

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

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# Background

People Industry

EIB 2011- 2300 SMEs - 30,000 Jobs

Mediterranean Area - Tourism 20 million Jobs

"Tourism is the oil of the Mediterranean" (Choucair)

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# The Case Study : Malta and Gozo

Colonialization - a need for various services including Hotels  
Tourism in Post War Period - 40,000 (1964) - 1.4 million (2013)  
Contribution - 25% to GDP

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Hotels to Industries Act (1967)  
International Hotel Groups  
Gozo - A Quiet Retreat

# Today's Scenario

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0,000 SMEs (2002)

10m - Grant Scheme for Sustainable Tourism Projects

ourism - An Inclusive Process

We need to make this happen together



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**Thank You**

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