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United Nations Institute for Training and Research

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CIFAL Malaga - Seminar on Slow Tourism Strategies

People

Deadline: 19 Feb 2025

Type:	Seminar
Location:	Tetouan, Morocco
Date:	20 Feb 2025 to 21 Feb 2025
Duration:	8 Hours
Programme Area:	Decentralize Cooperation Programme
Website:	https://cifalmalaga.org/
Price:	\$0.00
Event Focal Point Email:	info@cifalmalaga.org
Partnership:	CIFAL Malaga, , Universidad Abdelmalek Essadi

BACKGROUND

In a world defined by immediacy and mass tourism, slow tourism emerges as an alternative that invites travelers to rediscover the essence of travel, prioritizing quality over quantity and fostering a deeper connection with culture, nature, and local communities. Its sustainable approach enables more authentic experiences, boosts the local economy, and helps preserve the environment. Moreover, it addresses the need for mindful travel, promoting well-being and reflection. In this context, CIFAL Málaga and Abdelmalek Essadi University have developed a

training program for students interested in sustainable tourism within the framework of the Mediterranean Sustainability Observatory.

EVENT OBJECTIVES

Promote slow tourism as a sustainable alternative to mass tourism, highlighting its positive impact on the local economy, environmental preservation, and cultural connection. As well as fostering awareness of the importance of sustainable development in the tourism sector.

LEARNING OBJECTIVES

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CONTENT AND STRUCTURE

Program DAY 1. FOUNDATIONS OF SLOW TOURISM AND CONNECTION WITH LOCAL CULTURE • Opening Conference: Slow Tourism as an agent of sustainable change. • Practical Workshop: Developing slow tourism experiences. • Sensory Exploration Tour: Discovering Tetouan through the Senses (guided tour of the Tetouan Medina, World Heritage) • Workshop: Local narratives for slow tourism • Experience Panel: Slow tourism practices around the world. DAY 2. INNOVATION, CO-CREATION AND IMMERSIVE EXPERIENCES • Networking and Review of the Previous Day's Activities. • Co-Creation Workshop: Designing collaborative slow tourism experiences. • Immersive Activity: Meet the Artisan – Live workshop with local craftsmen. • Workshop: Marketing experiences for slow tourism. • Workshop: Challenges and opportunities in slow tourism. • Seminar Closing.

METHODOLOGY

The methodology adopts a fact-based approach, presenting practical applications through the analysis of real cases, all tailored to the knowledge level and

objectives of the participants. The course structure contributes to a highly interactive learning experience, combining presentations, case studies, and practical activities.

TARGETED AUDIENCE

The course is aimed at students interested in the new trends in the tourism sector.