

An aerial photograph of a sailboat with a tall mast and blue canopy, floating in clear turquoise water. The boat is surrounded by rugged, rocky cliffs and a small sandy beach. In the background, a coastline with buildings is visible under a clear sky.

GSTC2024 Sweden

NTOs Driving Hotel Sustainability
Certification - Malta

Kevin Fsadni
Deputy CEO
Malta Tourism Authority



Malta
Gozo & Comino

The Maltese Islands

The Maltese archipelago lies virtually at the centre of the Mediterranean, 93 km south of Sicily and 288 km north of Africa.

- 3 Islands
- Resident population of 520,000.
- Foreigners living in Malta 119,000
- Area of 316 sq km.
- Density of 1,649 residents per sq km.
- Tourists in 2023 3 million
- Tourists in 2024 expected to increase.



First Eco-Label in Malta



The scheme was launched by the Malta Tourism Authority in 2002.

GSTC-Recognized Standard

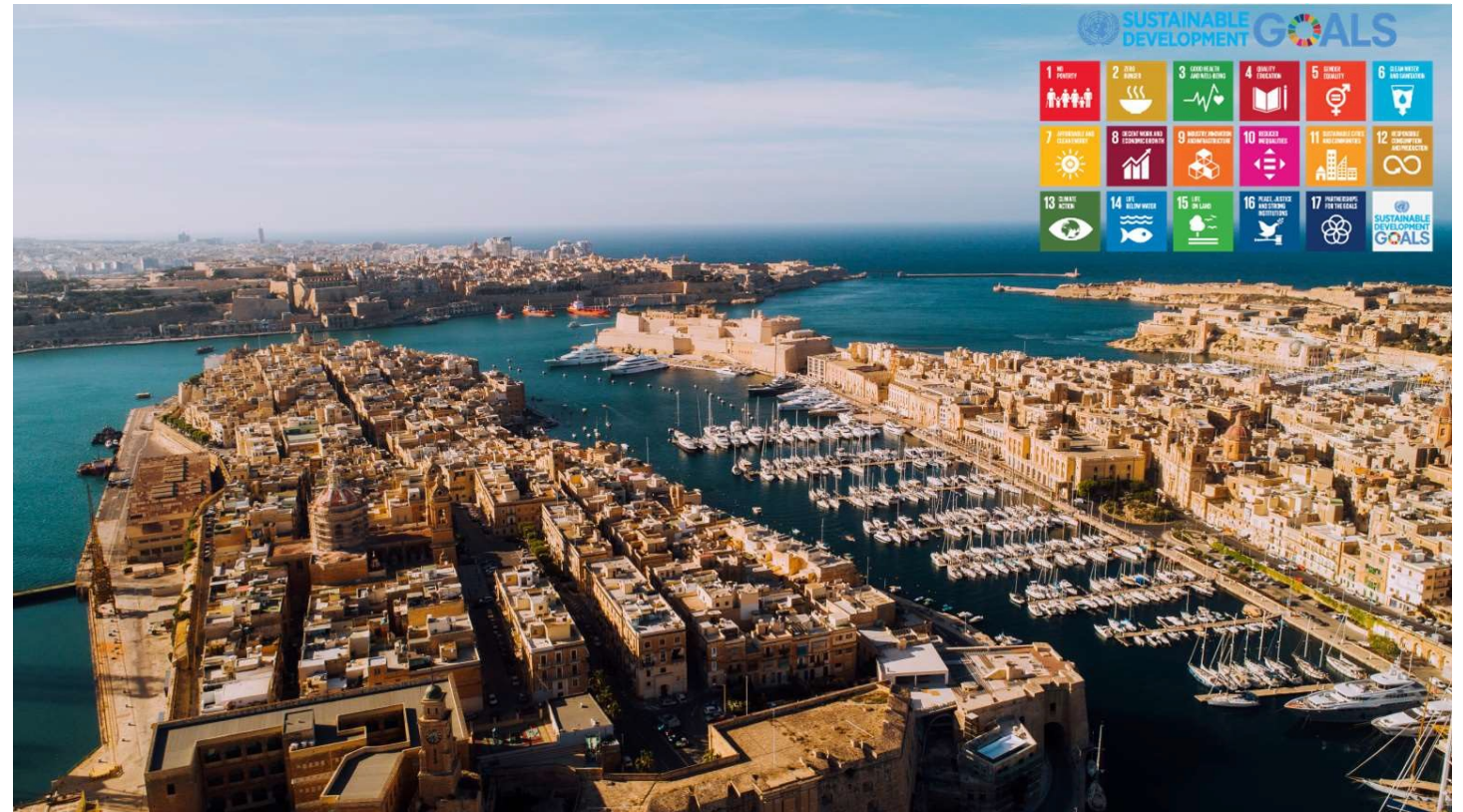
Third party audits were carried out to ensure that hotels were meeting the requirements of the scheme.

The Label did not achieve the expected results.



The Road to GSTC Eco-Certification

Tourism Strategy addresses specific objectives linked to KPI's and SDG's.



The Road to GSTC Eco-Certification

Tourism Strategy also paved the way for the setting up of a Tourism Observatory



**Malta
Tourism
Observatory**

A dark blue banner with white text and decorative icons. The text reads: "6th December 2023", "Malta National Tourism Conference 2023", and "Embracing Pathways to Sustainability". The Malta Tourism Observatory logo is in the top left. Decorative icons include wavy lines, stylized trees, and spirals.

Malta
Tourism
Observatory

6th December 2023

Malta National Tourism Conference 2023

**Embracing Pathways
to Sustainability**



The Road to GSTC Eco-Certification

Following discussions with key persons at GSTC and industry consultation, we decided to discontinue the MTA National Eco-Label Scheme by end 2024 and instead recognise International Schemes.

- Understanding accreditation
- Certification Bodies
- Costs
- Training
- Antalya Conference, May 2023



The Signing

MTA took the opportunity of the National Tourism Conference last December to sign a Memorandum of Understanding with GSTC and establish an official recognition by the Maltese NTO.

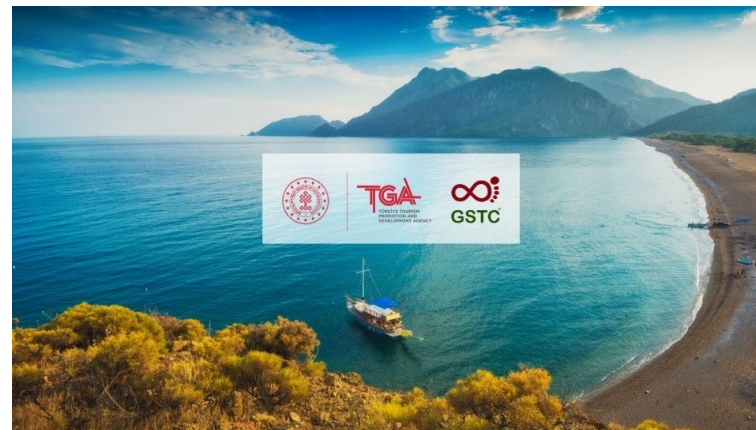


Spreading the Word

The challenge to convince the Hotel Sector and getting the message across.

- MHRA
- Office of the Prime Minister
- Creating links to Malta Enterprise, EU Funds, Ministry for the Environment, Environment & Water Agency, etc.
- National Energy and Climate Plan

Mediterranean Tourism Foundation



MALTA HOTELS
& RESTAURANTS
ASSOCIATION



Starting the Work

The MTA is contacting all hotels individually, providing information, advice and facilitating contacts.

We have 30% of hotels that are committed to start the process of certification – with a few that have already started.

Creating a forum for hotel practitioners.

Assisting small properties.



Thank You



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