Managing the Visual Resource of the Mediterranean Island of Gozo, Malta for Tourists –
A Studio Approach for International Conversion Students Bridging Different Levels of English

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Please find the full online contribution at http://www.kolleg.loel.hs-anhalt.de/landschaftsinformatik/435.html.

Abstract

The visual quality of the Mediterranean Island of Gozo is one of the major selling points of the island. Which landscape elements do potential tourists prefer and which landscapes are preferred by Gozitans and Maltese? The concept and results of an academic studio on visual perception, carried out by international landscape architecture students are described below. The article introduces the method used in selecting representative images, their evaluation and indicates the need for further implementation strategies.

The study shows that applying methods of a visual landscape inventory and a landscape perception study can be analyzed based on the results of the analysis work as a studio approach for international conversion students, bridging different levels of English. The use of predominantly visual methods could be a catalyst for teaching basic research methods to students with different cultural backgrounds and who have different skill levels in academic reading and writing in English. Dealing with visual aspects such as field work, evaluation, analysis and design of suggestions addresses the design skills which are often very well developed and not limited by the level of knowledge of the teaching language.

This paper documents the evaluation of the survey and the comparison with the geographic approach by MEPA and some recommendations based on favorable landscape elements and composition. In cooperation with the University of Malta we have now also interviewed Gozitans using the same set of photos. Further analysis and translation into implementation on Gozo will be discussed by the local authorities and the public.

Keywords: Visual Resource Management, Mediterranean, Tourism, Landscape Architecture Studio