

Sustainable Tourism in Malta

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<https://culturalpolicy.blog>

Historic centres as a key characteristic

Historic centres: What are they?

From conservation to preservation and back

Livability through meaning and context: environmental, economic, social

Unique/idiosyncratic beauty through regional collaboration at local levels: different but working together

Every historic centre has a story to tell



Regeneration

Aims at expressing a «shared policy responsibility» (Andersen 2003) and at encouraging a wide mobilization of individual energies and social resources as well as economic resources. Generally based on partnerships among private stakeholders, associations, public authorities and local institutions.

An area--based approach aimed at counteracting local conditions of decay. Due to comprehensiveness of the urban problems, varied local conditions and the changeable social forces operating as part of the regeneration process, no pre--established solutions, repeatable models or recurring methods are possible. Alessia Ferretti, - Università degli Studi Mediterranea di Reggio Calabria

Threats to Historic Centres

Too much tourism?

<https://www.theguardian.com/commentisfree/2017/aug/05/only-governments-can-stem-tide-of-tourism-sweeping-the-globe>

False impressions/clichéd & misleading narratives?

<http://www.vogue.com/article/malta-amalfi-coast-travel-guide>

‘Unesco-cide’ after Marco d’Eramo



Cruise liners in Valletta Grand Harbour



A bridge too far?



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Communities?

The local terrain

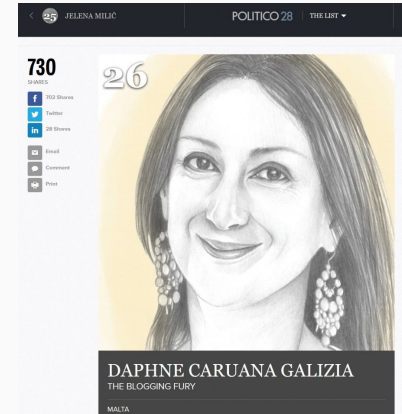
Although place branding and marketing is where the big money is, there are alternatives for places that want to put themselves on the map and make themselves better places to live in. The most important of these is 'placemaking' as an alternative to place marketing. As Hildreth (2009) has pointed out, marketing and branding simply do not work unless the reality of a place matches the image. So he suggests that places that want to be successful should improve their reality. The image will follow. If a place is good to live in, it will also be good to visit and to invest in. Making places through creative tourism? Dr Greg Richards.

Keynote Presentation at the Conference "Culture, Sustainability, and Place: Innovative Approaches for Tourism Development", Ponta Delgada, Azores, Portugal, 13th October 2017

The local terrain

Is Malta a Mediterranean island?

<http://www.independent.com.mt/articles/2017-08-03/blogs-opinions/Malta-is-no-longer-a-Mediterranean-island-6736177374>



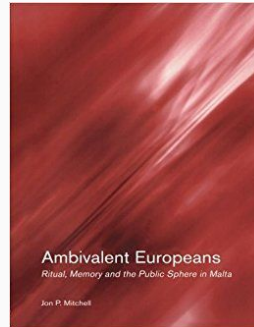


The local terrain

Valletta

<http://www.independent.com.mt/articles/2017-08-19/local-news/Valletta-does-not-have-the-luxury-of-cities-like-Paris-and-Rome-Konrad-Buhagiar-6736177811>

Jon Mitchell, living on a monument



Public spaces

When public spaces are successful ... they will increase, opportunities to participate in communal activity. This fellowship in the open nurtures the growth of public life, which is stunted by the social isolation of ghettos and suburbs. In the parks, plazas, markets, waterfronts, and natural areas of our cities, people from different cultural groups can come together in a supportive context of mutual enjoyment. As these experiences are repeated, public spaces become vessels to carry positive communal meanings.

Carr S., Francis M., Rivlin L., Stone A., Public Spaces, Cambridge University Press, 1993, p. 344

Perceptions of Malta

Simshar

<https://www.youtube.com/watch?v=jnOLsCGV8XQ>

Collaboration for better results

Tourism and village cores: sustainability through balance between stakeholders' needs and creating new points of contact

Sustainability through Agenda 21/UCLG

Territorial diplomacy: critical mass challenge to go beyond town twinning

Preservation and conservation of tangible heritage

Use of intangible heritage: EYCH2018

Local involvement through education: schools and beyond

Funding: private, public, EU



A gate to...?

Thank you!

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