



# INCOME Tourism

## Newsletter November 2019

### Webinar in November

The INCOME Tourism and NTG projects are co-organising a special day to bring together tourism education and the tourism industry at the University of Girona on Thursday November 14<sup>th</sup>, 2019.

The purpose of this day (morning only) will be to bring together professionals from both the tourism industry, tourism education, and governments to talk about the needs in tourism education. The day will include best practice presentations of each one of the project partners regarding university-companies cooperation and/or soft skills training.

The seminar can be attended as a **Webinar**.

This seminar consists of:

- Short presentations of the NTG and the INCOME Tourism projects, including concrete information relevant for the industry.
- Short presentation from stakeholders from the tourism industry.
- Discussion session in which partners from education, industry and government can share their findings, thoughts and experiences on tourism education.

Please register for this webinar at: [www.atlas-euro.org](http://www.atlas-euro.org)

### INCOME Tourism meeting Malta June 2019



In June 2019 the fourth INCOME Tourism steering meeting took place in Malta. Adjacent to this meeting a transnational workshop was organised with the company stakeholders. This workshop aimed to clarify the importance of an education model co-shared by the companies and to mobilise the entrepreneurs to actively participate in the learning system. ***The company shall be a learning place too!***



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.

### Student – Company engagement in Bergamo



Tuesday October 29<sup>th</sup>, the University of Bergamo organized a presentation of the INCOME Tourism project to students attending first and second year of the MD in Planning and Management of Tourism Systems. The meeting aimed at raising awareness on the opportunities among eligible candidates. Companies involved in the project participated in the event and presented open job positions.



Co-funded by the  
Erasmus+ Programme  
of the European Union

## Interview with Montserrat Flores Garcia



The mountain of **Montserrat**, unique in the world for its distinctive shape and form, is located less than one hour from Barcelona. Montserrat was declared a Nature Park in 1987 and since 2015 is a World Geopark of UNESCO. It is also known for its 1000 years old Benedictine Monastery.

**LARSA** is the name of the company that manages the services of the sanctuary: restaurants, hotel, apartments, hostel, souvenirs shops, the museum, and the audio-visual room. But also a travel agency – Central de Reserves de Montserrat SAU – with a booking department and a tourist information office.

As partner in the INCOME Tourism project, LARSA will receive students in the context of the **new cooperative learning model** to work at the company. The company is offering a wide range of tourist services. Therefore at LARSA candidates will have the opportunity to develop soft skills in different job positions. Also, the candidates will have the chance to face cross-cultural situations, since visitors to Montserrat come from all over the world.



**Montse** is the Digital Product Manager and works on the digital content, the corporate image of the company and several studies about the visitors of Montserrat. She is the community manager and also gives support to the management team.

### **Do you have cooperations with educational institutes on soft skills?**

“We have agreements with universities and secondary schools, based on the internship that the students must do in their courses. From the point of view of our company, soft skills are always taken into account. Now, as part of the INCOME Tourism project, this is the first time that students are working specifically on their soft skills in school and at their workplaces.”

### **Do you already have intern students working conform the cooperative learning model?**

“Not yet. Normally, the students follow an educational program that we must follow and evaluate and report, but they are not in cooperative learning systems. Participating in The INCOME Tourism project is a challenge for us. Even though our company has had students doing practices, or working in high season, this will be the first time that we must involve ourselves in their learning and in direct collaboration with the university. We need to know the rules and evaluation scheme for students, what will be the role of the tutor, how do we integrate the model... Students will come with knowledge and tools and we will try to share our knowledge based on experience, connected, in a framework facilitated by the university.”

**Read the whole interview at the INCOME Tourism website**

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

## Webinar in September



The first INCOME Tourism (and NTG) webinar took place earlier this year in September. About 15 participants joined the special track on Tourism Education, Employability and Industry with 5 presentations from 5 different perspectives/countries. The presentations were focussed not only on questions of how HEIs can foster employability of tourism students by addressing the right skills, but also on effective methods of teaching and training in close cooperation with the tourism industry and HEIs.

## Project partner in the spotlight

**University of Girona**  
**Silvia Aulet**

The first idea of the INCOME Tourism project was to do something with soft skills. For the University of Girona this was very interesting because we deal with many related subjects like tour guiding, which involves a lot of interaction between visitors and workers. For us it was very interesting on how soft skills could be improved.

In our faculty we are also working on the topic of soft skills, not only for the INCOME Tourism project. For example we are trying to implement mindfulness in our curriculum. The idea is that our students will be stronger, feel happier and they can also be much more professional in their jobs.

Later we understood that the INCOME Tourism project was also on the dual model of cooperative learning model between companies and universities. That was a real challenge for us and this challenge is based in the past.

The history of our faculty is very special. Our faculty was the first faculty of tourism in Spain. Before tourism became a university study, it was vocational training only at official schools and at that time, we are talking about the sixties of the last century, it was decided that there should be one tourism school per region. In Catalonia this school was placed in Girona, instead of in Barcelona. At that time Girona was the tourism capital of Catalonia. Barcelona was not as well-known and touristic as it is today and here in the Girona region there were much more companies working in tourism than in Barcelona. Later the tourism faculty was established at the University of Girona.



So we do have a history of being in touch with companies in the regions, but sometimes we were accused of being too theoretical and not really practical. Some of the professionals in our area said that in our case we were thinking too much on how to teach, but we were not listening to our companies and trying to fill the gap in the knowledge.

About three years ago we decided to address this challenge trying to bring companies much closer to the university. And at the same time we were asked to be partner in the INCOME Tourism project. The two things came together!

