



This project is financed
by the European Commission

Grundtvig Project

Sustaining Disadvantaged People in Developing in their Professional Career

HANDBOOK

for Carries in Tourism



TABLE OF CONTENTS

What is Tourism?	3
Why develop a Career in Tourism?	6
What career paths in tourism can I follow?	7
What qualifications do I need?	9
What courses can I follow?	11
Who can help?	13

What is Tourism?

Tourism is one of the three pillars of the Maltese economy. It is a major employer in Malta and Europe. In Malta tourism employs the total 40,000 people.

Tourism activity is varied and people can travel for a number of motivations – to enjoy a change in scenery, for example beaches or mountains, to visit different cultures and to experience such cultures, to sample different foods and wines, to relax or to participate in extreme sports. People also travel for relaxation, for health reasons and for religious reasons as well as to participate in major festivals or sporting events.

Tourism occurs when people travel away from their country for a short period of time with the main objective of leisure.

The Mediterranean region and Europe attract the highest number of visitors on annual basis. The Mediterranean is considered by the World Tourism Organisation to be the most versatile region and a region that could offer a high stimulus to the visitor since it has a high concentration of cultural attractions, history, environmental diversity and the opportunity to take multiple holidays since distances between countries are rather small.



Hagar Qim Temples – one of Malta's World Heritage Sites

The Impacts of Tourism

A healthy tourism sector is important for our country since tourism, when developed well will bring about the following:

- Increase in economic impacts and spending power
- Jobs
- Improvement of the standard of living and fights poverty
- Support for small enterprises
- Regeneration of the urban environment
- Appreciation of our own cultural heritage
- Conservation of the built heritage
- Evaluation of our intangible heritage such as traditions (eg *festi*, and crafts)
- Intercultural dialogue
- Fosters business between countries

Tourism in Malta

The Maltese islands have attracted visitors for centuries. Very important people have visited our islands and these include, religious people such as St. Paul and Pope John II, travel writers like Jean Houel, authors like Lord Byron and Mark Twain, world leaders like Queen Elizabeth II, President Reagan and Gorbachov. In more recent years one can recall visitors such Madonna, Russell Crowe, Pink Floyd among others.

The islands have a long history and boasts of remains dating back to the Neolithic temples, Phoenicians, Romans, Arabs, Normans, Spanish, Knights of St. John, French and the British. All these have left a legacy, a heritage that has helped us to build our own history and culture. These are the remains on which a substantial part of our tourism is built.

In addition the Maltese islands are blessed with excellent climate, shallow seas, small sandy and rocky beaches, clear waters and a safe environment.

Today the Maltese tourism product is varied and it involves heritage, culture, sports, conference, events, festivals, film industry, learning English, religion and health activities.

However, the most essential asset of our tourism industry has been **the people** who have given a good name to the tourism sector by being hospitable and welcome.

A successful tourism sector requires a workforce that is highly knowledgeable in the subject, well motivated and willing to offer a good product and help the visitor enjoy his/her stay in Malta.

This handbook, which was developed as part of the GRUNDTVIG programme part funded by the European Union, is aimed at highlighting aspects of the tourism career in the Maltese Islands and how this career can be followed.



Birgu Waterfront

Why develop a Career in Tourism?

A career in tourism is a highly dynamic and motivating career where people from different cultures meet one another in different contexts. A career in tourism can take place in various environments – land, air and sea. It is something that is always evolving and challenging.

Careers in tourism can be approached from various areas and you need not follow a University degree in order to work in Tourism but you can start by following a basic course and then progress in your career path on the job and train as you go along.

A career in tourism is highly motivating as besides earning you your daily pay it brings you face-to-face with different people from different countries, it provides you with a career path since once you start working in an area in the tourism sector you can easily transfer your skills to another area.

A career in tourism also can provide you with the opportunity to work abroad in multinational hotel chains, or with the airline industry thus giving you the opportunity to travel and learn while you work.

***So think well ... read on and join in ...a dynamic career... choose
a career in tourism...***



City Gate Valletta

What career paths in tourism can I follow?

The career paths in tourism are various, below is a sample of the many paths one can follow:

<i>Hospitality Sector</i>	Receptionist and Front Office Clerk Financial Controller PR and Marketing Food and Beverage Sector (Chef, sous chef, waiter) Chambermaid and Housekeeper Engineer and Maintenance IT (e-Marketing) Hotel / Restaurant Owner
<i>Events and Conventions</i>	Events Organiser Animation Entertainer Marketing and Advertising Working in a Destination Management Company Art and Culture events organization Art Director
<i>Guiding</i>	Tourist Guide (specialist or generalist) Eco-Guide Tour specialist
<i>Transport</i>	Cabin crew Pilot Ground Handling agent Travel Agency Engineer Land transport – coach driver, taxi driver, horse cab driver, water taxi Cruise Liner employee (various areas)
<i>Financial Services</i>	Banks and Foreign Exchange

<i>Crafts</i>	Crafts specialist or Artisan promoting Maltese crafts and intangible heritage Musician
<i>Heritage and Culture</i>	Custodian Museum Guide Archaeologist / Anthropologist Museologist Work in the numerous heritage and environmental NGOs
<i>Health and Beauty</i>	Nurse Dental Hygienist Medical Profession Beauty Therapy and Spa related activities Health Instructor
<i>Sports</i>	Diving Instructor Sports Instructor (extreme sports, football)
<i>Other</i>	Policy (working at the Malta Tourism Authority, MEPA) Teaching in tourism (ITS and University) Teaching English as a Foreign Language



Mellieha Bay

What qualifications do I need?

Qualifications in tourism can be divided into two broad terms –

Skills and Academic Qualifications

1) SKILLS

In order to be able to work in the tourism sector one requires very basic ingredients – a **passion** for work and an understanding of the **meaning of hospitality**, the rest will follow.

These two ingredients are crucial because tourism means working with people and unless one has a natural liking for this aspect one will not survive much in this sector.

Passion for work – that is the main motivator in order to work in tourism you have to state that you love the work you do, although money is an important factor, it should never be the main motivator for work. A career in tourism requires passion for creating new things, for creating new products and services, for creating innovative ways of how a person can understand our culture and heritage. It requires a passion in making people feel really welcome and important to us and also a passion for our country and what it stands for.

Hospitality – that is making people feel welcome and appreciated is an essential ingredient to help us provide a good tourism product. How can we be hospitable – have a genuine smile, care for the people around you, **imagine it is you who needs help** in a foreign country where you are not so much aware of the language and customs!

Related to the above there are two other essential factors required from a tourism professional

- the way **we present ourselves** – a **positive personality** and appearing **well groomed** is essential in hospitality. Hairstyle, clean shoes, clean and well-kept clothes, clean nails, and natural make-up (for girls) are essential.

- **communication** – tourism is a peoples industry thus we need to learn how to express ourselves and communicate clearly our ideas and thoughts – especially when we are working in a multicultural environment
-



Pjazza It-Tokk Gozo – Scenes of a daily market

2) ACADEMIC QUALIFICATIONS

The qualifications required, depend on the career paths you choose. As seen in the previous section a career in tourism is a versatile activity – there are many paths to follow.

So what is the basic training required?

Languages – at least Maltese and English are required however the knowledge of languages is also very useful for careers in guiding, airline and cruise liner industry. Today in our schools we learn at least a third language and the opportunities are many to expand on this area.

Knowledge of financials and mathematical ability is important if one wants to follow a career in the area of business, finance such as accounts clerk in hotels. However a basic knowledge of computation is always essential

Skills in crafts – certification in crafts, food technology and food production can provide avenues in the food and beverage sector as well as the crafts sector

An interest and hence qualifications in environment, art, drama and culture can lead to careers in museums, arts and exhibition centers as well as guiding, the creation of environmental tours and also product development (new tours etc). Also a talent in music means that one can follow a career in entertainment sector.

For a career in transport it is important to have a good conduct, responsible character and in some cases such as for pilot appropriate certification in marine navigation or air traffic are required.

If, on the other hand, you are interested in teaching – then there are many opportunities to combine your passion (for tourism and the subject) and your qualifications – all institutes such as ITS and the University as well as schools will be the area of your future employment. For these careers one needs higher qualifications such as advanced level subject and degrees.

Your guidance teachers and the institutions listed on the last page of this document will be able to give you more details as to which qualifications you will require.



Marsalforn Bay, Gozo

What courses can I follow?

The list of courses that can be followed is rather extensive – here are some indications:

ETC – the Employment training Corporation offers a number of basic courses in management, finance, grooming and front office management

MCAST – the Malta College for Arts, Science and Technology - offers courses in business, crafts, design, marketing, agriculture, beauty therapy, IT and maritime activity

ITS – The Institute of Tourism Studies – offers courses in food, hospitality, guiding, hotel management, front office, travel agency, resort management.

HIS – the Institute of Hospitality offers refresher courses in various areas

The University of Malta offers degree courses in anthropology, tourism, archaeology, urban planning, agriculture, environment, arts, health related professions, languages and teaching.

..... all these paths can lead you a highly motivating career in tourism



Who can help?

For further information on careers in tourism you can contact:

1) Your guidance teachers

2) The Human Resources Manager at the Malta Tourism Authority

Mr. Joseph Tanti / Mr. Karl Grech
Malta Tourism Authority
Auberge d'Italie
Merchants Street
Valletta
joseph.tanti@visitmalta.com; karl.grech@visitmalta.com

3) The Institute of Tourism Studies

Mr. Reggie Abela
Director
Institute of Tourism Studies, St. George's Bay
St. Julian's
help.its@gov.mt

4) The Tourism Unit at the University of Malta

Dr. Nadia Theuma
Tourism Unit
FEMA
University of Malta Msida MSD 06
nadia.theuma@um.edu.mt

5) The Malta Tourism Society

Mr. Julian Zarb
President
www.maltatourismsociety.org

6) The Institute of Hospitality (formerly HCIMA)

Mr. Tony Coleiro
AIJREE no5
Testaferrata Street
Msida MSD1402
info@instituteofhospitalitymalta.org

