The Development of Fort St. Elmo and Fort St. Angelo for Heritage and Cultural Tourism

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A long essay submitted in part fulfillment of the requirements of the Degree of Bachelor of Arts with Honours in Tourism Studies

INSTITUTE FOR TOURISM, TRAVEL & CULTURE

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Abstract

The research focuses on the development of two of the most important fortifications in Malta, which are currently undergoing major restoration. These are Fort St. Elmo, located in Valletta and Fort St. Angelo, located in Vittoriosa. This research seeks responses from various local stakeholders about the development of Fort St. Elmo and Fort St. Angelo as heritage and cultural attractions. Their potential contribution as heritage and cultural tourism products is examined, as well as how these forts will be developed, and how the local communities of Valletta and Vittoriosa may benefit from their rehabilitation.

Different theories of heritage and cultural tourism are discussed as well as relevant national policies. In order to gather feedback, in-depth interviews and personal observation of the restoration projects were an integral part of the methodology of this study. The general findings were largely positive. Both sites have a strong potential for heritage and cultural tourism as well as for domestic tourism, as each fort will have its individual function and attractiveness. Fort St. Elmo can help towards the regeneration of the local community of the lower Valletta area whilst Fort St. Angelo has the potential to further the Vittoriosa tourist activity and perhaps also help to prop activity in the rest of the Cottonera area. Promotion is a tool which presently is barely being made use of. Thus, more promotional work will be needed in the near future so as to create awareness of these forts as heritage attractions. The findings have established that the development of these forts was definitely needed, and in the future more works of this nature should be done.
Keywords: Heritage and Cultural Tourism, Forts, Restoration, Tourism product enhancement
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<tr>
<td>ATLAS</td>
<td>Association for Tourism and Leisure Education</td>
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<td>ERDF</td>
<td>European Regional Development Fund</td>
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<td>GHLP</td>
<td>Grand Harbour Local Plan</td>
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<td>GHRC</td>
<td>Grand Harbour Regeneration Corporation</td>
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<td>HM</td>
<td>Heritage Malta</td>
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<td>MEPA</td>
<td>Malta Environment and Planning Authority</td>
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<td>MICE</td>
<td>Meetings, Incentives, Conferences and Events</td>
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<td>MTA</td>
<td>Malta Tourism Authority</td>
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<td>NSCH</td>
<td>National Strategy for the Cultural Heritage</td>
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<tr>
<td>OECD</td>
<td>Organisation for Economic Co-operation and Development</td>
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Chapter 1:
Introduction
1.1 Introduction

The following dissertation focuses on two important fortifications built by the Order of St. John in Malta: Fort St. Elmo located in Valletta and Fort St. Angelo in Vittoriosa. Currently, these forts are undergoing major restoration works and are closed to the public. This study concentrates on the present development of these two forts and their future potential for heritage and cultural tourism, once their restoration is completed and they are reopened for the public. This research also includes a closer look at historical aspects that contribute to their potential as two other heritage and cultural tourism products in Malta.

1.2 Heritage and Cultural Tourism along the years

Despite the many events happening around the world, tourism has remained an important industry and has continued to flourish since 1950. (Cooper et al., 2008) Many countries worldwide have experienced the effects of this dynamic industry. Together with an increase in demand for tourism, there has also been an increase in demand for “heritage-related experiences.” (Timothy & Boyd, 2003) In fact, both heritage and cultural tourism are two tourism sectors that have seen a rapid growth around the world in the last few years. (Chen 1998 cited in Timothy & Boyd, 2003. Smith, 2003) Moreover, the UNWTO estimates that Europe’s major type of tourism by 2020 will be cultural tourism. (Niemczyk, 2013)

Furthermore, cultural tourism was recognised as a potential sector for the economic growth of several countries during the 1980’s. This rapid growth was due
to many factors: an increase in aging populations in developed countries, an increase in modes of transport which created better accessibility, the general need to experience culture and a growth of awareness in culture as a unique form of identity due to the rising levels of globalisation. The total percentage of international cultural tourism by 2007 was 40%, which shows an increase of 3% from 1995. (OECD, 2009)

Locally, tourism statistics also show that Malta is experiencing growth in the number of incoming tourists because of its history and culture. In fact, in 2012 there were 42% of such tourists who indicated that one of the main reasons why they came to Malta was because of these two aspects, which shows a significant increase of 3% in five years. In the same year, history and culture were listed as the third main reason why tourists came to Malta and 78% of tourists affirmed that they visit historical sites. (MTA, 2012 & 2013) This is highly significant for Malta because this helps improve, diversify and create a stronger tourism product on an international scale.

1.3 Heritage and Cultural Tourism Products in Malta

There are many different forms of cultural tourism, with heritage tourism being one of its main forms, and many attractions form part of them too, as will be seen in Chapter 2. The cultural products of a country make it distinctive and push tourists to visit it (Niemczyk, 2013). Many countries offer a vast range of heritage and cultural tourism products. The Maltese Islands do not lack from such attractions
either, as are the many fortifications and towers spread across the Islands, built by the Knights and by the British (www.visitmalta.com). Some fortifications, still desperately need to be restored such as Fort Ricasoli and Fort Delimara, so as to enhance Malta’s tourism products. The main reason why the researcher decided to carry out this study on Fort St. Elmo and Fort St. Angelo was because they are historical landmarks, which had been abandoned and closed for public access for a long time, and will finally be returned back to Maltese people. This study can help heritage and cultural tourism in Malta, because the researcher will try to find out what are the opinions of various stakeholders on these projects and if there are any suggestions. Such restoration projects can also reinforce Malta’s niche market of military cultural heritage tourism. (Cassar, 2013)

1.4 Aims and Objectives

The aims of this study are primarily three: first, to examine the development of both Fort St. Elmo and Fort St. Angelo, and how this may contribute to enhance them as Maltese tourism products once they are reopened to visitors; second, to analyse the potential of these sites for stronger heritage and cultural tourism; third, to identify how their development can affect the local communities of Valletta and Vittoriosa respectively. Connected to these primary objectives, the marketing of these sites for heritage and cultural tourism will also be considered including any existent promotional aspects by present tourism-related organisations.
1.5 Dissertation Overview

This dissertation intends to reveal the importance and relevance that these two forts would have in the tourism industry, particularly in the heritage and culture dimension, if adequately exploited. Following this introduction, the second chapter will be dedicated to the literature review, based on two aspects: various existing heritage and cultural tourism theories and background information on the two forts chosen as ideal products based on these theories, including an analysis of the development plans for both forts as well as a section dedicated to the cultural aspect in their respective policy document. The third chapter on methodology will explain how the field research was conducted: the selection of respondents and stakeholders for the interviews, the tools used and the limitations encountered during this study. The fourth chapter will present the responses obtained from the interviews and the results will be discussed and analysed. The fifth chapter, as a conclusion, will summarise the main findings of this research and will put forward a set of recommendations for a possible way forward in enhancing the potentials of both Fort St. Elmo and St. Angelo.
Chapter 2: Literature Review
2.1 Introduction

This chapter discusses some definitions of heritage and cultural tourism given by several authors who have delved on this vast subject. For the purpose of this study, only those definitions considered most relevant are discussed. Consequently, it presents some background information on both forts, starting off with a brief historical overview, following an analysis of their development plans and, finally, tackling the cultural section of their policy documents.

2.2 What is Cultural Tourism?

There is no one clear definition of cultural tourism that has been acknowledged as such by academics. In fact, many definitions by different authors have been proposed and a look at the existent literature makes this immediately evident. The most relevant definitions will be considered for the purpose of this study.

Both “culture” and “tourism” are already difficult words to explain. Thus, it is even more complex to define the joint term “cultural tourism”. (Richards, 2005.p. 21) “Tourism” according to Collins Concise English Dictionary, means: “tourist travel and the services connected with it, especially when regarded as an industry”, whilst “cultural” is an adjective which qualifies, modifies and specifies this noun. (Collinsdictionary.com. McKercher & du Cros, 2002.Chapter 3) Cultural tourism is, thus, a form of tourism which exploits the cultural or heritage attractions of a particular destination. At first, it was simply thought of as a niche market since it
was a new type of tourism. However, it quickly became an established tourism type. (Ivanovic, 2008.Chapter 4)

ATLAS (Association for Tourism and Leisure Education) gives two definitions for cultural tourism. The conceptual definition runs thus: “The movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs.” The technical definition, states: “All movements of persons to specific cultural attractions, such as heritage sites, artistic and cultural manifestations, arts and drama outside their normal place of residence.” The main distinction between the two is that the conceptual definition centres on the reasons why tourists go on holiday, depicting it as an action whilst the technical one focuses on the form of attractions that tourists visit. (Richards, 1996.p.23-24)

Silberberg defines cultural tourism as “visits by persons from outside the host community motivated wholly or in part by interest in the historical, artistic, scientific, or lifestyle/heritage offerings of a community, region or institution.” (1995 cited in Stylianou-Lambert, 2010.p.2) There are various forms of “offerings” or attractions for cultural tourism including museums, archaeological sites, heritage sites, religious festivals and pilgrimages, and architecture. There are also two main forms of cultural tourists: the casual (or general) tourists and the specific tourists. (Richards, 1996.p.22) The casual cultural tourist's main reason to travel is not related to culture, reducing the cultural aspect as secondary to another main reason for travelling. On the contrary, the specific cultural tourist's main reason to
travel is a cultural one; the sole reason of travelling for this type of tourist is to experience and learn about culture.

Silberberg further identifies four types of cultural tourists outlining their different reasons for visiting a cultural attraction:

- *greatly motivated* tourists' whose main purpose to travel is because of the destination’s cultural attractions;

- *in-part motivated* tourists who travel to a country because of its cultural attractions as well as for other reasons;

- *adjunct* cultural tourists perceive culture as an “addition” or an “extra” to their primary reason for travelling;

- *accidental* cultural tourists part with no purpose whatsoever to visit or take part in any cultural attractions, but they eventually do so if the occasion presents itself or if they are primed to do so. (1995 cited in Stylianou-Lambert, 2010.p.3)

2.3 What is Heritage Tourism?

The characteristics of heritage tourism very often overlap with those of cultural tourism. It is another broad term that has also been discussed by various authors in tourism literature. Heritage tourism is one of the major types of cultural tourism and its main aim is to highlight the importance of safeguarding the natural and

The difficulty of coining one exact definition lies in that it includes a vast range of attractions. These attractions regularly incorporate museums or centres that provide interpretative techniques such as interpretation boards, graphic panels and professional tour guides. Heritage tourism also includes ways of how to run, market, and interpret these attractions, in addition to seeking sustainable ways to preserve such attractions for continued visits by tourists. (Society for American Archaeology, 2009)

Authors agree that heritage is what society earned from past generations. In turn, the present society makes use of this for different functions such as tourism and education. There are many different reasons why tourists participate in heritage tourism, ranging from those who want to attain more knowledge to those who simply want to pass their time. The experience is distinctive for each tourist and for each attraction that is visited. Thus, heritage tourism includes a whole range of reasons and resource consumption. (Timothy, 2011)

2.4 Why is Heritage and Cultural Tourism important?

Even though reasons for tourists to visit a heritage attraction vary, having different degrees of motivation, all visits are considered to be part of heritage tourism. Those organizations that are trying to market a heritage attraction for tourism,
should direct their efforts both towards those who are *greatly motivated* and those who are *in-part motivated* (Silberberg 1995 cited in Stylianou-Lambert, 2010) making them more culturally sensitive towards that particular heritage and more enthusiastic to learn about it. Cultural tourism, in turn, is perceived by many governments as a good opportunity for a country’s economy because it means that tourists are paying attention to a country’s citizens and to their tangible and intangible heritage resources as well as giving a positive boost to how people perceive a country.

Another reason for the importance of attracting heritage tourists is because they are perceived to have a higher economic potential and would thus prove to be of more benefit to the economy of a country than others. (Smith, 2003.p.104) Research done in Europe, Asia and North America has also shown that heritage tourists have longer stays. (Rypkema, 2009 cited in Cassar, 2013.p.43) Consequently, the development of Fort St. Elmo and Fort St. Angelo as other heritage attractions for this type of tourist can help increase Malta’s image abroad as a centre for heritage and cultural tourism, instead of its other more common image as a destination predominantly sought for its sun, sea and sand. Developing this segment would also benefit a more sustainable tourism, as it can reduce seasonality and spread tourist numbers more evenly throughout the year.
2.5 Brief historical overview

2.5.1 A brief description of Fort St. Elmo and Fort St. Angelo

Both forts were built by the Knights of the Order of St. John. Early documents show that around the end of the thirteenth century, a watch-post existed where Fort St. Elmo is now situated. (Spiteri, 2001.p.252) Fort St. Angelo’s first documented proof is when it is referred to as *castrum maris* in the thirteenth-century royal mandates when Malta was under the Angevin rule (1266-1284) (Hughes, 1993.p.185). During the Great Siege of 1565, Fort St. Angelo had a pivotal role in defending Vittoriosa and Senglea, as well as in providing supplies for Fort St. Elmo, since the latter had to be completed quickly and weakly within a six-month period, due to the Grandmaster’s fears of another Turk attack, following that in 1551. (Hughes, 1993.p.185.Spiteri, 2001)

After the Great Siege, the Knights wanted to reconstruct Fort St. Elmo, since it was almost completely destroyed. Laparelli’s plan of 1566 was implemented where the walls were made from hard stone, the ditches were extended and improved, and spurs, that were absent in earlier designs, were elevated. (Ellul, 1988.p.33)

The fort now had bigger open space, which permitted

![Figure 1 – An aerial image of Fort St. Elmo](Gozo News, 2012)
the engineer Mondion to plan a big barrack block. In 1614, the Vendôme Bastion was built in the area known as Dragut’s Point, in order to reinforce the defence. (Spiteri, 2001.p.258) Additionally, the Carafa Bastions were also built. In 1687, the engineer Grünenberg planned a ring of fortifications to strengthen St. Elmo. (Spiteri, 2001.p.261 & Hughes, 1993.p.191) The Knights’ last project was the building of nineteen big magazines to stock up resources and to protect women and children in case of a siege. (Ellul, 1988.p.54)

After 1565, it was Grünenberg who paid attention to St. Angelo in 1687. (Hughes, 1993.p.185) However, his plan could not be allotted the needed financial funds. (Spiteri, 2001.p.227) In 1689, Grünenberg’s offer of paying for the works himself was welcomed by the Knights. His plan included constructing four batteries, one of them on the rocky ledge at the external part of the fort. (Hughes, 1993.p.185) Two other batteries were more elevated, rising one above the other. The fourth battery was constructed later on. (Spiteri, 2001.p.227) He also planned the remaining medieval walls to be deconstructed and to be substituted with an original bastioned enceinte. Nowadays, the fort’s form still reflects Grünenberg’s original 1687 sketch. (Hughes, 1993)
When the British took over, Fort St. Elmo was armed with heavy guns, especially useful during World War II when they were used against the Italian fleet on the 26th of July 1941 in a victorious plan of defence. On the other hand, Fort St. Angelo was transformed into the naval headquarters of the British Navy and it was renamed as “HMS St. Angelo.” (Hughes, 1993) After the British left Malta, both forts suffered extensive damages and the need for restoration plans was felt. The Grand Harbour Regeneration Corporation Plc (GHRC) applied for ERDF funds to start works on the project named “Fort St. Elmo Heritage Experience – Museum and Ramparts Walk”, which were approved and initiated in June 2012. The fort is estimated to reopen at the end of 2014, when it will be officially handed over to the company Heritage Malta (HM), which is “the national agency for museums, conservation practice and cultural heritage”, founded in 2002. (Fenech, 2013 & HM, 2014)

Fort St. Angelo is currently divided between HM, the Sovereign Military Order of Malta and the Cottonera Waterfront Group. In 2007, HM was assigned some parts of Fort St. Angelo. The first thing HM did was to close the fort and to implement security measures to stop vandalism. In 2011 HM applied for ERDF funds to start the project entitled “Fort St. Angelo Heritage Experience.” This proposal was accepted in March 2012 and the project is expected to be terminated by June 2015. (HM, 2012)
2.6 Policy Documents

2.6.1 Tourism Policy for the Maltese Islands 2012-2016

Malta’s current tourism policy presents a strategic framework which aims to create a stronger tourism product for the Maltese Islands. Another objective is to attract a “better-quality tourist”. (MTA, 2012.p.15) As discussed previously, heritage and cultural tourists are perceived positively by governments, and thus, in this document importance is understandably given to the development of the culture and heritage segment. In fact, it identifies this segment as a main niche market for Malta, just as the previous tourism policy had done. Furthermore, it is planned that the Malta Tourism Authority (MTA) will continue to concentrate on marketing this segment as part of Malta’s tourism product in order to attract heritage and cultural tourists, especially in the low season.

The tourism policy also acknowledges the necessity to guarantee that present attractions offer adequate educational experiences to visitors as well as the need of developing new attractions for the same reason. The policy states that MTA will review the “national visitor attractions” especially those entrusted to Heritage Malta, to ensure that these attractions are meeting the tourists’ expectations. (MTA, 2012.p.48)

The policy acknowledges that there are a number of heritage sites, which have so much to offer, and, yet, at the moment they are not in a good state. Two of the sites mentioned are Fort St. Elmo and Fort St. Angelo and it is stated that their current restoration projects will contribute to enrich Malta’s heritage and cultural segment
once they are restored to a well-deserved prestigious state. (MTA, 2012) Presently, Valletta is listed as a World Heritage City and will host the European Capital of Culture in 2018 (www.visitmalta.com) whilst Vittoriosa is projected as a medieval city renowned for its history (www.birgu.gov.mt). The development of the two forts would also contribute towards increasing the status of these two localities where they are situated. In addition, the two projects could offer further effective marketing, which could potentially and realistically draw more cultural tourists to Malta.

2.6.2 Fort St. Elmo and Environs Development Brief 2011

The aim of St. Elmo’s plan is to restore and convert the fort and its surrounding area into a vibrant, cultural attraction for tourists, with the inclusion of other amenities to increase the tourist flow to the lower end of Valletta as well as improving the local economy. This is definitely required for Fort St. Elmo area as it would also improve the surroundings and contribute to upgrade the standard of living of the local community. Furthermore, this Development Brief states that it would also spread cultural activities towards the outskirts of Valletta, away from the centre, the usual focus for tourism-related activities. The brief acknowledges that Fort St. Elmo is one of the most important fortifications in Malta, making its potential as a heritage tourism attraction greater.

The brief, which was finalized in December 2011, provides a detailed plan of what should be done in order for the fort to be restored to a well-deserved state. It also
gives importance to the fact that once restored, this fort can become a centre for heritage and cultural tourism, and it even gives suggestions of how this can be achieved such as the creation of a heritage trail about the Great Siege of 1565 and World War II with cultural amenities within the precincts of the fortifications. Other suggestions are to include guided tours for tourists and a film documentary about its history.

The Development Brief looks at the conservation of Fort St. Elmo, as a step towards making it available both to locals as well as the tourists. In addition, it will also contribute towards raising awareness for Malta’s heritage attractions. Besides the restoration of the fortifications, other plans are in the pipeline. There are two chapels located in Fort St. Elmo, which, when renovated, can also become a religious heritage attraction.

Fort St. Elmo also accommodates Malta’s National War Museum (MEPA, 2011). According to media reports, the history tackled in this museum dates to the period of the Order of St. John. Currently, it is situated at Lower Fort St. Elmo but it needs more space to accommodate its entire collection. Part of the project includes relocating this museum to Upper Fort St. Elmo and enlarging it with the possibility of converting it into a Military History Museum, and thus, becoming a military heritage attraction (Times of Malta, 2013). When all these plans are finalized, Fort St. Elmo would be offering different types of heritage attractions within the same area (Timothy & Boyd, 2003).
2.6.3 Grand Harbour Local Plan 2002

The Grand Harbour Local Plan (GHLP) was first approved in April 2002. A review of this plan was later approved and issued in March of 2010. The plan shows support towards the restoration on both Fort St. Elmo and Fort St. Angelo. Fort St. Angelo is the most important historical landmark in Vittoriosa and Fort St. Elmo has a similar value to Valletta. Thus, a plan to conserve these heritage sites is a must. It states that if these forts are to be restored, the cultural and tourism reasons should be kept in mind and offers recommendations on what can be done to both sites for these purposes.

The GHLP acknowledges that, besides the fact that Fort St. Elmo has a great potential to become a cultural centre, there should be a right for the general public to also access its outer parts. It suggests the possibility of including a hotel at the Evans Building as well as a crafts centre to showcase how certain items were made in the past. Another suggestion is to develop a War Experience site together with the War Museum, having an audio or film display as well as tour guides. As for the lower part of Fort St. Elmo, the plan suggests that events can be organized. However, these have to take into consideration and show respect to the historical aspects of the site. The GHLP agrees with the Fort St. Elmo and Environs Development Brief 2011 because it also states that the restoration of Fort St. Elmo can act as a centre for cultural activities which are lacking at the lower end of Valletta.

As regards, Fort St. Angelo, the possibility of developing an interpretation centre for tourists is suggested, with a main focus on both the past and the contemporary
activities of the Knights of Malta. Other proposed ideas include re-enactments, interactive interpretation methods, audio and/or film displays, a bookshop and a cafeteria. The possibility of having an arms display could also be considered, should the Palace Armoury at Valletta be shifted to Fort St. Angelo.

2.6.4 National Strategy for the Cultural Heritage

As stated in this document on the National Strategy for the Cultural Heritage (NSCH) by Mario de Marco, former Minister for Tourism, Culture and the Environment, cultural heritage is one of the most significant assets for Malta. (NSCH, 2012.p.6) Awareness about Malta’s cultural heritage is growing rapidly both amid the Maltese people as well as among tourists. This is evident from MTA statistics, which show that over the last few years the volume of tourists coming to Malta for its history and culture has increased. (MTA, 2013) As cultural heritage is a unique and non-renewable resource, it is best to conserve it, not only for the present but also for future generations. Malta’s cultural heritage assets distinguish Malta from other destinations and they are considered as unique “selling points”. (NSCH, 2012.p.17) They are a vital tool to building a successful tourism industry for Malta and for branding Malta too. Consequently, Fort St. Elmo and Fort St. Angelo are to be seen as two cultural heritage assets, which should boost further Malta’s unique selling point for tourism, once they are reopened.

This strategy develops 22 objectives in order to address the management of cultural heritage, a complex but unique asset. One of the objectives which concern
this study is that of enhancing accessibility to everyone at heritage sites and museums, giving everyone the deserved opportunity to experience these places. Another objective is to make use of online media to market the cultural heritage assets and to also promote the purchasing of online tickets. This is essential considering that we live in a society where the media dominates our everyday lives and such utilization can definitely help to increase recognition of these assets as well as augment ticket sales. This also emphasizes the importance of the stakeholders’ role in this aspect such as those of HM, local councils, MTA and other organizations. The strategy recognizes these organizations as some of the most important stakeholders that can implement this marketing strategy. Another strategic objective further acknowledges the significant role of local councils, which could wisely be improved for fostering awareness, and for promoting the marketing of the cultural heritage assets in their localities.

Other objectives also emphasize the importance of innovation and providing a high quality experience to tourists when visiting a heritage site as well as the issue of conserving the cultural heritage. Conservation and restoration projects are essential in order to maximize the sites’ potentials for heritage and cultural tourism, for both present and future societies. Conservation is especially essential for those heritage sites that are considered of “outstanding national importance” but are in an endangered state as is the case with Fort St. Elmo and Fort St. Angelo. (NSCH, 2012.p.47) This proves that action is being taken and stakeholders such as HM understand such objectives.
Chapter 3: Methodology
3.1 Data Collection Methods implemented

3.1.1 Primary Data Collection

Primary data collection is referred to as “data the researcher collects to address the specific problem at hand – the research question.” (Cooper & Schindler, 2008.p.709) Primary data is required because it shows closeness to the actual reality since the information has not yet been interpreted and it also controls error occurrence. (Cooper & Schindler, 2008.p.92-93) Two procedures implemented in this study to collect primary sources were interview and observation methods.

3.1.1.1 Interview design and distribution

In order to make this study as valid as possible, most of the primary data was collected through in-depth interviews that obtain the interviewees’ perspectives regarding the forts’ development and give this research a more qualitative nature. An individual-depth interview involves the interviewer communicating with a single participant at any one time to gain as much knowledge as possible on the topic under study. (Cooper & Schindler, 2008.p.175). The interviews consisted of semi-structured questions of an exploratory nature that mostly required an answer of an open kind permitting the interviewee a certain amount of freedom in his/her reply. (Saunders et al, 2009.p.320) This interviewing style also aided the interviewer in being able to group and adopt the questions so as to tailor them to the particular interviewer in each different interviewing situation. In fact, the interviewer prepared
three different sets of interviewing guidelines depending on the context. (See Appendix)

One interview was aimed to five HM representatives, namely:

- Mr. Charles Debono – National War Museum Curator
- Mr. Matthew Balzan – Fort St. Angelo Curator
- Ms. Veronica Bonello – Project Architect of Fort St. Angelo
- Mr. Emmanuel Magro Conti – HM Senior Curator
- Mr. Ruben Abela – Project Architect of Fort St. Angelo

and also to Mr. John Ebejer who has developed the project concept for Fort St. Elmo. The reason for interviewing HM representatives was to acquire more information about the ongoing projects of these two forts since HM is their responsible entity. The questions in this category were slightly modified from one interviewee to another, due to the fact that their knowledge on the sites varied according to their positions.

Another interview was designed for the mayors of the two localities concerned, namely: Prof. Alexiei Dingli for Valletta and Mr. John Boxall for Vittoriosa so as to learn about the perspectives of both local councils as well as the local community in general, regarding these projects in their cities.

A third set of questions was catered for two incoming-travel agencies to gain their perspective on these restoration projects. The interviewees were Mr. Chris
Micallef, who is a General Manager and Mr. Baldacchino, who is a Managing Director. Understandably, the duration of the interviews differed due to their open nature. The least amount of time taken was fifteen minutes with Prof. Dingli and the one with Mr. Magro Conti spanned over ninety minutes since he has a vast knowledge about both projects.

### 3.1.1.2 Observation method

An observation study is defined as “a monitoring approach to collecting data in which the researcher inspects the activities of a subject or the nature of some material without attempting to elicit responses from anyone; a.k.a. monitoring.” (Cooper & Schindler, 2008, p.707) To better understand the ongoing restoration projects of these forts, the researcher gained visitor access to these sites even though access is at the moment limited, due to the restoration works in progress. The researcher was accompanied by HM officials in both instances and was given a detailed onsite explanation of how the forts would be structured once they are reopened. After having visited both sites, the researcher gained more insight and could compare the phases of both restoration projects as well as the concepts underlying both structures.¹ The researcher also attended the exhibition “Fort St. Angelo – National and Cinematic Icon” in December 2013 at the Inquisitor’s Palace, which presented information and items about Fort St. Angelo’s naval cinema history.

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¹ Photos of when the researcher visited the sites can be seen in Appendices 5 and 6
3.1.2 Secondary Data Collection

Secondary data collection is referred to as “results of studies done by others and for different purposes than the one for which the data are being reviewed.” (Cooper & Schindler, 2008.p.711) This secondary data would have already been interpreted at least once, between the event and its recording. (Cooper & Schindler, 2008.p.92)

A number of published studies deemed relevant for the purpose of this research were also consulted and evaluated to procure further data; this time of a secondary type. Secondary data which was considered was taken from a variety of resources: text books, websites, journal articles, newspaper articles, national policies, development plans and published reports.

3.2 Pilot Study

A pilot test is considered essential before one starts to conduct interviews so as “to detect weaknesses in design and instrumentation and to provide proxy data for selection of a probability sample.” (Cooper & Schindler, 2008.p.91) All the questions prepared for the interviews were pilot-tested in order to prevent the risks of bias, errors and incomprehensibility. This procedure was beneficial in that the first draft of questions were proven to be biased and not clear enough. Thus, the questions were revised, modified and refined before the actual interviews took
place, this time resulting in better and clearer interviewing items leading to more reliable and valid results. (Cooper & Schindler, 2008,p.251)

3.3 Limitations

One major limitation of the study was time constraints. At the early stages of this study, the researcher had also considered the idea of interviewing tourists. However, since finding appropriate and available tourists with time to spare for an interview as well as the interview in itself being time consuming, the researcher had to discard this possibility and limit herself to carry out interviews only with the other tourism stakeholders. Also, the researcher would have liked to do interviews with at least another two travel agencies besides the ones involved. This aspiration could not be accomplished because, in addition to time constraints, there was yet another limitation beyond the interviewer’s control; the low response rate from various travel agencies contacted whose representatives either refused to sit for an interview or simply were not available. These facts limited the interviewing spectrum from being wider and thus, from obtaining further valid responses and results to further back-up this study.
Chapter 4: Analysis and Results
4.1 Introduction

This chapter analyses the findings from the interviews carried out as explained in the methodology. During the analysis reference is made to the theories and policies outlined in the literature review.

4.2 Data Analysis

4.2.1 *Fort St. Elmo and Fort St. Angelo Interviews*

4.2.1.1 Differences

The projects of both forts as heritage attractions are different from each other in that, Fort St. Elmo will be used to incorporate a Military History Museum, Valletta’s People Museum and Ramparts Walk, whilst Fort St. Angelo will not incorporate any museum as it is aimed to be the primary attraction in itself. It would not make sense for HM to have two similar attractions that are in close vicinity to each other. This would discourage people from visiting both sites, when, understandably, HM wants tourists to visit and benefit from both.

Another difference is that GHRC applied for ERDF funds for Fort St. Elmo and is, thus, responsible for its restoration. However, on completion of the project, the fort would be handed over to HM’s management. On the other hand, it was HM that submitted the ERDF application and embarked on the restoration project of Fort St. Angelo.
4.2.1.2 Heritage and Cultural Tourism potential in Valletta and Vittoriosa

Mr. Ebejer mentioned that Fort St. Elmo can be “a catalyst” in increasing tourism in the lower part of Valletta. Mr. Debono said that the fact that the outer parts of the fort in Valletta would be accessible free of charge, as stated by GHLP, means that, this can definitely attract more people. Conversely, the senior curator stated that Fort St. Elmo would only be another attraction with the several since the capital city is already well-known amongst tourists. Although he hopes that more people would come to Valletta, he nonetheless believes that with this project, there would not essentially be an increase in tourism.

As regards Vittoriosa, the curator and the architect, of Fort St. Angelo both believe that with the reopening of this fort as an attraction, Vittoriosa would acquire more importance with tourists. Cottonera would also benefit from this project. Mr. Abela added that Cottonera has a big potential for heritage and cultural tourism because the tourist would find something different from Valletta or Mdina, due to the unique character of the area. Even though there are several attractions in Cottonera, Fort St. Angelo can become the “main magnet” to attract tourists. He believes that it could help Cottonera to continue minimizing its negative stigma and to improve its image, which are the other secondary reasons why HM is doing this project. Ms. Bonello added that they have already noticed interest by tourists to visit because sometimes, even now, during its restoration, they come asking whether they could enter the fort. This interest would definitely boost once the fort is reopened. In addition, she mentioned another interesting fact: once the fort is reopened,
importance to the Regatta, which is a Maltese tradition, would also increase as people can watch the boat races from the fort.

4.2.1.3 Promotion

At present there is no promotion of Fort St. Elmo, especially since the fort is currently not managed by HM. However, the interviewees said that once the fort is opened, HM would try to implement different methods to attract people, due to the fact that it has a phenomenal potential compared to other attractions, attracting more people and generating revenues. Mr. Magro Conti pointed out that HM does not have a proper marketing strategy which is much needed. He added that the promotion of both forts should be done in a way that “one is given more for the price that one is paying.” Nonetheless, there are plans on how Fort St. Elmo would promote itself once it is opened, such as the use of searchlights during the night, barrage balloons and floodlights. All these initiatives are still under discussion. In addition, both forts would have an equal number of Open Days.

With respect to Fort St. Angelo, it is also not being promoted as a heritage attraction for tourists. Nevertheless, when Fort St. Angelo is closer to opening, HM would embark on a local as well as on an international promotional campaign. Currently, the main priority is the project and its completion. Nonetheless, all respondents mentioned that from time to time, features about Fort St. Angelo’s restoration project are shown on TV news and cultural programmes. To further increase awareness about the ongoing works, the fort also has its own official
Facebook page, which serves as a promotional tool, and makes people conscious of its important role in Malta’s history. Mr. Abela also mentioned that HM has a publicity obligation to promote the fact that funds have been sourced from ERDF. Mr. Balzan added that marketing is also important, not only to attract the visitor, but also to promote the fort as the ideal location where many cultural events can be organised. In addition, both forts would be the largest two sites HM would have ever managed, thus promotion would definitely become a priority and would have to be continuous.

4.2.1.4 Target Visitor

Mr. Ebejer stated that three target visitors are listed in the ERDF application for Fort St. Elmo: tourists in general referring to those who would already be in Valletta and might consider visiting the fort; the local public, since Fort St. Elmo is part of the Maltese people’s inheritance, the locals have the right to visit it too and the local tourism sector, once local tourism stakeholders would be more conscious of this facility, they would eventually include it in their cultural programmes or at least inform their clients about it.

Mr. Debono mentioned that everyone is a target visitor; both those interested in military history and even those who do not know much about it. In fact, tourists already show interest because they think they can enter the fort when they are at the National War Museum.
Mr. Magro Conti mentioned two interesting international target groups that HM should also focus upon when marketing both forts: the "history buffs" and the re-enactment groups. The former typically constitute people from Asia, particularly China and Japan, who are eager to learn about Western culture, as well as those Americans who love anything related to knights and chivalry. The problem is that Malta is not being promoted enough in these continents and that strategy would be very important. As regards re-enactors, in the United States and Europe there is much interest in military history. He added that it is futile to target countries such as France, Italy or Spain, who have more than enough of Baroque Art.

Both Mr. Balzan and Mr. Abela said that the local people are also target visitors because HM is going to give back Fort St. Angelo to the Maltese for the first time since 1979. It is for this reason that parts of the fort would be open gratis, for the locals to appreciate the fort after so long. Tourists, as another target visitor, can also include the re-enactor groups and visitors who use the fort for cultural events. Mr. Abela added that re-enactors are not targeted that much in Malta. Thus, they need to take this opportunity with the reopening of the fort. He also added that people interested in fortifications should, obviously, also form part of the target visitor cohort. Ms. Bonello mentioned that academics are another target visitor group. Thus, both casual and specific cultural tourists can be targeted, as defined by Richards (1996) in Chapter 2.
4.2.1.5 Interpretation and Re-enactments

Interpretation is a priority but it will be different for each fort, as has emerged from the feedback received. Interpretation for the free of charge areas in Fort St. Elmo would be mostly basic: through the use of interpretation panels and mobile application barcodes. The museums’ interpretation would be more professional, designed by experienced foreign consultants. Mr. Magro Conti indicated that digital imaging might be used for St. Elmo in order to make the visitors feel that they are being transported back in time. Interactivity would not be a major part of the interpretation methodology, but for children there would be hands-on activities. Initially, the idea to fire cannon was considered but this was then rejected due to the negative message it might send, as the fort is a memorial to those died in war.

Fort St. Angelo would be the main artefact to interpret. The functions of each space and building might be explained in diverse methods such as interpretation panels, audio guides and gadgets, which are still in discussion. There would be an interpretation centre which deals with different themes of how the fort was affected through time during different periods. There would also be a room with activities and interpretation for children. Respondents mentioned that interpretation would cater for different levels of visitors and for different levels of knowledge.

All interviewees stated that HM definitely has a plan for both forts to be used by professional re-enactors, which is another form of interpretation and an added value to the forts as heritage attractions. Both forts would provide facilities for these groups such as staying in the barrack blocks at Fort St. Elmo as if living the life of the people, who used the fort in the past. Mr. Magro Conti mentioned that there are
six barrack buildings in Fort St. Elmo, which can be used for this purpose and these could each specialise in a particular period such as World War II or the Knights’ period. Re-enactors are a niche group in tourism, and there is interest in this form of activity.

4.2.1.6 Plans for accessibility, specialised tours and Multisite Pass

Accessibility is an issue which would be catered for in both forts. In fact, Mr. Ebejer, Ms. Bonello and Mr. Abela mentioned that it was an ERDF and MEPA requirement to address this. It is also one of the objectives of the NSCH to enhance accessibility at heritage sites. Fort St. Elmo would be fully accessible with a lift going up all the levels to compensate for the stairs and rough floors and covering accessibility to most areas. Fort St. Angelo would also have electric cabs and chair lifts. Accessibility to toilets would also be handled for both forts. Another requirement was that, for every fifty metres, there would be a place to rest in the shade. Inaccessible areas such as the cells would be virtually accessed with technology. Intellectual interpretation accessibility was also considered. For instance, audio guides, in eight or twelve languages would be added later on, after the reopening of St. Elmo. Mr. Abela said that each language used for interpretation would be styled in a way that is understandable to everyone visiting the fort due to different levels of historical knowledge as well as, different ages and nationalities.
The response to the proposed idea of specialised tours such as military heritage tours and cultural trails was positive, especially in linking both forts together. Although the idea seems to have been considered by HM, presently, there is no definite plan for such tours. Possibly, according to Mr. Balzan, the idea to link both forts through a heritage and cultural trail would be reconsidered in the future, when both forts are reopened. An interesting finding was that respondents mentioned the idea of linking the forts by providing sea transport from Valletta to Vittoriosa. Furthermore, Mr. Abela mentioned the possibility that HM might issue a joint ticket for Fort St. Elmo and Fort St. Angelo, which might also include the fee for this sea transport. HM has still to discuss this further, though.

Plans for the possibility to include Fort St. Elmo and Fort St. Angelo on HM’s Multisite Pass and to create a similar ticket only for these two heritage sites are still not set in stone. The idea of including the forts on the HM Multisite Pass appeared to be more plausible for the other interviewees than that of creating a joint ticket specifically for these two forts only. The latter suggestion received mixed reactions. Mr. Debono states that both suggestions are good because both forts would have different functions. Mr. Ebejer agreed with it too. Mr. Magro Conti did not seem in favour, commenting that it is up to the visitor to choose where s/he wants to go and they have to be free to pursue their preference. Mr. Balzan’s view was that, while it was still too early to know what would happen, it did make sense to include Fort St. Angelo in the Multisite Pass and to create a link between the two forts, especially since they are among the most important forts in Malta.
4.2.2 Feedback gathered from the mayors

Both Mayors stated that tourism has evolved in their locality. Prof. Dingli, said that basically every tourist that comes to Malta visits Valletta. The main attractions are St. John’s Co-Cathedral, the Grand Master's Palace and the Malta Experience. However, there has been an increase of tourists at other places as well, meaning that tourists are appreciating Valletta better than before as well as spending more time in it. Mr. Boxall, stated that since the establishment of the Vittoriosa Local Council twenty years ago, there has been an increase of tourists visiting Vittoriosa, since the Council acted as a pressure group on tourism-related entities to entice tourists to come and visit Vittoriosa. Some big changes that Vittoriosa experienced were the establishment of restaurants, the creation of cultural events such as Birgufest, the promotion of the Maritime Museum and the Inquisitor's Palace, all of which helped Vittoriosa to evolve and make it a tourist destination. In addition, there has been increased investment such as the Yacht Marina, the Casino and the setting up of boutique hotels, which attract high quality tourists. Over the years, the Council has also worked hard to keep Vittoriosa clean. All this has changed the mentality of the local residents and decreased significantly the negative stigma associated with Vittoriosa.

Both mayors agreed that the tourist-host community relationship is positive, as residents are very welcoming to tourists. In addition, Prof. Dingli mentioned that tourists can be found in every area of Valletta, even if the centre is the most concurred. He said that the approach of the residents is mostly positive. Mr. Boxall
said that the community’s mentality has changed over the years as Vittoriosa is now a clean locality and has learned to welcome tourists too.

A common response was that both localities aspire to attract high quality tourists, both Maltese and foreigners. Prof. Dingli stated that the local council wants, in particular, to attract people that appreciate culture. When one visits Valletta, one is not simply visiting museums and other places of interest, but s/he is also visiting a World Heritage Site and a Baroque city where every corner has a unique architecture. The local council does not aspire to attract mass tourism, where tourists come mainly for the beaches. The Mayor said that a tourist who appreciates quality is better; such a tourist is needed to truly appreciate Valletta. Mr. Boxall similarly said that they want to attract quality tourists who appreciate Vittoriosa and who create business. Nonetheless, Vittoriosa still welcomes non-high quality tourists who do not spend much money and who belong to mass tourism because he does not exclude the fact that, perhaps one of these tourists would revisit Malta on an individual, high-quality holiday. Furthermore, Vittoriosa wants tourists to leave with a much better experience than they had been expecting prior to the visit.

Prof. Dingli stated that the ongoing project of Fort St. Elmo is very important because unfortunately most of the attractions that the city offers are located in the centre of Valletta. This would be beneficial to the people living in the lower part of Valletta as it would attract more tourists there. It would also help towards the regeneration of the area, which reflects what had been stated in the Development Brief of 2011 regarding Fort St. Elmo, (Chapter 2). Tourists go to the lower Valletta
area only because of the Malta Experience, one main attraction. Fort St. Elmo is historically important as it was the first completed building in Valletta and it experienced the full brunt of the Great Siege of Malta. Thus, he believes it would be positive to restore it. He also believes that there has to be a balance between the residents and the commercial element. Meanwhile, Mr. Boxall stated that Fort St. Angelo should have been restored a long time ago and that its restoration started late. Had the Maltese people taken care of it when the British left in 1979, restoration on a large scale as it needs today might not have been needed, and more Maltese and foreigners would have made the most of St. Angelo earlier. The local council wanted to restore it about eighteen years ago but the government did not allocate funds. Nonetheless, he hopes that the restoration is done properly so as to restore it to its former glory.

According to the Mayor, the community of Valletta perceives the project of Fort St. Elmo positively as it mistakenly thinks that the local council focuses too much on the upper part of Valletta. Prof. Dingli added that this misconception is due to the fact that the government focuses too much on the city centre, and having much more funds than the local council, the attentions are more evident than those given by the local council to the lower area of Valletta. In fact, many streets have been resurfaced. The project of St. Elmo would make the area livelier and it would give a positive boost to this part. According to Mr. Boxall, the local community seems to be disinterested about the project of Fort St. Angelo due to the fact that so many years have passed and people have taken it for granted for so long. The residents
had always wanted to restore the fort, but over the years have become discouraged and disinterested.

Both Mayors optimistically affirmed that the reopening of the forts would contribute positively towards their communities as they would increase the influx of tourists. Mr. Boxall added that Fort St. Angelo would now become a destination in itself and tour operators would bring tourists to visit the fort. The reopening of St. Angelo would help the community because it would create jobs and more residents would be able to work in their own locality, which would, keep their expenses down. Moreover, the community’s awareness of the place would increase.

Heritage and Cultural Tourism is already a main form of tourism in Valletta. Currently, people who go to the city do so to visit its heritage and cultural attractions. Nonetheless, this project would help to give a boost to this form of tourism. As indicated by Mr. Boxall, Fort St. Angelo would not only help Vittoriosa to develop its potential for heritage and cultural tourism, but would also be of benefit to Malta as a nation as there is no other attraction such as this fort. It is a monument on its own, to which, according to him, Dubrovnik is not even close. The Mayor insisted that it should have been given the status of a World Heritage Site a long time ago, and this would have brought more tourists, especially quality tourists who specifically visit sites of this nature. He believes that tourists who come with a tour operator as well as individual tourists would increase. Furthermore, the Mayor believes that Fort St. Angelo could contribute strongly towards Heritage and Cultural Tourism in the southern part of Malta.
Currently, the local council of Valletta is not promoting Fort St. Elmo since it is closed, but once it is restored and reopened, it would definitely market it. On the other hand, Vittoriosa local council is already promoting Fort St. Angelo on the council’s website, which includes aerial shots of the fort. The local council is also collaborating with MTA for marketing.

Regarding Valletta as the European Capital of Culture of 2018, both Mayors said that the forts can have important roles in this event. Both respondents concluded that heritage attractions form part of the cultural tourism package their cities have to offer. Prof. Dingli said that each type of heritage needs to be sold well. For instance, even though Fort St. Elmo has an important role, it has been in a bad state for years because it has never been properly sold. The Council markets all the heritage attractions of Valletta. Prof. Dingli added that if in the future HM asks the Valletta local council to collaborate with them on the promotion of Fort St. Elmo, the Council would accept. Mr. Boxall insisted that Vittoriosa is a heritage attraction in itself; it is one whole cultural package because when one visits Vittoriosa, one can feel the history everywhere.

### 4.2.3 Incoming-Travel Agencies

The response from the two travel agencies interviewed varied on certain questions whilst it was concordant on the rest. Both travel agencies interviewed stated that tourism has revolutionised over the years mainly with the “globalisation of communication”, and the introduction of Internet. Thus, the travel agencies’ work
has also experienced a large impact as people prefer to book their holidays directly online to get a better deal rather than turning to a travel agency. Nowadays, people have learnt to book everything online. Before Internet was launched, mass tourism was more popular, but now specialised tourism is in vogue.

Another development which led to tourism evolution, as mentioned by the interviewees, is the increase in low-cost airlines, which have brought about the “low-cost mentality”. Mr. Baldacchino also added that the recent growth of tourism in Malta might be attributed to the introduction of more airlines operating from different airports, including minor ones. In addition, the instability found in other competing Mediterranean countries might have also contributed towards the recent growth of tourism in Malta.

Mr. Baldacchino stated that his travel agency had to change in function which shows that tourism is truly a dynamic industry. One common niche market which both travel agencies specialise in is Meetings, Incentives, Conferences and Events (MICE). Mr. Baldacchino considers culture as the travel agency’s biggest niche market whilst MICE and active tourism, rank after it. This company also specialises in providing help to individuals who need local expertise, who want to visit certain places and/or who want more elements in their holiday. The Managing Director stated that the amount of tourists visiting Malta for the beaches are dropping and that most of them now want to visit Malta for its culture and history. The other company differs slightly in that, apart from MICE, it also specialises in Archaeology and Religious tourism, a segment of cultural tourism. These two forms of niche markets are the only type of cultural programmes that the company offers.
The two respondents mentioned a range of reasons why tourists decide to visit Malta. Two common factors that emerged from the responses were the Mediterranean climate and the cost of Malta as a destination. Another interesting reason which both interviewees mentioned is the identity of the local people. Whilst one said that the advantage lies in that the locals are able to speak English, the other indicated the character of the Maltese. Other reasons also mentioned include: accessibility, the amount of cultural sights, safety and its situation as a Mediterranean country, in close vicinity to many central Europeans countries.

Mr. Baldacchino stated that his agency markets Malta for its heritage and culture. Furthermore, Mr. Baldacchino stated that most of the company’s revenue is from cultural tours, although the corporate sector is another major income for the agency. Heritage and Cultural marketing is done in the conventional way. Their programme usually includes a tour guide who takes tourists around various historical sites. Meanwhile, for the corporate companies, the agency promotes Malta’s heritage and culture in a different way, since these are not directly interested in culture. The travel agency tries to be creative as it tries to provide a different experience from the norm. Historical sites are used as the backdrop for corporate activities. One example is that it coordinates a treasure hunt in Valletta, instead of organising the usual tour with a guide. Through this method, the corporate group is enjoying leisure time whilst exploring and touring Valletta without realising it. Another instance is that they put up dinners in historical places such as Mdina. These are possible because corporate groups can financially afford these activities.
Mr. Micallef, on the other hand, mentioned that religious and archaeological tourism are the only types of tourism marketing that the travel agency deals in. The company does not market specifically for heritage and cultural tourism. Nonetheless, the archaeology groups are taken around various historical sites such as: Ta’ Ħaġrat, the Hypogeum, Ġgantija, Ħaġar Qim and Mnajdra so a sector of the heritage and cultural tourism is also involved.

Both interviewees reacted positively towards the restoration projects on Fort St. Elmo and Fort St. Angelo. Mr. Micallef noted that Fort St. Angelo’s large open area is ideal for MICE tourism. In previous years, the agency had made use of this fort for their events. Mr. Baldacchino stated that “it would be the biggest shame on us if we don’t restore these jewels” as they form part of Malta’s important historical past. Furthermore, he also suggested that maybe these restoration projects would lead to the restoration of other important historical sites neglected in the Grand Harbour area.

The response of the interviewees when asked how they think these forts can contribute towards Malta’s heritage and cultural tourism product was also positive. Mr. Micallef said that even if the agency did not suffer negatively when the sites were closed, he insisted that the more sites Malta has to offer, the better for the agency as “it is always another bonus”; having another product to sell. He stated that the company would suffer if a site such as Ħaġar Qim or the Hypogeum had to close, since they rarely have clients who want to visit places like the Maritime Museum. However, he admits that the two forts do not rank under the same category of the museum since they have much more to offer.
Mr. Baldacchino also mentioned that these forts would greatly enhance Malta’s tourism product and would upgrade the travel agency’s heritage and cultural tourism programme. He added that the reopening of these forts would not increase tourists by the thousands but perhaps a few dozen would come specifically for these sites, meaning that the greatly motivated tourist described in Chapter 2 might be found in these few dozen. Nonetheless he said that “it will sure be a beautiful addition to what we already have.”

Both travel agencies agreed that they would consider the possibility of including both forts in the cultural excursions that they might offer in the future. Mr. Micallef said that these forts would be especially considered for specialised tours. Mr. Baldacchino interestingly said that, between them, these forts would tell the story that is usually told orally, that of the Great Siege of Malta. Mr. Baldacchino finally added that he wishes that the restoration projects would be done well and that these would act as catalysts for more projects of this nature.
Chapter 5: Discussions, Conclusions and Recommendations
5.1 Discussion of Results and Conclusions

In general, what emerged from the interviews regarding the ongoing restoration projects of Fort St. Elmo and Fort St. Angelo was positive. Both travel agencies said that when the forts reopen, they would consider the possibility of including them in the cultural excursions they offer. They mentioned that the forts would enhance Maltese tourism products as the companies would have more sites to sell. HM has the idea to accommodate re-enactor groups in barrack blocks in both forts. These forts as heritage attractions would attract this small niche group of re-enactors, which, in Malta is still rather underdeveloped. At the same time these would add value to the heritage attractions as visitors should experience a higher-quality visit.

Thus, one of the objectives set in Chapter 1 has been met because the results suggest that the tourism stakeholders interviewed, support the development of the forts and their potential for heritage and cultural tourism. Nevertheless, this does not mean that there would be a big increase in the quantity of tourists, though surely an improvement in the quality of them.

As regards the second objective of the study, the development of both forts is well underway, though Fort St. Elmo is at a more advanced stage. Fort St. Elmo would accommodate a Military History Museum, Valletta’s People Museum, Ramparts Walk and other tourism amenities. Unlike St. Elmo, Fort St. Angelo is going to be the primary attraction that visitors would come to see and appreciate for its role in Malta’s history. Both forts will provide facilities for re-enactor groups.
The feedback from the Mayors shed light on the effect of the forts’ reopening on the local communities, this study’s third aim. Fort St. Elmo might specifically affect the lower Valletta area and can contribute towards its improvement. It can also help to facilitate the spreading of cultural activities around a wider area of Valletta, as was indicated by GHLP and the Fort St. Elmo and Environs Development Brief 2011 (Chapter 2). The Mayor of Vittoriosa also said that Fort St. Angelo would positively affect the local community as more tourists would come, economically helping Vittoriosa as well. As mentioned in Chapter 2, the GHLP states that Fort St. Angelo is the most important historical landmark in Vittoriosa as well as in all Cottonera, and it is a must to safeguard it. Furthermore, some HM respondents also said that Cottonera might also be affected by this project.

As regards marketing, it seems there is a large amount of work that still needs to be done by the stakeholders, since the forts are still closed. HM’s intention is already there though. When the forts are about to be opened, HM would implement a proper promotional campaign; both on a local and international scale. In addition Vittoriosa Local Council already promotes Fort St. Angelo on its website with aerial photos.

It is certainly a positive investment to see some of Malta’s historical landmarks being renovated such as these two forts under study; not only for tourism purposes but also for the locals to appreciate Malta’s history, as was underlined by some respondents. These projects are definitely going to offer a golden opportunity for everyone to visit these historical sites as they have been closed for the public for a long time. As discussed in Chapter 1, heritage attractions can help towards
improving and creating a stronger tourism product as well as to increase awareness about Maltese history and culture.

This research has definitely been a learning and fruitful experience, because, before its commencement, the researcher had only a limited knowledge about the forts, particularly as heritage and cultural tourism products. Much more has emerged than the researcher had initially thought of such as that re-enactors could possibly be one of the small cultural niche groups that the forts could attract and that they should be targeted, adding further value to the visitor experience. The idea of targeting the USA was another interesting discovery as a strategy to entice new markets. Furthermore, in the researcher’s opinion it would be a pity to reject the attractive and unthought-of suggestion of linking both forts through a heritage and cultural trail through sea transport. The fact that the Regatta could be given more importance through St. Angelo’s restoration was another surprising and relevant result during the investigation.

5.2 Recommendations

A suggestion for future research could include a follow-up to this study a few years after both forts have been reopened. This would analyse the levels of success connected with the insertion of Fort St. Elmo and Fort St. Angelo into the cultural...
tourism offers and would thus confirm or otherwise what the respondents said on the matter: the type of visitors effectively visiting the forts, the cultural events being organised and to what extent incoming travel agencies would be including the forts in their cultural excursions. In addition, one could investigate whether the project of St. Elmo would be truly helping towards the improvement of the lower area of Valletta and in spreading further cultural activities; and whether St. Angelo would be boosting tourism not only in Vittoriosa, but in all the Cottonera area. Furthermore, one could also interview tourists to find out about their experience at the forts, since the researcher could not do this at this time.

Another recommendation is that other fortifications should be considered for restoration such as Fort Ricasoli and Fort Delimara (the latter is already owned by HM). It is a pity that both forts are in a deteriorating state, as mentioned in Chapter 1. Their restoration would mean that they could be enjoyed by the general public and also used for heritage and cultural tourism purposes. Besides, both offer spectacular views: from Fort Ricasoli one can enjoy views of the Grand Harbour whilst from Fort Delimara one can admire the port of Marsaxlokk. Other fortifications could also be considered: the abundance of such fortifications in Malta should be taken advantage of and included within future cultural and heritage tourism products.
Beginning with Forts St. Elmo and St. Angelo is definitely a step in the right direction.
References


Heritage Malta, (2012). Fort St Angelo Heritage Experience, Valletta: Heritage Malta. (Information booklet)


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Appendices
Appendix 1: Covering Letter and Consent Form

Dear Respondent,

My name is Kirsty Gafa’ and I am a university student currently reading for a B.A. (Hons.) Tourism Studies at the University of Malta. As this is my final year, I am conducting research for my dissertation titled “The development of Fort St Elmo and Fort St Angelo for Heritage and Cultural Tourism”.

The objective of this research is to explore the potential of Fort St Elmo and Fort St Angelo for a stronger heritage and cultural tourism. The research also aims to look into the development of Fort St Elmo and Fort St Angelo, and how these may contribute to enhance Malta’s tourism product once the sites are opened again to visitors.

Your participation in the following interview will definitely contribute towards my research. Participation is voluntarily and you may opt out of whenever you wish. I would, however, very much appreciate your feedback as it will help to strengthen the results of the research.

Kindly fill in the attached consent form to signify your acceptance to participate in this research. Thank you in advance for your time and co-operation.

Kirsty Gafa’
Consent Form

By signing below I acknowledge that I have read and understood the above letter. In addition, I agree to participate in the research carried out by Kirsty Gafa’ about “The Development of Fort St Elmo and Fort St Angelo for Heritage and Cultural Tourism”, in partial fulfilment of the requirement of the B.A. (Hons.) Tourism Studies Course. I also understand that I may terminate my participation at any time without the need of any explanation.

Signature of Researcher
__________________________

Signature of Interviewee
__________________________

Kirsty Gafa’

Name _____________________
Appendix 2: Heritage Malta Interview

1. Gender ____________
2. Age ____________
3. For how many years have you been part of Heritage Malta?
4. Can you briefly describe the current projects regarding Fort St. Elmo/Fort St. Angelo?
5. Would you think that once this fort is reopened, Valletta/Vittoriosa can boost the potential to develop Heritage and Cultural Tourism as a main form of tourism in the locality and its neighbouring areas?
6. Are you currently promoting this fort or how do you intend to promote it as a heritage attraction in the near future?
7. Who will be your target visitor when marketing the fort?
8. Will you dedicate an equal amount of marketing effort to each of these forts?
9. What type of interpretation methods will be implemented at the fort? Will interactivity form part of the methodology?
10. Do you have plans for specialised tours such as for military heritage tourism and cultural tourism? Will you be considering the possibility of creating a military heritage and cultural trail to link the two forts together?
11. Will there be any form of re-enactment for visitors?
12. How will Heritage Malta make this fort easily accessible for everyone?
13. Will you include both forts on Heritage Malta’s Multisite Pass? Do you consider the possibility of creating a similar ticket only for these two heritage sites?
14. Do you have any additional comments to add?
Appendix 3: Local Council Interview

1. Gender ____________
2. Age ____________
3. For how long have you been part of the local council?
4. Have you seen tourism evolve over the years in Valletta/Vittoriosa?
   Describe this development.
5. What is the relationship Valletta/Vittoriosa has with the tourist? (tourist-host community relationship)
6. Do you aspire to attract a particular form of tourism to the locality? What type?
7. What is your opinion on the ongoing project of Fort St. Elmo/Fort St. Angelo?
8. How do you think the community perceives the project of Fort St. Elmo/Fort St. Angelo?
9. Do you believe that the reopening of this fort will contribute positively towards the local community? If yes, how?
10. Would you think that once this fort is reopened, Valletta/Vittoriosa can increase the potential to develop Heritage and Cultural Tourism as a main form of tourism in the locality?
11. In your opinion, can this fort contribute also towards Heritage and Cultural Tourism in the southern part of Malta?
12. Are you currently promoting this fort or how do you intend to promote it in the near future in order to make potential visitors, travel agencies and others conscious of this heritage attraction?

13. Valletta is going to be the European Capital of Culture in 2018. How do you think can the development of Fort St. Elmo further contribute towards Valletta’s cultural image? (Question specifically for Valletta local council)

14. Do you regard heritage attractions as part of the cultural tourism package the locality has to offer? How?

15. Do you have any additional comments to add?
Appendix 4: Incoming Travel Agency Interview

1. Gender ____________

2. Age ____________

3. Position in the company _________________

4. For how long has this travel agency been in business?

5. How long have you been working within the tourism industry? For how long have you been part of this agency?

6. How do you think has tourism evolved over the years?

7. What are the niche markets that this travel agency specialises in?

8. What do you think are the main reasons why tourists decide to visit Malta?

9. Do you use a form of marketing strategy to promote Malta as a heritage and cultural destination?

10. Currently Fort St. Elmo and Fort St. Angelo are undergoing major restoration. What is your opinion on these restoration projects?

11. Once Fort St. Elmo and Fort St. Angelo are opened, how do you think they can contribute towards Malta’s heritage and cultural tourism product?

12. Do you consider the possibility of including both forts in the cultural excursions that you offer in the future?

13. Do you have any additional comments to add?
Appendix 5: Fort St. Elmo Photos

Orientation Room.

Carafa Enceinte – part of the free of charge area.
This is the main part of the fort built by the Knights.

This part was constructed by the British. In fact, the date 1880 is etched on top of the arch.
These vaults will be used to exhibit Maltese Local Craft (Artiġjanat).

These vaults are to be used as exhibition areas to showcase old military cars.
Abercrombie Bastion.

Fort St. Elmo
Part of the ongoing works at St. Elmo.

This is another part of the Carafa Enceinte.
This building will be used as a cafeteria.

Carafa Enceinte
Ongoing works at St. Elmo.

This is St. Anne’s Chapel at St. Elmo. This might be used for Sunday Mass.
St. Anne’s Chapel exterior.

The Parade Ground could be used for receptions and events. The ground floor would accommodate a restaurant and the first floor would be used for the reserved collection.
The ground floor would accommodate re-enactor groups whilst the upper floor would be used as HM Offices, which is in front of the building block shown in previous image.

The floor is to be used as HM Offices.
These two images show the interior of the other Chapel found in St. Elmo, which is also dedicated to St. Anne.
This is exterior of this same chapel, which is located near the Parade Ground.

This area would accommodate part of the museum.
This area could also accommodate events.

These cells are to be used to exhibit basic information and collections about different themes such as archaeology.
This room is to be used to transmit free internet access to visitors around the entire fort.

Gardjola
View of Fort Ricasoli from Fort St. Elmo.

These cannons are to be replaced.
Another area for museum use.

These are Pinto Stores, which will not be restored, as the ERDF funds were not able to cover their restoration. One can also see the view of Tas-Sliema.
This area is to be used for the lift.

These were used as shelters and will have dimmed light on purpose.
Another area which could accommodate a cafeteria.

A view of Fort St. Elmo from Kalkara
Appendix 6: Fort St. Angelo Photos

A view of Fort St. Angelo from Senglea

This building will have two rooms to cater for children’s interpretation and activities.
Ongoing restoration works at Fort St. Angelo.

No one can physically access this cell. Thus, visitors would virtually access it instead, through technological means and they would also see the graffiti on the walls. It is said that Caravaggio was imprisoned here.
This is another area which is to be used as an interpretation centre about the prison which used to exist in St. Angelo.

Part of the present restoration works on this centre.
Part of the present restoration works at St. Angelo.

The building on the right-hand side is to be used as a museum shop and for other catering services. The open area could be used as open-air theatre such as for cultural events, even during the evening. The idea is for the fort to be used even after 5pm.
This building block will also be used for interpretation of the fort in the centre of the Mediterranean Sea, the fort during the Knights’ Period and the fort’s role as an icon in Malta’s history.

A casemated battery built by the British.
This is the free of charge area, where visitors can walk around the fort and admire the views of the Grand Harbour.

A view of Cottonera from St. Angelo.
Restoration works on St. Angelo's bastions

Part of the present restoration works at St. Angelo.
Part of the present restoration works at St. Angelo.
Part of the present restoration works at St. Angelo.

Gardjola forming part of the bastions at St. Angelo.
An internal ramp, which takes visitors to the fort.
The external ramp which leads to the main entrance of the fort.

The bastions surrounding St. Angelo
The main entrance of Fort St. Angelo