

Tourism

Globalisation in this context is the easier movement of people around the world.

However globalisation can be defined as any process of change operating at a world scale, such as the giving of aid, the growth of tourism, the influence of multi-national companies and trade between countries and within industries.

Mass tourism – tourism aimed at the masses. Up till the 1960s it was still very expensive to travel long distances. As such, tourists tended to be people who had a lot of money. The advent of cheap flights opened tourism to the masses – hence mass tourism.

Short haul holidays – visits where the tourist stays relatively near to the country of origin.

Long haul holidays – visits where the tourist is ready to move long distances to exotic places and adventure locations.

Tourism has become the worlds’ fastest growing and most important industry. It has grown rapidly in these last 50 years as a result of *globalisation*. Travel for a privileged minority has been replaced by *mass tourism*. One must also keep in mind that the number of domestic tourists – those who travel within their own country – far outnumber those who travel between other countries. E.g. Maltese going to Gozo for the weekend, or for just a day.

Most tourists tend to go to the more economically developed countries – up to 75% of the total number of tourists.

Recent trends in tourism and the changing demands made by tourists have resulted from a wide range of factors, including

- An increase in wealth, mobility, accessibility and leisure time.
- Improvements in transport and technology
- Changes in lifestyle, interests and demands
- A greater awareness of places due to coverage by the media and TV.

Greater Affluence	
Greater mobility	
Improved accessibility and transport facilities	
More leisure time	
Changing lifestyles	
Changing recreational activities	
Green/Sustainable tourism	

Labour intensive – industries which are labour intensive means that they need many workers for the job to be done right. Depending on the industry, the skill of the workers has a high measure on the numbers of workers needed.

Foreign investment – money brought by foreigners to a country in order to open a new business. It helps to create jobs and increase the exports of a country. This money acts as a boost towards the economy.

Benefits and problems of tourism

Benefits of tourism

1. The natural environment is used to attract tourists and their money.
2. Income from tourism is greater than the export of raw materials.
3. It creates domestic employment – in hotels, as guides, entertainment – and it is **labour intensive**.
4. It creates a market for local farm produce.
5. Local people can use tourist facilities.
6. **Foreign investment** in airports, roads and hotels.
7. Profits can be used to improve local housing, schools, hospitals, electricity and water supplies.
8. Increased cultural links with foreign countries.
9. The preservation of local customs and heritage.
10. Reduces migration.

Tourism helps to raise the standard of living of a country.

Problems of tourism

1. Hotels, airports, and roads spoil the visual appearance and create noise, air pollution and litter.
2. Little of the money from tourism stays in the country if the country has many tourist facilities owned by foreigners. Tourists spend most of their money in hotels.
3. Much employment is seasonal. Overseas labour may be brought in to fill the higher paid jobs.
4. Local craft industries may be destroyed.
5. Farming economy is damaged as land is sold to developers. Much of the food eaten by tourists may be imported as the local food production might not be enough, or the quality of the food may not be high enough.

6. Local people cannot afford tourist facilities.
7. Borrowed money to finance infrastructure projects to make the country more appealing to tourists increases national debt.
8. Tourists expect unlimited water. Many areas may be short of water for domestic and farming use.
9. Local cultures and traditions are destroyed. New social problems of prostitution, crime drugs and drunkenness may arise in developing countries. Lack of respect for religious beliefs.
10. The building of hotels means that local people lose their homes, land and traditional means of livelihood (e.g. fishermen as hotels are built near to beaches) and become dependent on serving wealthy tourists.

Factors which affect why a place is popular with tourists

Location – striking physical features help to bring about a great many tourists. E.g. the white beaches at Costa Blanca in Spain. Behind the resort of Costa Blanca are steep, rounded hills covered with orange and lemon groves.

Climate – Hot, sunny summers, and relatively dry weather attracts more people than rain days, especially if the marketing is aimed for Northern Europeans.

Accommodation – Modern, high rise hotels tend to attract tourists towards them, since these hotels also have their own restaurants, bars, swimming pools and sun terraces. On the other hand, there are hotels that also have their own self-catering apartments. In the countryside there are also areas for campsites.

Nightlife – illuminated shops attract more tourists in the evening. Bars and discos act as attractions at night, especially to younger people.

Shopping – local bazaars, boutiques and shops offering everything from fine clothes, leather, goods and ceramics, to wickerwork and perfumes.

Surrounding countryside – the local countryside can offer many attractions – e.g. visits to small, rustic villages, tours to small vineyards and orange grooves, ect...

Ecotourism

Ecotourism, sometimes known as green tourism, is a sustainable form of tourism more appropriate to developing countries than mass tourism. Ecotourism includes

- Visiting places to see their scenery and wildlife and to understand their culture.
- Creating economic opportunities (jobs) in an area while at the same time protecting natural resources (scenery and wildlife) and the local way of life (culture).

Ecotourists usually travel in small groups and share specialist interests (bird watching, photography). They are more likely to merge and live with local communities and appreciate local cultures. They often visit National Parks, game reserves, areas where scenery is dramatic and where

there is a lot of wildlife. However, ecotourists leave little money in the country where they visit, can cause land prices to rise, congregate at prime sites and may still cause conflicts with local people.

Tourism in Malta

Please remember that tourism in Malta is mainly marketed by the three S – Sun, Sand and Sea. Advertising is done especially for those three factors.

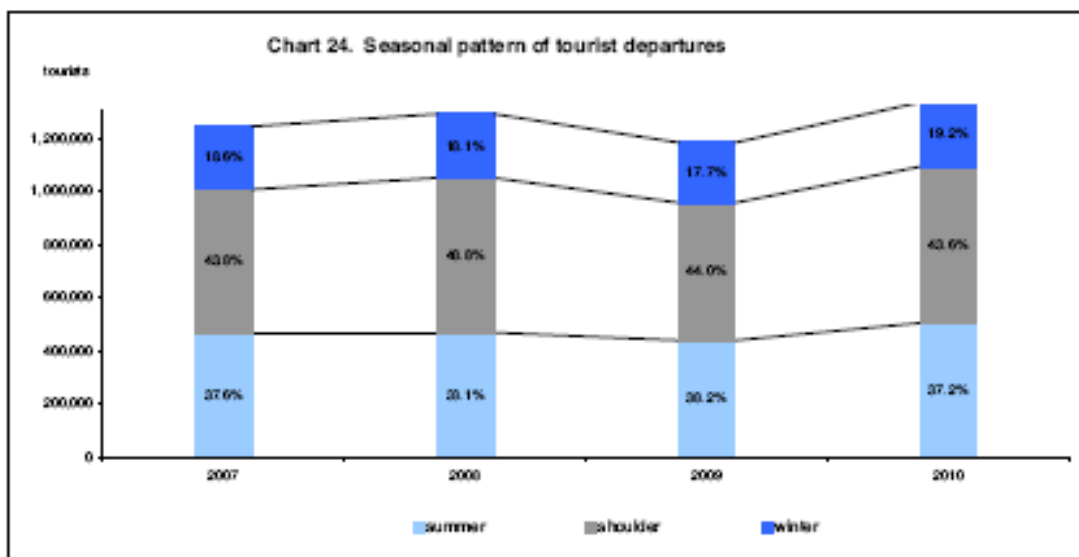
The table below shows the way that tourist market is segmented for the Maltese Islands. In the period from 2007 till 2010, and even before that, the United Kingdom was the main source of tourists to this country. This can be traced due to the colonial past of the islands and that a number of British nationals have decided to settle on the islands by buying their own homes. Northern countries provide a large bulk of Maltese tourist arrivals, with the UK, Germany and the Netherlands contributing around half the total tourist arrivals. Italy, being the largest neighbour, also contributes substantially and in fact the percentage of Italian tourists is rising every year. The number of tourists from other countries is also increasing.

Table 58. Departing tourists from Malta by country of origin (air and sea)

Country of origin	2007	2008	2009	2010
Total	1,243,510	1,290,856	1,182,490	1,334,229
United Kingdom	482,405	454,356	398,472	415,191
Germany	130,049	150,793	127,373	126,132
Italy	113,651	144,456	161,737	216,191
France	75,149	81,152	71,930	86,475
The Netherlands	34,783	36,920	33,419	33,425
Libya	9,259	9,403	14,281	15,864
Other	398,214	413,776	375,278	440,951

Source: National Statistics Office.

Tourist arrivals/departures



The seasonal pattern of tourism shows the strong effect of the tourist arrivals in Malta. The year is divided into the summer, shoulder and winter months, corresponding effectively to the period of June to

September for the summer period, the shoulder months being the periods between October and December and April till May. The summer season is the time when there are the most tourist arrivals per month. This is followed by the shoulder months and then the winter months. Thus, winter is traditionally the low season for tourism. It is also the time when the tourists arriving to Malta come more to see the cultural and historical heritage of the country than to take advantage of the sun, sea and sand.

Average length of stay

Since 2007 the average length of stay has decreased from 8.9 days per tourist to 8.3 days per tourist. This is indicative of shortening holidays by tourist. The only accommodation type which has increased its length of stay has been the private accommodation – meaning that the tourists rent out a flat themselves. All other forms of accommodation have suffered decrease in the length of stay. The accommodation type with the shortest length of stay is the 5-star hotel. The accommodation type with the longest length of stay was the 3-star hotel, though in 2010 it became the 4-star hotel.

Accommodation categories	2007	2008	2009	2010
Total	8.9	8.5	8.4	8.3
Private accommodation	11.6	11.1	11.5	12.0
Collective accommodation	8.1	7.8	7.5	7.3
Hotels	8.0	7.6	7.3	7.1
5-star	6.4	6.1	6.0	5.8
4-star	8.4	8.3	8.0	7.9
3-star	9.0	8.1	7.8	7.5
2-star	8.1	7.5	7.8	5.9
Other collective accommodation	9.6	9.3	9.4	9.2

Source: National Statistics Office.

Main tourist attractions in Malta

Malta and Gozo draw over a million tourists a year. Though Malta is very small, it has a very rich historical and cultural heritage. The Malta Tourist Authority and the Government do their best to develop particularly niches or specialities for Malta. A good example is the drive to attract tourists who come to Malta to dive or attract conference business to Malta. Another important niche is the teaching of English to foreign tourists.

Main Attractions:

Climate: most tourists come in summer to enjoy swimming, diving and sunbathing on our sand and rocky beaches. We can say that most of our tourism is coastal tourism.

Hospitality: The Maltese people are well known for their hospitality and welcome. This explains why Malta benefits from a high percentage of returning tourists.

History and Culture: The Maltese Islands do not offer just the sea, sun and sand. The islands are rich in history and culture and there are many interesting places to visit namely Valletta which is full of museums, art galleries and churches, Mdina and Rabat and the Three Cities. There are also numerous Stone Age Temples and other historical sites that offer great attraction to the tourists.

Beaches: Beaches have become one of the main attractions to tourists in the summer months. The clear, warm, blue waters of the Maltese islands have always been a great attraction to the Northern Europeans. Furthermore, in recent years, a number of Maltese beaches have been awarded the Blue Flag, which is an indication of the cleanliness and preparation in case of emergencies on that particular beach. Maltese waters have been found to be the cleanest waters in the European Union this year (2012).

2. What are the effects of tourism in MALTA?

Positive effects

greater affluence: many Maltese work with tourists and get their livelihood from this sector.

- **Greater number of jobs:** Tourism employs 25% of the Maltese workforce directly and many more indirectly.
- **Social interaction:** interaction with foreigners will introduce new ideas and new ways of life – as regards eating habits for example.
- **Rehabilitation of historical and touristic areas:** many tourist attractions have been restored or rehabilitated – flooring at Mdina, Strand at Bugibba.
- **Development of the infrastructure:** importance is given to tourist areas – the first roads that were rebuilt in the last years were those in the North where there is a concentration of tourist establishments.

Negative Effects:

- **conflict regarding land use (developers vs environmentalists):** There were plans to build a golf course at Verdala, Rabat but these plans were shelved because the arguments brought forward by environmentalists were very valid.
- **overcrowding especially during summer months:** crowds on the sea shore, during village festas
- **traffic congestions:** traffic jams in the evening in the Mellieħa area are everyday occurrences. Some Mellieħa villagers do not dare take out their car on Sunday afternoons because they will not be able to park anywhere.
- **pressure on the infrastructure:** all the overcrowding puts pressure on the roads, the communication channels, the electricity supply (especially with air conditioners) etc.
- **loss of natural environment:** compare today's Malta with the Malta our grandparents know. Today most of our environment is built up.

- **pollution and increase in waste:** this follows naturally from the overcrowding. Every single person visiting Malta creates that little extra waste
- **loss of the traditional way of life:** there is a risk that events are organised purely for the tourists thus losing their authenticity ex: Carnival in May in the 1970s
- **an increase in crime and vandalism:** this happens all the time but tourism and the interaction with tourists have been (partially) blamed for the increase in crime and vandalism.
- **part-time and low paid jobs:** many top jobs in the tourist industry are given to foreigners. The Maltese get the part-time jobs and those jobs that pay little – waitering, housekeeping and so on.