



TECT Project
Workshop Santa Cruz de
Tenerife

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Cbt – Discovering Tourism Through Its People
And Culture

Julian Zarb

**Resident Visiting Lecturer – Institute Of Travel,
Tourism And Culture (University Of Malta) And
Founder- President Malta Tourism Society**

SCOPE OF STUDY

- understand the process and implementation of a local tourism plan
- based , primarily, on re discovering this sense of belonging in communities;
- understanding the society and community not just in terms of what they want for their locality
- also in terms of what they are ready to do to achieve those aspirations together.

POLITICALLY CORRECT?

- Development strategies to protect inner cores that seem to have been forgotten or have been adjusted “in the name of progress and the community”.
- Many a time consultation is simply the act of satisfying some official or Government Ministry that they have “done their duty”



THE STUDY – RESEARCH BASIS

- Four stages for undertaking the research
- Three pilot communities to represent an urban, rural and coastal locality
- Whether there is generalizability in the process and implementation of any local tourism plan
- Whether there are different and varying expectations and level of inclusivity by the residents
- What the benefits of any inclusive plan implementation could have on the community.

TOURISM ACTIVITY

Quantative Aspects

Examples of Indicators

- Industry based
- Bednights
- Revenue
- Arrivals

Qualitative Aspects

Examples of Indicators

- Socio-Culturally based
- Interpretation
- Hospitality
- Integration
- Relationships



STAGES OF FIELDWORK

- Scoping Meetings
- Focus Groups
- Workshop
- Conference



FOCUS GROUP TOPICS

- **Civic Pride (Identity and Character)**
- **Uniqueness and Authenticity (USP)**
- **Responsible Tourism (An inclusive and relational experience)(Developing the host-visitor relationship)**
- **Sustainability (comparing the negative and positive impacts from tourism in terms of social, environmental, economic and cultural)**
- **Planning (Management style : top – down or bottom –up? Steps to undertake and checking progress and review)**

WHY PROCESS AND IMPLEMENT A TOURISM PLAN?

- Promoting an island based on the mainstream attraction of Leisure and coastal entertainment
- We have “created” a number of niches – areas of touristic specialization which have given this industry a somewhat cluttered perception
- More of a revival of what this activity can do for the common benefit of all
- Not the result of a “Top Down” policy implementation but through sincere dialogue

SUSTAINABILITY

- Dialogue
- Trust



CBT AND THE EFFECT

- Responsible Tourism for the host and visitor
- A wider stakeholder benefit
- A perennial destination rather than one dependant on the mainstream or seasonal experience
- Real, authentic and unique experiences rather than pseudo, commercially-driven and short lived trends.
- A better quality of life for the host and visitor community



LEONARDO'S CITY: AESTHETICALLY FIT



THANK YOU

**Destinations Should Be Looking For The Visitor
Who WANTS To Be There Not The One Who
HAPPENS To Be There.**

Jzar0004@um.edu.mt

Tel 00356 99167805

Skypew : Julian501