

## Practitioner Guides to support the Diploma in Travel and Tourism

For the training module that supports this guide go to: <http://www.onlinetraveltraining.co.uk/learnmalta/home.aspx>



### MALTA – ‘truly Mediterranean’

Click on – *start by clicking on the video to get a first impression of Malta*

| Module headings            | Contents   | Diploma support  |
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| <b>MEHRBA!</b>             | A brief introduction to Malta and its islands  | Supports the Destinations topic at Foundation and Higher level. Why not start by asking your learners the following as an ice-breaker after watching the video and using the intro on the home page: <ol style="list-style-type: none"> <li>1. What does ‘Mehrba’ mean?</li> <li>2. Which are the other two Maltese holiday islands?</li> <li>3. What percentage of holidaymakers to Malta are British?</li> <li>4. Make a list of some of the main features that attract people to Malta</li> <li>5. What currency do they use in Malta?</li> </ol> Bonus question: Why does Malta have the Maltese Cross as its famous symbol? |
| <b>General Information</b> | Overview and map<br>Getting there<br>Where to stay<br>Climate<br>Getting around<br>Basic information – some frequently asked questions<br>How to sell the Maltese Islands (information for travel consultants) | Supports the Destinations topic at Foundation and Higher level.<br>Higher Diploma: <ul style="list-style-type: none"> <li>• describe the type, cost and relative convenience of alternative transport options for visitors when in Malta and its islands</li> <li>• plan travel and holiday itineraries to meet the needs of different travellers eg diving</li> </ul>   |

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|                                | TEST yourself with the online quiz   | <p>holidays, conference delegates</p> <p>Higher Diploma: describe the key features of Malta as a tourist destination. Why can it be described as 'truly Mediterranean'?</p> <p>Advanced Diploma:</p> <ul style="list-style-type: none"> <li>• Key features of Malta and the reasons for its appeal</li> <li>• How Malta and its islands have used their social and cultural features to attract visitors</li> <li>• Potential positive and negative socio-cultural impacts of travellers on Malta and its islands</li> <li>• Measures taken to ensure the cultures of host communities are respected and preserved</li> </ul>   |
| <b>Culture and City Breaks</b> | <p>Culture and city breaks – introduction</p> <p>Valletta – capital city</p> <p>Megalithic temples and hypogeum</p> <p>Mdina and Rabat</p> <p>Churches and religious sites</p> <p>TEST yourself with the online quiz</p> | <p>Foundation Diploma:</p> <ul style="list-style-type: none"> <li>• Major worldwide destinations and their location and features</li> <li>• How to use sources of information to find out about destinations and their attractions</li> </ul> <p>Higher Diploma:</p> <ul style="list-style-type: none"> <li>• Location of significant worldwide business and leisure destinations, and their key features and appeal for different visitor types</li> <li>• How to plan travel and holiday itineraries to meet the needs of different travellers</li> <li>• Sustainable development</li> </ul> <p>Advanced Diploma:</p> <ul style="list-style-type: none"> <li>• How the country has used its social and cultural features to attract visitors</li> <li>• Potential positive and negative socio-cultural impact of travellers</li> <li>• Measures taken to ensure the cultures of host communities are respected and preserved</li> </ul> |
| <b>Active breaks</b>           | Active breaks – introduction   | Advanced Diploma:   |

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|                    | <p>Diving<br/>Cycling<br/>Walking/Hiking<br/>Rock climbing and paragliding<br/>Golf<br/>Watersports<br/>Sailing<br/>TEST yourself with the online quiz</p>  | <ul style="list-style-type: none"> <li>• How the country has used its natural and cultural features to attract visitors, including the sea, coast and climatic conditions</li> <li>• Potential positive and negative socio-cultural impact of travellers</li> <li>• Types of tourism that are increasing in popularity and why</li> <li>• How travellers acquire perceptions of destinations</li> <li>• The role of national and regional destination management organisations</li> <li>• Environmentally friendly tourism</li> <li>• Climate as a resource for tourism</li> </ul>   |
| <p><b>Gozo</b></p> | <p>The Island of Calypso – watch the video<br/>Victoria (Rabat)<br/>Seaside resorts<br/>Must see attractions<br/>Beaches<br/>Gastro – Gozo<br/>Active – Gozo<br/>Island hopping to Comino<br/>Getting there<br/>Getting around<br/>Where to stay<br/>TEST yourself with the online quiz</p> | <p>Destinations and cultures at Advanced level:</p> <ul style="list-style-type: none"> <li>• How the country has used its heritage and historical features to attract visitors</li> <li>• Potential positive and negative socio-cultural impact of travellers</li> </ul> <p>Changes and trends at Advanced level:</p> <ul style="list-style-type: none"> <li>• Types of tourism that are increasing in popularity</li> <li>• Developing tourism products and responding to developments</li> </ul> <p>Destinations at Higher level:</p> <ul style="list-style-type: none"> <li>• Location and key features</li> <li>• Transport options</li> <li>• Sustainable development</li> <li>• Positive and negative impacts</li> <li>• New and emerging destinations</li> </ul> <p>Foundation level</p> <ol style="list-style-type: none"> <li>1. Using the information in the training module and the websites, plan a travel itinerary on Gozo for a) a couple on a diving holiday and b) a group of people wanting an active holiday</li> <li>2. Using the sources of information available on Gozo, produce a basic guide for</li> </ol> |

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|                            |   | visitors using the headings in the contents column<br>3. Make a list of the types of jobs people in Malta might do to look after visitors to its islands   |
| <b>Luxury and Wellness</b> | Luxury Travel – watch the video<br>Luxury accommodation<br>Health and wellness<br>Private guided tours<br>Shopping<br>Food and wine<br>TEST yourself with the online quiz | Image and perception at Advanced level: <ul style="list-style-type: none"> <li>• How travellers acquire perceptions of destinations</li> <li>• Destination management and perception of destinations</li> <li>• Benefiting from a positive image</li> <li>• Promoting luxury products and services</li> <li>• Price as influence of sales</li> <li>• Define luxury travel in the context of Malta and its islands</li> </ul> |

Other sources of information:

Events in Malta and its islands – click on EVENTS

For additional information on Malta:

[www.visitmalta.com](http://www.visitmalta.com)

<http://www.lonelyplanet.com/malta>

[www.malta.com](http://www.malta.com)

For holidays to Malta, Gozo and Comino:

[www.maltadirect.com](http://www.maltadirect.com)

[www.mymalta.co.uk](http://www.mymalta.co.uk)

[www.airmalta.com](http://www.airmalta.com)

For free downloadable images of Malta:

<http://www.worldisround.com/browse/WesternEurope/Malta/>