



Skills and Labour Market
to raise youth employment



Programa de Aprendizagem ao
Longo da Vida

Work Package 4: Good Practices

SALM – Skills and Labour Market to Raise Youth Employment, a European Project to address youth unemployment in the EU Member States.

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Executive Summary

This report is a requisite of the SALM – Skills and Labour Market to Raise Youth Employment, a European Project to address youth unemployment in the EU Member States. part of work package four (WP4) focuses on **Two Good Practices** to disseminate to the other Partners of the project and eventually on a EU perspective.

These two practices are successful examples used in the Maltese scenario to generate employment, especially for youths between 16-24 years old. By far they are not the only examples and much more work is needed to fine-tune these ‘practices’ but for the sake of this report they have been reproduced and researched in detail to give a clear picture of how the ‘schemes’ operate.

Furthermore, the good practices were discussed in detail in the Focus Group conduct by ITS (*SALM Focus Group – November 2013*) where a number of stakeholders coming from different social fields: educators, tourism, the National employment agency (ETC), the Ministry for Tourism, the Malta Tourism Authority (MTA), public policy makers, psychologist working with youths and college councillor spent three hours expressing their views of the practices being put forward, being:

a) **The Calypso project** – proposed by the Malta General Workers Union –This ‘*positive price discrimination scheme*’ is intended to Social Tourism target groups to be used mainly in the low tourist season, thus it’s a win-win situation as the target groups will be enjoying a holiday and the service providers will be selling their remaining seats/beds to minimise their losses and/or recuperating operational costs.

The overall objectives of the Calypso Project are: to generate economic activity and growth across Europe, improve seasonality patterns in Europe, in particular through the social policy function of tourism, create more and better jobs in tourism, and to strengthen European citizenship.

b) **The Extended Skills Training Scheme (ESTS) Apprenticeship Scheme** – run by ITS and Malta College of Art, Science and Technology (MCAST) in conjunction with the Employment Training Corporation (ETC) to provide unskilled school leavers and unemployed youths with the much needed skills for employability.

An apprenticeship consists of on-the- job and off-the-job training for a specific period of time, where the apprentice acquires the underpinning knowledge needed in the chosen occupation. This will be followed by the actual work training at an employer's establishment for the acquisition of hands-on practice.

Apprenticeships facilitate the transition into the labour market and give participants the opportunity to acquire competencies that are better acquired through a work setting. Since apprentices will be in employment, they will also benefit from other conditions of employment enjoyed by their co-workers, on a pro-rata basis.

Both practices were difficult to research as much of the data needed simple was not available moreover, the aspect of 'social tourism' is a new concept for the Maltese society.

However, from the interviews conducted with the project leaders it was evident that both schemes, that are in some way related to social tourism and youth employability, are success stories '*good practices*' and could form the basis of bigger projects to increase youth employment throughout Europe.



Good Practice One: The Calypso Project

1. Introduction

A 'Good Practice' that ITS will be contributing towards the SALM Project and discussed in depth both in this report and during the Focus Group (ITS Nov. 2013), will be a detailed explanation of the **Calypso Project** -a Maltese initiative, to promote Social Tourism by giving advantageous rates (air-fare, accommodation, tours, transportation) and holiday opportunities to four targeted social groups. The project mechanism is based on the idea of a common portal, where tourism service providers offer their services to the users of the portal for a lower price.

This '*positive price discrimination scheme*' is intended to Social Tourism target groups to be used mainly in the low tourist season, thus it's a win-win situation as the target groups will be enjoying a holiday and the service providers will be selling their remaining seats/beds and if not making any profit at least they are recuperating operational costs.

1.1 The Objectives of the Project

The overall objectives of the Calypso Project are: to generate economic activity and growth across Europe; improve seasonality patterns in Europe, in particular through the social policy function of tourism; create more and better jobs in tourism; and to strengthen European citizenship.

The Calypso Project has had an explorative approach that consisted of three separate but interrelated tasks:

- Task 1 to catalogue Good Practices;
- Task 2 to undertake a scoping of target groups and market potential;
- Task 3 to suggest mechanisms to increase tourism exchanges in Europe;

The four target groups Calypso aims to encourage tourism exchanges toward are: people with disabilities, youths (18-30), families in social or economic difficulties, and seniors (+65 or retired)¹.

¹ Source: Calypso Study on Social Tourism, Malta 2010

The main findings from *Task 1 Good Practices* showed that few countries currently actively work to stimulate transnational tourism exchange for the target groups. In some countries (Italy, France, Spain, Portugal), there is a rather strong tradition of supporting certain target groups (families, elderly) to go on holiday, but in most occasions it concerns domestic travel. There are bilateral exchange programmes in place between Portugal and Spain showing good results in terms of financial sustainability.

More recently, Spain has been running a pilot to attract senior travellers from selected European countries during its traditional low season. Although the support to transnational travel is rather new, results are promising so far in terms of revenue and employment generation.

More longstanding national examples confirm this picture, with economic impact studies showing considerable net benefit and multiplier effects from giving support for tourism.

Summing up Task 1, there is clear evidence that countries can benefit from facilitating transnational European tourism for certain target groups during the low season. It is also clear that few countries utilise this potential today.

Task 2 contains a comprehensive scoping exercise looking into the target groups, supply and demand, seasonality aspects in the tourism sector, as well as existing organisms and structures delivering support to the target groups. It contains an extensive fact-based presentation of the target group populations, both in terms of characteristics and features, such as needs, demands, current travel habits, wish to travel more in the participating countries, as well as aggregated data at the European level.

Each target group in itself contains several sub segments with different needs and demands, and cannot be easily grouped into homogeneous entities. The study findings show that all target groups assessed are relevant for Calypso actions; however, some groups are more likely to have a market potential off-season than others.

The target group with the highest market potential is seniors, as they have money and time to spend throughout the whole year. While, off-season exchanges for families with school-aged children are deemed difficult, since high season in most destinations coincides more or less with the school holidays.

Youths are another difficult group for the Calypso project, since research shows that this target group prefers to go on holiday during high season and may not be susceptible to good offers in low season.

There is certainly potential with the other target groups as well, but in these target groups, sub-segments would need to be targeted rather than the general population, as needs and demands differ to a high degree.

An important point to highlight is the complete agreement among stakeholders that disabilities must be addressed as a transversal target, as accessibility is one of the main barriers for travelling of not only people with disabilities, but also elderly with limited mobility.

While persons from the target groups may have individual needs in terms of support, help and care, a common feature of target groups is the wish to go on holiday as everybody else. Hence, there is a movement in Social Tourism from specialised supply towards more mainstream supply, something which is well in line with the Calypso rationale.

The Calypso Project has undertaken an analysis of specific legislation by looking at the current national and European legislation that can be an obstacle in developing tourism exchanges for certain groups. In the analysis, direct barriers have not been identified, and much of the existing legislative framework supports issues like cross border health care and free access to medical care on the same conditions as the native country.

Regarding the Service Directive, it is important to note that it will open the tourism market and the free provision of tourism services in other Member States. Hence, the Service Directive will lead to a more open market and competition among service providers such as tourism operators, which should be beneficial to all clients/customers, including the target groups.

On the supply side, the Calypso pre-launch exercise showed an interest in engaging and developing tourism exchanges in low season, but also hesitance towards whether it would be financially sustainable and sufficiently profitable. From the industry's side, the main concerns relate to whether offers can be sufficiently coordinated and with a scale enabling profitable operations or at least recuperating operational costs.

Most of the supply of Social Tourism to-day is driven by Associations and NGOs (with or without support from the state) hence, in many countries, a network and offers are already in place or can easily be developed.

The features mainly lacking in most participating countries are national structures, which are mandated or can be mandated to work on developing and facilitating Calypso actions. In some countries, well established mechanisms exist, such as in France, Spain and Portugal, but in other countries the concept is new with limited organisational ability to engage in actions to facilitate the development of Calypso.

A major issue discussed during the initial stages of the Project, was whether Calypso should be an “open” initiative or limited to certain target groups, certain suppliers etc. The initial discussions were centred around whether Calypso should set criteria for supply and demand at the European level, i.e. to have criteria for who can benefit from Calypso (for example income thresholds) and for suppliers taking part (accessibility, sustainability criteria).

The study has shown that income thresholds, or ways of defining vulnerable families for example, differ to a high extent between countries, and even within countries (with regional/local rather than national criteria). In Malta’s case the benchmark for families with difficulties (one of the target groups) was attributed to ‘*at- the risk of poverty*’ i.e. gross household income threshold stood at Euro6,869 a year (2012)².

Task 3 focused, on supporting Member States to develop the necessary structure or organisation to engage in Calypso. The support should strive towards knowledge generation and exchange by facilitating knowledge exchange among Member States with longer experience in social tourism and those with less, and also to provide support in the setup of pilot structures for managing exchanges.

In Task 3, a limited number of examples have been developed recommended: to seek to expand, what Spain has initiated in seniors' tourism in order to include more countries/exchanges based on same or similar models, health tourism, for example spa tourism, with the double function of vacation and treatment. Lastly, it was suggested to explore the possibilities for a European Holiday Voucher system based on the models existing on a national level in France, Hungary, Italy and Romania³.

² Caritas Malta – Child Poverty in Malta, January 2014

³ Source: Calypso Study on Social Tourism, Malta 2010

A pan-European Voucher system would bring considerable benefits to both travellers and the industry, and it would also minimise the risk for distortion of competition through targeted subsidies or other forms of support.

In terms of facilitating information exchange to set up a Calypso Platform, which can serve as a marketplace for supply and demand to meet. The platform should serve the purposes of marketing, creating awareness and facilitating information exchange on concrete offers and initiatives.

The web-based platform caters directly to the target groups as well as to intermediary organisations. Since there is a difference in needs and demands, as well as a need to differentiate the “message”, style and language towards the target groups, different communication channels were developed.

It is not foreseen for countries with highly decentralised tourism structures (for example Germany), to participate at a national level. In other countries, notably the Nordics, there was a hesitance towards the term Social Tourism; for example, “tourism for all” is the terminology used in Sweden.

1.2 Social Tourism within the Maltese Context

Social Tourism as a concept is very new to the Maltese islands, but being an economy that is very dependent on tourism (27% of the Maltese GDP), all the stakeholders have an interest in the further development of the tourism sector, either as a way to increase the flow of tourists, to boost tourism during the off-season, or as a way to provide ‘Social Tourism’ -the less fortunate societal groups with the possibility to go on holiday.

The issue of social tourism is currently increasing in popularity in Malta and many more people are becoming knowledgeable of this ‘new’ concept for the Islands, through the active participation of Malta Tourism Authority (MTA) in the CALYPSO Project, through the development of the Social tourism national project by General Workers' Union, Untours Ltd and Travel Malta Group, and through the upcoming plans of developing accessible tourism in Malta.

But, what is Social Tourism:

1. Social tourism is “all of the relationships and phenomena resulting from participation in tourism, and in particular from the participation of social strata with modest incomes. This participation is made possible, or facilitated, by measures of a well-defined social nature.
2. Social tourism “refers to programmes, events, and activities that enable all population groups – and particularly youth, families, retirees, individuals with modest incomes, and individuals with restricted physical capacity – to enjoy tourism, while also attending to the quality of relations between visitors and host communities”.
3. Social tourism also refers to measures taken by governments in various countries to encourage holiday travel – a right often won through struggle by labour unions, associations, cooperatives and community groups”.
4. Social tourism is organized in some countries by associations, cooperatives and trade unions, and its objective is to make travel truly more accessible to the greatest number, in particular to the most underprivileged strata”.

Social Tourism is dependent on a number of activities; an activity constitutes whenever six conditions are met:

1. Social tourism is open to everyone, without restrictions. It aims at mingling cultures, opening up to others and stimulating social integration
2. The aim of social tourism is to act fairly towards:
 - Employees: correct wages, respect for the working conditions, collective working agreements and contracts of employment
 - Local suppliers: the contribution at the development of the local economy (respect for fair prices)
3. Durability: the engagement to construct an economically viable social tourism, and respectful to other cultures and the environment

4. The members, active in social tourism, are mainly linked to the associative, co-operative, and trade union sectors
5. The first objective of social tourism is to help those less favoured and fragile to go on holiday: the young, seniors, low income families and the disabled
6. Social tourism primarily aims at tourism of proximity, as its main objective is the (re) discovery of the land, the natural historical and cultural heritage, together with encountering the local population.

One of the first questions that can be raised is whether it is still relevant and useful to defend the right to holidays, leisure and tourism for the population at large.

Mass tourism, which emerged from the wide expansion of travels, unfortunately caused a lot of prejudices, with subsequent environmental, sociocultural and economic damage. However, social tourism emphasizes that even before International Organizations advocated the objective of “sustainable development”, Social Tourism had already taken it as a guideline, so as to:

- *Conciliate tourism development, environment protection and respect of the local populations identity;*
- *Bring new resources to regions often neglected;*
- *Layout sites with the intention not to squander its resources;*
- *Generate economic, social and cultural benefits for local populations⁴.*

The solidarity challenge

Solidarity is a challenge, which on a national level requires us to allow people in economic, family or physical distress, to be able to exercise concretely their right to holidays and tourism. Although Social Tourism is not limited to tourism for the poor and the disabled, it must be clear that, thanks to our roots and our human vision of tourism, we are not indifferent to the less protected and the most underprivileged social layers.

The clients

The four target groups in Malta are all interested in the opportunities offered by social tourism. A high share of families with more than three children and senior citizens cannot afford to go on holiday; and the pension received by the disabled is below the

⁴ Source: Calypso Study on Social Tourism, Malta 2010

Maltese minimum wage⁵, making them one of the least well-off societal groups in Malta. Young people, however, often live at home in particular while studying. They are dependent on the finances provided by their parents, so they have more money to be used for rentals, as they have no rental costs.

- i. *Families*: - Family holidays have obviously changed over the last few decades because of the evolution of the family structure, mainly characterized by the smaller and smaller size of families, and the increase in the number of single parent families.
- ii. *Young people*: - Today, young travellers (15-25 years old) make up for more than 20% of international tourist arrivals.
- iii. *Seniors*: - The demographic evolution over the last few years has been characterized by a rapid growth rate of the over 55 year olds. This reality, which can be explained by both the increase in life expectancy and the decrease in the number of births, will only become more marked in the future.
- iv. *Disabled people or People with special needs*: The obstacles that these people come across when organizing and enjoying tourist trips are not only logistic obstacles, but also obstacles about negative attitudes and behaviours. Even more than in other fields, it is fundamental to train the hospitality staff to increase their awareness of special needs of disabled people, of adaptation measures needed for accessibility, and the way to provide appropriate services to these clients, taking into account the different kinds of disabilities.

The number of visitors travelling to Malta differs greatly between seasons, even though most accommodation facilities and restaurants stay open all around the year. Together with the mild winter weather in Malta, this makes travelling off-season very feasible.

Malta has a well-developed tourism industry that is able to accommodate the needs of the four target groups, even though the only specifically targeted services to these groups are the English language courses for young people.

The main challenges are experienced by disabled travellers due to the lack of accessibility in many Maltese accommodation facilities. If the social tourism market is to be boosted, investments will be needed in order to improve accessibility.

⁵ The minimum wage in Malta is €717.95 per month (July 2014)

2. How the Calypso Project Developed □

No well-functioning examples of experiences and mechanisms for international exchanges in the field of social tourism could be found in Malta. □The only experience on an international scale in social tourism is the CALYPSO Project initiated by the General Workers' Union (GWU), Untours Ltd (subsidiary company of the Union) and the Travel Malta Group (travel consultancy).

This successful project was born when Untours Ltd, started to look for new niche markets through the use of an external business consultant 'Travel Malta Group'. The consultancy came across the concept of social tourism and decided to explore it further. The main tool developed in the project is an online web-portal that provides an overview of offers that are only available to people, who have received a "promotion code" from their trade union or party. Initially the portal was available to the members of the; GWU, Malta Union of Teachers (MUT), Union Haddiema Maghqudin (UHM) and the Labour Party (Malta)⁶.

The portal provides a direct access to the service providers' booking systems, ensuring the person using the promotion code will get a price that is 10-25% cheaper (according to availability, there were instances where discounts on flights were 25% and hotels at 50%) than the ones found on other websites selling the same products.

The portal launched in August 2009 is currently being marketed to several trade unions. The portal states that its customers are the four target groups also targeted in CALYPSO. It remains however unclear, how the offers are targeted at these four target groups, as they are available to all the members of the above organisations that receive the promotional code, but not the other target groups. The offers provided by the portal would also be accessible to members of European trade unions, and the goal is to include in the portal services outside Malta.

Other examples related to social tourism include; the National Student Travel Foundation that provides a special, subsidised fare for young people travelling abroad for educational purposes. The programme is partially subsidised by the Student Travel Foundation and it is rarely used, mainly due to the lack of marketing. Finally, the church organises tours, such as pilgrimages to; Lourdes, Fatima and the Holy Land that often have senior citizens and disabled participants. Some charitable means are available to support the travel of those with lacking financial means⁷.

⁶ Source: As stated during an interview with the originator of the Calypso Project – Chevalier Anthony Coleiro, May 2014

⁷ Source: Calypso Study on Social Tourism, Malta 2010

3 Analysis Of The Four Target Social Tourism Segments and Influential Stakeholders

3.1 The Influential Stakeholders

i. Malta Tourism Authority

Malta Tourism Authority (MTA) is the National Contact Point for CALYPSO. It was established through the Malta Travel and Tourism Service Act from 1999 and its tasks include: to promote and advance Malta as a tourism destination; to advise Government on tourism operations and to issue licences under the Act; to contribute toward the improvement of the level of human resources in the tourism industry; and to advise government on the planning and development of the tourism industry as well as on the infrastructure supporting the industry. The MTA is hoping that CALYPSO will evolve over time into something productive and practical that may result in an increase in tourism flows and addressing seasonality. The MTA has expressed its interest in supporting the development of social tourism by hiring an employee to function as the contact point for social tourism, and by supporting the Maltese Social Tourism National Project, developed by Untours Ltd.

The Tourism and Sustainable Development Unit (TSDU) within the Office of the Prime Minister □ TSDU functions as the responsible authority for dealing with policy and EU matters relating to the environment, tourism and sustainable development. They also act as the EU directorate for the Malta Tourism Authority and are thus a central actor in relation to the potential implementation of CALYPSO.

ii. Malta Hotels and Restaurants Association

The Malta Hotels and Restaurants Association (MHRA) has since 1950's represented the interests of all hotels and restaurants in Malta. MHRA has no current activities related to social tourism, but they do see the benefits in developing social tourism as a way to increase off-season travelling between November-March. The MHRA is interested in participating in the development of social tourism and their members have agreed to actively participate by giving discounts in the low season to the said four target groups, to generate traffic and minimise losses incurred. It is also being envisaged that the hoteliers and restaurateurs will retain more full-time staff (mostly youths) during the winter and shoulder months and use this time to provide training – *SALM objective*.

iii. Ministry for Social Policy

The Ministry for Social Policy, and in particular its Social Security Division, is responsible for providing support to all the target groups; families, through child allowances, family therapy, social assistance etc.; senior citizens, through old age pensions; and disabled adults through disability pension and several types of social services.⁸

iv. Central Government Ministries:

- **Ministry For The Family And Social Solidarity and The Parliamentary Secretary For Rights Of Persons With Disability And Active Ageing**
- **Ministry for Education and Employment and Parliamentary Secretary For Research, Innovation, Youth & Sport**

The four social groups being targeted by the Calypso – Social Tourism project fall under two main ministries and their corresponding parliamentary secretaries. The newly formed Ministry for the Family and Social Solidarity together with the Parliamentary Secretariat for Rights of Persons with Disability and Active Ageing⁹ is responsible for developing the '*family and social policy*' in Malta.

This is being done (amongst a number of government family friendly measures) by the '*Malta's social reform – Helping 22,000 people out of poverty by 2015*' and the implementation of free Childcare Centres, so that many more young woman with small children or single mothers can re-enter the labour market while, relieving grandparents (senior citizens) from the daily duties of taking care of their infant grandchildren. These policies and family measures were created to increase employment and the well being of Maltese families, especial for those in need.

The other ministry related to the Calypso project is the Ministry for Education & Employment and Parliamentary Secretary For Research, Innovation, Youth & Sport.¹⁰ A number of policies have been introduced for example through the drafting of the Maltese National Youth Policy 2015-2020¹¹ which "sets the parameters of the stakeholders' roles and responsibilities through the provision and realignment of youth services provided either by the State and/or other stakeholders in the youth field."

⁸ Responsibilities under this Ministry: Social Policy, Family Policy, Child Policy, Social Housing, Social Security Pensions, Solidarity Services, Policy concerning Persons with Disability, Elderly Community Care

⁹ The newly formed (2013) secretariat for the Rights of Persons with Disability and Active Ageing falls under the auspiciously of the Ministry for the Family and Social Solidarity

¹⁰ Responsibilities that fall under this Ministry: Childcare and Early Education, Compulsory Education, Higher Education, Life-long Learning, Examinations, National Libraries, Public Libraries, National Archives, Employment and Training, Research and Innovation, Science and Technology Policy, Youth, Sport and Sport Complexes

¹¹ Source: <http://www.agenzjazghazagh.gov.mt> - *Development of the Maltese National Youth Policy 2015-2020*

One of the goals of the National Youth Policy is the mobility of youths. These objectives are to be developed through several EU funded programmes, such as Youth in Action, but not directly through social tourism.

v. National Commission Persons with Disability

The Commission is responsible for ensuring non-discrimination on the basis of disability. The Commission is working on developing accessible tourism in Malta. The Malta Tourism Authority has also nominated one of its personnel, as a liaison person for disability, with the intention to further develop the tourism sector for people with special needs. The Commission is interested in participating in the development of social tourism by providing advice to disabled individuals on the topic and by working closely with the organisation that will be responsible for developing social tourism in Malta.

They also recommend and work closely with the above Ministry to integrate/employ youths with special needs in the hospitality industry.

National Council for the Elderly

The National Council for the Elderly is a Non Government Organisation (NGO) that was set up by the Maltese Government. They promote the rights of the elderly, help to form national policies and try to improve the quality of life of elderly people. The National Council is positive about the plans to develop social tourism in Malta. They are ready to assist in the development of social tourism as they think it would provide great value for senior citizens.

Fact Box: ITS organizes 'Skills for Independent Living (MQF Level 1). This course is intended for students with intellectual disability but with a strong commitment to learn and to be socially and economically independent. The programme focuses on the consolidation of key competencies as well as introduces students to basic sectional skills related to food and beverage service and housekeeping operations.

vi. Workers' Unions, Untours Travel Ltd and Travel Malta Group

The whole concept of the *'Calypso Project – The social tourism national project aiming to provide affordable holiday opportunities to members of the General Workers' Union and other trade unions through an online portal'* was originated through the Union. The GWU who through the contacts that they had developed with the Danish counterparts Folke Ferie¹² (who give subsidised and or 'free' family holidays to their members), came up with the idea of implementing a similar model in all the EU member states by the promotion of subsidised and/or discounted rates to promote social tourism.

¹² <http://www.folkeferie.dk>



The General Workers' Union (GWU) is the largest trade union in Malta and it is open to all workers irrespective of trade, skill or profession. Its main objective is to actively protect the workers' rights. Untours Travel Ltd forms a part of the GWU and it is currently overseeing a social tourism national project, which is managed by Travel Malta Group, which is a private destination management company and a consultancy firm.

Malta's second largest workers' union – the Union Haddiema Maqghudin (UHM) followed the same footsteps and at a later date joined the Calypso Project and offered the scheme (benefits) to their members.

3.2 Segmentation profile of Social Groups

Senior Citizens	
User profile: socio- economic profile, travel habit, demographics	<p>About 130,000 Maltese are defined as "elderly" (55yrs+) – the retiring age for persons born before 1958 is 61 whereas those born after are now increased to 65. The proportion of population aged 65 and over is 17.2%. Maltese men and women have a relatively high life expectancy, with almost 78 years for men and almost 82 years for women. This means that most pensioners still have several years to live while being retired and they can easily undertake activities.</p> <p>The survey on income and living conditions reveals however that 20% of the people aged 65 and over were at the risk-of-poverty level in 2012. Similar rates were obtained amongst persons aged over 59 and over 69. The at-risk-of-poverty rate of males aged 65 and over was higher than that of females in the same age bracket. Furthermore, 65% of the persons aged 65 and over were living in households that could not afford to pay for a one-week annual holiday away from home.¹³</p>
Organisation responsible for support	<p>The Ministry For The Family And Social Solidarity and The Parliamentary Secretary For Rights Of Persons With Disability And Active Ageing are responsible for the elderly. On the non-governmental side, the National Council for Elderly is an NGO, set by the Government to represent the interests of the elderly.</p>
Duration of stay	<p>7-14 days.</p>
Main holiday destinations	<p>European destinations are the main destinations chosen. Some senior citizen may visit migrant members of their families principally in Australia and the US. Also popular are religious pilgrimages to Italy, France, Portugal and Israel.</p>
Average spending during holidays per year	<p>No numbers specified by this target group, but Maltese who travelled in 2013 in total spent €370 million.¹⁴</p>
Holiday participation statistics	<p>In 2013, 33,016 people aged 65 and over travelled abroad. This represents approximately 46% of the people over 65 in Malta. (65+ total 70,798 est 2013)</p>
Barriers and reasons for non-participation	<p>No specific barriers or reasons for non-participation were identified. According to the respondents, Maltese senior citizens are active and interested in travelling. Furthermore, they have a relatively good financial situation, making travelling possible.</p>

¹³National Statistics Office: Survey on Income and Living Conditions 2008

¹⁴ Malta Tourism Authority – Tourism in Malta, Edition 2014



Young People

User profile: socio- economic profile, travel habits, demographics	The national youth policy of Malta considers people aged 14-30 to be categorised as young people. According to Eurostat, the share of Maltese population aged 15-24 was 13.2% in 2013 (EU28 average 11.5%). ¹⁵
Organisation responsible for support	The overall responsibility for youth lies within the Ministry for Education, and Employment, and in particular with the Parliamentary Secretary for Ministry for Research, Innovation, Youth & Sport
Duration of stay	No statistics available.
Main holiday destinations	No statistics available. The main destinations for all Maltese are Italy, UK, Germany and France.
Average spending during holidays per year	No numbers specified by this target group, but Maltese who travelled in 2013 in total spent €370 million.
Holiday participation statistics	No statistics available. The assessment of the interviewees is that most young people go abroad at least once a year. With respect to inbound tourism, the 0-24 years old tourists represented 20% of all the departing tourists in 2013.
Barriers and reasons for non-participation	Main barrier for participating is financial, as young people are mainly supported by their parents. However, as Malta is a small island, many students tend to live at home during their studies. This means that they have more disposable income than their fellow students in other countries, who have to pay for their accommodation. They are also supported through a study stipend.

Families Facing Difficult Circumstances

User profile: socio- economic profile, travel habit, demographics	There are no clear statistics or descriptions of families that are facing difficult circumstances. What the statistics do tell however, is that there were, 863 families receiving disabled child allowance, 17,440 families receiving unemployment benefit and 11,965 receiving social assistance in 2012.
Organisation responsible for support	The Ministry For The Family And Social Solidarity and its National Commission for the Family has the overall responsibility for the family policy.
Duration of stay	No statistics available.
Main holiday destinations	No statistics available. The main destinations for all Maltese are Italy, UK, Germany and France.
Average spending during holidays per year	No numbers specified by this target group, but Maltese who travelled in 2013 in total spent €370 million.
Holiday participation statistics	No statistics available.
Barriers and reasons for non-participation	No specific barriers were identified. Families are however bound to the children's scholastic calendar. Children have school holidays: July-September, two weeks at Christmas and two weeks at Easter.

¹⁵ Eurostat: People by age group (2014)

Adults with Special Needs (disabilities)

User profile (socio-economic profile, travel habit demographics)	<p>In 2012, 2,391 persons were receiving disability pension in Malta. The National Register of Disabled Persons has approximately 11,000 registrants. Registration is however voluntary, meaning that the number of disabled people in Malta is most likely higher than that.</p> <p>The Disability Pension stands at €95.86 a week (2014) below the National Minimum Wage of €165.68 per week. Therefore, one may conclude that the average revenue of disabled adults in Malta is among the lowest for all the population.</p>
Organisation responsible for support	<p>The Ministry For The Family And Social Solidarity and The Parliamentary Secretary For Rights Of Persons With Disability And Active Ageing for the questions related to disabled adults, in particular through the disability pension. The National Commission Persons with Disability is representing the interests of the disabled in Malta.</p>
Duration of stay	<p>1-2 weeks.</p>
Main holiday destinations	<p>European destinations are the main destinations chosen. Some disabled people may visit migrant members of their families principally in Australia and the US. Also popular are religious pilgrimages to Italy, France, Portugal and Israel.</p>
Average spending during holidays per year	<p>No numbers specified by this target group, but Maltese who travelled in 2013 in total spent €370 million.</p>
Holiday participation statistics	<p>No statistics available. The statistics of Malta International Airport show that in 2009, services were provided to Persons with Reduced Mobility in 15,157 cases.</p>
Barriers and reasons for non-participation	<p>Accessibility is an important issue to disabled citizens. Similarly, disabled adults living on disability pension have a relatively low income, making it difficult to afford travelling abroad.</p>

Source: Calypso Study on Social Tourism, Malta 2010

3.3 Existing Support Systems and/or Mechanisms

No support systems or mechanisms in the field of social tourism for the four target groups exist in Malta. The financial support to the target groups consists mainly of the social security benefits, such as pensions, social support and unemployment benefits.

The social security benefits in Malta are divided into two basic social security schemes: the contributory scheme and the non- contributory scheme. In the Contributory Scheme, the basic requirement for entitlement is that specific contribution conditions are satisfied. In the Non-Contributory Scheme, the basic requirement is that the conditions of the means test are satisfied.

According to the 2012 Survey on Income and Living Conditions of the Maltese¹⁶, the average household gross income and the mean disposable income stood at €26,746 and €22,379 respectively. These figures were used for the computation of the median national equivalised income (NEI) and the monetary at-risk-of-poverty threshold. The latter rose by 5 per cent when compared to the previous year, reaching €6,869¹⁷.

- ❖ **Senior citizens** □ The main financial support received by senior citizens consists of pensions. In 2012, there were 81,832 recipients of contributory pension and 7751 recipients of non-contributory pension in Malta.
- ❖ **Young people** □ are mostly supported by their parents. Young people who are unemployed do however receive unemployment benefits from the state. In 2014 (June), 814 young people aged 15-24 were registering for work this represents 13.4% of the total un-employed in Malta¹⁸.

Furthermore, students registered on "Normal" courses receive a study stipend of €83.86 every 4 weeks, while students registered on "Prescribed" courses receive €146.75 every 4 weeks¹⁹.

- ❖ **Families facing difficult social circumstances:** several families facing difficult social circumstances belong to the group of families receiving non-contributory assistance.

Non-contributory benefits are granted to:

- Heads of household who are incapable of work,
- Persons registered as unemployed,
- Carers of a relative on a full time basis,
- Single unmarried parents,
- Aged persons who could not qualify to a contributory pension,
- Drug addicts undergoing a rehabilitation programme,
- Disabled persons and to persons who suffer from a chronic illness. There are also benefits in kind such as the issue of free medical aid. All these assistances are subject to a means test.

¹⁶National Statistics Office: Survey on Income and Living Conditions, November 2013

¹⁷ Caritas Malta – Child Poverty in Malta, January 2014

¹⁸ http://www.nso.gov.mt/statdoc/document_file.aspx?id=4149

¹⁹ University of Malta, July 2014

In 2012, the total number of recipients of non-contributory benefits was 81,832 including unemployment assistance (5762) and social assistance for single parents and social assistance for drug addicts (11,965).²⁰

Other significant figures that are related to social groups that can be the 'clients' of social tourism under the Calypso Project, are the families facing difficulties and at the risk of poverty. In 2012 these amounted to 61,689 (see table 1), this is very significant figure, which represents 14.6% of the total population, as these persons cannot afford a holiday.

Table 1: At-risk-of-poverty rates by age group: 2012

Age Group	Sex	%	No of persons below threshold
All Ages	Total	15.1	61,689
	Males	14.4	29,310
	Females	15.8	32,379
Under 18	Total	23.1	16,992
19-64	Total	12.4	33,636
	Males	11.1	15,202
	Females	13.7	18,434
65 and over	Total	17.3	11,061
	Males	19.0	5,480
	Females	15.9	5,581

Source: NSO, Malta - Statistics on Income and Living Conditions 2012: November 2013

- ❖ **Adults with disabilities:** Maltese persons with disability who are over 16 years of age are entitled to a disability pension. In the case of persons with visual impairment, this pension starts to be given at the age of 14. At present, the pension for married or single persons is €95.86 a week. The applicant must qualify on the basis of a means test as explained in the Social Security Act.

Fact Box: 6% of households who are at risk of poverty comprise families with children, in particular families of two adults with children. Households with dependent children who are already in employment are also exposed to risk of poverty. In-work poverty amongst households with dependent children has been constantly increasing 6.3 % 2005 to 10.0% in 2012.

Persons with disability receiving this pension may receive other income without forfeiting anything from the pension, by doing extra work or in other ways (such as; through interest on saved money or through inheritance) as long as the total of the two does not exceed the minimum wage. If the person earns more than the minimum wage, the pension is reduced pro rata: that is, the more the minimum wage is exceeded, the more the pension decreases.²¹

²⁰ Malta in Figures 2013.– Valletta: National Statistics Office, 2013

²¹ National Commission Persons with Disability: Services and Benefits for Persons with Disability, 2009

The National Commission Persons with Disability also offers a limited financial support for the purchase of assistive apparatus to enhance the individual's independence. By enhancing the individual mobility of the persons, the Commission aims to enhance independence and improving self-confidence, which can also increase confidence to seek to travel abroad.

3.4 Demand Drivers

Senior citizens	
Constraints	The Maltese senior citizens do not have any specific constraints to go on holiday. They are in general in good health, and due to their long life expectancy, they have also several years left after retirement.
Needs and expectations in terms of destination	No specific needs concerning destinations. Elderly people mostly travel to countries in Europe, where the climate is somewhat cooler than in Malta. Many senior citizens are interested in religious targets, such as; Lourdes, the Vatican City and the Holy Land.
Types of accommodation	No specific needs concerning accommodation.
Activities	No specific activities needed.
Specific equipment	No specific equipment needed.
Sensitivity to price	The sensitivity to price is relatively high. 65% of the persons aged 65 and over cannot afford to pay one week annual holiday away from home. ²²
Seasonality aspects	The preferred period is during the summer when it is too hot in Malta and people are looking for a cooler climate outside the country. There are no other specific constraints related to seasonality.
Young people	
Constraints	Young people have no special constraints to go on holiday.
Needs and expectations in terms of destination	Maltese young people travel a lot mainly to European destinations for holidays and to gain international work experience (training). There are no specific needs or expectations in terms of destinations.
Types of accommodation	No specific needs in terms of types of accommodation. Young people are in general willing to stay at cheaper, low-end accommodation facilities, such as youth hostels.
Activities	No specific needs.
Specific equipment	No specific needs.
Sensitivity to price	The sensitivity to price is relatively low, however depending on the status (student, employed, unemployed).
Seasonality aspects	Students mainly go on holiday during the summer months. Otherwise no specific seasonality aspects.

²² National Statistics Office: Survey on Income and Living Conditions 2009, p. 56.



Families facing difficult circumstances

Constraints	The main constraint for the families facing difficult circumstances to go on holiday is financial.
Needs and expectations in terms of destination	No specific needs or expectations in terms of destination. Families with disabled children can be insecure about going on holiday to a place that is unknown to the child. The holiday destination should be a place that is used to receiving children with disabilities.
Types of accommodation	Family-friendly accommodation.
Activities	Activities for both parents and children available in the same destination.
Specific equipment	Families with disabled children need specific personnel, who know how to deal with different types of disabilities. This is in particular important if the parents will also be given the possibility to leave their child to the care of a professional while taking some time to themselves.
Sensitivity to price	The sensitivity to price is very high. 82.3% of families with three or more children cannot afford to pay one week annual holiday away from home. ²³
Seasonality aspects	Families with school-age children can only go on holiday during school holidays. Children have holidays from school; July-September, three weeks at Christmas and two weeks at Easter.

Adults with disabilities

Constraints	The persons on disability pension have a very low income, making it difficult to go on holiday. The few that travel do so mostly in groups, either with the family, with friends or as an organised group. Furthermore, severely mobility impaired people, blind people and people with medium to severe intellectual impairment would generally require personal assistance, which also adds to costs.
Needs and expectations in terms of destination	There are no specific needs and expectations in terms of destination.
Types of accommodation	In particular people in wheelchairs require accessible accommodation.
Activities	Will vary depending on the nature of impairment.
Specific equipment	Varies according to the nature and degree of the impairment. Blind people usually require a guide and access to information and means of communication. Guidance is also required for people with medium to severe intellectual impairment and they may also require some services and activities tailored to their requirements. People with severe mobility impairments do generally require access to accessible transport, accommodation and some services and activities. Deaf people are generally independent, travelling in small or larger groups and supporting each other in respect of communication needs.
Sensitivity to price	The sensitivity to price is very high.
Seasonality aspects	Preferred periods are the summer months July-September; the Christmas and Easter period. There are no specific constraints for going on holiday off-season, apart from general family and job constraints

Source: Calypso Study Annexes, Malta 2010

²³ National Statistics Office: Survey on Income and Living Conditions 2009, p. 47.

4 Calypso Actions To Assist The Social Tourism Target Groups

The four target groups of social tourism, although diverse in structure and composition can all benefit in different ways from the Calypso Project. To make this project feasible the authors (the GWU and the Consultancy Firm) held several meetings and conferences both locally and in the international arena with all the stakeholders, so that the groups can be better defined into sub-groups as; example not all seniors are alike, same goes for the other groups.

Once these social groups were defined the authors had the laborious task of grouping every segment and coming up with different solutions of how the Calypso Project can assist in some way these groups and sub-groups. The tables of the four social groups have been split into different categories, and possible actions and mechanisms of how CALYPSO can assist each group have been added.

Young People: Youth targets are made of many different segments according to the economic, social, and family situations, varying with age, which strongly impact the capacity and availability of young people to go on holiday. The table on page 26 presents the main features and barriers to go on holiday according to seven target segments, more or less autonomous or facing social difficulties, with the possible actions that could be achieved by Calypso.

Families Facing Difficult Social Circumstances: The main constraint for families facing difficult circumstances is, despite the definition of the target group, financial. This is why the table (page 27) is based on the presumption that all different types of families have lack of funding as their main barrier. Thus, families have been divided into different segments according to characteristics other than low income.

Adults with Disabilities: This social group could be divided into two segments; those that are autonomous 'Fully Independent Traveller (FIT) i.e. are mobile and can travel on their own or with friends and Adults with disabilities that have to travel in groups. Their main constraints are accessibility to hotels and places of interest and in some cases dietary conditions.

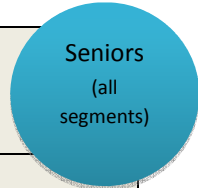
Seniors: There are two major groups in this social group; those seniors that are mobile and can travel on their own and those that are immobile and have to travel in groups. Their main barriers for travelling are usually dietary and health conditions²⁴.

²⁴ Source: Calypso Study on Social Tourism, Malta 2010





Target Segments	Main features & barriers of going on holiday	Needs in order to increase travel practices	Calypso actions		Calypso mechanisms
Autonomous adults living with disabilities (FIT) Fully Independent Traveller	This segment is mobile and financially autonomous. They generally have a strong wish to travel just like every other citizen, i.e. mainly with friends and family in high season.	The objective for the Calypso web portal is to encourage them to travel abroad off-season	Discounted offers specifically shaped for FIT adults living with disabilities by suppliers having a partnership with Calypso platform.	Directly on Calypso platform: Information on the stays through a search engine <ul style="list-style-type: none"> • Availability of the offer • Reservation or link to the supplier's own web site • Payment online or link to the supplier's own web site. 	Significant need in management: <ul style="list-style-type: none"> • Partnership with suppliers • Organisation and update of the offers to put on-line
Adults living with disabilities travelling in groups	Citizens with a disability in this segment have various degrees of autonomy in terms of both mobility and financial resources. They go on tour groups for different reasons: <ul style="list-style-type: none"> • Some of them are more at ease in a group through fear of the unknown and discrimination • Some disabilities require specific care which is found more easily in a tour group than in a FIT formula • Some others have low income and are dependent for their holiday upon a subsidy that takes the form of tour groups. 	In order to develop the tour groups abroad off-season, the objective for the Calypso platform is to facilitate the access to discounted offers for groups involving accessible equipment and facilities: <ul style="list-style-type: none"> • For the citizens directly • For the intermediary organisations supporting the adults living with disabilities 	Discounted offers specifically shaped for groups with disabilities by suppliers having a partnership with Calypso platform.	Directly on Calypso platform: <ul style="list-style-type: none"> • Information on the stays through a search engine • Availability of the offer • Reservation or link to the supplier's own web site • Payment on-line or link to the supplier's own website (e.g. Air Malta) 	Significant need in management: <ul style="list-style-type: none"> • Partnership with suppliers • Organisation and update of the offers to put on-line

Target Segments	Main features & barriers of going on holiday	Needs in order to increase travel practices	Calypso actions		Calypso mechanisms
<p>Seniors (all segments)</p>	<p>Some seniors may have some barriers of going on holiday, such as the lack of accessibility of various components of the destination, the price, and sometimes the fear of going abroad.</p> <p>Also, they have certain characteristics, such as routes, (adapted, less visits, a bit more quiet), accommodation needs, certain degrees of comfort, nutrition should be adapted, medical services, and activities of their interest and adapted to their capabilities.</p>	<p>It is a target that may need significant support from intermediary organisations, public national/regional/local authorities, social workers, etc. in each step of the holiday trip, including financing; organisation of transport, accommodation and activities; and accompaniment during the stay.</p> <p>The objective for the Calypso platform is thus:</p> <ul style="list-style-type: none"> - To give information to the target group about all travel possibilities - To be an identifying platform for the members of the target (through card or identity card) To support intermediaries in facilitating their access to the special packages dedicated to seniors 	<p>Information on supply with the special characteristics covering the needs of seniors – tourist packages- from the different countries of destination:</p> <ul style="list-style-type: none"> - General information on the tourist packages - Information about the and booking seats once stakeholders involved - Information about destinations <p>Information on the tourist packages, with prices and discounts, destinations and stakeholders.</p>	<p>Directly on Calypso platform:</p> <ul style="list-style-type: none"> - Information on the different programmes available - Information on the stays through a search engine - Availability of the offer - Possibility of reserving and booking seats once identified - Redirection to the intermediate stakeholders in each country to allow booking. 	<ul style="list-style-type: none"> - Partnerships with the suppliers - Organisation and update of the offers to put online - Management of the identifying processes.



Source: Calypso Study on Social Tourism, Malta 2010

	Target segments	Main features & barriers of going on holiday	Needs in order to increase travel practices	Calypso actions	Calypso mechanisms
Autonomous		<ul style="list-style-type: none"> Few barriers to go on holiday Familiar with holidays, internet and booking process Difference of income level, matrimonial status 	<ul style="list-style-type: none"> Discounts (cards, work councils, offers, etc.) Low cost packages 	<ul style="list-style-type: none"> Facilitate access to mainstream low-cost off-season offers in Europe 	 <p>Young People</p> <p>Calypso platform in the 'language of young people' with general public access</p>
	Students with income	<ul style="list-style-type: none"> Few barriers Access to student programmes and information Familiar with holidays, internet and booking process Lack of free time (studies but also work) Constraints of college/university schedule 	<ul style="list-style-type: none"> Discounts (cards, work councils, offers, etc.) Information on travel opportunities, in particular informal learning opportunities 	<ul style="list-style-type: none"> Facilitate access to mainstream low-cost off-season offers in Europe Facilitate access to the information on existing supply and European programmes for youths 	
Transition	New young workers	<ul style="list-style-type: none"> Financial barriers Other priorities to start in life (home, car, etc.) Few holiday days 	<ul style="list-style-type: none"> Financial support (and information about existing supports) Discounts (cards, work councils, offers, etc.) Low cost packages 	<ul style="list-style-type: none"> Subsidise off-season holidays abroad Facilitate access to mainstream low-cost off-season offers in Europe 	
	Students with low income/ grants	<ul style="list-style-type: none"> Financial barriers Access to student support programmes Lack of free time (studies but also work in some cases) Constraints of college/university schedule 	<ul style="list-style-type: none"> Financial support (and information about existing supports) Discounts (cards, work councils, offers, etc.) Information on travel opportunities, in particular information learning opportunities 	<ul style="list-style-type: none"> Subsidise off-season holidays abroad Facilitate access to mainstream low-cost off-season offers in Europe 	
	Apprenticeship, part-time job, etc	<ul style="list-style-type: none"> Financial difficulties Lack of free time Problem with information access 	<ul style="list-style-type: none"> Financial support (and information about existing supports) Discounts (cards, work councils, offers, etc.) Information on travel opportunities, in particular information learning opportunities 	<ul style="list-style-type: none"> Subsidise off-season holidays abroad Facilitate access to mainstream low-cost off-season offers in Europe Facilitate access to the information on existing supply and European programmes for youths 	
Facing Social Difficulties	Unemployed young people	<ul style="list-style-type: none"> Strong financial difficulties Lack of free time (time used for employment research) Problem with information and Internet access 	<ul style="list-style-type: none"> Financial support (and information about existing supports) Discounts (cards, work councils, offers, etc.) Information on travel opportunities, in particular information learning opportunities 	<ul style="list-style-type: none"> Subsidise off-season holidays abroad Support the intermediary organisations (public national/regional/local authorities, not-for-profit associations, social workers etc.) Facilitate intermediary organisations' access to specialised discounted offers 	
	Isolated/margin alised disadvantaged youth	<ul style="list-style-type: none"> Strong financial difficulties Difficult social background No habit of going on holiday Strong difficulties for information and internet access 	<ul style="list-style-type: none"> Financial support (and information about existing supports) Consciousness-raising campaign and programmes Accompanying in holiday preparation A specific information approach where information goes to the beneficiaries (via staff who go to inform in youth clubs, associations, etc.) because they don't go to information Very low cost packages Group travel offers 	<ul style="list-style-type: none"> Subsidise off-season holidays abroad Support the intermediary organisations (public national/regional/local authorities, not-for-profit associations, social workers etc.) working with youth Facilitate intermediary organisations' access to specialised discounted offers 	

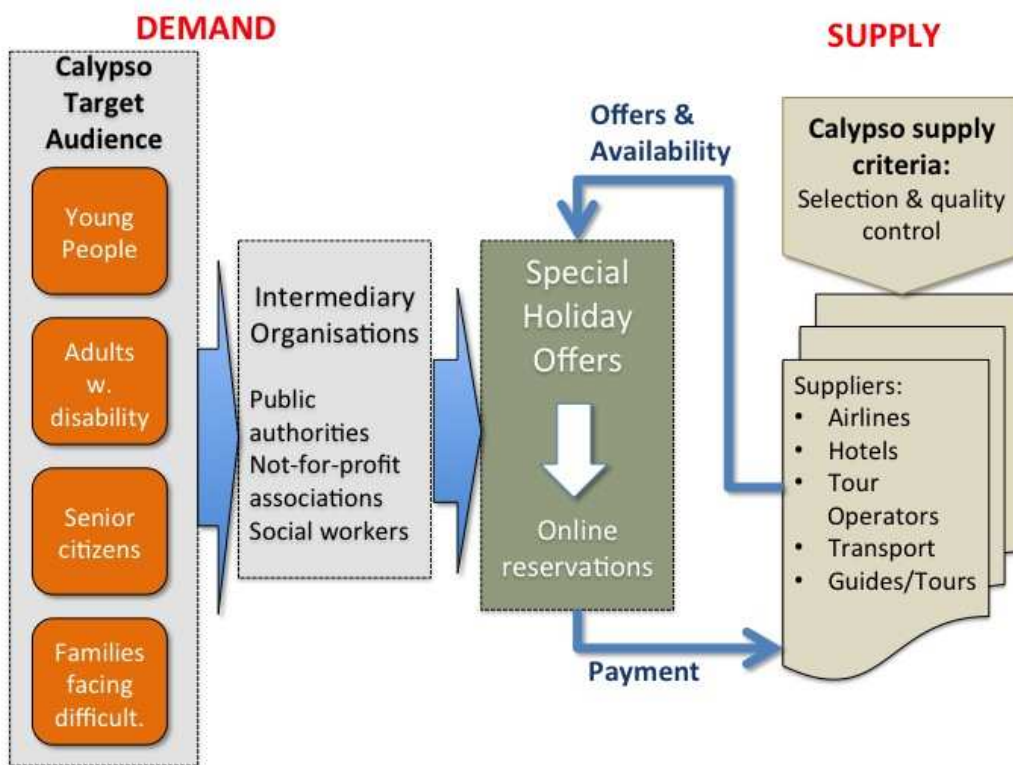
Target segments	Main features & barriers of going on holiday	Needs in order to increase travel practices	Calypso actions	Calypso mechanisms
Families supported by a single parent	<ul style="list-style-type: none"> Costs of the holiday are very high, even for single parents with a relatively high income. Easier to go on holiday with several adults, i.e., with grandparents or in a group. 	<ul style="list-style-type: none"> Financial support and information on existing supports Services directed at single parent families (i.e. group holidays, holiday centres with activities for children and adults) Discounts (cards) 	<ul style="list-style-type: none"> Facilitate access to information on existing supply Facilitate intermediary organisations' access to specialised discounted offers 	 <p>Calypso platform directed at the needs of the five family segments with general public access</p> <p>Calypso platform with limited access for intermediary organisations</p>
Families with more than two children	<ul style="list-style-type: none"> Costs of the holiday get very high with several family members travelling simultaneously 	<ul style="list-style-type: none"> Financial support and information on existing supports Accommodation for large family rooms 	<ul style="list-style-type: none"> Facilitate access to information on existing supply Facilitate intermediary organisations' access to specialised discounted offers 	
Families with a child/parent with a disability	<ul style="list-style-type: none"> Specific needs in terms of accessibility For families where a family member has a mental disability, holidays in an unknown place can be more stressful than life at home 	<ul style="list-style-type: none"> Financial support and information on existing supports Information on accessibility gathered in one well-known location Clear descriptions of the location in order to make planning possible 	<ul style="list-style-type: none"> Facilitate access to information on existing supply Organise the information on accessibility to destinations and tourism facilities, and facilitate access to this information Facilitate intermediary organisations' access to specialised discounted offers 	
Families facing social difficulties (such as alcoholism, drug use, domestic violence, unemployment)	<ul style="list-style-type: none"> Lack of information and experience, fear of the unknown Difficulties planning a holiday well in advance 	<ul style="list-style-type: none"> Financial support and information on existing supports Support for booking holidays Possibility to pay for a holiday in partial payments Destinations where both parents and children have activities close to each other 	<ul style="list-style-type: none"> Support the intermediary organisations (public national/regional/local authorities, not-for-profit associations, social workers, etc.) working families facing social difficulties Facilitate intermediary organisations' access to specialised discounted offers Facilitate access to information on existing supply 	
Families taking care of an older family member	<ul style="list-style-type: none"> Need to find someone to take care of the family member while others are on holiday 	<ul style="list-style-type: none"> Financial support and information on existing supports 	<ul style="list-style-type: none"> Facilitate access to information on existing supply Facilitate intermediary organisations' access to specialised discounted offers 	

Source: Calypso Study on Social Tourism, Malta 2010

4.1 The Calypso Process

As described in the previous tables the main process that the Calypso Project uses to market, implement and manage the programme is through the web-portal. The mechanism has been tried and tested by similar institutions around Europe (see Annex C) where the demand which comes from the targeted social groups, is supplied through various service operators (airlines, hotels, transport providers, tour operators, guides, etc.) and all this is managed through the Calypso portal. Figure 1 (below) illustrates the whole process/mechanism of the programme.

Figure 1: The Calypso Project Process



Source: Calypso Project Report - 2010

4.2 The Web Portals To Book The Holiday Through The Calypso Project

Untours Ltd and Travel Malta Group have together with Sestante Srl developed and launched a "Travel to Malta Portal" at <http://malta.world-travel.com.mt>, which was used as a tool to promote Malta as a tourist destination, as a search engine and to provide a connection between the users of the portal and Maltese hotels²⁵.

²⁵ Source: Calypso Study Annexes, Malta 2010

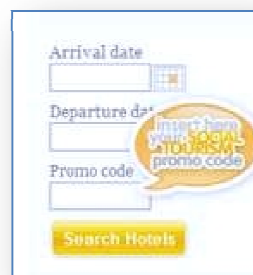
Figure 2: The Project's Web Portal



Source: <http://malta.world-travel.com.mt>

The portal is divided into two parts, where the general interface is open to all visitors, and a special "members access only" site provides the same products with an 8-10% discount to the members of the participating unions. The goal is to increase the number of unions and other organisations whose members can receive special benefits through the portal. The service is according to Travel Malta directed at helping those less favoured and fragile to go on holiday, but in practice the "social tourism" promo code is available to all the members of the participating unions.

Figure 2B: Insert of the Promo Code Section



Currently, the main interface of the portal includes travel information on Malta and of a hotel finder, which indicates the prices and the availability of stocks at a number of Maltese hotels. The main website is currently unavailable as its being revamped by the Malta Tourism Authority.

In case of the development of a European initiative for social tourism, the Travel Malta Portal could provide inspiration for the development of a European social tourism portal.

Figure 3: Other services provided on the Web Portal

The screenshot shows a web portal for MALTA HOTELS. On the left is a navigation menu with icons for 'SOCIAL TOURISM', 'info MALTA', 'general info', 'places', 'photo gallery', 'tourism', 'leisure', 'sport', 'history', 'currency', and 'health'. The main content area displays two hotel listings:

GOLDEN TULIP VIVALDI HOTEL (5 stars)
 Address: Dragonara Road, St. Julian's
 Zone: Malta
 Minimum rate per room per night 80 €
 Currently there is no rating for this hotel

Available rooms	Persons	Availability	Total	
Twin Room for sole use on BB Basis	2 persons	2 rooms	€ 210.00	Book Now
Twin Room on BB Basis	2 persons	2 rooms	€ 240.00	Book Now
Superior Twin Room for sole use on BB Basis	2 persons	2 rooms	€ 225.00	Book Now
Superior Twin Room on BB Basis	2 persons	2 rooms	€ 255.00	Book Now
Superior Sea View Twin Room for sole use on BB Basis	2 persons	2 rooms	€ 255.00	Book Now
Superior Sea View Room on BB Basis	2 persons	2 rooms	€ 285.00	Book Now

TOPAZ HOTEL (3 stars)
 All rooms at the Topaz Hotel are 3 stars conditioned with individual temperature control to ensure your maximum enjoyment, en-suite bathrooms and are provided with direct telephone systems, euro satellite TV, radio, hairdryer and a safe, the latter being at a local charge. Many rooms have a balcony.
 Address: Censu Tanti Street, St. Paul's Bay
 Zone: Malta
 Minimum rate per room per night 27 €
 Currently there is no rating for this hotel

Available rooms	Persons	Availability	Total	
Twin Room Bed & Breakfast	2 persons	5 rooms	€ 51.00	Book Now
Twin Room Half Board	2 persons	5 rooms	€ 135.00	Book Now
Single Bed & Breakfast	1 person	2 rooms	€ 55.50	Book Now
Single Half Board	1 person	2 rooms	€ 82.50	Book Now

On the right side, there is a 'hotel FINDER' search box with fields for 'Arrival date' (18/02/2010) and 'Departure date' (21/02/2010), a checkbox for 'Only available', a 'Promo code' field, and a 'Search Hotels' button.

Source: <http://malta.world-travel.com.mt>

Special offers directed at the four target groups could theoretically also be included in the official tourism site for the Maltese Islands: www.visitmalta.com. This site already has specific sections targeted at language learning and business travel, and could potentially include a section discussing the topic of social tourism and providing an overview of the supply of services targeted and/or suitable to the different target groups.

Tourism in Malta is seasonal this can be seen in the bed place occupancy statistics, according to which 79.3% are taken up during the summer, 50.7% during the "shoulder months" and 41% during the winter (see table 3). The off-season is mainly in November-February, whereas the other months are relatively active.

Table 3: Occupancy Rates in Malta & Gozo, 2013 (%)

	Q1	Q2	Q3	Q4
5Star	38.4	71.6	88.2	57.1
4Star	49.4	73.0	84.9	59.0
3Star	36.6	59.8	75.0	39.8
2Star	16.4	42.1	58.4	33.2
Other collective accommodation	29.6	48.4	64.5	41.6
Total collective accommodation	41.0	65.2	79.3	50.7

Source: MTA - *Tourism in Malta Edition 2014*

The best occupancy rates can be found in 4-star hotels, and the worst ones in guesthouses, 2-star hotels and hostels. According to the MTA statistics (2013), the peak month of August receives some 218,271 visitors, compared to the 61,442 in February, which is the quietest month. However, very few hotels and restaurants close down between seasons. This is because the tourism activities are mixed with the local community activities. The tourism industry represents such an important share of the Maltese economy that the country could not afford to have the type of tourism activity, which only allows seasonal employment. Malta has in these last 20 years had a strategy aimed to diminish the impact of seasonality on the tourism industry.

The Maltese are also active tourists themselves. In 2013 over 363,463 Maltese travelled abroad, mostly to European destinations. During this year under review the Maltese tourists spent almost € 370 million when travelling abroad. However, 65% of the Maltese households that responded to the survey on income and living conditions said that they could not afford to pay for one-week annual holiday away from home.

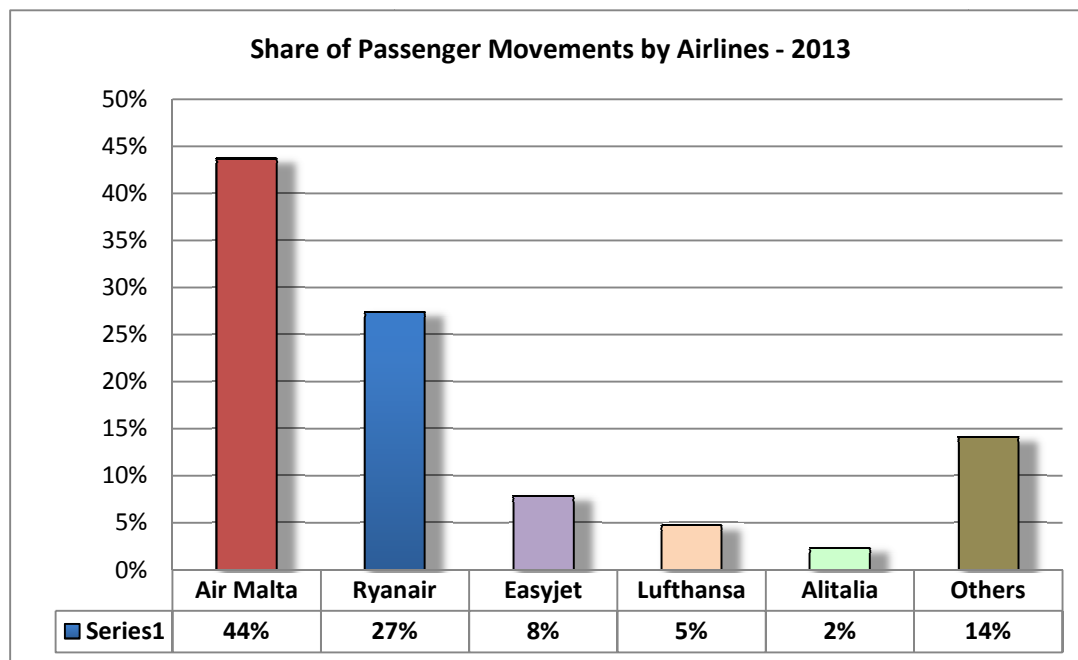
5.2 Supply of Services

The specificities of the Maltese tourism industry are the high share of visitors aged 55 and older, who in general account for a quarter of all tourists. Another important segment related to social tourism, is English language learning for youths. During 2013 Malta received 74,992 youths to study English and have a holiday at the same time, their average stay was about three weeks.

According to a number of interviewees (survey at the airport before departure) the price of accommodation in Malta is very competitive compared to many other European countries.

Most tourists arrive to Malta by air (see figure 4). Together with the national airline Air Malta, numerous international air carriers operate routes between European cities and Malta. There are also ferry services that connect Malta to Italy.

Figure 4: Passenger Movements to/from Malta by Airlines, 2013



Source: MIA Annual Statistical Summary 2013

Even though Malta does not have an extensive supply of services directed at senior citizens, they represent an important share of the incoming tourist groups. The only service provider directed at senior citizens is the Mellieha Holiday Centre, which is popular among Scandinavian tourists (mostly Danish).

Since 2000, the accessibility of the newly built Maltese hotels has to be assessed and accepted by the National Commission People with Disability.²⁷ Many of the older hotels are however not accessible to people with disabilities. It is relatively unrealistic the possibilities for improving the accessibility of the Maltese hotels, but that the main challenge identified in Malta with respect to social tourism for disabled people is the accessibility to transportation.

²⁷ National Commission Persons with Disability: Services and Benefits for Persons with Disability, Kummissjoni Nazzjonali Persuni b'Dizabilità, 2009, p. 57

The country has a very limited public transportation system and the local buses and taxis are not adapted to the needs of persons with a disability. It is possible to pre-book a van adapted for a wheelchair, but there is a limited number of such vehicles available.

One service provider is the Foundation for Respite Care Services, who offers a transport service for persons with disability who cannot use public transport. This service is offered primarily for employment and educational reasons but nowadays transport for other activities is also available on a first come first served basis. The Government subsidises a substantial amount of the expenses.²⁸

What may be of importance to the target groups of both disabled adults and senior citizens is that Malta provides a relatively uncomplicated access to quality health care for temporary visitors. The public health service has in place an open door policy to treat all emergencies and urgent cases.

The Maltese tourism industry directs a part of its services to the target group of young people through English language courses. There are over 40 language schools on the Maltese islands, offering language courses and free-time activities both for organised groups and for individual students. The number of young people visiting Malta to study English, as indicated by the National Student Travel Foundation, is about 75,000 English language students annually.

5.3 Supply of services from a European point of view

The Maltese tourism industry is in general suitable to receive European tourists from all four social tourism target groups. Tourists from other European countries can easily get by using English, and the small size of the Maltese Islands makes it easy to reach any location in Malta within a relatively short travelling time from the airport. The travel time by air from several European countries to Malta may however prove to be problematic, in particular for the senior citizens and families with small children.

The only "niche market programmes" directed at the four target groups are the English language courses targeted at young people, and 'mild-weather long stays' throughout winter for senior tourist coming for long stays to avoid the harsh and cold winters of Northern European countries. Despite of the lack of niche market services, Malta is assessed to be a suitable tourism destination all the social tourism target groups.

²⁸ Services and Benefits for persons with disability, p. 45.

It is the goal of the social tourism national project to develop additional services to the four target groups through consultation with the representatives of the different target groups.

5.4 Sustainable tourism aspects

The sustainable development strategy²⁹ for the Maltese Islands 2007-2016 describes the challenges that Malta faces as an island economy with a high population density and no natural resources. The strategy specifies that the local tourism policy in Malta should set the focus on supporting the tourism industry, while taking into account the boundaries set by the above constraints. This means that sustainability of tourism could be enhanced by improving tourism seasonality, increasing the value added per tourist night, addressing niche marketing and promotion of special interest groups and to increase the promotion of local content in the tourism product.³⁰

Several of these goals are in line with the goals of the CALYPSO and SALM projects. Increasing tourism in the off-season (when expected that this tourism would transfer from peak-season to off-season) could reduce the pressure on the infrastructure during the summer months in particular in terms of energy consumed, roads, traffic, visits to cultural sites and the rural areas.

The Malta Tourism Authority has initiated an eco-certification scheme for the Maltese hotels. In order to participate in the eco-certification scheme, Maltese hotels have to live up to a number of criteria that are aimed at improving the hotels' environmental performance and increasing environmental awareness amongst employees.³¹

In order to attract hotels to the scheme, the hotels have been presented with the positive environmental and social impacts of following the scheme. These include for example lower energy consumption, waste reduction, higher profitability, increased environmental awareness among tourists visiting Malta, as well as increased environmental awareness among the hotel employees, having an impact on their lifestyle outside the place of work.

The Maltese Tourism policy is to favour construction for tourism purposes that respects the cultural and natural heritage of Malta. In tourism areas construction activities should aim to reduce disturbance to neighbours and visitors. The policy specifies also that the goal is not to let any development to result in the destruction and upsetting of sensitive ecological habitats or degradation of historical- cultural resources.

²⁹ A sustainable development strategy for the Maltese Islands 2007-2016. National Commission for Sustainable Development, 20th December 2006

³⁰ A sustainable development strategy for the Maltese Islands 2007-2016, pp. 45-46

³¹ http://www.maltatourismauthority.com/index.pl/eco_certification

5.5 Feasibility of social tourism

Currently, no real mechanisms are in place in Malta for the development of social tourism. The tourism industry is always interested in developing new ways of attracting tourists to Malta and social tourism could very well be one way of supporting the industry. There are expectations to see CALYPSO develop into something productive and practical that may result in an increase in the tourism flows.

The industry is in particular interested in the off-season aspect attached to social tourism. This is a relevant point in the Maltese case, because the number of tourists drops significantly during the winter months, (as illustrated earlier in this report) even though most of the establishments do not close during the off-season.

Furthermore, the weather in Malta supports tourism activities also off-season, with minimum temperatures of 16-17⁰C in November-January. Malta has a broad selection of hotels and tourism providers, which are in general suitable to accommodate the needs of the four target groups³².

³² Source: Calypso Study on Social Tourism, Malta 2010

6. Legislative Perspectives

According to the research done there are no legislative perspectives existing that would hinder the development of social tourism in Malta.

The Malta Travel and Tourism Services Act of 1999: Sets down the rules concerning the establishment of the Malta Tourism Authority as well as of the licences and other conditions required from service providers in the tourism field, such as accommodation providers, restaurants and tourism and travel agencies. It does not address the questions related to social tourism in any definite way, but it does not include any interference in the development of social tourism either.

The National Tourism Policy: again does not directly address the topic of social tourism, but it touches upon some issues closely connected to the development of social tourism, such as proper accessibility to Malta, not in connection with accessibility of the tourism services, but rather the accessibility of the Maltese Islands by different means of transportation and the need to reduce seasonality.

Despite the lack of direct mentioning in the policies, the Maltese Government has taken a stand stating that through its Tourism and Sustainable Development Unit, it will encourage all initiatives that may be undertaken that would ensure the proper and smooth implementation of social tourism.

The Equal Opportunities (Persons with Disability) Act from 2000: sets the requirements for providing access for persons with disability to premises and facilities. The Malta Environment & Planning Authority (MEPA) entrusted the National Commission Persons with Disability with the responsibility of vetting all new project applications, or extensive modifications of buildings 'of major use' to ensure that they comply with Access for All Guidelines.

7. Further Development of Products

The development of products for social tourism should be considered separately from the supply and from the demand sides. Presented below, are the main challenges and opportunities as well as recommendations from the stakeholders.

Supply

Malta would fit relatively well, as the destination country for social tourism from other European Countries. It has strong traditions in the field of tourism, the structure of the tourism industry would support off-season travelling, and there is a wide supply of services.

Moreover, European tourists can easily get by using English, while a number of Maltese speak Italian and French as well. The services are however not directly targeted at the four target groups. If social tourism was to be developed, some specific products should be developed keeping the target groups in mind. This is in particular the case with respect to disabled adults, who may not be able to participate on mainstream excursions etc. With respect to young people, a niche market has already been discovered in the English language courses

The development of social tourism would also require an upgrading in the accommodation and transportation sectors by making them more accessible to disabled people and elderly people with difficulties to move. With respect to the hotels, this would entail an investment from the private sector on bigger rooms and accessible equipment. The development of the public transportation would require public investments on accessible buses and taxis.

There is also a need to overcome prejudice among the employees in the tourism sector concerning the four target groups and their specific needs. There are indications of hotels not wanting to install accessible apparatus due to the "hospital-like atmosphere" it is said to create. Awareness-raising campaigns should thus be introduced simultaneously with initiatives to create specialised services.

Fact Box: EUROPOP2008 forecasts that in 2040, the percentage of the population over 65 years old in the EU 27 will increase to 27% and will reach 30% in 2060. If the growth potential of this group is added to the potential target itself, the potential of senior tourism is revealed to be very strong. It can be concluded that senior tourism is possibly one of the segments with the most growth potential over the coming years in Europe. At the same time, the attitudes to age are changing over time. Senior citizens feel younger (on average 10-15 years younger than their "real" age), and due to this perception they also act accordingly by continuing an active life, including travelling, for several years after their retirement³².

³³ Pelz, Alexandra. Leisure time activities of the 50plus aged target group(s) under special consideration of exercise, sports and culture. Hans Schnait coop 50plus, Wien, June 2009.

Malta is accessible only through air and sea connections, making it relatively expensive to travel. While as the distances are long, short visits of one or two days, for families facing difficult circumstances, are not realistic. The long flight time from Northern Europe may hinder senior citizens and families from travelling to and from Malta.

Being a small island that has limited geographical space, any initiatives having an increasing effect on the tourism flows should also consider the aspect of sustainability. However, as social tourism is mainly to be developed outside the main tourism season, the impact that social tourism may potentially have on the Maltese environment will be limited.

Demand

A social tourism initiative targeting Maltese citizens is considered to be feasible by all stakeholders. Looking at the different target groups, it can be seen that there are indeed persons who do not have the required financial capability to go on holiday. The disability pension stands well below the minimum wage in Malta, making disabled persons some of the poorest in Malta (especially if they live on their own).

Most families with three or more children and senior citizens aged 65 and over cannot pay for an annual holiday of one week abroad. However, all the four target groups would be interested in participating in holiday activities, if they had the possibility.

One important aspect that should be taken into account is the way in which social tourism should be marketed. In Malta, all interviewed stakeholders on the demand side stated their availability for the promotion of social tourism among the target groups. In order to reach the relevant people, it is essential to extend the communication activities to NGOs that have the potential of reaching the target groups.

The coordination of a potential social tourism programme should however be kept on a relatively high, but practical level that would keep a close contact to all the relevant stakeholders.

In the short term, it will be interesting to follow the development of the Maltese social tourism national project, and the interest that it arises among the target groups. Even though the offers provided in the portal are open for all the members of the participating unions, the interest that members of the four target groups show to the development of activities in the field of social tourism will provide an indication of their interest in the potential it provides.

7.1 Gaps in the Calypso Project

Although the project is well structured and has the backing and associated funds from the EU, local and international partners the desired objectives were not all reached. This could have been due to some flaws in the programme itself, being:

- **Target Audience:** The outgoing tourism programme was only available to pensioners' members of the GWU and later extended to the second largest union on the Island (UHM) and the Malta Union of Teachers (MUT) and their families (these segments are very small and they do not encapsulate the four social segments). However, incoming senior tourism results were very encouraging³⁴.
- **Maltese Culture:** Pensioners now-a-days are taking care of the grandchildren while their children are at work (their time is occupied) and old Maltese citizens tend to shy away from spending time away from their loved ones (family bond). Moreover, due to health concerns they tend to keep away from travelling
- **Discounts:** offered are too low to motivate senior citizens or other social groups to take a holiday, even if the rates are lower than offered by the suppliers in the 'low season'
- **Transportation:** Being an Island, tourist need either use the services of an airline or cruise liner operator that operates to and fro Malta. For tourism Malta depends heavily (44%) on the national airlines Air Malta, with such a dominant business environment, Airmalta are 'skimming' the market (where other airlines don't service) with high airfares. Prices are certainly not affordable for senior/social tourist originating from the Islands, even if a 15% reduction was allowed through the Calypso scheme.
- **Promotion** of the scheme was high during take-off but was not consistent enough to engage social tourism to take-off in Malta. The hype soon died out and although many social groups (mainly senior citizens from Northern Europe) used the Calypso scheme to visit Malta the same effect was not felt amongst the Maltese social groups who need to take a holiday abroad. Many Maltese social groups did however travel to Gozo (domestic tourism) Malta's sister island for short breaks during the low-season by making use of the Calypso 'discount' offers.

³⁴ As stated during an interview with the originator of the Calypso Project – Chevalier Anthony Coleiro, May 2014

7.2 Recommendations to implement improvements

Although, the Ministry for Tourism and the Ministry for the Family and Social Solidarity have both agreed to revamp the Calypso Project, (they both can see the potential benefits) this report will still propose a number of amendments to the scheme. The Project was a huge success for in-bound social tourism however; it did not have the same results for out-bound tourism³⁵.

The proposed recommendations are intended to stimulate interest in the scheme that needs the support, commitment and involvement of all the stakeholders to increase its popularity and become an employment generator (SALM objective) and improve the livelihood of (outbound) social groups.

The proposals being put forward have been summarised below:

- Good promotional campaign to educate, inform and motivate pensioners and the other social target groups to use the Calypso Scheme (a budget for out-going tourism is to be allocated)
- Use of different airlines including 'low cost' and or checking with Air Malta and other airlines operating to Malta for late seat availability (throughout the whole year)
- The provision of 'free' childcare centres³⁶ to take care of the grandchildren, to 'free' pensioners who wish to take a holiday without putting a financial burden on their children
- Introduction of educational sessions for the social groups to cover topics like: different historical and cultural sites around Europe, health and accidental issues, food allergies, what to do in case of difficulty when you are travelling alone, use of different foreign currencies, how to use technology to keep in touch with the family, emergency telephone numbers, mobility and accessibility of hotels and places of interest, etc.

³⁵ As stated during an interview with the originator of the Calypso Project – Chevalier Anthony Coleiro, May 2014

³⁶ The policy of introducing free childcare centres is in line with the government's strategy for economic growth, to be implemented later this year. This scheme will also provide youths with more job opportunities.



- The formation of a 'Club' environment with a number of members who can travel in groups and get advantageous offers e.g. SAGA³⁷ in the UK who provide; travel packages – air and sea, insurance for pensioners, the use of a nurse whilst of holiday and locally based entertainers.

The 'Calypso Club' could also provide other services like; coupling – i.e. putting two single individuals together to share a twin room (avoid two single room supplements that in some countries could be high), pre-book transport arrangements and/or even provide a care-worker/nurse in case of limited mobility.

- Agreement with booking portals e.g. booking.com, venere.com, trivago.com, and/or local travel agency, to notify the Project leader to disseminate the information through SMS and/or emails, local councils and related NGOs.
- Provide the social target groups with cash vouchers or credit card (like Smart card)³⁸ with limited amounts to be exchanged for travelling expenses (e.g. to pay accommodation, airlines, trains, taxis, etc.)
- Grouping of holidays to gain further discounts through packaged holidays.

This list is not exhaustive as many other recommendations could be added, but it is a start to revamp the programme in a 'win-win' project for all the stakeholders.

³⁷ <http://travel.saga.co.uk>

³⁸ SMART credit card is already available to students to buy books, electronic equipment and whatever needed for their studies

ANNEXES to the Calypso Project

Annex A: Origins of the Calypso Project – Malta the tourism hub for European and Mediterranean Trade Union Movements

Parliamentary Secretary for Tourism Hon. Dr Mario Demarco, met a delegation from the General Workers Union made up of the President Mr Victor Carachi and Tony Coleiro, Consultant for the same union and Mr Alex McFadden, President of TUC Merseyside UK, during which they discussed the possibility to explore more a particular niche market, mainly from and to the UK, which is becoming interesting and lucrative to those destinations, mainly room European and Asian Countries, that have already started offering holiday packages, conference and incentive packages to trade union movements all over the world.

Tony Coleiro informed the Parliamentary Secretary that, through the Union's International Division, they managed to penetrate into various Trade Unions Movements all over the world, with the intention to promote Malta and Gozo and also to use Malta as a hub for the inbound and outbound tourism for union members in other countries. The feedback was very positive, and to this effect the first positive contact came from the Trade Union Council – TUC in UK. This will give them the opportunity to market and promote the Maltese Islands with all Regional TUC's Branches in the UK and other affiliated Trade Union Movements worldwide. Local Union Members will also benefit from attractive holiday packages offered to them in the UK.

The meeting with Dr. Demarco was very positive and both sides agreed to establish an Anglo-Maltese Forum to see ways and means as to how to increase traffic to and from the UK with the participation of the Hospitality and Food Section of the GWU, Malta Tourism Authority, Merseyside TUC, Air Malta and MHRA. Dr. Demarco gave his commitment to provide assistance for various initiatives, which includes a familiarization trip for British Trade Unions journalists, local UK Press and tourist trade journalists to visit Malta this year, 2008. He also promised his personal commitment and his Ministerial support for the success of this project.

Mr. McFadden, Merseyside TUC president, also committed himself on behalf of his Union, to organize a trip to Malta in autumn for the Trade Union Delegation made up of Regional TUC Secretary Generals' and Unity Trust Bank to set up an understanding of the local product and also procedures to assist British union members. Mr. McFadden will also be working jointly with the focus group to promote holiday packages for the Trade Union Pensioner Groups at favourable rates this winter season, i.e. November 2008 to May 2009. GWU and TUC have also stressed the point that all service providers involved in this project, and that are unionized, will be prioritized, although present non-unionized entities will be considered for this project where appropriate.

It was also agreed that the new Forum will target two European Trade Union Congresses per year to take place in Malta 2009. TUC Merseyside will provide all the necessary facilities and opportunities to enable the focus group to organize conferences and promotional campaigns during TUC regional congresses in the UK and to gain support and understanding of the Maltese product as a destination for leisure, conferences and events.

Air Malta will also be directly involved to get the best possible deals fro Trade Union Visitors from the UK and other European Trade Union Centres. Merseyside TUC will seek to bring in the best practice in terms of education work within British Trade unions, 'Union Learn Programs,' and European TU projects for the Maltese Islands.

Annex B: Social Tourism Project – International Partners

EUROPEAN FEDERATION OF RETIRED AND OLDER PERSONS



ferpa

The European Federation of Retired and Older People is a member of the European Trade Union Confederation (ETUC). It was founded in 1993 by pensioners who wanted to carry on their trade union struggle for a fairer, more democratic, more civic-minded and inclusive society with young people and active workers. FERPA's 10 million-strong membership makes it the most representative pensioners union in Europe today. It coordinates its policy with that of the ETUC, especially on social security and social protection, with a particular focus on pensions, health care, and action against social exclusion and poverty, which affect more than 50 million of Europe's citizens, over 16 million of them older people, many of whom are older women living alone

EUROPEAN TRADE UNION INSTITUTE (ETUI)

European
Trade Union Institute

etui.

The European Trade Union Institute (ETUI) is an international non profit-making Association established under Belgian law. It has three main objectives: conducting research, producing studies and monitoring European issues of strategic importance for the world of labour while building bridges between the academic and research community and the labour movement; promoting education and training activities, programmes and exchanges that strengthen a European Trade Union identity; providing technical support in the field of occupational health, safety and protection so as to promote a high level of health and safety protection for workers in Europe. The ETUI employs approximately 60 staff from across Europe. It is financially supported by the European Community

COUNCIL OF EUROPEAN PROFESSIONAL AND MANAGERIAL STAFF



EUROCADRES has more than 5 million Professional and Managerial staff (P&MS) in membership throughout Europe in all branches of industry, public and private services and administrative departments.

In Europe today, around 15% of employees hold professional or managerial posts. The Council of European professional and managerial staff EUROCADRES is their European representative organisation. EUROCADRES is an organisation associated to the ETUC.

Annex C: Similar Tools to the Calypso Project

Some examples of similar tools already in use or under development most relevant for Calypso are presented in short here.

BSV is a French programme run by ANCV (Agence Nationale pour les Chèques Vacances): an online service of ‘solidarity supplies’ for booking of transportation, stays and leisure activities. The beneficiaries of BSV are individuals or families excluded from holidays and leisure activities, mainly because of economic or social difficulties. ANCV has implemented partnerships with:

- A network of 275 intermediary organisations: local/regional administrations, charitable organisations, organisations for the unemployed, social centres, etc., which support holiday departure as part of their social or associative project. These organisations act as intermediaries between BSV and the targets by making a selection of the possible beneficiaries, proposing BSV products to them, and being responsible for the preparation of the stays.
- Tourism suppliers: Accor, Comités d’action et entraide sociale, Cap France, comités d’entreprises, Center Parcs, Ethic Etapes, Eurodisney, Fédération des œuvres laïques, Odalys, LVT, Relaisoleil, UCPA, ULVF, Vacancier, VVF, etc.

The research of a stay is made online through a set of criteria, such as type of stay, period, location, etc. The intermediary books the stay online and then sends the documents proving the income of the beneficiaries of the stay. The ANCV checks the eligibility of the beneficiaries and activates the booking. The ANCV is the only contact for the suppliers. Booking of transportation, stays and leisure activities online are directly made by the ANCV. Afterwards, the project holder receives the final documents on his booking directly from the supplier, which will be given to the beneficiaries.

Holidays For All: This website was designed by the BITS (International Bureau of Social Tourism) to be adapted to everyone’s specific needs - young people, families, seniors, and people with limited physical mobility - and at reasonable prices.

The web portal is open and accessible to any internet user. The suppliers must be members of BITS to be on the portal. As for the criteria for quality standards, BITS refers to and accepts respective quality standards existing in the different countries. In the future, BITS could proceed to the creation of its own quality label, where certain minimum criteria are employed and which the accommodation suppliers should

adopt. There are a number of accommodation centres online, mainly youth hostels, camping, youth holiday centres, bed & breakfasts, and family holiday villages.

ANCV's proposal of a European web portal for youth. This proposal was submitted to the Commission Tourism Unit by ANCV (Agence nationale pour les Chèques Vacances) and UNAT (Union nationale des associations de tourisme et de plein air). The proposal is a European platform displaying “low-cost stays for young people”. The Youth Portal has two objectives:

- To offer all young people between 18 and 30 dedicated discounts offered by tourism suppliers. The goal is to allow the maximum number of people to go on holiday. The priority is given to young ‘independent’ people already used to taking holidays.
- To be the basis of national financial support mechanisms in order to reduce the travel costs of some beneficiaries. The goal is to support those who cannot go on holiday mainly for financial reasons.

The website would be developed like a portal with links to booking websites of tourism suppliers who would be partners of the project and would offer discounted holiday stays. The proposed mechanism implies partnerships with national/local social organisations able to identify and support the underprivileged young people in each participating country. These stakeholders send the portal lists of young people eligible to national/local support. The portal merges the data so as to immediately have the information related to each beneficiary.

If the young person benefits from national or local support, he/she has to identify him/herself with a code (sent beforehand by the stakeholder in charge of the national/local support). This code allows the person to receive an additional discount on the holiday offer. The stakeholder in charge of the national/local support directly pays the supplier the amount corresponding to this additional discount.

Malta Social Tourism National Project: This project is based on the idea of a common portal, where tourism service providers offer their services to the users of the portal for a lower price.

It is targeted at all members of the participating unions and organisations. The goal of the organisers is that by conducting negotiations with representatives of four target groups, it will be possible to offer, in the social tourism portal, services specifically directed at the different target groups.

The offers available are given by Maltese tourism providers, such as hotels and transport. The goal is that at a later phase, the portal will also include offers from service providers outside of Malta so that outbound travel from Malta will be covered.

European Youth Card EURO<26 is a discount card run by European Youth Card Association (EYCA). It represents 62 youth card organisations in 41 European countries, issuing cards to over 4.3 million young people aged under either 26 or 30 depending on the national organisation.

The website provides information on the 100,000 discounts offered in 38 countries in different fields: culture, transport, travel, shops and services. The search engine uses several filters: by country, region, city, type of product. The information is provided for each supplier: name, contact, amount of the discount.

Eurodesk: is a non-profit-making International Association (Youth in Action Programme), providing information and advice concerning Europe to young people and those who work with them.

The Eurodesk web site is an information portal with global information on youth policy, EU opportunities, information and links to other European stakeholders and programmes involved in youth programme, a discussion forum etc.

Europeforall: The website Europeforall was developed by the OSSATE project (EU funded) to provide accessibility information about tourist venues in seven countries: Austria, Belgium, Denmark, Greece, Norway, Sweden and the United Kingdom.

The main function of Europeforall.com is to help travellers who need accessibility information to plan their holiday or business trip more easily and with confidence. The search is made by destination.

DisabledGo: This is the United Kingdom's premier provider of personally-surveyed access information and details over 70,000 venues. Working directly with public and private sector partners across the United Kingdom, DisabledGo researches and inspects all kinds of venues, awards symbols depending on the kind of accessibility, and produces access guides to public venues.

The research online is made by destination rather than by kind of venue (accommodation, attractions and travel). For each venue, symbols indicate the kind of disability taken into account. Descriptions of venues include pictures, accessibility information, links to websites and customers reviews.

Annex D: Potential Clients Of the Calypso Project

As the originators of the project are the GWU they have access to other (104,212,282) union members all over the world. This enormous client-base of potential clients for CALYPSO is instrumental to market the project to other countries, which initially was successfully tested in Malta. Many European nationals (mostly senior citizens) took up the reduced rates offer in the 'off-season' from the Unions mentioned below and came to Malta to spend their holiday. Although, no statistics were kept the Founders of the Calypso project persist in their claim that the scheme for in-bound social tourism was a success.

Potential Calypso Users

GWU: General Workers Union :40,000 members: Malta
UGTT: The Tunisian General Trade Union : 600,000 Members : Tunisia
CISL: Italian Confederation of Workers' Trade Union : 4,427,037 members: Italy
GFTU: The General Federation of Trade Unions : 214,000 members: UK
TUC: Trade Union Congress : 6,500,000 members : UK
FNP: Federazione Nazionale Pensionati – CISL – 2,200,706 members : Italy
ETUF: Egyptian Trade Union Federation : 2,500,000 members : Egypt
FGFL: The General Confederation of Labour : 720,000 members : France
CCOO: The Workers' Commissions : 1, 000,000 members : Spain
DGB: The Confederation of German Trade Unions : 6,500,000 members – Germany
SEK: Cyprus Workers' Confederation ; 66,300 members: Cyprus
PGFTU: Palestinian General Federation of Trade Unions: 250,000 members: Palestine
GFL: Histradut - General Federation of Labourers : 650,000 members : Israel
BKFAWU: Bakers, Food and Allied Workers Union : 23, 219 members : UK
PCS: Public Service Commission General Workers' Union : 320, 000 members : UK
NUT: The National Union of Teachers : 292, 000 members : UK
FGTB: Belgian Confederation of Workers' Trade Unions : 1,200,000 members: Belgium
LO : The General Federation of Trade Unions : 850,000 members : Norway
PEO : The Cypriot Trade Union Congress : 681,000 members – Cyprus
SAK : The Finnish Trade Union Workers' Union : 1,000,000 members– Finland
UCATT : Union of Construction, Allied Trades & Technicians : 120,000 members : UK
CNV : The General Confederation of Labour : 360,000 members : Netherlands
STUC : The Swedish Workers' Commissions : 2,000,000 members : Sweden
DMU : The Danish Metalworkers Union : 136, 000 members : Denmark
CATU : The Serbian Confederation of Allied Trade Union : 850,000 members : Serbia
PGFTU: Palestinian General Federation of Trade Unions: 80,000 members: Palestine
ASLEF : The Trains Drivers Union : 18,500 members : UK
FBU : Fire Brigades Union : 48,000 members ; UK
EQUITY : Professionals Performers Union : 40,000 members : UK
NUM : The National Union of Mineworkers : 600,000 members : UK
EFFAT: European Federation for Food, Allied and Tourism Sector: 2,600,000 members Brussels
ETUC : European Trade Union Confederation: 60,000,000 members ; Brussels
CGIL: Confederazione Generale Italiana del Lavoratori: 6,500,000 members; Italy
CGTP: Confederação Nacional dos Trabalhadores Portugueses: 650,000 members; Portugal
CDLS: Democratic Confederation of San Marino Workers : 5,620 members ; San Marino
CSDL : Confederazione Sammarinese del Lavoro : 2, 400 members; San Marino

Annex E: The Calypso Project International Links & Affiliations

The project leaders recognize the importance of international links with European and international trade unions. As such the GWU's International Department is the vehicle by which local Trade Unions Movements promotes international solidarity and strengthens its relations with international trade unions.

Trade Union Movement's International Department is a properly resourced department and highly active in coordinating Trade Union's European and international activity. The GWU is affiliated to the world trade union body, ICTU and the European TUC and to the various European and international sectoral federations.



International Labour Organisation (ILO)



International Transport Workers' Federation (ITF)



International Trade Union Confederation



International Union of Food, Agricultural, Hotel, Restaurant, Catering, Tobacco and Allied Workers' Association (IUF)



International Federation of Building and Wood Workers (IFBWW)



International Metalworkers' Federation, Geneva in Switzerland (IMF)



Public Service International (PSI)



International Textile, Garment and Leather Workers'



International Federation of Chemical, Energy, Mining and General Workers' Unions, Brussels in Belgium (ICEM)



Union Network International (UNI)



International Federation of Musicians



International Federation of Workers' Education (IFWEA)

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Good Practice Two: The Extended Skills Training Scheme

1.0 Introduction

This scheme (good practice) is an apprenticeship programme operated by the Institute of Tourism Studies (ITS) and the Malta College of Arts, Science and Technology (MCAST) in collaboration with the Maltese Government Employment and Training Corporation (ETC).

This scheme has now been running a number of years at the Institutes but lately it has been fine-tuned and the curriculum revised to present a more hands-on approach (vocational training) rather than based on academia. This was done in spite of the many successes that were achieved by this programme of studies.

The ESTS programme also called 'Foundation Class'³⁹ is entirely designed by educational experts in the field and HR managers in the industry (the demand) to address those secondary school leavers (16-17yrs of age) that have finished school, but for a reason or another failed the education system and did not achieve the requested certificates to continue with their studies to the next level.

Instead of leaving these youths on social benefits, without the basic skills, and limited chance of employability, it was decided together with the local educational and employment institutions, that special classes need to be designed to accommodate these students.

At first it was hard as the whole mentality of the teaching staff had to change as the pedagogy for these students has to be redesigned and sometimes tailor-made to specific needs, to give these students an opportunity to succeed in life.

The course modules were designed on a hands-on approach, focusing more on the vocational aspect rather than academia. And where academic modules were covered these were based on an out of class pedagogy.

Moreover, these youths spend two days working as apprentices in the local industry⁴⁰ (their performance is checked regularly) and three days at one of the institutes where

³⁹ It is called Foundation Class as it lays the foundation for further training either at the institute or other vocational institutions.

⁴⁰ Work placements are found by ITS Management. Students are given the regular stipend and additional money from the government employment agency.

they are given a ‘taste’ of the modules. Teaching the basic skills is embedded in these modules without using traditional methods.

The retention rate of students that continue their studies to a higher level at the Institute is high and encouraging (one of the former students is now a qualified instructor and soon to graduate as a lecturer within the same Institute).

1.1 Description of the Scheme

Extended Skills Training Scheme (ESTS) provided by ITS and MCAST

The Extended Skills Training Scheme (ESTS) offers a wide range of opportunities to young people willing to learn a trade or skill at craftsman level. This means that at the end of the apprenticeship applicants will have the competence to take responsibility for completion of tasks in work or study and adapt their own behaviour to circumstances in solving problems.

The present callings under the ESTS scheme are:

Educational Institution	Trades/Skills offered under the Apprenticeship Scheme		
Institute of Tourism Studies (ITS)	Commis Chef	Commis Waiter	
Malta College of Arts, Science and Technology (MCAST)	Electrical Fitter	Plumber	Tile layer
	Hairdresser	Printer	Vehicle body
	Motor vehicle	Stone Heritage	repairer
	Mechanic	Craftsperson	Spray painter
	Painter & Decorator	Stone Mason	Welder & fabricator
	Plasterer	Woodworker	

Source: ETC – Malta 2014

Conditions of apprenticeship

Hours of Work: Apprentices’ hours of work do not exceed the ordinary hours applicable to the employer’s establishment. Time allotted to

theoretical instruction is considered as part of the normal working hours.

Vacation Leave: Apprentices are entitled to 2 working days for every 20 days attendance at the place of work.

Statutory Bonuses: Apprentices are entitled to half of the statutory bonuses (June and December).

National Insurance (NI) Contributions

Weekly rate of NI contributions payable by the employer and the apprentice:
Under 18 years, 10% of weekly wage up to a maximum of €4.38

Over 18 years, 10% of weekly wage up to a maximum of €7.94

Sick Leave: Apprentices are entitled to 30 days sick leave, of which 15 days will be on full pay and the other 15 days on half pay. This benefit may be availed of only after the successful completion of the probationary period.

Overtime: Apprentices are eligible to work overtime provided the necessary consent is provided by ETC. This will ascertain that the extra hours will not influence badly on the time the apprentice needs to either rest or study. Overtime rates are those applicable to full-time employees performing the same job. No overtime rate is to be worked out on a wage below the National Statutory minimum wage.

Wages and Maintenance Grants:

The rates payable to apprentices under the ESTS are:

Year	Wage (payable by the sponsor)	Maintenance Grant (payable by the Government)
1	€ 47.75 per week	€ 86.01 per four weeks
2	€ 49.99 per week	€ 86.01 per four weeks
3	€ 73.61 per week	Nil

A one-time grant of €326.11 or part thereof is paid to cover expenses related to the purchase of educational equipment.

Certification: A Journeyman's Certificate at Craftsman level is awarded to those who successfully complete the ESTS apprenticeship

ESTS is a program of studies that is administered by the ETC as one of the apprenticeship programs that they offer. It is intended for students with no academic qualifications and it is based on a two-year program. Students have to find a sponsorship during their placement. It runs over four semesters and students would achieve a journeyman's certificate which is equivalent to level 2 in European Qualifications Framework (EQF)⁴¹.

The four semesters are distributed as follows;

- ❖ semester I: full time studies at one of the Institutes
- ❖ semester II: 3 days at ITS/MCAST 2 days at work placement
- ❖ semester III: 2 days at ITS/MCAST 3 days at work placement
- ❖ semester IV: 1 day at ITS/MCAST 4 days work placement

Although the apprenticeship scheme covers many areas of studies that students can follow to progress in their future career (as described earlier on page 53) and the youth employment issue will be tackled holistically, for the sake of this report there will be more emphasis on the tourism studies i.e. those apprenticeships held at ITS as these are more related to social tourism, the main focus of the whole SALM Project.

In the case of the Institute of Tourism the apprenticeship scheme is only offered to the food preparation and food beverage service with most students choosing food preparation, as it always has been the case.

1.2 The Mechanism of the Scheme

ITS gives students theoretical and individual practical sessions of four main areas of employment opportunities; kitchen, restaurant and bar service, front office and housekeeping. While, the national employment agency (ETC) provides theoretical and practical sessions on how students can develop themselves within their career. They also give students the opportunity to know about various job centres, developing their curriculum vitae, sitting for interviews, job applications etc.

Another important stakeholder/player that is essential to the whole apprenticeship and finally employment is Malta Enterprise that delivers sessions on Entrepreneurship. This state agency, that is meant to promote businesses and foreign direct investment (FDI) in Malta to set-up, operate and eventually start exporting, gives students the

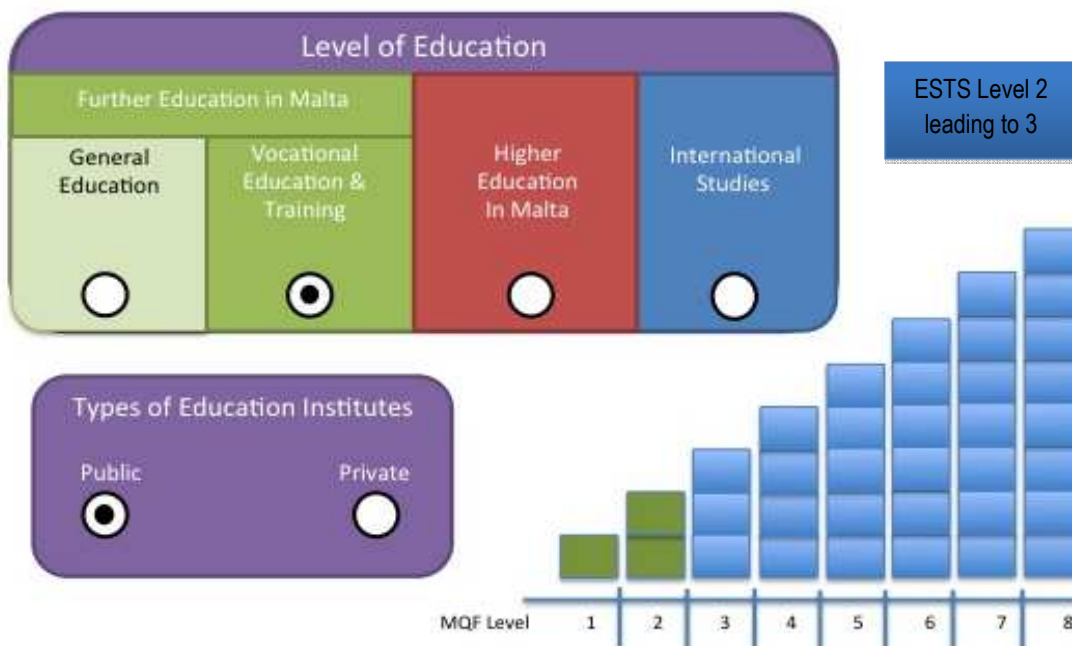
⁴¹ Source: ETC website – Conditions of Apprenticeship

opportunity to learn on what business and funding aids are available and delivering basic foundation skills regarding being entrepreneurs themselves. Talks are also given from other entrepreneurs with visits to successful entrepreneurs within the industry.

The curriculum of the apprenticeship programme is quality certified by the National Commission for Further and Higher Education (NCFHE) which is the national institutional body that governs all the educational programmes held in Malta and pegs them to the Malta Qualifications Framework (MQF) which is a mirror image of the European equivalent, the European Qualifications Framework (EQF).

In the case of the apprenticeship programme the NCFHE pegs this course of studies and work placement to level 2 (MQF) with the possibility of extending another year to move to level 3 (see table 1). On successful completion of this vocational educational training scheme, students can then enrol with the particular institute of studies and continue up to level 5.

Table1: MQF Level of Education



Source: ncfhe.org.mt

The course content is aimed for students with no academic background and runs as follows.

First Semester: semester students are offered a taster in the four main areas of which include food preparation, food beverage service, front office and housekeeping.

This will give students a wider spectrum of job opportunities within the hospitality industry. After each taster students are offered a two full day shadowing placement in the industry for students to have a clearer idea of what suits them best or which area of studies they wish to continue their career paths.

Second Semester: *students will continue their program of studies within the area of specialization that they would have chosen with two days a week and the whole summer placements within the local hospitality industry. This will enable students to be able to improve their skills in the area before they would embark on such a career path.*

Semesters three and four: *after their summer placement students will continue to enforce their practical and theoretical skills in the area chosen, however spending less time at the Institute (2 days and 1 day respectively) and more on time in the field where they will still be mentored and visited from time-to-time by both ITS and ETC officials.*

The course leader of the apprenticeship scheme at ITS states, *“we have a good retention rate so far, taking in consideration the last two cohorts of the ESTS program where we retained an average of 60 to 65 per cent. Students with low academic background prefer hands on experience and this is why we have a good retention rate. As for their area of preference the strongest area chosen is still the kitchen food production section”⁴².*

⁴² Interview with the course leader at ITS – Mr Jesmond Atkins, April 2014

2.0 Interviews with the Stakeholders and other Research

Vocational colleges for youths to learn basic skills through an apprenticeship scheme: 'The Extended Skills Training Scheme' (ESTS – for a detailed information on the scheme see appendix B) implemented at the Institute of Tourism Studies (ITS) and the Malta College of Arts, Science and Technology (MCAST)

The scheme is intended for youths (16yrs+) who just finished mandatory secondary school and did not achieve the required qualifications to continue their studies to higher education levels.

During the individual interviews the Directors of both colleges pointed out that an apprenticeship is an excellent way to learn new skills through a mix of on-the-job training and theoretical tuition that will lead youths to obtain a formal qualification.

'These youths', they continued by saying, 'will otherwise be out in the labour market at a tender age, with no work experience and above all no basic skills, making their employability prospects very limited'

Fact box: Malta's rate of Early School Leavers (ESL) in 2013 was 20.6%, the second highest in the EU. The EU average for the same year was 12.0%. The Strategic Plan for the Prevention of Early School Leaving in Malta aims at enabling Malta to reach its target of reducing the rate of early school leavers to 10.0% by 2020.

Apprentices are exposed to theoretical tuition and practical time at MCAST or at ITS, depending on the chosen career path. The on-the-job training provides 'students' with an excellent opportunity to learn through practice in a real place of work. Apprentices will also earn a wage and work alongside experienced staff to gain job-specific skills.

Quoting from the Director's interviews on the scheme, they both agree that the colleges have still a way to go to achieve satisfactory levels and reduce the drop-out rate. However, from those youths who continue their course of studies around 75% of the apprentices end up in full time employment⁴³ after their apprenticeship, whilst others continue their education or even start their own business.

The ETC spokesperson also commented positively on the scheme and said, *'Through our experience on-the-job will give youths a realistic view into the world of work. This experience, together with the theoretical training, will lead towards acquiring a number of nationally recognized qualifications, which is proof that students are*

⁴³ Source: ETC records 2014

competent in a particular occupational area. This means that they will stand an excellent chance of having a rewarding career'

ETC is committed and will continue to support the scheme and fine-tune it by getting feedback from all stakeholders being; the educational institutions, participating employers, students and their parents and the ministries involved.

Employment Opportunities for youths:

Hotels & Restaurants: Hoteliers and Restaurateurs were interviewed through their representative the, 'Malta Hotels and Restaurant Association' (MHRA).

They clearly support any initiative to give local youths the necessary skills required to perform to higher standards. Tourism in Malta, they said, is on the increase with over 1.6 million tourist arrivals being reached last year (2013), this creates a huge demand for qualified and trained personnel to work in their establishments.

They claim that to satisfy the demand their members, in recent years, did not find enough Maltese youths to fill the vacant positions being created, so they had to opt to employ 'foreign' workers. Although this statement is debatable, as some claim that this is being done to pay these 'foreigners' less wages (some on weekly or monthly contracts), it is still a reality that the supply and quality of human capital is not satisfying the demand.

Fact Box: The flow of foreigners (both EU citizens and third country nationals) taking up jobs in Malta has been constantly increasing over time. The national's share of total employment dropped from 98.3% in 2004 to 92.9 %by 2012.

Moreover, MHRA claims, that the qualified staff are being 'headhunted' to work in 5Star accommodation and/or luxury restaurants as they pay higher wages, leaving no chance for lesser category establishments to recruit qualified locals to fill their vacancies. Finally, the MHRA representatives, concluded that not enough youths are motivated to follow a career in the hospitality industry as there are more lucrative wages and opportunities in other industries.

On responding to the question, on the effects of senior tourism on the industry, the MHRA responded that these tourists (inbound) are important for the low season as they come for long stays and increase the hotel occupancy figures in many hotels. Senior tourism is essential to these hotels to minimise operational losses and retain full-time staff.

As can be seen in table 2 around 14% of tourist arrivals to Malta (2013) are seniors (65yrs+). This is a significant figure considering also that most seniors come over for long winter stays (from 3 to 13 weeks) to avoid the harsh North European climatic conditions.

Table 2: Profile of incoming tourist to Malta

Age Group	2011	2012	2013	% of 2013
0-24	286,477	287,426	322,257	20.4%
25-44	450,980	451,336	504,461	31.9%
45-64	503,772	504,934	528,943	33.4%
65+	173,790	199,718	226,492	14.3%
Totals	1,415,019	1,443,414	1,582,153	

Source: MTA Statistical Report - 2014

Public Policy:

Employment & Training Corporation (ETC): This government agency is very active in promoting youth employment. Besides, the already mentioned apprenticeship scheme, the ETC also administers other State and EU (ESF)⁴⁴ employment related programmes/funds, towards the creation of jobs and further training to people in employment.

The Corporation designs, promotes and implements different employment and training schemes to encourage more employers to take-on (engage for a number of years) in-experienced youths and/or improve their skills. These schemes are usually 'cash refund' based and easy to apply and operate, which increases their popularity – a number of training schemes are presented in annex A.

The Spokesperson of the Agency said, that although the youths neither in employment nor in education or training (NEET) is relatively low compared to other EU states, they are still concerned that these NEETs have little work experience and some do not possess any basic skills. These youths will find it difficult to find a permanent employment and will probably struggle in live as they will be dependent on social services alone.

⁴⁴ ESF: Employment Social Funds

The Malta Youth Employment Strategy

Adopted from the National Youth Employment Strategy 2015 a coordinated effort between the Education and Employment sectors under the Ministry of Education and Employment⁴⁵

In their latest publication towards setting a national youth employment strategy, the team of employment experts and scholars, focused on the following priorities to increase the amount of youths that further their education levels and attain the skills needed to increase their chances of employability in the local labour market scenario:

Fact Box: In Malta figures from the National Statistics Office (2009) suggest that individuals aged 15-24 that are unemployed: 53% had only finished primary and lower secondary level of education (levels 0-2) had upper secondary and post –secondary education 25% (level 3-4) and 22% had tertiary education.

- Supporting school completion for youths⁴⁶
- Encouraging educational attainment and formal validation
- Facilitating the successful reintegration into education, training or employment of young people who are disengaged or at risk of being disengaged
- Providing the learning tools which ascertain that young people are equipped with the necessary employment skills
- Ensuring the sustainability of young people's entry into the labour market by addressing temporary and precarious informal work arrangements

As the strategy suggests, education and training are major drivers in achieving social and economic objectives, this is in line with the Malta's National Strategic Reference Framework that states, *'the underlying basis for the Strategic Objective is to support an increased employment rate by providing quality education for all, complemented by strengthened labour market structures... On the other hand, strengthened labour market structures facilitate labour market integration'*

Furthermore, the National Youth Strategy acknowledges that the entry patterns into the labour market of youths and the choice of transition from school to further education are dependent on a number of variables, being:

- *Qualifications, skills and competencies attained through schooling and training*
- *Learning experience in compulsory training*

⁴⁵ Source: National Employment Strategy, published 2013 by the Ministry of Education and Employment

⁴⁶ In Malta figures from the National Statistics Office (2009)

- *Individual and family environment and aspirations*
- *Active labour market programmes*
- *Guidance and counselling.*

These indicators highlight the significance of investing in programmes which combine employment policies with targeted interventions in other policy areas. It has been established that for youths to have a smooth transition from schooling to employment at different period of their life, there needs to be a collective commitment from all the stakeholders.

Policy Responses from the Ministry for Tourism

Adapted from the Tourism Policy for Malta (2012-2016)

To compete effectively the Ministry needs to ensure that employees, the industry's most important resource, perform to the best of their ability. Education, capacity building, training and lifelong learning opportunities in tourism will be safeguarded and improved.

The Ministry pledges to work with primary and secondary schools, the Institute of Tourism Studies, the University of Malta, private training service providers and the industry, to improve the level of service provided in the tourism sector and create more jobs for youths, through:

- The provision of training for people wanting to enter the industry, and the provision of education programmes that are in line with industry research and identified needs,
- The adoption of a lifelong learning approach for people employed in the sector; and,
- The awarding of positive attitudes and delivery of service.

The mission of the Ministry for Tourism is to encourage the private sector to invest in staff development training and to provide a professional service, and will continue to move towards certification of personnel working in the industry.

The Ministry is in the process of formulating plans for select niche markets, to identify what jobs can be created to cater for existing and potential new niches, what skills are

required and what training is needed – this with a view to further supporting and sustaining growth in these niche markets.

The Government's strategy on tourism is to work together with the industry to generate more tourism professions, to safeguard an attractive, high-status working environment with competitive pay, rewarding equal pay for equal work and healthy work conditions.

The statement continues by saying that the Government is committed to invest in our younger generation through an educational campaign on tourism, through increasing awareness of job and career prospects in tourism and to change the prevailing perception that hospitality and service are jobs for low skilled and less educated workers, students or foreigners or a last-resort job when no alternative is found.

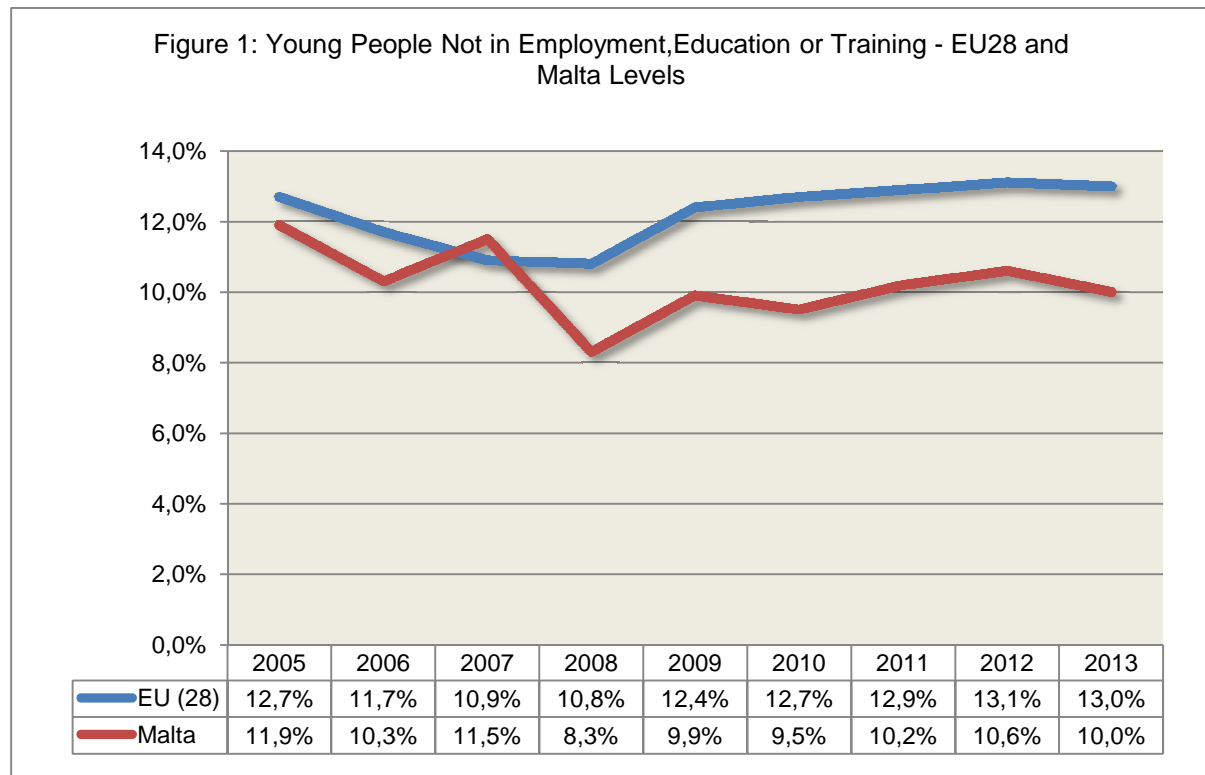
Hospitality and service jobs are important and key to service industries and can offer satisfying jobs and a professional career.

3. The Youth Unemployment Situation in Malta

3.1 Youth Unemployment and NEETs in Malta

Disengagement from education and employment of youths is a phenomenon that reduces prospects for sustainable employment and consequently raises the chances of being at-risk-of-poverty. Unlike the other EU member states, Malta did not fully experience the direct repercussions from the financial crisis. The resilient nature of the Maltese economy to the financial crisis is reflected through a ‘moderate’ rate of unemployment relative to other Member States that peaked at 7.0 per cent during the recession.

The number of locally unemployed youths at the peak of the recession (2009) was at circa 4,300 persons. By 2012, youth unemployment dropped to circa 4,100 persons. Despite the drop in youth unemployment, Malta’s Not in Employment, Education or Training (NEET) rate grew from 9.8 per cent in 2009 to 11.1 per cent in 2011 reflecting an increase in the number of inactive youths. However, this rate came down to 10% at the end of last year, 2013 (Eurostat, 2014) as can be seen in figure 1.



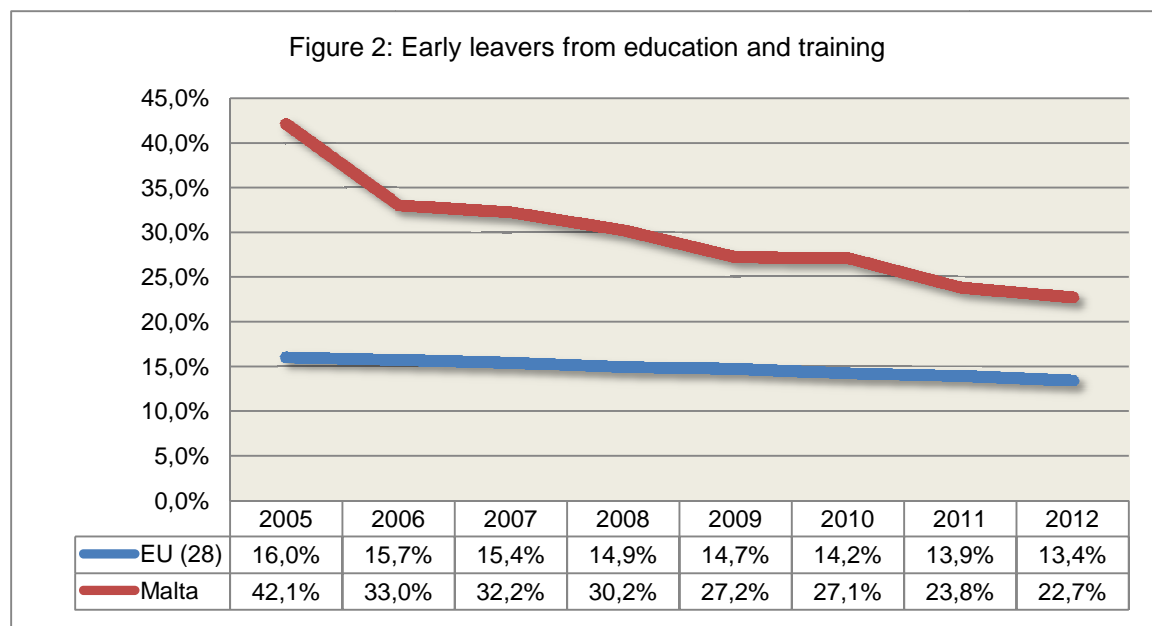
Source: Eurostat appsso.eurostat.ec.europa.eu - 2014

As highlighted in figure 1, Eurostat figures show that in 2013, 10per cent of Maltese within 15-24 age cohort were NEETs. This is 3.0 percentage points below the EU28 average. Youth unemployment in Malta for the same age cohort was at 14.0 per cent, 9.0 percentage points below the EU28 average. Moreover, Eurostat figures confirm that Malta had the tenth lowest NEET rate and fifth lowest youth unemployment rate in 2013 when compared to other European Member States (Eurostat, 2014).

3.2 Understanding the Phenomenon behind NEETs

Eurostat figures also portray that two thirds of NEETs in Malta hold an education level of EQF level 2 at best. In relative terms, this ranks Malta at the top of the EU, only second to Spain, when it comes to the concentration of NEETs with a low level of education. In Malta, unemployment levels of youths with a level of education of EQF level 3 or higher are too low to allow for a reliable sample. Indeed, this substantiates that the phenomenon of NEETs in Malta occurs as a result of poor level of education. This point is also reflected by the high rate (34.1%) of citizens aged between 25-29 years of age in Malta with an EQF level 2 level of education⁴⁷

Moreover, Malta still has a high percentage of 22.7 (compared with the other EU States) of school leavers at the age of 16 (compulsory age) that do not continue their studies to a higher level (see figure 2).



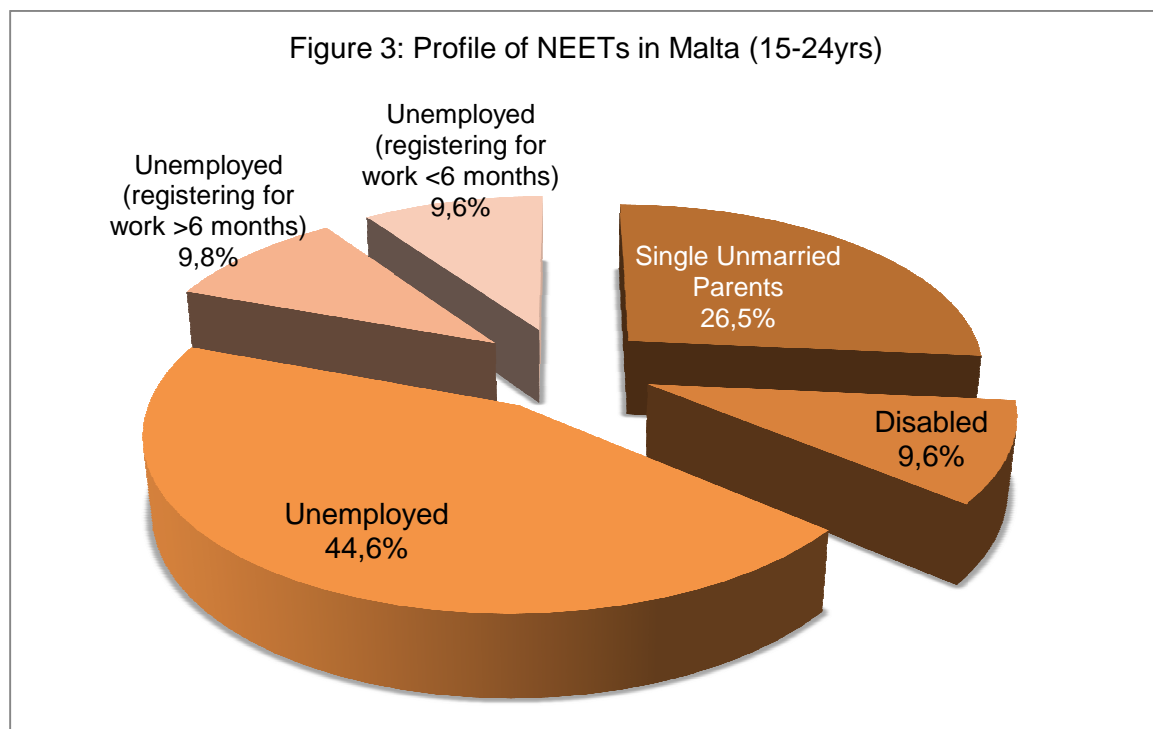
Source: Eurostat appsso.eurostat.ec.europa.eu - 2014

⁴⁷ Eurostat, 2014

In line with the initiatives described earlier in this report, the aim of the Apprenticeship Scheme is to provide a second chance of vocational education to these individuals with a low level of education. This measure is fundamental to the enhancement of employability prospects of NEETs.

3.3 The Road Ahead – Addressing NEETs

The Ministry for Education and Employment (MEDE) has been collating administrative data to profile youths falling in this category. Data extracted from the unemployment register, social benefit register and the Labour Force Survey provided detailed information on NEETs in Malta. Figure 3 below illustrates five distinct categories of NEETs.



Source: Eurostat.ec.europa.eu - 2014

The following information sheds some light on each of the five target groups classified as NEETs.

- Target Group 1 consists of single unmarried parents who are rearing a child. Almost all of single unmarried parents are females. Beneficiaries receive social assistance without any training or work requirements.

Although technically social assistance lasts until the child or children are 23 years of age and thereafter, beneficiaries are required to start looking for work, this does not happen in the majority of the cases. Hence, single unmarried parent/s can remain on benefits for life.

- Target Group 2 consists of disabled youths who are in receipt of a disability pension.
- Target Group 3 consists of unemployed youths who have been registering with the Public Employment Service for more than 6 months. These youths are in receipt of unemployment assistance. Although such beneficiaries are obliged to search for work, the benefit carries no lifetime limit. Individuals have to be head of households to be eligible to receive such benefit.
- Target Group 4 consists of unemployed youths who have been registering with the Public Employment Service for less than 6 months. Most of these youths had previous work experience.
- Target Group 5 consists of youths who are captured in the Labour Force Survey but do not feature in any type of administrative register. Youths within this category report that they are looking for work. However, it may also be the case that they are not interested in working or they are working in the informal economy.

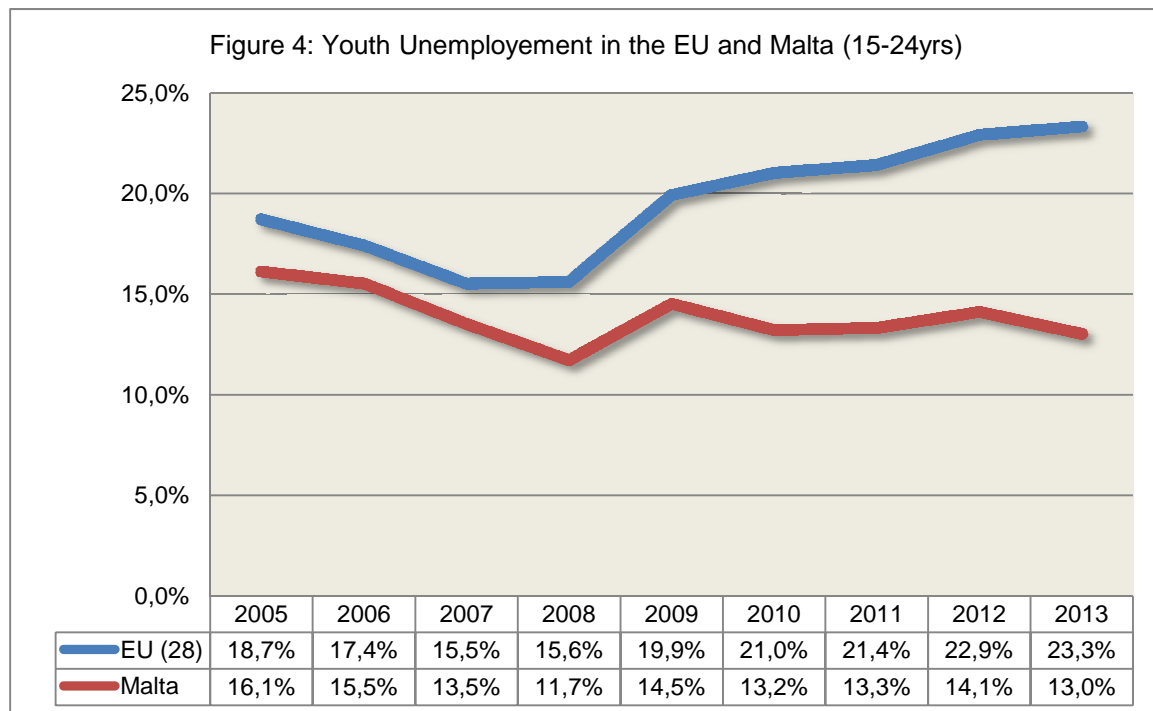
3.4 Initiatives to Reduce Youth NEETs

MEDE is in the process of delivering a number of services focused on reducing NEETs through the Youth Inc. run by the National Youth Agency and the Foundation (Extended Skills Training Scheme) courses run at MCAST and ITS.

NEETs are profiled and addressed accordingly. Profiling allows for tailor-made and effective measures and initiatives. As already shown in figure 3, unemployed youths not registered with the Public Employment Services (ETC) account for the majority of NEETs. Consequently, a series of concrete measures are and will be launched to address this particular target group.

Moreover, given the high correlation between NEETs and the high rate of early school leavers, initiatives promoting vocational education shall be directed towards youths at risk of becoming early school leavers.

Malta has the third lowest number of youths registering with the Public Employment Services provider (see figure 4). This could be not entirely the true picture due to either of the following: ineligibility for social benefits, dissatisfaction with PES, involvement in undeclared work activities, youths with social problems that make it even more difficult to work or simply lack of interest to find work.



Source: Eurostat.ec.europa.eu - 2014

Only three out of every 10 youths are currently registering with ETC. Currently no information is available for the remaining youths. Given that this group represents a substantial segment of the NEETs, Government is committed to get some clarity about this group and understand the major causes preventing the group from entering into the labour market or in education.

With the help of administrative data, government intends to map out where these youths are and what they are doing in order to come up with a tailor made plan according to their specific needs (this initiative will be financed by the European Social Fund- ESF)⁴⁸.

⁴⁸ Source: The National Employment Policy – Ministry of Education and Employment, May 2014

Those youths who accept Government intervention together with registered unemployed youths shall be provided with personal action plans and training courses to enhance their soft skills and employability.

In order to minimise the incidence of dead-weight loss, unemployed youths who are not so distant from the labour market (target group 4) will be offered different schemes as opposed to NEETs.

Not all unemployed persons are distant from the labour market. Some individuals may require a small intervention to re-engage them into the labour market. Hence it would be a waste of resources to allocate wage subsidisation across the board.

Youths who have potential and would like to pursue a career shall be encouraged to enter into vocational education and take an **apprenticeship course**. MCAST remains the main provider of Vocational Educational and Training.

Moreover, MCAST will be involved with employers in the development of courses along the apprenticeship and traineeship routes. In line with the initiative, placements will be provided for such candidates.

At times, NEETs come from vulnerable social backgrounds which problems that make it even harder for young individuals to involve themselves in education or employment. In line with the National Youth Employment Strategy, MEDE will be involved with the respective authorities to grant assistance to young people coming from vulnerable social backgrounds. Support services will be provided from professionals specialised in the social development field.

3.5 Jobs Mismatch

The Maltese labour market is generating a number of employment opportunities that are not being filled by nationals due to the incompatibility or lack of skills. To meet the shortfall in supply, employers have no choice but to employ foreign workers.

In order to address this shortcoming, the government intends to work with particular sectors that are experiencing substantial supply shortages of skilled labour to develop the right training paths that will serve to upgrade the skills of current and future workers.

Fact Box more than half (55%) of the employers seeking candidates for high-skill positions in Malta have reported difficulty in recruiting appropriate candidates for the said roles. However, in the case of vacancies requiring low levels of skill, the figure stands at 20% of employers.

As per Say's law, an adequate supply of skilled workers will create its own demand. A substantial number of employers would like to expand their current operations but are hindered by the lack of supply of highly skilled workers. This initiative is expected to create a number of job opportunities that are waiting to be exploited.

In Malta unemployment among students is statistically insignificant, actually evidence suggests that some students experience underemployment. While part of the problem may be due to a mismatch between the type of skills required and the education attained, it also transpires that the absence of enough work experiences leaves certain students at a disadvantage.

The ESTS Apprenticeship scheme offers practical experience to students so that they would have a skills portfolio, which would enhance their chances of being employed when they apply for a job related with their area/level of study⁴⁹.

⁴⁹ Source: The National Employment Policy – Ministry of Education and Employment, May 2014

4. Concluding Comments on the Apprenticeship Scheme

4.1 Gaps in the Scheme

Although the program in itself is a very good initiative by the Educational and Employment Training Corporation for youths, as it presents a work environment together with vocational education nevertheless, the scheme has some shortfalls:

- The placements are not being monitored by ETC and/or the Institutes' officials, by regular spot checks on-the-job.
- A number of students were not being trained in their area of specialisation but rather doing the 'dirty work' that their full-time colleagues refused to do
- Some employers were taking advantage of the scheme and instead of providing training to the apprentice and shadowing other staff, students were being considered as 'full-time' employees i.e. working full hours but paid as students. These students sometimes were given long working hours (extra to the stipulated contractual working hours) without extra pay
- Those students that were 'abused' were afraid to report to the Institutes concerned and/or the ETC as they might lose their apprenticeship (work placement)
- 'Payment' is very low as the student is still an apprentice, tempting some students to quit the scheme and enrol full-time with their apprenticeship sponsor.

4.2 Recommendations

However, this scheme proved to be a very successful initiative towards addressing the basic skills required by youths to enter the labour market. The recommendations presented below are only intended to improve on the already well-built structure:

- Random and frequent checks at the workplace should be carried out to make sure that the 'student' is being given the skills and training that the parties have agreed upon
- Those 'Sponsors' that abuse the system should be blacklisted and no more students sent to these enterprises
- The maintenance grant increased to entice more youths to take the apprenticeship while to retain the existing students

- Increase marketing by including more informative and educational programmes introduced at Secondary school level (ages 11-16) to inform and recruit prospective students about the benefits and the mechanics of the scheme. Same goes for prospective 'Sponsors' who need to be kept informed
- Multiply the number of 'Sponsors' which presently is about 85 to at least 150
- Legislate against the abuse of 'employing' (on short-term contracts) foreign workers outside the EU 28 member countries, especially in the hospitality industry. Most of these workers are un-skilled and are only employed during the summer months on temporary work permits
- Increase the number of practical session during the school days, as these students tend to refute the classroom type delivery.

Fact Box: According to data provided by the Education, Family and Employment Ministry (2012), there are 8,427 people of foreign nationality who have been granted a work permit 4,860 of whom are EU nationals and 1,908 of whom are Third Country Nationals.

These are some of the suggestions that the author of this report gathered during 30 informal interviews with second year students on the apprenticeship scheme.

4.3 Conclusion

The fact that most of the student apprentices found a job as soon as they finished their studies either with the same firm they underwent the work placement at or a similar enterprise confirms that schemes like these should be encouraged. Besides employment opportunities it also provides the students concerned, with a certificate of studies (level 2) and work experience they could include in their portfolio and/or CV. The scheme can also act as the foundation stone so that students can eventually continue their studies to achieve a higher educational level.

While the 'Sponsors' have the opportunity to train and 'mould' the apprentices in the required skills with the eventual conclusion of acquiring a skilled and educated worker without the need to go through the selection/interview process which could be costly and hold-up production. All this at a government subsidised maintenance grant and a low wage paid by the sponsor.



This study is not exhausted, as many more factors have to be considered, in the creation of employment opportunities for youths in senior tourism through ‘*good practices*’.

However, in the time disposable for the Focus Group, field and desk research conducted by the author that were carried out in this respect, the Malta Partner (ITS) believes that a number of constructive comments/arguments have been generated, on these two good practices, for further discussion with the other SALM international Partners.

It is the intension of Institute of Tourism Studies to share the lessons learnt from these experiences so that they could be implemented in whole or parts of in the European arena to address the ever increasing problem of youth unemployment, which in some Member States is reaching extraordinary figures.



ANNEXES to the Youth Apprenticeship Scheme

Annex A: Other Training Programmes organised by the ETC to Enhance Employability run in conjunction with the Apprenticeship Scheme

In today's competitive world, one cannot ignore the fact that employers look for people who are well trained in the area of their employment. The more knowledge a person has, the better are his/her chances of finding suitable employment. We offer a wide range of training programmes designed to suit your needs. These programmes are designed according to local labour market needs. All our training programmes - collectively form part of the Employability Programme.

The Employability Programme which is part financed by the European Social Fund, is available to all actively employed, inactive, or registered unemployed individuals eligible to work. One of the principle aims of this programme is to reintegrate registered unemployed or inactive individuals into the labour market through training programmes.

Further training is available in the field of basic skills, office related subjects, IT, technical courses and care working courses amongst others. It also offers actively employed individuals the opportunity to further their existing skills in order to adapt to changing labour market requirements.

This programme also provides the opportunity for men and women who have been absent from the formal economy for a relatively long period of time to regain their confidence and brush up on their skills through a series of training programmes that will ultimately facilitate their reintegration to employment. This will be achieved through promoting a lifecycle approach to training and education that is also expected to address gender-based segregation of subjects.

Short Courses - ETC offers courses aimed at helping persons seeking employment or alternative employment and to acquire or improve the required skills. We are continually revising our courses and adapting to the needs of the current labour market.

- IT related courses such as Sage courses, ECDL courses, Web Design amongst others.

- Technical and Trade Courses such as Electronics Engineering Skills, Refrigeration and Air Conditioning, Vehicle Spray Painting, Electrical Domestic Installations (Licence A) amongst many more. Most of these courses also offer the City and Guilds accreditation.

- Management Development Courses such as Project Management, Payroll, Time Management and Business Planning amongst many others.

- The Work Orientation Courses also caters for those individuals interested in branching out or strengthening their skills in the hospitality industry offering a wide and very interesting array of training courses in Culinary Arts, Food and Beverage Service, Front Office Management, etc .

- Job Assistance - ETC offers training specifically designed to help registrants in their quest for finding employment. These courses offer relevant information and skills that one would find necessary while looking for work such as labour market requirements and employment regulations. They also facilitate the access to succeed in the selection process for most jobs. Other empowerment programmes specifically for women returnees such a 'Women for Employment' are offered.

- Basic Skills - Basic Skills are the necessary foundation to ones employability. ETC offers training programmes for those who need assistance with reading and writing

skills in English and the Maltese Languages. The basic skills programmes also targets IT newcomers by offering a helping hand to those who would like to be introduced to the world of IT.

Traineeships - Traineeship is a dual system of occupational skill development programme, targeted at new labour market entrants, unemployed clients or employees involved in restructuring exercises. This flexible training solution to address skill shortages is being offered to employers willing to recruit clients qualified for a traineeship.

The programme is made up of a combination of on-the-job training and off-the-job training. The content and occupational standards are set after consultation with the employer and lead to certification. At the end of the traineeship trainees may be called to sit for a competency test. During the traineeship programme, trainees are paid the equivalent of 80% of the minimum wage.

Training Subsidy Scheme (TSS) - To provide financial assistance in the form of a grant payable to individuals wishing to follow a program.

Training Subsidy Scheme - Academic (TSSA) - To provide financial assistance in the form of a grant payable to individuals who wish to follow a program at MQF 5, 6, 7 in an area related to Digital Media (Software development/ Gaming) or Financial Services.

IF03-2012 Integrating TCNs in the Maltese Society - The main objective of the project is to facilitate TCNs' integration in the Maltese Society, through the delivery of language courses (Basic English for Third Country Nationals and Basic Maltese for Third Country Nationals) and a specific course dedicated to cultural awareness and employment (Living and Working in Malta).

Start Your Own Business

INT (*Ibda Negozju Tiegħek*) is an entrepreneurship programme aimed at people of all ages who want to start their own business. ETC will provide training, personal advice and counselling on how to start a business and successfully make it work, mentoring and financial grants. This programme is part of our efforts at promoting an enterprise culture in Maltese society.

The INT programme is open to unemployed persons. Of course you need to be interested in opening a business. Priority is given to our clients who are registering for work on the unemployment register

Our training in this aspect focuses on creativity, confidence building, business planning, business and people management, marketing, negotiation skills, legal aspects, health and safety, investment and financial management, retail skills, customer care and competition.

Past clients have found this programme useful and necessary for their business start-up.

INT includes about 270 hours of training. Participants are not required to sit for an examination at the end of the training however everyone is expected to take an active part in all lectures, especially when group discussions are held.

Mentoring Services: The scheme provides participants in the programme with the services of a mentor. Our mentors are persons who are already involved and experienced in managing a business. Mentors include retired people who have managed a business in the past. Our mentors offer one-to-one business counselling

and advice and share their experiences with you to help you to identify your strengths and your shortcomings.

We offer a financial grant of up to €5,000 to those who attend at least 80% of the training modules. Terms and conditions apply. More information on the financial assistance is available from the Programme Coordinator.

A childcare subsidy is given to those participants who have to leave their children at a childcare centre while attending the INT programme. A transport subsidy to participants who live in Gozo is also given.

When the applications are opened, they can be submitted according to ETC procedure, that is, either by direct bookings through the employment advisors or by indirect bookings from any ETC Job Centre or ETC website www.etc.gov.mt.

Work Exposure Schemes

Finding work without work experience is difficult. This is especially the case for young persons and females who have been out of the labour market for a number of years. Other persons who have been out of the labour market, also find it difficult to find employment.

Employers are reluctant to recruit people with little or no experience.

Work Exposure Schemes have been specifically designed to address this situation. Through any of these schemes, you are placed with an employer for a number of weeks. During this period you will gain basic work experience which will come in handy when applying for a job.

Schemes:

Work Trial Scheme - This scheme gives the jobseeker an opportunity to gain work experience from a real place of work. Employers have the chance to try their prospective employees on this scheme.

Bridging the Gap Scheme- This scheme is available to persons in disadvantaged situations

Annex B: Dealing with Skills Mismatch – article from Times of Malta



Thursday, April 24, 2014, 00:01 by John Cassar

White

Dealing with the skills mismatch



The race to improve educational standards is on-going in most EU countries. Ireland is keen to improve its competitiveness by investing in more technology in schools. In the UK there is growing awareness of the need to go back to basics by raising standards of achievement and by giving more importance to vocational education.

In Malta we are still debating whether we should have coeducational schools decades after this practice has become fully acceptable in most countries. We are also painfully confused as to whether we should stream students or find some halfway system that does not offend professorial academics that treat mixed-ability teaching as an educational gold standard, almost equivalent to a dogma of faith.

No wonder parents – and teachers who work at the coalface of education –are frustrated and confused. For decades we have promoted a university education as the ultimate objective of any family that had high ambitions for their children. Successive political administrations boasted about their success managing our educational system by quoting the number of students in our university and gloating about the thousands of young people who graduate each year.

Few stakeholders of our educational system ask the troubling question as to whether certain university degrees are in fact opening the doors of decent employment to the majority of our graduates. To challenge how successful our educational system really is we often have to follow the debate going on in other countries like the UK, whose educational system is in many ways similar to ours.

The Edge Foundation of the UK is an independent education foundation, dedicated to raising the status of technical, practical and vocational learning. Its president is Lord Baker, a former Conservative education secretary. Commenting on a recent report issued by the foundation, Lord Baker said: “The UK government is letting down a generation of children by failing to equip them with the skills needed to secure a good job.” He added that “every level of the education system was dysfunctional and struggled to meet the needs of modern business”.

“Teachers and employers probably share the concerns of Lord Baker but dare not speak openly about this malady that threatens our future economic prosperity”

Do not expect such comments to be expressed so openly in Malta where teachers and employers probably share the concerns of Lord Baker but dare not speak openly about this malady that threatens our future economic prosperity.

The Edge Foundation report entitled *The Skills Mismatch* brought up some worrying facts. For instance, in the UK 29 per cent of fine art students and 27 per cent of those studying media studies are in retail, catering, or bar work six months after leaving university. Lord Baker criticises the rapid expansion of universities over the past 20 years, saying too many teenagers had been pushed into taking degrees in arts, humanities, media studies and social sciences – leaving them struggling to find a job when they graduate.

These comments should be an eye opener for both parents and students who are mature enough to plan their careers from an early stage in life. There was a time when any degree was evidence of academic achievement of a high level that almost guaranteed you a well paid job in any organisation. Unfortunately, this is no longer the case.

A cultural change is needed so that we can start to appreciate the importance of high quality technical education. The Edge report makes a very poignant remark: “People believe any degree is a passport to success, while technical and vocational education is for the other 50 per cent. It is high time we turned this on its head. A degree no longer guarantees success, while skills shortages mean there are great prospects for people with technical and vocational skills.”

It would be equally wrong to believe that any vocational course offered locally is of high value. Some vocational courses are still too academic with little or no practical content. Low quality vocational qualifications should be stripped out and new gold-standard courses introduced – courses that ideally should include periods of apprenticeships with local businesses willing to do their part in improving the employability of our students.

One beneficial change from current practices in the vocational education sector could be the requirement for vocational educators to spend time actually working in industry to bridge the gap between the academic world and the world of business. Similarly, more business people should be involved in sharing their experiences with students as well as educators by giving regular input in the learning process in vocational colleges.

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