



TECT Project
Workshop Santa Cruz de
Tenerife

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Cbt – Discovering Tourism Through Its People
And Culture

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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

The background of the slide is a semi-transparent image of a traditional thatched-roof hut, possibly a field station or a local dwelling, situated on a rocky cliffside overlooking a body of water. The hut has a wooden frame and a roof made of dried palm fronds or similar natural materials. A wooden deck or platform is visible in front of the hut. The overall scene is bright and clear, suggesting a sunny day.

- **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.**

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