

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.



MAIN INBOUND SOURCE MARKETS				
	2017	2018	2019	Change 19/18
INBOUND TOURISTS				
Australia	35,875	45,859	49,807	8.6%
Austria	29,624	39,029	33,251	-14.8%
Belgium	73,429	70,191	70,886	1.0%
France	176,371	213,299	239,140	12.1%
Germany	193,033	226,962	211,546	-6.8%
Hungary	26,875	28,294	37,976	34.2%
Ireland	36,177	40,721	53,089	30.4%
Italy	363,668	390,607	392,955	0.6%
Netherlands	64,000	57,355	59,528	3.8%
Poland	89,335	96,362	104,228	8.2%
Scandinavia	135,273	128,320	124,411	-3.0%
Spain	75,511	99,046	116,295	17.4%
Switzerland	44,065	45,572	48,954	7.4%
United Kingdom	560,893	640,570	649,624	1.4%
USA	35,758	47,170	50,525	7.1%
Other	333,951	429,334	511,025	19.0%
Total tourists	2,273,837	2,598,690	2,753,239	5.9%

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 Poland. _____
3. More tourists come from the USA than from Germany. _____
4. More than 200,000 tourists come from Italy every year. _____
5. More German than Italian tourists visit Malta. _____
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 only a few 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?

