

G 5.1 TOURISM



G5.1.1.

We discuss why tourism is important for us Maltese.

A. The Importance of Tourism.

Every year, many tourists come to visit the Maltese islands. Although we are small islands in the middle of the Mediterranean Sea, we still have a history and an old culture with unique traditions, as well as a wonderful sea. These attract many tourists from different places in the world.

Let us watch this video clip together:

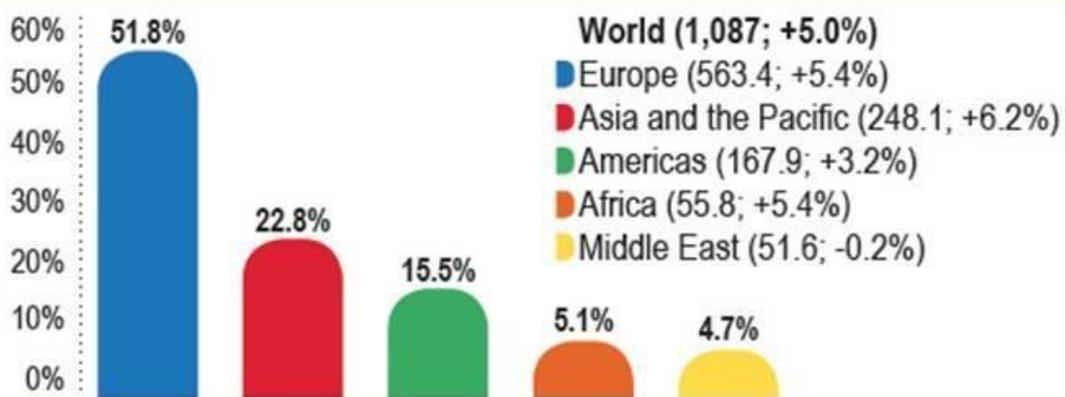
<http://youtu.be/Y9LMs7w3wvQ>



B. Where do the tourists come from?

Look closely at the first two tables.

Market Share of International Tourist Arrivals, 2013 (Mn; Change 2013/2012)



Source: UNWTO Barometer, April 2014

Tourism Indicators by Main Source Market

	2011	2012	2013	Change 2013/12
Inbound Tourists				
Austria	19,647	19,827	25,739	29.8%
Belgium	31,742	27,279	28,948	6.1%
France	103,629	107,893	116,533	8.0%
Germany	134,306	137,500	147,110	7.0%
Ireland	26,886	27,731	30,224	9.0%
Italy	201,774	202,200	233,777	15.6%
Libya	6,273	17,217	34,621	101.1%
Netherlands	38,897	39,191	41,486	5.9%
Russia	24,191	31,563	40,048	26.9%
Scandinavia	93,783	97,363	105,068	7.9%
Spain	63,088	60,223	53,278	-11.5%
Switzerland	25,046	25,758	28,702	11.4%
United Kingdom	438,783	441,275	454,659	3.0%
USA	16,499	18,027	19,502	8.2%
Other	190,475	190,368	222,457	16.9%
Total tourists	1,415,018	1,443,414	1,582,153	9.6%

Answer by writing TRUE or FALSE about Tourism.

1. More tourists come to Malta from Europe than from Africa. _____
2. More tourists come to Malta from the UK than from Russia. _____
3. More tourists come from the USA than from Germany. _____
4. More than 200,000 tourists come from Italy every year. _____
5. More German tourists come than Italians. _____
6. More French tourists come than Americans (USA). _____

C. Continue answering by writing TRUE or FALSE.

1. Speaking English helps us to attract more tourists. _____
2. When in Malta, many tourists talk to us in Maltese. _____
3. The Megalithic Temples are very popular with tourists. _____
4. The sea is a top tourist attraction. _____
5. Not littering public places is a positive behaviour that helps tourism. _____

6. Tourists spend a lot of money when they come to Malta.
7. It is better for us when not many tourists visit and leave us in peace.
8. Almost every tourist that comes to Malta visits Valletta.
9. Tourists that come to Malta mostly enter from the Airport or the Grand Harbour.
10. We should always be courteous with tourists.



D. Read and then answer.

The photo shows a ship on a journey between Malta and Gozo. Many tourists like to visit the island of Gozo when they are on holiday over here.

Where do tourists stay?

Draw the following boxes, to show the places where tourists love to stay when they come to Malta.

SLIEMA	QORMI	KIRKOP	MARSASCALA
SIGĠIEWI	BUĠIBBA	MOSTA	MARSALFORN
SANTA LUČIJA	DINGLI	XLENDI	ŻEBBUĠ

E. Underline the WRONG answer.

1. Tourists come to the Maltese islands to (enjoy the sun and the sea, have fun and rest, work and provide a service, visit historic and prehistoric sites).
2. When visiting the Maltese islands, tourists expect (comfort, high prices, cleanliness, good behaviour).

F. Imagine that you are a tourist who chose the Maltese island as a place to visit and spend your holidays.

Write TWO sentences to show:

a) the reasons for your choice.

b) the service you expect to be given during this visit.

G. What attracts tourists?

Design a poster or an advert for a holiday in Malta.

What will you include in this poster or advert to encourage foreigners to spend their holidays in Malta?

