



# Industrial Training Applications for Tourism Education

**CEDEFOP Study Visit**  
Visit Group Number 85

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# The Centro Studi Aurora Onlus



- founded on April 1990, is a non-profit association operating in the fields of human rights and professional training, promoting the central position of the human being and civil growth, through the associative structure, in a framework of ongoing education.
- In the field of professional training, contributing to the creation of innovative professional figures, based on criteria of both efficiency and efficacy, we program social and pedagogical support activities providing integrated solutions to the job market.

## about us

- In general we are involved in many projects in the fields of tourism, preservation of cultural heritage and the environment, transnational cooperation, crafts and services. All projects aim at providing an integrated social and educational framework helping people getting into the job market.

The Association obtained UNI EN ISO 9001-2000 certification in 2001.



Azienda certificata con sistema qualità  
UNI EN ISO 9001:2008



The Association is affiliate member of “World Tourism Organization” (2009)





## OUR MISSION



- The **Centro Studi Aurora Onlus** promotes employment, the development of human potential, the promotion of personal talent and resources, pertaining particularly to the environment, historic and cultural heritage, in close collaboration with the institutional and social organizations located in the area.

## WE OFFER

research activities, training, professional advice and technical assistance to central, regional and local government throughout the country.

## WE RESPOND

to the needs of the territory and its people with targeted services.

## WE PROVIDE

services to the territory and to the training systems of companies and government offices; we program and experiment new services.

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# My Work

- 1) **Project design:** design of training courses;
- 2) **Project management:** development of project activities and achievement of objectives.

# Projects

## •MCST PROJECT – MOBILITY for COMPETENCES IN SUSTAINABLE TOURISM

2010

Programma LLP

Lifelong Learning Programme

Call 2010

**OBJECTIVE:** provide a work experience of almost four weeks for 20 people who concluded the High School in Tourism in Palermo (IT) in the island of Chios in Greece. To allow participants to further study practical issues of sustainability in tourism through involvement in training activities and field activities, in order to share management models and specific skills, as well as the exchange of good practice through discussion with experts from the University of the Aegean.

### **PARTNER:**

Institute for Tourism Marco Polo Palermo

University of the Aegean - Research Laboratory for Tourism and Study

Chios (GR)



# THE RECOVERY OF MEMORY THE TUNA FISHING IN SICILY BETWEEN CULTURE, TASTES AND IDENTITIES

## *BUENOS AIRES / MAR DEL PLATA – ARGENTINA*

## *MONTREAL – CANADA*

**2009**

SICILY REGION, REGIONAL DEPARTMENT OF LABOR

Decree of February 20, 2008 - Guidelines for the conduct of cultural activities in article 24 bis  
Law 4 June 1980, n. 55 for 2008.

**OBJECTIVE:** preservation of memory and identity elements that tell the roots and history of the Sicilian community and the defense and promotion of significant aspects of ancient culture in Sicily who, although originally from Sicily and strongly attached to Sicily, living off the Island and its cultural context and literary, is unlikely to become ever more aware.

Activities were held in *Buenos Aires / Mar del Plata – Argentina* and in *Montreal – Canada*

### **PARTNER**

Sicilian Federation of Quebec

Fesisur, Federation of Associations of Sicilian and South Argentina Buenos Aires

Museum Foundation Mandralisca Cefalù –

Palermo Slow Food



## Project Medusa

**Training for the cultural district of Baroque buildings in the Plain of Bagheria.  
Micro-entrepreneurship and training in support of an integrated model of self-sustainable tourism development.**

**2008**

Ministry of Labour-Sicily Region-LAW N ° 845 1978 ART. 26 - Special Projects

**OBJECTIVE:** create a cultural district through the development system of the attractors existing cultural tourism and the implementation of the elements of attraction in the Plain of Bagheria. The cultural district is a model of local self-sustainable development (sustainable + self) as a system of territorially bounded relations in which processes interact enhancement of tangible and intangible assets with the widespread socio-economic reality.

### **PARTNER**

Medi@azioni

City of Bagheria

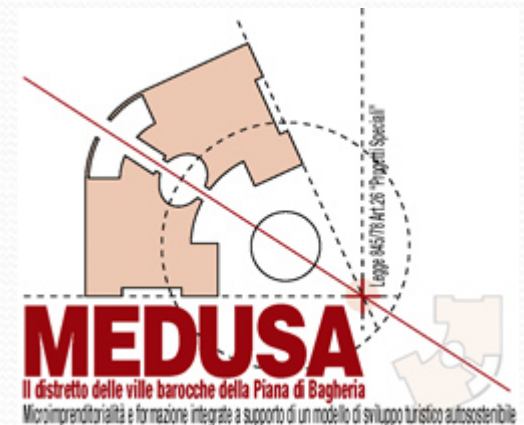
High school "G.D'Alessandro"

Regional Institute of Art

Province of Syracuse

Bilateral Regional Sicilian Tourism Authority

ASAIP Confesercenti





## “EDUCATIONAL EXCHANGES”

2008

SICILY REGION, REGIONAL DEPARTMENT OF LABOR

PIR15 "Eco-museum / Eco-tourism in the Mediterranean

**Asse III Mis. 3.20a**



Assessorato del Lavoro,  
della Previdenza Sociale,  
della Formazione Professionale  
e dell'Emigrazione

**OBJECTIVE:** The project aims at improving the professionalism of staff and supervisors who work together in various ways to ecotourism industry, through the knowledge of best international practices in the field of environmental protection, management of green areas and the development of ecotourism. There have been 10 trading activity including two abroad, in the region of the Danube Delta in Romania and on the island of Rhodes, Greece

**TARGET GROUPS:** staff and supervisors from the coalition (PIR)



## “SEA & MUCH MORE”

2008

SICILY REGION, REGIONAL DEPARTMENT OF LABOR

**OBJECTIVE:** event for the promotion of local identities of the Minor Islands and contribution to the processes of spatial aggregation, development and qualification of local products and tourism services, and ended with THE INTERNATIONAL CONFERENCE ON TOURISM IN MINOR ISLANDS

**PARTNER:** Mediazioni s.r.l.

Cultural Association Centro Studi Ibleo



## **TOURISM AND SUSTAINABLE DEVELOPMENT: MULTIFUNCTIONAL APPROACH TO CULTURAL DEVELOPMENT AND LOCAL ECONOMIC AND CULTURAL HERITAGE**

2007

Sicily Region - Regional Ministry of Environment and Cultural Heritage of IP - Department of Public Education  
P.O.R. SICILY 2006-2007 Biennium  
Mis.3.6 Action D "Paths of alternating training for high school students"

**OBJECTIVE:** define and test an integrated path of insertion of professionalism in the field of cultural tourism, with particular reference to the promotion of cultural tourism in a sustainable sense of Sicily.

**TARGET GROUPS:** High school students

**PARTNER:** High School "G.D'Alessandro" – Bagheria  
Cooperative Montepatino - Norcia (PG)  
Cooperative Co.Idra S.c.a.r.l. Firenze  
Archdiocese Palermo, Museum and Diocesan Archives



# THE CULTURAL DISTRICT OF ST. ANNE MERCY IN PALERMO

**2006**

CARIPLO Foundation - Invitation SOUTH ACRI DEVELOPMENT – A project of the banking foundations for the creation of cultural districts

**OBJECTIVE:** The project focuses on the enhancement of the new headquarters of the Civic Gallery of Modern Art "Empedocle Restivo" of 5000 square meters, near the monumental St Anne in Palermo, linked to other cultural goods, stable integration issues and proximity to the new museum.

## **PARTNER**

Municipality of Palermo - Department of Culture  
Civita Services Srl.  
Campodivolo  
Center San Mamiliano





## **“ANIMATEUR OF THE MUSEUM AND / OR ARCHAEOLOGICAL”**

2005

SICILIAN REGION Law 27/91 - Art.1 - Annuity III

**OBJECTIVE:** The training was aimed to establish the role of the animator's museum and / or archaeological site qualified to perform the function of experienced travel guide in the past, through meticulous description of artifacts and historical records

**TARGET GROUPS:** Unemployed adults

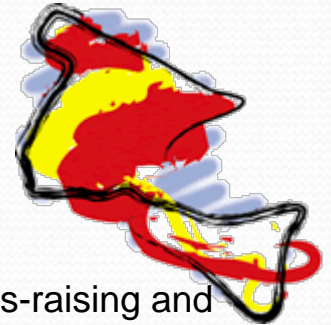
## **“ECONOMY ON THE ROUTE OF THE MEDITERRANEAN:**

### **Bourbon tours in history, culture, architecture and cuisine of Baroque Sicily and Spain”**

2005

POR SICILIA 2000 - 2006

Mis. 6.07b2 - "Internationalization of the sicilian economy “



**OBJECTIVE:** Traiding and fostering a culture of international business with awareness-raising and thematic courses (spread of the typical products of the Sicilian economy in order to allow the opening of new markets; promotion of exchange between Sicily and Spain, with special reference to typical products and tourism)

**TARGET GROUPS:** High school students

**PARTNER:** High school "G. D'Alessandro - Bagheria (PA)

Centro Studi Onlus Aurora

Consorcio de Bages Iniciatives Formació the South - Spain

Regional Ministry of Tourism - Legal

Bilateral Regional Authority for Tourism Siciliano

City of Bagheria

STS Sicilian Tourist Service

Laboratory for Historic Architecture - Palermo



# Istituto Luigi Sturzo

The **Istituto Luigi Sturzo** is a private foundation based in Rome and established in memory of the work of Luigi Sturzo, founder of the Italian catholic party.

## Mission

The Institute is committed to the preservation and valorisation of cultural heritage, it carries out training activities, researches in historical, sociological, political and economical fields and it promotes and manages cultural projects, also local development



# The Institute and Rome

**Istituto Luigi Sturzo** is located in the heart of the historical centre of Rome , in a Renaissance building, Palazzo Baldassini, built by the architect Antonio da Sangallo il Giovane, between 1515 and 1518. Fresco paintings, by Raffaello's school artists, Perin del Vaga, Giovanni da Udine, Polidoro da Caravaggio and Maturino da Firenze, cover the ceilings and walls of the interior rooms.



# Areas

## **Training and Education Development**

The Training and Development area develops highly professional integrated training systems, orientated at improving the cultural heritage accessibility, fruition and valorisation. It designs courses to help boost young people's employability skills.

It designs and implements European Projects concerning culture heritage, education, innovation and creativity, social inclusion and technologies applied in the cultural sector.

- **Historical Archive**
- **Studies and Researches Area**
- **Multimedia Laboratory**

# Projects





## **Il Distretto Culturale della Lomellina (2009)**

Objective: to realize a plan to create a cultural district in lomellina's zone (Lombardia-north Italy)

## **Progetto Estrada Cultural nel Minas (2006-2008):**

Objective: realization of training course to teach competences on how to create a cultural districr in Minas gerais, baroque zone in Brasil



### **Dall'altra città alla città (2006)**

Objective: reinforce the perception of the Cosenza historical centre as a place that can valorise history and identity of the city focusing the cultural heritage in there

### **Progetto Sistema Cultura Valle dell'Esaro (2004–2006)**

Objective: realization of project for cultural and touristic territorial system in the Valle dell' Esaro Area (calabria-south italy) to attract type of tourism characterized by “Total Leisure Experience” demand, (cultural district)



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# Industrial training for tourism in Italy

Organized in different levels:

- post compulsory school
- post diploma
- post graduation



# Industrial training for tourism in Italy

## Post-compulsory SECONDARY EDUCATION:

Courses are composed by 2 years in common, one year for qualification and 2 year after to become a technician

**outgoing competences:** Hotel, Touristic and Entrepreneurship

# Industrial training for tourism in Italy

Post-diploma:

## PROFESSIONAL COURSES: **IFTS & ESF**

**IFTS** (Istruzione e Formazione Tecnica Superiore)

The aim is to ensure technical and professional training strictly oriented to give an high level of cultural and technical-scientific competences

### ADVANTAGES:

- 1) High level certified competences to be spent on labour market
- 2) Participation is open to students coming from the secondary school and adults employed, unemployed and not employed according the strategy of Lisbon about LongLifeLearning





**Duration:** from 12 to 24 months structured in different units permitting to personalize the training path according to the background of the participant

**Facilities** are provided to accompany participant during the path like tutoring, incoming competences, hosting facilities and business start up


# ESF:

Most of these courses are provided by private training centres and funded by Region or other public body

For learners is free of charge and normally the duration is between 500 and 1600 hours.

Courses are addressed to people having completed the secondary school and entering the labour market, adults and people graduated but unemployed



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- **Outgoing competences:** technical competences in tourism enterprises and in national and international economic field, fiscal and administrative system in enterprises, valorization of integrated artistic and cultural heritage, hotel industry, restaurants, travel agency, cultural tourism, environmental tourism

# Industrial training for tourism in Italy

## UNIVERSITY STUDIES

### Faculties:

- Touristic science
- Design and Management of tourist system

### Masters:

- more than 50 masters promoted by universities and training centres
- divided in first level and second level
- lots of masters are free because they' re funded by ESF and guarantee training credits.



The general rules and regulations according to industrial training. -

- **Responsibilities of education institutions**  
give technical and specific competences useful to work: to create market strategies, communication mix, strategies for tourist systems, design and management of tourist product and services, desk, field and panel research
- **Responsibilities of tourism sector:**  
massive tourism in some famous cities and places can become dangerous for the environmental, social and economical local system. Tourist sector has the responsibilities to manage, to design and to plan sustainability in tourism

- **Responsibilities of students**: relation with local and private bodies and tourist associations, design and management of local context in order to valorize the development of touristic potential
- **Responsibilities of governments**  
Local bodies and government have to integrate their territorial policies such as, transportation, cultural programs, cultural landscape, urbanism etc. according to the need of touristic sector. The need is to create an integrate system between policies and education



## Evaluation process and outcomes ...

Learning outcomes, expressed through the European indicators of the training (DM 16/03/2007, art. 3, paragraph 7)


The core body of knowledge acquired has to allow graduates to understand in its plot, the particular cultural configuration of an area (primarily regional but also national and supranational) and finalize the training to a profession in the tourism field as a complex education to the historical, archaeological, artistic and environmental heritage of our country and beyond , following these lines:

- **knowledge and understanding**
- **Applying knowledge and understanding**
- **Making judgements**
- **Communication skills**
- **Learning skills**

## The problems...

- As one of the country's largest employers, tourism in Italy is a viable economic development strategy for many communities.
- Rural areas and smaller metropolitan communities with a declining economic base have turned to tourism as an alternative
- The tourism industry is complex because it includes parts of a variety of economic sectors (transportation, accommodations, food and beverage services, recreational activities, retail shopping, and entertainment).
- The tourism industry is highly competitive because local destinations vie with other communities and national and international destinations for market share. The tourism experience is a quality-driven one, and interaction with employees of tourism-based establishments is a key determinant of quality. Hence, **determining local training needs of tourism-based employees would provide value assistance to any local tourism industry.**





There is an empirical evidence on the importance of the **tourism training industry** in the Italian economy and the structural problems affecting its international competitiveness.

-First of all, tourism accounts both in Italy and other main European competitors for a large share of Gdp and national employment.

- Second, tourism is one of the main drivers of international trade. Data show a significant change in the relative weight of demand for different kinds of tourism worldwide.

- In Italy there is one main problem: the lack of responsiveness in the supply side and on the training side facing such rapid evolution of demand. There is a very high hotel capacity in the country, together with a low utilization rate. Moreover Italy shows a relevant regional heterogeneity as regards to capacity, utilization rates and demand segmentation.

**Keywords:**

*Industry studies: tourism; international competitiveness; demand segmentation; regional heterogeneity.*

## Recommendations to improve the process ...

Tourism plays a crucial role for national and european economies throughout the world.

In Europe, international tourism receipts were almost three times higher in the late 1990s than they were in the late 1980s.

Tourism has great potential as regards contributing to the achievements of several major EU objectives, such as **economic growth, employment, sustainable development, economic and social cohesion.**

The importance of innovation and training was long underestimated in service and tourism activities. Successful innovation, as for instance innovation that is also profitable to the tourism firm in a competitive market, must increase the value of the whole tourism product. **The production and the dissemination of new technologies is the first way to improve the process** as a major force in tourism industry, as well as the capacity to analyze the impact of technological innovation and the implications on regional growth of member states.

### Key Words:

*Tourism, innovation activities, competitiveness, regional growth*





Thank you for your attention!

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