

Continuous Professional Development for Tourist Guides - 2023
Mediterranean Conference Centre, Mikelangħ Grima Hall
Valletta

The ITS Training School is delivering the following training session for Tourist Guides on behalf of the Malta Tourism Authority and in consultation with the MUTG.

The following two dates are being made available to Tourist Guides to choose from on a first-come, first-served basis:

Monday, 20th March 2023, 8:30 – 14:30, or
Thursday, 30th March 2023, 8:30 – 14:30

The fee is €35 per person.

Agenda:

8:30-9:00	Registration and Welcome Coffee
9:00-9:05	Welcome ITS Training School
9:05-9:10	Welcome MTA Representative
9:10-9:15	Welcome MUTG President
9:15-10.45	Religious Tourism and Pilgrimage Dr Dane Munro

Description of Lecture:

This lecture will help tourist guides to understand the ongoing cultural, sociological and anthropological interactions in the context of faith-based tourism. The latter is an umbrella term, covering from pilgrimage to dark tourism, from religious to secular. From the cultural tourism perspective, the lecture will discuss the various potentials of this ever-growing niche tourism market.

The aim of this unit is to familiarize tourist guides with many aspects of faith-based tourism, its different forms, the markets and the stakeholders. The unit

will discuss religious and spiritual aspects, contested spaces, spirit of place and visitors' expectations.

Learning Objectives:

- Gain an in-depth knowledge of different themes related to faith-based tourism and pilgrimage;
- Be familiar with some of the debates concerning the study of conflict and coexistence among members of various faiths and denominations;
- Be able to structure touristic products drawing on religious and secular culture.
- Be familiar with written and non-written sources related to faith-based tourism and pilgrimage;
- Link aspects of Maltese and Mediterranean heritage to the presence of, and interactions among faith-based tourists and pilgrims;
- Utilise trends and elements towards the setting up of a strong niche tourism product.

10:45-12:15 **Screen Tourism**

Discovering Malta through film and Capitalising from Malta's long filmography
Mr Jean Pierre Borg MFC

Description of Lecture:

Malta has attracted scores of films from all parts of the world. Films like Jurassic World, *Gladiator* and *Troy* have all utilised Malta as a backdrop for their stories thus exposing worldwide audiences to Malta and its beautiful locations. The lecture will touch on Malta's film industry and what makes Malta an attractive location for Foreign film productions. The lecture will also touch on practical approaches to incorporating film in the guide's narrative with a view to adding value to the visitor's experience.

Learning Objectives:

- Have a better understanding of Malta's Film industry and an appreciation of the wide range of productions shot through the years;
- Understand how to use film for the benefit of the visitor's experience;
- Gain a better understanding of existing screen tourism products and will also be encouraged to use available resources for the creation of new custom-made film-related tourism products.

12:15-13:00: **Networking Break and Light Lunch**

13:00-14:30: **Archaeology and the story of Malta: new prospects from the field**
David Cardona

Description of Lecture:

This lecture will provide information on some of the most recent excavations and research carried out by Heritage Malta and how these may (and are) providing new information on the story of Malta. The excavations and research

projects will be mostly related to the Classical period, but will also provide information on two excavations within prehistoric sites.

Learning Objectives:

- Update on archaeological excavations;
- Updates on some of the major sites;
- Updates on certain aspects of Malta's Prehistory and Classical periods.

14:30-14:35 Concluding Remarks