

The Emirates Academy

Camping tourism as a possible addition to the Malta tourism portfolio

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by:

Charles Micallef

Student Number: *1900367/1*

Submitted to:

Dr Joseph G. Mallia MSc., PhD (Guelph), MEd, PhD (Melit)

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DECLARATION

I, Charles Micallef, declare that this is an original piece of work, produced entirely by me, and that all source material has been appropriately referenced. In addition, I attest that no portion of the work referred to in this thesis has been submitted in support of any other course, degree, or qualification at this or any other university or institute of learning.



7th August 2021.

Abstract

Camping tourism is a subcategory of adventure tourism and is acknowledged as a growing segment worldwide. Despite its increasing importance in various parts of the world, camping tourism is practically non-existent in Malta and is not evident in reports stemming from the local relevant authorities. This study identifies a significant gap in adequate facilities for camping tourism. It is established that no adequate camping facilities are available in Malta for both the inbound and domestic camping markets. This study may lead to the possibility of adding camping tourism to the Malta tourism portfolio as it investigates what the camping tourism traveller expects if he were to travel to Malta and whether these demands can be met.

This study primarily looks at the crucial factors that influence the camping tourist and how the camping tourist makes certain decisions. It investigates the motivational factors and environmental approach of campers when choosing camping tourism. An online questionnaire addressed to Facebook camping groups was used to collect relative data from foreign camping enthusiasts. Planned visits to nearby Sicily campsites to interview campsite managers and campers had to be cancelled due to the Covid-19 pandemic, which imposed travel restrictions. The approach adopted in this study is qualitative since understanding the camping community concerns and needs requires a qualitative assessment rather than merely data-based information. Descriptive statistics were used to analyse the basic features of the data collected, displayed in charts and discussed accordingly. Results were analysed based on respondents' demography, preferences of camping accommodation, campsite facilities, and choice of destination.

This study suggests that a potential market of camping tourism can be added to the Malta tourism portfolio if adequate camping facilities are provided to the camping tourist. Most respondents are willing to consider a camping trip to Malta whilst touring nearby Sicily or southern Italy. The common concern for both those who would and those who would not consider a camping trip to Malta was facilities. These were analysed and discussed within the presently available camping facilities. The concept of glamping was also addressed since it is currently of increasing interest in the tourism industry.

A major concern of potential camping tourists is the lack of local facilities. Hence, the study concludes by recommending future studies on identifying areas to be used as potential campsites of international standards. Furthermore, results of this study can encourage the relevant authorities and potential investors to pursue camping tourism as an environmental and sustainable touristic niche product through formulation of policies, provision of facilities and marketing the island as a camping destination.

Keywords: camping, camping tourism, camping in Malta, campsites.

Dedication

This work is dedicated to someone in heaven.

(1936 – 2007)

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1. Introduction

1.1 Background

Camping tourism has been described as a form of nature-based special interest tourism (Lee, 2020). Mikulić et al., (2017) classified camping tourism as one of the fastest-growing tourism industry segments, and this type of adventure tourism has been strongly associated with Europe, North America, Australia, and New Zealand (Lowry, 2017).

Camping tourism is growing significantly worldwide (Lee, 2020). It is acknowledged as a popular recreational activity and described as that kind of tourism where participants travel to spend time living in a tent or a caravan (Van Heerden, 2020). Despite the gaining popularity of camping tourism, it is an area that perhaps may receive greater attention in tourism and hospitality research.

Adventure tourism, of which camping tourism is a sub-type, is seen as an additional diversification within the tourism sector that can help spread tourist-numbers more evenly throughout the year (Camilleri, n.d.). The National Tourism Policy 2015-2020 identifies the usefulness of segmentation when formulating marketing messages and identifying which population groupings to target in Malta's tourism portfolio.

Segmentation can serve to optimise tourism activity by increasing the benefits whilst minimising the adverse impacts. The Policy Document lists adventure tourism as a market segment with a lot of potential in Malta (Ministry for Tourism, 2015). The phenomenon of recreational camping is acknowledged throughout the world (Rogerson and Rogerson, 2020), and highlights the fact that in many destinations, camping is weather-sensitive and thus a highly seasonal phenomenon. According to the MTA (2017) survey, Malta's main tourist attractions are its climate and surrounding sea (Malta Tourism Authority, 2018). The website

climatestotravel.com/climate/malta states that: "with 3,000 hours of sunshine per year, Malta is one of the sunniest places in Europe". The Mediterranean basin is characterised by a temperate climate (Lucivero, 2012). In a study by Lockhart and Ashton (1990) about domestic tourism and leisure in Malta, the authors specifically refer to "the great potential for local vacation opportunities, an established international tourism infrastructure, and a very favourable climate." They conclude

that there is potential for the development of the home-based domestic tourism industry.

In a study investigating over-tourism in Malta, Briguglio and Avellino (2019) found that economic factors are perceived to be the main benefits of a destination from tourism. However, they also warn that if tourism is not appropriately managed, it can adversely affect the host community due to undesirable social and environmental repercussions. They link bad management of tourism development with unsustainability. Only a minority of respondents in Briguglio and Avellino's (2019) study wish to see more tourists in their location. In another local study by Camilleri (n.d.), tourism is acknowledged as a significant economic pillar in Gozo, making up 50% of the Gross Domestic Product. Camilleri continues to state that seasonality is an issue in tourists visiting Gozo and the island of Gozo needs to attract tourists interested in niche tourism areas "such as adventure tourism".

Accommodation within the niche of camping tourism is under-researched (Rogerson and Rogerson, 2020). In the local scene, this is additionally so. The only local research found that gives distribution by accommodation of domestic tourists was by Lockhart and Ashton (1990), where camping was mentioned to have a share of 1.8% from various local holidaymakers' accommodation.

To date, camping tourism in Malta is practically an unexplored area. Local research has delved into over-tourism and the need to diversify and include adventure tourism. Nevertheless, infrastructure for such adventure tourism as in camping tourism may still be a relatively untapped market.

No empirical research was traced on demand for camping sites in Malta. Within this background scenario, together with data collected on camping tourism within Europe, the intention and purpose of this study are to help fill the literature review gap and undertake a critical analysis of demand and whether there is a potential market to add camping tourism to Malta's tourism portfolio. The research problem will create the first step, after which recommendations for further studies will follow on further evaluation of the potential of camping tourism in Malta.

Recommendations on providing the supply to meet any potential demand may be made should a potential market result from this study. Conversely, shifting the focus on to other niche tourism markets may be appropriate.

The main objective of this research is to address the following question: What are camping tourism travellers' perceptions, and expectations when they travel to Malta?

1.2 Study outline

Reaching the objectives of this study entailed a thorough search of the existing literature on the camping experience. Chapter 2 of this study focuses on the available literature on camping as an alternative to mass tourism and the environmental and sustainability issues of tourism. The literature review looks at the history and development of camping into an industry providing over a third of tourist accommodation supply in Europe (Cerovic, Cvelic-Bonifacic, Grudic Kvasic, 2014). The literature points to the motivational factors and the satisfaction of the camping traveller. Literature also looks at camping as a form of nature-based tourism and the new concept of glamping. Furthermore, the literature review also covers campsites and their facilities and the effect of Covid-19 on camping and campsites. Literature on camping in the domestic scene is lacking, though the author examined recently launched discussions, policy papers and proposals.

The literature reviewed provided the basis on which the methodology of the study was formulated. Chapter 3 explains the research objective and the measurement tool used in collecting the required data. The data collected through the questionnaire is of a qualitative and quantitative nature. The chapter gives an overview of the population sample, the data collection and analysis processes. Research limitations and ethics are also outlined in Chapter 3.

The research findings are explained in Chapter 4, where a detailed analysis of the data collected was carried out. The first section of the chapter features a demographic analysis, followed by an analysis of the respondents' camping preferences. Furthermore, the analysis features preferences for campsite types and focuses on the facilities offered. This chapter also analyses the destinations chosen for camping trips, including the respondents' perspectives on travelling to or not travelling to Malta for a camping holiday. In analysing the data, the author uses descriptive statistics, producing graphical representations of the data collected. Bar charts and pie charts were used as these highlight trends and relationships in the data.

The research findings are discussed and interpreted in Chapter 5. The results are discussed within the framework of the research question highlighted in Chapter 1 and

the literature reviewed in Chapter 2. The discussion focuses on the subject characteristics and their preference for campsites and facilities. The correlation of variables is also used in the discussion, and a comparison with the Mintel Group Ltd December 2018 Camping and Caravans UK report (reports.mintel.com. n.d.) is made. The local camping offer is discussed in consideration of the data analysed regarding the expectations of foreign campers. Recommendations for further studies on the development of camping tourism in Malta concludes the chapter.

1.3 Conclusion

This study introduces the concept of camping tourism as a possible addition to the Malta tourism portfolio. To date, most efforts were directed towards the financial results of mass tourism and niche markets that have started to emerge recently. This study focuses on the possibility of having tourists visiting the Maltese Islands with a primary focus on camping. The interest shown by potential camping tourists could encourage authorities to formulate regulations whilst enticing private or public entities to invest in this industry.

2. Literature Review

Camping tourism is becoming an increasingly important part of the overall tourism industry (Lee, 2020) and is one of the industry's fastest-growing segments (Mikulić et al., 2017; O'Neill et al., 2010). However, camping tourism is a niche market that is one of the most under-researched aspects of the accommodation industry (Rogerson and Rogerson, 2020; Brooker and Joppe, 2013; Mikulić et al., 2017), as indicated in the introduction.

This chapter reviews the salient points of camping tourism. These include the subject background, camping as an alternative tourism market, the history of camping and its development into camping tourism, the motivational factors of the camper, facilities at campsites and their effect on the environment, camping as a form of nature-based tourism and glamping. Available literature dedicated to the local scene is limited, though a policy paper on recreational facilities was issued earlier this year. Camping during Covid-19 was researched since it can be an alternative holiday during a pandemic.

2.1 Special Interest Tourism

Individuals who voluntarily leave their everyday surroundings where they usually reside and visit another environment for reasons other than work can be said to be practising tourism (Camilleri, 2017). The package of activities and experiences visitors engage in, are considered an integral part of the tourism experience.

This section delves into the aims of Special Interest Travel (SIT) as an alternative market to mass tourism. Traditional mass tourism has triggered issues that have led to 'alternative tourism'. Mass tourism generates revenue for local economies, providing employment and investment opportunities (Lucivero, 2012). The greater the number of tourists, the more the economy may possibly expand. The economic benefits of mass tourism are somewhat disputed, though *prima facie* this type of tourism produces significant revenue and jobs. Therefore, some costs are not fully considered when evaluating tourism's contribution to the economy. These costs are likely to be substantial where population density increases, rendering the environment fragile (Said, 2017). The Maltese tourism industry is described as a

“crucial driving force of the national economy making an essential contribution towards economic growth” (Cordina, 2014).

Indeed, it has been shown that the effects of mass tourism usually have adverse effects on the environment, taking up land to build more hotels, entertainment places, roads and increasing pollution levels as the country adjusts to accommodate the increasing numbers (Ghulamrabbany et al., 2013). Mass tourism could be seasonal, leading to unemployment in shoulder months (Andriotis, 2005 and Budeanu, 2005), whilst as explained by Novelli and Robinson (2005), niche tourism has lower seasonality issues. For 2015 – 2020, the national tourism policy has looked at exploiting the need to boost the winter and shoulder periods with adventure tourism as a potential niche market (Ministry for Tourism, 2015).

Special interest tourism is the umbrella term for an alternative to mass tourism, primarily motivated by a particular special interest (Weiler and Hall, 1992). Special interest tourism is defined by Swarbrooke and Horner (2007) as a niche market where tourists pursue the nature of the activities and interests:

"where the motivation is a desire to either indulge in an existing interest in a new or familiar location or to develop a new interest in a new or familiar location".

Special interest tourism is similarly defined as the provision of customized leisure and recreational opportunities based on individuals' and groups' expressed desires (Douglas, Douglas, Derret, 2001). Special interest tourism is organized for specific purposes because a special interest visitor wishes to associate with a product or service that meets his particular desires and needs.

That segment of tourism where the tourist pursues specific activities usually motivated by his interests, typically away from the popular areas visited by the mass tourist, is defined as SIT or niche tourism (Douglas, Douglas, Derret, 2001). In SIT, which is often described as an alternative to mass tourism, the tourist has a natural desire to shift from mainstream mass tourism. It is also stated that these tourists participate in particular interest activities and are motivated to travel to new places to find something different to the mass tourism markets (Novelli and Robinson, 2005). SIT is travel for a specific interest or motivation to provide a customised experience (Douglas, Douglas, Derret, 2001). They argue that SIT tourists travel with the particular motive of pursuing, practising, and enjoying activities usually of their shared interest or hobby. These can be unusual activities, themes, hobbies, or destinations that draw niche markets, smaller groups of dedicated people, towards

their particular interests. Camping is categorised as a special-interest form of tourism (Brooker and Joppe, 2013).

Niche tourism is a segment of mass tourism that can be easily divided into various categories. Tourist attractions, destinations, and sites can be advertised, promoted, and eventually enjoyed as a tourist experience (Robinson, 2012).

Niche tourism is subdivided into different types of tourism markets (Novelli and Robinson, 2005). This is shown in Figure 1.

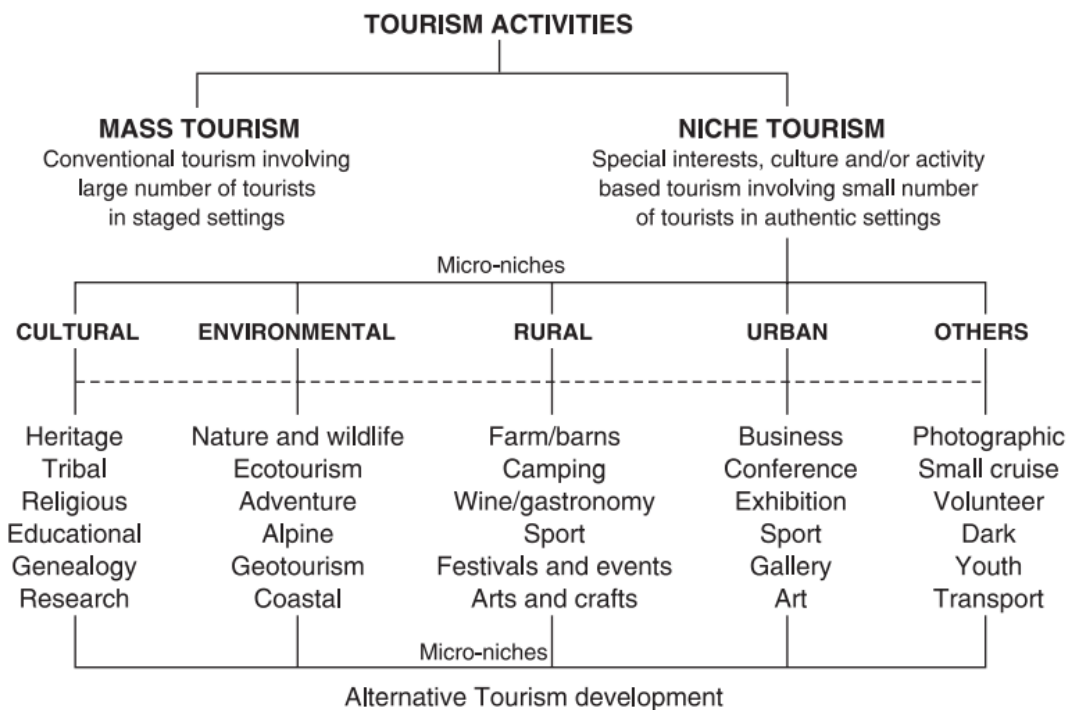


Figure 1 Different types of niche tourism (Novelli and Robinson, 2005)

2.2 The History of Camping

Thomas Hiram Holding is described as the founder and father of modern camping (Austin, 2013). As a child, he crossed the United States with his parents learning all the ways of camping. In 1908 he founded the association now known as the Camping and Caravanning Club. In the 1920's the idea of a healthy lifestyle was sought, making camping popular through its outdoors traits. The camping practice declined during the Second World War but picked up soon after, putting camping as a standard family holiday. Camping gear was becoming lighter in weight and more attractive (Young, 2010). Camping progressively became a viable alternative to lodging holidays. Caravans were an option for those who owned a car (Patterson,

Pegg and Mahadevan, 2015). In 1936, paid holidays were made popular in France, and camping started to gain popularity (Engama Bindele, 2013). In the 1970s, camping was popular worldwide. People were encouraged to explore the countryside, establishing a link with nature. Since then, numerous campsites have been set up throughout the world, making camping more accessible and a less expensive way to holiday both within one's country and overseas. Youths camping at festivals and sporting events see camping as an integral part of festivals and are enthusiastic about the hobby (Austin 2013).

Camping was initially described as sleeping in a tent in nature as a low-cost type of accommodation while on vacation (Blichfeldt and Mikkelsen, 2016). They further state that camping changed from its roots in the early 20th century as a basic form of outdoor accommodation to the modern version of having comfort in most of the camping equipment, being tent camping to caravanning or RVing. Camping evolved into an inexpensive, temporary sojourn in a rural environment, evolving into a highly fragmented niche tourism sector (Brooker and Joppe, 2014). It is evident that as the demand for camping increased, the creation of customised camping sites with the necessary amenities followed.

Camping appeals to a diverse age bracket except for the adolescent age bracket of 18-24 years (Brooker and Joppe, 2013). Primarily, couples with children 6 to 12 years undertake camping experiences. It is also popular with mature couples without children.

2.3 Camping Tourism

An overview of camping tourism literature is given in this section. Camping is an important economic activity in Europe,

“generating approximately 400 million overnights and accounting for the majority of accommodation units in some countries”

(Cerović, 2014)

Camping tourism is a global phenomenon that is growing in importance while also witnessing significant changes in its appearance (Rogerson and Rogerson, 2020). Camping tourism is a popular (MacLeod, 2017) and appealing (Poldrugovac, K., Janković, S. and Peršić, 2019) leisure activity in which participants travel to spend time in tents, caravans, motor homes, or other forms of informal, rural lodging. They

describe the camping industry as a vital and rapidly expanding segment of the tourism industry. Despite its success, camping tourism has been neglected in research (Mikulić et al., 2017).

Camping was considered a low-cost tourist sector; however, recently, it has been transformed into a sector able to attract different market segments due to its versatility and ability to reinvent what it has to offer (Brooker and Joppe, 2013). Camping tourism is described as a worldwide sensation that is increasing in significance and simultaneously going through changes in its character (Rogerson and Rogerson, 2020).

Camping presents an essential segment of many European tourist destinations (Cerovic, Cvelic-Bonifacic, Grudic Kvasic, 2014). They specify that campsites supply one-third of the commercial offer in Europe of the overall tourism accommodation. Similar figures are stated in the Eurostat 'Statistics in Focus' where in 2008, campsites capacity represented 37% of total accommodation capacity in the European Union in 2018 (Demunter and Dimitrakopoulou, 2010). The camping offer in Europe and worldwide is an important form of accommodation in most tourist destinations (Cerovic, Cvelic-Bonifacic, Grudic Kvasic, 2014). Camping accommodation services are an important economic industry in European, Mediterranean, and Croatian holiday destinations (Cerovic, Cvelic-Bonifacic, Grudic Kvasic, 2014).

Camping takes up 15.4% of overall overnight stays in Europe (Cerovic, Cvelic-Bonifacic, Grudic Kvasic, 2014). This is in line with similar statistics by Eurostat, which state that visitors spent 397 million nights in European campsites in 2017. These account for 12% of all nights spent in tourist accommodation within the EU (ec. Europa. EU, n.d.).

The flexibility, temporary and mobility of the accommodation facilities through tents, mobile homes and recreational vehicles are the basis of camping tourism (Blichfeldt and Mikkelsen, 2016; Prideaux, 2019). This type of equipment has become specialised throughout the years and customised with modern finishes and equipment to client specifications. Camping evolved from scenic-drive tourism since one carries along his accommodation arrangements in the form of recreational vehicles, campers and caravans, tents and tent trailers (Caldicott and Scherrer, 2013).

The term 'camping tourism' arises from the fact that campers come along to organised areas and stay together (Blichfeldt and Mikkelsen, 2016). These areas have been developed into campsites ranging from luxurious sites with restaurants, swimming pools and spas to simple areas offering basic electricity, water, and sanitary facilities. Campgrounds lie at the other end of the tourism accommodation spectrum of all-inclusive resorts and luxury hotels (Collins and Kearns, 2010). They argue that actual accommodation, in the form of a tent or camper, is owned by the user who is only paying for the pitch rental and that the visitor can at times stay in hotels or resorts or stay at campsites on other occasions.

Improving the camping product through new and original forms of camping accommodation, onsite facilities, and organised programmes and activities secures the present visitor (Milohnic and Bonifacic, 2014). It will also entice new guest segments that will sustain the long-term development of camping tourism. They further argue that camping tourism returns to the primary values of human civilisation through sustainability, renewing services, outdoor activities, and sociological values, which respond to society's negative trends. It becomes one of the quality answers of tourism to the many world challenges.

Despite camping being associated with nature-based tourism, comfort trends have led to the design and innovation of accommodation units termed under glamping, extending the camping tourism product (Brooker and Joppe, 2013).

2.4 Motivational Factors and Satisfaction of Travellers

Several motivational factors entice people to engage in camping tourism. This section will cover some motivational factors and what factors contribute to the satisfaction of such travellers.

It is acknowledged that motivation is an essential dimension in tourism research (Seabra et al., 2014). Motivation is a central concept as to why the consumer travels to a particular destination and chooses certain types of accommodation and activities. Motivation is described as a collection of internal (psychological) forces that drive people to take specific actions to achieve a goal (recreation), such as going camping (Seabra et al., (2014). People are “pushed” to travel (psychological forces induce a desire to travel) and “pulled” (by the resulting state of psychological motivation, arousal, and interest) to engage in leisure activity and visit a place (involvement).

Push-pull motivational variables are also used to analyse customer motives for camping tourism (Chen and Chen, 2015).

Nature, escape from routine, meditation, success, interaction and socialising with new people, and physical health are motivating factors (Tian-Cole, Crompton and Willson, 2002). Other push factors include appreciating natural resources, health and fitness, family bonding, getting away from daily routines, adventure, and establishing new friendships (Kim et al., 2003). The role of nature in camping facilitates meaningful experiences such as family functioning and social interaction (Hassell, Moore and Macbeth, 2015). This has also been found in other studies (Garst, Williams and Roggenbuck, 2009 and Tonge et al., 2013). Camping seems to help the traveller recreate the weary self away from modern society; it helps one reconnect with nature and reaffirm a sense of self (Hassell, Moore and Macbeth, 2015). The fact that we live in increasingly urbanised places and being surrounded by fast-paced technology has further contributed to the importance of reconnecting with nature, with other people and with ourselves through camping (Garst, Williams and Roggenbuck, 2009). Camping is much more than an inexpensive holiday close to nature – it is a way by which man rekindles the human relationship with the natural environment (Hassell, Moore and Macbeth, 2015). It brings beneficial and meaningful experiences that have positive impacts on the campers' life.

Visitors at campsites enjoy an outdoor hospitality experience seeking opportunities to rest, relax and rejuvenate (Brooker and Joppe, 2013). These authors refer to a 2011 report by the British Camping and Caravanning Club (Happy Campers - The Camping and Caravanning Club, 2021) that states that spending time outdoors surrounded by nature improves individuals' psychological well-being. The psychological benefit of being immersed in nature is also supported by Garst, Williams and Roggenbuck, (2009).

Camping contributes in unique ways to the family, the community of other campers, the spiritual dimension of one's life, and the appreciation of nature (Jirásek, Roberson and Jirásková, 2016). These authors conclude that camping is a cost-effective experience that provides a structure for an in-depth leisure experience. In their conclusion on camping providing a meaningful and unique experience with one's family, the authors go as far as suggesting that

“typical problems in western countries could be addressed through such camping programs”.

When stating the benefits of camping as compensating for common problems in today's society, they refer to people's separation from nature, alienation from other people, lack of family time, overweight children and dependence on television.

A study by O'Neill, Riscinto-Kozub and Van Hyfte (2010) has shed light on essential factors for visitors seeking the typical nature-based camping experience. These are a combination of tangible products and intangible services. They argue that nature and the tangible elements in the nature-based tourism experience are a priority for most visitors. However, a caring, empathetic, and responsive quality service team appears to be equally important.

2.5 Types of Camping Sites and Facilities

The clients' internal motives can explain the appeal of camping tourism, spurred on by needs for escapism, rest, relaxation, personal wellness, adventure and social interaction (Brooker and Joppe, 2013). An open space in a rural area is ideal for a campsite as it has the prerequisites that attract campers, that is, nature and nature-based activities. Unlike other touristic accommodation providers, the users will provide their own temporary accommodation quarters, equip their plots with movable garden furniture, lights, shading, and other portable equipment (Martín, Martínez and de Rentería, 2020). Ancillary facilities fixed and not usually provided by the visitor, like bathrooms, laundries, restaurants, swimming pools, and other recreational areas, are provided by the campsite (Martín, Martínez and de Rentería, 2020). Sharing of outdoor spaces and social interaction is encouraged at campsites. Camping tourism has evolved from a simple outdoor recreation activity using tents as an accommodation to its current position. In this study by Brooker and Joppe (2013), campsites continue to improve comfort levels for their clients. Campers choose from several amenities as these range from no services through sites with full hook-ups and bathrooms. Some have resort-style facilities that include indoor and outdoor swimming pools, jumping pillows, games rooms, onsite sports and even water parks.

Nevertheless, other campsites offer onsite entertainment, recreational facilities, kids clubs, retail outlets, restaurants, bars and spas. An annual guide for the '101 best campsites' by Alan Rogers (The best campsites in Europe, 2011) is referred to by

Brooker and Joppe (2013). Campsites in this guide offer sauna, massages, beauty treatment, steam baths, swimming pools, gym/fitness facilities, jacuzzi and solariums. These target a niche that seek out spa and wellness whilst camping.

The continued demand for amenities in campsites has given rise to ‘glamping’, a sub-sector of camping tourism. The term is a linguistic blend of glamour and camping. Glamping removes certain negative attributes of camping and focuses on homelike accommodations such as cabins, yurts, tipis and treehouses (Brooker and Joppe, 2013). Glamping represents a shift from camping outdoor accommodation to indoor hospitality (White and White, 2004). The blend of glamour and camping is seen by some authors who refer to glamping as an outdoor hotel experience (Brooker and Joppe, 2013).

Campsites do not have a uniform classification rating, unlike other tourist accommodation properties (Cеровic, Cvelic-Bonifacic, Grudic Kvasic, 2014). The pertaining country only regulates European campsites’ standard of accommodation and facilities, and these can differ from other countries.

The Mintel Group Ltd, a leading market intelligence agency, issues regular reports based on their research, with their latest one being their December 2018 Camping and Caravans UK (reports.mintel.com. n.d.). It reports that increased facilities and services and secondary spending opportunities are becoming increasingly important in consumer decision-making. To the question “*Which of these encourage you to choose a particular camp/caravan site, when taking holidays? Please select up to 5*”, the options chosen when holidaying outside the UK were classified as; swimming pool was the popular choice at 50%, onsite restaurant/bar (48%), live music (42%), social events (41%), onsite shop selling local produce (40%), pet-friendly sites and outdoor cinemas at (32%), cycle hire (27%), and kids clubs/entertainment (13%). Social events, live music, outdoor cinema and cycle hire are significantly higher when compared to the same question based on holidays taken in the UK. This could indicate the higher portion of the younger millennials, i.e. those aged 19 to 28. (reports.mintel.com, n.d.). The report states that those who take their holidays on campsites outside the UK are likely to be less budget-conscious than those who take their holidays in the UK, with glamping being a popular premium product. Respondents were also willing to pay for nature-based tours and adventure activities.

2.6 Effects on the Environment and Sustainability of Campsites

The topic of the environment and sustainability is discussed in this section as various literature has pointed to the connection with nature as a main motivational factor for camping tourism. However, there exists a paradox in the practice of camping tourism, as stated by some researchers (Lucivero, 2012; Martin, Martinez and de Renteria, 2020). Coastal areas in the Mediterranean attract many visitors in the summer months (Lucivero, 2012) and results in a seasonal influx of tourists, which lead to permanent accommodation structures being built. This causes a significant environmental impact. In parallel to such developments, the tourism market has witnessed more models based on ecotourism. These offer a closer contact with nature and respect for the integrity of the sites visited. Open-air tourism and forms of camping can allow the reception of many visitors whilst minimising the impact on the environment if structures are flexible and movable (Lucivero, 2012). Hotels and infrastructures have transformed much of the natural environment (Martin, Martinez and de Renteria, 2020). This puts the cultural heritage of a country at risk. Campsites are models of tourist accommodation based on shared living in the open natural spaces, which promote minimal interventions in the territory, and such interventions are temporary (Martin, Martinez and de Renteria, 2020). In terms of limited land occupation and preservation of natural qualities, campsites have proven to be one of the most responsible tourist models. A campsite is an alternative type of accommodation that provides an open-air-based experience offering actual contact with the natural environment in its various configurations (Lucivero, 2012). The author states that the proliferation of campsites in areas of environmental importance and areas of seasonal tourism patterns preserve the ecological and scenic value of the site allowing nature to "breathe" during periods of low-level tourism.

For camping to be sustainable, individual accommodation units and the structure should reduce the impact on the environment. This can be achieved if the units are mobile and make use of sustainable technologies (Lucivero, 2012). Three principal types of flexible and mobile accommodation are tents, prefabricated mobile homes, and vehicles such as camper vans. For campsites to be truly sustainable, they must be supported by an infrastructure network and sustainable management of resources and waste (Lucivero, 2012).

Camping provides direct contact with nature by allowing one to live in a diverse natural environment for a short period of time (Hassell, Moore and Macbeth, 2015). Camping has always had a strong bond with nature (Lucivero, 2012). Campsites offering environmental certifications such as the EU Ecolabel for Campsites or the EMAS registration confirm their commitment to sustainability. The EU Ecolabel certifies that a campsite has limited energy and water consumption, reduces waste generation, favours the use of renewable resources and substances that are less hazardous to the environment and promotes environmental education and communication. (ec.Europa.eu, n.d.). The EU Eco-Management and Audit Scheme (EMAS) is a premium management tool developed by the European Commission for businesses and other organisations to assess, report, and enhance their environmental performance. EMAS is offered to economic and service sectors eager to improve their environmental performance and has worldwide application (Europa.eu, 2019). Campsite managers can introduce several measures to reduce the ecological footprint and offer environmental education to their guests. Reducing the use of motorised vehicles onsite through exclusion zones, time restrictions and low-speed limits minimise environmental impact and disturbance to guests. Timers for communal lights and showers reduce waste. Staff should be trained to understand how the campsite can minimise its environmental footprint and of the benefits gained thereafter. Onsite biodiversity and local natural features can be offered as an environmental education programme to guests where nature trails can introduce visitors to local habitats.

2.7 Camping as a Form of Nature-Based Tourism

This discussion revolves on nature-based tourism and its link to camping tourism. An increase in demand for nature-based tourism has been experienced in recent years, possibly due to economic circumstances or a genuine desire to reconnect with nature (O'Neill, Riscinto-Kozub and Van Hyfte, 2010). In its report dated March 2017, the Rainforest Alliance states that nature-based tourism accounts for about 20% of international tourism (Rainforest Alliance, 2017). This increase in nature-based tourism was also predicted by Honey (2008), who states that nature-based tourism would grow from 7% of global tourism in 2008 to approximately 25% in 2020. Traditional mass tourism has triggered issues that have forced alternative tourism. Both the visitors and the hosts are set to benefit from the touristic activity generated

through alternative tourism whilst preserving the environment (Novelli and Robinson, 2005). Nature-based tourism is a form of tourism activity consistent with natural, social and community values. It allows both the hosts and the guests to enjoy positive and worthwhile interaction and shared experiences (O'Neill, Riscinto-Kozub and Van Hyfte, 2010). The authors mainly refer to car-camping as a form of nature-based tourism. Factors that motivate visitors to visit natural environments are both push and pull motivational factors. Man's need to connect with nature (the push motivational factors) and the facilities and set-up of nature-based accommodation (pull motivational factors) has led to an increase in nature-based tourism (O'Neill, Riscinto-Kozub and Van Hyfte, 2010).

Nature-based tourism is an alternative tourism market offering the visitor the opportunity to appreciate the cultural, architectural, natural, and landscaped heritage. Direct contact with nature is the most important motivational factor (Ardoin et al., 2015). However, the authors also put forward concerns of the preservation of nature and the environment as characteristics related to nature-based tourism. There is a greater demand for tourists resorting to natural environments for their recreation, possibly driven by the desire to get away from urban life and the desire to enjoy open spaces (O'Neill, Riscinto-Kozub and Van Hyfte, 2010). The popularity of nature-based tourism has gradually grown in most countries of the world, resulting from the traits of modern society living in an urban setting, where people are away from nature in their daily living (Waite, Lane and Head, 2003 and Priskin, 2001). The popularity of nature-based tourism gave rise to an expansion of related activities, of which camping is one (Winter, 2005). The author states that countries with an all-year-round mild climate benefit from other popular activities practised, including hiking, climbing, mountain biking, paragliding, kayaking and canoeing, rafting, bird watching, surfing, and diving.

The increase in demand for nature-based tourism has been a challenge for facilities such as campsites. Camping is categorised as a form of nature-based tourism (Mikulić et al., 2017) since it encompasses activities similar in nature to nature-based tourism activities. Camping takes place away from cities since they are usually found in the natural environment. People are aware of the benefits of nature, and campsites have created recreational and leisure activities to suit nature lovers being youths or adults. Schools and scouting associations organise camping trips for their students

and members to experience a different way of living, different from their typical habitat. (Chawla, 1998). These camps teach several survival strategies to the young camper and appreciation and awareness of fauna and flora. Being away from home, these youngsters are taught to be independent since they are responsible for their own environment. Visitors to nature should be made aware of nature's values, which leads to their appreciation of nature (Newsome, Ross Kingston Dowling and Moore, 2013).

2.8 Glamping

This review covers the subject of glamping which is described by Andrey et al., (2014) as:

“Beyond the combination of two words, the first syllable of the word Glamour and the second one of the word Camping, glamping is a new trend in outdoor tourism that combines luxury and nature, comfort, and respect for the environment, and provides exclusivity and uniqueness in offering an accommodation “outside the box”, both literally and figuratively”.

There is no explicit agreement on what constitutes glamping accommodation (Vrtodušić Hrgović, Cvelić Bonifačić and Licul, 2018). Even though the word "glamping accommodation" is becoming more common, the types of accommodation units to which it refers and the qualitative characteristics of glamping accommodation have yet to be defined. Glamping replaces the negative aspects of camping, such as leaky tents, stinky sleeping bags, and improvised food, with pre-setup, homelike accommodations in the type of cabins, yurts, tipis, and treehouses, which are often furnished with lavish beds, fine linen, rugs, antique furnishings, and elegant bathrooms (Boscoboinik and Bourquard, 2012). Since glamping is about comfort and luxury accommodation, glamping is also known as “5-star camping” since it is identified with luxury tents and beautiful locations (Cvelić-Bonifačić, Milohnić and Cerović, 2017). Glamping is described as a high-end camping experience that blends the luxury of a hotel with the rare opportunity to bond with nature (Robinson, Heitmann and Dieke, 2011). Even though glamping goes against camping's original intent, some claim it can attract a new camping market among current hotel tourists seeking glamour and comfort, thereby combining the best aspects of the camping and hotel experience. Glamping combines the outdoors with indoor comforts such as air conditioning, private bathrooms, and a king-sized bed

(Vrtodušić Hrgović, Cvelić Bonifačić and Licul, 2018). While glamping goes against the original concept of camping, it is thought to have the potential to attract a new camping market among current hotel guests seeking glamour and comfort, thus combining the best of camping and the best of the hotel industry (Milohnic and Bonifacic, 2014). Visitors describe glamping as a one-of-a-kind experience by living in luxurious camping, a 'glamorous touch of comfort and intimacy,' and 'particular places with great detail' (Brochado and Pereira, 2017). Service quality in glamping tourism was highlighted as "tangibles, staff, nature-based experience, food and activities". Comfort and privacy, unusual sleeping arrangements (i.e. yurts, gers, and tents), services provided, and cleanliness are all tangibles. As a result, glamping has the potential to draw customers looking for a different type of accommodation and lifestyle (Brooker and Joppe, 2013) and who consider tangible assets to be an essential part of the experience (Brochado and Pereira, 2017).

Although the concept of glamping has been around for some 20 years in France, it has only recently become a popular outdoor hospitality option elsewhere (Brooker and Joppe, 2013). Interest in glamping increased from 21% in 2017 to 45% in 2018 (Cairn Consulting Group, 2019). Higher occupancies, higher prices (Carter, 2011) and new guests (Peck, 2012) are all benefits of glamping. This has resulted in a multitude of websites, special issues of magazines, and stories in travel magazines. Glamping reflects a shift, in this case, from outdoor to indoor hospitality, thus leading to improved profits and higher occupancy levels (White and White, 2004). Some people now refer to glamping as an outdoor hotel experience, where its popularity contributes to outdoor hospitality's acceptance into the social system as a respectable, if not "cool", activity. To supplement the existing infrastructure, the operators have added glamping-style accommodations. New units may be used to replace older rental units or as a source of additional revenue (Brooker and Joppe, 2013). Camping and glamping, though inter-related, are two separate operations, where campsite managers are offering glamping to gain a competitive advantage over other campsites. The wide range of facilities, amenities, and positioning as a high-end alternative to conventional camping appeals to both new and seasoned campers (Cairn Consulting Group [CCG], 2019).

2.9 Camping and Covid-19

The rapid worldwide spread of Covid-19 in early 2020 led the World Health Organization to declare it as a pandemic on the 11th March 2020. The pandemic brought a global economic slowdown through unprecedented travel restrictions and lockdowns, which in turn have had a significant negative impact on the hospitality industry.

Interest in camping and outdoor recreation was evident before the pandemic, and that camping and domestic accommodation are well-positioned to show recovery as restrictions loosen. However, it is still uncertain to the extent, considering the uncertainty still surrounding Covid-19 (Craig, 2020). His study explores the impact of Covid-19 on camping and glamping, and results suggest that the traveller who had previous tourism experience like camping is more likely to engage in the same experience post-pandemic. Overcrowding was a significant concern for Craig's respondents resulting in their preferred choice for campsite accommodation which provides social distancing.

The pandemic brought new challenges to camping, and as Bangera (2020) highlights, new practices and protocols have been introduced for cleaning, sanitary facilities, laundry rooms, social activities, and playgrounds at campsites. If these facilities cannot be routinely sanitised as per Health Authorities directives, they should be closed. Healthy eating, exercise, being with family, and technological disconnection are amongst the benefits derived from camping, suggesting that camping is the ideal holiday during the pandemic (Bangera, 2020).

2.10 The Domestic Scene

This section gives an overview of the present situation as regards camping in Malta. Camping is a tourism niche that has not yet been tapped in Malta (Degiorgio, 2001). The domestic scene is still untapped as no studies within these last 20 years were identified by the researcher. Not having a campsite is an exception and not the norm for a country and the absence of campsites results in foreign campers either not visiting the island or just parking by the roadside (Degiorgio, 2001).

In Malta, according to ec.europa.eu (2021), no camping nights were recorded for the period 2012 to 2019, when camping nights in the European Union countries stood at 1.452 million in 2017 and rose to 1.738 in 2019. In 2019, in the EU, there were

29,494 camping establishments, providing 10 million bed-spaces, whilst Malta offered zero camping establishments/bed spaces. The lack of camping facilities makes the choice of camping tourism option a less favourable one when compared to other European countries.

Campers prefer campsites with specific features, providing a high degree of protection, uncrowded settings, and adequate bathroom facilities. This resulted from research in camping tourism and was common to various categories of campers like motor home users, tent users and cabin users (Oh, Park and Hammitt, 2007).

In recent years, The Malta Scout Association and some of its scout groups started offering their outdoor areas for camping, though these "campsites" are limited in space, facilities, and services (campsite.mt, n.d.; campsite, n.d.). A private organisation has set up a campsite in Meliëha (Malta Campsite Meliëha, n.d.), and even though this is offered on TripAdvisor, it receives very low ratings (Tripadvisor, n.d.). Areas falling under the responsibility of local councils are offered for camping. Still, these do not provide any services or facilities and cannot be used during the hunting season (guidemalta.com, n.d.). As reported by Cordina (2021), a concession was granted to a local camping group and its members for a seasonal campsite in Baħar iċ-Ċagħaq to be used temporarily for circa six months. Unofficial areas are being used as campsites by campers occupying the space for an extended period of time, to the deterrent and disgust of the general public in their 'illegal shantytown' (Cordina, 2021). As Cordina (2021) points out, a legal framework to regulate such camping practices is missing in Malta.

Domestic tourism in Malta has been overlooked in tourism literature (Lockhart and Ashton, 1990). Notwithstanding the size, an island receives a significant amount of domestic tourism, including day trips and overnight stays, with touristic activity defined by participants as distinct from other leisure behaviours (Canavan, 2012). Domestic tourism grows in times of pandemics. As stated by Nagaj and Žuromskaitė (2021), there were times when the pandemic had a positive effect on domestic tourism, mainly dependent on internal factors that are unaffected by shocks in international markets.

2.11 Policy Paper, Discussions, and Proposals

This part of the literature covers the recently launched policy paper, the tourism policy, and some ongoing discussions on camping in Malta. According to the Competition, Small Business and Consumers Ministry, whose portfolio includes the responsibility of the Lands Department, no law regulates explicitly camping (Malta Independent, 2012). The article quotes the spokesperson saying that camping is allowed as long as it does not trigger public inconvenience and is carried out within acceptable recreational limits.

The Environment Ministry launched a discussion paper to elicit public opinion on recreational activities, including camping and caravanning (Planning Authority, 2021). The authority invited the public for its views and reactions to the discussion paper, recommendations for the way forward, mainly to advise on the facilities required for potential inclusion in already designated sites for camping, caravanning, picnicking, and the expected type of management of these sites. Opinions were also sought on the existing local plans 'Guidance for Caravan Sites Upgrading', listed as an appendix in the policy paper. Landowners were asked to submit expressions of interest for areas/sites designated in Local Plans for the recreational activities, land rehabilitation, and the management of their site for these purposes. Two newly founded local associations, Outdoor Recreation and Camping Association (ORCA) and the Association of Maltese Campers and Outdoor Activities (AMCOA), have responded to the Government's call for proposals by submitting their suggestions for recreational activities discussion.

The opposition party has also issued its tourism strategy for the next ten years and has included camping tourism in its proposals. Camping is a subsection under tourist accommodation suggesting the set-up of campsites with amenities including glamping. The proposal suggests that campsites should encompass the Eco Concept (Nationalist Party, 2021).

2.12 Conclusion

Literature has pointed towards the disadvantages of mass tourism within the hospitality industry. Camping tourism in Malta, which has a mild climate, may potentially counteract the disadvantages of mass tourism by spreading out the tourism segments in terms of both seasonality and accommodation type. The

literature reviewed has laid the basis for the development of the research methodology and the research tool. The literature referred to facilities in campsites as well as what motivates campers. Hence, a questionnaire was decided upon to collect relevant data of the subjects in the study. Questions related to what campers are after were included in the research tool to get an insight into what potential camping tourists would be after should camping tourism be considered a possible addition to the Malta tourism portfolio. The literature has also pointed to camping tourism being a substantial proportion of the tourism market in Europe, yet, this is not the case in Malta.

3. Research Objective and Methodology

The objective of this study is to generate information to help develop policies that could facilitate camping tourism in Malta. This entails understanding the requirements and interests of campers and investigating the motivational factors of campers when choosing camping tourism. Furthermore, it investigates the strength of the motivational factors and hence, whether providing good camping facilities and amenities in a site of natural beauty will attract camping tourism. The main objective of this research is to address the following question:

What are camping tourism travellers' perceptions, and expectations when they travel to Malta?

3.1 Developing Camping Tourism as an Alternative Tourism Market

The study's primary research question, whether Malta could be a destination for camping tourism, was spurred by the author's observation of several camper vans from Austria, Germany, France and the Netherlands in various campsites in Sicily. The author also observed campers from mainland Italy holidaying in Sicily. Malta is a mere 100 km south of Sicily. Therefore, the study investigated whether camping tourists will be ready to cross from Sicily to Malta to holiday in this mode. This was investigated through a questionnaire targeted at camping tourists. Typical questions that addressed this part of the research asked about push motivational factors, being the psychological forces that induce a desire to travel and "pulled" by the resulting state of psychological motivation, arousal, and interest (Chen and Chen, 2015). The questionnaire also asked what facilities/amenities are expected in campsites and what participants look for in a destination. Questions included also covered the type of accommodation in camping sites preferred by respondents. These range from pitches for tents, caravans and campers to glamping.

3.2 Research Methods Overview

This section discusses the method used to collect data, the type of sampling, the sample population, and how it was targeted. Reference is also made to sample size.

The questionnaire was specifically developed for this study, and the format of questions was such that questions are clear, concise and appropriate. A version in English, Italian, French and German was produced. The questionnaire was piloted

via some camper enthusiasts so that any unclear / misunderstood questions to the respondents or unclear / misunderstood answers to the researcher could be rectified before the questionnaire was sent out to the study's sample population. The pilot questionnaire was sent to a local Facebook group and answered by thirty respondents. Question 7 which related to the length of travel and question 8 which related to the expenditure per person per week, were changed to include given brackets as answers from which one could choose. This facilitated evaluation and also respected to a greater degree the privacy of the respondents. Descriptive statistical tools were used to analyse the data.

3.2.1 Population and Sample

Sampling methods are classified as probability sampling and non-probability sampling. Probability sampling is a technique where the researcher chooses samples from the larger population using ways based on the theory of probability. This ensures that every individual in the population has an equal chance of being selected for the research (Acharya et al., 2013). Non-probability sampling is a technique where the samples are selected from the subjective judgment of the researcher rather than random selection and are commonly used for qualitative studies. Non-probability sampling was used for this study since this study is after data from a selective population of camping enthusiasts. This population was not determined and circumscribed and would not allow for a random sampling strategy. However, the purpose of the study is not to extrapolate results to the greater population therefore purposeful sampling is appropriate, in this case based on convenience.

Convenience sampling is one type of non-probability sampling techniques. Data was collected from the population conveniently available to the researcher. Members of the target population who met specific practical requirements, such as ease of access, geographic proximity, availability at a particular time, or willingness to participate, were included in the study (Sedgwick, 2013). The advantages listed for convenience sampling include the simplicity of sampling and the ease of research. It is also helpful for pilot studies and hypothesis generation. Data collection can be facilitated in a short duration of time, and it is cheaper to implement than alternative sampling methods. Whilst disadvantages include being highly vulnerable to selection bias and influences beyond the control of the researcher, high level of sampling error. These

reasons make studies that use convenience sampling have less credibility (Research-Methodology, 2018).

The researcher relied on Facebook groups whose members are camping enthusiasts to collect data through the questionnaire. Camping enthusiasts who are not members of the chosen groups did not have an equal opportunity to participate. However, those camping enthusiasts who are members of the Facebook campers' group that focus on camping tourism were provided with the opportunity to participate. This put a responsibility on the researcher to select a correct and wide variety of groups that include various camper enthusiasts. The responsibility was due to the fact that various types of accommodation in campsites are referred to in the literature review, namely those spending nights in tents, motor homes, tipis, yurts, etc. Therefore, selection groups should not just focus on one type of camper enthusiasts (e.g. motorised campers).

3.2.2 Study Setting

Data was needed from the foreign tourist, and the questionnaire had to address such respondents. The Internet is used in a broad, diverse mode. Social media dominance has increased dramatically over the past few years, with Facebook and Instagram becoming part of the daily routine. Instagram is more of a photo-sharing platform, whilst Facebook offers social networking through groups, amongst others. Thus, Facebook was chosen as the social network from where data was to be collected. Camping enthusiasts were identified from Facebook groups that centre around camping. The questionnaire was made available through a post to members of the aforementioned groups. Chosen groups were European based since their members would likely be people who camp in Europe rather than in other continents.

3.2.3 The Research Tool

A questionnaire was identified as the primary research tool to gather data from a target population. The questionnaire had open-ended questions, closed-ended questions and a combination of both. Qualitative and quantitative data was collected according to the research requirement. Questionnaires are quick and economical to administer while convenient for participants (Bryman, 2016). Being a technology-based questionnaire, this was an economical and practical way of reaching respondents based in several countries other than that of the researcher. A

questionnaire can reach many participants in a relative short time. This contrasts with the process of when a researcher has to interview participants, which would be time-consuming and will not reach as many participants. With time being a precious resource for everyone, a self-completing questionnaire provides the participants with the liberty of completing it at their own time.

The questionnaire was initially formulated in English and later translated into Italian, German, and French and posted in groups from the UK, Germany, Italy, France, and Spain (Appendix 5). There was no sampling technique since the population required is specific, and data was needed from as many as possible from these specific population members of specific Facebook groups.

The way the questions were worded allowed every respondent to give some form of an answer, hence avoiding null responses. Negative statements were avoided, as these tend to be confusing. Two questions in one (double-barrelled) were also avoided. Hypothetical questions were avoided to ensure that the questions are answered. The researcher tried to keep the questions clear, unambiguous, and simple without using any jargon. The grammar used and sentence/question structure was simple to understand. The questionnaire was checked for the level of readability through the Microsoft Word feature, Flesch Reading Ease test. This tool measures the readability of a document and assigns it a score, where standard writing averages 60 to 70 on a 100-point scale. The higher the score, the more people can readily understand the document (www.officetooltips.com, n.d.). The questionnaire scored a readability score of 73.5, which is categorised as "fairly easy to read". Considering that the target population has a Facebook account and reading and writing is a minimum skill, the questionnaire was deemed straightforward and easy to read and understand.

The questionnaire was designed in a way where the analysis would be easy to carry out. Questions relating to age, income, length and number of times of travelling and average spend during travelling were considered important questions for analysing the camper profiles. These questions allowed the researcher to 'know' the population. Age is possibly an interesting variable that is potentially linked to the length of stay. Asking a respondent for their age or income per year in an outright manner might feel somewhat intrusive; hence range brackets were given. Such ranges are less

intimidating since the respondents do not indicate their specific age or income earned.

A pre-determined list of answers was given in some questions. This was preferred over open-ended questions since open-ended questions may rely on the respondents' memory for potential answers. Open-ended questions also result in so many different answers making the data difficult to analyse. A rank order question was used to gauge the importance of various areas when going on a camping trip. Rank order questions are effective in collecting feedback. Respondents find it relatively easy to answer them, and they do not have to spend time typing their feedback as in open-ended questions.

Three 5-point Likert scale questions were included to get the respondent to think about the value of their preference on types of camping trips, choice of destination, and facilities at campsites. There was no preference for choosing the 5-point scale over the 7- or 10-point scales, as all scales are equivalent for analytical methods such as confirmatory factor analysis and structural equation models (Dawes 2008).

The questionnaire included two open-ended questions: after reasons why or why not respondents would or would not camp in Malta. The answers to these questions were later categorised into specific areas which relate to them, making them easier to analyse and display.

All the questions were targeted at people who take camping holidays; hence, all respondents should have had the relative experience to answer the questions.

3.2.4 Qualitative Assessment and Data Analysis

When there is not enough time, finances, or data to conduct quantitative analysis, a qualitative assessment is appropriate (Layer 8: The People Layer, 2006). The data needed for this study was sought from camping enthusiasts who do not reside in Malta. Since this was done through convenience non-probability sampling, it could be statistically detrimental. Understanding the camping community concerns and needs requires qualitative assessment approaches rather than merely data-based information. Numbers help illustrate comparisons, progress, and statistics of community initiatives, but they cannot describe reasons, feelings, or relationships (Ku.edu, 2018). Hence a qualitative assessment method was selected.

From the data gathered through the questionnaire and keeping the research question in mind, the main variables which would influence the camping enthusiasts' choice for travelling were identified. Descriptive statistics were used to analyse the basic features of the data collected, displayed in charts and discussed accordingly.

Contrary to inferential statistics, in descriptive statistics, the researcher describes what the data is or what the data shows. Large amounts of data are simplified through the use of descriptive statistics.

3.3 Data Collection

Facebook Groups is one of the most common applications among Facebook's features. Unlike standard Facebook sharing, which is open to the entire world, Facebook Groups provide a platform for users with shared interests to create conversations and exchange information. If a Facebook user joins a community, they can easily connect and exchange information with others (Pi, Chou and Liao 2013).

Since the research subjects are not based in Malta, Facebook Groups was the choice of a platform where groups sharing their interests meet. The questionnaire was formulated on Google Forms and posted on specific groups on Facebook (Appendix 6). These groups have been chosen based on their following and base country. The questionnaire was offered in four languages, English, Italian, French and German and posted in the relative language of the pertaining group, Italian to Italian Facebook groups, English to English Facebook groups etc. The questionnaire was available for a three-week period in April 2021, with the post being 'edited' every week by simply replacing a word so that it will resurface as a new post.

A visit to popular Sicilian campsites to conduct face-to-face interviews could not take place because of Covid-19 travel restrictions in place at the time.

3.4 Data Analysis

The data collected was collated into an excel spreadsheet through Google Forms. Some data cleaning was required since answers to question one, requiring country of origin, were not pre-set, so countries needed to be uniformised. Questions seventeen and eighteen are open-ended, so results were categorised. Microsoft Excel spreadsheet was the right tool for descriptive statistics producing graphical representations of data collected. Bar charts and pie charts were commonly used as these highlight trends and relationships in data. In total, 397 questionnaires were

received. Two of these had the country of residence listed as Malta and were omitted since their answers would not help the research question.

3.5 Research Limitations

Some limitations were encountered in this study when collecting the primary and secondary data. Planned face-to-face interviews at nearby Sicily campsites had to be cancelled because of the Covid-19 pandemic, which restricted travel.

Question number one asked for the country of the respondent's residence. Some respondents answered the UK, not distinguishing whether it is England, Scotland, Wales, or Northern Ireland, whilst others cited England or one of the other countries. Another significant limitation of this study was the lack of data from local entities. Virtu Ferries Limited, the company providing fast ferry crossings between Malta and Pozzallo in Sicily, was asked for the number of campers and caravans with foreign registrations that travelled out of Malta and the country of registration of such campers. Such information would have shed some light on the number of foreign campers and caravans that travelled to Malta over the past five years. This information was unfortunately not provided, citing commercial sensitivity (Appendix 1). Transport Malta was also approached to provide information on the number of registered campers in Malta. If camping tourism were to be a possible addition to the Malta tourism portfolio, these would contribute to the domestic tourism sector within camping tourism. However, Transport Malta, unfortunately, did not respond to an email and telephone inquiries asking for the number of registered campers in Malta, whilst no register is kept of the number of caravans in Malta (Appendix 2). The National Statistics Office and Malta Tourism Authority do not have any data on the number of tourists who visit Malta for camping trips or accommodation at campsites (Appendix 3).

3.6 Research Ethics

The importance of acting ethically is widely recognised as an essential element of conducting research in any context or environment (MacFarlane, 2010). Primary data for this study has been collected electronically from Facebook groups related to camping through a link to the questionnaire. In addition, a short description introducing the questionnaire was posted together with the email contact details of the researcher.

The questionnaire had a short introduction explaining the study's aim and stating the institution for which this study was being conducted. A declaration was given stating the anonymity of the questionnaire and that all data collected was to remain anonymous, whilst respondents were given the freedom not to answer any questions. All participants were thanked in advance for their valuable contribution to their answers and time.

The ethics application provided by the institution was sought and approved by the APRB before embarkation on the study (Appendix 4).

3.7 Conclusion

The methods used to answer the research question are detailed in this chapter. In addition, the reasons for using the approaches in question have also been clarified. This project aimed to identify and apply the best approach that would lead to the generation of reliable results, as outlined in the next chapter.

4. Research Findings

The subjects of this study are adults not living in Malta who are interested in the camping experience. There were no exclusion criteria except for subjects residing in Malta. There were two such respondents, and their responses were omitted from the study. This chapter focuses on the survey findings conducted via Facebook groups to understand the subjects' expectations and interests in the camping experience. It investigates their thoughts and intentions of a camping trip to Malta. The data collected is summarised and presented in tabular, graphical, and numerical summaries to allow for a more straightforward interpretation and presentation. Descriptive statistics are used to shed light on the research question: "What are camping tourism travellers' perceptions, and expectations when they travel to Malta?"

4.1 Demographic Analysis

4.1.1 Country of residence

The questionnaire was posted on Facebook camping groups based in the UK, Spain, France, Germany, and Italy. The questionnaire was constructed in English and then translated into French, German, and Italian. Three hundred ninety-six respondents were asked to state their country of residence. The two respondents who gave Malta as their country of residence were omitted from the study. This is because the purpose of the study is to understand the requirements of the foreign camper.

The majority of the 394 respondents come from the UK (81%). Table 1 depicts this information. Whilst some respondents put down England as a country of residence (27%), Northern Ireland (1%), Scotland (4%), or Wales (5%), another 44% just listed the UK as their country of residence. However, whichever country in the UK is listed has no direct effect on the study. The author considers that both in geographical terms and socio-cultural terms, there are no significant differences that would affect their decisions on camping holidays between the constituent countries of the United Kingdom. These countries are being grouped under the U.K. whilst other countries with minimal participation are grouped under 'Other Countries' and 'Other European Countries'. This is shown in Table 2. It lists the country of residence as given in the questionnaire and how the countries have been grouped into France, Germany, Ireland, Italy, Other Countries, Other European Countries, Spain, and the U.K.

1. What is your current country of residence?		
Country of Residence	Number	%
Australia	2	0.5%
Austria	1	0.3%
Bulgaria	1	0.3%
Channel Islands	1	0.3%
Denmark	1	0.3%
England	106	26.9%
Estonia	1	0.3%
France	6	1.5%
Germany	6	1.5%
Gibraltar	1	0.3%
Ireland	6	1.5%
Italy	29	7.4%
Netherlands	1	0.3%
Northern Ireland	5	1.3%
Norway	1	0.3%
Portugal	2	0.5%
Scotland	17	4.3%
Spain	11	2.8%
Switzerland	1	0.3%
UK	174	44.2%
United States	3	0.8%
Wales	18	4.6%
Total	394	100.0%

Table 1 Countries listed as a residence by respondents.

Country of residence as per questionnaire	Regrouped country of residence
Australia	Other Countries
Austria	Other European Countries
Bulgaria	Other European Countries
Channel Islands	Other European Countries
Denmark	Other European Countries
Deutschland	Germany
England	U.K.
Estonia	Other European Countries
France	France
Germany	Germany
Gibraltar	Other European Countries
Ireland	Ireland
Italia	Italy
Netherlands	Other European Countries
Northern Ireland	U.K.
Norway	Other European Countries
Portugal	Other European Countries
Scotland	U.K.
Sicily	Italy
Spain	Spain
Svizzera	Other European Countries
UK	U.K.
United States	Other Countries
Wales	U.K.

Table 2 Countries of residence regrouped.

4.1.2 Participants' age bracket

The participants were asked for their age. This question is presented in the format of age brackets so as not to be too intrusive and ask for actual ages, and for coherent interpretation. The number of those falling within the 46 - 60 years is similar to those

of over 61 years at 45 % per bracket. Those whose age is under 30 are at 1%, and those between 31 – 45 years of age are at 9%. The distribution of the sample by age is shown in Figure 2.

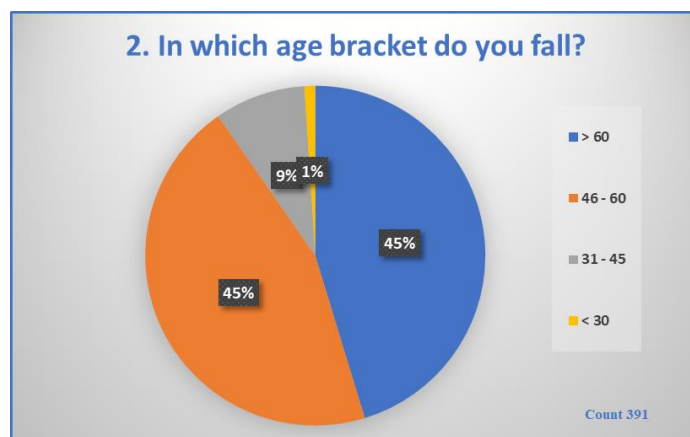


Figure 2 Age brackets of participants.

4.1.3 Net earnings per year

Data about net earnings per year is collected in the two major European currencies, the Euro and the Sterling, to avoid having participants converting currencies themselves. The question is also presented in pre-set brackets, providing comfort in not divulging possibly sensitive information on one's income. Participants who give earnings in Sterling amount to 246 whilst those who give their earnings in Euro amount to 125. There are 23 respondents who chose not to answer this question. Data is converted to Euros (at a nominal exchange rate of 1.17) for analysis' purposes. Figure 3 shows that the highest number of respondents (25%) fall within the Euro 17,001 to 29,000, whilst the least number of respondents (13%) fall within the Euro 0 to 17,000 bracket.

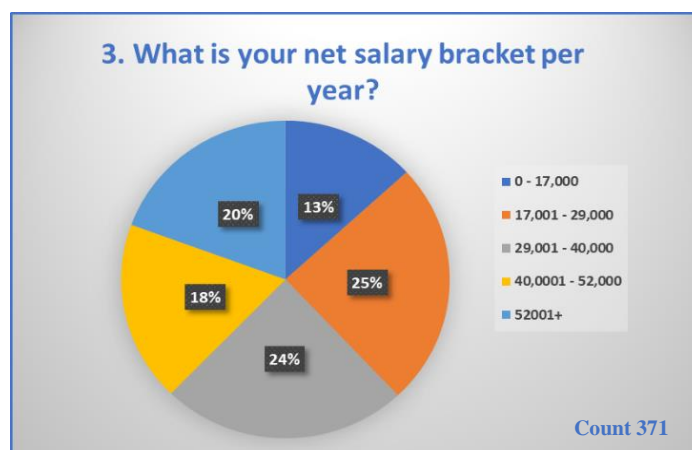


Figure 3 Net salary earnings of participants in Euro.

4.1.4 Net earnings per year according to age group

Data collected included age brackets and earnings. The researcher is interested in the correlation between the respondents' age and income to determine whether the main factor in the number of trips taken and amount spent is mainly related to age or income. Indicating one's net income in relation to the age bracket may help one understand the respondents better. Table 3 shows the percentage of different salary ranges earned by the various age categories. Salaries earned by respondents were described according to their age groups and are summarized in Table 3. The highest number of respondents, 24.8%, earn between €17,001 and €29,000, closely followed at 24.3% by those earning €29,001 to €40,000. Together, these two groups make up almost half (49.1%) of the respondents. The largest sub-group in the table is 13.5% which relates to those respondents over 61 years who earn between €29,001 to €40,000. Amongst the bracket of highest earners (more than €52,001) are respondents who are 46 to 60 years of age. These amount to 11.6%.

	Count	< 30 years	30 - 45 years	46 - 60 years	> 61 years	Total
Eur 0 - 17,000	49	0.5%	1.1%	5.1%	6.5%	13.2%
Eur 17,001 - 29,000	92	0.5%	0.5%	11.1%	12.7%	24.8%
Eur 29,001 - 40,000	90	0.0%	2.2%	8.6%	13.5%	24.3%
Eur 40,0001 - 52,000	68	0.0%	2.2%	9.2%	7.0%	18.3%
Eur 52,001+	72	0.0%	3.0%	11.6%	4.9%	19.4%
	371	1.1%	8.9%	45.6%	44.5%	100.0%

Table 3 Respondents' salary brackets according to age.

4.2 Camping Preferences Analysis

4.2.1 Camping accommodation type

Participants are asked which type of camping accommodation they prefer: camper/caravan, tents, glamping, static caravan/mobile home at campsites, or other types. This data is considered relevant since, should it result that camping tourism is a possible addition to the Malta tourism portfolio, then one would need to cater to the most preferred types of camping accommodation to satisfy the preferences of potential camping tourists. Percentages from the Likert scale clearly show that the preferred type of accommodation is camper and caravan (72.2%). This is shown in

Table 4, which depicts the answers in rows with actual counts, percentages, and the Likert scale that the respondents gave. Use of camper/caravan during camping trips records a high mean value of 4.21. A static caravan or mobile home at a campsite has the second highest mean value at 2.76. ‘Other types of camping experiences’ recorded a mean value of 2.65, with the least preference (Likert scale 1) being the highest at 31.9%. ‘Glamping’ and ‘Tent experiences’ recorded a mean value of 2.44 and 2.08, respectively. Glamping experience is least preferred (Likert scale 1) by 35.7%, whilst tent camping has a 50.0% Likert score of 1 for being the least preferred.

	1		2		3		4		5		Mean
	Count	%	Count	%	Count	%	Count	%	Count	%	
Camper / Caravan	46	12.2%	13	3.4%	29	7.7%	17	4.5%	273	72.2%	4.21
Tent	80	50.0%	23	14.4%	31	19.4%	16	10.0%	10	6.3%	2.08
Glamping	50	35.7%	20	14.3%	38	27.1%	23	16.4%	9	6.4%	2.44
Static caravan / mobile home at campsite	52	29.7%	29	16.6%	31	17.7%	35	20.0%	28	16.0%	2.76
Other	23	31.9%	12	16.7%	19	26.4%	3	4.2%	15	20.8%	2.65

Table 4 Participants' preference of the type of camping trips.

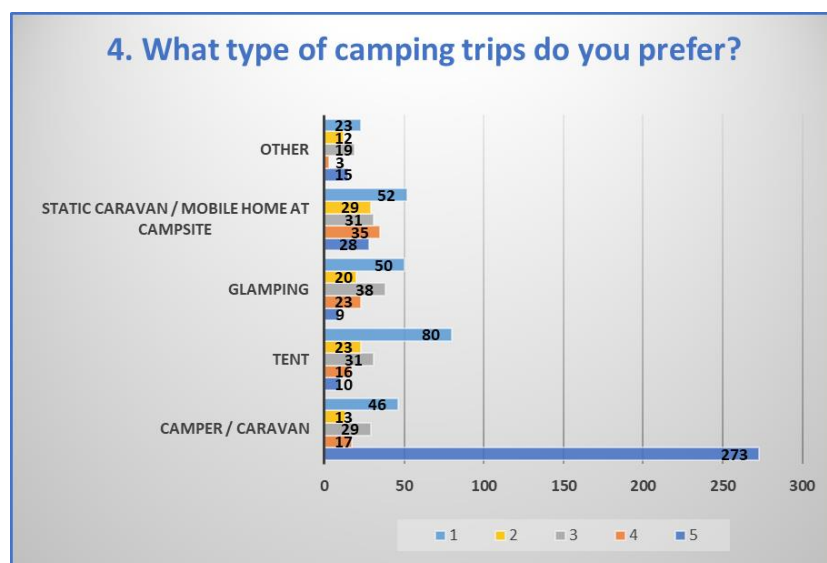


Figure 4 Participants' preference of the type of camping trips.

4.2.2 Camping trips outside the country of residence

For the purpose of the study, the researcher is interested in data relating to the number of camping trips taken out of the respondents' country of residence. 78% of respondents report that their camping trips are taken outside their country of residence. The remaining respondents stated that they choose to camp in their country of residence. This is important information relevant to the research question. This information about respondents' preference of country for a camping trip is depicted in Figure 5.



Figure 5 Camping trips out of the country of residence.

Those taking camping trips outside of their country of residence are asked how frequently they do so in a calendar year. Figure 6 shows that more than 58% of those who travel out of their country of residence do so more than once a year, and 42% take an overseas camping trip at least once a year. Respondents who travel between 2 – 3 times per year stand at 44%, whilst those travelling between 4 -5 times stand at 7%. Those travelling for more than five camping trips outside of their resident country per year stand at 6%.

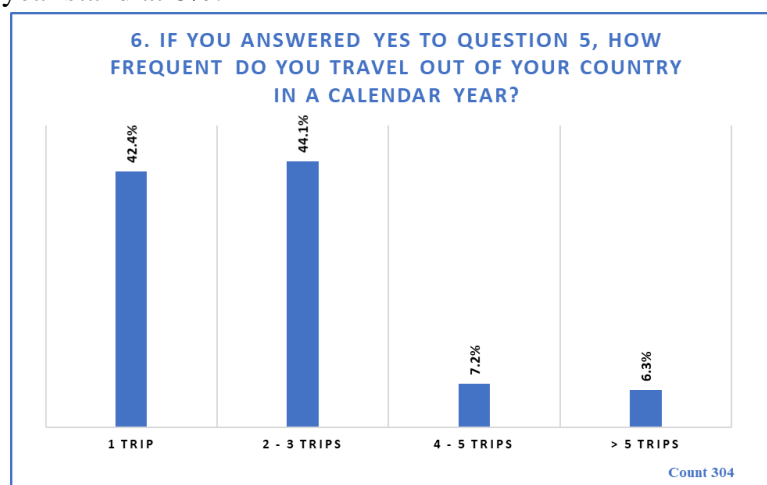


Figure 6 Number of times participants travel out of their country per year.

4.2.3 Number of camping trips according to earnings

Data relating income to the number of trips is of interest in relation to the study to know the potential camping tourists should Malta start to offer camping tourism. 86% of the respondents who travel outside of their country of residence take more than four camping trips per year. Table 5 shows this together with their salary brackets. No significant difference is seen between the different salary brackets of those earning more than €17,001 in the number of trips taken per year. From the 286 respondents, the highest number of respondents (11%) take 4 – 5 trips per year and have a net income of €17,001 to €29,000.

	1 Trip	2 - 3 Trips	4 - 5 Trips	5 Trips	Total
	Count	Count	Count	Count	Count
Eur 0 - 17,000	5	2	15	15	37
Eur 17,001 - 29,000	2	3	32	29	66
Eur 29,001 - 40,000	3	5	27	28	63
Eur 40,001 - 52,000	5	2	22	28	57
Eur 52,001 +	4	8	31	20	63
Total Count	19	20	127	120	286

Table 5 Frequency of travel outside country of residence in a calendar year according to salary bracket.

4.2.4 Length of camping trips

Participants who take camping trips outside their country of residence are asked how long they usually travel. Such data is deemed relevant to this study since Malta is the southernmost country in Europe, and hence a longer duration of a trip might be required. Length of trips when going overseas varies, with the highest number of respondents, 27%, opting for more than 28 days of travelling overseas per trip. Trips of between 7 – 14 days followed at a score of 27%, closely followed by trips of between 15 – 21 days at a score of 25% and 22 – 28 days at 16%. Trips taken for less than seven days are the least popular at 5%. This is shown in Figure 7.

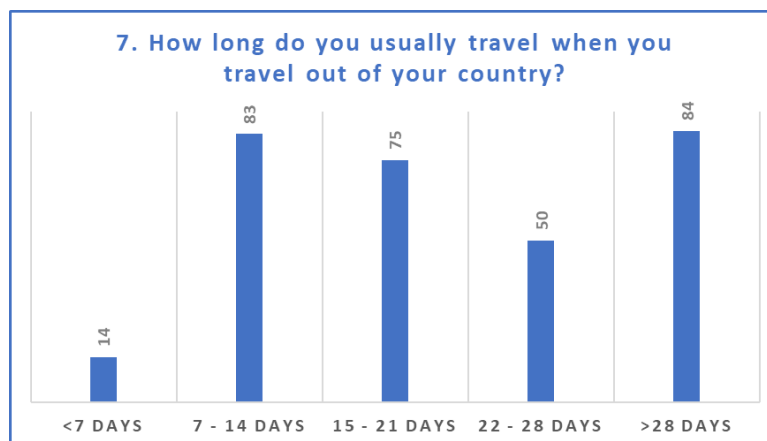


Figure 7 Number of days spent when travelling overseas.

4.2.5 Average spent whilst on camping trips

Data relating to the average amount spent per person per week indicates the profile of the camping tourist. Average expenditure per person per week was requested in Euro and Sterling, making it easier for participants to answer and then converted to Euro at a nominal exchange rate of 1.17 for ease of analysis. More than 80% of the respondents claim that they spend up to €700 per person per week when travelling on camping trips outside their country of residence. Those spending less than €350 amount to 50%.

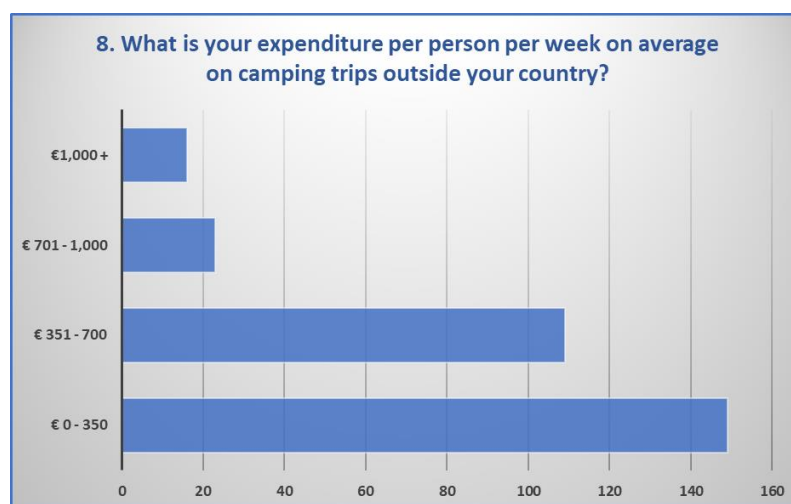


Figure 8 Average spent on camping trips.

4.2.6 Average spent according to salary earned

Such data is deemed relevant to the study since it further helps build a profile of the potential camping tourist. The highest number of respondents (13%) earn between €29,001 and €40,000 and spend up to €350 per person per week when taking

camping trips outside of their country of residence. This can be seen in Table 6, which shows the average amount spent per person per trip according to salary brackets.

	€ 0 - 350	€ 351 - 700	€ 701 - 1,000	€1,000 +	Total
	Count	Count	Count	Count	Count
Eur 0 - 17,000	26	8	2	1	37
Eur 17,001 - 29,000	36	28	1	2	67
Eur 29,001 - 40,000	37	16	7	2	62
Eur 40,001 - 52,000	19	30	7	1	57
Eur 52,001 +	24	25	5	8	62
	142	107	22	14	285

Table 6 Average spent per person per trip according to salary bracket.

4.2.7 Period of travel

Data on preferred period of travel is relevant to this study since camping tourism in the mild climate of Malta can dissipate tourism across the year and mitigate some of the disadvantages of mass tourism. In determining the periods of the year participants preferred to travel, four equal periods of the year were offered in the questionnaire, with the option of choosing any number of period/s. The most popular period was April to June at 32%, followed by the July to September period at 29%. In the winter months, travel is preferred during the October to December period at 18%, while 10% prefer to travel from January to March. 11% of the participants listed all periods as preferred months for travel.

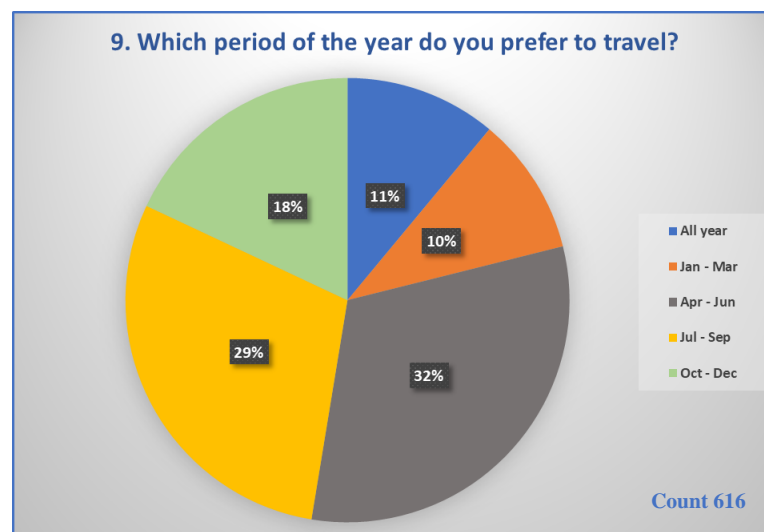


Figure 9 Periods of the year preferred for camping trips.

Overall, April to June quarter is the most preferred period of travel. Most German camping tourists (50%) and Italian camping tourists (49%) prefer July to September. The January to March period is the least preferred quarter of the year for the respondents. However, the French camping tourists (8%) and the Spanish camping tourists (13%) chose the July – September period as their least favoured months to camp. The preferred periods of travel according to the respondents is depicted in Table 7.

	Count	All year	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Total
France	12	16.7%	25.0%	25.0%	8.3%	25.0%	100%
Germany	10	10.0%	0.0%	30.0%	50.0%	10.0%	100%
Ireland	11	0.0%	18.2%	36.4%	27.3%	18.2%	100%
Italy	41	7.3%	4.9%	24.4%	48.8%	14.6%	100%
Other Countries	8	12.5%	0.0%	37.5%	25.0%	25.0%	100%
Other European Countries	18	16.7%	11.1%	33.3%	16.7%	22.2%	100%
Spain	23	8.7%	21.7%	26.1%	13.0%	30.4%	100%
U.K.	493	11.4%	9.7%	32.3%	29.2%	17.4%	100%
Total	616	11.0%	10.1%	31.5%	29.4%	18.0%	100%

Table 7 Period of travel by respondent's county of residence.

4.3 Campsites Analysis

4.3.1 Factors in choosing country of destination

Participants were presented with six options they consider when choosing the country of their camping destination and rated rate their preferences on a 5-point Likert Scale, with one being the least preferred and five the most preferred. The percentages shown in Table 8 are calculated row-wise, i.e. for each factor offered.

In ranking the factors for choosing the country of destination, the respondents gave the highest rank to a safe environment. All factors presented in the questionnaire were considered important by the respondents since each factor obtained a mean Likert score of over 3, with 'safe environment' scoring a mean score of 4.03. This is followed by 'climate' with a mean score of 3.98 and 'nature' at 3.78. Each factor except for 'history' scored the highest preferences on a Likert scale of 5. The majority of respondents gave 'history' a Likert scale of 4.

	1		2		3		4		5		Mean
	Count	%	Count	%	Count	%	Count	%	Count	%	
Climate	29	8.6%	19	5.7%	50	14.9%	69	20.5%	169	50.3%	3.98
Sea and beach	18	5.8%	35	11.4%	82	26.6%	79	25.6%	94	30.5%	3.64
Nature	19	6.1%	24	7.7%	68	21.9%	96	30.9%	104	33.4%	3.78
History	27	9.0%	38	12.7%	65	21.7%	98	32.8%	71	23.7%	3.49
Safe environment	20	6.4%	14	4.5%	50	16.0%	82	26.3%	146	46.8%	4.03
Other	14	18.4%	3	3.9%	19	25.0%	15	19.7%	25	32.9%	3.45

Table 8 Participants' considerations when choosing a country for camping trips.

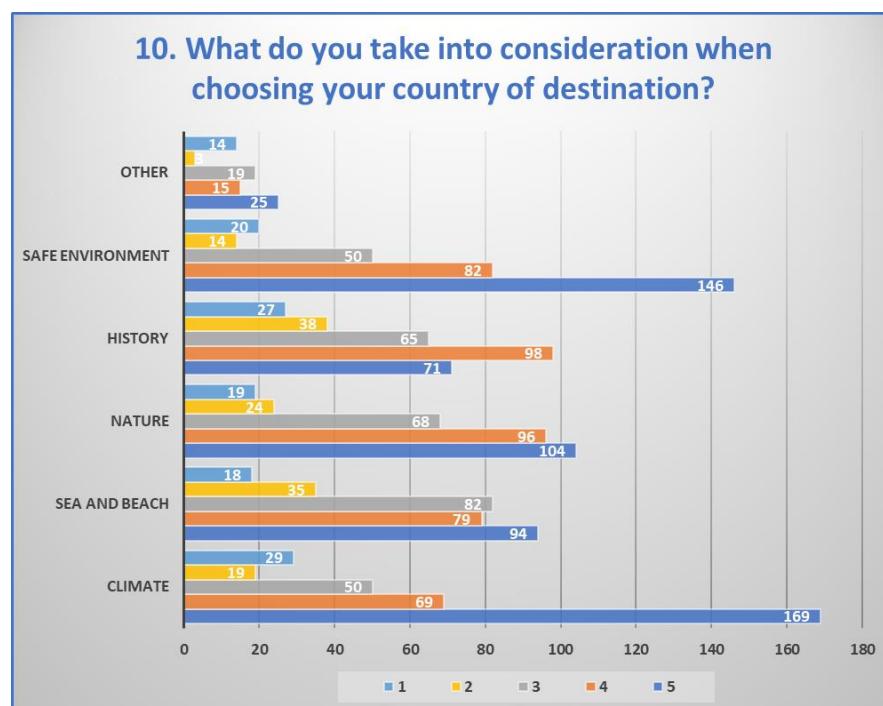


Figure 10 Participants' considerations when choosing a country for camping trips.

4.3.2 Types of sites

Participants were asked where they prefer to camp, whether in campsites or wild camping, which means setting up camp outside organized camping sites. This is relevant to the study since if Malta is to cater for camping tourism, it would need to provide the appropriate locations for camping. The questionnaire also left an open-ended option, 'other', and respondents stated their options. Figure 11 shows that campsites are the preferred sites of the participants when camping; this resulted in a

score of 61%. This was followed by 29% who choose wild camping, 10% aires / sostas and less than 1% for farms/vineyards.

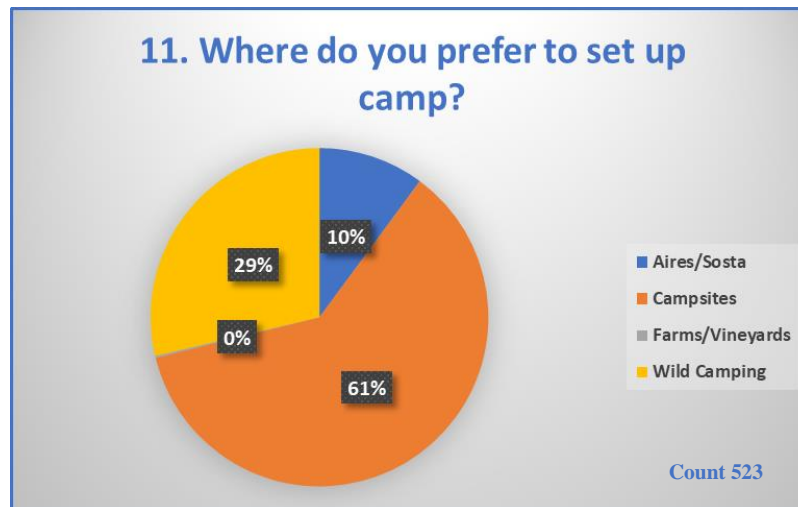


Figure 11 Participants' preference on where to set up camp.

4.3.3 Choice of environmentally friendly campsites

This data is considered necessary by the researcher as campsites need to identify whether there exists a market of environmentally-friendly camping tourists.

Preference over environmentally friendly campsites is shown by respondents who confirm with a response of 34% that they give due consideration to such campsites over others that are not. 53% of the respondents say that it does not matter if a campsite is environmentally friendly or not. Respondents who do not give due consideration to environmentally friendly campsites total 8%. This is depicted in Figure 12.

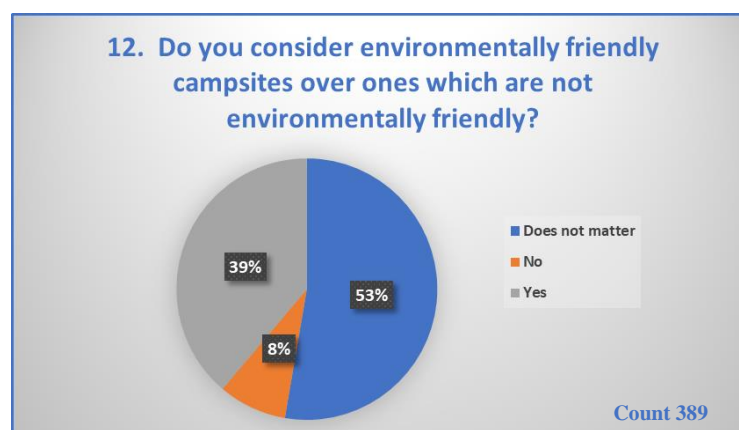


Figure 12 Consideration towards environmentally friendly campsites.

4.3.4 Choice of environmentally friendly campsites according to age brackets

All respondents under 30 years of age stated they would choose an environmentally friendly campsite, whilst 42% of those over 61 would also prefer an environmentally friendly campsite. On the other hand, for 51% of the respondents, it will not matter if the campsite is environmentally friendly or not. The 30 – 45 and 46 – 60 age brackets have similar trends in respondents' choice for environmentally friendly campsites. The preferences of environmentally friendly campsites according to the respondents' age brackets is shown in Table 9.

Age	Count	Yes	No	Does not matter	Total
>61	175	41.7%	6.9%	51.4%	100%
46 - 60	175	35.4%	10.3%	54.3%	100%
30 - 45	34	35.3%	8.8%	55.9%	100%
<30	4	100.0%	0.0%	0.0%	100%
	388	38.9%	8.5%	52.6%	100%

Table 9 Environmentally friendly campsites according to age bracket

4.3.5 Choice of environmentally friendly campsites according to country of residence

For most respondents, environmentally friendly issues appear not to matter when choosing their campsite. German and Italian travellers do not consider campsites that are not environmentally friendly, with the majority opting for environmentally friendly campsites. Respondents from other countries who do not prefer an environmentally friendly campsite are less than 20%; however, for the majority of these, it will not matter if the campsite is environmentally friendly or not. This is shown in Table 10.

	Count	Yes	Count	Does not matter	Count	No	Total
France	1	16.7%	4	66.7%	1	16.7%	100.0%
Germany	4	66.7%	2	33.3%	0	0.0%	100.0%
Ireland	1	16.7%	4	66.7%	1	16.7%	100.0%
Italy	14	51.9%	13	48.1%	0	0.0%	100.0%
Other Countires	1	20.0%	4	80.0%	0	0.0%	100.0%
Other European Countries	4	36.4%	6	54.5%	1	9.1%	100.0%
Spain	3	27.3%	6	54.5%	2	18.2%	100.0%
U.K.	123	38.8%	166	52.4%	28	8.8%	100.0%

Table 10 Environmentally friendly campsite choice by country of residence.

4.3.6 Preference for facilities at campsites

This data is of substantial importance to the study as investing in campsites that do not offer facilities preferred by camping tourists would not be economically viable. Facilities preferred at campsites were listed in one of the questions. The participants were asked to give their preference for each facility at the point of booking, according to a 5-point Likert scale. One was the lowest of preferences, and five was the highest. Percentages shown in Table 11 are calculated row-wise, i.e., for each preference. The option ‘other’ got a mean score of 3.23, which is above the possible median. However, all other facilities offered did not even score the likely median of 3 on the Likert scale. ‘Restaurant’ scored a mean of 2.62, ‘minimarket’ scored a mean of 2.56. The lower preferences recorded were ‘swimming pool’ (mean = 2.47), social events (mean = 2.42), and kids entertainment with a 1.5 mean score.

	1		2		3		4		5		Mean
	Count	%	Count	%	Count	%	Count	%	Count	%	
Kids entertainment	229	79.2%	17	5.9%	16	5.5%	12	4.2%	15	5.2%	1.50
Mini market	98	28.7%	72	21.1%	92	26.9%	44	12.9%	36	10.5%	2.56
Restaurant	90	26.9%	67	20.1%	88	26.3%	59	17.7%	30	9.0%	2.62
Socail events	110	34.3%	73	22.7%	61	19.0%	48	15.0%	29	9.0%	2.42
Swimming pool	116	34.1%	68	20.0%	74	21.8%	45	13.2%	37	10.9%	2.47
Other	39	29.5%	9	6.8%	17	12.9%	16	12.1%	51	38.6%	3.23

Table 11 Participants' preferences of facilities at campsites.

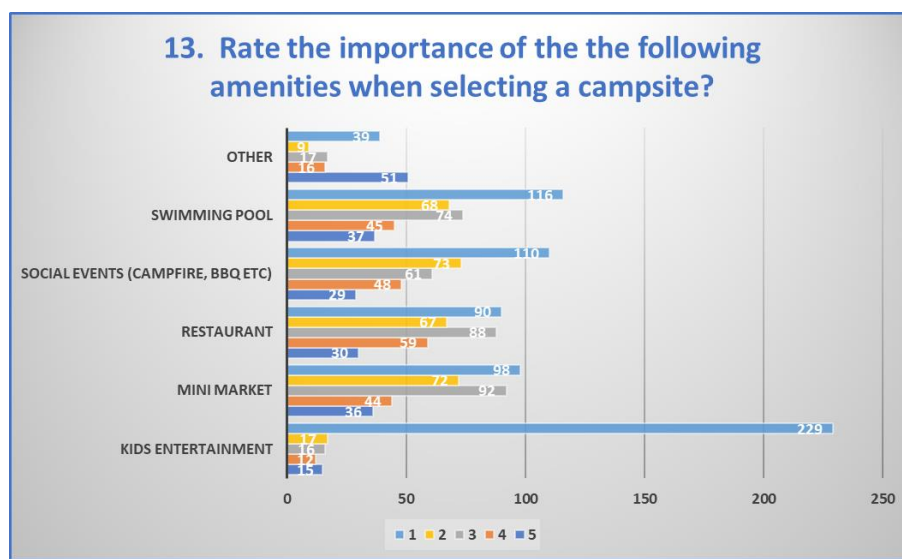


Figure 13 Participants' preferences of facilities at campsites.

4.4 Destination Analysis

4.4.1 Countries travelled to by participants

This data is relevant to the researcher as camping tourists travelling as far south as Italy and Sicily are likely not to be disheartened by travelling the relatively short distance from Sicily to Malta. Countries that participants have travelled to for their camping holidays are shown in Table 12. France is the country listed mainly by the respondents. The second most listed country was Spain which was closely followed by the UK. Malta is listed as a camping destination for less than 1% of respondents.

Country	Count	%
Algeria	1	0.1%
Canada	1	0.1%
Latvia	1	0.1%
Luxembourg	1	0.1%
Luxemburg	1	0.1%
Middle East	1	0.1%
New Zealand	1	0.1%
Romania	1	0.1%
Russia	1	0.1%
South Africa	1	0.1%
Tasmania	1	0.1%
Ukraine	1	0.1%
Asia	2	0.2%
Czech Republic	2	0.2%
Denmark	2	0.2%
Poland	2	0.2%
Slovakia	2	0.2%
Slovenia	2	0.2%
Turkey	2	0.2%
United States	2	0.2%
Finland	3	0.2%
Gibraltar	3	0.2%
Hungary	3	0.2%
Norway	3	0.2%
Sweden	3	0.2%
Switzerland	3	0.2%
Australia	4	0.3%
Greece	4	0.3%
Ireland	4	0.3%
Malta	4	0.3%
Morocco	5	0.4%
Austria	6	0.5%
Belgium	6	0.5%
Portugal	12	1.0%
Netherlands	15	1.2%
Croatia	62	5.0%
Italy	120	9.7%
Elsewhere Europe	147	11.9%
Germany	155	12.5%
United Kingdom	184	14.8%
Spain	190	15.3%
France	276	22.3%
	1240	100.0%

Table 12 Countries to which participants have travelled for their camping holidays.

4.4.2 Camping in Malta

A directly relevant question for the study is whether the respondents would consider a camping holiday in Malta. 53% of respondents acknowledged that they would consider Malta as a camping destination. 27% said that they would ‘maybe’ consider it, whilst 21% said they would not consider a camping holiday in Malta.

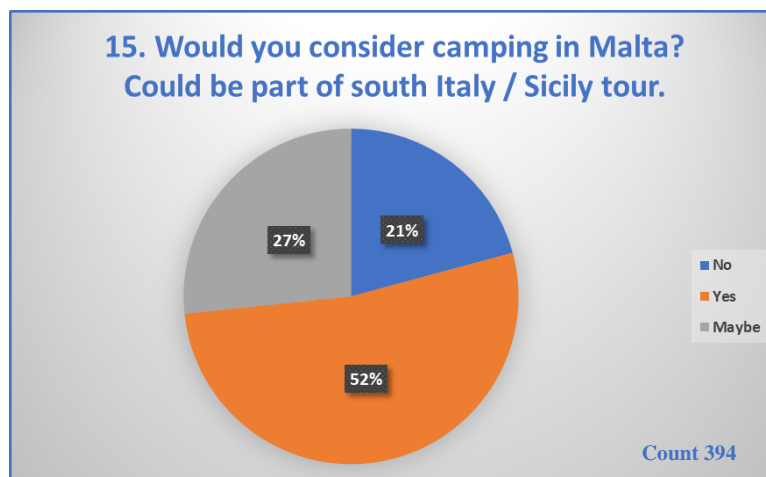


Figure 14 Participants' response on camping in Malta.

Respondents who were willing or may be willing to travel to Malta were asked what equipment they would travel with. Given answers included their ‘own equipment, tents and related’, ‘own camper/caravan’ or ‘hire out’. Figure 15 shows that the majority of the respondents, 82%, choose to travel with their own camper/caravan should they travel to Malta for their camping holidays. Hiring out camping equipment is the choice of 13% of the respondents, whilst those choosing to use their own equipment (tents) stand at 5%. Such data is relevant to the study in the planning stages of any potential camping sites.



Figure 15 Participants' use of equipment of camping in Malta.

4.4.3 Reasons for camping in Malta

Respondents who consider camping in Malta were asked for their reason in doing so, with several stating more than one reason. The answers given are open-ended and are grouped and categorized into; ‘adventure tourism’, ‘basic facilities’, ‘climate’, ‘environment’, ‘history & culture’, ‘like Malta and would like to revisit’, ‘lovely island’, ‘Maltese hospitality’, ‘new place to visit’, ‘sea’ (Appendix 7). ‘Basic facilities’ refers to answers received that said they would travel to Malta if basic facilities are available. The most common response in this section is those categorized under ‘new place to visit’, which totals 32%, followed by ‘history and culture’ 15% and ‘like Malta and would like to revisit’ 12%. Categories at the lower end of the table are ‘environment’ at 2% and ‘sea’ and ‘adventure tourism’ both at 1%. Should camping tourism be a possible addition to the Malta tourism portfolio, then this data is relevant for marketing purposes.

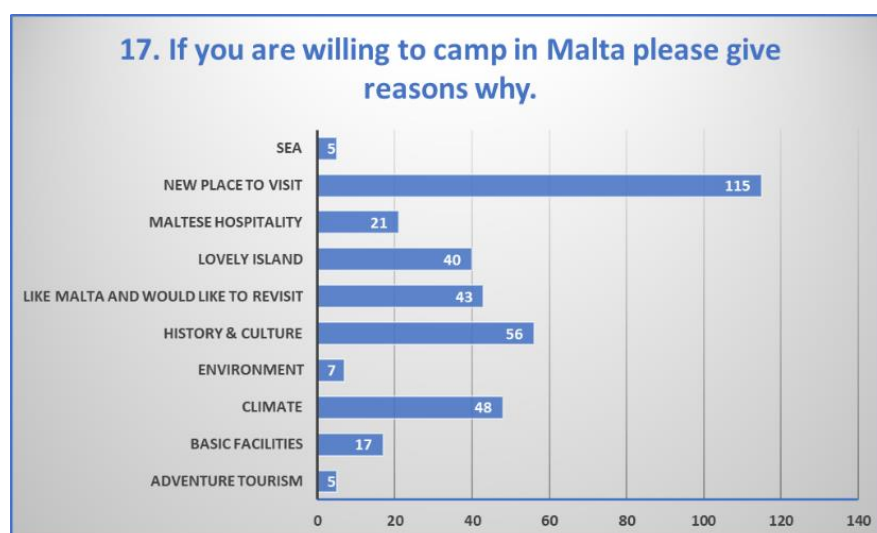


Figure 16 Reasons given by respondents who are willing to camp in Malta.

Reasons given by respondents who are not willing to travel for a camping experience in Malta are also categorized into groups for ease of evaluation. The categories are ‘alternative accommodation’, ‘distance’, ‘environmental issues’, ‘ferry costs’, ‘lack of facilities’, ‘not interested’, ‘racism’ (Appendix 8). The main reasons respondents choose not to travel to Malta are related to logistical and cost issues, where ‘distance’ and ‘ferry costs’ stand at 27% and 26%, respectively, followed by ‘not interested’ with 17%. The lower end of the table with 2% are ‘environmental issues’ and ‘racism’. Such data is relevant to have authorities work on such areas to encourage future camping tourists to visit Malta.

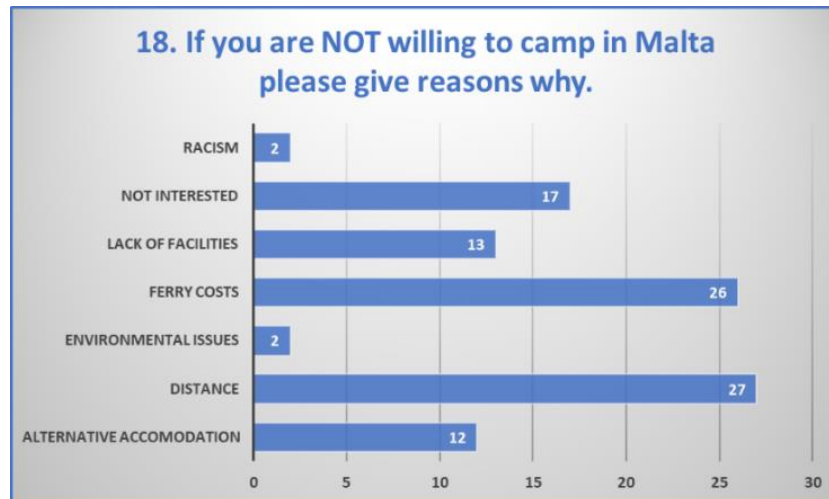


Figure 17 Reasons given by respondents who are not willing to camp in Malta.

The willingness of respondents to take a camping trip to Malta is seen by the country of origin of the respondents. Such information is relevant to the study to understand better which market would be more interested. This data is depicted in Table 13. Respondents from Germany are the least sure of coming to Malta for camping trips at 17% though 67% say that they may consider it. No French and Irish noted that they would not take a camping trip to Malta. Whilst respondents from Ireland confirmed a high 83% of respondents willing to take a camping trip to Malta. Italian travellers (72%) and Spanish travellers (64%) follow by confirming that they are willing to take camping trips to Malta. Less than 50% of respondents from The ‘Other European Countries’ and Germany do not consider camping in Malta.

	Count	Yes	Maybe	No	Total
France	6	50.0%	50.0%	0.0%	100.0%
Germany	6	16.7%	66.7%	16.7%	100.0%
Ireland	6	83.3%	16.7%	0.0%	100.0%
Italy	29	72.4%	0.0%	27.6%	100.0%
Other Countries	5	60.0%	20.0%	20.0%	100.0%
Other European Countries	11	36.4%	27.3%	36.4%	100.0%
Spain	11	63.6%	18.2%	18.2%	100.0%
U.K.	320	50.9%	28.4%	20.6%	100.0%
Totals	394	52.5%	26.6%	20.8%	100.0%

Table 13 Respondents willing to travel to Malta by Country of residence.

4.4.4 Reasons for camping in Malta by country of residence

The reasons for which respondents are willing to consider camping in Malta are of interest to the researcher to make any recommendations for future studies. This data is depicted in Table 14. All respondents grouped by country of residence except Germany put ‘new place to visit’ as the main reason for coming to Malta.

Respondents from Germany put ‘environment’ and ‘history and culture’ as the main reasons for travelling to Malta for their camping experience at 33% each. The other reasons Italian respondents give (after ‘new place to visit’ at 48%) are ‘history and culture’ at 14% and ‘like Malta and would like to revisit’ also at 14%. Respondents from Spain also give ‘new place to visit’ at 33% followed by ‘history and culture’, ‘lovely island’ and ‘basic facilities’ at 17% each. Respondents from the U.K also gave the main reason as ‘new place to visit’ at 29% and followed by ‘history and culture’ 15% and ‘climate’ 14%.

	Count	Adventure tourism	Basic facilities	Climate	Environment	History & culture	Like Malta and would like to revisit	Lovely island	Maltese hospitality	New place to visit	Sea	Total
France	6	0.0%	0.0%	16.7%	0.0%	16.7%	0.0%	16.7%	0.0%	50.0%	0.0%	100%
Germany	6	0.0%	0.0%	16.7%	33.3%	33.3%	0.0%	0.0%	0.0%	0.0%	16.7%	100%
Ireland	6	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%	83.3%	0.0%	100%
Italy	21	0.0%	4.8%	9.5%	0.0%	14.3%	14.3%	0.0%	0.0%	47.6%	9.5%	100%
Other Countries	6	0.0%	0.0%	33.3%	0.0%	16.7%	16.7%	0.0%	0.0%	33.3%	0.0%	100%
Other European Countries	8	0.0%	0.0%	12.5%	0.0%	12.5%	0.0%	0.0%	0.0%	75.0%	0.0%	100%
Spain	12	0.0%	16.7%	0.0%	0.0%	16.7%	8.3%	16.7%	8.3%	33.3%	0.0%	100%
U.K.	290	1.7%	4.8%	14.1%	1.4%	15.5%	13.1%	12.4%	6.9%	29.3%	0.7%	100%
Total	355	1.4%	4.8%	13.5%	1.7%	15.5%	12.1%	11.3%	5.9%	32.4%	1.4%	100%

Table 14 Reasons for camping in Malta by country of residence.

4.4.5 Reasons for not camping in Malta by country of residence

Such data is also relevant for recommendations on further studies. The respondents who will not consider camping in Malta gave their reasons. These are shown in Table 15 below. ‘Ferry costs’ and ‘distance’ are the significant concerns that put off campers from camping in Malta. Respondents whose country of residence is Spain are in complete agreement that ‘ferry cost’ is the reason that deters them from camping in Malta. The Irish agree that Malta does not have the facilities for camping

holidays since ‘lack of facilities’ garners 100% of their reasons. Respondents whose reason for not camping in Malta is ‘not interested’ come from Germany (20%), Italy (30%) and the U.K (17%). Respondents from Italy (20%) and the U.K. (13%) said that they would come to Malta but seek ‘alternative accommodation’

	Count	Alternative accommodation	Distance	Environmental issues	Ferry costs	Lack of facilities	Not interested	Racism	Total
France	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0%
Germany	5	0.0%	40.0%	0.0%	20.0%	20.0%	20.0%	0.0%	100%
Ireland	1	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100%
Italy	10	20.0%	0.0%	0.0%	40.0%	10.0%	30.0%	0.0%	100%
Other Countries	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0%
Other European Countries	6	0.0%	33.3%	0.0%	33.3%	16.7%	0.0%	16.7%	100%
Spain	1	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100%
U.K.	76	13.2%	30.3%	2.6%	23.7%	11.8%	17.1%	1.3%	100%
Total	99	12.1%	27.3%	2.0%	26.3%	13.1%	17.2%	2.0%	100%

Table 15 Reasons for not camping in Malta by country of residence.

4.4.6 Camping in Malta by age brackets

This data is relevant to the researcher to build a profile of the potential camping tourist. Respondents from the majority of all age brackets are willing to take a camping trip to Malta. This data is shown in Table 16. The majority of respondents willing to take a camping trip in Malta are the under 30s, with 75% answering ‘yes’ and the remaining 25% answering ‘maybe’.

Age	Yes	Maybe	No	Total
< 30	75%	25%	0%	100%
30 - 45	62%	18%	21%	100%
46 - 60	52%	31%	17%	100%
> 61	51%	24%	25%	100%
Totals	52%	27%	21%	100%

Table 16 Respondents willing to travel to Malta by Country of residence

4.4.7 Camping in Malta by camping accommodation type

Such data is relevant to the researcher to make the necessary recommendations according to the demand. Data considered here is the preference of camping accommodation of those willing to take a camping trip to Malta (both 'yes' and 'maybe'). Respondents scored on the Likert scale ranging from 1 to 5, with one being the least preferred and five the most preferred. Preference to Camper/caravan has an absolute mean of 4.21. Of the respondents willing to travel to Malta preferring caravan or camper as their accommodation, 73% gave a score of 5. All other types of camping accommodation scored a mean of less than three, as shown in Table 17. Tent camping trips score the lowest mean of 2.14, with a 49% giving a Likert score of 1 to tent camping trips.

	1		2		3		4		5		Mean
	Count	%	Count	%	Count	%	Count	%	Count	%	
Camper / Caravan	37	12.4%	11	3.7%	22	7.4%	11	3.7%	217	72.8%	4.21
Tent	64	48.5%	19	14.4%	24	18.2%	16	12.1%	9	6.8%	2.14
Glamping	38	32.2%	15	12.7%	35	29.7%	21	17.8%	9	7.6%	2.56
Static caravan / mobile home at campsite	43	29.5%	23	15.8%	24	16.4%	31	21.2%	25	17.1%	2.81
Other	19	31.1%	11	18.0%	17	27.9%	2	3.3%	12	19.7%	2.62

Table 17 Respondents willing to travel to Malta by preference of the type of camping trips.

4.4.8 Camping in Malta by choice of environmentally friendly campsites

The researcher delved into whether these potential camping tourists prefer environmentally friendly campsites from the respondents willing to travel to Malta. Such data is relevant to build a profile of the potential camping tourist and thus make the necessary recommendations. 41% of the respondents willing to take a camping trip to Malta prefer environmentally friendly campsites. In contrast, for 50% of them, it does not matter if the campsite is environmentally friendly or not. 9% of the

respondents do not prefer an environmentally friendly campsite. This data is shown in Figure 18.

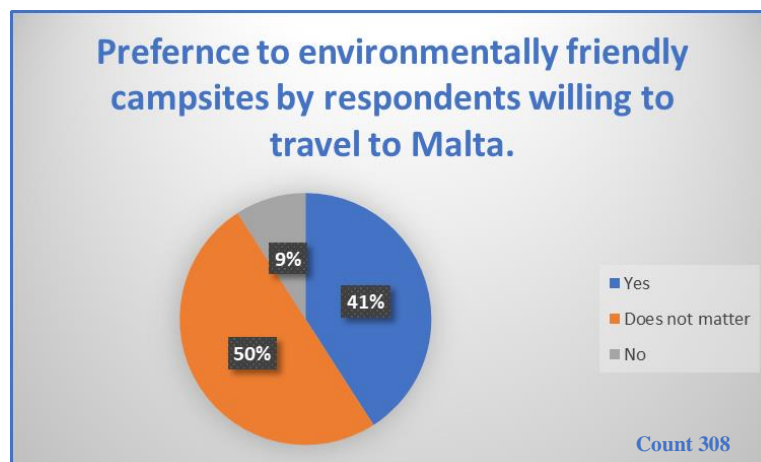


Figure 18 Preference to environmentally friendly campsites by respondents willing to travel to Malta.

4.4.9 Camping in Malta by the period of travel

The researcher delved into the preferred period of travel of those respondents who consider Malta as a destination for their camping holiday. This data is relevant to understand the camping tourist market better. The preferred periods of travel are shown in Figure 19. The April to June quarter is the most popular at 31%, followed by July to September at 28%. The winter period between January and March is the least favoured at 11% though 10% travel throughout the year.

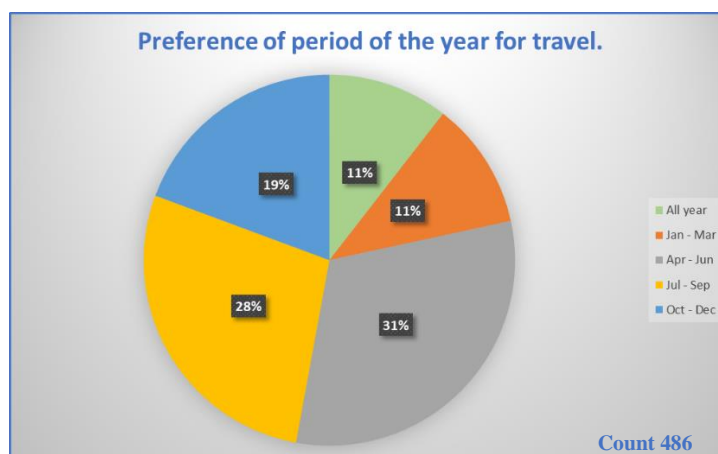


Figure 19 Period for travel by respondents willing to travel to Malta.

4.4.10 Camping in Malta by factors of destination choice

Data of the reasons why respondents are willing to come to Malta is of relevance for marketing purposes. Considerations by respondents willing to travel to Malta (Yes / Maybe) are recorded in Table 18. A safe environment (mean=4.02) followed by

climate (mean=3.95) score the higher means. A high preference was recorded for a safe environment (47%) and climate (50%). Nature (mean=3.75), sea and beach (mean=3.6) and history (mean=3.52) followed.

	1		2		3		4		5		Mean
	Count	%	Count	%	Count	%	Count	%	Count	%	
Climate	27	9.7%	15	5.4%	40	14.4%	58	20.9%	138	49.6%	3.95
Sea and beach	16	6.3%	33	12.9%	64	25.1%	65	25.5%	77	30.2%	3.60
Nature	17	6.7%	19	7.5%	54	21.3%	82	32.4%	81	32.0%	3.75
History	20	8.1%	31	12.5%	55	22.2%	83	33.5%	59	23.8%	3.52
Safe environment	18	6.9%	11	4.2%	42	16.2%	67	25.8%	122	46.9%	4.02
Other	10	15.9%	3	4.8%	19	30.2%	11	17.5%	20	31.7%	3.44

Table 18 Considerations taken when choosing holiday destinations by respondents willing to travel to Malta.

4.4.11 Camping in Malta by preference to campsite facilities

Data of preferred campsite facilities of respondents willing to consider camping trips to Malta is relevant to the study should camping tourism be added to the Malta tourism portfolio. This data is shown in Table 19. The lower mean is recorded by ‘kids entertainment’, which has a high 78% of least preferences. Social events (mean=2.46), swimming pool (mean=2.54), mini market (mean=2.59), and restaurant (mean=2.67) follow in ascending order, whilst “other” facilities score the highest mean of 3.37.

	1		2		3		4		5		Mean
	Count	%	Count	%	Count	%	Count	%	Count	%	
Kids entertainment	179	77.8%	14	6.1%	15	6.5%	10	4.3%	12	5.2%	1.53
Mini market	74	26.9%	59	21.5%	77	28.0%	35	12.7%	30	10.9%	2.59
Restaurant	64	23.8%	57	21.2%	73	27.1%	53	19.7%	22	8.2%	2.67
Socail events	79	30.3%	65	24.9%	55	21.1%	42	16.1%	20	7.7%	2.46
Swimming pool	86	31.4%	53	19.3%	66	24.1%	39	14.2%	30	10.9%	2.54
Other	24	24.0%	8	8.0%	15	15.0%	13	13.0%	40	40.0%	3.37

Table 19 Campsite facilities preference by respondents willing to travel to Malta

4.5 Conclusion

In this chapter, the data collected has been described and displayed. Initially, the data of all respondents was described irrelevant of their willingness to take a camping holiday to Malta. In section 4.4, the data about those respondents who are willing to travel to Malta was presented. In the following chapter, the results of the study will be discussed in light of the research question and the literature explored in Chapter 2.

5. Discussion and Interpretation of Results

5.1 Introduction

In Chapter 4, the data collected was described and displayed. This chapter aims to discuss these findings within the context of the research objective outlined in Chapter 1 and within the literature review framework on the subject. The major conclusions of this study will be summarised, and limitations exposed, whilst some recommendations for future studies made.

5.2 Subject characteristics

This section refers to the data presented in Chapter 4, Section 4.1, in response to a series of questions to collect socio-demographic data.

An even distribution of countries of residence was expected, but respondents were predominantly from the United Kingdom. This results from the fact that most of the Facebook Groups used for the questionnaire were U.K. based.

The age of the participants, as shown in Figure 2, is mainly those over 45 years of age, where 45% are between 46 – 60 years, and 45% are over 60s. If the age brackets were in 10-year stages, a better spread could have been achieved. As discussed in Chapter 2 Section 2.4, motivation factors and satisfaction of camping travellers include family bonding, socializing and interaction, and escaping daily routines. Parents view such travel as an opportunity for quality time together with their children or extended families. People enjoy the campsite life through organized social events and meeting and making new friends. Those leading a busy life would readily take the opportunity of staying for a few days in a tranquil environment. These factors could be the reason why the concentration of the ages of the respondents of this study is over 46 years of age. These would include families with not so young children and the silver generation. The resultant age brackets support Brooker and Joppe (2013) claims, who argue that, demographically, camping appeals to a diverse age bracket except for the adolescent age bracket of 18-24 years.

The findings of this study about the income of people who opt for camping holidays tally with that in the Mintel Group Ltd report (reports.mintel.com. n.d.) as shown in Figure 20. From the campers in the Mintel group, 37% earn between £25,000 to £49,000, which is the third out of four ranges of earnings listed. In this study, 42% of

the respondents (camping enthusiasts) earn between £25,000 to £45,000. Such a percentage pertains to the third and fourth of five ranges listed in the study. This suggests that camping is not the sort of holiday that appeals to the lower-income earners. On the contrary, an average to even higher than average income earners seem to make up the population of holiday campers. This could be related to the fact that most respondents (72.2%) opt to use their caravan or camper to holiday. Such equipment is not cheap to buy. Hence the general idea that relates camping tourists to gipsies seems to be invalid.

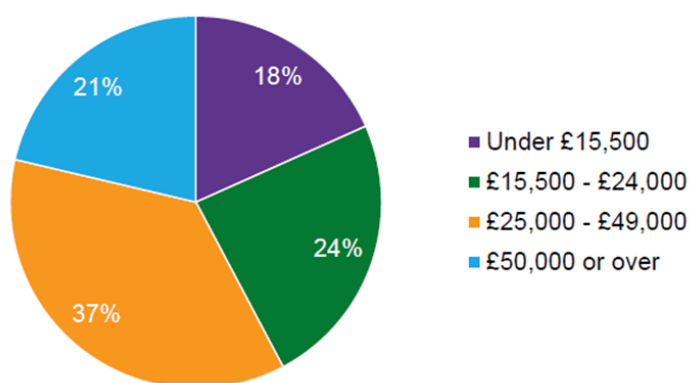


Figure 20 Mintel 2018 report – Profile of campers/caravanners in the past three years by yearly income

Furthermore, there is no correlation between earnings per year and average spent per person per week whilst on camping holiday from the data collected. This data is displayed in Table 6. It seems to suggest that spending takes place in relation to the camping holiday needs rather than the expenditure capacity.

5.3 Campsites and facilities

In Sections 4.2 and 4.3 of Chapter 4, the data presented was in reply to questions about camping and campsite preferences to better understand the requirements of the camping tourism experience.

From the data collected, campers and caravans are the most preferred type of camping accommodation used by travellers in camping tourism. Camping tourism is based on the flexible, temporary, and mobile forms of accommodation through tents, mobile homes, and recreational vehicles (Blichfeldt and Mikkelsen, 2016; Prideaux, 2019). Such a high preference for caravans and campers could be attributed to the

fact that campers and caravans offer a significant amount of comfort for the traveller. Unlike tents, which require some time and physical effort to pitch, one does not have a lengthy process to set up a caravan or camper. Campers and caravans are self-sufficient accommodation facilities customized to clients' requests with designer finishes and equipment. The number of sales of caravans and campers in Europe backs up the popularity of campers and caravans. In 2019 in Europe, there were 131,970 new campers and 78,218 new caravans. These figures registered an increase of 5.5% and 1.6%, respectively, over the previous year (Caravanning, 2019).

Respondents taking camping trips outside their country of residence stand at 78%, where trips are usually for more than seven days. The most extended trips lasting over 28 days of travelling outside the country of residence. Hence, camping tourists seem to be inclined to travel outbound and not merely engage in domestic tourism. Statistics of overnight camping stays in Europe seem to support this high percentage of camping trips. The camping take-up of overall overnight stays in Europe is 15.4% (Cerovic, Cvelic-Bonifacic, Grudic Kvasic, 2014). Nights spent at a campsite within the EU accounted for 12% of all tourist accommodation within the EU in 2017 (ec. Europa. EU, n.d.). As shown in Figure 9, the most popular period for travelling is the April to June quarter followed by the summer months of July to September at 29%, The October to March period is preferred by the > 61 years of age bracket at 18%, as shown in Table 20. This is understandable since this age bracket comprises mostly retired people who would opt to go on their holidays in the leaner months of the travel industry, whilst others are at work and possibly because younger age groups might have children of school age. Therefore, they cannot travel during the scholastic year. The over 61 group has the same preference for travel during the last two quarters of the year at 11% per quarter. Such results might augur well because Malta has a temperate climate, and certain Europeans are known to travel out of their country in the Winter period in search of warmer temperatures. The fact that camping tourism is not concentrated around the peak summer months supports Camilleri (n.d.), in her study on adventure tourism (of which camping tourism is a sub-type) in Gozo, where she states that it is seen as a diversification in tourism which can help spread tourists more evenly throughout the year.

	Count	All year	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	
< 30	6	0.2%	0.0%	0.3%	0.3%	0.2%	1.0%
30 - 45	45	1.0%	0.0%	2.4%	3.4%	0.5%	7.3%
46 - 60	264	5.2%	3.3%	13.4%	14.8%	6.4%	43.0%
> 61	299	4.7%	6.8%	15.3%	10.9%	10.9%	48.7%
	614	11.1%	10.1%	31.4%	29.5%	17.9%	100.0%

Table 20 Period of travel according to age brackets.

A safe environment gives peace of mind to the traveller, and this is a consideration that respondents consider when choosing the country of destination. Travellers might be carrying equipment which could be rather expensive. Low criminality rates and areas not prone to natural disasters would be important aspects to consider during a trip. Climate and nature are also considerations looked into when choosing destinations. Going to a country with a good climate will give rise to opportunities for nature-based activities held in the open countryside or seas, including hiking, climbing, biking, bird watching, kayaking, canoeing, surfing, and diving. Malta lends itself very well to such nature-based activities, most of which are already established and have gained popularity over the recent years. Winter (2005) states that the popularity of nature-based tourism gave rise to an expansion of related activities and that countries with all-year-round mild climates benefit from other popular activities. Sea and beach have the highest preference from all considerations offered, which correlates with the popular months preferred for travel between April and September. This makes campsites close to beaches in demand during holiday trips. Travellers are also interested in history when travelling, and though no such reference was found in the literature review, respondents who consider Malta as a camping holiday chose history and culture as the second most common reason to visit. This confirms the attractiveness of Malta as a destination rich in culture and history.

Campsites are the most popular choice with the respondents as to where to set up camp. A campsite is an open space in a rural area, usually having trees providing shade and offering a range of services from basic sanitary facilities to restaurants, pools and spas. A sense of security is provided since campsites are enclosed, and entrance to the campsite is controlled. This seems to tally with the fact that the respondents gave a high score to safety as a consideration when choosing their destination for a camping holiday. Wild camping represents 29% of the respondents'

preference as to where they would prefer to set up camp. Wild camping is the term used when one sets up camp in a place of his choosing, for free, usually in an undisturbed area. This is also the case with backpackers during hiking trips. If camping were to be a possible addition to the Malta tourism portfolio, wild camping could be targeted as the disheartening factor of ferry costs as listed by the respondents of this study would not be so high as there is no caravan or camper to put up the price. Aires and Sostas represent only 10% preference of the respondents. These are spots usually used for short stays whilst touring. The former is French whilst the latter is Italian whilst Stelleplatze is the German equivalent. These are stopovers that accept motorhomes, campers, and caravans and offer electricity supply and basic sanitary facilities. These types of camping spots could also be considered in Malta. They might have the least possible impact on the environment, taking a minimum amount of area to accommodate several users. As Martín, Martínez and de Rentería (2020) state, these travellers provide their temporary accommodation arrangements and equipment.

Campers being considered nature lovers, a more positive response from respondents towards environmentally friendly campsites was expected. The majority of respondents (58%) say it does not matter choosing an environmentally friendly campsite over one which is not environmentally friendly. This could have been so because of the way the question was posed. The question might not have been so straightforward. A more precise question about what the researcher meant by 'environmentally friendly' might have yielded different results. On the other hand, campers might be discouraged from environmentally friendly campsites because of the restrictions imposed upon them by the campsite management to attain and retain environmental certification. The respondents under 30 years of age were the most environmentally committed at 100% in choosing an environmentally friendly campsite over one which is not environmentally friendly. When environmentally friendly preferences were tested with other variables, namely, age and country of residence, the same results were similarly observed.

Campsites usually provide more than the basic services of water and electricity supply and sanitary services. Campsites add ancillary facilities such as restaurants, minimarkets, swimming pools, launderettes, bathrooms, and recreational areas. A minimarket, swimming pool and restaurant are all facilities that are quite high up in

the respondents' preference when looking for a campsite. These preferences suggest that camping tourists are after staying in a self-sufficient campsite with minimal need to leave the campsite to eat or buy necessities. Organized social events are in the lower range of preferences of the respondents. These preferences support the claim of Brooker and Joppe (2013), who states that a principal aim for campers is that of relaxation. However, the same results contradict Tian-Cole, Crompton and Wilson, 2002; Kim et al., 2003; Hassell, Moore and Macbeth, 2015 amongst other authors who list socialization and establishing new friendships as a motivational factor of the camping experience. The option of "kids entertainment" carries the least mean value, and this could be since most respondents were over the 45 years of age category, and these would probably have older children with them and not kids. The order of preference of these facilities given by the questionnaire respondents correlates with the results of the Mintel Group Ltd in their December 2018 Camping and Caravans UK report (reports.mintel.com. n.d.) as shown in Figure 21.

*"Which of these would encourage you to choose a particular camp/caravan site?
Please select up to 5."*

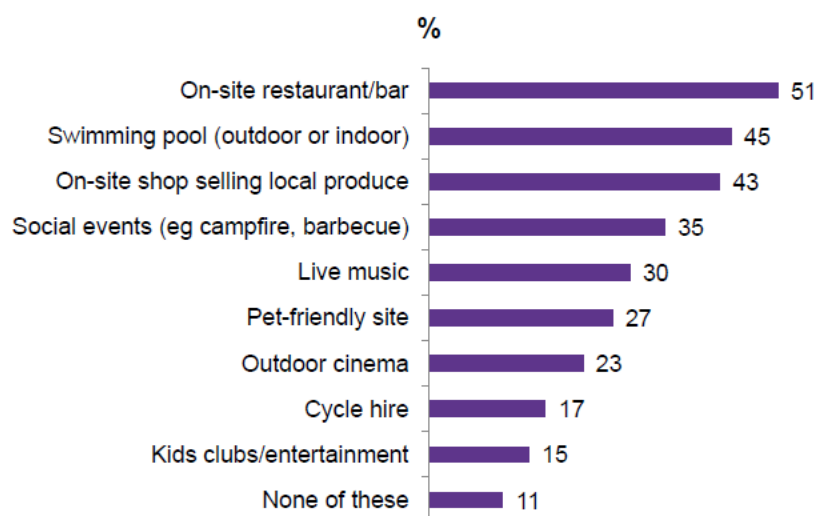


Figure 21 Mintel 2018 report - Popular facilities and services on a camping/caravan site.

The survey respondents give a low preference to the glamping option in the data collected through the questionnaire. However, it seems that glamping is gaining some popularity. According to Carin Consulting Group (2019), there is an increase in the interest in glamping from 21% in 2017 to 45% in 2018. Campsite managers are introducing such services to improve their revenues and gain a competitive advantage over other campsites. Results in this study support The Mintel Group Ltd

in their December 2018 Camping and Caravans UK report (reports.mintel.com. n.d.) where it is reported that though glamping is attracting considerable attention in the industry, it remains a small share of the market, albeit an expanding one. The glamping concept could be a specific camping tourism product, which local hotels could introduce. Yurts, pods, gers, and teepee tents could be set up, and hotel facilities and services, namely, restaurants, gym, indoor pool, spa and beauty salon, amongst other facilities and services, are offered as part of a package.

5.4 Destination Malta

Among the respondents in the study, France and Spain are the most popular destinations. Since most respondents reside in the UK, it is understood that a trip to these countries would have been made, considering their proximity. Respondents choosing Malta as their destination for a camping holiday registered a mere 0.3%. These results are again in line with the Mintel Group Ltd report (reports.mintel.com. n.d.) shown in Figure 22. Mintel Group Ltd Report collects data about camping and caravans in the UK, hence the similarity in the findings with this study. It would be interesting to collect data from other Europeans apart from ones from the UK to see if similar results would emerge or whether Malta would score a higher occurrence as a destination.

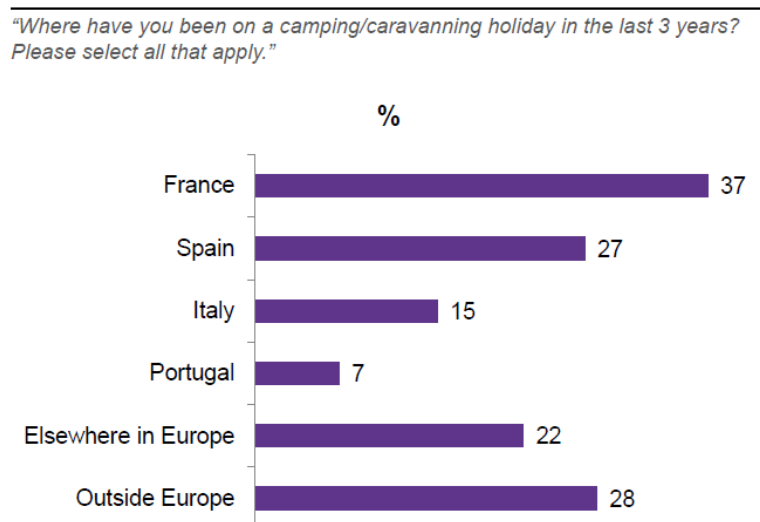


Figure 22 Mintel 2018 report - Overseas destinations visited on a camping holiday in the past three years.

The survey respondents who would consider travelling to Malta for their camping holiday, which could be part of a Sicily tour, stand at 52%, whilst those who might consider this proposal is 27%. This seems to suggest that Malta is a potential attraction for campers. One would need to investigate the pull motivational factors to have these camping tourists visit Malta.

Most respondents (82%) will use their own camper/caravan rather than hire (13%) or use their tents (5%) if they travel to Malta. Malta is only 100km away from Sicily, and regular ferries offer the service of crossing, hence making it easy for camping tourists to cross over in their camper. Renting or other camping means are usually more viable when travelling to remote, far away destinations or crossing over continents.

The respondents gave reasons for visiting Malta in an open-ended question. They gave several reasons that match the considerations they chose (from a given list) when they choose a destination country (Table 8). This is taken as a reinforcement of their priorities when choosing a destination for their camping holiday. This result adds weight to their answers and makes the reasons more relevant when and if marketing strategies are being formulated to attract camping tourists.

Those opting not to visit Malta on camping trips said that “distance” and “ferry costs” would be their significant concerns. Ferry costs would be high for those travelling with a caravan, as being on tow, costs are calculated per metre over the standard 4.5-metre car. The introduction of another fast ferry service between Malta and Sicily by a new company could significantly reduce ferry prices between the two islands. “Racism” (attitude of Maltese towards migrants) and “environmental issues” (bird hunting) are featured in the reasons given for not travelling to Malta. These comments are presumed to be reasons why a visitor would not visit Malta and not why a camping visitor would not camp in Malta. Hence, the relevance of these reasons for not visiting Malta could be applied to incoming tourism in general.

Seeking accommodation in a hotel as the reason for not camping in Malta was given by 12% of the respondents. This could very well be related to the fact that locally campsites and their facilities are lacking. Another 13% of respondents specifically gave the lack of facilities as their answer. It could also be related to how the question was posed where it was not clear that camping in Malta could be part of a camping

trip in some European countries. Question 15 in the questionnaire states explicitly, “Would you consider camping in Malta? (could be part of south Italy / Sicily tour)”. However, the following three questions: questions 16, 17 and 18 do not repeat the clause of the camping trip being part of south Italy / Sicily. Possibly, respondents might not have considered a camping trip solely to Malta as being viable.

5.5 The Local camping offer

This section delves into the local facilities in response to the research question. Facilities, or their lack of, are a concern for both respondents who said they would come to Malta and those who said they would not come to Malta for a camping trip.

Camping facilities in Malta are minimal and unregulated. A private campsite was set up in Mellieħa some years ago, mainly offering static mobile homes. A few limited pitches are available for one’s caravan or camper, which is the preferred mode of camping accommodation of the respondents in the study. The Scouts Association campsite in Ġhajn Tuffieħa offers 23 pitches that can accommodate a minimum of 3 to 4 campers per pitch and offer basic sanitary facilities and water and electricity hook-up. However, it is heavily booked throughout the year, and preference is given to Scouting groups. A few sectional Scout groups have recently started offering their grounds for camping purposes. However, these are very limited in their services and facilities.

In Baħar iċ-Ċagħaq, an independent camping association was granted a concession to use an area for camping purposes. These are the seasonal type of pitches where the association members take pitches on a year-in-year-out basis. The Mellieħa Local Council offers an area for wild camping, but this is unavailable during the hunting seasons, which may last a good number of months per year. In Gozo, a private field in Żebbuġ with showers and toilets has recently been offered for camping. Several areas on coastal roads have been taken up by individuals where they pitched caravans and campers for an extended period to the detriment and anger of the general public.

Locally there are two types of camping “hobbyists”. Some campers go for a few days in a campsite or elsewhere, in a camper/caravan or tent to have a break away from daily routines in a natural environment. Others use campers or caravans as a means of semi-permanent accommodation, especially in the summer months. The latter

situation has spurred the need for regulation which, as stated by Cordina (2021), is currently missing.

The campsites and the facilities referred to above do not seem to tally with the expectations of the camping tourist if he were to travel to Malta, as seen from the findings in this study. They seem to substantiate the argument posed by those who will not come to Malta for camping holidays because of lack of facilities.

The Environment Ministry issued a policy paper for public consultation on recreational areas (Planning Authority, 2021). The paper highlights several areas which are earmarked for camping and recreation. The Opposition party has included camping tourism in its 10-year tourism policy plan (Nationalist Party, 2021). These suggest that there is an interest in developing the camping experience in Malta.

A strategic plan needs to be set up by the authorities, involving interested parties like camping associations and NGOs to take this project forward. Domestic camping tourism is growing, and facilities for such are needed. A legislative framework on camping, including enforcement procedures, needs to be formulated, and an educational campaign launched. Regulation needs to cover long-term stays outside camping sites, such as wild or dry camping. NGOs, local councils, and camping associations need to be helped in developing areas into aires/sostas type of camping sites. These will provide basic facilities, namely supply of water and metered electricity, sanitary waste disposal, and separated waste disposal and pitches with space for setting up tables and chairs and some privacy for short term stays. Vegetation, including endemic trees, will give a greener look to the area whilst providing shade for the users.

5.6 Recommendations for further studies

From the answers collected in response to the questionnaire, campers would be willing to take a camping trip to Malta. One of their primary concerns was the availability of facilities to accommodate them with their motorhome, camper or caravans. It is recommended that further study areas include the conversion and management of derelict public spaces and buildings into campsites and recreational areas. Areas to be considered for camping and recreation include, but are not limited to: stretches in Baħar iċ-Ċagħaq including the Coast Road, San Tumas, Old Rinella Movie Park, old neglected forts and fortified areas that can be rehabilitated into

picnic areas. The upgrading of the Baħar iċ-Ċagħaq campsite (behind the Splash and Fun Amusement Park area), which is presently managed as a seasonal campsite by an ad hoc association, could also be considered in this study.

A study is recommended on the rehabilitation of seaside areas where boathouses have been converted into summer residences. Such a study could investigate if these areas can be turned into campsites with static mobile homes offered on a right of first refusal to the present tenants. This will enhance and upgrade the said areas into a uniform picturesque seaside resort with appropriate spaces for camping.

A case study for future research could consider the development of the old and neglected White Rocks Complex into an international eco-friendly campsite. This footprint already includes a swimming pool, restaurant, and a minimarket, and converting this ex-British Army residential quarters into a campsite with the most negligible environmental impact on the area and the environment. The ex-accommodation units could be refurbished into accommodation units for guests, making the place economically viable for both campers using their caravans/campers and others who would use the built accommodation. The surrounding area could be developed into an adventure park, an agrotourism experience, and a glamping setup.

5.7 Conclusion

In this section, an in-depth look was taken at campers' preferences and considerations when taking their camping holidays and their expectations should they include Malta as their camping destination. The research question sought the expectations of the camping tourist, and these results should be taken into consideration if the proposal of camping tourism being added to the Malta tourism portfolio is pursued. The local camping facilities resulted as the major concern from the questionnaire results. These were discussed, and recommendations for further studies were made on the data provided through the foreign camping traveller responses.

6. Conclusion

This study has addressed a neglected area of research in the local tourism sphere by generating new perspectives on camping tourists' expectations should they travel to Malta. This information should be of great interest for those entities responsible or interested in facilitating this aspect of sustainable tourism development. This thesis has focused on gathering an overview of the perception of foreign campers on the prospect of taking a camping holiday in Malta and a look at the local camping offer which was achieved by reading literature related to camping tourism, campsites and their facilities, environmental and sustainability effects of camping, and literature about motivational factors and satisfaction of campers, glamping, and nature-based tourism. The literature also included policy papers, discussions, and proposals regarding the local camping offer.

This research is of significance for several reasons that are of diversification and economic benefit to the local tourism market. Camping tourism, a subcategory of adventure tourism, is acknowledged as a growing segment worldwide, as cited in the Literature Review of this proposal. Despite this, camping tourism is practically non-existent in Malta and not recorded as a segment in reports of local authorities. This deprives the opportunity for any investors to consider investing in camping tourism. Investors are always ever so ready to study the market based on statistics and records.

Camping bed capacity in Europe is substantial, as stated in the Literature Review. Malta's climate is ideal. The island boasts of a relatively large coastal area in comparison to its footprint. Coastal areas have been seen to attract camping tourists. However, Malta is not included in the map of European camping destinations.

Camping tourism, if this materialises locally, will be an alternative to mass tourism. It will help spread tourists more evenly throughout the year and geographically in the country, thus minimising the impact of mass tourism. This is of particular importance as the Malta tourism product is highly liable to seasonality and geographical concentration to a few areas.

The study may give rise to new options in domestic tourism, especially if this study will result in the materialising of campsites with the required amenities. The local camping situation needs regulation as it keeps expanding in an unregulated manner.

In times of a pandemic or similar situations where travel is restricted, the literature suggests that the traveller who had previous tourism experience like camping is more likely to engage in the same experience post-pandemic (Craig, 2020).

6.1 Study Limitations

One of the most significant limitations of this study is the lack of local and foreign data on the topic. However, this study could serve as a first step that opens areas for future research.

Another limitation is the relatively short timeframe for this study and the travel restrictions imposed by the Covid-19 pandemic. This limited the collection of data to Facebook group questionnaires. Planned trips to Sicilian campsites to interview campsite managers and campers were cancelled. The use of Google Forms enabled the researcher to reach a wider audience of non-Maltese residents in a short period of time, but these were not done face-to-face, and questions could not be explained further where needed. Another limitation is the number of respondents who are relied upon for the collection of data. The questionnaire was presented in four foreign languages, and possibly the faithfulness of the translation may have hampered the study. A general limitation in using the questionnaire was the use of ‘other’ as an option in the Likert scale since the respondents could not specify their reason further.

The information requested from local entities and authorities, which were not forthcoming, limited some of the discussion. A common problem encountered locally was the lack of information willing to be provided by entities. Citing commercial sensitivity, Virtu Ferries did not give the number of foreign campers/caravans which used their services (Appendix 1). E-mails, which were followed up by phone calls, to Transport Malta did not provide the number of locally registered campers in Malta (Appendix 2), whilst the Scouts Association who manages the Ghajn Tuffieħa campsite, did not respond with the number of foreigners and nationality of their campsite visitors. The National Statistics Office does not record the number of campers imported in Malta or how many tourists visit Malta for adventure/camping purposes (Appendix 3). The latter information could also not be provided by the Malta Tourism Authority.

6.2 Conclusion

The discussion including comparisons based on types of camping accommodation; amenities that camping tourists expect; environmental and sustainability factors: glamping; spending on trips; and number and length of holidays. The data gathered might be useful for potential investors and the government, given the limited campsites and facilities present on the island. Results of this study might be of interest to the Malta Tourism Authority, the Planning Authority, Camping Associations, and investors. Recommendations for areas of further studies were also presented. The call for proposals by the Planning Authority is a step in the right direction, and this study could help in formulating the way forward for those involved so that an alternative tourism market could be created. Local camping enthusiasts could enjoy their pastimes better. This study has attempted to provide useful and directly-collected information that the government and interested parties may use to develop and apply sustainable development policies and practices.

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Appendix 1 – Communication with Virtu Ferries Limited

From: Charles Micallef <charles.micallef001@its.edu.mt>
Sent: Tuesday, 11 May 2021 22:04
To: Virtu Ferries Reservations <res@virtuferries.com>; Lisa Camilleri <admin@virtuferries.com>
Subject: research study

Good evening,

I am an ITS student presently doing research on camping tourism in Malta for my dissertation as part of my Emirates Academy MBA studies.

I would like to inquire if you could provide me with any relevant information of how many campers or towed caravans used your fast ferry services for holidaying in Malta during the past five years. Ideally this information would be compiled through the foreign registered plates leaving the island, since there are several foreign registered campers / caravans which enter Malta to be registered and used here. It would be beneficial if this could be given by country of registration.

I appreciate if you could provide such data for this research.

Thanks and regards

charles micallef

pimpernel, michelangelo cagiano street, st julian's, stj1868. malta

tel +356 21378017, +356 79478099, +356 99772043



Julie Bezzina <jfriggiere@virtuferries.com>

Wed 12/05/2021 12:43

To: Charles Micallef

Dear Charles,

Thank you for the interest shown.

Please be advised that the information you have asked for, is commercially sensitive and therefore may not be divulged to the public.

Kind regards,
Julie.



Julie Bezzina

Marketing Manager

T. +356 2206 9220

M.+356 9942 8816

E. jfriggiere@virtuferries.com | W. www.virtuferries.com



| [Privacy Policy](#)

Are you travelling with Virtu Ferries? Need information regarding Coronavirus (COVID-19)? Email to: corona-info@virtuferries.com
 Please view our COVID-19 safety measures video by clicking [here](#).

Appendix 2 – Communication with Transport Malta



Charles Micallef

Tue 11/05/2021 22:04

To: info.tm@transport.gov.mt



Good evening,

I am an ITS student presently doing research on camping tourism in Malta for my dissertation as part of my Emirates Academy MBA studies.

I would like to inquire if you could provide me with any relevant information of how many campers or towed caravans have been registered during the past five years.

I appreciate if you could provide such data for this research.

Thanks and regards

charles micallef

pimpernel, michelangelo cagiano street, st julian's, stj1868. malta

tel +356 21378017, +356 79478099, +356 99772043

Automatic reply: research studies

Thank you for contacting Transport Malta.

We acknowledge receipt of your email. A member of our team will get back to you shortly.

Regards,

*Transport Malta
Telephone: +356 21222203
Freephone: 8007 2393*

Għażiż/a klijent/a,

Grazzi talli kkuntattajt lil Transport Malta.

Nixtiequ ninfurmawk li rċevajna l-imejl tiegħek. Membru minn din is-sezzjoni għandu jikkuntattjak lura fl-iqsar żmien possibli.

Tislijiet,

*Transport Malta
Telephone: +356 21222203
Freephone: 8007 2393*

Reply | **Forward**

Appendix 3 – Communication with NSO

Sent: Thursday, 28 November 2019 10:21
To: Tourism Statistics at NSO <tourism.nso@gov.mt>
Subject: [EXTERNAL] - camping statistics

Good morning,

I am an ITS MBA student and presently researching on camping as a niche market. I would like to have any relative statistics available of inbound tourists spending at campsites.

I saw a presentation of tourism statics for 2018 which showed campsites as accommodation taken by tourists.

Any relative data regarding camping would be beneficial for my study and appreciate if you could provide such.

Thanks and regards

charles micallef

pimpemel, michelangelo cagiano street, st julian's, stj1868. malta


tel +356 21378017, +356 79478099

email: cmicallef64@gmail.com

RE: [EXTERNAL] - camping statistics  



Lia Keith at NSO <keith.lia@gov.mt>

to me, Tourism 

Mon, Dec 2, 2019, 11:20 AM



Good morning.

Dear Mr. Micallef,

Kindly note that we cannot provide such information, since data is unreliable due to small sample observations.

Best regards,

Keith



www.nso.gov.mt

Keith LIA
 Senior Statistician | Tourism and Education Statistics
 E: keith.lia@gov.mt T: +356 2599 7638 F: +356 2599 7205
 Kindly read our legal disclaimer [here](#).



Appendix 4 – Research Ethics Application Form



Undergraduate and Post-Graduate Research Ethics Application Form

For research proposals submitted in
Academic Year 2020-2021

Version November 2020

Please open this form in Adobe Acrobat Reader

Information for applicants

Students submitting a proposal to the Academic Research and Publications Board for approval need to submit a proposal for ethical clearance. The following checklist must be submitted to the ARPB with the necessary documentation on arpb@its.edu.mt within eight (8) weeks of the approval of the research proposal. The ARPB will seek to process the application within four (4) weeks excluding the recesses and national/ public holidays as per ITS Academic Calendar.

Please make sure to tick **ALL** the items. Incomplete forms will not be accepted.

		YES	NOT NEEDED
1a.	Recruitment letter/ information sheet for subjects, in English		✓
1b.	Recruitment letter/ information sheet for subjects, in Maltese		✓
2a.	Consent form, in English, signed by supervisor, and including your contact details		✓
2b.	Consent form, in Maltese, signed by supervisor and including your contact details		✓
3a.	In the case of children or other vulnerable groups, consent forms for parents/ guardians, in English		✓
3b.	In the case of children or other vulnerable groups, consent forms for parents/ guardians, in Maltese		✓
4a.	Tests, questionnaires, interview or focus group questions, etc in English	✓	
4b.	Tests, questionnaires, interview or focus group questions, etc in Maltese		✓
5a.	Other institutional approval for access to subjects: Health Division, Directorate for Quality and Standards in Education, Department of Public Health, Curia...		✓
5d.	Other institutional approval for access of data: Registrar, Data Protection Officer Health Division/ Hospital, Directorate for Quality and Standards in Education, Department of Public Health...		✓
5c.	Approval from Person Directly responsible for subjects: Medical Consultants, Nursing Officers, Head of School		✓

For ARPB Use Only:

Received by ARPB	
Discussed by ARPB Research Ethics Committee on	
Approved by ARPB Research Ethics Committee on	



Request for Approval of Human Subjects Research

Please type. Handwritten forms will not be accepted.

FROM: (name, address for correspondence) Charles Micallef MOBILE NO. 99,772,043 EMAIL: charles.micallef001@its.edu.mt COURSE AND YEAR: MBA Emirates Academy 2019 DURATION OF RESEARCH: From: 03/2021 To: 03/2021	DISSERTATION/THESIS TITLE: Camping tourism as a possible addition to the Malta tourism portfolio TUTOR'S NAME AND EMAIL ADDRESS: Dr Joseph G. Mallia joseph.mallia@its.edu.mt
1. Please give a brief summary of the research methodology and why it includes human subjects. Data will be collected through a questionnaire on foreign facebook groups on camping preferences. No names or contact details are collected. It could be sent to associations to distribute to its members.	
2. Give details of procedures that relate to subjects' participation: (a) How are subjects recruited? What inducement is offered? (Append copy of letter or advertisement or poster, if any.) Participants are free to participate and free to choose which questions to answer.	
(b) Salient characteristics of subjects – number who will participate, age range, sex, institutional affiliation, other special criteria: It is open to anyone	
(c) Describe how permission has been obtained from cooperating institution(s) – company, school, hospital, non-profit organisation, and other relevant organization (append letters).	

<p>N/A</p>														
<p>(d) What do subjects do, or what is done to them, or what information is gathered? <i>(Append copies of instructions or tests or questionnaires)</i> How many times will observations, test, etc., be conducted? How long will their participation take?</p> <p>Few minutes to fill in questionnaire</p>														
<p>(e) Which of the following data categories are collected? Please tick where appropriate.</p> <p>Data that reveals:</p> <table border="1" style="margin-left: auto; margin-right: auto; border-collapse: collapse;"> <tr> <td style="padding: 2px 5px;">Race and ethnic origin</td> <td style="width: 40px; text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td style="padding: 2px 5px;">Political opinions</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td style="padding: 2px 5px;">Religious and philosophical beliefs</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td style="padding: 2px 5px;">Trade union memberships</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td style="padding: 2px 5px;">Health</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td style="padding: 2px 5px;">Sex life</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td style="padding: 2px 5px;">Biological information</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table>	Race and ethnic origin	<input type="checkbox"/>	Political opinions	<input type="checkbox"/>	Religious and philosophical beliefs	<input type="checkbox"/>	Trade union memberships	<input type="checkbox"/>	Health	<input type="checkbox"/>	Sex life	<input type="checkbox"/>	Biological information	<input type="checkbox"/>
Race and ethnic origin	<input type="checkbox"/>													
Political opinions	<input type="checkbox"/>													
Religious and philosophical beliefs	<input type="checkbox"/>													
Trade union memberships	<input type="checkbox"/>													
Health	<input type="checkbox"/>													
Sex life	<input type="checkbox"/>													
Biological information	<input type="checkbox"/>													

3. How do you explain the research to subjects and obtain their informed consent to participate? (If in writing, append a copy of consent form.) If subjects are minors, mentally infirm, or otherwise not legally competent to consent to participation, how is their assent obtained and from whom is proxy consent obtained? How is it made clear to subjects that they can quit the study at any time?

Questionnaire attached

4. Do subjects risk *any* harm – physical/ psychological/ legal/ social – by participating in the research? Are the risks necessary? What safeguards do you take to minimize the risks?

None

5. Are subjects deliberately deceived in any way? If so, what is the nature of the deception? Is it likely to be significant to subjects? Is there any other way to conduct the research that would not involve deception, and, if so, why have you not chosen that alternative? What explanation for the deception do you give to subjects following their participation?

To the best of my knowledge there is no deception.

6. How will participation in this research benefit subjects? If subjects will be 'debriefed' or receive information about the research project following its conclusion, how do you ensure the educational value of the process? (Include copies of any debriefing or educational materials)



N/A

TERMS AND CONDITIONS FOR APPROVAL IN TERMS OF THE DATA PROTECTION ACT

- Personal data shall only be collected and processed for the specific research purpose.
- The data shall be adequate, relevant and not excessive in relation to the processing purpose.
- All reasonable measures shall be taken to ensure the correctness of personal data
- Personal data shall not be disclosed to third parties and may only be required by the University or the Supervisor for verification purposes. All necessary measures shall be implemented to ensure confidentiality and where possible, data shall be anonymized.
- Unless otherwise authorized by the ITS Research Ethics Committee, the researcher shall obtain the consent from the data subject (respondent) and provide him with the following information: The researcher's identity and habitual residence, the purpose of processing and the recipients to whom personal data may be disclosed. The data subject shall also be informed about his rights to access, rectify, and where applicable erase the data concerning him.

I, the undersigned hereby undertake to abide by the terms and conditions for approval as attached to this application.

I, the undersigned, also give my consent to the ITS ARPB Research Ethics Committee to process my personal data for the purpose of evaluating my request and other matters related to this application. I also understand that I can request in writing a copy of my personal information. I shall also request rectification, blocking or erasure of such personal data that has not been processed in accordance with the Act.

<p>APPLICANT'S SIGNATURE: <i>I hereby declare that I will not start my research on human subjects before approval</i></p>  <p>DATE <i>16 March 2021</i></p>	<p>TUTOR'S SIGNATURE <i>I have reviewed this completed application and I am satisfied with the adequacy of the proposal</i></p>  <p>DATE <i>16 MARCH 2021</i></p>
---	---

To be completed by the ARPB Research Ethics Committee

We have examined the above proposal and advise



Acceptance



Refusal



Conditional Acceptance

For the following reason/s:

The Research Ethics Committee noted that there are no ethical issues given that the data collection will be anonymised from inception. In addition the research subjects will not be exposed to any type of risk given that the questions asked are of a non-sensitive nature

The REC has initially queried on the submission of the recruitment letter and consent forms since the questionnaire is purely voluntary.

Name/s and Surname/s of ARPB Research Ethics Committee Representative/s:

Signature/s : Glen Farrugia Annalise Farrugia Schembri David Pace Martin Debattista



Date: 19/04/2021

Appendix 5 – Questionnaires

Questionnaire in English

5/29/2021

Camping tourism as an alternative tourism market in Malta

Camping tourism as an alternative tourism market in Malta

I am currently reading for an MBA in International Hospitality Management offered by The Emirates Academy of Hospitality Management in conjunction with the Malta Institute of Tourism Studies. As part of my studies, I am writing a dissertation on camping tourism entitled "Camping tourism as an alternative tourism market in Malta". In order for me to be able to collect relevant data for my research, I have compiled this short questionnaire. My research relies on your responses. This is an anonymous questionnaire and all data collected will remain anonymous. You may choose not to answer any questions. I thank you in advance for your participation.

1. 1. What is your current country of residence?

2. 2. In which age bracket do you fall?

Please tick one

Mark only one oval.

☐ < 30

☐ 30 - 45

☐ 46 - 60

☐ > 61

5/29/2021

Camping tourism as an alternative tourism market in Malta

3. 3. What is your net salary bracket in € or £ per year?

Please tick one

Mark only one oval per row.

	EUR	STG
0 – 15,000	<input type="radio"/>	<input type="radio"/>
15,001 – 25,000	<input type="radio"/>	<input type="radio"/>
25,001 – 35,000	<input type="radio"/>	<input type="radio"/>
35,001 – 45,000	<input type="radio"/>	<input type="radio"/>
45,001 +	<input type="radio"/>	<input type="radio"/>

4. 4. What type of camping trips do you prefer?

Please rate as many as you wish (1 lowest 5 highest)

Mark only one oval per row.

	1	2	3	4	5
Camper/Caravan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Glamping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Static caravan/mobile home at campsite	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. 5. Do you travel out of your country on camping trips?

Mark only one oval.

- ☐ Yes
- ☐ NO

5/29/2021

Camping tourism as an alternative tourism market in Malta

6. 6. If you answered yes to question 5, how frequent do you travel out of your country in a calendar year?

Please tick one

Mark only one oval per row.

	1 Trip	2 - 3 Trips	4 - 5 Trips	> 5 Trips
Number of trips	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. 7. How long do you usually travel when you travel out of your country?

Please tick one

Mark only one oval per row.

	< 7 days	7 - 14 days	15 - 21 days	22 - 28 days	> 28 days
Average number of days per trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. 8. What is your expenditure per person per week on average on camping trips outside your country?

Please tick one

Mark only one oval per row.

	EUR	STG
< 300	<input type="radio"/>	<input type="radio"/>
301 - 600	<input type="radio"/>	<input type="radio"/>
601 - 900	<input type="radio"/>	<input type="radio"/>
> 900	<input type="radio"/>	<input type="radio"/>

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Camping tourism as an alternative tourism market in Malta

9. 9. Which period of the year do you prefer to travel?

You may choose more than one.

Check all that apply.

- ☐ Jan - Mar
- ☐ Apr - Jun
- ☐ Jul - Sep
- ☐ Oct - Dec

10. 10. What do you take into consideration when choosing your country of destination?

Please rate as many as you wish (1 lowest 5 highest)

Mark only one oval per row.

	1	2	3	4	5
Climate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sea and beach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
History	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safe environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. 11. Where do you prefer to set up camp?

You can choose more than one

Check all that apply.

- ☐ Campsites
- ☐ wild Camping

Other: ☐ _____

5/29/2021

Camping tourism as an alternative tourism market in Malta

12. 12. Do you consider environmentally friendly campsites over ones which are not environmentally friendly?

Please choose one

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Does not matter

13. 13. Rate the importance of the the following amenities when selecting a campsite?

Please rate as many as you wish (1 lowest 5 highest).

Mark only one oval per row.

	1	2	3	4	5
Mini market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swimming Pool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social events (campfire, bbq etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kids entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5/29/2021

Camping tourism as an alternative tourism market in Malta

14. 14. Which countries have you traveled to for camping holidays, excluding your home county.

You may choose more than one.

Check all that apply.

- ☐ Croatia
☐ France
☐ Germany
☐ Italy
☐ Malta
☐ Spain
☐ United Kingdom
☐ Elsewhere Europe

Other: ☐ _____

15. 15. Would you consider camping in Malta? Could be part of south Italy / Sicily tour.

Mark only one oval.

- ☐ Yes
☐ No
☐ Maybe

16. 16. If you will travel to Malta, would you travel with your own equipment or camper / caravan or prefer to hire out?

Please tick one.

Mark only one oval.

- ☐ Own Camper / Caravan
☐ Own Equipment (tent etc)
☐ Hire
☐ Other: _____

5/29/2021

Camping tourism as an alternative tourism market in Malta

17. 17. If you are willing to camp in Malta please give reasons why.

18. 18. If you are NOT willing to camp in Malta please give reasons why.

This content is neither created nor endorsed by Google.

Google Forms

Questionnaire in French

7/18/2021

Le camping tourisme comme un marché alternatif de tourisme à Malte.

Le camping tourisme comme un marché alternatif de tourisme à Malte.

Actuellement, je suis en train de lire une MBA dans la gestion de l'Hospitalité Internationale proposé par l'Emirates Academy of Hospitality Management en collaboration avec la Malta Institute of Tourism Studies. Une des parties principales de cette étude est d'écrire une dissertation sur le camping tourisme intitulée « Camping tourism as an alternative tourism market in Malta »/ « Le camping tourisme comme un marché alternatif de tourisme à Malte ». J'ai complé un court questionnaire avec le but de recueillir des données pertinentes pour ma recherche. Ma recherche dépend de vos réponses. C'est un questionnaire anonyme et les données recueillies resteront anonymes aussi. Vous pouvez choisir de ne pas répondre à des questions. Je vous remercie d'avance pour votre participation.

1. 1. Dans quel pays habitez-vous?

2. 2. Quelle est votre tranchée d'âge?

Cochez seulement une

Mark only one oval.

- ☐ < 30
- ☐ 30 – 45
- ☐ 45 - 60
- ☐ > 61

7/18/2021

Le camping tourisme comme université alternatif de tourisme à Malte.

3. 3. Cochez la tranche indiquant votre salaire net en € ou £ par an.

Cochez seulement une

Mark only one oval per row.

	EUR	STG
0 – 15,000	<input type="radio"/>	<input type="radio"/>
15,001 – 25,000	<input type="radio"/>	<input type="radio"/>
25,001 – 35,000	<input type="radio"/>	<input type="radio"/>
35,001 – 45,000	<input type="radio"/>	<input type="radio"/>
45,001 +	<input type="radio"/>	<input type="radio"/>

4. 4. Quel type de voyage du camping vous préférez?

Vous pouvez cocher plus d'une (1 plus bas...5 plus haut)

Mark only one oval per row.

	1	2	3	4	5
la campeur/ la caravane	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
la tente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
le glamping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Caravane / mobil-home statique au camping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. 5. Est-ce que vous faites des voyages de camping à l'étranger ?

Cochez seulement une

Mark only one oval.

☐ Oui☐ Non

7/18/2021

Le camping tourisme comme université alternatif de tourisme à Melle.

6. 6. Si vous avez répondu à l'affirmatif à la question numéro5, Indiquez la fréquence que vous voyagez à l'étranger.

Cocher seulement une

Mark only one oval per row.

	1 Voyage	2 - 3 Voyages	4 - 6 Voyages	> 6 Voyages
Nombre de voyages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. 7. Pour combien de journées est-ce que vous voyagez à l'étranger ?

Cocher seulement une

Mark only one oval per row.

	< 7 jours	7 - 14 jours	15 - 21 jours	22 - 28 jours	> 28 jours
Nombre moyen de jours par voyage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. 8. Combien vous dépensez en moyenne par personne par semaine quand vous faites des voyages de camping à l'étranger ?

Cocher seulement une

Mark only one oval per row.

	EUR	STG
< 300	<input type="radio"/>	<input type="radio"/>
301 - 600	<input type="radio"/>	<input type="radio"/>
601 - 900	<input type="radio"/>	<input type="radio"/>
> 900	<input type="radio"/>	<input type="radio"/>

7/18/2021

Le camping tourisme comme université alternatif de tourisme à Mafra.

9. 9. Quelle période de l'année est-ce que vous préférez pour voyager ?

Vous pouvez cocher plus d'une réponse

Check all that apply.

- ☐ Janvier - Mars
- ☐ Avr- Juin
- ☐ Juillet-Septembre
- ☐ Oct - Dec

10. 10. Qu'est ce que vous prenez en considération quand vous choisissez la destination où voyager ?

Vous pouvez en choisir plus d'une (1 plus bas...5 plus haut)

Mark only one oval per row.

	1	2	3	4	5
le climat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
le soleil et la mer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
la nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l'histoire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
environnement sécurisé	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. 11. Quel est le lieu que vous préférez pour faire camping ?

Vous pouvez en choisir plus d'une

Check all that apply.

- ☐ Campsites
- ☐ wild Camping

Other: ☐ _____

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Le camping tourisme comme université alternatif de tourisme à Melle.

12. 12. Est-ce que vous préférez de plus les sites de camping écologiques que celles non écologiques ?

Choisissez en un s'il vous plaît

Mark only one oval.

- ☐ Oui
☐ Non
☐ N'importe

19. 13. Cochez l'importance de ces agréments dans le choix du site de camping.

Vous pouvez en considérer plus d'une (1 plus bas...5 plus haut)

Mark only one oval per row.

	1	2	3	4	5
la supérette	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
la piscine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
le restaurant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
des événements sociaux (le feu de camp, bbq etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
divertissement pour les enfants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7/18/2021

Le camping tourisme comme université alternatif de tourisme à Malte.

14. 14. A quels pays est-ce que vous avez voyagé pour faire des voyages de camping, à l'exception de votre pays ?

Vous pouvez cocher plus d'une réponse

Check all that apply.

- ☐ La Croatie
☐ la France
☐ L'Allemagne
☐ l'Italie
☐ La Malte
☐ l'Espagne
☐ L'Angleterre
☐ un autre pays en Europe

Other: ☐ _____

15. 15. Est-ce que vous considérez de faire du camping à Malte ? (peut-être partie d'un tour du Sud de l'Italie/ de la Sicile)

Choisissez en un s'il vous plaît

Mark only one oval.

- ☐ Oui
☐ Non
☐ Peut être

16. 16. Si vous voyagez à Malte, est-ce que vous le fait avec votre équipement ou campeur/caravane ou vous préférez d'en louer un ?

Vous pouvez en choisir plus d'une

Mark only one oval.

- ☐ Propre camper / caravane
☐ Propre équipement (tente, etc.)
☐ Embaucher
☐ Other: _____

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Le camping tourisme comme université alternatif de tourisme à Malte.

17. 17. Donnez des raisons si vous avez l'intention de faire du camping à Malte.

18. 18. Donnez des raisons si vous n'avez pas l'intention de faire de camping à Malte.

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Google Forms

https://docs.google.com/forms/d/14tN6Gatz1k14bAA_U0c-sOK3SA6/F1m_VN_/Gk3B0hcd8

7/7

Questionnaire in German

7/18/2021

"Camping-Tourismus als ein alternativer Tourismusmarkt in Malta".

"Camping-Tourismus als ein alternativer Tourismusmarkt in Malta".

Ich studiere zurzeit für einen MBA in International Hospitality Management, der von der Emirates Academy of Hospitality Management in Zusammenarbeit mit dem Malta Institute of Tourism Studies angeboten wird. Im Rahmen meines Studiums schreibe ich eine Dissertation mit dem Titel "Camping-Tourismus als ein alternativer Tourismusmarkt in Malta". Zur Sammlung relevanter Daten für meine Forschung habe ich diesen kurzen Fragebogen zusammengestellt. Meine Forschung hängt von Ihren Antworten ab. Sämtliche gesammelten Daten dieser anonymen Umfrage bleiben anonym. Einzelne Fragen können auch unbeantwortet bleiben. Vielen Dank für Ihre Teilnahme im Voraus.

1. 1. In welchem Land wohnen Sie zurzeit?

2. 2. Ihre Altersgruppe.

Bitte markieren

Mark only one oval.

- ☐ < 30
- ☐ 30 – 45
- ☐ 46 - 60
- ☐ > 61

7/18/2021

"Camping-Tourismus als ein alternativer Tourismusmarkt in Meile".

3. 3. Ihr Jahresnettoeinkommen € oder £?

Bitte markieren

Mark only one oval per row.

	EUR	STG
0 – 15,000	<input type="radio"/>	<input type="radio"/>
15,001 – 25,000	<input type="radio"/>	<input type="radio"/>
25,001 – 35,000	<input type="radio"/>	<input type="radio"/>
35,001 – 45,000	<input type="radio"/>	<input type="radio"/>
45,001 +	<input type="radio"/>	<input type="radio"/>

4. 4. Welche Art von Camping bevorzugen Sie?

Bitte bewerten Sie so viele, wie Sie möchten. (1: gar nicht, 5: am liebsten).

Mark only one oval per row.

	1	2	3	4	5
Campingwagen / Wohnmobil	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zelt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Glamping/Luxus-Campen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Campingwagen/Wohnmobil fest an einem Ort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. 5. Reisen Sie für den Campingurlaub ins Ausland?

Mark only one oval.

☐ Ja☐ Nein

7/18/2021

"Camping-Tourismus als ein alternativer Tourismusmarkt in Meile".

6. 6. Falls Sie Frage 5 mit Ja beantwortet haben, wie oft im Jahr reisen Sie ins Ausland? Anzahl der Reisen

Mark only one oval per row.

	1 Reise	2 - 3 Reisen	4 - 5 Reisen	> 5 Reisen
Anzahl der Reisen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. 7. Wie lange sind Ihre Reisen ins Ausland? Durchschnittliche Anzahl der Tage pro Reise

Bitte markieren

Mark only one oval per row.

	< 7 days	7 - 14 days	15 - 21 days	22 - 28 days	> 28 days
Average number of days per trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. 8. 8. Wie viel geben Sie pro Woche pro Person für den Campingurlaub im Ausland aus?

Bitte markieren

Mark only one oval per row.

	EUR	STG
< 300	<input type="radio"/>	<input type="radio"/>
301 - 600	<input type="radio"/>	<input type="radio"/>
601 - 900	<input type="radio"/>	<input type="radio"/>
> 900	<input type="radio"/>	<input type="radio"/>

7/18/2021

"Camping-Tourismus als ein alternativer Tourismusmarkt in Meile"

9. 9. Zu welcher Jahreszeit reisen Sie am liebsten?

Mehrere antworten möglich

Check all that apply.

- ☐ Jan - Mär
- ☐ Apr - Jun
- ☐ Jul - Sep
- ☐ Okt - Dez

10. 10. Was ist für Sie wichtig bei der Wahl des Landes

Bitte bewerten Sie so viele, wie Sie möchten. (1: gar nicht, 5: am liebsten).

Mark only one oval per row.

	1	2	3	4	5
Klima	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meer und Strand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Geschichte	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sicherheit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. 11. Wo campen Sie bevorzugt?

Mehrere Antworten möglich

Check all that apply.

- ☐ Campingplatz
- ☐ Abseits vom Campingplatz

Other: ☐ _____

7/18/2021

"Camping-Tourismus als ein alternativer Tourismusmarkt in Malta".

12. 12. Bevorzugen Sie umweltfreundliche Campingplätze zu anderen?

Mark only one oval.

- ☐ Ja
- ☐ Nein
- ☐ Unwichtig

13. 13. Wie wichtig sind die folgenden Einrichtungen auf dem Campingplatz?

Bitte bewerten Sie so viele, wie Sie möchten. (1: gar nicht, 5: am liebsten).

Mark only one oval per row.

	1	2	3	4	5
Supermarkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Schwimmbaden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Veranstaltungen (Lagerfeuer, Grillen, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unterhaltung für Kinder	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. 14. In welchen Ländern (außer Ihrem Heimatland) haben Sie bereits Campingurlaub gemacht?

Check all that apply.

- ☐ Kroatien
- ☐ Frankreich
- ☐ Deutschland
- ☐ Italien
- ☐ Malta
- ☐ Spanien
- ☐ Vereinigtes Königreich
- ☐ Andere Länder in Europa

Other: ☐ _____

7/18/2021

"Camping-Tourismus als ein alternativer Tourismusmarkt in Malta".

15. 15. Köme für Sie ein Campingurlaub in Malta in Betracht? (auch als Teil einer Reise durch Süditalien/Sizilien)

Mark only one oval.

- ☐ Ja
☐ Nein
☐ Vielleicht

16. 16. Sollten Sie nach Malta reisen, nähme Sie Ihre eigene Ausstattung/Wohnwagen/ Wohnmobil mit oder würden Sie diese ausleihen?
 Please tick one.

Mark only one oval.

- ☐ Eigenes Campingwagen / Wohnmobil
☐ Eigene Ausrüstung (Zelt etc.)
☐ Ausleihen
☐ Other: _____

17. 17. Gründe für einen Campingurlaub in Malta

18. 18. Gründe, nicht in Malta zu campen

https://docs.google.com/forms/d/1M5V4KQ2G0o8A94Dn7tVA5d3_-T5uJxsrHdH-zY7edk

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Questionnaire in Italian

7/18/2021

Turismo da campeggio, una forma turistica alternativa a Malta

Turismo da campeggio, una forma turistica alternativa a Malta

Sto conseguendo una laurea magistrale in Gestione Alberghiera Internazionale. Come parte di questa corso, sto scrivendo una tesi sul turismo da campeggio che s'intitola: "Turismo da campeggio, una forma turistica alternativa a Malta". Per poter raccogliere informazioni importanti relative alla mia ricerca, ho stilato il seguente breve questionario. La mia ricerca si baserà sulle vostre risposte. Il questionario è anonimo e tutti i dati raccolti saranno analizzati in forma aggregata. Potete scegliere di non rispondere ad alcune domande. Vi ringrazio in anticipo per la vostra partecipazione.

1. 1. In quale paese risiedi?

2. 2. In quale fascia d'età rientri?

(segna una sola risposta)

Mark only one oval.

- ☐ < 30
- ☐ 30 – 45
- ☐ 46 – 60
- ☐ > 61

7/18/2021

Turismo da campeggio, Una forma turistica alternativa a Mella

3. 3. In quale fascia di reddito netto (in € o in £) annuale rientra il tuo stipendio?
(Segna una sola opzione)

Mark only one oval per row.

	EUR	STG
0 - 15,000	<input type="radio"/>	<input type="radio"/>
15,001 - 25,000	<input type="radio"/>	<input type="radio"/>
25,001 - 35,000	<input type="radio"/>	<input type="radio"/>
35,001 - 45,000	<input type="radio"/>	<input type="radio"/>
45,001 +	<input type="radio"/>	<input type="radio"/>

4. 4. Quale forma di campeggio preferisci?

Segna tutte le alternative che desideri. (1 è il voto più basso/ 5 è il voto più alto)

Mark only one oval per row.

	1	2	3	4	5
Camper/Caravan (roulotte)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tenda	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Glamping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Roulotte / casa mobile statica in campeggio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. 5. Vai in campeggio all'estero?

Mark only one oval.

- ☐ SI
☐ NO
☐ Forse

7/18/2021

Turismo da campeggio, una forma turistica alternativa e mobile

6. 6. Se hai risposto sì alla domanda numero 5, quante volte all'anno vai in vacanza all'estero?

(Segna una sola opzione)

Mark only one oval per row.

	1 Volta	2 - 3 Volte	4 - 5 Volte	> 5 Volte
Numero di viaggi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. 7. Quanto durano di solito i tuoi viaggi all'estero?

(Segna una sola opzione)

Mark only one oval per row.

	< 7 giorni	7 - 14 giorni	15 - 21 giorni	22 - 28 giorni	> 28 giorni
Media di giorni per viaggio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. 8. In media, quanto spendi per persona a settimana quando vai in campeggio all'estero?

(Segna una sola opzione)

Mark only one oval per row.

	EUR	STG
< 300	<input type="radio"/>	<input type="radio"/>
301 - 600	<input type="radio"/>	<input type="radio"/>
601 - 900	<input type="radio"/>	<input type="radio"/>
> 900	<input type="radio"/>	<input type="radio"/>

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Turismo da campeggio, una forma turistica alternativa e mobile

9. 9. In quale periodo dell'anno preferisci viaggiare?

(puoi scegliere più di due risposte).

Check all that apply.

- ☐ Gen - Mar
- ☐ Apr - Giu
- ☐ Lug - Set
- ☐ Ott - Dic

10. 10. Quando stai valutando dove andare in vacanza, che cosa prendi in considerazione?

Segna tutte le alternative che desideri. (1 è il voto più basso/ 5 è il voto più alto).

Mark only one oval per row.

	1	2	3	4	5
Clima	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mare e spiagge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natura	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Storia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ambiente protetto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. 11. Dove preferisci campeggiare?

(Puoi scegliere più di due risposte)

Check all that apply.

- ☐ campeggio
- ☐ campeggio libero
- ☐ Sosta

Other: ☐ _____

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Turismo da campeggio, una forma turistica alternativa a Malta

12. 12. Preferisci i campeggi ecologici a quelli non ecologici?

(Segna una sola opzione)

Mark only one oval.

- ☐ Sì
- ☐ No
- ☐ Non mi fa alcuna differenza

13. 13. Quanto sono importanti i seguenti servizi quando scegli un campeggio?

Segna tutte le alternative che desideri. (1 è il voto più basso/ 5 è il voto più alto).

Mark only one oval per row.

	1	2	3	4	5
minimercato	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
piscina	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ristorante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
eventi sociali (faià, barbecue ecc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intrattenimento per i bambini	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. 14. In quali paesi sei stato/a in campeggio, escludendo il paese in cui risiedi?

(Puoi scegliere più di due risposte)

Check all that apply.

- ☐ Croazia
- ☐ Francia
- ☐ Germania
- ☐ Italia
- ☐ Malta
- ☐ Spagna
- ☐ Regno Unito
- ☐ Altrve in Europa

Other: ☐ _____

7/18/2021

Turismo da campeggio, una forma turistica alternativa a Malta

15. 15. Prenderesti in considerazione l'idea di andare in campeggio a Malta? (potrebbe essere una tappa facente parte di una gita nell'Italia meridionale o in Sicilia).

Mark only one oval.

- ☐ Si
☐ No

16. 16. Se decidessi di andare in campeggio a Malta, viaggerei con la tua attrezzatura o camper/ roulotte o preferiresti noleggiare?

Please tick one.

Mark only one oval.

- ☐ Camper / roulotte
☐ Userei la mia attrezzatura
☐ Noleggerei
☐ Other: _____

17. 17. Desideri andare in campeggio a Malta? Perché?

18. 18. Non desideri andare in campeggio a Malta? Perché?

Appendix 6 – Facebook Groups Used

Facebook Group		Members
Motorhome Happiness	U.K.	25,000
Open All Year Caravan Site Touring Group	U.K.	32,000
Motorhome Adventures	U.K.	38,000
Motorhoming Spain	U.K.	6,500
Camping Europe and Beyond	U.K.	3,700
Motorhome And Campervan Touring Eu from Searchforsites Co Uk	U.K.	16,000
Motorhoming France	U.K.	334
Happy-Campers In Europe - Motorhoming Europe @Byharmen	U.K.	994
Motorhome Life	U.K.	808
CAMC Members Chat Group	U.K.	11,100
Swift Motorhomes Owners Club	U.K.	6,200
Tent Camping	U.K.	58,000
Touring Caravan Chat	U.K.	11,000
Everything Caravan & Camping	U.K.	278,400
Vanlife Germany	U.K.	47,500
Caravans & Motorhomes Are Great We Should All Have	U.K.	10,500
Caravanning Talk Uk	U.K.	18,000
European Touring Caravan, Campervan And Camping Friends	U.K.	20,700
Caravanning	U.K.	4,400
Free Camping UK And Europe	U.K.	24,400
Traveling And Camping In Europe	U.K.	17,500
Caravanning Clever Idea	U.K.	42,300
Camping & Caravanning In Spain		3,600
Caravan And Camping Sites	Italy	13,100
Idee Per Viaggi In Camper	Italy	14,000
Camperisti Italiani	Italy	114,900
Vacanze In Camper Italia	Italy	1,500
Motorhome France/Spain & Portugal		553
Amici Camperisti D'italia	Italy	3,000
Caravanclub Camperisti D'italia	Italy	4,700
Italia In Camper	Italy	8,300
Il Mercatino Del Camper	Italy	22,000

Mercatino Del Camper	Italy	48,000
Aree Sosta Camper E Campeggi	Italy	6,700
Itinerari E Diari Di Bordo In Camper E Caravan	Italy	20,400
Camperisti Italiani In Libera	Italy	3,400
Viaggi In Camper	Italy	4,200
Rifatti Il Camper	Italy	22,800
Camper In Famiglia	Italy	3,000
Sicilia...In Camper	Italy	7,700
Camperisti Fai Da Te	Italy	5,500
Camperisti Squattrinati L'originale	Italy	55,000
Noi Camperisti	Italy	7,100
Vita Da Camper	Italy	5,200
Noi Camperisti In Sicilia	Italy	14,000
Sognando Sotto Le Stelle ...In Camper	Italy	15,100
Sostare In Camper	Italy	32,000

Appendix 7 – Categorization of Reasons for Coming to Malta

17. If you are willing to camp in Malta please give reasons why.	Categorized Groups		
see new places	new place to visit		
Never been before - would love to experience the area	new place to visit		
Climate, environment, history,	history & culture	climate	environment
Like the island	like Malta and would like to revisit		
Would need to feel welcome and be able to access facilities like toilet cassette emptying and fresh water.	basic facilities		
Weather	Climate		
I'd like to visit Malta	new place to visit		
Scuba diving, lovely country, nice people.	adventure tourism	Maltese hospitality	lovely island
Love Malta visited many times	like Malta and would like to revisit		
Climate and History	history & culture	climate	
Have visited when a young girl and would like to return and see non touristy places.	like Malta and would like to revisit		
When I retire I plan to travel a lot. Never been to Malta before but I hear it is good	new place to visit		
I've always wanted to visit Malta.	new place to visit		

Malta is a beautiful country but not sure if there are many campsites	lovely island	basic facilities	
Have never been there, new adventure.	new place to visit		
Yes. Never been.	new place to visit		
My Father loved holidaying there	lovely island		
It's a country we would to see and explore	new place to visit		
To explore the culture and meet the people	history & culture	Maltese hospitality	
Never been	new place to visit		
Love Malta and Gozo	like Malta and would like to revisit		
History, climate	history & culture	climate	
Love Malta. Been lots of times but new to camping	like Malta and would like to revisit		
I have not been to Malta yet and would be interested to visit. I write a travel blog and my readers would be interested too.	new place to visit		
always willing to see new places.	new place to visit		
Somewhere we haven't visited, nice weather	new place to visit	climate	
Better weather	Climate		
Opportunity to visit the Country and its history	new place to visit	history & culture	
Lovely country to discover we could not come in years past when we lived on our yacht because we	lovely island	basic facilities	

had a dog onboard....not sure if that has changed now			
Weather	Climate		
See different countries	new place to visit		
Never been	new place to visit		
Would like to visit as I have never been	new place to visit		
Enjoy being in nature rather than hotels	Environment		
Lot of new things to see	new place to visit		
Plan to travel world.	new place to visit		
See the Island	new place to visit		
Somewhere I have not yet been	new place to visit		
nice places to visit	lovely island		
History and culture	history & culture		
History	history & culture		
Enjoyed Malta on previous visits	like Malta and would like to revisit		
I love the country	like Malta and would like to revisit		
Adventure	adventure tourism		

Lovely country	lovely island		
Never been but want to travel to as many places as possible	new place to visit		
It will depend on Malta being pet-friendly & cost of ferry etc.	basic facilities		
Place we have never been too	new place to visit		
Somewhere didn't we haven't been	new place to visit		
Once country and people	Maltese hospitality		
Always keen to try somewhere new and I have never visited.	new place to visit		
Historically interesting	history & culture		
it is a country I have always wanted to go to.	new place to visit		
Somewhere new	new place to visit		
History, culture, climate	history & culture	climate	
Different country culture etc	history & culture		
Love Malta	like Malta and would like to revisit		
Lovely place	lovely island		
To revisit places, I travelled to in my youth.	like Malta and would like to revisit		
Yes, if easy to travel to	basic facilities		

To explore the country	history & culture		
Would like to experience the history and culture.	history & culture		
I think it's a lovely island	lovely island		
Weather and scenery	Environment	climate	
We love Malta	like Malta and would like to revisit		
Why not.	new place to visit		
Beautiful country, drive on same side of rd as home	lovely island		
Nice country	lovely island		
Love Malta & Maltese	like Malta and would like to revisit	Maltese hospitality	
Lovely country nice people good climate	Maltese hospitality	climate	lovely island
Looks very appealing.	lovely island		
Lovely Island, great climate , friendly people.	Maltese hospitality	climate	lovely island
I have not visited so happy to look at a holiday there	new place to visit		
Never been	new place to visit		
Never been, looks interesting	new place to visit		
I have never been there before and would like to. Must be affordable!	new place to visit		

Never been there before and hear good things about Malta	new place to visit		
It's a lovely island.	lovely island		
Anywhere is a possibility	new place to visit		
We have never considered it as it's not been on our radar, but we would be willing to travel there if we discovered something interesting for us or our 2 young children to visit, or cuisine we wanted to try, or to visit interesting historical monuments / places of interest. But we have never seen any information that piques our interest enough to consider it as a destination.	history & culture	Maltese hospitality	
Never been. Looks warm	new place to visit	climate	
lovely weather and plenty to see	history & culture	climate	
Somewhere I have not been	new place to visit		
Lots of beautiful places to see with a good climate	history & culture	climate	
To enjoy the local history & culture	history & culture		
Never been there	new place to visit		
Have visited before. Love the country	like Malta and would like to revisit	lovely island	
Would like to visit Malta one day	new place to visit		
Just love the country	lovely island		

New experience but perhaps ferry to Tunisia also	new place to visit		
Been before and enjoyed Malta	like Malta and would like to revisit		
Been lots of times before we love it but never camping. We have just embarked on camping life.	like Malta and would like to revisit		
I scuba dive there, easier to carry own equipment.	adventure tourism		
To see a different country	new place to visit		
Sea, beach, weather	Climate	sea	
Like exploring new places	new place to visit		
Like Malta	lovely island		
Exploring a new place	new place to visit		
Beautiful	lovely island		
Would like to take campervan to Europe, why not Malta?!	new place to visit		
I am a Maltese National and I love the country	like Malta and would like to revisit		
Experience	history & culture		
Not been before	new place to visit		
A different area where we have not travelled before	new place to visit		
Long history of family from there	like Malta and would like to revisit		

We have been before, hiring car and using Airbnb, but would be great to explore in motorhome.	adventure tourism		
Somewhere i would like to visit	new place to visit		
They say Malta is lovely never been so when we retire and have the time it would be great to visit.	new place to visit	lovely island	
Climate, language not been yet	Climate		
It's a beautiful country with lots of history	history & culture	lovely island	
It's a beautiful country which I have visited many years ago. It was a package holiday for 1 week. Would love to visit for longer in my Motorhome.	like Malta and would like to revisit		
Somewhere I have never been	new place to visit		
We computer as we have a motorhome	new place to visit		
Wish to tour	new place to visit		
New experience	new place to visit		
Explore a new country	new place to visit		
Beautiful, parents have been	like Malta and would like to revisit		
To explore a new country	new place to visit		
Explore the history and natural beauty of the country	history & culture		
Never been to Malta and interested in all it has to offer!	new place to visit		

Malta is on our list, hopefully for later this year when we can finally travel again.	new place to visit		
Climate. Lovely country	lovely island	climate	
Love exploring new countries	new place to visit		
Have never been	new place to visit		
Like Malta have family living there	like Malta and would like to revisit		
Exploring a new country and the history of the area, enjoying the weather, and using our own caravan which would keep costs low.	history & culture	climate	
Yes, because it looks lovely and I would like to visit. The downside is it is difficult to get to.	lovely island		
A different country	new place to visit		
I prefer to be self-catering & less restricted by hotel times	basic facilities		
I'm willing to motorhome anywhere, why not Malta?	new place to visit		
I love Malta	like Malta and would like to revisit		
The distance is the only thing that would put me off as we usually only have about 16 days and we have a young daughter	new place to visit		
Have to fly so not easy to take own equipment. Malta not set up for camping	basic facilities		
Good weather climate	Climate		
somewhere new	new place to visit		

Happy to camp anywhere with accessibility.	basic facilities		
Fabulous climate, wonderful people, and an abundance of historic sites.	Maltese hospitality	history & culture	climate
Lots of History, long standing affiliation with UK, Beautiful Landscapes, Friendliness of locals and pretty decent weather	history & culture	Maltese hospitality	climate
Climate, historical connection with the UK	Climate	history & culture	
Love Malta, been many times	like Malta and would like to revisit		
I love Malta, temperature, history, scenery etc.	Environment	history & culture	climate
I like new experiences	new place to visit		
Weather, Historical sites, lovely people, attractive areas	Maltese hospitality	history & culture	climate
Location looks beautiful	lovely island		
Have always wanted to visit and catch up on the history during WWII	new place to visit	history & culture	
Somewhere new to explore & good climate	new place to visit	climate	
We would like to explore the country. Note: question 7 option >28 is not able to be checked. We are like many motorhome travellers and travel fulltime, your survey does not quite fit this category of traveller.	new place to visit		
Great climate, history, lovely scenery, friendly people, safe environment.	Maltese hospitality	lovely island	climate
Would like to try somewhere different	new place to visit		

Weather and sight seeing	history & culture	climate	
Somewhere different	new place to visit		
Nice weather	Climate		
I have never visited the country and it appeals to me	new place to visit		
Never been and interested in seeing Malta	new place to visit		
Have visited Malta and Gozo and liked them	like Malta and would like to revisit		
Weather	Climate		
A new place to explore!	new place to visit		
Never been before.	new place to visit		
Lots of military history, family lives there	history & culture		
Visited before. Would like to go back. Rented an apartment last visit	like Malta and would like to revisit		
Try something new	new place to visit		
New Experience	new place to visit		
It's a beautiful island	lovely island		
Nice country to visit, new culture and food	new place to visit	history & culture	
Been there before (not camping) and would like to return with more freedom to explore.	like Malta and would like to revisit	basic facilities	

A good cheaper alternative to a hotel you are more independent	basic facilities		
Somewhere different	new place to visit		
Lovely country	lovely island		
Climate and culture	history & culture	climate	
We love Malta	like Malta and would like to revisit		
It is a beautiful island, and one I would love to visit again.	like Malta and would like to revisit	lovely island	
Beautiful country	lovely island		
Beautiful country to explore	lovely island		
Never been before and would love to travel around Malta.	new place to visit		
Never visited and believe camping connects you to country more than hotels.	new place to visit	environment	
Nice climate. Love the Mediterranean. Good food	Climate	history & culture	
It is amazingly beautiful and the weather is awesome	like Malta and would like to revisit	climate	
Somewhere new	new place to visit		
Great Country to visit	like Malta and would like to revisit		
Seems an interesting place, great climate	new place to visit	climate	
History	history & culture		

Never been to Malta	new place to visit		
Climate, culture, history	Climate	history & culture	
Weather	Climate		
Climate, people, history I just love Malta!	Maltese hospitality	history & culture	lovely island
N/a			
It's a nice place	lovely island		
Malta is a lovely country. I've been on a package holiday, but I like the freedom of camping.	basic facilities	lovely island	
I love the history of the island	history & culture		
Not visited previously	new place to visit		
Wonderful history and country	history & culture	lovely island	
History and culture	history & culture		
Climate, friendly people, history, and drive on the same side of the road.	Maltese hospitality	history & culture	
Not been before	new place to visit		
Never been before.	new place to visit		
Climate and language	Climate	Maltese hospitality	
Culture & climate	history & culture	climate	

It's a country I have not visited and I would like to	new place to visit		
Malta has a lot to offer in culture and history so is very interesting	history & culture		
Been before. Like the island. Weather.	like Malta and would like to revisit	climate	
I would like to experience Malta in my motorhome	basic facilities		
climate, sea, safe	Climate	sea	
Interesting places to explore	history & culture		
It is a beautiful country	lovely island		
know the island well - could tour and stay in different locations.	like Malta and would like to revisit		
I was born there	like Malta and would like to revisit		
To view the country & historical sights	history & culture		
Weather, new culture to visit	history & culture	climate	
Somewhere new for me. Depends on ferry costs and routes	new place to visit		
the culture, the people, and the history	history & culture	Maltese hospitality	
Somewhere different	new place to visit		
To explore a new country	new place to visit		
Warm and interesting place not yet visited.	new place to visit	climate	

Friendly people	Maltese hospitality		
Want to camp abroad/ in Europe rather than uk	adventure tourism		
New place, climate, family history	new place to visit	climate	
Fantastic place been twice but not camping	like Malta and would like to revisit		
Beautiful island with lots of history	like Malta and would like to revisit	history & culture	
I love the Country and the locals are friendly	like Malta and would like to revisit	Maltese hospitality	
Interesting, do not know much about Malta	new place to visit		
Never visited	new place to visit		
Not done abroad camping as we have dogs, but it would be something for the future to look at	new place to visit		
My heritage	history & culture		
Beautiful place	lovely island		
Never been there. Has lots of history too	new place to visit	history & culture	
To explore a different country	new place to visit		
I've always wanted to go to Malta, this would be a cost-effective way to do so. My husband snores badly, so static caravans are the best way we can have holidays	new place to visit	basic facilities	
It is a stunning island	lovely island		

It is a fantastic country with history and culture	like Malta and would like to revisit	history & culture	
Somewhere different	new place to visit		
Climate. Somewhere different	new place to visit	climate	
Good climate. Reasonable costs	Climate		
Never visited	new place to visit		
A new country for me which I have never considered. I would want to know more about the countries attitude towards travellers.	new place to visit		
lived there as a child and would love to back to revisit the same places	like Malta and would like to revisit		
Lived there as a child and would love to back to revisit the same places	like Malta and would like to revisit		
History, friendly people	history & culture	Maltese hospitality	
Love to travel everywhere	new place to visit		
Enjoyed hotel holidays there and seen many Motorhomes, love the history of the island and friendly people	basic facilities	Maltese hospitality	
it's a beautiful country	lovely island		
Love Malta	like Malta and would like to revisit		
I served in Malta during my time in the Royal Navy and found it to be a lovely country	like Malta and would like to revisit		
I think it's a lovely island	lovely island		

Lovely country and people	Maltese hospitality	lovely island	
Lovely country, great history, and great people	history & culture	Maltese hospitality	lovely island
History climate	history & culture	climate	
Been there liked it	like Malta and would like to revisit		
Never been there before	new place to visit		
Would like to see Malta prefer own accommodation	basic facilities	new place to visit	
Somewhere I have never been	new place to visit		
A different country.	new place to visit		
Would love to tour Malta in our motorhome	basic facilities		
We love going anywhere	new place to visit		
Climate, never been there	new place to visit	climate	
schöne Landschaft, tolles Wetter	Environment	climate	
War ich noch nicht	new place to visit		
Meer, Geschichte, Sprache	Sea	history & culture	
Ruhe, Entspannung, Sehenswürdigkeiten	Environment	history & culture	
scoprire posti nuovi (ma in libera e non in campeggio)	new place to visit		

Non l'ho mai visitata, sono curiosa	new place to visit		
Mi piace molto	like Malta and would like to revisit		
Storia, natura	history & culture		
Novità	new place to visit		
Si. Mai stato!	like Malta and would like to revisit		
Siiii, per il mare	Sea		
Ho sempre pensato di visitarla	new place to visit		
Per i siti megalitici e monumenti storici	history & culture		
Si perché non ci sono mai stata. Per me ogni singolo paese da scoprire	new place to visit		
Malta è una destinazione da tempo nei miei progetti	new place to visit		
Per conoscere un posto nuovo	new place to visit		
Per una nuova esperienza	new place to visit		
Per visitare una nazione che non ho mai visitato	new place to visit		
Ha un bel mare, na anche tante città interessanti e un ottimo clima	history & culture	climate	sea
Mi piace Malta e la conosco ma con il camper la puoi vivere a pieno	like Malta and would like to revisit	basic facilities	

Appendix 8 - Categorization of Reasons for Not Coming to Malta

18. If you are NOT willing to camp in Malta please give reasons why.		
Bit too far	Distance	
Ferry crossing would need to be affordable	ferry costs	
Does not appeal	not interested	
Would depend on ferry costs	ferry costs	
Too far to drive and too small an island. Driving on Malta is not easy for a large motorhome.	Distance	
Cost of ferry	ferry costs	
Access?		
Been there not sure it could cope with motorhomes	lack of facilities	
Too expensive to take van	ferry costs	
Bad attitude to wildlife (illegal bird netting)	environmental issues	
Does not appeal, prefer off the beaten track	not interested	
too far for us	Distance	
Not on my agenda	not interested	

Cost if ferry, it is a small island. I would consider a hotel for a few days and leave vehicle in Italy	ferry costs	alternative accommodation
Too busy trying to see all of UK	not interested	
Place is too small and price of ferry to take Motorhome there is expensive	ferry costs	
Difficulty bringing own camper	lack of facilities	
Been there in the past	not interested	
Too Far	Distance	
The hunting/shooting of migrating birds e.g. Nightingales means I will never visit Malta	environmental issues	
Prefer to stay in an Airbnb and hire a car to explore	alternative accommodation	
No particular reason, just do not have enough time	not interested	
Would like to visit sometime but not somewhere I could take motorhome	lack of facilities	
Ferry costs	ferry costs	
Difficult journey	Distance	
Have visited Malta before and did not like it. Too English and too hot	not interested	
ability to get own motorhome there on ferry	ferry costs	
I have holidays in both Malta and Gozo and unfortunately, I encountered instances of racism in both.	Racism	

We would love to take our caravan to Europe but we have three dogs so travel abroad can be challenging and expensive. We are not aware of the legislation surrounding dogs, specifically bull breeds in Malta. This is important as some European countries prohibit certain breeds, ours included.	lack of facilities	
Too far from home, unfamiliar surroundings	Distance	
Maybe too expensive to get to on a small, fixed income	ferry costs	
Too far to drive and take all the gear	Distance	
No passport	Distance	
I do not travel outside of UK to camp	Distance	
Too far	Distance	
The boat price is to high end the island to small	ferry costs	
Does not fancy it	not interested	
Too much hassle e.g. distance and boat involved	ferry costs	distance
Currently no facilities for Motorhomes (Services for filling with fresh water or dumping of Grey & Black waste)	lack of facilities	
To old now	not interested	
Not willing to take our own van & would not want to hire so would go in a hotel	alternative accommodation	
Prefer seeing sites in UK, less hassle		

Difficult to get to.	Distance	
NA		
Do not go abroad		
I am happy to travel round England, Scotland and Wales as there is a lot I have not seen		
Have never had a passport and at 64 I do not intend getting one		
I haven't researched it but I am guessing price to get there will be prohibitive	ferry costs	
Already had a caravan holiday in Malta There is only one caravan site and it is dreadful Never again	lack of facilities	
Distance and availability on offer closer to home	Distance	
The cost of transporting the camper.	ferry costs	
Too far to bring own caravan	Distance	
Too expensive to reach by Ferry and poor facilities	ferry costs	lack of facilities
Accessibility via ferry	ferry costs	
We cannot camp in Malta as I have no idea how we would get there with our car and caravan. After hiring a car in Malta some of the roads would be far from suitable with a caravan	lack of facilities	
Our caravan is permanently pitched so we do not tour with it.		
Not a place I have ever considered visiting	not interested	

Prefer hotels when abroad	alternative accommodation	
Travel costs might be a negative	ferry costs	
It is too far and too hot. I would prefer to go there and not camp, but be in a hotel or house	alternative accommodation	
Too far	Distance	
Not cost effective to do a package holiday	alternative accommodation	
Quite far to travel and don't know cost of ferry	ferry costs	distance
Ferries too expensive for motorhomes.	ferry costs	
Too complicated to take the caravan	Distance	
Not a camping country	lack of facilities	
Do not travel to Europe		
Distance	Distance	
I would only want to stay in a hotel. We do not want to tow very long distances and if you are traveling any distance and not taking your own equipment, why would you hire?	alternative accommodation	
Driving !?	Distance	
not considered it	not interested	
Difficult to fly my unit! As I have to fly to get to Malta, I would not have thought of camping.	not interested	

Unable to take own caravan from UK due to logistical considerations and would have to hire what we already own.	Distance	
Too far for us to travel with our caravan from the UK - not enough time to make it worthwhile and would be very expensive fuel/tolls etc. Have visited Malta previously and it's beautiful	Distance	
Too long a journey	Distance	
The logistics of getting there	Distance	
Don't camp abroad- if travelling abroad we stay in hotels	alternative accommodation	
Not travelling abroad for the foreseeable		
Prefer to drive and camp in own campervan	not interested	
Would rather use hotel, caravan just for UK	alternative accommodation	
Not suitable for Motorhome.	lack of facilities	
Too small, expensive ferry costs, need to travel to southern Italy. Rather fly and stay in accommodation	alternative accommodation	ferry costs
Expensive of ferry with caravan.	ferry costs	
I never travel outside of British Isles		
Cannot take our dogs	lack of facilities	
Transportation of our motorhome	ferry costs	

Do not travel overseas		
relativ weit	Distance	
Der Umgang mit Flüchtlingen	Racism	
Malta für campingurlaub bisher noch zu wenig bekannt und ich habe bisher noch nicht recherchiert	lack of facilities	
Zu weit weg, Insel, Fähre	Distance	ferry costs
Region interessiert mich nicht	not interested	
It's too difficult to get there in winter and the island would be good for a static holiday, but not much to offer travelling around. I lived on Malta for 2 years aged 6.	Distance	
Troppo lontano x noi.	Distance	
Traghetto costoso	ferry costs	
Non è allettante	not interested	
Avendo il camper eviterei di ansarci con il mio per i costi di traghetto e noleggerai auto in loco	alternative accommodation	ferry costs
Costi del viaggio in nave	ferry costs	
Vi sono già stata	not interested	
da visitare in breve tempo	not interested	
Meglio in albergo	alternative accommodation	

Troppo scomodo	lack of facilities	
Scomodo per arrivare con il mio camper (traghetto)	ferry costs	