



# INCOME Tourism

## Newsletter April 2019



During the ATLAS annual conference (Girona, Spain – 17-20 September, 2019) the NTG and the INCOME Tourism projects are co-organising a special day to bring together tourism education and the tourism industry on **Friday September 20<sup>th</sup> 2019**. The purpose of this day will be to bring together professionals from both the tourism industry, tourism education, and governments to talk about the needs in tourism education. **Program:**

- Morning → Special track 4 on *Tourism Education, Employability and Industry – University Interaction* in which partners from education will present their findings and research results.
- Network lunch
- Afternoon → *Tourism Sector Shared Workshop* in which stakeholders from the tourism industry and government representatives can meet and discuss with the partners from education.

<http://www.atlas-euro.org/Default.aspx?TabID=313>

### Meet the INCOME Tourism project partners



The Income Tourism Project is well on its way and in Bergamo the third meeting took place in which all partners discussed the process and progress of the project. It was a very productive and inspiring meeting.



The INCOME Tourism project aims to foster a new learning approach, linked to the development of soft skills and based on a cooperative learning process that brings together higher education institutions and businesses in the tourism industry.

The development of the learning model will be carried out by HEIs in close consultation with the businesses. The HEIs will also collaborate with tourism businesses and sectoral associations in the identification of the relevant skills that graduates should develop, and in the design of the disciplines and of the conditions for these skills to be acquired and put into practice in the piloting experience of the project during a whole academic year. Another innovative element of the project is that the learning trios – students, in-company tutors and HEI tutors – will have the opportunity to travel to Germany and learn from the dual German model, within a mobility program at the University of Ravensburg and its partner companies, maximizing the learning exchange.



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## Interview with Michelle Seguna, HR Director Westin Dragonara Resort, Malta

The Westin Dragonara Resort located in Malta is one of the 28 associate partners of the INCOME project. It is a leading 5-star resort, managed by Marriott International. The resort offers 340 accommodation options, featuring a suites collection including 29 luxury bay-suites.

The company employs around 400 associates comprised of a diverse workforce where different nationalities, backgrounds and cultures mix and merge to combine a fascinating workplace where individuals can work together and grow together. Wellbeing lies at the heart of work life and resonates with the Westin Brand's Wellness promise. Westin promotes a work environment that fosters a sense of belonging and which creates unity amongst the workforce.

The company enjoys an accolade of awards including the most recent awards, Aon Hewitt Best Employer™ 2018 certificate and TripAdvisor's Travelers' Choice Award 2018.



As a Director of Human Resources, Michelle is very much aware of the importance of soft skills, but she also regularly experiences a skills gap with graduates that apply for a job. According to her experience, there are also differences in soft skills between students from various European countries compared to students from Malta.

"I firmly believe that having a solid acumen in personal competencies, especially in the area of communication, enables individuals to be more successful in their careers and personal lives too."

In the interview Michelle perfectly illustrates the value of soft skills in the labour market and hence the importance of the incorporation of a standardized soft skills curriculum, of which both students and businesses will benefit! Read the whole interview at the INCOME Tourism website

<http://income-tourism-project.eu>.

## Project partner in the spotlight

Founded in October 1996, the MBB is the joint EU business advisory office of the Malta Chamber of Commerce, Enterprise, and Industry and the Malta Hotels and Restaurants Association.

Through its Head Office in Malta and Representation Office in Brussels, the MBB therefore liaises directly with its counterparts both locally and abroad, including the European Commission, the European Parliament, the Maltese Permanent Representation in Brussels and other pan-European business organisations such as BUSINESSEUROPE, EUROCHAMBRES and HOTREC on all EU policy and funding issues affecting Maltese business interests.

Through the Enterprise Europe Network (EEN), the MBB offers services to help local SMEs internationalise. It not only sources first-hand information about market conditions in other member states, but also promotes business brokerage events and supports the local consortium in providing mentoring and consultancy services to encourage enterprises to expand abroad. In addition, MBB is an active member of the EEN's Tourism and Cultural Heritage Sector Group.

In 2015, the MBB in collaboration with the University of Malta, also founded the Foundation for the Promotion of Entrepreneurial Initiatives (FPEI). FPEI's main objective is to provide various tools and forms of support targeted towards the establishment and growth of start-ups and entrepreneurs. The first project under FPEI is ZAAR – Malta's first crowdfunding platform.

In the INCOME project, the MBB is leading **Work Package 9 - Exploitation**. Through its planned activities, MBB will seek to ensure the dissemination and exploitation of results, and guarantee the sustainability of the project.

<http://mbb.org.mt/>