



# unitar

United Nations Institute for Training and Research

## Unitar Online Catalogue

### CIFAL Malaga - Seminar on Slow Tourism Strategies

#### Personas

Plazo: 19 Feb 2025

Tipo:	Seminar
Ubicación:	Tetouan, Morocco
Fecha:	20 Feb 2025 to 21 Feb 2025
Duración:	8 Horas
Área del programa:	Decentralize Cooperation Programme
Sitio web:	<a href="https://cifalmalaga.org/">https://cifalmalaga.org/</a>
Precio:	0,00 US\$
Correo Electrónico del Centro de Coordinación del Evento:	info@cifalmalaga.org
Colaboración:	CIFAL Malaga, , Universidad Abdelmalek Essadi

#### ANTECEDENTES

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.

## OBJETIVOS DEL EVENTO

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.

## OBJETIVOS DEL APRENDIZAJE

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.

## CONTENIDO Y ESTRUCTURA

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.

## METODOLOGÍA

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.

## **PÚBLICO OBJETIVO**

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