

## **ALTOUR-MED**

**2022-2-MT01-KA210-VET-000096406**

***KA210-VET - Small-scale partnerships in vocational education and training***



**Good Practices: *[ITS] [Malta]***



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<b>Practice number</b>	9
<b>Name of the Practice</b>	<i>Faith Project</i>
<b>Category</b>	<i>Cultural &amp; Creative Tourism</i>
<b>Type</b>	<i>Case Study (tourism business or destination)</i>
<b>Developer / initiator</b>	<i>Malta Tourism Authority</i>
<b>Short description</b>	<i>Religious tourism and pilgrimages in Malta are seen as crucial for achieving sustainable growth by preserving natural resources, cultural heritage, and traditional values while delivering long-term economic and social benefits. The integration of technology in this sector, such as digital enhancements and 3D-printed sculptures for accessibility, is contributing to innovative and sustainable approaches in promoting faith tourism and enriching the offerings of the Maltese Islands.</i>
<b>Goal</b>	<i>To enhance Tourism which has to do with Religions and make it more accessible.</i>
<b>Detailed description</b>	<p><b><i>MTA partners up with MissioMalta to strengthen religious tourism</i></b></p> <p><i>The Malta Tourism Authority (MTA) and MissioMalta have signed a cooperation agreement aimed at creating an extensive online catalogue showcasing the rich religious heritage of the Maltese Islands, encompassing religious statues and over 300 chapels.</i></p> <p><i>MissioMalta, the local branch of the Pontifical Mission Societies, is the official mission aid agency of the Catholic Church, dedicated to advancing the mission of Jesus Christ throughout the world.</i></p> <p><i>Missio’s work revolves around collaborating with missionaries and communities to provide support, sustenance, and dignity, and to inspire faith, justice, and love among people globally. Through its network and other Pontifical Mission Societies, Missio reaches out to over 160 countries and backs projects in 1,100 dioceses spanning five continents.</i></p> <p><i>Now thanks to this agreement, MissioMalta has branched out to tourism, and the upcoming catalogue, titled “Chapels of Malta – A Historical Journey,” will serve as a comprehensive resource for those</i></p>

	<p><i>interested in exploring the religious and cultural significance of the Maltese Islands.</i></p> <p><i>It will provide insights into the historical narratives associated with places of worship and even offer an immersive 3D virtual tour of each chapel, allowing visitors to embark on a digital pilgrimage from anywhere in the world.</i></p> <p><i>Tourism minister Clayton Bartolo presided over the signing of this agreement and highlighted the integral role it plays in the MTA's strategic vision for religious tourism.</i></p> <p><i>Bartolo expressed the government's commitment to further bolster the significance of religious tourism within the local tourism product.</i></p>
<b>Innovativeness</b>	<i>To involve missionaries and communities in Tourism.</i>
<b>Financial aspect</b>	<i>High</i>
<b>Country</b>	<i>Malta</i>
<b>Transferability</b>	<i>Any country</i>
<b>Website and/or relevant links</b>	<p><a href="http://www.mta.com.mt">www.mta.com.mt</a></p> <p><a href="http://www.its.edu.mt">www.its.edu.mt</a></p>
<b>Contact information</b>	<i>Malta Tourism Authority</i>