e role of SMEs in Tourism - The Particular Case of Malta and the Development of the Tourism Activity.

Julian Zarb Resident Visiting Lecturer - Institute for Travel, Tourism and Culture, University of Malta

Background

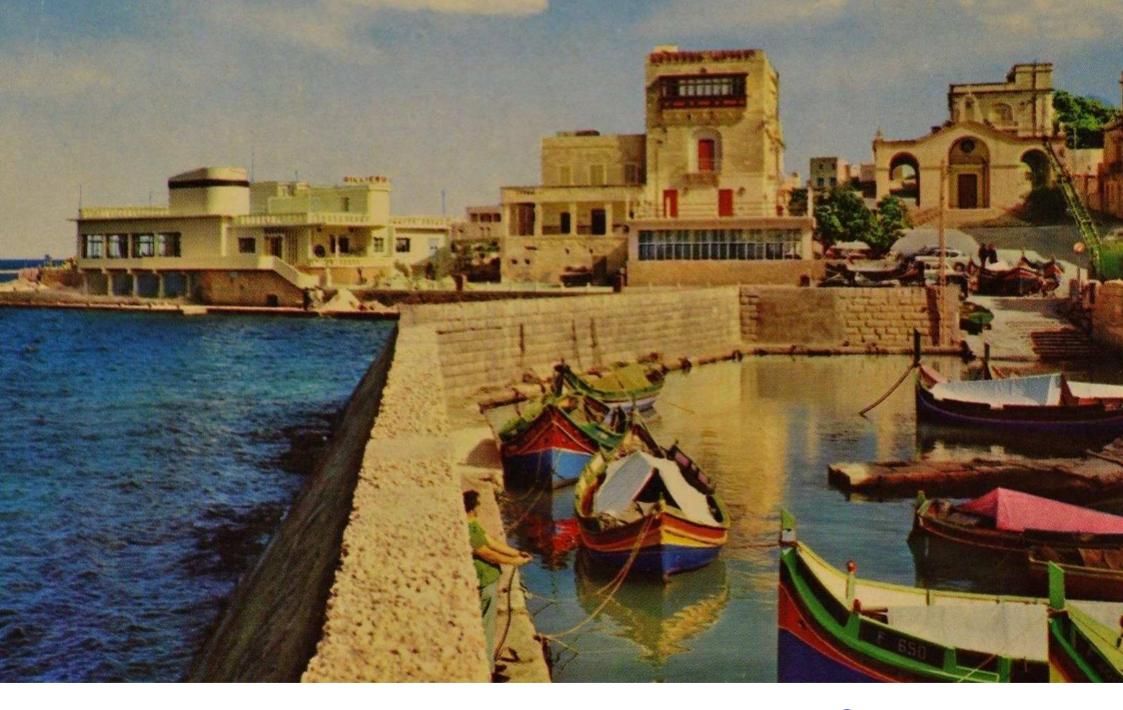
People Industry EIB 2011- 2300 SMEs - 30,000 Jobs Mediterranean Area - Tourism 20 million Jobs 'Tourism is the oil of the Mediterranean" (Choucair)

The Case Study : Malta and Gozo

- olonalization a need for various services including Hotels ourism in Post War Period - 40,000 (1964) - 1.4 million (2013) ontribution - 25% to GDP
- ds to Industries Act (1967)
- ernational Hotel Groups
- ozo A Quiet Retreat

Today's Scenario

- 0,000 SMEs (2002)
- 10m Grant Scheme for Sustainable Tourism Projects
- ourism An Inclusive Process
- e need to make this happen together



Thank Vou

jzar0004@um.edu.mt

T.I. 00407005