

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

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



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



**Co-funded by  
the European Union**

The material of the project reflects only the author's views. The European Commission's support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission or the National Agency cannot be held responsible for any use which may be made of the information contained therein.

Project Number: 2022-2-MT01-KA210-VET-000096406

<b>Practice number</b>	8
<b>Name of the Practice</b>	<i>Sustainable Pathways for the Tourism Industry in Malta</i>
<b>Category</b>	<i>Ecotourism</i>
<b>Type</b>	<i>Case Study</i>
<b>Developer / initiator</b>	<i>Malta Tourism Authority</i>
<b>Short description</b>	<p>1. <i>Sustainable Pathways for the Tourism Industry in Malta Workshop</i></p> <p><i>Tourism is a vital part of Malta's economy, contributing around 30% of its GDP and employing a significant portion of the workforce. While the sector experienced growth before the COVID-19 pandemic, it now faces challenges such as improving quality, restoring airline routes, and collaborating on digital tourism efforts. A shift towards sustainable development is essential, as highlighted in a 2022 workshop that brought together key players in the Maltese tourism sector and European stakeholders to promote sustainable tourism routes and address the impact of climate change.</i></p>
<b>Goal</b>	<i>To address the challenges faced by the Maltese tourism sector due to the COVID-19 pandemic and climate change. The workshop aimed to gather insights, devise strategies, and discuss sustainable development pathways for the industry, with a focus on the hospitality sector.</i>
<b>Detailed description</b>	<i>Like earlier pandemics, COVID-19, had a devastating impact on the tourism sector, with the consequences still being felt. Pandemics often result in a considerable drop in visitor arrivals, and as such the spread of COVID-19 also caused a worldwide downturn in international travel. Demand, spending, consumer confidence and, consequently, supply all dropped during the COVID-19 outbreak, raising problems that must be quickly resolved and which require policy intervention and action. A major economic contributor to the Maltese economy is tourism. In 2018, tourism directly rendered 33,180 jobs and 14.9% of total employment, and it is one of the top five contributors to the economy in Malta, with a GDP contribution of 12.8% in 2018. Following ten years of recurrent record growth between 2010 and 2019, which was bolstered by the country's enhanced airline connectivity and its reduced seasonality, Malta experienced an unprecedented dip in performance</i>

	<p>due to the COVID-19 pandemic. The Maltese tourism sector also faces several challenges, such as integrating quality at all levels of the value chain, rebuilding the airline route network, and encouraging collaboration across diverse digital tourism efforts by consolidating and effectively using data. Tourism recovery will need to take into consideration these challenges, along with the new demands of the post-COVID-19 reality and the accelerated effects of climate change that pose direct threats to tourism. This will require a shift away from the previous economic model, implying more sustainable approaches to development.</p> <p>The online ESPON Peer Learning Workshop on Sustainable Pathways for the Tourism Industry in Malta was implemented within this context to collect insights into the sustainable development challenges of the Maltese tourism sector, the recent strategies devised for their resolution, showcase innovative sustainability solutions created in diverse international initiatives, as well as to further the discussion of key Maltese tourism stakeholders (representing the policy, industry, research, innovation and capacity-building dimensions) on viable sustainability pathways for the Maltese tourism industry with an emphasis on the hospitality sector.</p> <p>The ESPON Peer Learning Workshop “Sustainable Pathways for the Tourism Industry in Malta” (more information at <a href="https://www.espon.eu/espon-malta-event-sustainable-tourism">https://www.espon.eu/espon-malta-event-sustainable-tourism</a>) took place on 30 May 2022, it was organised together with INOVA+ INNOVATION SERVICES S.A. and stakeholders from Malta. The workshop involved key stakeholders from the Maltese tourism industry, namely the Ministry for Tourism in Malta and the Malta Tourism Authority.</p>
<b>Innovativeness</b>	<i>Solutions created in diverse international initiatives</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>	<a href="http://www.mta.com.mt">www.mta.com.mt</a> <a href="http://www.its.edu.mt">www.its.edu.mt</a>

<b>Contact information</b>	<i>Malta Tourism Authority</i>
----------------------------	--------------------------------

