

Study and analysis of the professional families and qualifications in Italy to adapt the Transversal Competence

INTELLECTUAL OUTPUT 1

The present analysis aims to provide a basic framework for vocational training programs for social tourism sector in Italy. The identified EQF level (European Qualifications Framework) is level 3. In order to get a clear idea of the correspondence of this level with the Italian system, the referencing process of the Italian qualification system to the European EQF framework, launched at the end of 2008, is attached.

The referencing process has been carried out in parallel to a broad program of renewal of the Italian education and training system, which concerned in particular the second cycle of education, the higher technical education and vocational education and training. This action permitted to re-orientate national processes, with reference to the guiding principles outlined at European level. The *synoptic framework for referencing national public qualifications at the levels of the European Qualifications Framework for Lifelong Learning* follows.

Livello EQF	Tipologia di qualificazione
1	Diploma di licenza conclusiva del I ciclo di istruzione
2	Certificazione delle competenze di base acquisite in esito all'assolvimento dell'obbligo di istruzione
3	Attestato di qualifica di operatore professionale
4	Diploma professionale di tecnico
	Diploma liceale
	Diploma di istruzione tecnica
	Diploma di istruzione professionale
	Certificato di specializzazione tecnica superiore
5	Diploma di tecnico superiore
6	Laurea
	Diploma Accademico di I livello
7	Laurea Magistrale
	Diploma Accademico di II livello
	Master universitario di I livello
	Diploma Accademico di specializzazione (I)
	Diploma di perfezionamento o master (I)
8	Dottorato di ricerca
	Diploma accademico di formazione alla ricerca
	Diploma di specializzazione
	Master universitario di II livello
	Diploma Accademico di specializzazione (II)
	Diploma di perfezionamento o master (II)

Professional profiles for the tourism sector

In the framework of professional profiles relating to the Tourism sector in Italy, the figures for each area of interest are shown below, according to the ISTAT National Classification of Professions, making it clear that they refer to EQF levels 4,5. Since the professional figures corresponding to levels 1,2,3 exclusively refer to unqualified professions not belonging to the areas of interest for this analysis, we proceeded in selecting higher level positions.

- Tourism and restaurant and hotel Business.

5.2.1.1 – Operators in accommodation facilities

5.2.2.5.1 – Operators in food service activities

3.4.1.1.0 - Technicians of accommodation facilities and similar professions

3.4.1.3.0 – Tourist entertainer and similar professions

3.4.1.5.2 - Tour guide

- Safety and environment, for the importance of Nature and protected areas, AND

- Sporty and physic activities, for their direct relation with the nature and active tourism.

5.2.3.2.0 – Tour escort

5.4.8.1.0 – Staff of territorial security

3.4.1.5.1 - Naturalistic and sport guides

- Sociocultural services to the community, for the social perspective.

3.4.5.2 - Technicians of reintegration and social integration

- Cultural management, for the need of the coherent infrastructure and environmentally sustainable.

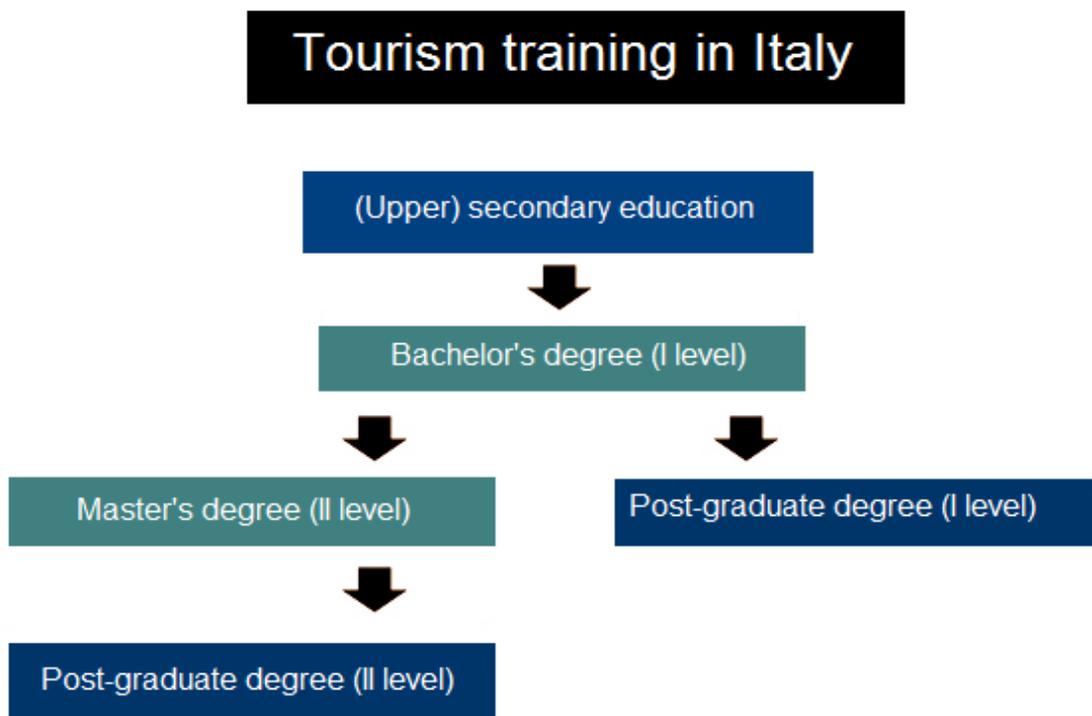
3.4.1.4.0 - Travel agents

- Architecture and urbanism, for the need of accessible and coherent infrastructures.

2.2.2.1 - Architects, planners, landscapers and specialists in the recovery and conservation of the territory

Training

The prerequisite for obtaining the recognition of the aforementioned professional profiles is the qualification corresponding to the secondary school diploma or to a degree in specific courses for tourism, which can be followed by the participation in a qualifying examination that takes place at



regional or provincial level.

As shown in the above-mentioned professional division, there is no recognized profile in the field of Social Tourism. This aspect of tourism, in fact, has seen a concrete development in the last few years and, up to now, there is still no qualification that reflects the role of the specialist in this sector.

Social Tourism, as indicated in the Montreal Declaration adopted by the BITS (Bureau International du Tourisme Social) within the General Assembly of 1996, is an actor in the territorial planning and local development, as well as a tool for territorial valorisation. In the modern conception, therefore, attention is drawn to a product of high cultural value respecting tradition, the environment and the identity of the population, a heritage that is shared with the visitor and that creates an enrichment in the actors involved. It is a form of tourism focused on factors such as sustainability, interpretation, socialization. Detaching itself from the destinations of mass tourism, Social Tourism finds the appreciation of those looking for an authentic, uncontaminated reality far from traditional routes.

Today, the need to work on the professionalism of the staff involved in managing the demand for social tourism, of a qualified and nationally recognized figure of a Social Tourism Specialist, with entrenched knowledge in territorial networks and production chain, skilled in the field of local development and territorial animation, in marketing and communication techniques for the tourism destination, able to respond to the growing demand for an authentic and innovative tourism product, catalyst of new practices and know-how.

From an in-depth research on the national framework of professional qualifications, a wide differentiation emerged at a regional level and allowed to identify some figures that differ from the traditional professional profiles of the tourism sector and can be potentially included in the sector of interest of the present analysis.

In these terms, we mention the case of Lombardy Region and, in particular, the following professional profiles:

- Territorial Communicator: the person in charge of the conception and implementation of strategies, tools, materials and events for information and promotion of the tourism sector; collaborates in the commercial promotion of the tourism product, interacting with the Head of tourism marketing, with the Programmers of tourist activities or with the Agents of tourism development, with representatives of public and private bodies, with press and media; he should know written and graphic communication and advertising techniques; should know how to plan and implement a promotional campaign, also by means of costs analysis; should know to manage the relationships with public and private bodies.
- Expert in Territorial Tourism Development: the person in charge of developing and managing projects of local tourism development that promote the image and tourism activities of a specific geographical area; takes care of the tourism promotion of the area by using marketing methods to “sell” the tourism destination as well as to plan and manage tourism activities; investigates on the context in order to identify resources of tourism interest, considering the environmental, economic and social factors that can be integrated into the tourism offer; develop a strategy to promote the tourism product; plans a local marketing plan, involving local tourism companies, stimulating their development and promoting public / private partnerships; coordinates the activities of promotion of the tourist offer, monitoring its progress and verifying the results.

Both professional profiles, for knowledge and skills, correspond to the EQF levels 4,5.

Thanks to a study by AICCON – Italian Association for the Promotion of the Culture of Co-operation and of Non-profit, an Association of the University of Bologna, it was possible to find information on Social Tourism for the Junior and Senior segments. The two studies respectively concern the Emilia-Romagna Region and the Republic of San Marino.

“Il turismo sociale rivolto ai giovani” refers to tourism practices specifically aimed at different categories of users (for example school tourism, sports, individual and family trips) and often perform a task at a pedagogical and educational level, offering a variety of "tourism products" aimed at meeting the needs of socialization, integration and education / training.

“Il turismo sociale rivolto ai senior” includes, in particular, the tourism offer for people who belong to the so-called Third Age and, in this context, the travel experience appears as an opportunity for a

personal growth, enriched by its sharing with a group. The tourism offer is configured as a motor, sensory, cultural and emotional “re-activation” system, with the aim of encouraging the improvement of the image and role of the elderly, as well as its relations with the social context.

Therefore, these are the available data on Social Tourism in Italy and constitute a demonstrative example of the professionalism required by the sector.

A high qualification of the sector operators guarantees the quality and competitiveness of the tourism offer; for this reason, starting from the specificities of their territories, the regions should regulate the different types of unconventional activities (activities aimed at the use of free time, at personal wellness, at cultural enrichment, at the enhancement of traditions, of cultural and natural features, of products and socio-economic potential of the territory), in compliance with the regulations in force on the protection and safety of the customer and the removal of architectural barriers, in order to guarantee their use also to tourists with disabilities and reduced mobility.

Such interventions should guarantee a synergy between public and private realities and a deeper knowledge of the territory with positive repercussions on the management of tourism offer and management costs.

Indeed, social tourism can be understood as:

- social right and service, physically and economically accessible also to those who cannot exercise the inalienable right to vacation for different reasons;
- tourism carried out by groups and associations whose main motivation is independent from the characteristics of the holiday (e.g. the destination) but satisfies the need to socialize and experience moments of encounter, relationship and exchange of mutual experiences;
- knowledge of cultures and a source of personal growth, in terms of experience, expression and recovery of one's personality in different times and spaces.