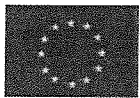# TOURISM LEARNING AREAS NELLA REGIONE EURO-MEDITERRANEA: CONCETTO, CONTESTO, ESPERIENZE

TOURISM LEARNING AREAS IN THE EUROMED REGION: CONCEPT, CONTEXT, EXPERIENCES

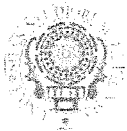## ESPACE DE PROFESSIONALISATION TOURISTIQUE DANS LA RÉGION EUROMÉDITERRANÉENNE: CONCEPT, CONTEXTE, EXPÉRIENCES

9 July 2011 – Lecce

Jean Monnet Action
Prof. Cosimo Notarstefano
Jean Monnet Center of Excellence

CMU
Community of Mediterranean Universities

"Espace de professionnalisation"

CONCEPT: Dans le tourisme peut être défini comme une approche privilégiant une réponse holistique aux principales difficultés que connaît le secteur du tourisme (principalement PMI) aux niveaux régional ou local, cherchant à promouvoir la compétitivité de l'activité à travers l'apprentissage et l'innovation.

Cette définition tient compte: des dimensions économique et sociale du secteur du tourisme; de l'espace consacré à cette activité. Cette philosophie accueille une série d'actions et d'activités clés qui peuvent se résumer comme suit (liste non exhaustive): a) fournir une formation;b) perfectionner les compétences; c) améliorer la qualité de l'apprentissage; (d) renforcer et encourager l'innovation et le perfectionnement continu; e) promouvoir le partage des connaissances; f) identifier les besoins en formation et agir comme catalyseur en la matière; g) donner une information stratégique, guider et éveiller l'intérêt pour questions clés; h) favoriser une démarche ascendante: bâtir des partenariats, renforcer la coopération entre parties prenantes et augmenter la valeur ajoutée des produits touristiques; i) favoriser l'entrée de travailleurs qualifiés dans le secteur (attirer, former et intégrer les compétences);j) développer une perception dynamique de la demande locale de formation aux métiers du tourisme; k) soutenir et développer des programmes spécifiques de gestion des ressources humaines pour les dirigeants de petites et moyennes entreprises et de micro-entreprises; aide à la gestion des destinations.
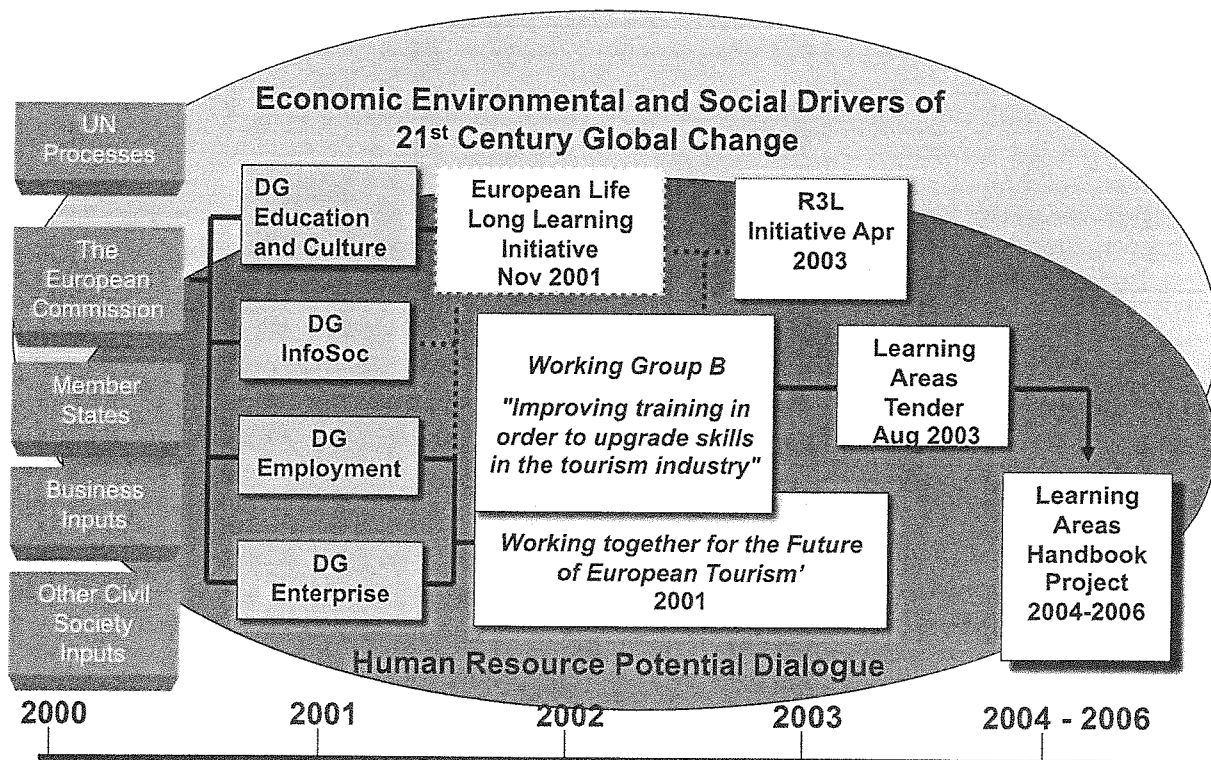
"Learning Areas"

CONTEXT:

«R3L» initiative adopted by the European Commission (Regional networks for Life-Long Learning) initiative, its purpose is to:
- help further develop good practice on issues relating to the 'learning region',
- encourage a fruitful transnational sharing and exchange of this experience, and
- promote the development of European networks between learning regions as a means of placing European cooperation in the lifelong learning field on a more durable and sustainable footing

"The Learning-Area Approach"

The learning-area approach creates the focus not on formal education as the single solution to the problems but on the capability of the network to develop the existing workforce in cooperation with universities, local regional authorities, the social partners and other relevant stakeholders. In this manner the development of human resources offers the opportunity to gain sustainable and competitive advantages alongside other businesses. This approach is essentially a problem-solving methodology approach that has to deal with the overall situation of the EU economy and also it must provide solutions to the specific challenges as TLA (Tourism), RLA (Rural), ILA (Intercultural), IRLA (Interreligious)

The Learning Areas Road Map

Economic Environmental and Social Drivers of 21st Century Global Change

UN Processes
The European Commission
Member States
Business Inputs
Other Civil Society Inputs

DG Education and Culture

European Life Long Learning Initiative Nov 2001

R3L Initiative Apr 2003

DG InfoSoc

Working Group B
"Improving training in order to upgrade skills in the tourism industry"

Learning Areas Tender Aug 2003

DG Employment

Working together for the Future of European Tourism' 2001

Learning Areas Handbook Project 2004-2006

DG Enterprise

Human Resource Potential Dialogue

2000   2001   2002   2003   2004 - 2006

"Benefits of Setting a Tourism Learning Area in the context of the Euromediterranean Region 2012-2020

a Tourism Learning Area aims to develop stakeholders who are more capable of:

- ✓ Forming partnerships, networks and clusters
- ✓ Creating quality products and services
- ✓ Demonstrating innovative capability
- ✓ Increasing performance and outputs
- ✓ Being more autonomous
- ✓ Displaying greater work-place flexibility
- ✓ Operating in an entrepreneurial context
- ✓ Working with changing technology
- ✓ Developing adaptive strategies in the face of globalization and global change
- ✓ Understanding how to work in a more sustainable way
- ✓ Enjoying an increase in quality of life based on fuller access to information

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Tourism Learning Area in Euromediterranean Region

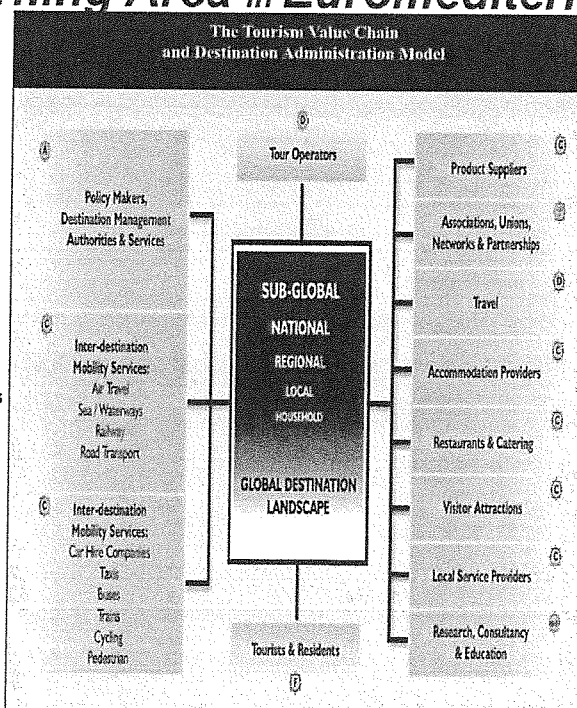**A Policy Makers – the Administration**

1. EU, national, regional and local administrations
2. National, regional and local tourism information offices
3. Tourism agencies

B Social Partners

Federations representing tourist industry sectors

Trade Unions

Media

Non Government Organisations

C Business and Industry – Tourism Suppliers

1. Accommodation industry
2. Catering sector (restaurant, cafe, bar, etc.)
3. Transportation sector
4. Construction sector
5. Attractions and activities
6. Tourist Guide services

The Tourism Value Chain and Destination Administration Model

Tour Operators

Policy Makers, Destination Management Authorities & Services

Inter-destination Mobility Services:
Air Travel
Sea / Waterways
Railway
Road Transport

Inter-destination Mobility Services:
Car Hire Companies
Taxis
Buses
Trams
Cycling
Pedestrian

SUB-GLOBAL
NATIONAL
REGIONAL
LOCAL
HOUSEHOLD

GLOBAL DESTINATION
LANDSCAPE

Tourists & Residents

Product Suppliers

Associations, Unions, Networks & Partnerships

Travel

Accommodation Providers

Restaurants & Catering

Visitor Attractions

Local Service Providers

Research, Consultancy & Education

D Commercial Intermediaries in Tourism Industry

1. Tour Operators
2. Travel Agents/ retailers

E Academic and Scientific bodies

1. Education & Training establishments
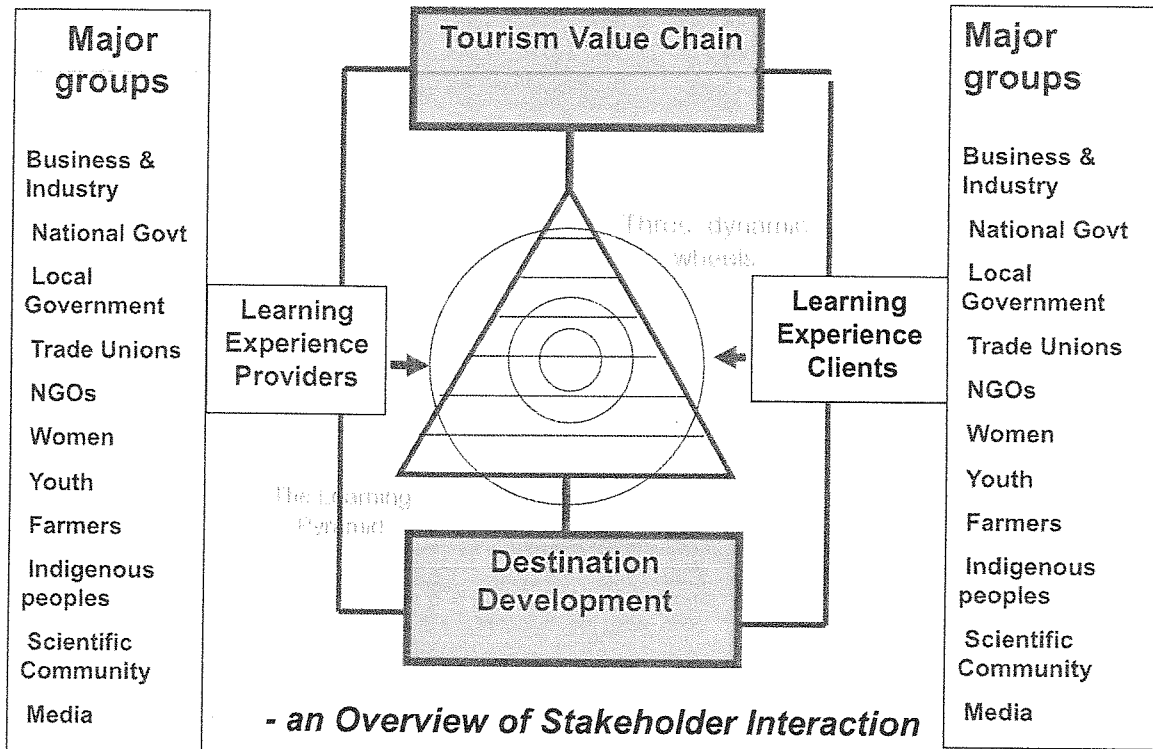2. Research and consultancy bodies

F . Public, Private, Public- Private Partnerships, Civil Society , NGO's

1. Women
2. Youth
3. Indigenous People
4. Farmers
5. Residents
6. Visitors
7. Multi-stakeholder Networks

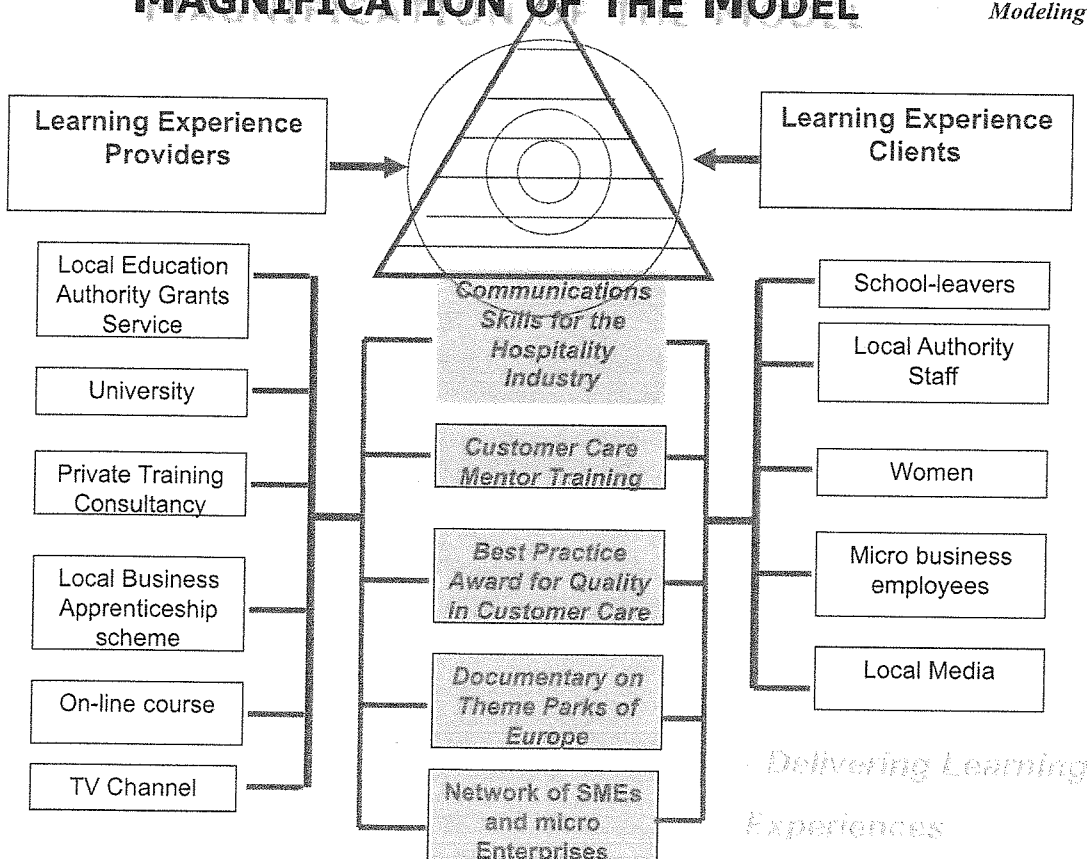*value chain activity – destination landscape development*

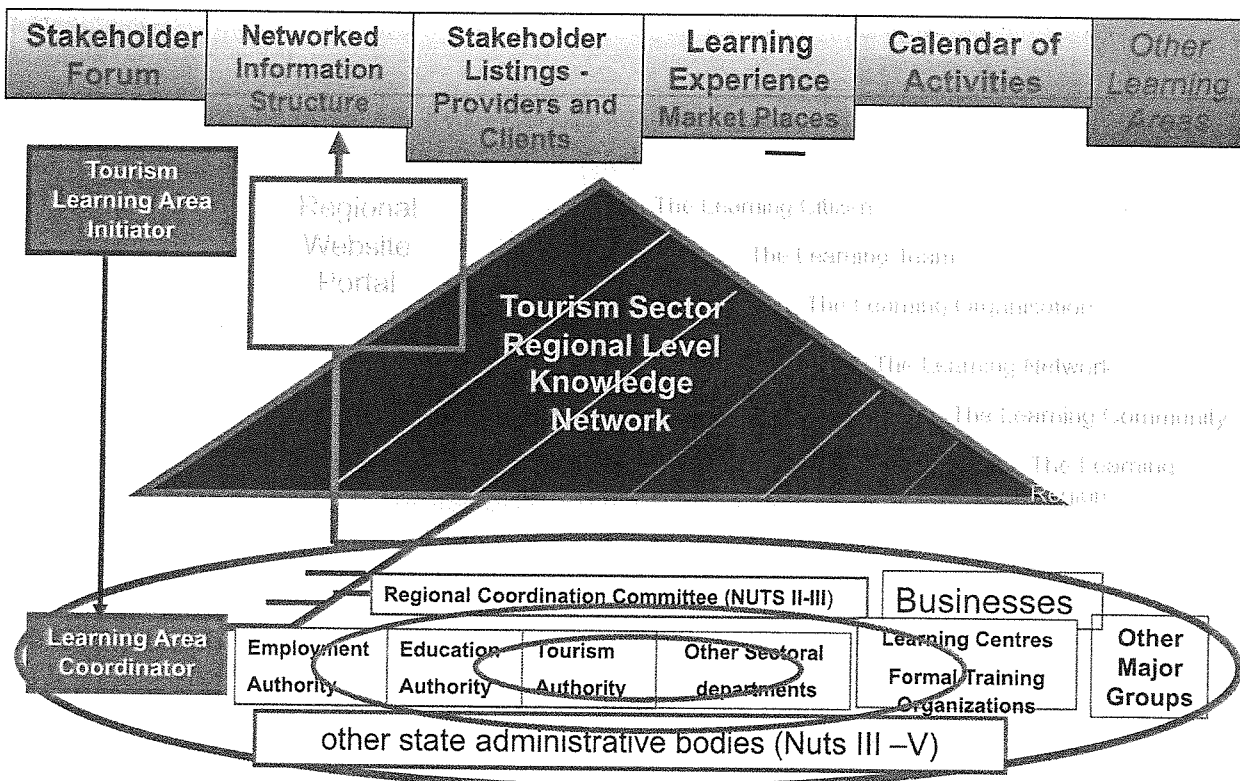# Building the Tourism Learning Area as Model of Excellence in EuroMed Area

Major groups		Major groups
Business & Industry	Tourism Value Chain	Business & Industry
National Govt		National Govt
Local Government	Learning Experience Providers	Local Government
Trade Unions	Learning Experience Clients	Trade Unions
NGOs		NGOs
Women		Women
Youth		Youth
Farmers		Farmers
Indigenous peoples	Destination Development	Indigenous peoples
Scientific Community		Scientific Community
Media		Media

Three dynamic wheels

The Learning Pyramid

- an Overview of Stakeholder Interaction

MAGNIFICATION OF THE MODEL

Learning Experience Providers

Learning Experience Clients

Communications Skills for the Hospitality Industry

Customer Care Mentor Training

Best Practice Award for Quality in Customer Care

Documentary on Theme Parks of Europe

Network of SMEs and micro Enterprises

Delivering Learning Experiences

Providers	Clients
Local Education Authority Grants Service	School-leavers
University	Local Authority Staff
Private Training Consultancy	Women
Local Business Apprenticeship scheme	Micro business employees
On-line course	Local Media
TV Channel	

TOURISM LEARNING AREA –
REGIONAL/DESTINATION KNOWLEDGE NETWORK

Stakeholder Forum	Networked Information Structure	Stakeholder Listings - Providers and Clients	Learning Experience Market Places	Calendar of Activities	Other Learning Areas

Tourism Learning Area Initiator

Regional Website Portal

Tourism Sector Regional Level Knowledge Network

The Learning Citizen
The Learning Team
The Learning Organization
The Learning Network
The Learning Community
The Learning Region

Learning Area Coordinator

Regional Coordination Committee (NUTS II-III)				Businesses	
Employment Authority	Education Authority	Tourism Authority	Other Sectoral departments	Learning Centres / Formal Training Organizations	Other Major Groups

other state administrative bodies (Nuts III –V)

The Three dynamic wheels

Home	EuroMediterranean Tourism Learning Area (Portal)	

Background	Participants	Calendar	Resources	Contacts

What is a Learning Area?

Who is this site for?

Site Information Structure

Best Practice Database

Other Learning Areas

Site Map

Europe

Atlantic Ocean

EuroMediterranean TOURISM LEARNING NETWORK

Thematic Search: [   ]   Cross sector Search: [   ]   Geographical Search: [   ]

"Thésaurus du Tourisme et des Loisirs"

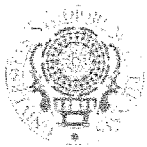Le Thésaurus du Tourisme et des Loisirs multilingue comprend environ:

– 11.000 termes (dont 1805 sont les descripteurs français, anglais espagnols et italiens et le reste sont non-descripteurs)

est organisé en 20 champs sémantiques hiérarchisés et en 5 niveaux maximum
et prévoit dans chaque langue une liste :
Alphabétique structurée - Hiérarchique - Par groupes de descripteurs - Permutée
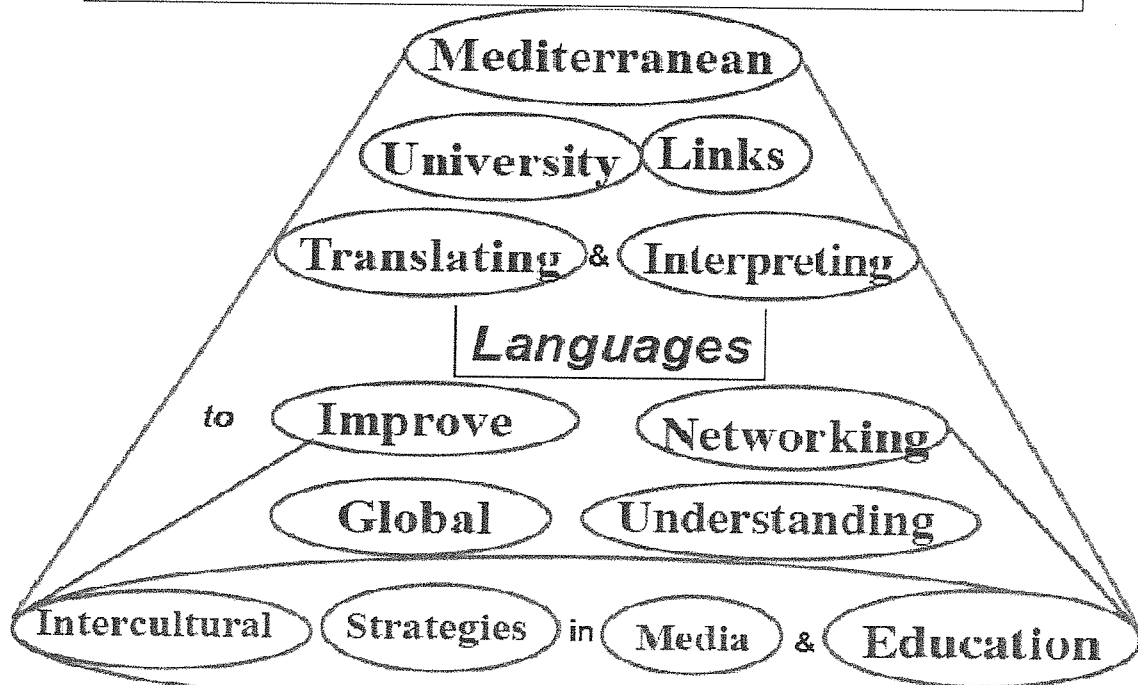
CHAMPS SÉMANTIQUES

1. Activité sportive	11. Patrimoine touristique
2. Droit du tourisme	12. Politique du tourisme
3. Écologie du tourisme	13. Prestation touristique
4. Économie du tourisme	14. Professionnel du tourisme
5. Équipement touristique	15. Promotion touristique
6. Flux touristique	16. Science et information
7. Formation et emploi	17. Sociologie des loisirs
8. Hébergement	18. Tourisme sectoriel
9. Loisirs	19. Transport
10. Manifestation touristique	20. Pays et groupement de pays

M.U.L.T.I.L.I.N.G.U.I.S.M.E.

Mediterranean

University — Links

Translating & Interpreting

Languages

to — Improve — Networking

Global — Understanding

Intercultural — Strategies — in — Media — & — Education

Mediterranean: Myths and Sea

MedMySea: Objectives

Create a network between the local communities of five sites:
Bacoli, Lipari, Metaponto, Kalamata e Pylos
(I porti di Ulisse)

*MedMySea: Objectives*   *www.medmysea.eu*

Strengthen the historical memory and sense of belonging among their inha-bitants by enhancing natural resources re-discovering cultural traditions

Stimulate development policies to improve services and infrastructures in the nautical tourism sector;

Promote tourism based on a greater knowledge of the sites and respect for the environment;

Test new learning methods to teach the history and marine ecology of the Mediterranean sea;

Create a new professional profile (entertainer-skipper) to "help" young people discover Magna Grecia and the Mediterranean Sea.
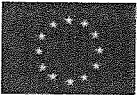
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LEADER, from Initiative to Method
Guide to teaching the LEADER approach (En – Fr – It)

LEADER is one of the most successful experiments of the new rural development concept based on sustainable local development, taking into account the environmental, economic, social and cultural dimensions.

In 1988 "The future of the rural world" underlined the need to try out new development approaches and to involve rural communities in seeking appropriate solutions. Leader was introduced as a 'Community Initiative' financed under the EU Structural Funds. Chronologically, as well as methodologically, Leader has 3 phases

LEADER I (1991-1993) initiated a new development approach;

LEADER II (1994-1999) generalised the approach;

LEADER+ (2000-2006)consolidate the method by means of pilot strategies

In 2000, the EC realized a "teaching kit", a modelling exercise and "animation" tool designed to present the LEADER approach to a variety of audiences.
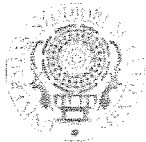
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"Higher Education experiences"

MOTTO:

Learning from the past, Looking at the present, Moving into the Future

E.M.C.T.

EUROMEDITERRANEAN MASTER IN CULTURES AND TOURISM
1ST LEVEL DEGREE (1 YEAR - 60 ECTS 4RD EDITION)
STUDENT GUIDE REFERENCE

E.M.I.D.T. MASTER'S DEGREE (2° LEVEL 120 ECTS 2YEARS)
(EUROMEDITERRANEAN MASTER IN INTERRELIGIOUS DIALOGUE AND TOURISM)

E.M.I.D.T. course closely follows the IDEA. research project, which values Multilingualism and ICT as key factors in improving mutual understanding and in creating pan-Euro-Mediterranean values and beliefs.

HERITAGE AND TOURISM
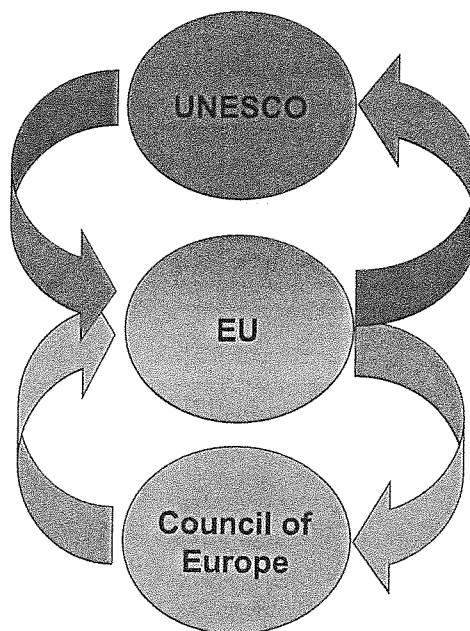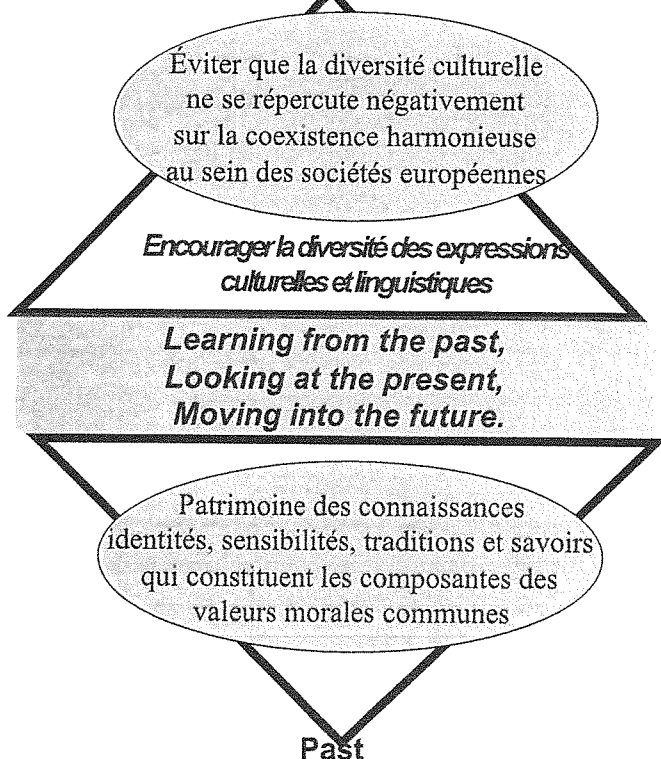### 1ST LEVEL DEGREE (1 YEAR - 60 ECTS 1ST EDITION)

Future

Éviter que la diversité culturelle ne se répercute négativement sur la coexistence harmonieuse au sein des sociétés européennes

Encourager la diversité des expressions culturelles et linguistiques

Learning from the past, Looking at the present, Moving into the future.

Patrimoine des connaissances identités, sensibilités, traditions et savoirs qui constituent les composantes des valeurs morales communes

Past

UNESCO

EU

Council of Europe

Interinstitutional Approch on Multilingualism