

"European Tourism: Building a sustainable future"

1st meeting of the project in Spain (Catalonia)

LLP Leonardo da Vinci program

A two-year multilateral Partnership

In relation to the above-mentioned partnership we report on the first meeting of the concerned project. It took place from the 18th to 25th October where representatives for the "Leonardo da Vinci" were the teachers: Burrascano (coordinator), Alosi, Giambò, Greco, La Spada, Picciolo and prof. L. Celebre expert of tourism and external coordinator. During the study visit in Spain the Italian beneficiaries met the Spanish partners of APLALS to deepen the topics as the subject of the partnership. The first meeting, following the principles and aims of the program "Leonardo da Vinci", aimed at the improvement of the quality of the long-term life building through the transfer of innovative knowledge and the related practices in order to update the staff involved in the formation. Besides, it gave the people the opportunity to transfer and learn contents and competences by the exchange of information with the colleagues of the European countries through competences, seminars...

Each member of the group gave his/her own contribution according to his/her work experience for the sector they belonged to. Theme of discussion was the sustainable tourism and in particular that one of the improvement of the tourist product through new ways and practices of sustainability. Being Spain and in particular Catalonia the hosting country, focus of the debate were: studies and strategies adopted there. The group worked on the revitalization of nature tourist destination which have suffered the effects of mass-tourism because of the lack of sustainable approaches. As Catalonia offers a wide range of nature destinations its country partners may take advantage of their past and present experience. Current project and those ones already carried out and aiming straight at the adoption of sustainable tourism practices have been illustrated. For this, conferences, seminars, visits to resorts, discussions and workshop were organized. As first day conferences were held at the university of Girona. Our group was joined by the Professors of the University of Leeds who worked parallel with us for two days. Then there was a positive comparison of opinions and experiences between theorists and technicians of tourism. Besides, Catalonia was presented to us in its history, identity and opportunity for the future and also actions of marketing set about the advertisement of both the location and the University. Catalonia, in fact bets on its own authenticity and its differences from the rest of Spain. On the second day as study visit we moved along the Brave coast to see and discuss the theme of the revitalization of nature tourist resorts. The issue was faced and analysed within a workshop where various experiences of the different countries were compared.....

On the third day in the context of oenological tourism, we visited a big economic reality inserted in the enogastronomic tourist tours: Freixenet cellar in Saint Sadurn D'Anoia. During the visit of this cellar (the biggest all over the world for the production of cava), the gastronomy of Catalonia was also analysed. The Catalan government set out a proper foundation engaged in educating citizens to good eating habits using the local products and creating new innovative recipes. The Catalan cuisine in fact today is the avant-guard in the world.

At the University of Vilaseca (on the fourth day) a degree course of tourist disciplines was illustrated. We concluded the conference with a workshop based on what we had discussed and listened to. In the afternoon the study visit consisted in the tour of Parco Port Aventura, the biggest games park all over the world. Then the fifty day Tarragona was our next stop. In the congress centre of the city, themes of discussion were: nature management of natural parks, European certification of the European project : nature 2000, which unfortunately is not very widespread yet.

The next day in Barcelona tourism was promoted through films and festival film. The beneficiary countries all brought their own experience and their results obtained. During the final discussion and with the contribution of all the beneficiaries an outline of the final relation, as the common document was traced. In particular the theme of **destagionalizzazione** and sustainable tourism. Sandy Dear as coordinator for the British partner has the task to write down the final document with the conclusion drawn from the discussion.

The conclusion of all the meetings will be widespread in each country of origin in both the public and private sector, small and medium enterprises and in the educational context, so that the operators of the sector may exploit knowledges competences and skills of the students, future operators of tourism. The project in its complex, leads to encourage actively a long term formation of professional figures working in the tourist sectors, of teachers and students. It all so contributes to the personal and professional development of the beneficiaries as continuous formation and enriches their personal curriculum.

Besides All the produced material will be available on a specific site of the project with the collaboration of Euto ,silent partner, whose task has been to carry out as a guide activities in research and to help the APTALC in the fulfilment of the debate-meeting "building long term future for quality destinations".

The Spanish partners were given the task to organize the meeting, welcome the group, introduce and guide the visits to the chosen resorts.

The main objectives achieved in the first meeting of the project were the following:

-exchange of experiences and practical examples for the development and diffusion of the training and for the **exploration** of any chance of transfer of experience and practical examples of professional training from a country to another communitarian one

- identification of eventual gaps in their own tourist offer.
- Development of European approaches to the teaching of new technologies to increase the tourist sector.
- Exchange of experiences among tourist operator, trainers and educational figures who will have to interact in the tourist field.
- Improvement of operational skills within the tourist European industry.
- Planning of activity in current or in evolution project
- building of the basis for future partnerships.

During the study visits the partners also defined details and procedures of the current and future course together with activities, technologies, communication at distance for the next meeting.

On the basis of the outcome of ideas and considerations we thought to change the timetable of meetings, **predicting** that the preparatory visit will be followed by study visits in the same country.

For this reason the next meeting will take place as specified below.

JANUARY 2010: preparatory visit in Great Britain (in substitution of the preparatory visit in Italy)

APRIL 2010: study visit in Great Britain (already planned)

SEPTEMBER 2010: preparatory visit in Italy (in substitution of the preparatory visit in Spain)

JANUARY 2011: study visit in Italy (already planned)

APRIL 2011: conclusive meeting for/between coordinators for the conclusion of the project in Spain (in substitution of the meeting in Great Britain)

The group of teachers from ITCGT "Leonardo da Vinci," to widespread the beginning of the project, has also agreed on some measures to adopt in the immediate future before the second meeting (planned for the middle of January). In particular they will start with the classes of the teachers involved in the study visit then they will extend the project to the students of all the tourist sector and to the whole community .