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Malta's tourism potential

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Received: 20.02.2021 Received in revised form: 06.03.2021 Accepted: 27.03.2021 **Abstract.** Methods of estimation of tourist and recreational resources are traced; the analysis of natural tourist and recreational resources of the Republic of Malta is carried out; the analysis of historical and cultural tourist and recreational resources of the country is carried out; a point assessment of the country's provision of tourist and recreational

resources; the place of the Republic of Malta on the tourist market of Ukraine is revealed. The Republic of Malta is one of the few countries in the world with such a large and diverse historical and cultural site. The lands of the country have experienced centuries of historical events, after which there are memories in the form of cathedrals, palaces, museums, fortifications, etc. Malta has been established as a country with an ancient history. It has a large number of unique cultural monuments, as there were Carthaginians and Phoenicians, Roman and Byzantine empires, Arabs, knights of the Order of St. John, Napoleon, the British Empire. The country's historical and cultural tourist resources make it interesting for tourists to visit. Malta has a great historical past, which has left a great legacy in the form of ancient fortresses, churches, cathedrals, majestic palaces. The UNESCO World Heritage Site is no exception for the country; there are 3 of them in the list. There are 7 sites in the country that are also currently candidates for inclusion in the World Heritage List. The country is rich in fortifications; there are 35 units in the country, which are of particular interest for tourists. Most of the fortifications were built during the Order of Malta to fortify the country from invaders. The natural conditions of Malta, which are the basis for tourism development, are analyzed. Methods for estimating the tourist potential of the country have been studied, in particular: normative-index, balance, graphic, cartographic, expert, statistical and mathematical methods, scoring. Integrated indicators for each region of Malta were determined using a score. Three categories of regions have been identified according to the assessment of the tourist potential of the territory.

Keywords: Republic of Malta, score estimation, climate, relief, tourist and recreational resources, tourism development

Туристичний потенціал Мальти

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Анотація. Простежено методики оцінки туристсько-рекреаційних ресурсів; проведений аналіз природних туристськорекреаційних ресурсів Республіки Мальта; проведений аналіз історико-культурних туристсько-рекреаційних ресурсів країни; здійснена бальна оцінка забезпеченості країни туристсько-рекреаційними ресурсами; виявлено місце Республіки Мальта на туристичному ринку України. Республіка Мальта є однією з небагатьох країн світу, що має таку кількість і різноманіття історико-культурних об'єктів. Землі країни пережили багатовікові історичні події, після яких залишилися згадки у вигляді соборів, палаців, музеїв, фортифікаційних споруд, тощо. Встановлено, що Мальта є країною зі стародавньою історією. На її території зосереджена велика кількість унікальних культурних пам'яток, адже тут були і карфагеняни, і фінікійці, Римська і Візантійська імперії, араби, лицарі Ордена Святого Іоанна, Наполеон, Британська імперія. Забезпеченість країни історикокультурними туристичними ресурсами робить її цікавою для відвідування туристами. Мальта має велике історичне минуле, яке залишило по собі велику спадщину у вигляді стародавніх фортець, церков, соборів, величних палаців. Не винятком для країни є об'єкти, що увійшли до Всесвітньої спадщини ЮНЕСКО, їх у списку 3 одиниці. Та об'єкти, що є на даний час кандидатами до внесення до списку Всесвітньої спадщини, таких в країні 7 одиниць. Країна багата на фортифікаційні споруди, їх в країні налічується 35 одиниць, що представляють особливу зацікавленість серед туристів. Основна кількість фортифікаційних укріплень будувалася за часів Мальтійського ордену для укріплення країни від нападників. Проаналізовано природні умови Мальти, що є підгрунтям розвитку туризму. Вивчено методи для оцінки туристичного потенціалу країни, зокрема: нормативно-індексний, балансовий, графічний, картографічний, експертний, статистичні та математичні методи, бальної оцінки. Із застосуванням бальної оцінки визначено інтегральні показники для кожного регіону Мальти. Виявлено три категорії регіонів за оцінкою туристичного потенціалу території.

Ключові слова: Республіка Мальта, бальна оцінка, клімат, рельєф, туристсько-рекреаційні ресурси, розвиток туризму

Introduction.

Recreation, tourism and health are the highest social values in the modern world. Therefore, over the past few decades, the importance of tourism and recreation in the world is gradually growing. The tourist and recreational potential of any country depends on the resources and suitability for tourism. International recreation covered almost all European countries, but very unevenly. The nature of the participation of particular countries in recreational activities also differs significantly (Barabanova, Bohatyryova, Gorina, 2021). Among the countries with the most powerful developed recreation - France, Great Britain, Spain, Italy, Greece, etc. However, a region that wants to become a popular tourist destination must have unique natural and cultural complexes and offer them to the tourist market. Malta belongs to this one.

The Republic of Malta is a country that entered the history of independent Ukraine by the fact that during its presidency in the European Union we received the long-awaited visa-free regime with the countries of the European Union. Now Ukrainians can visit a country where tourism development is considered by scientists to be success stories.

The purpose of the work is to analyze and estimate a score of tourist and recreational resources of the Republic of Malta, to determine the most suitable for recreation and tourism districts of the country.

Research methods.

The study used literary, analytical, comparative, mathematical and statistical methods and the method of scientific systematization, the method of scoring.

Results and their analysis.

Identification and assessment of natural and recreational resources is one of the main tasks of recreational nature management. It is possible to establish the natural and recreational potential of the territory (water area) only after the implementation of these studies. Based on it, plans for the development of recreation and management of natural and recreational resources are developed.

There are different methods and approaches to assessing recreational resources. For example, the method of assessing the aesthetic properties of objects (Topchiev, Kolomiets, Sych, Yavorskaya, 2020). Excursion objects carry two types of information: a) semantic, which has a logical character and is directed to the human subconscious; b) aesthetic. Of these, the least studied Aesthetic information is least

studied among them all. However, not only the cognitive information of the object is important to obtain a certain recreational effect, but also its attractive properties.

When assessing recreational resources, it is necessary to take into account the so-called "geographical recreational area", which reflects the features of the settlement system, environmental and climatic conditions and the needs of the population in recreation not far from their place of residence.

According to the methods of Zorin I. and Birzhakov M., it is possible to use the following methods to assess and analyze recreational resources:

- Normative-index method, which lies in the study of the actual state of a certain type of recreational resources in comparison with the normative level adopted as a standard. With the help of this method it is possible to study the provision of the population and those who rest with the main types of recreational resources, meeting their needs in different types of recreational activities, etc.;
- Balance sheet method, which involves comparing the availability of resources and their use. This method is successfully used for drawing up balances of land, beach, labor resources, etc., in studies of the needs of different groups of the population in certain types of recreation;
- Graphical method, which is based on the representation of the structural and dynamic composition of indicators in the form of diagrams, line graphs;
- Cartographic method, which involves modeling recreational activities using recreational research maps.
 This method opens up great opportunities in obtaining qualitatively new data on the patterns of formation, development and dynamics of territorial recreational systems;
- Expert method used to obtain information about the potential of various areas in which recreation is organized;
- Statistical and mathematical methods that are widely used in the processing and analysis of recreational resources;
- A scoring method used to identify and characterize natural recreational resources that cannot be estimated using absolute quantities. This method can also be used to assess the suitability of areas for the organization of recreational zoning (Yavkin, Rudenko, Korol', 2006).

In our study, the analysis and scoring of tourism and recreational resources of the Republic of Malta based on the proposed approaches.

Malta is a country with an ancient history. It has a large number of unique cultural monuments, as there were Carthaginians and Phoenicians, Roman and Byzantine empires, Arabs, knights of the Order of St. John, Napoleon, the British Empire (Caruana, Farrugia, 2018).

The sites included in the international list of UNESCO World Heritage Sites are of the greatest

importance in the historical and architectural potential of Malta.

There are three UNESCO cultural heritage sites in the country (Table 1). As for such a rich country, there are few attractions, and it should be borne in mind that one of them is the entire capital city of the country (City of Valletta).

Table 1. UNESCO World Heritage Sites (National Statistics Office Malta, 2020, OECD Tourism Trends and Policies, 2020)

Historical and cultural monument	Location	Object creation time	Year of inclusion of objects in the UNESCO list	Characteristics of a historical and cultural monument
Hal-Saflieni Sanctuary	City of Paola	2.5–3 thousand years BC	1980	Megalithic underground sanctuary (hypogeum). It represents 34 rooms hollowed out in the limestone layer.
Valletta	City of Valletta	The middle of the XVI century	1980	The whole city is a cultural heritage of mankind and a UNESCO monument.
Megalithic temples of Malta: – Jgantia – Mnajdra – Sorrow – Tarshien – Ta 'Hajrat – Hajar-Kim	Municipalities: Shaara, Candy, Mjarr, Tarshien		1980	This is a group of prehistoric megalithic temples. They include eleven prehistoric monuments, seven of which are a UNESCO World Heritage Site.

Malta is called "a unique open-air museum". An increasing number of tourists come to the archipelago to get acquainted with the rich historical heritage, architectural and artistic monuments. Many of the historical and cultural sites are located in Valletta. The city itself is a UNESCO World Heritage Site, because

it has a large number of sites with centuries-old history (Grima, 2017).

The Maltese archipelago has a great cultural and historical heritage (Fig. 1). Each object is unique in its history of creation, majesty and is quite interesting in tourist and recreational activities (Jones, Navarro, 2018).

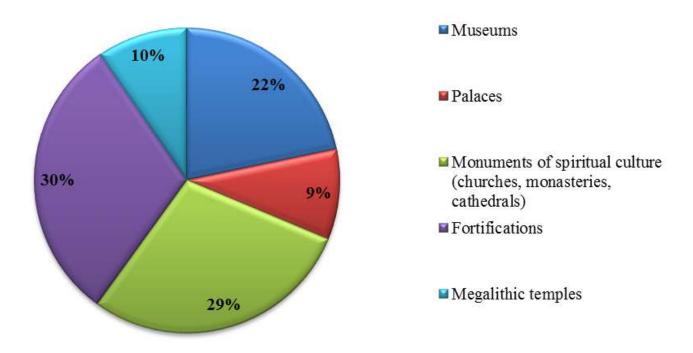


Fig. 1. The main cultural and historical monumen0ts of Malta

The country is rich in fortifications; there are 35 units in the country, which are of particular interest of tourists. Most of the fortifications were built during the Order of Malta to fortify the country from invaders. The country also has a large heritage of spiritual monuments, churches, monasteries, cathedrals fill the streets of Maltese cities (Ebejer, 2019).

Museums are an important tourist attraction for the country. They are interesting archaeological finds and compositions made in the present, reproducing the past (Museum of Torture) (Croes, Ridderstaat, Niekerk, 2018).

The Republic of Malta is one of the few countries in the world with such a large and diverse historical and cultural site. The lands of the country have experienced centuries of historical events, after which there are mentions in the form of cathedrals, palaces, museums, fortifications, etc. (Ebejer, 2019, Attard, S., 2019).

According to the administrative-territorial structure, the Republic of Malta is divided into six districts (Table 2).

Table 2. Districts of Malta

No	Districts	Administrative	Area,
		center	km ²
1	Inner Harbor	Valletta	26.2
2	Northern District	Mosta	73.7
3	Outer Harbor	Birkirkara	24.0
4	Western District	Rabat	72.5
5	Southeastern District	Zeytun	50.2
6	Gozo and Comino	Gozo and Comino	68.7
	Gozo and Comino	Islands	08.7

Assessment of orographic resources of the country, namely the relief, is made basing on a three-point scale relative to the heights of the country, which is divided into districts (Fig. 2, Table 3).

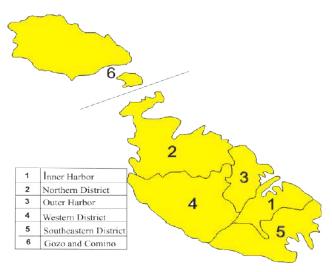


Fig. 2. Map of the districts of the Republic of Malta

Table 3. Scorecard of the relief of the Republic of Malta

Score	Height above sea level, m
3	More than 251
2	151–250
1	100–150
0	_

Orographic resources are determined by the relief of the territory and its suitability for tourist and recreational activities, namely for which types of tourism the terrain is suitable.

The highest elevations are in the Western District, where the highest point in the archipelago is Mount Ta' Dmejrek (253 m) (Malta's travel and tourism, 2019).

Altitudes with a maximal above sea level of 151–250 m prevail throughout the country; they cover the Northern, Southeastern and Gozo and Comino Districts. Two districts received 1 point, where the heights are 100–150 m, they cover the districts of Inner Harbor and Outer Harbor (Table 4).

Table 4. Score assessment of the maximal height above the sea level in the districts of the Republic of Malta

No	Districts	Maximal height above sea level, m	Score
1	Inner Harbor	100–150	1
2	Northern District	151–250	2
3	Outer Harbor	100-150	1
4	Western District	More than 251	3
5	Southeastern District	151–250	2
6	Gozo and Comino	151–250	2

The climate creates the general conditions for tourist and recreational activities in the country and the ability of tourism in its territory.

The Republic of Malta is located within the subtropical climate zone, the temperature is evenly distributed throughout the country, with small differences of 1–2 °C in any season of the year (Tables 5, 6).

Table 5. Estimation of the average annual temperature in the Republic of Malta

Score	Average annual temperature, °C
3	22.1–23.0
2	21.1–22.0
1	20.1–21.0
0	Under 20.0

The temperature in the country during the year is warm and favorable for recreational activities, in winter the figures do not fall below + 10 °C and can reach a maximum of + 15...16 °C. From May to November the bathing season begins, with a minimum of +15...17 °C, and the maximum falls on the middle of summer + 29...32 °C (Fig. 3).

The highest scores were received by the districts: Northern, Gozo and Comino.

Table 6. Score of the average annual temperature of the Republic of Malta by districts

No	Districts	Score
1	Inner Harbor	1
2	Northern District	3
3	Outer Harbor	1
4	Western District	2
5	Southeastern District	1
6	Gozo and Comino	3

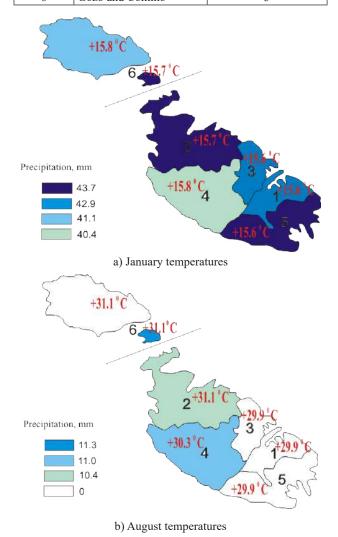


Fig. 3. The temperature of the warmest and coolest months of the Republic of Malta

The Republic of Malta is poor in hydrological resources, several rivers flow through the country, but in the hot period they dry up. There are no fresh water sources. The main hydrological resource is the sea; it washes the country from all sides.

The assessment of marine resources can be carried out by the rank of the coastal position (Tables 7, 8).

Thus, the Table 8 shows that the security of the sea is estimated at 3 points, that is, each district is coastal, which is a good indicator for tourism. Due to this indicator, the country has developed beach tourism and diving.

Table 7. Assessment of the rank of the coastal position of the Republic of Malta

Score	Rank of coastal position
3	Seaside
2	Neighbor of the first order
1	Neighbor of the second order
0	Neighbor of the third order

Table 8. Score assessment of the coastal situation of the Republic of Malta by districts

No	Districts	Score
1	Inner Harbor	3
2	Northern District	3
3	Outer Harbor	3
4	Western District	3
5	Southeastern District	3
6	Gozo and Comino	3

The biological tourist resources of the country include national parks, reserves, gardens and nature parks. There are many gardens in the country, these are the so-called parks of landscape art and the largest numbers of them are located in the Inner Harbor district.

Due to the fact that the Republic of Malta is small in area and not sufficiently provided with flora and fauna, a large part is covered with agricultural land or not suitable for landscaping, the country has few natural reserves, natural parks (Fig. 4: Tables 9, 10).

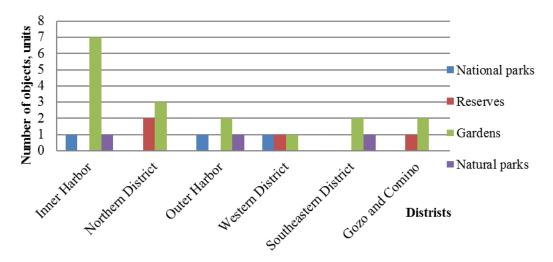


Fig. 4. Distribution of objects of the nature reserve fund of the Republic of Malta by districts

Table 9. Indicator of the score assessment of the provision of objects of the nature reserve fund

Score	Number of objects, units
3	7–9
2	4–6
1	1–3
0	0

Table 10. Score assessment of the provision of the Republic of Malta with objects of the nature reserve fund by districts

No	Districts	Score
1	Inner Harbor	3
2	Northern District	2
3	Outer Harbor	2
4	Western District	1
5	Southeastern District	1
6	Gozo and Comino	1

The lowest number of points was awarded to the districts of Western, Southeastern and Gozo and Comino, with the lowest number of nature reserves in their territory. After assessing of the natural tourist and recreational resources, we can conclude that the Republic of Malta is provided with them and suitable for various types of tourism (Fig. 5).

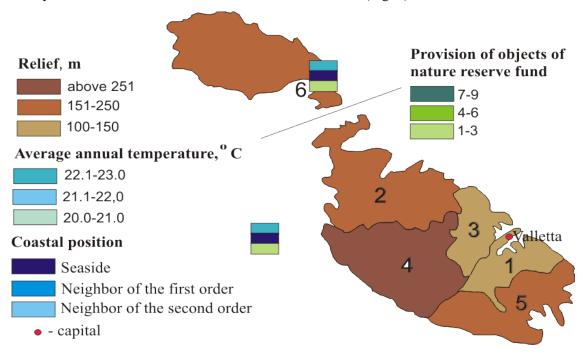


Fig. 5. Assessment of natural tourist and recreational resources of the Republic of Malta

When conducting a score assessment of orographic resources, we note that the biggest heights, which received the highest score of 3 points, are inherent in the Western District of the country, on the territory of which is the highest point of the republic.

Orographic resources of the country are not suitable for ski tourism.

Climatic resources are favorable for tourism throughout the whole, because summers are hot and winters are warm and mild. Precipitation generally falls in winter, but in small quantities. The temperature is evenly distributed throughout the country with a slight difference of 1–2 degrees.

Due to the fact that the Republic of Malta is the only country in Europe that does not have its own rivers and sources of fresh water, the potential of the coastal situation was assessed. All six counties received the highest score of 3 because they all have access to the sea.

The country's nature reserve fund includes national parks, nature reserves, nature parks and gardens. Inner Harbor County received the highest number of points, with a large number of parks of landscape art, which provided the highest score. The Western, Southeastern and Gozo and Comino Districts of the country have the lowest supply of nature reserves.

Next, consider the assessment of historical, cultural, tourist and recreational resources of the Republic of Malta.

The country's historical and cultural tourist resources make it interesting for tourists to visit. Malta has a great historical past, which has left a great legacy in the form of ancient fortresses, churches, cathedrals, majestic palaces.

The UNESCO World Heritage Site is no exception for the country, there are 3 of them in the list. There are 7 sites in the country that are currently candidates for inclusion in the World Heritage List.

The highest rating was given to the Inner Harbor district, there are 3 monuments in its territory, in the Northern and South-Eastern districts there are 2 UNESCO heritage sites. Outer Harbor and Western Districts received 0 points, as there are no UNESCO World Heritage Sites in their territory (Table 11).

Table 11. Indicator of the number of UNESCO-listed sites and potential candidates

Score	UNESCO sites, units	Score	Potential candidates, units
3	3	3	3
2	2	2	2
1	1	1	1
0	0	0	0

According to the number of potential candidates for the UNESCO list, 3 points were awarded to Gozo and Comino districts (Maltese coastal cliffs, Victoria Citadel, Azure Eye).

Western District (Mdina, Coastal Rocks) received 2 points.

Other districts received 1 point each (Inner Harbor – Knights fortifications around the harbors of Malta, North – Catacombs of Malta, Outer Harbor – Lines of Victoria fortifications) (Table 12).

Table 12. Score of the number of UNESCO-listed sites and potential candidates in the Republic of Malta by districts

UNESCO sites		Potential candidates			
No Districts Score		No	Districts	Score	
1	Inner Harbor	3	1	Inner Harbor	1
2	Northern District	2	2	Northern District	1
3	Outer Harbor	0	3	Outer Harbor	1
4	Western District	0	4	Western District	2
5	Southeastern District	2	5	Southeastern District	0
6	Gozo and Comino	1	6	Gozo and Comino	3

The assessment of the provision of historical and cultural sites by districts is calculated as follows (Tables 13, 14).

Table 13. Indicator of assessment of historical and cultural sites of the Republic of Malta

Score	Number of objects, units			
3	31–40			
2	21–30			
1	10–20			
0	0			

Table 14. Score assessment of the availability of historical and cultural sites of the Republic of Malta by districts

№	Districts	Score
1	Inner Harbor	3
2	Northern District	1
3	Outer Harbor	2
4	Western District	2
5	Southeastern District	1
6	Gozo and Comino	1

The highest score was awarded to the Inner Harbor District; the largest number of attractions is concentrated in it. This is not surprising, because here is the city of Valletta, which is a UNESCO World Heritage Site.

Two points were awarded to the districts of Outer Harbor and Western District. The Western district is rich in attractions, because there is the city of Mdina, the former capital of the Republic of Malta, it is the historical and cultural center of the country (Fig. 6).

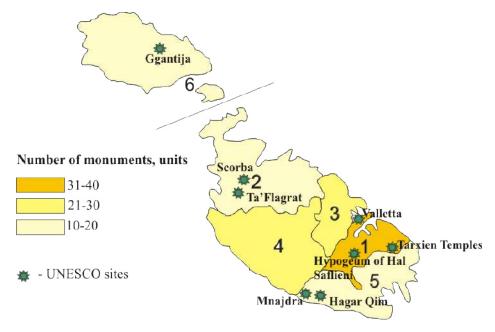


Fig. 6. Assessment of historical and cultural tourist and recreational resources of the Republic of Malta

Let's move on to a comprehensive assessment of tourist and recreational resources of the country.

The suitability of the Republic of Malta for tourist and recreational activities is determined by its provision of natural, and cultural tourist resources.

Among the natural tourist and recreational resources of the country, orographic, climatic, hydrological and biological resources were assessed.

Among the historical, cultural, tourist and recreational resources, indicators on the availability and number of museums, palaces, cathedrals, monasteries, churches and fortifications were assessed.

The score of tourist and recreational potential was defined as the sum of scores of assessment of orographic, climatic, hydrographic, biological and historical and cultural resources.

Comprehensive assessment is carried out according to the following indicators (Tables 15, 16).

Table 15. Indicator of comprehensive assessment of tourist and recreational resources of the Republic of Malta

Score	Estimation					
3	11–15					
2	6–10					
1	1–5					
0	_					

Table 16. Comprehensive assessment of tourist and recreational resources of the Republic of Malta by districts

No	Districts	Relief	Climate	Seaside position	Nature reserve fund	Historical and cultural monuments	Total score	Estimation
1	Inner Harbor	1	1	3	3	3	11	3
2	Northern District	2	3	3	2	1	11	3
3	Outer Harbor	1	1	3	2	2	9	2
4	Western District	3	2	3	1	2	11	3
5	Southeastern District	2	1	3	1	1	8	2
6	Gozo and Comino	2	3	3	1	1	8	2

When conducting a comprehensive assessment of the country on the natural and historical-cultural tourist and recreational resources of the country, it was found that the resource potential is high. Districts such as Inner Harbor, Northern and Western Districts received the highest score of 3, i.e. these districts have the highest provision of resources, which contributes to the direct development of tourism.

The other three districts, Outer Harbor, Southeastern, Gozo and Comino, each of them received 2 points, which is also a qualitative indicator of the availability of resources for tourism development.

We can say that the districts that received the highest scores are the most favorable for tourism, because they are provided with both natural, historical and cultural resources, they complement each other and make these areas of the country interesting for tourists. The warm climate, the provision of resources for beach tourism complements the provision of various attractions, so the vacationer can simultaneously engage in several types of tourism.

Visual display of indicators of integrated assessment of tourist and recreational resources of the country is shown in the Fig. 7.

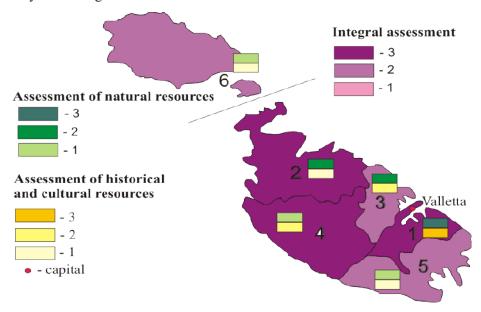


Fig. 7. Integrated assessment of tourist and recreational resources of the Republic of Malta

Conclusions.

Recreational resources are a basic component of the tourism business. Like industries (industry, agriculture and others), the organization of mass recreation requires certain resources for its existence. Its potential for recreation and tourism largely depends on the provision of the territory with recreational resources.

The islands of the Maltese archipelago are characterized by low mountains and plains based on a small limestone plateau.

Malta's orographic resources are not suitable for ski tourism.

It is established that the greatest importance in the historical and architectural potential of Malta is occupied by the objects included in the international list of monuments of human heritage of UNESCO.

When conducting a point evaluation of orographic resources, we note that the highest heights, which received the highest score of 3 points, are inherent to the Western District of the country, which is the highest point (253 m) of the republic.

Climatic resources are favorable for tourism throughout the year, because summers are hot and winters are warm and mild. Precipitation generally falls in winter, but in small quantities. The temperature is evenly distributed throughout the country with a slight difference of 1–2 degrees.

Due to the fact that the Republic of Malta is the only country in Europe that does not have its own rivers and sources of fresh water, the potential of the coastal situation was assessed. All 6 counties received the highest score of 3 because they all have access to the sea.

The country's nature reserve fund includes national parks, nature reserves, nature parks and gardens. The highest number of points was received by 1 district (Inner Harbor), on its territory there is a large number of parks of monuments of landscape art, which provided the highest score. The Western, Southeastern, and Gozo and Comino Districts have the lowest provision of nature reserves.

After assessing the natural tourist and recreational resources, we can conclude that the Republic of Malta is provided with them and suitable for various types of tourism.

A point assessment of the historical, cultural, tourist and recreational resources of the Republic of Malta was conducted.

The highest rating was given to the Inner Harbor district, on its territory there are 3 monuments, in the Northern and South-Eastern districts there are 2

UNESCO heritage sites. Outer Harbor and Western Districts received 0 points, as there are no UNESCO World Heritage Sites in their territory.

According to the number of potential candidates for the UNESCO list, 3 points were awarded to Gozo and Comino District (Maltese coastal cliffs, Victoria Citadel, Azure Eye). Western District (Mdina, Coastal Rocks) received 2 points. Other districts received 1 point each (Inner Harbor – Knights fortifications around the harbors of Malta, Northern – Catacombs of Malta, Outer Harbor – Lines of Victoria fortifications)

According to the assessment of the provision of historical and cultural sites by districts, it was found that the highest security is characterized by the Inner Harbor District.

Outer Harbor and Western Districts received 2 points. The Western District is rich in attractions, because there is the city of Mdina, the former capital of the Republic of Malta, it is the historical and cultural center of the country.

When conducting a comprehensive assessment of tourist and recreational resources of the country, the score of tourist and recreational potential was defined as the sum of scores of assessment of orographic, climatic, hydrographic, biological, historical and cultural resources.

Having conducted a comprehensive assessment of the natural and historical-cultural tourist and recreational resources of the country, it can be seen that the resource potential is high.

Districts such as Inner Harbor, Northern and Western received the highest score of 3, i.e. these districts have the highest provision of resources, which contributes to the direct development of tourism.

The other three districts, Outer Harbor, Southeast, Gozo and Comino, received 2 points each, which is also a good indicator of the availability of resources for tourism development.

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