits
- **Trainees would like to see more interactive teaching methods eg use of videos practical case studies etc**
- **Choice of trainers to be from social tourism /social enterprises backgrounds**

# Malta Case Study

## Adaptations Made in order to meet Training Needs

- Shortened the length of the programme.
- Reduced the formal teaching hours to a more tutor supported self learning delivery mode based on the assignment/project outcomes.
- Consolidated the curriculum into 7 key topics which combined the existing units into more focused learning and teaching outcomes. These were delivered on a Friday evening/Saturday morning over a four week period.
- Introduced more practical and case study – site visit inputs
- Changed the teaching to a university campus venue to give it more gravitas

# Malta Case Study

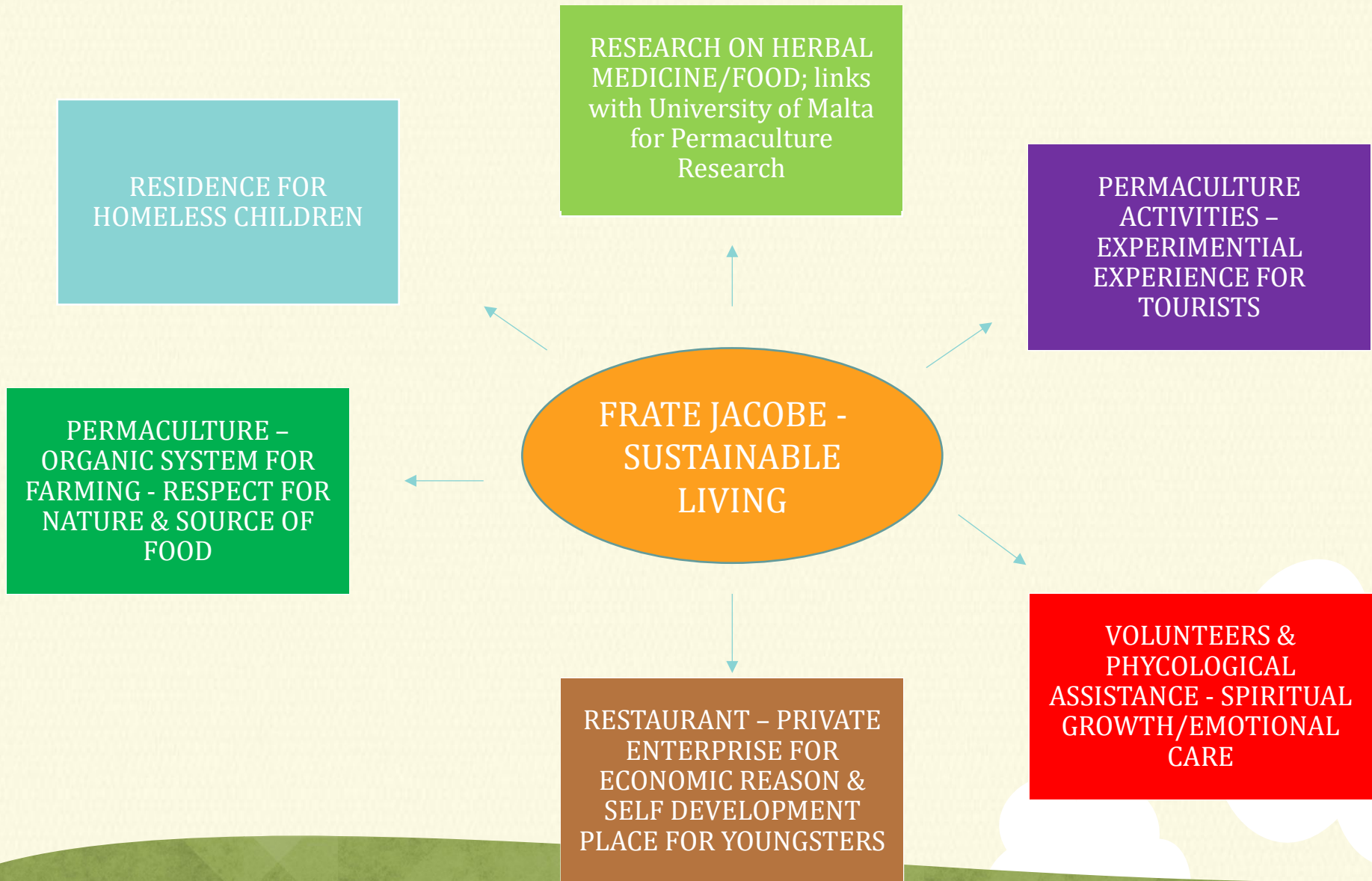
## Recommendations



- Shorten and focus the curriculum and make it more practically orientated
- Link the training programme with social enterprise partners
- Include some trainers that come from social tourism/social enterprise backgrounds
- Include more site visits
- Base the teaching curriculum around the group work assignment which should be the final outcome of the training programme
- Include an international internship between partner countries

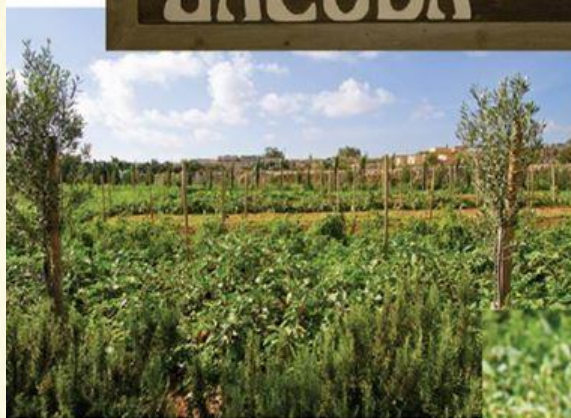


# MALTA CASE STUDY SITE VISIT – FRATE JACOBE MODEL OF SOCIAL ENTERPRISE





**Komunità miftuħa msejsa  
fuq l-ispiritwalità, il-karità  
u l-ambjent**



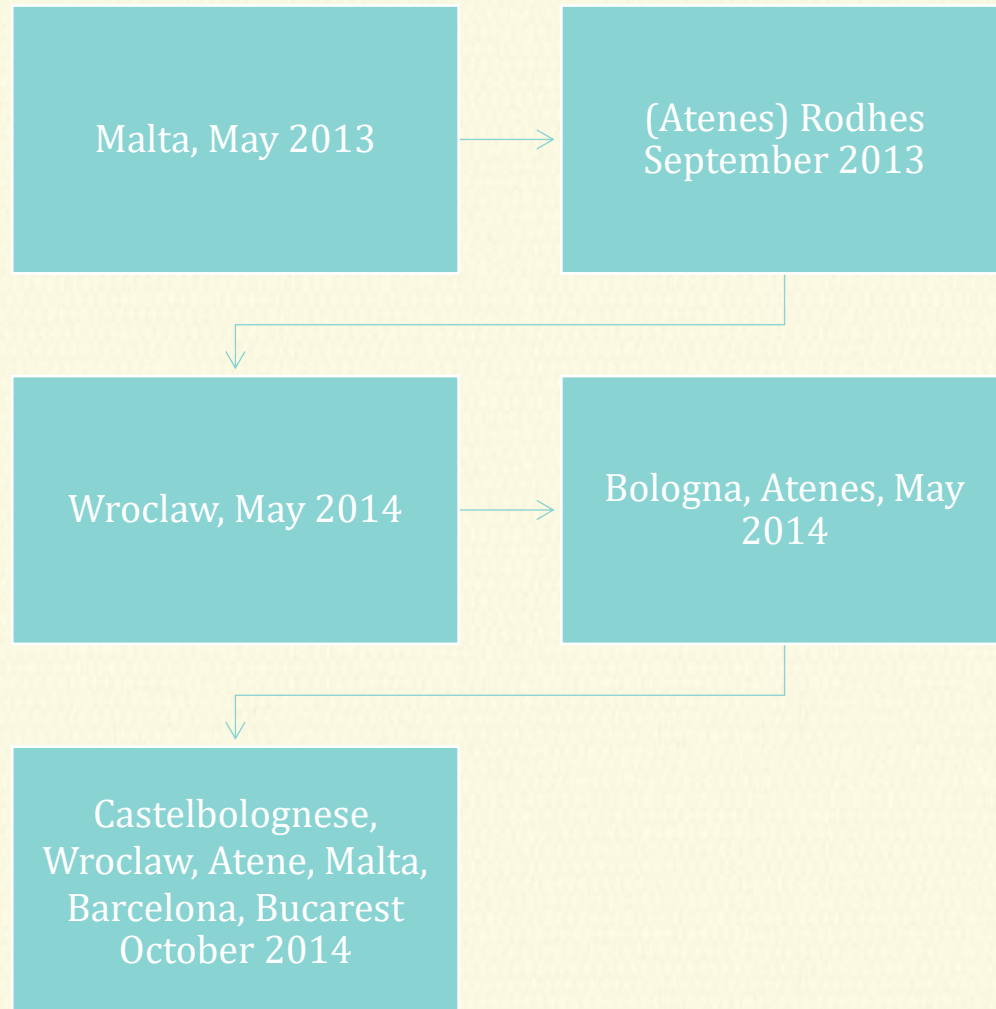
**Hajja sostenibbli mfassla  
fuq il-permakultura**

**Dinjità liż-żgħażaġh, anke  
dawk bi bżonnijiet soċjali  
fforom diversi**









## Dissemination Workshops and Meetings



A stylized, colorful illustration of a landscape. The foreground consists of rolling green hills with a dark brown path on the left. The hills are decorated with various heart-shaped flowers and plants. On the left, there is a large white flower with a pink heart-shaped center, a smaller green plant with three dots, and a tall green stem with three heart-shaped leaves topped with a large blue heart. On the right, there is a small green plant with one heart-shaped leaf, a blue stem with three dots, and a purple heart-shaped flower. The background is a light green gradient with soft white clouds. The text 'Workshop images...' is centered in the upper right area.

# Workshop images...



Spain

Malta



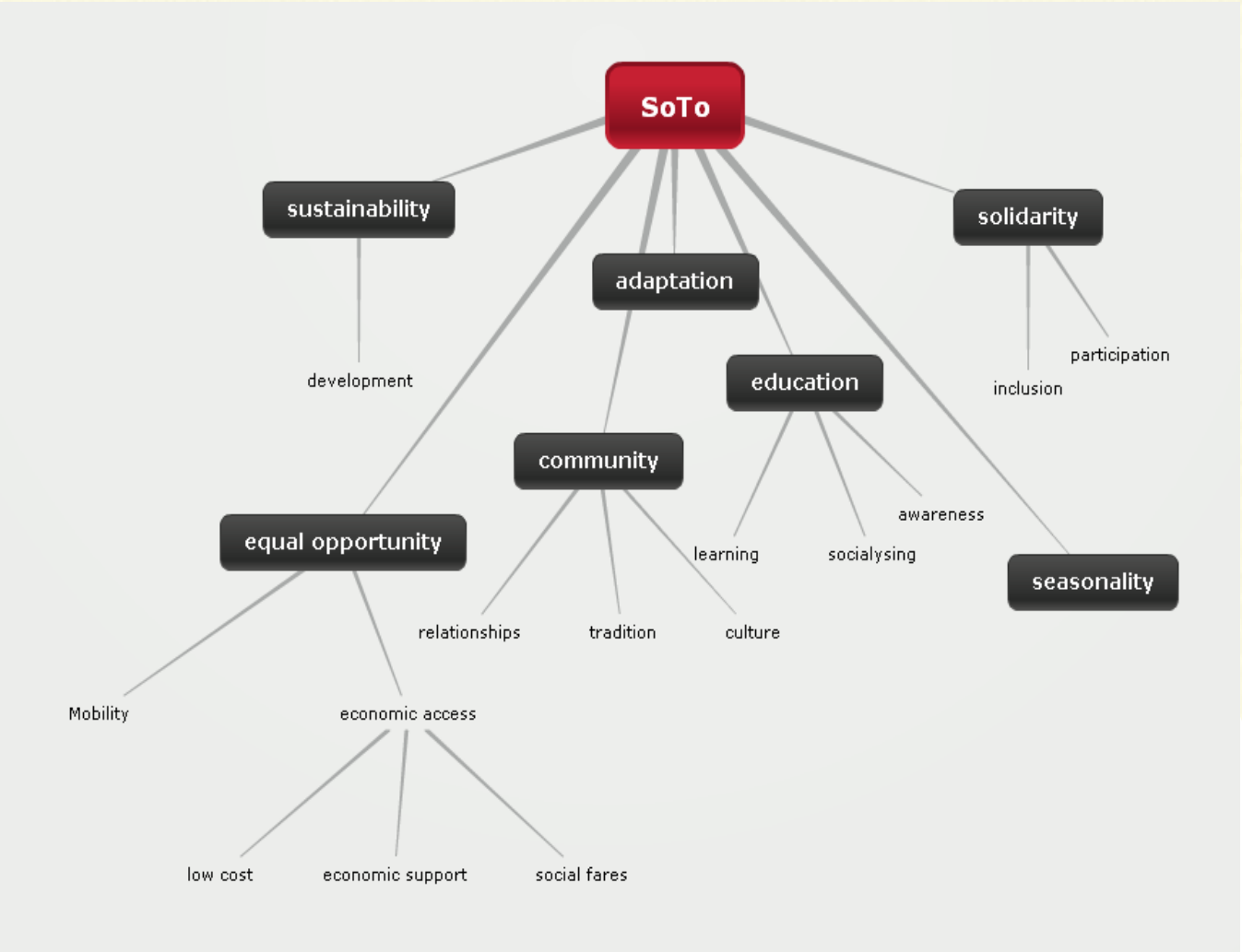


# Summary



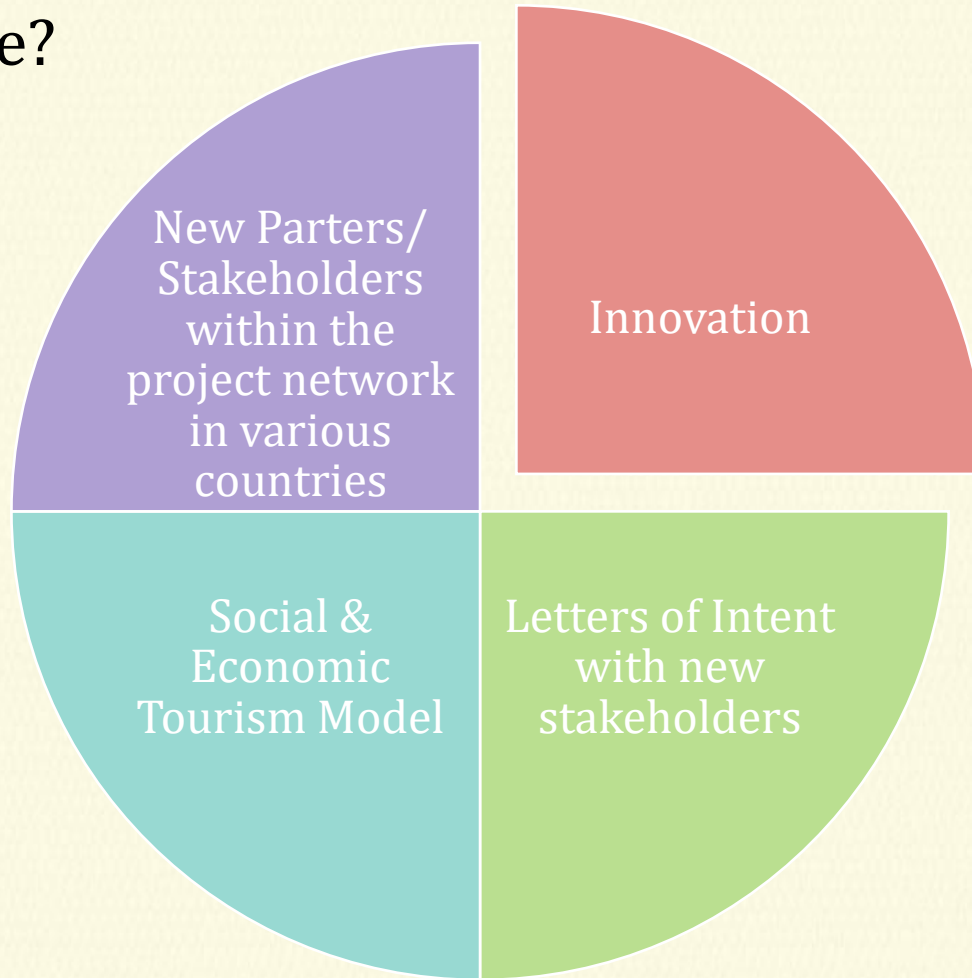
# Model shows

...moving towards a more complex, inclusive and diverse stakeholder network towards social tourism





# The Future?





**Thank you for your  
attention!**