

# AN ANALYSIS OF VALLETTA` 18 FROM A CULTURAL PERSPECTIVE

MATTHEW MALLIA

A dissertation submitted to the Institute of Tourism Studies in partial fulfilment of the requirements for the Bachelor`s Degree in International Hospitality Management  
(Hons.)

Institute of Tourism Studies, Malta

May 2020

**DECLARATION OF AUTHENTICITY FOR HIGHER NATIONAL DIPLOMA STUDENTS**

Student's I.D. /Code 0398298 (M)

Student's Name & Surname Matthew Mallia

Course BA (Hons.) International Hospitality Management

Title of Long Essay  
An Analysis of Valletta 18 from a Cultural Perspective

I hereby declare that I am the legitimate author of this Long Essay and that it is my original work.

No portion of this work has been submitted in support of an application for another qualification of this or any other higher education institution.

I hold the Institute of Tourism Studies (Malta) harmless against any third party claims with regard to copyright violation, breach of confidentiality, defamation and any other third party right infringement.

M. Mallia  
Signature of Student

04.05.2020  
Date (DD/MM/YY)

## ABSTRACT

Throughout the dissertation process, the author analysed the impacts of the Valletta 2018 cultural event, which took place in 2018. The author wanted to analyse whether the events that have been held in Valletta has impacted the culture of the Valletta residents. Valletta 2018 was the most significant event that took place in Malta. During the event, many art and cultural festivals took place. The Valletta '18 event aimed to promote as well as invest in the cultural sector and generate the tourism sector. Valletta 2018 has enlivened the infrastructure which forms part of the building in Valletta.

To support his research the author has analysed the cultural impact with the use of qualitative research. Information and findings were obtained using different sources of media such as the Internet and books which discuss the Valletta Cultural Agency. While carrying out his dissertation, the author would have liked to meet the Valletta Cultural Agency, which was formerly known as the Valletta 2018 Foundation, to sustain exciting research on this particular event. To link the findings, the author carried out a questionnaire to associate findings and discover if the event has had an impact on the culture of the residents of Valletta. The questionnaires were carried out to the residents of Valletta, chosen at random.

During the Valletta` 18 several issues were encountered concerning tourism, transport, noise pollution, waste management and spaces for people. From the research the author has conducted, it was found out that such issues were not adequately addressed throughout the year. Residents are still concerned weather the Valletta Cultural Agency is still functioning even though that Valletta `18 has terminated. The interview that the author has done with Jason Micallef has given him the aid to conclude that Valletta Cultural Agency are still working on the ideas which were implemented during Valletta` 18, to put Valletta on the map.

## ACKNOWLEDGMENTS

The author was able to carry out this dissertation through the continuous support of his relatives and friends. The author wishes to convey sincere appreciation and gratitude towards the tutor Mr. Daniel Demicoli, for dedicating his time as well as providing adequate advice throughout the stages of this dissertation. Mr. Demicoli's encouragement has given the potential to finalise this dissertation whilst being focused on all times.

This dissertation would not have been possible without the aid of the residents of Valletta and the Valletta Cultural Agency who have provided me with direct and indirect information which have helped me with constructing this dissertation.

# Table of Contents

Chapter 1 Introduction .....	3
Chapter 2 Literature Review .....	6
2.1 Why Valletta? .....	6
2.2 Valletta` 18 vs. the Culture of Valletta .....	7
2.3 An insight of the Cultural impacts and perspectives during Valletta '18 .....	8
2.4 Events and Infrastructure Projects organized in Valletta .....	9
2.5 Infrastructure Projects .....	10
2.5.1 Malta National Community Art Museum .....	10
2.5.2 Valletta Food Market.....	11
2.5.3 Strait Street .....	11
2.5.4 The Valletta Design Cluster .....	12
2.5.5 The Triton Fountain Square.....	12
2.6 Events in Valletta .....	12
2.6.1 Valletta 2018 Opening week.....	13
2.6.2 The Malta Fashion Awards .....	13
2.6.3 Valletta Pageant of the Seas .....	13
2.6.4 Full Wall- The best of vertical dance .....	14
2.6.5 The Hip Hop Weekend .....	14
2.7 The impact of the events taking place in the Capital City of Valletta .....	14
Chapter 3 Methodology .....	17
3.1 Review of Data Collection Methods.....	17
3.2 Primary Data.....	19
3.3 Secondary Data .....	19
3.4 Participants .....	19
3.5 Interviews and Consent forms .....	20
3.6 Limitations to the study .....	20
Chapter 4 Research Analysis .....	22
4.1 Aim of Valletta` 18 Cultural Activities.....	22
4.2 Innovative Ideas.....	23
4.3 Social Media .....	24
4.4 Valletta` 18 Foundation.....	25
4.5 Expectations .....	26

4.6 Positive Attributes .....	27
4.7 Drastic Changes .....	27
4.8 Impact on Infrastructure.....	28
4.9 Level of Quality .....	29
4.10 Change in Culture Before and After Valletta` 18 .....	30
4.11 After Valletta` 18.....	30
Chapter 5: Conclusions and Recommendations .....	32
References .....	35
Appendix A .....	42
Appendix B .....	45
Appendix C .....	58
Appendix D .....	66
Appendix E .....	67
Appendix F .....	76
Appendix G.....	82
Appendix H.....	83

# Chapter 1 Introduction

The reason behind the selected title emerged from the keen knowledge for knowing more of what it involves in organising such significant events here in Malta. Since the researcher has been conducting a bachelor's degree in international hospitality management, it has come to the attention that wishes to advance his career in the events sector. The reason being that the researcher loves to visit and watch how events are being marketed and monitored towards the audience. Thus, over the years, the researcher has gained experience from several locations, which has come to his conscious of researching the most significant and long-term event which was done here in Malta. The researcher felt the urge to complete an analysis of how the Valletta `18 has affected the cultural effect of the residents of Valletta. It was chosen that the research is to be explicitly based in Valletta, in a more concentrated environment which, according to research, it has affected a lot the residents of Valletta. The researcher has always been in love with the capital city of Valletta, such a city like Valletta, which offers a vibrant and pleasant atmosphere to any event.

Greece's Minister of Culture, Ms. Melina Mercouri has put forward a European resolution creating a European Capital of culture (ECoC) plan which dates back to more than thirty years. This plan aims primarily to preserve and encourage the diversity of cultures in Europe and contribute to the long-term growth of cities. In 1985, Athens became the first city to hold that title, whilst Valletta was declared as the ECoC in 2012. The Foundation designated as Valletta 2018 was responsible for implementing the project as well as for compiling Valletta as the ECoC. In 2018 Valletta served as the ECoC in partnership with another Dutch capital city, Leeuwarden (Malta's capital city Valletta is named a 2018 European Capital of Culture, 2018).

It was in 1985 that ECoC was launched. There were 58 European cities or city-regions that held the title in 2018. Including such cities like Valletta and Leeuwarden, The Netherlands. The programme has now become one of Europe's most prestigious and high-profile cultural activities. The title is to be awarded to stiff competition between towns. It is useful to consider one successful example to better assess Valletta 2018. In 2004 ECoC was hosted by the northern French city of Lille. It contained the entire Lille metropolitan area, which included 193 cities. One of its main goals was to promote social cohesion and increase the residents' pride and self-confidence. The programming's emphasis has been on having a large number of

disseminated events targeting specific audiences and involving as many cultural producers as possible (Valletta 2018 : was it successful? 2019).

The European Capital of Culture or as it is well known as the (ECoC) aims to celebrate the chosen country and the culture of the public occupying the chosen geographic area in Europe. The concept behind the European Capital of Culture title is to celebrate the community that composes part of European diversity. The title enhances the chosen geographic area its European and international visibility, which will motivate it to organise a dynamic cultural reality with and for the community of the city chosen. The activities that were held are well planned and organised as they play a crucial part in portraying and enhancing the image of the city. The main target of the project is to reinforce interest, investment, and growth within the factors that the community wishes to project. The European Capital of Culture aims to encourage and incorporate the citizens within its organisations. It also seeks to educate the citizens more on the scope of the event and enhances them to form part of the European concept.

On the 12th of October 2012, Valletta was declared as the European Capital of Culture. The Foundation designated as Valletta 2018, nowadays it is called the Valletta cultural agency, was responsible for implementing the project as well as for compiling Valletta as the European Capital of Culture. In 2018 Valletta served as the European Capital of Culture in partnership with another Dutch capital city, Leeuwarden. Throughout the organisation, the European Capital of Culture involved the Maltese Islands in order to influence the Maltese residents culturally. On the 12th of October in the year 2012, Valletta was identified as the European Capital of culture with two principal themes: imagination and exchange. The title was the result of a long and intense thinking process that had produced the first cultural policy in the year 2011. On the 20th of January 2018, Valletta was inaugurated as the European Capital of Culture during a ceremony that was held at the Mediterranean Conference Centre. The ceremony was such a significant moment in time for the Maltese Islands that it formed part of the islands` history.

According to a European Parliament report in 2013, the ECoC has exposed significant impacts produced in host cities, such as an improvement in cultural vibrancy, identity enhancement, social impacts, and economic impacts, which continued to rise primarily from increased tourism. The process of Valletta gaining this prestigious title began six years ago, when it applied to be an ECoC. The plan was reviewed by 13 independent experts in the cultural sector before the panel made its recommendation and Valletta ECoC was officially



designated by the European Council for 2018. What is certain is that Malta has seen a significant increase in tourism over the past few years, which has been continued to rise from the 2018 ECoC designation of Valletta. In total, 2.3 million visitors visited Malta in 2017, an increase of 15.7 percent from the previous year (Malta's capital city Valletta is named a 2018 European Capital of Culture, 2018).

This study will provide a better understanding of how the residents of Valletta has been affected by the events of Valletta` 18. This study is focused on the perspective of the residents that have lived and worked within the long-term event of Valletta. The research question which arises can be described as the following: What was the cultural perspective of Valletta 18? It will focus on the events that have been organised in Valletta and not all over Malta. The researcher shall find research on how Valletta has been impacted by the events in Valletta in a cultural way. It is within the researcher's interest to find out if Valletta cultural agency is still working to enhance the importance that Valletta` 18 has contributed over that one year in the future.

The hypotheses questions which the researcher is questioning is weather the long-term impact of a one year changed the cultural perspective of the residents of Valletta; had the projects contributed to the cultural perspective. Moreover, the researcher will look into a more detailed literature review on Valletta` 18. To sustain the research, the researcher will be conducting 21 random questionnaire on the streets of Valletta and will be conducting interviews with the Valletta Cultural Agency. The researcher will organise two types of questionnaires which differ in their tone of speech since both the people and the departments are the be questioned.

## Chapter 2 Literature Review

Following the introduction, the literature review will give the reader a clear definition of what was the aim of the European Capital of Culture (ECoC) and even information of what has gone through the year of the ECoC. Nowadays, events are an important motivator for tourism, and are a popular figure in most destination's growth and promotional plans. The functions and impacts of scheduled tourism activities have been well established and are increasingly important to the competitiveness of the chosen destination (Getz, 2008). According to Getz, (Getz, 2008) states that in relation to the events, events management is a fast-growing specialist sector where tourists represent a potential audience for planned events. On the other hand, the tourism industry has become a key stakeholder in their success and attractiveness. Yet not all activities need to be tourism focused, since some get afraid of the possible negative impacts of implementing marketing orientation (Getz, 2008). Events have an important role to play, from community building to urban renewal, cultural development to cultivating national identities. When it comes to tourism it is not the sole partner or promoter (Getz, 2008).

### 2.1 Why Valletta?

Valletta is known as The Fortress City or Citta Umilissima, which signify "a city built by gentlemen for gentlemen" (Visitmalta.com, 2018). Valletta is home to various Maltese residents; it is a busy city and the administrative and commercial heart of the island. Valletta is titled after its founder, the Grand Master of the Order of St. John, Jean Parisot de la Valette. The magnificent fortress is built on the arid rock of Mount Sciberras, which has a structure of a peninsula. Valletta was built on a steep hill among two harbours, Marsamxett and the Grand harbour. The construction of the city initiated in 1565 following The Great Siege. It was fully finished 15 years later with its aesthetic bastions, cathedral, and forts. The most remarkable thing regarding the building of the city is that it was entirely built manually being that formerly there were no mechanical tools (Visitmalta.com, 2018).

In spite of the Valletta's history and cultural heritage it is known as a dynamic city with numerous amount of shops, offices, and café's. Such streets like Republic Street and other neighbour streets are a hub to a lot of activity during the day. Streets like the pedestrianisation of Merchants Street, has certainly increased the ongoing activities within the commercial hub. Valletta is Malta's national capital which makes it inevitably and the most important for national

and political events taking place within in its walls. After all, Valletta provides the Maltese citizens with a distinctive identity which links with our identity as a nation. According to John Ebejer (Ebejer, 2006), “Valletta`s main attraction is in its totality”. Since the introduction of the Foundation it has generated a lot of interest towards the capital city. According to Ebejer, it has become also evident that since the interception of the Foundation there has been an interest in what happens to Malta`s capital city (Why Valletta? 2006).

## 2.2 Valletta` 18 vs. the Culture of Valletta

The Valletta '18 Foundation`s purpose was to analyse the fact that there is a massive distinction in Buying Culture versus Generating Cultural Growth. The Valletta '18 Foundation, like any other European Capital of Culture (ECoC), had encountered various challenges when it came to develop a programme for Valletta as the ECoC as well as in the upcoming years. A lot of time and effort was put in the process of the ECoC as it was crucial for the development of the cultural events, being that it would significantly impact the individual's personal lives. The regeneration of the city should not be viewed only from an economic perspective but also from the perspective of the citizens' well-being by offering new developmental projects to alter the city's cultural structure and also by showing interest in the city's cultural offers (Cremona, 2017).

The strategic plan that was implemented between 2013 to 2015 for The Valletta 2018 Foundation led to the evaluation of the development vision. The development vision portrayed that “The overall vision of the Valletta 2018 Foundation is to make Valletta a great city” (Valletta 2018 Foundation 2013). The Valletta '18 Foundation intended to modify Valletta into a creative culture by improving the culture`s quality and by promoting the excellence of Valletta in the cultural and artistic aspect. The importance of excellence in Malta`s Economic Vision document 2014-2020 has been underlined as the only path that may aid in developing the cultural programmes of Valletta '18. Excellence was established to be the principle practice to be adopted with regards to the strategic planning of the programme and the superior performance hence why the ECoC programme is stretched across a period of a year. The length of one year will allow the programme to provide a more significant cultural contribution to the local citizens through the participation of the citizens and the development of the infrastructure (The Impacts of the European Capital of Culture: Final Research Report, n.d.).

This is beneficial for cultural planning, being that it will encourage the public to engage in cultural activities, as well as show appreciation towards the cultural initiatives. The title bid for the capital of culture may anticipate a dynamic vision that may attract the attention, interest, and inspiration of the public. Nonetheless, it may contribute to disregarding absolute social inequalities of the public when it comes to organising certain cultural activities and various social categories that are involved in the project of Valletta '18. This may limit the involvement of the public in such activities. The benefit of improving the image of the city through cultural efforts may lead to economic growth, yet the EU warns against the use of cultural objectives to maintain economic targets and achieve monetary gain (Garcia and Cox, 2013).

### 2.3 An insight of the Cultural impacts and perspectives during Valletta '18

Valletta is a point of attraction for visitors due to its history and the variety of shops that are present. In recent years Valletta has gradually increased the number of cultural activities organised due to the restoration of theatres and art galleries as well as due to the organisation of festivals. These organisations have brought various funds which were invested in enhancing the beauty and culture of Valletta . This study dramatically shows the impacts of Valletta '18 from a Cultural perspective. These impacts should not be overlooked as they signify the assets and the detriments of this event in promoting the Maltese culture. Researches and studies that were carried out on Valletta` 18 including the study regarding Culture and Territorial vibrancy, Governance and Finance, Community Inclusion and Space, The Tourist Experience and The Valletta Brand greatly impacted the residents of Valletta. Over the past eight years, Valletta has changed drastically as from that formerly Valletta that used to be a city that lacked entertainment and where at night, not a soul would be seen in the streets (Valletta2018.org, 2019).

The introduction of several boutique hotels, restaurants, and the restoration of various historic places in Valletta have attracted the eye of various tourists and Maltese citizens. The incorporation of the Valletta '18 programme has also influenced the increase in tourism. Reports from KPMG show that, Valletta` 18 has generated a total expenditure of € 325.13 million, which result in having a total output of € 511.86- 678.10 million and a total added value ranging from € 198.58 – 276.18 million (KPMG, 2020).

Valletta Foundation published the results that were gathered through surveys that were carried out concerning the perception of the cultural scene and the economic impact, as well as regarding the impact that the Foundation had on the cultural participation of the Maltese citizens. J.Micallef stated that about 200 events were organised since the inaugural ceremony, some events have given a maximum of 1,600 artists whom 1,000 of which were Maltese the opportunity to express their creativity. Since the ceremonial opening, which took place in December, around 110,000 people visited Valletta. Thus, the organisation of Valletta` 18 has contributed to attracting some of the most massive crowds that the capital city has ever encountered. National authorities have shown that the creative industry has increased the number of employees that are being employed. Statistics show that in 2014 only 8,000 employees were employed whereas in 2018 more than 12,000 employees were employed- 90% of these jobs stood in the hands of the private sector (Martin,2018). In fact, according to the KPMG (2020)`s Valletta cultural agency report, employment had seen an increase ranging from 6,400 – 8,300 on a fulltime basis, an increase of 2.73% on the direct and indirect employment of 2018 and a 3.32% on the total employment including the induced (KPMG, 2020).

#### 2.4 Events and Infrastructure Projects organized in Valletta

During the Valletta '18 Foundation, one was able to see that despite their insignificance Malta and Gozo are still significant areas which could be filled with vibrant stages of drama and art. This shows that these small island scenarios have already co-existed with the goings and comings offered by the harbours, and nowadays, it can be stated that these scenarios have walked alongside the international connections. The Maltese Islands are geographically located among two continents, Africa, and Europe, putting Malta in an exceptional situation. It allows Malta to host such diverse cultural celebrations throughout the year as European Capital of Culture. Malta is highly known for its celebrations, the brightness and exuberance that such ceremonies bring along with them (Cremona, 2017).

Similar to the Maltese feasts, the Valletta '18 Foundation demanded to have the same initiative, talent and enthusiasm. The Valletta '18 Foundation also required the collaboration of people of different social statuses, individuals who could give their time to contribute their passion towards the Valletta '18 cultural programme. The Valletta '18 Cultural programme commenced its events on the 20th of January 2018. Overall, a collection of over 400 events and 140 projects took place throughout the year of European Capital of Culture. During the

Valletta 2018 Programme investments were made in a substantial programme which required the participation of around 1000 international and local artists, performers, writers, designers, filmmakers, curators, and choirs. For the duration of the Valletta '18 Programme, international artists collaborated along with local citizens regarding the 2018 Programme. Throughout this period Maltese artists were also travelling to our twin European Capital of Culture at that time Leeuwarden in the Netherlands while other Maltese artists travelled to countries such as Japan, Cyprus, Poland, and Greece (Times of Malta, 2017).

The cultural sector invested 10 million euro to fund the 2018 Programme and to help orchestrate events and infrastructure projects. In the following section details concerning the events and the infrastructure projects which were held in Valletta are going to be discussed being that the research that was carried out was regarding the Analysis on the Culture of Valletta Residents. The infrastructure projects which took place in Valletta were Muza, Valletta Food Market, the Valletta Design Cluster, Strait street, and the Triton Fountain. Events that took place in Valletta were the Malta Fashion Week, The Valletta 2018 Opening Week, The Valletta Pageant of The Seas, Orfeo and Majnun, Antiporta: A Fading Negotiation, Shifting Contexts, The Full Wall- The Best of The Vertical Dance, The Film Making: Habbilni Ha Nirbah and The Hip Hop weekend (Times of Malta, 2017).

## 2.5 Infrastructure Projects

Following to the most 5 popular infrastructure projects, that have been under construction during the Valletta` 18 event. Nowadays these projects serve both the local and the foreign people when it comes to culture.

### 2.5.1 Malta National Community Art Museum

The Malta National Community Art Museum (MUZA) was the chosen name for Malta`s new museum of art. MUZA was a project which was assembled during the Valletta European Capital of Culture, 2018. The National Museum is distinctive from other museums being that it shares a common vision related to the Foundation objectives by promoting museums and arts as a tool for social community. MUZA is found at the Auberge D'Italia, this building dates back to the sixteenth century and used to serve as a residence for the Italian knights of the Order of St John. The museum of fine arts collection includes works of art and artefacts

created by the international artists, which are less known by the local community (MUŻA - Heritage Malta, 2020).

### 2.5.2 Valletta Food Market

The Valletta Food Market, which is also referred to as the covered market, was built in the 1860s during the period in which Malta served as a British colony. Throughout the years, the indoor market was still running, but only a few businesses remained operating in the market. The old market, which is situated in the heart of the Merchant Street in Valletta, has been recently restored to its original state. The overlooked gem has been restored to a central hub filled with activities. The reconstruction that was executed on the inside of the building serves as an inspiration for future projects, such as further restoration projects that ought to take place in the building. The restoration of this Victorian building was performed with respect to the achievement of Valletta as the future European Capital of Culture and as a World Heritage Site (About Us - Is-Suq Tal-Belt, 2020).

### 2.5.3 Strait Street

Strait Street is a historic street located in Valletta. Throughout the Valletta` 18 programme, Strait Street was well known for the exceptional activities that were organised concerning the themes of art and culture. During the Valletta` 18 programme, one of the aims was to restore Straight Street with life and culture. This was achieved through the different projects that were performed, which have aided Straight Street to become a hub once again for the organisation of creative activities and social life. Strait Street is 665 metres in length and 4 metres wide: making it the narrowest street in Valletta. Throughout this infrastructural project, the artistic director Dr. Giuseppe Schembri Bonaci and the Valletta 2018 Foundation has allied the cultural events and artistic activities along with all the bars, venues and restaurants who work in partnership with the School of Arts and Music, the University of Malta, MCAST, the museums, Manual Theatre and the Maltese Philharmonic Orchestra, as well as other recent bands. All of which were demanded to organise activities in Strait Street including seminars, talks, exhibitions, theatre productions, night events, direct meetings, and street acts (Strait Street: A brand name of art, culture and entertainment, 2020).

#### 2.5.4 The Valletta Design Cluster

The Valletta Design Cluster which is situated at The Old Abattoir which is referred to as il-Biccerija in Valletta, is an ongoing restoration and regeneration site, aimed to host the Valletta Design Cluster Facilities 2019. This society was assembled for the intention to organise cultural and creative activities. The concept of this Design Cluster is to aid artists to develop their vision, it also serves as a critical facility for learning, creating, networking, sharing ideas, projects, and ideas in association with several local and international stakeholders. The wide variety of locations surrounding the building are used as conference rooms and as an exhibition space. The conferences which were to be held are The Alley, the creative studios, The roof garden, The food space, The Co-working spaces, and The Artist in Residence Space (The Valletta Design Cluster, 2020).

#### 2.5.5 The Triton Fountain Square

Recent projects include the restoration of The Triton Fountain Square into a pedestrian area which amounted to 8.5 million euro. The general public can now appreciate the setting of the Triton Fountain: an ideal area to host significant events. The restoration of the Triton Fountain had brought with it several changes, such as the relocation of the public transport hub. The project of the Triton Fountain was completed just in time for the Valletta 2018 Capital of Culture. Now the fountain serves as a great venue to host other culturally, socially, and diverse events which will complement the city's history as well as its' cultural offers. Throughout the restoration programme of the Triton Fountain the benches, the city gate balconies and various lightning structures were modified and designed to be able to blend well with the project (Triton Fountain Square, Biskuttin area project estimated to cost €10 million - The Malta Independent, 2020).

#### 2.6 Events in Valletta

Following to the most 5 popular events, that have been organised during the Valletta` 18 event. These events served both the local and the foreign people with entertainment during the Valletta` 18 event which were based on the theme of the Maltese culture.



### 2.6.1 Valletta 2018 Opening week

The Valletta Opening Week which was held in Valletta from the 14th till the 21st of January began with a unique celebration of a traditional Maltese Feast to which the public, could attend and participate in the event. The exceptional entertainment, music and performances that were held in Valletta, as well as the street artists who helped in spreading the word regarding the Opening week of Valletta '18, drew the crowd to the heart of Valletta. Throughout this event, several exhibitions were held around the city in diverse venues, which were open for the public to visit (Valletta 2018 Opening Week, 2020).

### 2.6.2 The Malta Fashion Awards

The Malta Fashion Awards was one of the first events that was hosted in Valletta. The organisation of the Fashion Awards allowed talented individuals to express their creativity and participate in Malta's Fashion Industry. It has allowed them to manifest their work as well as permit them to celebrate the contribution towards the visual culture. Malta's Fashion Awards is one of the most exceptional organisations which portrayed Malta's Fashion Culture very well. Malta's Fashion Awards is still developing as a creative industry. It has given local fashion industries the chance to work in the international fashion industry (Malta Fashion Week, 2020).

### 2.6.3 Valletta Pageant of the Seas

The Valletta Pageant of the Seas was one of the successful events which was organised for the European Capital of Culture. The event was situated at the Valletta Grand Harbour. It has hosted a programme which was filled with various daytime activities including visual demonstrations, water acts, competitive races as well as night activities which included a diversity of colourful celebrations. The event took place on a public holiday on the 7th of June. During the event, the local communities took part in races, which involved racing specially designed vessels which were specially constructed for that particular event. After sundown, the atmosphere of the event had transfigured into a glorious event which involved lighting effects and fireworks (Valletta Pageant of the Seas, 2020).

#### 2.6.4 Full Wall- The best of vertical dance

The Full Wall event was choreographed by the Italian dance group, Il Posto. The event involved an energetic and dynamic performance inspired by the architectural features of Belt Valletta. A vertical dance involves the movement of bodies moving perpendicularly alongside a wall. The music that was played throughout the event was mainly selected for each show. It was also personalized according to the location, the electronics and the musical instruments that were being used (Full Wall – The Best of Vertical Dance, 2020).

#### 2.6.5 The Hip Hop Weekend

In the Hip Hop weekend event, artists from Malta, Japan and France had collaborated to give the audience a Hip-Hop performance. The Hip Hop weekend which took place at the Valletta City Theatre terminated on the 1st and 2nd of December. The weekend also included an Open Art Surgery. Throughout the week, workshops were organised presented by the successful Artistic Director of Breaking Convention, Jonzi D (The Hip Hop Weekend, 2020).

#### 2.7 The impact of the events taking place in the Capital City of Valletta

On the 24th of June 2018, the chairman of the Valletta 2018 Foundation, Jason Micallef was interviewed due to a few things that were stated by his colleagues, who spoke ill of Jason Micallef as well as questioned his position as chairmen. Malta Today published this article. The title of the article discussed if the Valletta` 18 chief has learned anything from the recent months of ongoing public debate. Throughout the Valletta` 18 event, drastic cases were occurring in Malta which have significantly impacted the Valletta` 18 event. Questions were asked to Jason Micallef, if the murder of the Maltese journalist Daphne Caruana Galizia has had an impact on the Valletta` 18 event, being that indiscreet political remarks were taking place throughout that year. Jason Micallef stated that the cultural sector in which he works in, believe in the freedom expression, and hence supported the protests that were being held in Valletta. In the article he was also asked, what he thinks of the significant achievement that Valletta` 18 had tilled that time of the year. Mr. Micallef responded by stating that the most significant achievement till then was the engagement of the public in Valletta 2018 programme in comparison of the previous five years (MaltaToday.com.mt, 2019).

Another article that was published on the 21st of May 2019 by the Independent, discussed whether the Valletta` 18 programme was successful. According to this article, specific individuals stated that Valletta` 18 has significantly aided in the rebirth of Belt Valletta. According to John Ebejer, (2019) the writer of the article much disagreed with this statement. He believed that the rebirth of Valletta was a process that took place for several years and even decades. The process of restoration of Belt Valletta has been ongoing since the nineties. The process was stimulated due to projects that were initiated in 2005. A few of the projects included the restoration of Fort St Elmo, the pedestrianisation of Merchants Street and Pjazza San Gorg. Since the restoration of these remarkable sites, it became clear that the authorities will continue to invest in restoring Valletta to the marvellous city that it is. Investments were made through the aid of the public as well as the private sector (Ebejer,2019) The Valletta` 18 Foundation brought with its other investments in commercial establishments involving the restoration of Strait Street amongst others. Despite these events which helped in bringing Valletta to life, some argue that there is now excessive evening leisure, and these are now causing inconveniences to the residents of Belt Valletta. Another dilemma was the pedestrian spaces which are being taken up by the restaurants and boutique hotels, for tables and chairs, which are incompatible with the historical context of Valletta (Ebejer, 2019).

In 2019, an article was published by David Hudson regarding the displeased residents of Valletta, due to the several boutique hotels that were being assembled in the capital city. Even though Malta's capital city, Valletta, was doing exceptionally well in the business sector throughout the year as European Capital of Culture, it was slowly losing its residents. This wave of change in the community has destroyed the city's residential character. People such as Micheal Deguara, Rene Magri and Marguerite Pace Bonello who are anthropologists, stated that the city had lost its soul after it became the European Capital of Culture and that it was no longer cost-effective to live in Valletta (MaltaToday.com.mt, 2019).

The researcher wishes to state that the research in the literature review was not at all times supported from articles, but also from new papers since not that much research was done with regards to the local's opinion and their response. Concerning future evaluations, several factors should be sought if more events were to take place in Valletta. Being that projects of the Valletta` 18 event is ought to progress until the year 2020, it has to be sure that everyone understands the importance of Valletta` 18 to the residents of Valletta. Organisers

and people should be aware of the importance of such an event and should not take this event lightly; thus, they must take into consideration the culture that our country and our city withhold.

## Chapter 3 Methodology

### 3.1 Review of Data Collection Methods

This chapter will explain in detail the chosen methodology in order to analyse the effect of Valletta` 18 on the culture of the Valletta residents.

The research is sustained with a number of semi-structured interviews which are conducted in order to discover whether the events have affected the culture of the residents of Valletta. Together with the aid of reports, books, journals and from the public perspective a set of 11 questions have been structured as semi-structured interviews to be asked to both the residents and different departments involved.

The characteristics of a semi-structured interview are that both the interviewer and the respondents can engage in a formal interview. Another characteristic of a semi-structured interview is that the interviewer develops a form of an interview guide with a list of questions and topics that have to be covered during the interview (RWJF - Qualitative Research Guidelines Project | Semi-structured Interviews | Semi-structured Interviews, 2020). According to Bernard (Bernard, 1988) a semi-structured interview is best used when one will not have more than one chance to interview the same person. Semi-structured interviews brings with them benefits such as allowing the respondents the freedom to express their opinions in their own terms and which allow the researcher with reliable and similar qualitative data (RWJF - Qualitative Research Guidelines Project | Semi-structured Interviews | Semi-structured Interviews, 2020).

The research conducted was gathered through the use of qualitative analysis. The advantage of a qualitative analysis is that, it will be giving a subjective response to analyse the value or perspectives of a company, given on non-quantifiable information, such as industry cycles, research and development strength and management expertise (Qualitative Analysis, 2020). When it comes to qualitative analysis, understanding the people and the company`s culture is crucial to qualitative analysis, also qualitative analysis deals with intangible and inexact information that might be difficult for the researcher to collect (Qualitative Analysis, 2020). Following this argument, in order to conduct the findings,

information will be gathered through semi-structured interviews. When carrying out the literature review, it was found that interviews were also conducted in the previous years. When it comes to gather research, it is important to make sure to not ask the same questions that were asked in the previous years. In all a total set of 11 questions will be constructed, concerning the past, the present as well as the future of the Valletta '18 Cultural event.

When conducting the semi-structured interview, the method of simple random sampling is to be used to ask the question to the residents of Valletta. Simple random sampling is a type of sampling technique in which each element in the population has the chance to speak up and a probability of being included in the sample. The chosen segment for the sample, are to be the Valletta residents. When it comes to simple random sampling a list of all the members of the segment chosen are prepared and then each member is then marked with a specific number after the sample (Simple Random Sampling: Definition and Examples, 2020). The residents of Valletta will be questioned about the yearly event of Valletta` 18. In all a total of 21 people are to be interviewed, including the Valletta` 18 Foundation Chairman, Dr. Jason Micallef and press secretary, Ms. Stephanie Debono.

After the data from the semi-structured interviews would be collected, an analysis on the questionnaires shall be done through a textual analysis (Appendix A). Textual analysis is a technique that includes interpreting the words, images and symbols found in texts to obtain knowledge about how people make sense and translate experience (Textual Analysis - SAGE Research Methods, 2020). After analysing in depth by using the tool of textual analysis, results shall be presented through the use of graphs.

Furthermore, following this methodology both primary and secondary data will be included. When it comes to the understanding on what is the difference between primary source and secondary sources, primary sources are first-hand sources of historical accounts of events produced by individuals during that time, such as personal stories. Such information can be found in visual recording or audio. Primary sources include journals, books and objects as an example which can be identified as those sources closest to the researcher`s information origin (LibGuides: Information For Students: What is the difference between Primary and Secondary sources?, 2020). On the other hand, secondary sources are closely related to and are mostly represented by primary sources. Such sources are records that have to do with information, for example secondary sources include articles and books of reference

(LibGuides: Information For Students: What is the difference between Primary and Secondary sources?, 2020).

### 3.2 Primary Data

In this dissertation the primary data was obtained from newspapers, articles, and the personal histories of what the Valletta citizens have experienced during Valletta` 18. During the interviews that will be conducted, the perspectives of the residents are to be observed whilst analysed using a textual analysis. The interviews will gather sufficient findings, to be included in the analysis. As part of the primary data the main priorities during this research are to be the residents of Valletta and the events that were held in Valletta. While carrying out this research, the interviewees are to be categorised into age groups. This is crucial when it came to research because this will provide an insight into each individual's expectations and experiences during the Valletta` 18 event. In this dissertation, descriptive research and facts will be gathered through observations that will be made when conducting the interviews. Descriptive research focuses mainly on explaining the nature of a demographic segment, not focusing on the “why” such things happen. In other words, it describes the research without asking “why” it happens (Descriptive Research: Definition, Characteristics, Methods, Examples and Advantages | QuestionPro, 2020).

### 3.3 Secondary Data

The Valletta` 18 Foundation website serves as part of the secondary research since it provides information about the Valletta` 18 event. Furthermore, to support the findings, the researcher is referencing from a book by Vicki Ann Cremona, which is called On Culture Mapping Valletta 2018, the Final report of Valletta` 18 and articles which were of great help when reviewing past literature.

### 3.4 Participants

Sample random interviews on the residents of Valletta will be conducted, and their answers are to be handwritten. The aim is for the majority of the participants to manifest similar ideas and opinions towards the events held in Valletta. Some of the participants might

be satisfied with the questions asked during the interview while others might get disappointed. The age gap of the participants that are to be interviewed ranges from 20 to 90 years old, giving the advantage to analyse the impact of the Valletta` 18 event on different age groups.

### 3.5 Interviews and Consent forms

Interviews are to be done in a form of a random simple sampling on the participants of Valletta. The interviews will be based on 11 questions which are to be based on how the Valletta` 18 event has affected the culture of the residents of Valletta. In all a set of 25 interviews are to be conducted. The answered questions of the participants will be all handwritten during the process of the interviews. All questions are to be based on the past, present and future of how Valletta` 18 has affected the culture of the residents of Valletta. The interview by Ms. Stephanie Debono is to be answered via email (Appendix B). On the other hand, the interview by Dr. Jason Micallef is to be answered via recording, which will then be included in the dissertation by a form of a CD (Appendix C).

During the process of the interviews that are to be conducted with Ms. Stephanie Debono and Dr. Jason Micallef, a consent form will be signed by both participants before they shall be interviewed. The consent form will provide the participant with the necessary information about the study. It is then after obtaining the participants` permission, that the information and data gathered from the interviews can be used.

### 3.6 Limitations to the study

Different limitations can be identified during the literature review process. As a source of the secondary research the literature review is very important for the research to develop this research study. During the literature review one of the limitations is that there will be a large amount of literature related to the Valletta` 18 events since it is an event which dates back to 2013. It is impossible to read and compare all the information that is provided. The lack of articles is another issue, since there is not enough information to analyse if the Valletta` 18 events have affected the culture of the residents of Valletta.



According to the methodology an interview to the Valletta council is to be made, but still they have not contacted or responded to the questionnaire. Another limitation during the simple random sampling is that not all participants are going to be Valletta residents. Some of the participants might only have experience with the business in Valletta, which might lack in answering certain questions about the culture of Valletta questionnaire.

Following in the next chapter is the results obtained, further discussed in the research analysis.

## Chapter 4 Research Analysis

This chapter will discuss in detail the findings of the research which were carried out from the qualitative methods used to analyse the hypotheses questions, whether the long-term impact of a one year changed the cultural perspective of the residents of Valletta; had the projects contributed to the cultural perspective. The chosen data collection has been analysed using textual analysis. All the samples from the carried questionnaires were written and discussed on a word document. As previously discussed in the methodology textual analysis is a technique that includes interpreting the words, images and symbols found in texts to obtain knowledge about how people make sense and translate experience (Textual Analysis - SAGE Research Methods, 2020). Graphs and tables found in Appendix C are used to illustrate the data extracted from the questionnaires.

### 4.1 Aim of Valletta` 18 Cultural Activities

The questionnaire started off by asking the residents of Valletta what was the aim of the Valletta` 18 cultural activities. The majority of the residents that were interviewed gave similar answers such as to attract tourists and catch the attention of the Maltese people. This is since Malta is one of the main attractions present in the Mediterranean Sea thus it attracts several tourists. On the other hand, tourism is one of Malta`s economy pillar to grow. Residents also replied by stating that the aim of such event was to spread and embrace the Maltese Culture and make Malta the prime focus. Those residents who had a business in Valletta stated that the Valletta '18 event aimed to increase commerce and business in Malta. Over the years, Malta aimed to attract several tourists in order to increase its business or economy.

The importance of excellence in Malta`s Economic Vision document 2014-2020 was underlined as the only path that may aid in developing the cultural programmes of Valletta` 18. Excellence was established to be the principle practice to be adopted with regards to the strategic planning of the programme and the superior performance hence why the ECoC programme was stretched across a period of a year (The Impacts of the European Capital of Culture: Final Research Report, n.d.).

The benefit of improving the image of the city through cultural efforts may lead to economic growth, (Garcia and Cox, 2013). From the interview that was carried out on Ms. Stephanie Debono states that the aim was to enhance the cultural, social, and economic factors in Valletta, as well as throughout the Maltese islands through collaboration, exchange, and innovative practice. With regards to Dr. Jason Micallef's interview, it was mentioned that Valletta` 18 would also create the negative side of it such as inconvenience. So basically, the Foundation wanted to explain all this to the Valletta residents, they wanted to be engaged and also to be part of it, not as spectators.

#### 4.2 Innovative Ideas

During Valletta` 18, the main aspects of the event were to generate innovative ideas for the Valletta` 18 cultural activities. In order to hold such incredible cultural activities, foreign and local artists were involved in the process of generating creative ideas. The majority of the residents that visited the activities organised during the event agreed that throughout the event, several innovative ideas were introduced and stated that several creative ideas were incorporated in the activities held.

Similar to the Maltese feasts, the Valletta` 18 Foundation demanded to have the same initiative, talent and enthusiasm. The Valletta` 18 Foundation also required the collaboration of people of different social statuses, individuals who could give their time to contribute their passion towards the Valletta` 18 cultural programme. During the Valletta 2018 Programme investments were made in a substantial programme which required the participation of around 1000 international and local artists, performers, writers, designers, filmmakers, curators, and choirs (Times of Malta, 2019).

Such argument can be supported from two participants from the Maltese Carnival organisation who were interviewed, expressed that the events held during the Valletta` 18 were rich in creativity. However, other residents expressed that they were disappointed that the events organised were a onetime event and further stated that such events should have occurred more than once throughout the day. Some interviewees argued that there were no

innovative ideas included in the organised activities, in fact, some stated that the events were not amusing, but they have aided the people psychologically.

Ms. Stephanie Debono stated that the cultural programme consisted of projects and activities for every member of the community, from young children, to the elderly and even people with special needs, and each project was unique and innovative in its own way. Dr. Jason Micallef stated that 6 to 7 years ago Valletta as a capital city of the island did not use to organise Christmas festivities. Not to mention that in Valletta there was not a huge national public square to celebrate New Year's event. With the potential of the cultural programme they introduced the first New Year's Eve celebrations way back in 2013 and the rest was history.

#### 4.3 Social Media

Throughout the Valletta` 18 event, social media platforms have contributed to the culture of Valletta to spread further and have also aided several businesses in the city. From the conducted interviews, it showed that most of the interviewees agreed that the utilisation of different social media platforms such as television, radio, and newspapers, was highly beneficial as they have attracted several individuals to Valletta. These social media platforms have also enticed several local people of individualistic talent to attend the activities held during Valletta` 18. The Valletta` 18 Foundation has done a fantastic job at programming this event, and some residents agreed that the aid of the Valletta` 18 Foundation Programme was necessary for organising the Valletta` 18 event.

Ms. Stephanie Debono stated that the Valletta 2018 Foundation's Facebook page was followed by over 40,000 people and was the Foundation's main social media platform for sharing updates on upcoming events, news, etc. during the European Capital of Culture year.

Dr. Jason Micallef stated that like any other huge project involving a European Capital of Culture, the Valletta` 18 Foundation needed to invest in huge communications, having a big unit made of 10-15 full time employees obviously tapping all sort of media not only to traditional media as in broadcasting radio, television, but mostly Facebook website social media, Instagram, twitters, and also investing a lot of visibility international wise with communications.

Dr. Jason Micallef also had an agreement with the Malta Tourism Authority like 2 to 3 years down the line where he used to attend and have a platform in every London Travel Market.

#### 4.4 Valletta` 18 Foundation

In the literature reviewed, a clear definition was given on what was the purpose of Valletta` 18 Foundation. The Valletta` 18 Foundation`s purpose was to analyse the fact that there is a massive distinction in Buying Culture versus Generating Cultural Growth. The Valletta` 18 Foundation, like any other European Capital of Culture (ECoC), had encountered various challenges when it came to develop a programme for Valletta as the ECoC as well as in the upcoming years.

However, several residents argued that along the year of events, Valletta` 18 did not execute its job well being that certain cultural aspects were no longer present. Some gave the example that in Strait Street, certain cultural aspects such as music have been lost since the termination of Valletta` 18 and they should have kept going on even though the event has terminated.

They also declared that more entertainment should have taken place during the Valletta` 18 period as well as following the termination of the event. Some residents argued that the Valletta` 18 Foundation did not take any actions regarding the sound pollution present in Valletta, which was disturbing several residents of Valletta. Hence, there was such an argument against the Valletta` 18 Foundation from the residents, Ms. Stephanie Debono and Dr. Jason Micallef have stated positive.

Ms. Stephanie Debono stated that the results from the final report shows what contribution did the Valletta` 18 Foundation which shows only the achievements. While on the other hand, Dr. Jason Micallef stated that, the Valletta` 18 Foundation also worked with other public entities like the Malta art council, such as Spazju Krejjativ, Teatru Manuel, the MFCC, the Malta Mediterranean conference centre and pjazza Tejatru Rjal. The reason being is that they also had already the culture programme prepared so they wanted to build on it, for the year 2018. Besides for the Valletta` 18 Foundation, having a special cultural programme holding 400 events, obviously Valletta 2018 created the vibe within the rest of the cultural

entities of the public cultural entities and for sure 2018 was a huge opportunity for them also to invest in their headquarters for instance Heritage Malta; one of the flagship events at heritage Malta had and delivered was the famous MUZA in the new Museum of Fine Arts.

#### 4.5 Expectations

According to an article in the Times of Malta, similar to the Maltese feasts, the Valletta` 18 Foundation demanded to have the same initiative, talent, and enthusiasm. The Valletta` 18 Foundation also required the collaboration from people of different social statuses, individuals who could give their time to contribute their passion towards the Valletta` 18 cultural programme (Times of Malta, 2017).

While conducting the questionnaires, the advantage was that several individuals of different age groups, ranging from 20-90 years old were questioned. Being that Valletta is so small in its size that there are very few spaces to hold such a massive event like Valletta` 18. Valletta` 18 has attracted several tourists from all over the world and has played a significant role in the success of several businesses in Malta. The majority of the residents stated that Malta had benefited a lot from the cultural activities organised in Valletta. The organisation of certain activities during Valletta` 18, have contributed to the restoration of areas such as Strait Street and the Food Market which have brought a new atmosphere to Valletta.

With regards to this question, Dr. Jason Micallef responded that the service conducted independently for obviously the local consumption. But their responsible as a Foundation was to conduct an independent survey that they had to send to the European Commission. Keeping in mind that holding the European Capital of Culture is a European Union project that is given to Malta every 14-15 years like the rest of the EU member States. As a Foundation they were obliged to respond to Brussels and one of the things that one has to do post any other European Capital of Culture is to carry independent results such as financials and project completions and where is all the share is sponsored. At the end Mr. J. Micallef stated that the numbers were impressive.

#### 4.6 Positive Attributes

The residents of Valletta stated that the organisation of such activities during Valletta` 18 allowed foreigners and locals to visit museums and historic places free of charge. Another main point which was pointed out by a resident was that Valletta has dramatically benefited from the Valletta` 18 event being that individuals started to visit Valletta in the evening as well, this was quite unusual as during the evening very few individuals used to visit Valletta. Nowadays, during the evening, Valletta is still being visited by several individuals; thus, Valletta is full of life throughout the day and night.

As already mentioned in the literature review, the introduction of several boutique hotels, restaurants, and the restoration of various historic places in Valletta have attracted the eye of various tourists and Maltese citizens. The incorporation of the Valletta` 18 programme has also influenced the increase in tourism. Reports from KPMG show that, Valletta` 18 has generated a total expenditure of € 325.13 million, which result in having a total output of € 511.86- 678.10 million and a total added value ranging from € 198.58 – 276.18 million (KPMG, 2020).

Ms. Stephanie Debono stated that Valletta benefitted from an increase in cultural activities which lead to an increase in tourism, the number of people visiting Valletta even after work hours, where-as before Valletta used to be empty at night up until a few years ago.

Dr. Jason Micallef had also stated that infrastructure is the most eye-catching result that one notices when comparing Valletta of 2013, 2010 and Valletta 2019. There was the completion of the Triton place, the restoration of the Triton fountains, the restoration and the building up of the St James ditch under the entrance of city gate, the restorations of many facades like the Gizwits church, the Palazzo Ferreria and Strada Stretta was giving back to life after 30-40 years of decay.

#### 4.7 Drastic Changes

Being that Valletta` 18 has altered various areas, research wanted to be discovered with regards to the changes if they have impacted the culture of the residents in Valletta. Some of the residents stated that they would not have changed anything from the activities held in

Valletta either because they did not care or because they were not aware of the projects held in Valletta.

Most of the residents stated that they would have reconstructed the Valletta gate entrance. Some also stated that it would have been better if they restored the old Valletta gate. Another resident stated that the only thing he would have changed was that he would have included more local artists being that most of the things were brought to Malta from abroad, hence there was lack of Maltese participation in the events.

Another change that the residents would have made was to provide more transportation as during the event; there were several problems regarding the transportation provided. They stated that the transport would have been beneficial for the public to use if there was less traffic and fewer changes in the schedule.

Ms. Stephanie Debono stated that this question is rather subjective and unfortunately, she was not in a position to answer. But she still commented that, of course there is always room for improvement and that is why the Valletta Cultural Agency has now been set up, to continue building upon the legacy of the Valletta 2018 Foundation. Dr. Jason Micallef stated that maybe he would have wanted to see more lifestyle events, healthy lifestyle events like what they had in mind was that instead they introduced it in 2018, the 5K run.

#### 4.8 Impact on Infrastructure

The cultural sector invested 10 million euro to fund the 2018 Programme and to help orchestrate events and infrastructure projects (Times of Malta, 2017). The majority of the residents declared that the impact of the development in the infrastructure has dramatically impacted Valletta by restoring several projects, which have brought the old city back to life. Some of the residents were confused being that several construction projects were ought to occur in Valletta since there are still several buildings which are left abandoned and are not being restored.

Another significant problem regarding the infrastructure in Valletta was the boom of several boutique hotels which were unexpected as many residents did not assume that



Valletta would be converted into a place that would be accommodating tourists. Residents also complained that the labour that was carried out on the infrastructure was without limit and there was no control over it.

Ms. Stephanie Debono stated that as a result of the improved economy and growth in Valletta, several businesses also invested in the restoration of their buildings as well as in the reopening of new ones – new shops, restaurants, and several boutique hotels. Dr. Jason Micallef stated that when one sees the numbers, mostly the investment capital projects where made from the government side, which amounted to over 100 million.

#### 4.9 Level of Quality

As stated in the Final Report, the length of one year will allow the programme to provide a more significant cultural contribution to the local citizens through the participation of the citizens and the development of the infrastructure (The Impacts of the European Capital of Culture: Final Research Report, n.d.).

Valletta` 18 has carried out various changes on the infrastructure of Valletta. Hence the opinion of the residents regarding the quality of the events was gathered. The majority of the people stated that the events were of exceptional quality, but some also stated they did not visit the events regularly being that they were not interested in the events held.

Dr. Jason Micallef stated that the Foundation had invested a lot in quality which was very important for them. The European Capital of Culture was a local celebration meaning that the cultural programme had to have a huge European dimension. When mentioning huge European dimensions, he meant that they could not be created by themselves, so they engaged international artistic directors whom, also happens to work in European Capital of Cultures of over the last 20-25 years.

One of the participants stated that one of the main concern with regards to the quality of the Valletta` 18 was that most of the people who did not bother to attend the event was due to the parking situation present during the event.

#### 4.10 Change in Culture Before and After Valletta` 18

Most of the individuals who participated in the interviews stated that during Valletta` 18 the culture of Valletta did not change, despite this the people of Valletta have changed significantly. One of the residents stated that nowadays, several individuals are visiting Valletta late in the evening.

One of the questions was now that Valletta' 18 has passed, are the residents of Valletta aware of the events and plans that may be held shortly and are they being informed by any sources of social media regarding the events held. The majority of the interviewees asked, all answered that they are informed through advertisements present on various social media platforms. Only a few of the individuals answered that they were not informed.

According to Dr. Jason Micallef, there was the change, audience wise which is one of the measurements that the Foundation investigated. Mr. J. Micallef also mentioned that the Foundation created a lot of interest to create a very good road map culture. Keeping in mind that if the country needed to look forward the Foundation needed to do invest more in the creative economy. To conclude the answer, he stated that he thinks that the Foundation has very good numbers compared to how the great economy was in 2013.

#### 4.11 After Valletta` 18

According to the participants, they are well aware about the events and plans that maybe held in the near future. Dr. Jason Micallef stated that Valletta 2018 was very important for Valletta and the Foundation had a very good regeneration of five years. The biggest success of every European Culture is the legacy, what you leave behind exposed.

Jason Micallef stated that Valletta` 18 Foundation was the right thing way before 2018. The Foundation started discussing with the government, giving propositions for post 2018 to carry on having continuity within the strong culture programme that the Foundation had projected for 2018. That is why the Valletta cultural agency was set up on the 1st April 2019.

In conclusion, all gathered research was very well meet from the residents of Valletta, Ms. Stephanie Debono and Dr. Jason Micallef. During this research it was noticed that some of the residents were afraid to answer to the questionnaire. In fact, several people have rejected to answer. With regards to the questionnaire that was conducted on Ms. Stephanie Debono, it would have been ideal if a face to face interview was done instead of answering by email. Overall, the event Valletta` 18 was a great one-year event which has not changed the culture of the Valletta residents.

## Chapter 5: Conclusions and Recommendations

In conclusion to this study it can be stated that the culture of Valletta has not changed within the residents of Valletta. The aim of this chapter is to summarise the conclusions extracted from the research study made on the subject with regards to whether the long-term impact of a one year changed the cultural perspective of the residents of Valletta and if the projects contributed to the cultural perspective. In this chapter the conclusion from the research methods will be discussed to compare and contrast the objectives from the introduction.

The objectives of Valletta` 18 were learning to deliver the absolute most of this grand event through the Maltese people. It is well confirmed that the Valletta` 18 Foundation has done all they could to make Valletta a new modern city. They have given life to such building like Strada Stretta with regards to infrastructure. But on the other hand, they have also organised big events like the pageant of the sea which was a big success for Valletta` 18. Dr. Jason Micallef stated that Valletta` 18 was a huge success which has increased its popularity around the globe.

Such problems were encountered during the process of the literature review were that there was a large amount of literature related to the Valletta` 18 events since it is an event which dates back to 2013. It was impossible for the researcher to read and compare all the information that was provided since not all the information was relevant to the title. The lack of articles is another issue, since there is not enough information to analyse if the Valletta` 18 events have affected the culture of the residents of Valletta. As a recommendation, further studies should be done on the culture of the Valletta residents, by organising focus groups which can be used as a market research method to gather further information, since not enough information is found on how Valletta` 18 has effected their culture.

Following to the interview with Dr. Jason Micallef, which was well equipped with information, has helped immensely the researcher to submit the analysis. Furthermore, the residents of Valletta were also very positive when carrying out the questionnaire on Valletta` 18. During the process of doing the research the author wished to interview further organisations such as the Valletta Council. Unfortunately, this opportunity did not happen since they did not contact back. While conducting the interview to Ms. Stephanie Debono, a

problem encountered was that she did not respond to the questions into much detail, but she gave instructions to follow the final report to answer the questions assigned.

In section 4.7, one of the problems which the residents of Valletta have remarked, was that during Valletta` 18 there was the problem of transportation since there was a lot of people visiting the event Valletta` 18. This issue was because a lot of people were going to the Valletta` 18 events. Further problems have been evolved directly from the capital city of Valletta, such as waste management. During the process of the simple random sampling some of the residents have also complained about the fact that waste was not picked up from the streets on time. Several issues include not enough space from where the cars can pass. With regards to this problem the researcher recommend that the council of Valletta would take care such issue which affect the residents and the business of Valletta.

As mentioned in 4.4 another problem with the residents of Valletta was that following the termination of Valletta` 18 more entertainment should have continued to take place in Valletta. Residents during the process of the interview have stated that the Valletta` 18 Foundation did not take any action with regards to the sound pollution present in Valletta. Another issue was when organising such huge events in Valletta. As a recommendation more research needs to be carried out, and one should be aware of the significance of the residents in the city. In further development projects, a researcher specialising in this field should be involved in order to identify the advantages and the disadvantages of such projects and activities occurring during the event.

As a further recommendation, the researcher feels that if one was to hold an event in Valletta, they should first carry out face to face interviews to the Valletta residents in order to identify what the residents would and would not hope to see in these events, as well as to establish what the demands of the Valletta residents are. The European Capital of Culture should list a set of objectives which would help them communicate well with the public and help them achieve their goals. The European Capital of Culture should not only be based on media or the artistic and cultural sector, but it should be based on a broader vision where one identifies if that form of culture fits in a specific segment in order to be successful. Mr Micallef is aware that in order to reduce the number of residents leaving the city, a balance needs to be maintained in the events taking place in Valletta.

In relation to the title, an analysis of Valletta` 18 from a cultural perspective, more studies could be developed in continuation to this work. The objective will be to find out if the future events in Valletta might be affecting the culture of the Valletta residents. This will maintain a good feedback in improving the events experience to both the local and foreign visitors, while benefiting from both a of socio and economic-cultural perspective.

## References

### Book Reference:

Cremona, V. (n.d.). On culture.

Cremona, V. Ann.2018. "Mapping Culture and Cultural Interaction in View of Valletta 2018 European Capital of Culture (ECoC)." Journal of Mediterranean Studies 10000.1: 1-13. Web.

Creative Europe - European Commission.2019. Malta's Valletta becomes Europe's Capital of Culture - Creative Europe - European Commission. [online] Available at:  
[https://ec.europa.eu/programmes/creative-europe/content/maltas-valletta-becomes-europes-capital-culture\\_en](https://ec.europa.eu/programmes/creative-europe/content/maltas-valletta-becomes-europes-capital-culture_en).

Heritage Malta. 2020. MUŻA - Heritage Malta. [online] Available at:  
<https://heritagemalta.org/muza-national-community-art-museum/>.

Independent.com.mt. 2020. Triton Fountain Square, Biskuttin Area Project Estimated to Cost €10 Million - The Malta Independent. [online] Available at:  
<https://www.independent.com.mt/articles/2016-08-01/local-news/The-Triton-Fountain-Square-and-Biskuttin-area-embellishment-project-is-estimated-to-cost-10-million-6736161827>.

Investopedia. 2020. Qualitative Analysis. [online] Available at:  
<https://www.investopedia.com/terms/q/qualitativeanalysis.asp>.

Is-Suq Tal-Belt. 2020. About Us - Is-Suq Tal-Belt. [online] Available at:  
<https://issuqtalbelt.com/about-us/>.

Issuu.2019. The Valletta 2018 Cultural Programme. [online] Available at:  
[https://issuu.com/thevalletta2018Foundation/docs/v18\\_programme\\_2018\\_lr/8](https://issuu.com/thevalletta2018Foundation/docs/v18_programme_2018_lr/8).

KPMG, 28 Feb.2020. Economic impact (example), Valletta: Valletta Cultural Agency.

KPMG, 28 Feb.2020. Stakeholder consultation: extracts, Valletta: Valletta Cultural Agency.

Legal-malta.com.2015. Data Protection in Malta - Legal Malta. [online] Available at:  
<https://www.legal-malta.com/articles/data-protection-in-malta>.

Maltachamber.org.mt.2019. Sustaining the Valletta 2018 effect. [online] Available at:  
<https://www.maltachamber.org.mt/en/blogs/94>.

MaltaToday.com.mt. 2018. Living up to expectations? | Jason Micallef. [online] Available at:  
[https://www.maltatoday.com.mt/news/interview/87774/living\\_up\\_to\\_expectations\\_jason\\_micallef#.XdBtjFf0nIW](https://www.maltatoday.com.mt/news/interview/87774/living_up_to_expectations_jason_micallef#.XdBtjFf0nIW).

MaltaToday.com.mt.2019. Stuff your boutique hotels: The pissed-off residents of Valletta's capital of culture. [online] Available at:  
[https://www.maltatoday.com.mt/arts/valletta\\_2018/94476/boutique\\_hotels\\_pissed\\_off\\_residents\\_valletta\\_capital\\_culture\\_malta?fbclid=IwAR2ZtvRAOkjZavg3pbLvDKy2VETd7uYqREPZxO\\_PX7U1IcBVvBITN2kiHOw#.XdBocFf0nIW](https://www.maltatoday.com.mt/arts/valletta_2018/94476/boutique_hotels_pissed_off_residents_valletta_capital_culture_malta?fbclid=IwAR2ZtvRAOkjZavg3pbLvDKy2VETd7uYqREPZxO_PX7U1IcBVvBITN2kiHOw#.XdBocFf0nIW).

Methods.sagepub.com. 2020. Textual Analysis - SAGE Research Methods. [online]  
Available at: <https://methods.sagepub.com/reference/the-sage-encyclopedia-of-communication-research-methods/i14636.xml>.

Pdfs.semanticscholar.org.2020.[online]Available at:  
<https://pdfs.semanticscholar.org/7867/d2fcbe661f403f7a533d0a470c7b6eae82c1.pdf>.

Qualres.org. 2020. RWJF - Qualitative Research Guidelines Project | Semi-Structured Interviews | Semi-Structured Interviews. [online] Available at:  
<http://www.qualres.org/HomeSemi-3629.html>.



Question Pro. 2020. Descriptive Research: Definition, Characteristics, Methods, Examples And Advantages | Question pro. [online] Available at:

<https://www.questionpro.com/blog/descriptive-research/>.

Question Pro. 2020. Simple Random Sampling: Definition And Examples. [online] Available at: <https://www.questionpro.com/blog/simple-random-sampling/#:~:text=Simple%20random%20sampling%20is%20a,as%20a%20method%20of%20chances.>

[20chances.](https://www.questionpro.com/blog/simple-random-sampling/#:~:text=Simple%20random%20sampling%20is%20a,as%20a%20method%20of%20chances.)

South EU Summit. 2018. Malta's Capital City Valletta Is Named A 2018 European Capital Of Culture. [online] Available at: <https://southeusummit.com/europe/malta/maltese-capital-valletta-gets-economic-boost-european-capital-culture/>.

[valletta-gets-economic-boost-european-capital-culture/](https://southeusummit.com/europe/malta/maltese-capital-valletta-gets-economic-boost-european-capital-culture/).

Times of Malta.2017. 400 events in 365 days: Valletta 2018 cultural programme launched.

[online] Available at: <https://timesofmalta.com/articles/view/400-events-in-365-days-valletta-2018-cultural-programme-launched.659013>.

Times of Malta.2018. Valletta 2018 in numbers: over 317,000 attend events so far. [online]

Available at: <https://timesofmalta.com/articles/view/valletta-2018-in-numbers-over-317000-attend-events-so-far.683384>.

TVM English.2019. Valletta 18 events with guidelines to reduce environmental impact - TVM

News. [online] Available at: <https://www.tvm.com.mt/en/news/valletta-18-events-guidelines-reduce-environmental-impact/>.

Um.edu.mt. 2006. Why Valletta? [online] Available at:

[https://www.um.edu.mt/library/oar/bitstream/123456789/27767/1/Why\\_Valletta.PDF](https://www.um.edu.mt/library/oar/bitstream/123456789/27767/1/Why_Valletta.PDF).

Um.edu.mt. 2019. Valletta 2018 : Was It Successful? [online] Available at:

<https://www.um.edu.mt/library/oar/bitstream/123456789/39593/1/Valletta%202018%20Was%20it%20successful.PDF>.

Valletta 2018.2020. Full Wall – The Best of Vertical Dance. [online] Available at: <https://valletta2018.org/cultural-programme/full-wall-the-best-of-vertical-dance/>.

Valletta2018.2019. Malta Fashion Week. [online] Available at: <https://valletta2018.org/cultural-programme/malta-fashion-week/>.

Valletta2018.2019. MUŻA: Making art accessible to all. [online] Available at: <https://valletta2018.org/infrastructure-projects/>.

Valletta 2018. 2020. Orfeo & Majnun. [online] Available at: <https://valletta2018.org/cultural-programme/orfeo-and-majnun/>.

Valletta 2018. 2020. Strait Street: A Brand Name of Art, Culture and Entertainment. [online] Available at: <https://valletta2018.org/infrastructure-projects/strait-street-a-brand-name-of-art-culture-and-entertainment/>.

Valletta2018.2020. The Hip Hop Weekend. [online] Available at: <https://valletta2018.org/cultural-programme/the-hip-hop-weekend/>.

Valletta2018.2020.TheVallettaDesignCluster.[online]Available at: <https://valletta2018.org/infrastructure-projects/the-valletta-design-cluster/>.

Valletta2018.2019. The Maltese public welcomes 2019 in Valletta. [online] Available at: <https://valletta2018.org/news/the-maltese-public-welcomes-2019-in-valletta/>.

Valletta2018.2019. The Valletta 2018 Cultural Programme. [online] Available at: <https://valletta2018.org/cultural-programme/the-valletta-2018-cultural-programme/>.

Valletta 2018.2019. Valletta 2018 Opening Week. [online] Available at: <https://valletta2018.org/cultural-programme/valletta-2018-opening/>.

Valletta 2018.2019. Valletta 2018 Opening: The journey as European Capital of Culture officially begins. [online] Available at: <https://valletta2018.org/news/valletta-2018-opening-the-journey-as-european-capital-of-culture-officially-begins/>.

Valletta 2018.2019. Valletta Pageant of the Seas. [online] Available at: <https://valletta2018.org/cultural-programme/valletta-pageant-of-the-seas/>.

Valletta2018.2020.Valletta 2018 Opening Week. [online] Available at: <https://valletta2018.org/cultural-programme/valletta-2018-opening/>.

Valletta2018.org.2019.[online]Availableat:<https://valletta2018.org/wp-content/uploads/2016/03/The-Impacts-of-Valletta-2018-compressed.pdf>.

Valletta2018.org.2019. [online] Available at: <https://valletta2018.org/wp-content/uploads/2017/03/Theme-1-2015-Cultural-Territorial-Vibrancy.pdf>.

Valletta2018.org.2019. [online] Available at: [https://valletta2018.org/wp-content/uploads/2017/03/Theme-3-2015-Community-Inclusion-Space-Cover\\_v4.pdf](https://valletta2018.org/wp-content/uploads/2017/03/Theme-3-2015-Community-Inclusion-Space-Cover_v4.pdf).

Valletta2018.org.2019. [online] Available at: <https://valletta2018.org/wp-content/uploads/2017/03/Theme-4-2015-The-Tourist-Experience.pdf>.

Valletta2018.org.2019. [online] Available at: <https://valletta2018.org/wp-content/uploads/2017/03/Theme-5-2015-The-Valletta-Brand.pdf>.

Valletta2018.org.2019. [online] Available at: <https://valletta2018.org/wp-content/uploads/2017/03/Governance-Finance-Theme-2-2016.pdf>.

Valletta2018.org.2019. [online] Available at: <https://valletta2018.org/wp-content/uploads/2017/03/Community-Inclusion-Space-Theme-3-2016.pdf>.

Valletta2018.org.2019. [online] Available at: <https://valletta2018.org/wp-content/uploads/2017/03/The-Tourist-Experience-Theme-4-2016-1.pdf>.

Valletta2018.org.2019. [online] Available at: <https://valletta2018.org/wp-content/uploads/2017/03/The-Valletta-Brand-Theme-5-2016.pdf>.

Valletta2018.org.2019. [online] Available at: <https://valletta2018.org/wp-content/uploads/2019/03/Summary-booklet-no-bleed.pdf>.

Valletta2018.org.2019. [online] Available at: [https://valletta2018.org/wp-content/uploads/2017/03/Evaluation-Monitoring-A5\\_WEB\\_v2.pdf](https://valletta2018.org/wp-content/uploads/2017/03/Evaluation-Monitoring-A5_WEB_v2.pdf).

Valletta2018.org.2019. [online] Available at: <https://valletta2018.org/wp-content/uploads/2019/03/Final-Report-2018.pdf>.

Valletta2018.org.2018. [online] Available at: <https://valletta2018.org/wp-content/uploads/2019/03/Annual-Report-2018-Theme-4.pdf>.

Visitmalta.com.2019. European Capital of Culture 2018 - City of Valetta | Visit Malta. [online] Available at: <https://www.visitmalta.com/en/european-capital-of-culture-2018>.

Visitmalta.com. 2019. Valletta - Capital City of Malta - Information on Valletta | Visit Malta. [online] Available at: <https://www.visitmalta.com/en/valletta>.

What is Literary Research? - Definition & Strategies. (2017, June 19). Available at:  
<https://study.com/academy/lesson/what-is-literary-research-definition-strategies.html>.

Appendix A  
Questionnaire for the local and department individuals.

1. What was the aim of the Valletta` 18 cultural activities?

---

---

2. Do you think that there were innovative ideas in the Cultural activities held in Valletta?  
If so, what were they?

---

---

3. Do you think that the effect of the social media helped the culture of Valletta?

---

---

4. Local: Why do you think that there was the need for the Valletta 2018 Foundation for the preparations of Valletta` 18?

---

---

Departments: Do you think that the Valletta 2018 Foundation had an impact on the culture of Valletta?

---

---

5. Do you think the activities held by the Valletta 2018 Foundation meet the expectations of the residence in Valletta?

---

Take age perspective: \_\_\_\_

6. How do you think Valletta the capital of Malta has benefit from the cultural activities organised in Valletta?

---

---

7. What changes would you have made regarding the projects and the activities held in Valletta?

---

---

8. In what ways did the Valletta 2018 Organisation impact the development of the infrastructures?

---

---

9. In your opinion, what do you think about the quality of the events that where held during Valletta` 18, in Valletta?

---

---

10. Do you think that there has been a change in the Culture of Valletta before and after Valletta 2018 took place?

---

---

11. Local: Now that Valletta 2018 has passed and that there is the agency for Culture in Valletta, are you aware about the events and plans that maybe held in the near future?

---

---

Departments: Now that Valletta 2018 has passed, do you think that it will be important for the future of Valletta?

How are they informing the public regarding upcoming events for the future?

---

---



Appendix B  
Residents Answers to the Questionnaire: Textual Analysis

Questionnaire on Valletta 2018:

Research questionnaire was asked on the 17/06/2019 and the 20/06/2019 regarding the research that I am conducting for my thesis on the Valletta` 18 analysis related to the culture of Valletta.

**Interview 1: One person interviewed**

1. According to this person the aim of Valletta` 18 was to expose more the Maltese culture, to make Malta the centre of attraction and to make Malta well known for those people who has never heard of Malta.
2. This person things that there were innovative ideas related to the activities that were held in Valletta and the most innovative idea was the large amount of creativity that there was during the Valletta` 18.
3. The effect of social media according to this person has affected a lot the culture of Valletta, it has given to opportunity to bring more people to visit the capital city of Malta and the activities has brought further-more people of certain talent to the Capital of culture.
4. According to this person the need of Valletta 2018 Foundation was well in need for the programme of Valletta 2018 to take place, Valletta 2018 Foundation took care everything related to the activities during the Valletta` 18, but this person things that there should be done something more such as more activities during the year not just only once in year.
5. According to this person he/she things that the expectations were reached to the residence of Valletta and he/she things that the residence had more fun during these such events. Average Age perspective was 40
6. This person thing that Valletta the capital city of Malta has benefit a lot from the cultural activities in Valletta, infect he/she things that with the help of Valletta` 18 there was a lot of restoration on buildings such as Strada Stretta and is-Suq tal-belt. He/she has stated

that before the Valletta 2018 took place the Capital city of Malta was dead in activities and projects taking place in Valletta.

7. According to this person the changes that he/she might have made regarding the projects and activities held in Valletta, was that he/she might have introduced more the local Maltese talent to take part in the Valletta` 18 events.

8. According to this person the Valletta 2018 organization has impacted the development and infrastructure by doing a lot of restoration to a large number of projects, it has impacted the capital city in a good way, and it has given life again to old building.

9. Regarding to his/her opinion the quality of events that where held during Valletta 18 were very good and at good level, events where made professional regarding the fact that Malta lacks a lot from its resources but the is person suggests that he/she does not argue.

10. According to this person there has been a big change regarding the culture of Valletta before and after, changes to the best of Valletta, Valletta 2018 has brought a lot of business, this person has stated that nowadays from 10 pm onwards more people are visiting Valletta, were as before one would not see any person at the time of 6pm onwards. After all it was the aid of Marketing that has made the change.

11. According to this person the Valletta agency for culture is still informing the residence on the events and plans that are being held in Valletta. The most informing way is by advertising, advertisement is the way on how the residence of Valletta are being informed on the events and plans held in Valletta.

## **Interview 2: Two persons interviewed**

1. According to these two persons the aim of Valletta` 18 was to bring more tourists, commerce, business and the make a name for Malta.

2. According to these persons the most innovative ideas towards the activities in Valletta were that there was more creativity in the events that were held in Valletta. Infect both persons that were asked during this questionnaire were fond and participants of the Carnival in Malta and they have stated that the level of creativity towards the events where high in creativity from the local and foreign artists.

3. According to these two persons the effect of social media has affected a lot the culture of Valletta, infect it has attracted a lot of foreigners to visit Valletta and it has given the chance for Malta to get well known abroad.
4. According to these two persons they think that the need of Valletta 2018 Foundation was a lot because if there was not Foundation there would not have been nothing organised and programmed.
5. According to these people they think that the activities has met the expectations of the residence in Valletta, infect they have said that the activities has given the chance for Valletta to be visited by more people and there have been no controversies regarding the residence of Valletta. Average Age perspective was person 1: 25 and person 2: 28
6. According to these two people Valletta the capital city of Malta has benefit from the cultural activities organised in Valletta, by seeing chances in the building of Is-Suq tal-belt and Strada Stretta and Valletta` 18 has seen a lot of people especial foreigners visiting museums and historic places with the aid of Valletta` 18.
7. According to these two people, the changes were not expected as they have been expecting, infect of the persons has stated that he/she was against the construction of how the entrance of Valletta was built, infect he/she has stated that it would have been good if they have restored the old Valletta gate. The other person has stated also that the old butcher of Valletta should not be turned to officed, but it would have been great if it was turned to a museum bout the old butcher of Malta. Another thing that these two people would have changed was the fact that they would have introduced more the local artists because everything was brought from abroad and there was a lack a Maltese participant.
8. According to these two people the organisation Valletta 2018 has made a lot of renovations regarding to infrastructure and development during the Valletta 18 programme, but they still thing that more work needs to be done , in fact they have stated that restoration towards the building Valletta should be take care of since that there are a lot of buildings which are let abundant and rejected by the public.
9. In their opinion these two persons have stated that the quality of events that where held in Valletta had been very good and professional.
10. According to these two people they would have expected more residence from Valletta to interrogate with the people and events that were made in Valletta, and it has affected for sure the number of people visiting Valletta from before Valletta 2018 and after Valletta 2018.

11. Yes, according to these two people they think that they are being informed very well both from the business that there is in Valletta and also to the residence of Valletta. The agency is keeping to people very well informed on the events that might take place in Valletta by the means of social media, posters, and flares on the streets.

### **Interview 3: Four persons interviewed**

1. According to these people the aim of Valletta` 18 cultural activities where to attract and make Valletta the Capital of Europe of culture.

2. According to these four people Valletta 2018 Foundations should have done more regarding the innovative ideas, during the Valletta` 18. They have stated that the events where more of a onetime event, infect they have suggested that the events should have been contentious all the time from day till night every day. During the Valletta` 18 the events where all time going on, but now they have been reducing and according to these people Valletta 2018 should have done more since there was a lot of money involved for the Capital of culture. At least they have suggested that once a week they organise an event for the public to enjoy.

3. Yes, the effect of social media has affected a lot the culture of Valletta, because it has increased the popularity of Valletta.

4. According to these four persons the Valletta 2018 Foundation did not do its job really good, because of the fact that they have said that according to them in Strada strata for example there was not culture going on such as the music, according to them there was no music going on and at that point there should have been more entertainment. The Foundation Valletta 2018 was obviously important for organising and taking care of Valletta` 18, put now that Valletta 2018 has finished the Foundation has also stopped. According to these persons they have criticised about the fact also that Valletta 2018 Foundation has not been taking care about the sound pollution towards the residence of Valletta, in fact they have pledged that there should have been work going on during the night because the work was interrupting the people of the streets.

5. Yes, they have said that the activities have met the expectations of the residence in Valletta and they have suggested to continue doing so, but they have said that regarding the fact that Valletta is so small in its size there are not too much spaces to hold a big event. So, the biggest liability for Valletta was that it is small for such big events to attract a large number of people. Average Age perspective: 40 /50 /60 /60

6. According to these people, yes Valletta has benefit from Valletta` 18 since a lot of boutique hotels, restaurants and bars has been new opened.
7. According to these four people the changes that they would have made are that they would have introduced more night clubs and entertainment inside the Capital city.
8. According to these people Valletta` 18 has given the life again to a lot of abandoned building that where not in use before and now with the help of Valletta 2018 they have been reopened.
9. These people thing that the level of events where very good, in fact they have said that Valletta 2018 Foundation has spent a lot of money but the only problem to these events was the situation of parking.
10. According to these four people there was no change the mentality has not been changed and they have said that not has changed from before and after Valletta 2018 took place.
11. Yes, they have said that they are being informed all the time, especially by social media, since they all watch the TV.

#### **Interview 4: Two persons interviewed**

1. According to these two persons the aim of Valletta` 18 was mainly the spectacles that were held here in Valletta such as the events and projects that had been held in Valletta.
  2. Yes, according to these people the most innovative ideas where the events by night, such as for example the City by night which was held next to the triton fountain.
  3. Yes, they think that the effect of social media has affected the culture of Valletta.
  4. Yes, they think that Valletta 2018 Foundation was well in need for the Valletta` 18 events, they have issued the fact that since the Valletta 2018 took place now people are visiting Valletta beyond 6pm, whereas before it was not normal. One person has also issued that the Foundation has done really good to arrange and reorganise the Rjal theatre, which he thinks that it was the best think ever done, instead of the parking that there used to be before.
  5. No, they think that the residence of Valletta where waiting for something more because of the fact that there was the call for Valletta being the European capital of culture.
- Average age perspective: 50 / 40

6. They have said the yes Valletta has benefit but only a few because they have said that the expectations were not reached.
7. The changes that they have seen were that there was a lot of marketing involved but there has been a lack of culture involved in each project and activity. They have said that the Foundation and the organisations has only think about their own and they have not shown any values towards the Valletta residence.
8. They have stated that the Valletta 2018 organisation had a good impact on the development and infrastructure.
9. They think that the quality where very good and perfect in quality.
10. According to these two persons there has been no changes but they have stated that the changes should be in the departments such as the people should consider the problems and troubles that they have caused to the residence of Valletta, such as the air pollution since there was a lot of construction going on, the bridge has an also a defect cause it holds water a lot the time that it rains and the bolts of the bridge are of a danger to the people that pass on it. There are some of maintenance that needs to be doe the streets also, such as the pipes and drains that pass from the streets of the merchandise.
11. For the last question they have stated that no there is not a good marketing going on.

#### **Interview 5: One person interviewed**

1. The aim of Valletta` 18 cultural activities according to this person it was the point to make Valletta the capital of Malta better than it was before.
2. The innovative ideas that has struck this person during the Valletta` 18 event was that there was a lot of cultural activities , music and shows going on.
3. Yes, according to this person social media has affected the culture of Valletta.
4. According to this person the need for Valletta 18 was obvious because without a Foundation the Valletta` 18 would not have been able to be pulled off.
5. Yes, this person thought that Valletta 2018 Foundation has met the expectations of the residence 100% , infect the person has instead that there has been a lot of material to watch especially in Strada Stretta which was at its best, full of events. Average age perspective 60

6. The capital city of Malta, Valletta has benefit from the event of Valletta` 18 because as everyone one knows in Valletta it was unusual to see any people at the timing of 6pm in the evening, whereas nowadays since Valletta 2018 took place after 6pm there is always entertainment going on in Valletta.
7. According to this person the changes that she would have made are in the construction sites, in the street called Strada San Pawl which the individual has mention that there needs to be done work.
8. The Valletta 2018 development and infrastructure project has left an impact on some building which have been restored but still there has to be done more cause there are still a big majority of the buildings which have not been restored at all. The person has mentioned also that the boom of Boutique hotels in Valletta was unexpected as many residents where not expecting Valletta would be turned to a tourism accommodation.
9. In the persons opinion the quality of the events where aesthetic.
10. According to this person the change that has been made throughout Valletta` 18 was that the people of Valletta started to obey to rules of how to separate the domestic waste.
11. Yes, the only way that this person d being informed is by the use of social media such as Television and Radio.

#### **Interview 6: Two persons interviewed**

1. According to these two people the aim of Valletta` 18 cultural activities was to expose more the Maltese culture.
2. Yes, they have said that the most innovative ideas that the cultural activities had, was the amount of creativity that they were created with.
3. Yes, they thought that social media brought a lot of people and which the activities brought more.
4. The need for Valletta 2018 Foundation has been there because they took care of everything that was going on in the event of Valletta` 18 and they have suggested that there should have been done more, according to them.
5. Yes, they have stated that the everyone, including the residence in Valletta had fun and they really loved the events that were held in Valletta. Average Age perspective 60 and 50

6. According to these two people Valletta has benefited a lot from the cultural activities that were held in Valletta. Benefits such as restoration of buildings and activities. They have also stated that Valletta before was dead, now a day it has become to life.
7. The changes that they have suggested were that they would have included more Maltese artists or personalities to the projects and activities.
8. The Valletta 2018 organisation has left an impact on the building to be restored, which they have stated that it was very good and which they have given again a life to the buildings.
9. In their opinions they were very good, at a good standard, but they have stated that although that Valletta lacks from resources still the residence of Valletta does not complain regarding the lack of resources towards the events.
10. Yes, to the best of Malta, the culture of Valletta has changed in bringing a lot of commerce and also, they have noticed a change regarding the people visiting Valletta which, since Valletta` 18 took place, from 10 pm onwards more people have been visiting Valletta. It has brought more people and which it was with aid of marketing.
11. YES, they do by advertising.

#### **Interview 7: Two persons interviewed**

1. The aim of the Valletta` 18 cultural activities was to attract more tourists and also for the Maltese.
2. Yes, they have said that the most innovative ideas that the cultural activities had, was the amount of creativity that they were created with.
3. Yes, according to these two people the effect of social media has shared the news of Valletta being the European capital of the year. Also, with the aid of social media there has been a large number of restaurants and boutique hotels opening.
4. The need of the Foundation Valletta 2018 was to organise the event Valletta` 18 which during the event there was the need of a community. But on the other hand, they have stated that still the Foundation has not been looking for the needs of the people.
5. Yes, they think that the expectations have been met, which were 50%/ 50% which on the whole they have stated that they have not been affected by the events. Average age perspective: 60 and 70



6. The capital city has benefit from the cultural activities by increasing its popularity around Europe and has become more popular.
7. The changes that they have propose where that there should organise more band events, to be played in the morning but not late and they should draw more sketched to continue the event of Valletta` 18 around Valletta and all Malta.
8. These two people have argued that they have not liked the impact of development and infrastructure. Infect, one of them has stated that the job that was done on the infrastructure was without limit and there was not control over the infrastructure. The other one has stated that there are a large number of restaurants in Valletta that now they are placing tables everywhere and which some of them they are in the middle of a walking passage of an emergency exit. Some of the restaurant are next to elderly apartment, which infect it will make it a hazard for the elderly people to pass or else to go the hospital in case of an emergency.
9. According to one of the persons he has stated that he has not visited that much the events that where held in Valletta, but the he still gave a 7/10 because he has still followed some of the events on the Tv. On the other hand, the other person has stated that suppose the events where there to amuse the people, but they were not, infect he has insisted that there should have been more activities related to the culture of Malta.
10. No, they have stated that changed, they have stated that no one has not really talked about it, while the event was going on in Valletta, No one in Valletta was amused or saying how exciting it was, it seemed like it was like a normal event for the residents of Valletta as usual.
11. According to these two people they have said that no they are not being informed, only by the means of social media.

#### **Interview 8: One person interviewed**

1. The aim of Valletta` 18 cultural activities was to bring more people, people like tourists and Maltese.
2. No, the person has stated that she has not hear anything new, infect this person has stated that there was nothing that the people where amused about.
3. Yes, social media has brought a change to the culture of Valletta.

4. Yes, this person has state that the need for Valletta 2018 Foundation was in need for this event to be organised in Valletta.
5. Yes, according to this person the activities that where held in Valletta has met the expectations of the residence in Valletta. Average age perspective: 90
6. According to this person he/she has not heard no one talking about the activities that where held in Valletta, so according to this person the capital city has not benefit from the cultural activities organised in Valletta.
7. Nothing, because of this person ability it was not easy for his/her to visit the events held in Valletta. But according to this person there was still every availability from the Valletta 2018 Foundation for all those elderly people or disable people to visit the events.
8. Yes, according to this person Valletta 2018 organisation has left an impact on the buildings in Valletta.
9. According to this person she/he does not know because this person has not visited any events and she/he has stated that there was nothing outstanding from the events.
10. No, according to this person there was not a lot of a change.
11. Yes, by the means of the social media.

#### **Interview 9: Two persons interviewed**

1. The aim of Valletta` 18 was to bring more tourists, commerce and to give a spin to the Capital city of Malta, Valletta.
2. According to these persons there where not that much of innovative ideas but psychological it helped.
3. Yes, they think that the effect of social media has helped the culture of Valletta.
4. Yes, they have stated that the Foundation was very important for Valletta` 18.
5. The residence did not really care, because they were not involved in the events that where held in Valletta but regarding to business in Valletta it has helped lot. Average Age perspective: 40 and 60
6. Yes, according to these people there has been an upgrading in the facilities of Valletta.
7. No, according to these two individuals they would have not change anything.

8. The Valletta 2018 organisation, according to these two persons it has left an impact psychologically, infect they have stated that the buildings are costing more when it comes to buying or renting.
9. According to these two people they have expected more to be organised, the quality was weak.
10. Yes, they think there was a big change since a lot of boutique hotels and coffee shops have opened.
11. Yes, by social media.

#### **Interview 10: Two persons interviewed**

1. The aim of the Valletta 18 cultural activities was to bring Valletta back to what it was before, popular for the people who comes from outside of Valletta such as tourists and local people.
2. No, according to these people there was no innovative ideas held in the cultural activities of Valletta.
3. Yes, according to these people the effect of social media has helped the culture of Valletta to be shared by everyone and it has given so much opportunities for those people to visit museums for free and also to use transport for free, which one could use on their way the an event.
4. The two people thinks that the need for a Foundation is useful, although they have thought also that there might have been people within the organisation which they have done nothing towards the residence of Valletta and its people.
5. According to these people they do not thing that the activities have met the expectations of the residence in Valletta, infect of the persons have said it was more the football that has affected the residence of Valletta. For the residence of Valletta, it seemed to be a normal thing for them to have an event at all times, so they seem to be normal for them as always to have an event in Valletta. Average age perspective: 60
6. Yes, according to these two people the Capital city has benefit, because with the cause of Valletta 18, more restaurant has been built and boutique hotels.

7. The changes that these two people would have made was the problem with the transport. They would like if the transport was beneficial for them to use, such as less traffic and a change in the time schedule.

8. According to these two people the Valletta 2018 organisation did not impact that much the development and infrastructure of Valletta because the residence of Valletta did not really care about the events that had been held in Valletta.

9. According to these people the level was high, in fact they have given the events a scale of 8 out of 10.

10. No, they think that there has been no change regarding to culture, but the only thing that bothers the residence of Valletta is the collection of waste, as many people criticise because of the fact that the waste track collects garbage early that some people won't have time to get it out on time.

11. No, never.

#### **Interview 11: Two people interviewed**

1. The aim was to bring more tourists, according to these two people they think that is the most important thing for Malta to bring more tourists, which makes it more important for the capital city.

2. Something innovative there will always be according to one of the people, in fact she/he has suggested that the opening was one of the most astonishing scenes, it was something that they have never expected to see.

3. A lot, in fact these two people has stated that social media is very important, even for those who are abroad they would know, in fact of the persons has stated that her family from Australia they would now more information than his/her inside Valletta

4. It is obvious that there has to be a Foundation, or else who is going to organise all those events. Yes! The Foundation Valletta 2018 was were important. In fact of the persons insisted that these preparations have to start from before in time.

5. One of the persons has jumped on the question, and he/she has stated that; No! they did not like the cultural activities at all. On the other hand, the other person has stated that the activities were not for the Valletta residence, but it was for the Maltese people and the tourists. More-over she/he has stated that there has been a lot of noise and a lot of hassle

regarding the parking, but on the whole they have said they yes you would have fun overall. After all it was for the benefit of the Maltese country, so have added that they had to stay patient. Average age perspective: 60/ 60

6. According to these people they have stated that there are a lot of people who visit Malta for culture and a lot of people who likes the culture. A lot of people admire the amount of culture that Valletta with holds. So, Valletta has benefit from it culture and history. In addition, they have state that they have benefit also as a residence of Valletta.

7. No, nothing they would have changed nothing, everything was perfect according to these two people.

8. They have improved a lot, because building have been renovated and structured very well, but they have stated that for the residence of Valletta it was quite a pain because Valletta was always full with construction cranes, there has been a lot of noises coming from the neighbours, and has caused a lot of problems.

9. Yes, they have said that the activities were of a high level.

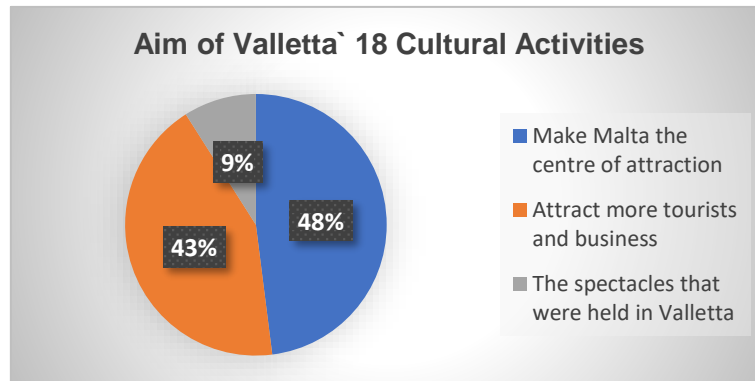
10. The culture has stayed the same, but people has changed a lot, people has entered inside Valletta, such people who have a profession of an advocate or an architecture

11. No, they have stated that they are not being informed at all.

## Appendix C

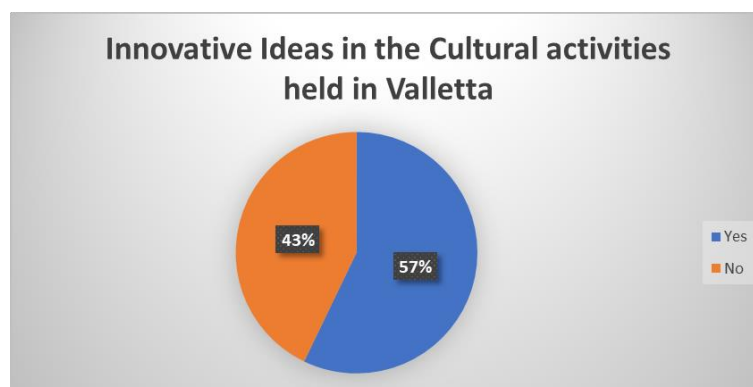
### Results from interviews presented through graphs

#### 1. What was the aim of Valletta` 18 Cultural activities?



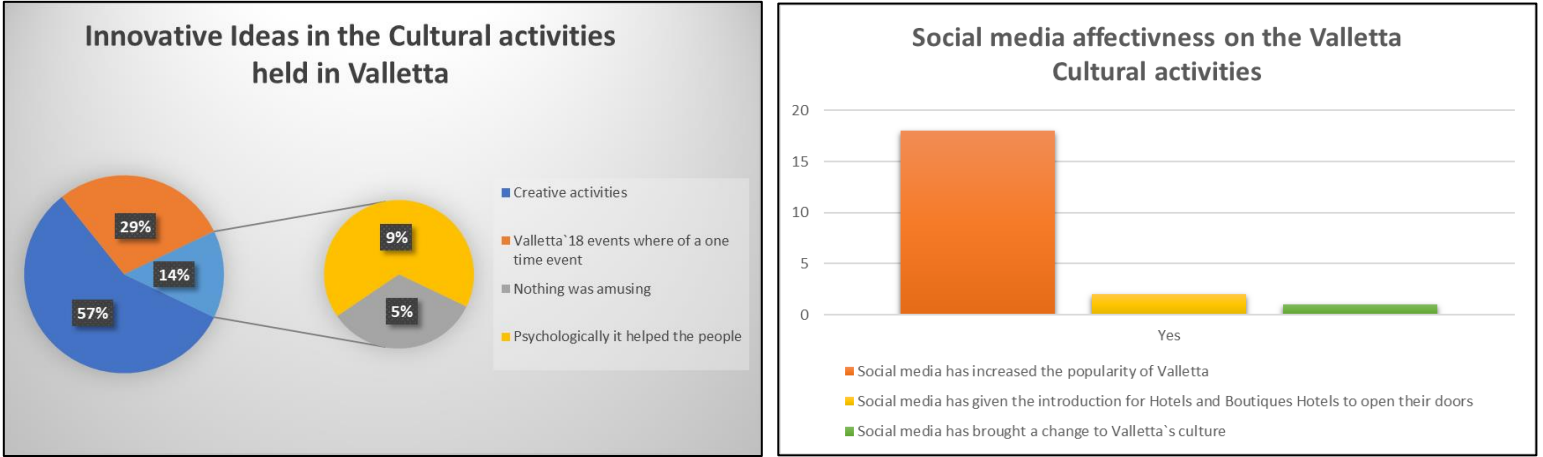
According to this research it seems like that the majority of the residents being asked has said that Valletta` 18 has made Malta the centre of attraction, and it has been a good contribution for Malta to attract tourism and business. Only 9% of the residents has said that the aim of Valletta` 18 were the spectacles that were held in Valletta.

#### 2. Do you think that there were innovative ideas in the Cultural activities held in Valletta? If so, what were they?



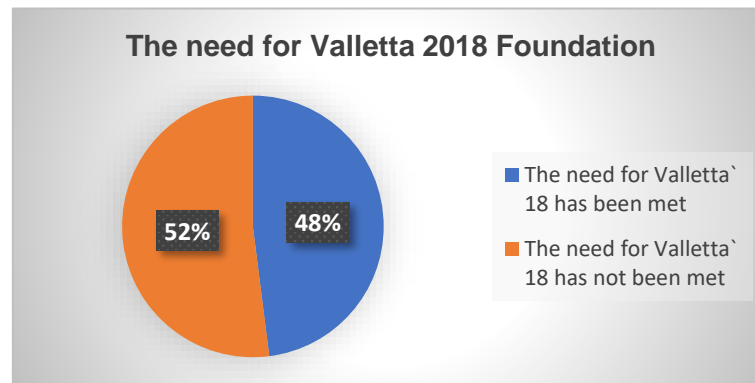
The majority of the respondents 57% have said that during the Valletta` 18 the cultural activities have been innovative, but this does not seem a fair result since there was a 43% of the respondents who stated “No”. Furthermore, the innovative ideas according to the residents of Valletta have been the creative activities, the Valletta` 18 one-time events, and it has also helped the residents of Valletta psychologically according to some persons. At the end some have stated that there has been noting amusing about the Valletta` 18 activities.

3. Do you think that the effect of the social media helped the culture of Valletta?



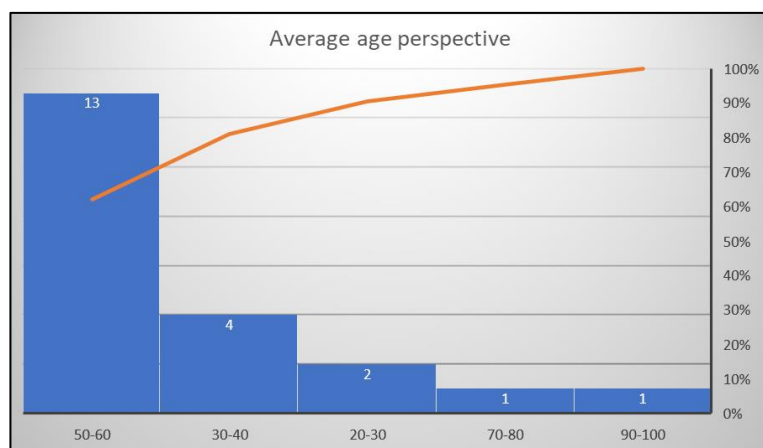
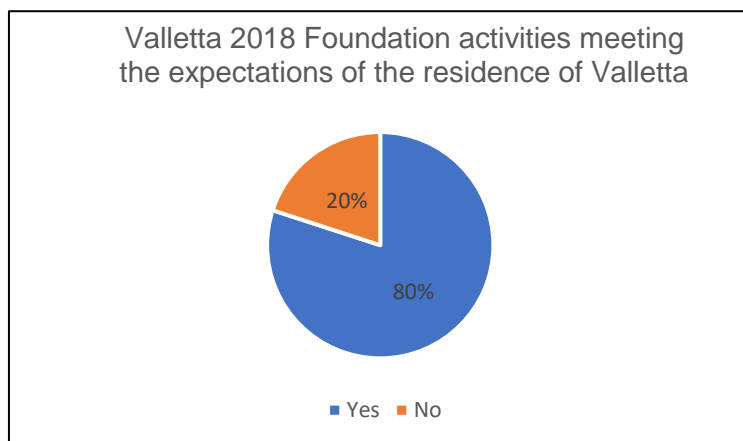
According to research all the respondents have stated that, yes social media has had an effect on Valletta cultural activities. We have to remember that the respondents had different age gab between them , so one must state that social media has affected all segments. The respondent`s opinions where that social media has increased the popularity of Valletta, it has given the introduction for hotels and boutique hotels and the very least has been that social media has brought a chance to the Valletta`s culture.

4. Why do you think that there was the need for the Valletta 2018 Foundation for the preparations of Valletta` 18?



According to research this result seems like that the results are 50/50 since 52% of the respondents have stated that the need for Valletta 2018 Foundation has not been met but on the other hand 48% have stated that the need of Valletta 2018 Foundation has been met. This shows that Valletta 2018 Foundation has not done it job right and that the residents of Valletta thinks that their job contributed towards the residents of Valletta was not enough.

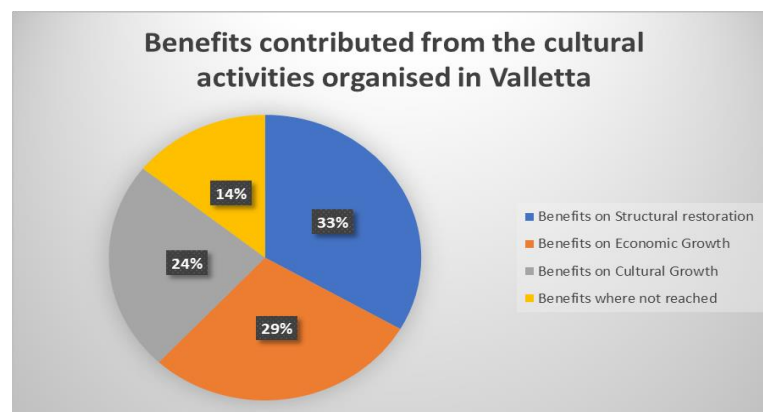
5. Do you think the activities held by the Valletta 2018 Foundation meet the expectations of the residence in Valletta?





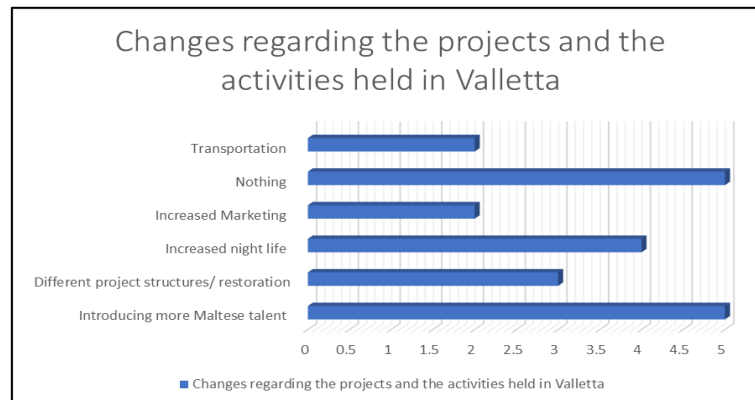
According to research the majority of the respondents, infect 80% have stated that “yes” the Valletta 2018 Foundation activities have met the expectations of the residence of Valletta. The reasons being that some residents think that the activities have given the chance for Valletta to be visited by more people. On the other hand, some residents have stated that “no” the expectations were not met, since Valletta is small in size to hold such big events. Along this research the researcher has also taken the average age perspective of each person that was asked to take their opinions. It shows that the majority where between the age of 50-60. This shows that they were the most normal stage of people that have visited the Valletta` 18 activities.

6. How do you think Valletta the capital of Malta has benefitted from the cultural activities organised in Valletta?



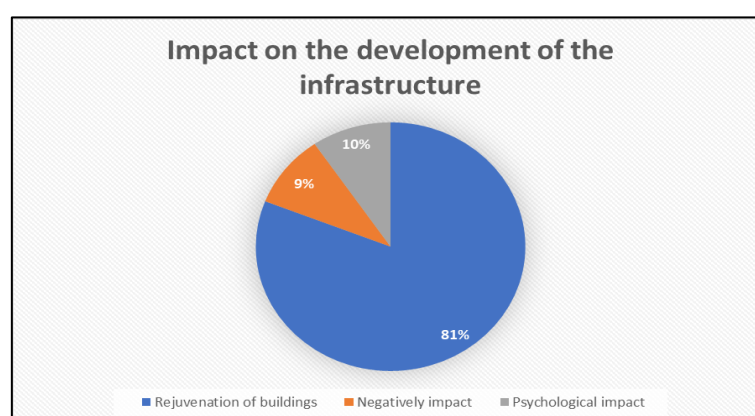
According to research the majority of the respondents have state that there has been benefits contributed from the cultural activities organised in Valletta. The benefits being that it has helped Valletta in it`s structural restoration, in the economic growth and in the cultural growth. On the other hand, 14% only have stated that the benefits of Valletta have not been reached by the residents of Valletta.

7. What changes would you have made regarding the projects and the activities held in Valletta?



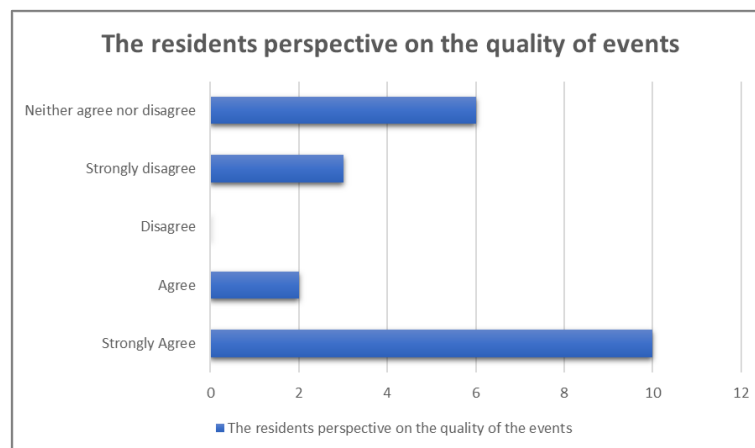
According to research the changes that the majority of the residents would have made were such as the changes in transportation, an increase in marketing, and increase in night life, different project restorations and the introduction of more Maltese talent. These have been some of the changes that the 21 respondents would have made towards the Valletta` 18 projects and activities. There have been only 5 respondents which have stated that they would have not change anything.

8. In what ways did the Valletta 2018 Organisation impact the development of the infrastructures?



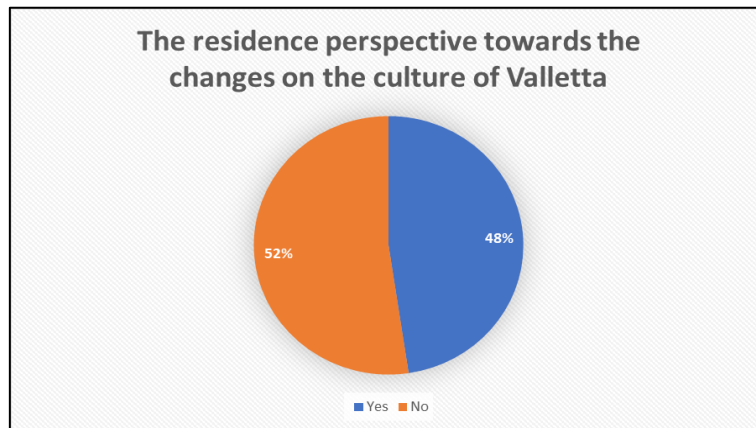
According to research 81% thinks that the Valletta 2018 organisation has left an impact of rejuvenation of buildings as one can see. On the other hand, 10% of the respondents thinks that it has left a bad psychological impact on the future residents of Valletta since now that the buildings are costing more than that they were before. In the end only 9% of the respondents have stated that Valletta 2018 organisation has left a bad impact since they think that the job on the infrastructure was done without limit and there was no control over the projects. Another problem being that a lot of restaurants are using also the walking passages to waiter people since there has been an increase in business competition and in people visiting Valletta.

9. In your opinion, what do you think about the quality of the events that where held during Valletta` 18, in Valletta?



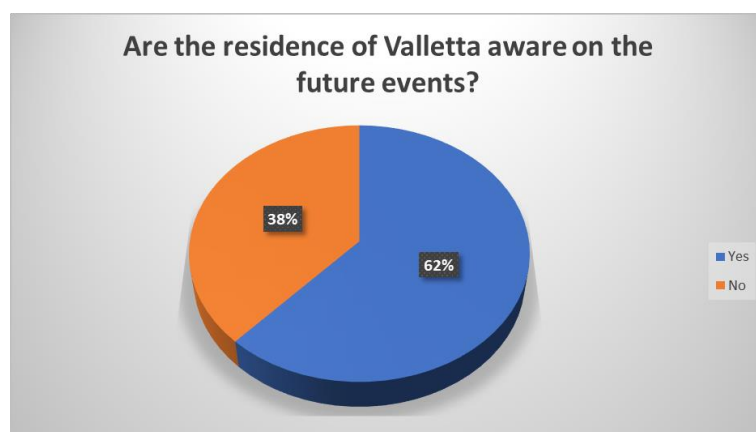
According to research 12 out of 21 of the respondents agree that the quality of the events that where held during Valletta` 18 where of a good quality. While on the other hand 9 out of 21 of the respondents have stated that the quality of the events where that of a good quality or where on average.

10. Do you think that there has been a change in the Culture of Valletta before and after Valletta 2018 took place?



According to this research the results have been 50/50. It shows also that the majority of the respondents have stated that “no” there has been no change on the culture of Valletta from before and after Valletta 2018. The reason being that some of the residents have stated that no one has not really talked about Valletta 2018 and saying how excited it was, according to the resident it was a normal event like usual ones. On the other hand, there were 48% of the respondents who stated that “yes” there has been changes to the culture of Valletta since Valletta` 18 has brought a lot of commerce and an increase in people visiting Valletta.

11. Now that Valletta 2018 has passed and that there is the agency for Culture in Valletta, are you aware about the events and plans that maybe held in the near future?



According to research the majority of the people have stated that “ yes” the residents are being informed by mostly means of social media such as advertisement. But still there was a 38% of the respondents which stated that “no “ they are not being informed at all.

Appendix D  
Random samples of original transcripts

Matthew Malla

4 persons

1. What was the aim of the Valletta 18 cultural activities?

V Capital of Europe of culture.

2. Do you think that there were innovative ideas in the Cultural activities held in Valletta? If so, what were they?

Tajben hemm bżam li tagħmel iktar, bil-kon xi hegge, u jispicca kollox. gabel dejjem xi tiggio għad li hemm bżam isir iktar.

3. Do you think that the effect of the social media helped the culture of Valletta?

Iva, iżdidet il-popolarità tal-Belt.

4. Local: Why do you think that there was the need for the Valletta 18 foundation for the preparations of Valletta 18?

Strada stretta il-kultura ma hemmx, mekka oġġ minn dan, iktar entertainment. Bilfors, għal Valletta 18 u

Departments: Do you think that the Valletta 18 Foundation had an impact on the culture of Valletta?

sipost jattidnu bit lejl għar qed idejjaq il-torq

pg. 1

Matthew Mallia

5. Do you think the activities held by the Valletta 18 Foundation meet the expectations of the residence in Valletta?

San Paul  
mal redija.

Iva, jalla ikompli jagħmle x'tage.

Kien hawn id-  
disks.

ma hawnx postijiet biżżejjed kbar biex tneqmet  
Take age perspective: 40/60 avvenimenti kbar.

6. How do you think Valletta the capital of Malta has benefit from the cultural activities organised in Valletta?

IVA, gabel ma kienx hawn bars, shekk. is-sa hawn

iktar.

7. What changes would you have made regarding the projects and the activities held in Valletta?

Iktar night clubs u entertainment.

8. In what ways did the Valletta 18 Organisation impact the development of the infrastructures?

tat il-hajja lil kienha proġetti li saru.

Matthew Malla

9. In your opinion, what do you think about the quality of the events that were held during Valletta 18, in Valletta?

problem  
to parking.

Tajbien, u neta hater Plus.

10. Do you think that there has been a change in the Culture of Valletta before and after Valletta 18 took place?

Le, mentalita ma tinbiddel xgn.

11. **Local:** Now that Valletta 18 has passed and that there is the agency for Culture in Valletta, are you aware about the events and plans that maybe held in the near future?

Iva, pajjiz zghir. ma jistigux isir gisu

btal paceville.

**Departments:** Now that Valletta 18 has passed, do you think that it will be important for the future of Valletta?

How are they informing the public regarding upcoming events for the future?



1. What was the aim of the Valletta 18 cultural activities?

X' Tassew li kienet il-mira ta' Valletta 18 attivitajiet kulturali?

iktar Turisti, u kummerc, spirit ta' Belt.

2. Do you think that there were innovative ideas in the Cultural activities held in Valletta? If so, what were they?

Tassew li kien hemm idejiet innovattivi għall-attivitajiet kulturali. Kien hemm imma x'għadni id għall-attivitajiet psikoloġiċi helped.

Kulturali li se ttejjew għall-Belt? U X'kien?

3. Do you think that the effect of the social media helped the culture of Valletta?

Tassew li l-Belt ta-social media għen lil kultura tal-

Belt? Tra

4. Local: Why do you think that there was the need for the Valletta 18 foundation for the preparations of Valletta 18?

Għaliex tassew li kien hemm bżonn ta' Valletta 18 fondazzjoni. Iva kienet importanti.

għal preparazzjoni ta' l-attivitajiet Valletta 18?

Departments: Do you think that the Valletta 18 Foundation had an impact on the culture of Valletta?

5. Do you think the activities held by the Valletta 18 Foundation meet the expectations of the residence in Valletta?

Tassew li l-attivitajiet organizzati mil-Valletta 18 latgħu  
They didn't come. għax ma kienet  
immaneggeja ija immedjament  
l-aspettazzjonijiet tar-residenti tal-Belt Valletta?  
Take age perspective: 40

6. How do you think Valletta the capital of Malta has benefit from the cultural activities organised in Valletta?

Kif tassew li il-Belt Kapitali ta' Malta, ibeneficjat mill-  
kien hemm upgrading ta' facilitajiet  
attivitajiet kulturali organizzati għewna il-Belt Valletta?

7. What changes would you have made regarding the projects and the activities held in Valletta?

X'bidliet kienet tagħmel inti, reguard il-progetti u l-attivitajiet  
Le ma kienet hemm bidliet, li inkollu  
li sara għewna il-Belt Valletta?

8. In what ways did the Valletta 18 Organisation impact the development of the infrastructures?

psychologically, il-postijiet sara jgħewna  
B'lema mod ta' tassew li il-Belt Valletta kienet impat  
iktar, iktar ilus.  
Fug l-iżvilupp u l-infrastruttura?

Matthew Mallia

9. In your opinion, what do you think about the quality of the events that were held during Valletta 18, in Valletta?

it liwell ta  
F'l-opinjoni tiegħi, x'tassew duwar kwalita ta' avvenimenti  
stenejt iktar, f'it  
li sara waqt il-Valletta 18?

10. Do you think that there has been a change in the Culture of Valletta before and after Valletta 18 took place?

Tassew li kien hemm bidla fil-kultura tal-Belt qabel u  
dopo Iva, boutique hotel, coffee  
shops.  
wara li saret il-Valletta 18?

11. Local: Now that Valletta 18 has passed and that there is the agency for Culture in Valletta, are you aware about the events and plans that maybe held in the near future?

Issa li l-Valletta 18 għadiet u li issa hemm l-agenzija  
Iva li għal social media  
tal-kultura Valletta ttejjur tsew, Tassew li in-nies tal-Belt qed  
jigu informati b'avvenimenti u l-pjanijiet li jaf isir fil-futur.

Departments: Now that Valletta 18 has passed, do you think that it will be important for the future of Valletta?

How are they informing the public regarding upcoming events for the future?

Appendix E  
Questionnaire answered by Ms. Stephanie Debono

1. What was the aim of the Valletta 18 cultural activities?

The Valletta 2018 Foundation's mission statement was to drive cultural, social and economic regeneration in Valletta and the Maltese Islands through collaboration, exchange and innovative practice.

This was done through the implementation of the European Capital of Culture programme. The programme was created and executed by the Valletta 2018 Foundation in the years leading up to 2018, and included more than 400 events. It was the largest cultural programme in Malta to date. It consisted of events and projects developed together with various local and international communities and artists.

2. Do you think that there were innovative ideas in the Cultural activities held in Valletta? If so, what were they?

The Cultural Programme consisted of projects and activities for every member of the community, from young children, to the elderly and even people with special needs, and each project was unique and innovative in its own way. I suggest having a look at the Cultural Programme, particularly at the community events within it. Projects such as Mewġa Mużika, Altifest, Opening Doors (In)visibility, and il-Festa l-Kbira are just some out of a large number of innovative Projects which took place for the first time in Malta. There are many more of course.

---

3. Do you think that the effect of the social media helped the culture of Valletta?

The Valletta 2018 Foundation's Facebook page was followed by over 40,000 people, and was the Foundation's main social media platform for sharing updates on upcoming events, news, etc. during the European Capital of Culture year, so naturally it was a very useful tool for the Foundation to be able to reach out to as many people as possible and invite them to be part of its projects.

---

4. Departments: Do you think that the Valletta 18 Foundation had an impact on the culture of Valletta?

Of course! Here you may find the results from the first half of 2018, for example: <https://valletta2018.org/news/very-positive-results-on-impact-of-valletta-2018-during-first-six-months-of-year-over-317000-people-attend-valletta-2018-events-around-1665-artists-participate/>

Here you may find the complete document including all the results on the impact of the European Capital of Culture: <https://valletta2018.org/wp-content/uploads/2019/03/Final-Report-2018.pdf>

---

5. Do you think the activities held by the Valletta 18 Foundation meet the expectations of the residence in Valletta?

Please see the results document: <https://valletta2018.org/wp-content/uploads/2019/03/Final-Report-2018.pdf>

---

6. How do you think Valletta the capital of Malta has benefited from the cultural activities organised in Valletta?

Once again I suggest having a look at the results published, but in brief, Valletta benefitted from an increase in cultural activities which lead to an increase in tourism, the number of people visiting Valletta even after work hours (Valletta used to be empty at night up until a few years ago), an increase in the number of people working in the arts and culture sector, more exposure to emerging artists, new infrastructure including the new national art museum MUZA inaugurated last year as well as the upcoming Valletta Design Cluster building, as well as the regeneration of Valletta including that of Triton square. In just a few years, thanks to the European Capital of Culture and the work carried out by the Valletta 2018 Foundation, Valletta became a lively cultural hub for both the Maltese as well as those who visit from foreign countries.

---

7. What changes would you have made regarding the projects and the activities held in Valletta?

This is subjective and unfortunately I am not in a position to answer. Of course there is always room for improvement and that is why the Valletta Cultural Agency has now been set up – to continue building upon the legacy of the Valletta 2018 Foundation and the European Capital of Culture, and keep on improving what we have already created.

---

8. In what ways did the Valletta 18 Organisation impact the development of the infrastructures?

As stated in my previous reply, Valletta saw major development and restoration of its infrastructure over the years leading up to Valletta 2018. This includes the restoration of Triton Square, Strait Street, the façade of Palazzo Ferreria, restoration of the Auberge d'Italie and its subsequent reopening as MUZA and the ongoing restoration of the Old Abbatoire (Il-Biccerija) to be reopened as the Valletta Design Cluster among others. As a result of the improved economy and growth in Valletta, several businesses also invested in the restoration of their buildings as well as in the reopening of new ones – new shops, restaurants, and several boutique hotels. I also suggest looking at the section 'Urban regeneration and its impact on communal life' in the Final Report document linked above, as this will give you more insight into the social effect of the infrastructure development which took place in Valletta over the past years.

---

9. In your opinion, what do you think about the quality of the events that were held during Valletta 18, in Valletta?

---

---

10. Do you think that there has been a change in the Culture of Valletta before and after Valletta 18 took place?

**Please look at the Final Research Report**

---

11. Departments: Now that Valletta 18 has passed, do you think that it will be important for the future of Valletta?

How are they informing the public regarding upcoming events for the future?

The Valletta Cultural Agency was set up on the 1<sup>st</sup> April 2019 in order to continue building upon the legacy of the Valletta 2018 Foundation. The Valletta Cultural Agency is tasked with sustaining and strengthening the capital city's vibrant cultural life through the creation of an annual programme of creative events developed in collaboration with artists and other PCOs.

Facebook Page: <https://www.facebook.com/vallettaculturalagency/>

---

Appendix F  
Questionnaire answered by Dr. Jason Micallef

**Researcher:** “Can you tell me something about you, Dr. Jason Micallef?”

**Jason Micallef:**

“So basically, I was appointed way back in May 2013, it was the time when officially Valletta 2018 was pronounced to be the capital of culture which had a 5-year repapers towards Valletta` 18. This made a lot of sense and usually it is done like this all over Europe. Reason being this is a huge infrastructure project standing that it is the regeneration of culture. Holding the European capital of culture essentially is the economic, social, and cultural regeneration of any capital city. So basically it had a 5-year period with a strong cultural programme, a strong infrastructure for the city, obviously to allow sort of huge events to happen but also to give, in the case of Valletta to give Valletta a huge facelift nation wise and also keeping in mind that we never, or it was never the case to do the regeneration on our own selves only. So basically, it was mainly, the main source of the funds that I had come from the public sector, obviously from the central government but we entails also the commercial community which I think that 5-years down the line we worked miraculously in a thunder and obviously the results are there to see in Valletta”

**Researcher:** “So, starting my 11 questions regarding the culture and how it has influenced the culture of the residents of Valletta, I was mainly concentrated on the residents of Valletta, who lives here and who has a business or a market, and the aim was to see if the Valletta` 18 event has influenced their culture at all”

**Researcher:** “ First question to you is, what was the aim according to you of the Valletta` 18 cultural activities?”

**Jason Micallef:**

“ Yes well, we are speaking out of hindsight because 2018 is already went down one and a half year down the line sort of speak so, basically we had a lot of stake holders due to the 5-year period to 2018. First and foremost, we had to engage the local community bearing in mind also that holding the capital of culture was on the whole island not to also mention Valletta. Basically, what we decided to do at the for front was create Valletta a community forum within the Valletta 18 Foundation, so we engaged fulltime employees, we gave them a contract and their main aim was to speak to the Valletta residents. There main aim was to speak with the Valletta residents to explain what the European Capital of Culture was all about tell them what Valletta looking towards for and making them aware to huge infrastructure projects that we had in mind and obviously many of them are completed now but also we have to keep in mind that the huge influx coming into Valletta with new investment and also with creating many hundreds of events, many of them big public events carrying out capacity of vary between 30,40,50 to 60 thousand people and this will also would create the negative side of it like inconvenience, so basically we wanted to explain all this to the Valletta residents, we wanted to be engaged, we wanted also to be part of it, not as spectators but involved. So, what we did was, meet them, doing door to door, doing forums, doing workshops with them, but also engaging them in many of our projects mostly the Valletta residents who support the four, five feasts of Valletta. So, the Valletta community involved in feasts were pretty much involved in many of our events happening in Valletta during those 3-4 years and mostly in most of all in 2018. I think we managed to succeed in that and also because we did a lot of cultural programmes in the heart of the community but also we managed to invest huge amount of millions in the low part of Valletta, were most of the Valletta residents reside. Want



to mention the influx ship infrastructure which is very close to our heart, which is the Valletta design cluster in the lower end of Valletta, also with the regeneration of Marsamxett, the regeneration of both housing estates, in the lower part of Valletta the regeneration of Auberge de Baviere were the land authority still situated, and other obviously important building in the lower end of Valletta, this coupled with many cultural events. I think the and also while refer to surveys that we conducted but also dependant surveys the vast majority of the Valletta residents were very proud of the what happened in 2018 and obviously they cherish there experience as well”

**Researcher:** Second question, do you think that there were innovative ideas in the cultural activities held in Valletta?

**Jason Micallef:**

Absolutely, not only that if you had to keep in mind that 6-7 years ago Valletta as a capital city of the island didn't organise christmas festivities not to mention that we didn't have a huge national public square to celebrate New Year's event. Welcoming the new year, seven years ago then we introduced the first New Year's Eve celebrations way back in 2013 and the rest is history. I mean it's one of those successes annually of public events in Valletta and of this levels both Malta and Gozo having crowds bearing from 60 to 70,000 but also we managed to create new flux ship at medium size events namely for instance the biannual Valletta pageant of the Seas which is a huge spectate mile over the season in the grand Harbour another Valletta pageant of the Seas will be held next year on the 7th of June. We brought to Valletta the Military tattoo, the Valletta Fashion Week which both of them used to happen at Ta` Qali under the tent of the MFCC which I never understood, especially when you have so much architecture and places as a backdrop for both events. We created events under the Strada Stretta concept, we created the Valletta green festival and many other festivals obviously not to mention the huge success that we had with the community project called Il-festa Il-kbira, these all were events that brought thousands and thousands of people and also I think they managed be a very good marketing visibility for Valletta because nowadays they are so popular with the locals and with the capital tourism”

**Researcher:** “ Was it a problem regarding the capacity of Valletta since it's a small city?

**Jason Micallef:** “ Well you know that's a positive problem, I think we need to now after what we've done and we shall continue to do as a legacy of a Valletta 2018. That is exactly why we created Valletta culture agency we need to find the proper balance. I'm still not happy some of the standards that we have ask, where there is cleanliness parking and transport is concerned and servicing in Valletta obviously these four sectors have seen an increase in demand for obvious reasons. No, nowadays we have 36 boutique hotels. In 2020 these will be 36 boutique hotels, none of them existed prior to 2013 and also they can some if not hundreds of other outlets including fashion shops restaurants bars and stuff like this so those create a huge demand on the infrastructure on the roads and drainage system, electricity wise servicing and I think that is where we need to find the balance now that is where I am also working very hard with other public entities, government entities to make sure that Valletta as we know it today shall continue to be a vibrant capital city like any other Europeans capital city but also respecting the residents and respecting the architecture of Valletta, the narrow streets so that is what I mean with proper balance it's not easy but it's a nice challenge, I am sure that will succeed as well”

**Researcher:** Do you think that the effect of social media helped the culture of Valletta?

**Jason Micallef:** Oh yes absolutely, like any other huge project like holding a European capital of culture we needed to invest in huge communications we have a big unit made of 10,15 full time employees obviously tapping all sort of media not only to traditional media as in broadcasting radio, television also not only the media but mostly Facebook website social media, Instagram, twitters, and also investing a lot of visibility international wise with communications I do not only mean the traditional media but also mostly especially myself, I had an agreement with the Malta tourism authority like 2- 3 years down the line I used to attend and we used to have a platform in every London travel market barely in Rome so where Malta tourism authority was promoting Malta and for obvious reasons marketing wise visit Malta and all that stuff three years of the line we managed to sign an agreement with Malta tourism authority and Valletta became a brand. So yes, that was a very important tool for us to give Valletta much more visibility obviously locally or not what was happening but also to get as much incoming tourism for drive to 2018 and in 2018 because we believe so much that would have a beautiful experience thanks to our cultural programme 400 events across 12 months and events 2 events, 3 events nearly every week and I think we managed to do so also according to tourism just before 2018”

**Researcher:** Forth question, do you think that Valletta 2018 Foundation had an impact on the culture of Valletta?

**Jason Micallef:** “Yes definitely, we also worked with other public entities like the Malta art council, such as Spazju Krejjattiv, Teatru Manuel, the MFCC, the Malta Mediterranean conference centre and pjazza Tejatra Rjal. The reason be it that they had already the culture programme, but we also wanted to advise them to have a special cultural programme happening on the year 2018. So it was no coincidence that we supported many culture programmes that did not belong to us but they belong to other colleagues of us from the culture sector the ones that I've already mentioned and besides us having a special cultural programme holding 400 defence obviously Valletta 2018 created the vibe within the rest of the cultural entities of the public cultural entities and for sure 2018 was a huge opportunity for them also to invest in their headquarters for instance Heritage Malta one of the flagship events at heritage Malta had and delivered was the famous MUZA in the new Museum of Fine Arts, Spazju Krejjattiv also had a huge investment within the former Saint James cavalier, as with the former Pjazza Tejatra Rjal. So, yes 2018 was a huge opportunity that was grasped from everyone”

**Researcher:** Fifth question, do you think that the activities held by Valletta Foundation met the expectations of the residents of Valletta?

**Jason Micallef:** “Yes, said again to service conducted independently for local consumption but also it was the Foundations` responsibility to conduct an independent survey that we had to send to the European Commission keeping in mind that holding the European capital of culture is a European Union project that is given to Malta every 14,15 years like the rest of the EU member States and obviously we were obliged to respond to Brussels and one of the things that one has to do post any other European capital of culture is to carry independent results when is financials and where is project completions and also obviously where is all these share is sponsored and the numbers are impressive”

**Researcher:** “How do you think that Valletta the capital of Malta has benefited from the culture activities organised in Valletta?”

**Jason Micallef:** “ It has, Infrastructure is the mostly eye catching result that one notices when comparing Valletta of 2013, 2010 and Valletta 2019, obviously we had the completion of the Triton place, the restoration of the Triton fountains, obviously the restoration and the building up of the St James ditch under the entrance of city gate, the restorations of many facades like the Gizwits church, the Palazzo Ferreria, Strada Stretta was giving back to life after 30 years, 40 years of decay, I mentioned the old abattoir now we shall inaugurate by the end of this year. In the first quarter of next year the Valletta design cluster was generated infrastructure the general cleanliness and obviously I refer back to the private investment also I think with the benefits and the trust that was brought back to Valletta after years of mistrust I don't know why from local investment from also the locals I mean many locals started to discard Valletta for many years, reason was that people went out of Valletta since the 1956, 1970`s making the populations shrink from 20,000 to 5,000 as we know today, so yes I think 2018 and many years to come will remain fondly remembered many as a special year for Malta and mostly specially for Valletta. Even internationally Valletta nowadays is streaming four times much more Google than Malta and that is why we are discussing with Malta tourism authority and there is agreement in principle that the MTA shall soon start branding Malta rather than Valletta I think we have created a huge interest in Valletta, thanks to 2018 I think we have a unique brand in Valletta Speaking of other European capitals I cannot see another capital cities such as charming such as full potential like Valletta and so I would think that with the start with an immediate focus ask the MTA and the rest of the government by investing more marketing in Valletta internationally also with the rest of the infrastructure that we still need to upgrade in Valletta, I think that Valletta is still in for some very interesting and exciting times”

**Researcher:** “What changes would you have made regarding the projects and activities held in Valletta; would you have made any changes?”

**Jason Micallef:** “With hindsight! , yes that is a tricky question, I wouldn't have made many changes, not even many, maybe I would have wanted to see more lifestyle events, healthy lifestyle events like what we have in mind is that in fact we introduced it this year the 5K run or race. I think we need to introduce more healthy lifestyle events in Valletta and if I had to go back to 2018 and prepared in the culture programme I think I would have missed a little bit more in lifestyle events, such as races, marathon`s. I mean these are the sort of events you see in big capital cities like London, Madrid, Rome but ok the space is what it is, the surface area is what it is, but I think like for instance holding volleyball sessions in public squares, I think we can see these sort of events capitals like Paris, so yes if I had to go back with hindsight I would have invested a little bit more in healthy lifestyle”

**Researcher:** “ In what ways did the Valletta 2018 organisation impact the development of the infrastructures?”

**Jason Micallef:** “When you see the numbers, the huge investment and the government did mostly the investment capital projects from the government side amounted to over 100 million that is huge for Malta, now that is excluding another most probably with 100 million plus coming from the private investment in 36 fully operational boutique hotels and also the outlets in the bars that spread across Valletta mostly in places like Strada Stretta and also in itself as a 17 million project is-Suq was a private partnership it still owned by the government it was still owned by the government for 60 years, following an expression of interest in the tender existed and it's run by the private sector who invested 60, 70 million, it's full of life is full of picturesque is an it's a beautiful place to visit and again when you compare it and when you think how the Suq was left to decay for many years and how is-Suq looks like nowadays it's

unbelievable, so yes, the huge infrastructural projects in Valletta now within 5 years, if you had to measure them in money, I think there was a 200 million pleasantest”

**Researcher:** “In your opinion what do you think about the quality of the events that were held during Valletta` 18, in Valletta?”

**Jason Micallef:** “I think the quality was there for all to see, we invested a lot in quality what was very important for us was that this was a local celebration capital of culture project meaning that the culture programme had to have a huge European dimension. When I mention huge European dimension we couldn't create by ourselves so we engaged international artistic directors whom also happens to work in European capital of cultures of over the last 20, 25 years so they brought with them huge experience but also, projects that were successful in other human capital of cultures we brought them here in to Valletta and obviously we transform them for the liking of Valletta, so I think the quality was there because we wanted to make sure that we have a very special year if I have to mention for instance the opening and the ending of 2018 and 2019 also granted, I don't think that we ever experienced such a high quality event not only because it was invented by 20,000 plus but holding four different events in different squares and the quality of the production which was for all there to see I think, I think that is something that needs to be equated by some feet and years to come, so yes I am very proud with the quality levels that we reached at the 2018 cultural european”

**Researcher:** “Do you think that there has been a change in the culture of Valletta before and after Valletta 2018 took place?”

**Jason Micallef:** “ I think there is more, I mean audience wise which is one of the measurements that we also investigate and we also always refer it to the audiences are always on the increase we had huge audiences in 2016 when I say we, I include all the public cultural entities so the audiences and people keep coming. I think the word is there is more studying into Cultural programme, there's more studying from young people and interest from young people to engage with public cultural entities be it on the contract of service full time. So yes I think we created a lot of interest to create the very good road map culture and also keeping in mind that if the country needed to look forward we need to do invest more in the creative economy and I think we also have very good numbers on how the great economy was in 2013 and how it is now in numbers. The numbers have increased a lot as well, so that makes me very happy”

**Researcher:** “Now that Valletta 2018 has passed, do you think that it will be important for the future of Valletta?”



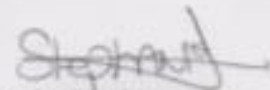
How are they informing the public regarding upcoming events for the future?

**Jason Micallef:** “ Yes, Valletta 2018 was very important for Valletta. We had a very good regeneration of five years, an excellent 2018 but in my opinion the biggest success of every European culture is the legacy, what you leave behind exposed 2018 and in our case so I think it was the smart shoot of us that way before 2018 we started discussing with the government and proposed government that post 2018 to carry on to have continuity within the strong culture programme that we had project for 2018, we needed to create an agency and that is how the Valletta cultural agency was created keeping in mind that we also wanted to keep most of the experience as in HR wise so many of the employees that we have nowadays working with the cultural agency come with them the huge experience from 2018 some of them worked with the Valletta` 18 Foundation since they were in reception, others I'll be

working from 3-4 years so that was crucial rather to have a continuity and also to make a bridge between 2018 and post 2018 , and Valletta cultural agency was the answer”

“Now we, on our experience we are also using social media or all sort of media but using the popularity of some of the flagship events that we have kept will decide to keep post 2018 also because of its legacy like you see the Valletta` 18 festival, the Valletta military tattoo, the Fashion week, Valletta pageant of the sea, and besides that come next January 2019 will launch a whole new project programme for Valletta under the title of Valletta cultural agency programme. So, Valletta is in good hands in my opinion I thank the vast majority agreed that Valletta whether it's on the weekend or during week days Monday to Sunday it's an experience and it's a beautiful challenge for us to carry on with the experience for many years to come”

Appendix G  
Consent form signed by Ms. Stephanie Debono

<b>Institute of Tourism Studies</b>		
<b>Consent Form for Undergraduate Research Study</b>		
Title of Research- An Analysis of Valletta 18 from the cultural perspectives		
Researcher - Matthew Mallia 0398298 M		
Degree - Bachelor's in international hospitality management (Hons)		
Dear Sir / Madam,		
<p>I, Matthew Mallia, a student at the Institute of Tourism Studies am currently in the final year of my <i>bachelor's in international hospitality management (Hons)</i>. I am carrying out research on The Analysis of Valletta 18 from the cultural perspectives. I would like to explore your views on this matter by asking you some questions. The purpose of this form is to provide you with information so you can decide whether to participate in this study. Any questions you may have will be answered by the researcher.</p> <p>There are no known risks related with this research project other than possible discomfort with the following:</p> <ul style="list-style-type: none"><li>• You will be asked to be honest when answering questions.</li></ul> <p>The information in the study records will be kept strictly confidential. All data will be stored securely and will be made available only to those individuals conducting the study. No reference will be made in oral or written reports that could link you to the study.</p> <p>Your identity will not be revealed in any publications that result from this study.</p> <p>You can terminate your participation at any time without prejudice. You also do not have to answer individual questions you don't want to answer. Your name will not be attached to the questionnaire and I will ensure that your participation remains confidential.</p>		
<b>Participant's declaration</b>		
I have read this consent form and am giving the opportunity to the researcher to ask questions. I hereby grant permission to use the information I provide as data in the above-mentioned research project, knowing that it will be kept confidential and without use of my name.		
 Participant's name	 Participant's signature	<u>18/07/2019</u> Date
<b>Matthew Mallia</b> Researcher's name	<b>Matthew Mallia</b> Researcher's signature	 Date

Appendix H  
Consent form signed by Dr. Jason Micallef

Institute of Tourism Studies



Consent Form for Undergraduate Research Study

Title of Research- An Analysis of Valletta 18 from the cultural perspectives

Researcher - Matthew Mallia 0398298 M

Degree - Bachelor's in international hospitality management (Hons)

Dear Sir / Madam,

I, Matthew Mallia, a student at the Institute of Tourism Studies am currently in the final year of my *bachelor's in international hospitality management (Hons)*. I am carrying out research on *The Analysis of Valletta 18 from the cultural perspectives*. I would like to explore your views on this matter by asking you some questions. The purpose of this form is to provide you with information so you can decide whether to participate in this study. Any questions you may have will be answered by the researcher.

There are no known risks related with this research project other than possible discomfort with the following:

- You will be asked to be honest when answering questions.

The information in the study records will be kept strictly confidential. All data will be stored securely and will be made available only to those individuals conducting the study. No reference will be made in oral or written reports that could link you to the study.

Your identity will not be revealed in any publications that result from this study.

You can terminate your participation at any time without prejudice. You also do not have to answer individual questions you don't want to answer. Your name will not be attached to the questionnaire and I will ensure that your participation remains confidential.

Participant's declaration

I have read this consent form and am giving the opportunity to the researcher to ask questions. I hereby grant permission to use the information I provide as data in the above-mentioned research project, knowing that it will be kept confidential and without use of my name.

Jason Micallef  
Participant's name

[Signature]  
Participant's signature

10/9/2019  
Date

Matthew Mallia  
Researcher's name

M. Mallia  
Researcher's signature

10/9/2019  
Date