



Party Tourism and its' Effects on the Maltese Tourism Industry – a Case Study within Paceville

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Abstract

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<p>This study examines Paceville as a case study to explore how Malta's nightlife effects the country's Tourism sector. The main goal of this case study is to argue the common misconception that Paceville is only connected to bad or illegal behaviour, while highlighting the significance of nightlife and how it effects tourism, this study uses qualitative techniques, including covert observation and interviews, the study looks into how Malta's bars and clubs draw in visitors, comprehend their methods of attracting patrons and promotional campaigns, Furthermore the study seeks to explore opportunities for improving Malta's nightlife scene. The results show that most tourists visit Paceville for its exciting nightlife, which greatly influences how visitors view Malta as a lively and attractive travel destination. However, it was also discovered that a small percentage of visitors acted disruptively, underscoring the necessity of responsible tourism. Although nightlife greatly improves the tourism industry, these observations imply that it also needs to be carefully regulated to avoid negative impacts. The research concludes that Paceville's nightlife plays a significant role in Malta's tourism industry, both culturally and economically. The implications suggest that more balanced tourist polices should be developed, addressing issues of safety, sustainability, and local quality of life while promoting nightlife as an essential feature.</p>	
Keywords Nightlife, Malta, Paceville, Safety, Tourism	

Declaration of Authenticity



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Declaration:

I hereby declare that this research study is based on the outcome of my own research. I, as the author, declare that this research study is my own composition which has not been previously produced for any other qualification.

The research study was conducted under the supervision of Carmenrita Bugeja

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1. Introduction

Party tourism which refers to the pursuit of dynamic nightlife experiences, is becoming a significant part of the worldwide tourism industry (Nofre, 2021). Destinations like Ibiza, Ayia Napa, Las Vegas and Amsterdam, which are all well known for their exciting nightlife, draw millions of tourists looking for unforgettable partying experiences.

Tourists from all over the world are drawn to Malta by its breathtaking shoreline, rich cultural, legacy and nightlife (Times of Malta, 2023) making the island a highly sought-after tourism destination. Due to Malta's excellent Mediterranean location, Malta's GDP benefited from travel and tourism by more than two billion euros in 2022. This number was approximately 9% less than that of 2019, the year prior to the COVID-19 pandemic. Likewise, the tourism industry continued to contribute less to employment in 2022 than it did before the pandemic, but still creating more than 52,000 direct and indirect jobs nationwide (Department, Statista Research, 2023).

Despite these decreases, leisure travellers continue to be important, contributing up to 89% of Malta's travel and tourism expenditure in 2022 (Department, Statista Research, 2023). The area of Paceville is one of Malta's most popular tourist destinations; it offers tourists a one-of-a-kind nightlife experience in the centre of the Mediterranean. The travel and tourism sector continues to be vital to Malta's economy, even though overall expenditure and employment have not yet reached their prior levels. This ongoing appeal shows how Important nightlife spots like Paceville are to maintaining Malta's tourism rebound during the pandemic.

Paceville, an active area in Malta, is gaining popularity as a party destination because of its wide variety of bars, clubs, and entertainment venues (Lansink, 2024). The beautiful scenery and cultural diversity of Malta are leading to an increase in tourism, and for those looking for an exciting nightlife, Paceville continues to be a popular destination. It functions as a cultural touchpoint for tourists from other countries as well as an economic advantage in this regard.

However, a prevalent misconception is that Paceville is mostly known for its dangerous reputation, which is frequently linked to misbehaviour by tourists, elevated crime rates, and safety issues (Malta Independent , 2022). Its public image is harmed by these stories, which presents the area just a location just for drinking and illegal activities. This perspective has been influenced by individual instances and media representations, frequently ignoring the districts larger social and cultural roles.

Paceville on the other hand in my opinion, is a place where people go to socialize, unwind, dance and make new friends. For a lot of people, it provides a chance to make lifelong memories, network, and engage in cross cultural interactions. Youth culture, local identity, and international tourism all combine there, providing an experience that goes beyond hedonism (Billiard, 2014). Paceville's significance to Malta's tourism sector is immense and deserves further recognition. Investigating its advantages and disadvantages is crucial as a result. Considering Paceville's dual status as a hotspot for nightlife and a contentious social area, this thesis explores how party tourism effects Malta.

1.2 Research Aim, Objectives, and Hypothesis

The primary question is to examine How are partying tourists effecting the tourism industry? The secondary question investigates What do drinking establishments and nightclubs in Malta do to attract tourists? comprehend their methods of attracting patrons and promotional campaigns, Furthermore the second secondary question is How Malta's nightlife scene could be improved? The study seeks to identify potential avenues for improving the country's nightlife culture and enhancing visitor safety.

1.3 Methods of Research

In this study, the research methods used will be observations and interviews as research methodologies. The main goal is to interview two club owners and two club promoters in order to better understand the challenges, new trends, and operational difficulties affecting Malta's nightlife sector. Representatives from the Malta Tourism Authority, who can offer a more comprehensive viewpoint on issues pertaining to tourism, and employees from hotels, who can shed light on how nightlife affects visitors, will also be interviewed.

Covert observation is a tool of ethnography which will be the second technique used. Ethnography is a widely qualitative data collection technique in the social and behavioural sciences, offering in depth insights into cultural and social practices through immersive observation and participation (Scott , et al., 2013). Through covert observation, people are observed in their normal state without their knowledge (O'Mathúna & Iphofen, 2021). This method aims to record actual visitor behaviour in nightlife contexts and provide insightful, objective data about how people behave in these circumstances.

1.4 Structure

An extensive literature analysis that examines a variety of information pertaining to Paceville and party tourism opens the dissertation. Party tourism, the history of clubbing in Malta, tourism and nightlife in Malta, safety and criminality associated with nightlife experiences, and promoting Malta's nightlife are the five components that make up this chapter. Examining critically how these components interact and add to the larger environment of party tourism is the goal of the literature review.

The research process is then thoroughly explained in the methodology chapter. The study's goal is discussed, and the justification for the selected research techniques in particular, interviews and covert observations in light of the research objectives are explained.

The results, analysis and discussion chapter then present the conclusion drawn from the data observations and interviews. This section offers a critical analysis of the data and answers the main research questions by comparing the results to the initial research aims and objectives.

2. Literature Review

Maltese party tourism is becoming a huge impact on global cultural trends, Malta is functioning as a unique centre within this phenomenon (Richards, 2014). This research examines party tourism in Malta with a special focus on the behaviours of party goers throughout the lively nightlife of the island. This case study will highlight several important components including nightclubs, Maltese nightlife, the marketing in nightlife, Paceville's historic evolution and crime into account. Since there is a lack of specific data on this subject, the majority of the references included in this study are published verified articles.

2.1 Tourism in Malta and Maltese Nightlife

Malta provides a unique combination of culture, history, and scenic beauty. Due of the islands small size, visitors may quickly visit a variety of historical monuments and various scenery. The local food, the celebratory spirit of the island, and the friendliness of the Maltese people all contribute to the overall satisfying vacation experience (Times of Malta, 2023).

According to the NSO statistics, an estimate of 217,487 tourists arrived in November 2023 an increase of 24.7% the same month in 2022 were expected to arrive (NSO, 2023)

It can be argued that Malta's vibrant party scene, alongside its rich traditional culture plays a significant role in shaping the island's tourism industry. Despite its relatively small size, Malta has developed a dynamic party tourism sector that attracts visitors from around the world. Examining numerous aspects and viewpoints about party tourism's impact on the local economy and culture is necessary to comprehend its intricacies in Malta.

An important factor in Malta's economy is tourism. The islands have made investments in ecofriendly travel, maintaining their cultural legacy while providing contemporary conveniences. The variety of lodging accommodates a range of tastes, from opulent resorts to little guesthouses (Times of Malta, 2023).

In my opinion party tourism's economic impact in Malta in relation to other tourism related industries could lead to discussions over the viability and long-term advantages of favouring party tourism over other travel options. One concern is the lack of information on the financial

impact of party tourism on Malta's tourism industry as a whole and how it stacks up against other niches.

Malta's famous party scene attracts partygoers from all over the world who come to enjoy the lively atmosphere and exciting offerings. The island nation is alive with a unique combination of contemporary nightlife and traditional festas, resulting in a vibrant, diverse environment that appeals to a wide range of preferences (Times of Malta, 2023).

The core of Malta nightlife, Paceville in St Julians, is filled with a variety of Clubs, Bars, and eateries. In this instance, the streets of Paceville are bustling with people looking for an unforgettable night out, and music ranging from reggae to EDM fills the air. Many venues, vibrant music scene, and a varied crowd all combine to create an inclusive atmosphere where everyone can find their groove (Times of Malta, 2023).

The surrounding areas provide plenty of wine bars, lounges, and beach clubs for those looking for a more laid-back atmosphere. Malta's party scene is enhanced by the many music festivals held on the island, which showcases both local and international performers and provide a unique experience under the Mediterranean sky (Times of Malta, 2023).

Malta's traditional festas enhance the party atmosphere beyond the contemporary sounds. The vibrant mood of the islands is enhanced by these events. Which are characterized by religious processions, band marches, and fireworks. Every party goer in Malta may have a lively and varied time, whether they choose to dance the night away in a packed club or sip wine at the beach (Times of Malta, 2023).

It can be argued that, although Malta's party scene is clearly appealing, options may vary on how much its cultural and historical features complement or eclipse its party tourism offerings. There may be arguments that party tourism will weaken Malta's cultural identity (Sansone, 2023).

2.2 Party Tourism

Partying tourism is a type of leisure travel where a person leaves their normal environment to attend an event for their own amusement and enjoyment (Camilleri, 2015). Over the past years, Partying tourism has emerged as a significant cultural phenomenon and a leisure-based tourism activity. The origins of partying could have been traced to the hedonistic vibe of Ibiza in the mid-80s (Goulding & Shankar, 2011).

According to Camilleri (2015), clubbing has grown into a popular recreational activity across the globe, with participants ready to visit often warmer and less expensive locations and learn about other developing clubbing cultures. As a result, Mediterranean locations, especially Malta, offers a good chance to grow their clubbing tourism business-possibly even during the winter season when travel to the island is generally low (Camilleri, 2015).

Partying tourism can be perceived as an enjoyable activity or as part of a more involved abnormal tourist experience. Clubbing is a specific kind of musical leisure experience that emphasizes beat over lyrics and body over mind, and by definition, it is also about the senses. It is a very biosocial phenomenon that is felt wherever it occurs. Partying also provides a research framework for addressing the imbalance in tourism studies caused by the gaze predominance over the physical and sensory realms (Goulding & Shankar, 2011).

The majority of visitors drawn to clubbing tourism are allocentric individuals. According to the theory of Plog, young adult Ravers between the ages of 18 and 30 make up the majority, but not all of this market group. People who look for adventurous, independent vacations with affordable lodging, services, and facilities. In spite of all of this, there is still a group of well-off wealthy people who travel sustainably to places like Dubai and Ibiza that is, places that, in contrast to Malta and other popular Mediterranean resorts, have created the required infrastructure in terms of both product service to draw in this population (Camilleri, 2015).

On the other hand, the owner of Pryzm and Atik, Rekom three famous nightclubs in the UK, announced the closure of 17 venues, resulting in loss of 500 jobs. This is an example showing that party tourism is not for everyone. Students affected by the crisis in the cost of living are reducing their partying, according to its director, Peter Marks. Experts claimed that a wider variety of nighttime entertainment options and younger individuals who drink less also had an influence. According to the Nighttime Industry Association (NTIA), recent data indicates that

around 400 clubs may have permanently closed between March 2020 and December 2023. This corresponded to two closures each week and ten closures per month, according to the NTIA (Gruet, 2024).

One of the biggest problems is the cost-of-living limitations are 'absolutely the biggest issue that we face' according to (Mr. Marks quoted in Gruet, 2024). He claimed that the nightclub business was having a really tough time since students were going out later and spending less money. However, analysts claim that fewer youth alcohol consumption and more socializing venues probably had an effect. According to Tom Allingham (2024) of the financial assistance organisation Save The Students, 'a lot of research in recent years has suggested that young people are drinking less alcohol,' some of which predates the issue caused by rising living expenses (Gruet, 2024).

Based on a recent national union of student survey (NUS), 65% of students who are employed are working longer hours than they did the previous year. It follows that many are unable to socialize at all due to their full-time studies and part time jobs, according to Ms. Field (2024), Young people having more options for where to spend their money is what's causing Rekom's troubles, according to retail researcher Catherine Shuttleworth. 'There are bars with darts and golf, many more food options and lots of pop-up stuff-especially in summer', Ms. Field explained, (Gruet, 2024). 'The behaviour of young people has also changed since the pandemic, with those who turned 18 in lockdown not getting into the habit of going out clubbing' Ms. Field said. Individuals who have recently turned eighteen also seem to be shifting in their drinking habits (Gruet, 2024).

In terms of party tourism, Malta offers different experiences than other countries like Ibiza and Ayia Napa. Ibiza is well known global symbol of clubbing culture, famous for its lavish events, world class venues like Pacha and Amnesia, and the islands famous DJs (Levine, 2021). The islands vibrant ambiance and hedonistic principles draw wealthy guests looking for an unmatched nightlife experience. On the other hand, Ayia Napa in Cyprus attracts young travellers seeking for inexpensive and thrilling parties. Ayia Napa is known because of its famous beach parties, changing atmosphere and affordable accommodations (Sönmez, et al., 2013). Each destination mentioned offers a different party experience making them appealing choices for travellers.

Despite Malta's thriving nightlife in Places like Paceville and Buggiba, academic studies evaluating the effects of party tourism are remarkably absent. The Malta Tourism Authority (2023) does not provide any specific data, emphasizing the necessity of more research on how visitors' behaviour and preferences about nightlife affect destination management tactics (Malta Tourism Authority, 2023).

2.3 Recognizing Clubbing Tourists

Nightlife tourism is frequently linked with mass tourism in literature, primarily as a result of low-cost airlines and tour operators that connect destinations with a large influx of tourists. Nonetheless, a number of scholars have made compelling claims that, with the right management, clubbing tourism can prove to be a viable niche industry that a location can successfully break into. According to the model of (Thurot, in Camilleri 2015), middle class people are now the individuals who visit places like the Balearics, which were formerly only accessible to the wealthier social strata (Camilleri, 2015).

The world's most popular tourist destination is the Mediterranean region, drawing in over 230 million visitors a year. As a type of mass tourism, clubbing tourism typically appeals to a certain mentality that values warm weather, beach relaxation, escape from controlled environments, and a lively party scene (Camilleri, 2015).

In the literature review of Camilleri (2015) discusses Clubbing tourism is a very delicate type of travel that interferes with other independent activities in Malta, for instance, the area is restricted because clubbing tourism involves widespread environmental, social and cultural deterioration, it may result in the loss of other sustainable tourism. Camilleri (2015) examined a case study that observed that partying tourists have impacted the areas perception, turning it from a well-known place to unwind and have fun to an infamous hub for nightlife and entertainment.

The evidence suggests that this kind of transformation changes the way people think of tourist's places, as the behaviour of the visitors and preferences have a significant impact on how both tourists and locals see a location. Furthermore, it draws into question the viability of tourism development initiatives by highlighting the complex connection between locals and visitors. Consequently, in order to preserve the integrity and general wellbeing of destinations, Camilleri

(2015) research emphasizes the importance of sustainable and balanced methods to tourism management that consider the various requirements and viewpoints of all parties involved.

Camilleri (2015) also looked at another case study that paints a picture of the mass tourists as an uncivilized, heartless person who goes to whichever resorts are well advertised, destroys environment, and shows little interest in the customs and cultural of the area. The case study argues that further investigation is necessary to support such claims, as individuals may differ their interpretation of what constitutes cultural norms and what does not. The case study further claims that clubbing tourism has developed into a significant leisure activity that extends beyond daily activities at home and represents a modern culture that should not be confused for indifference or lack of interest. According to Camilleri (2015) young travellers are increasingly interested in trying out alternative clubbing experiences overseas. This could be since as a niche market opportunity for developing a stagnant destination looking to expand their tourism offerings and stray from the typical beach-oriented experiences.

It can be argued that despite concerns about sustainability, some argue that it is evident that destinations now have the chance to update their tourism offers and draw in new tourists. By adopting these trends, travel destinations may foster cultural interaction, increase economic growth, and enhance the overall travel experience for all participants. Though some tourists may do these things, it is unlikely that these types of visitors go there with the intention of destroying Malta's environment. In these environments, numerous teenagers emphasize how beautiful Malta is and how much they admire the island (Camilleri, 2015).

While clubbing tourism may not always require significant new infrastructure and can provide a new use for empty spaces by turning them into dance music venues or clubs, it is still possible that clubbing tourism could be an alternative form of sustainable tourism. As written down by Camilleri (2015), this type of event will contribute to the creation of a phenomenon that arises from non-activity at the venue, with the aim of entertaining and giving attendees a completely new experience. This phenomenon will have leisure personnel, and organizational objectives set apart from the usual activity.

In conclusion, it is critical for businesses to identify tourists who go clubbing. The MTA and Maltese nightclub operators need to learn more about how to draw in more club visitors. Given the limited information available on how these establishments draw in clubbing tourists, this case

study seeks to address this gap by examining their strategies for visitors who want to engage in this kind of activity (Malta Tourism Authority, 2023).

2.4 History of Clubbing in Malta and Maltese Nightlife During Covid 19

There was not much information available about the history of clubbing, but this source provided valuable insight that I was able to use for my thesis. The history of clubbing in Malta began in the island's entertainment centre, St Julians, also known as Paceville, nightclubs and bars in the late 1980s and early 1990s transformed into dancefloors (Mamo & Zampini, 2021). The first wave of illegal raves, known as Sin parties, took place in Malta during this period as well. The people who had attended these parties in their early 20s went on to host more elaborate gatherings, including the well-known parties LoveSexy and Tribu(Mamo & Zampini, 2021).

The Maltese clubbing scene continues to develop into a vibrant and modern partying experience, with shift towards bigger and better organized events. In addition to the centre of nightclubs in St Julians, a number of new clubs developed throughout the island and lasted for more than 20 years, others did not (Mamo & Zampini, 2021).

The Covid-19 pandemic created severe harm to a lot of industries, including the nightclub business. Club owners faced unusual challenges and resulted in enforced closure and extended restrictions, which prompted a collective effort to revive (ITV News, 2023).

When the pandemic struck the island, Malta's once vibrant nightlife came to an unexpected pause. Nightclubs were forced to close their doors for more than one year by the government so they could stop the virus spread, Business owners suffered from large financial losses as a result of the pause, and many people lost their jobs. The industry's ability to bounce back was put to the test as it struggled with uncertainty and looked for ways to survive the crisis (Lasys, 2023)

As a result, The Restart Malta Campaign was formed by the industry stakeholders in reaction to the delayed shutdown and alleged discrimination. The initiative, which included nightclub owners, performers, and the Malta Entertainment Industry Association (MEIA), attempted to provide a clear recovery path with coordinated efforts, they persuaded the administration to reevaluate and the execution of steps to guarantee safety of the public (Lasys, 2023).

The movement stepped up its efforts in May 2021 and filed a parliamentary petition to put further pressure to the government to do action to improve the situation facing the business. Specific demands were listed in the petition, such as a schedule for the progressive lifting of restrictions and the possibility for only people who are fully vaccinated to be let in the establishments. These criteria both highlighted the importance of the situation and the industries commitment to a responsible reopening (Lasys, 2023).

The Restart Malta campaign's continues effort had paid off, in spite of early setbacks and resistance from the administration. The Covid-19 prohibitions on nightclubs were entirely lifted on February 7th, 2022, marking a historic day. This was the beginning of the industries road to recovery and rebirth, and it was a turning point in time in making its decision, the administration struck a compromise between the interest of public health and the nightlife industry economic revival (Lasys, 2023).

The story of the nightclub sector in Malta during the COVID 19 pandemic is one of activism, cooperation, and resiliency. Industry participants effectively managed the crisis by forming The Restart Malta campaign and putting forward constant advocacy efforts. The industry's efforts to recover and prosper in post-pandemic environment have a new chapter, marked by the easing of limitations, which acted as a ray of optimism. The lessons gained from this experience will surely influence the direction that the nightlife industry takes as is slowly begins to resurrect (Lasys, 2023).

2.5 Malta Tourism Authority

In recent years the MTA carried out an in-depth examination of data gathered from their traveller survey; this survey concentrated on the value of activities engaged in nightlife/clubbing. The survey was covered in three years: 2018, 2019 and 2022. Unfortunately, during the year of 2020 and 2021 no data was gathered as a result of the COVID 19 pandemic which disrupted the effects on travel patterns and behaviours. The goal of the analysis was to identify trends and patterns in commuters and tourist's nightmare and activities related to nightlife (Malta Tourism Authority, 2022).

From the data gathered from 2018 to 2022, there was a minor increase in the percentage of tourists participating in nightlife and nightclub activities, with a decline in 2019. The summer period had the largest percentage of involvement, with spring autumn and winter following behind. This points to a seasonal pattern with a peak activity thought the warmer months (Malta Tourism Authority, 2022).

The data gathered by the Malta Tourism Authority analysis the market. Tourist participation varies depending on the originating market, with an obvious increase in interaction overtime. The data shows that Italy continues to emerge as a leading market. Spain, on the other hand, has a sharp decline in participation, but Poland and the Netherlands have different levels of engagement. The UK market shows a major increase also in Malta Tourism Authority (2022).

The Malta Tourism Authority (2022) also provides information regarding the age analysis of the tourists engaging in nightlife/clubbing activities, according to the data tourists tend to be younger on average compared to the overall tourist population. The average age varies by market with certain market such as Italy, France and Poland typically having a younger demographic. Across time there has been a general tendency of nightclub/clubbing tourists average age declining, suggesting a shift towards younger clientele. When the average age of visitors who go out and clubbing is compared to the average age of all tourists, the former group tends to be younger. This implies that nightlife and nightclub events are more appealing to younger visitors or those looking for exciting and dynamic experiences, all of the data mentioned can be found in appendix 1: Table 1.

It is evident that after reviewing the information that the MTA has collected, the only statistics that are available are those that list the number and kind of visitors. There is little information available about how the MTA draws in clubbers and ensures the safety of nightlife tourism months (Malta Tourism Authority, 2022).

2.6 Safety and Crime Related to Nightlife Experience.

In 2019, The Malta Independent published an article claiming that areas known for their vibrant nightlife, like Paceville and Buggiba, have become more dangerous due to the normalization of daily brawls, drug use, and prostitution, as reported by sources familiar with the entertainment and night life sector (The Malta Independent, 2019). The number of fights and the drug problems

'has gotten out of hand' according to persons connected with the industry who spoke with The Malta Independent. These factors have always been there to some degree, particularly in relation to nightlife; but, during the period of 2019 things worse to the point where regular fights at night and widespread drug usage and dealing have become more the norm (The Malta Independent, 2019).

A source cited in The Malta independent explained that approximately 90% of all incidents are handled by the establishments security staff and remain undetected. Typically, authorities are notified of an occurrence only when there are significant injuries involved. This is precise due to a recent story from Maltadaily (2014) claimed that a 21-year-old Albanian guy working as a bouncer at a nightclub was detained at the Malta International Airport on suspicion of being involved in a fight that happened in Paceville. The arrested man is scheduled to be charged at court for allegedly violating a civil injunction, using a firearm that is not registered, and seriously hurting another person (Maltadaily, 2024). The arrested man is scheduled to be charged at court for allegedly violating a civil injunction, using a firearm that is not registered, and seriously hurting another person (Maltadaily, 2024).

Back in 2019 Police Commissioner Lawrence Cutajar said that Malta's crime rate is declining, yet the data would indicate that crime is really rising if all of these incidents were genuinely reported to the police by establishment owners norm (The Malta Independent, 2019). Official sources-like Lawrence Cutajars, the commissioner of police-dispute the accuracy of their crime rate data. The recorded occurrences of fights, drug use, and prostitution in Paceville seem to contradict Cutajars assertion that Malta's crime rate is low. Questions concerning the necessity of independent crime data verification as well as the transparency and accuracy of crime reporting are brought up by this discussion (The Malta Independent, 2019).

The concerning rise in cocaine use is bemoaned by the source of the news. The claim is consistent with what has previously been made public; top drug experts and sources within the police drugs squad have all suggested back in 2019 that there was a boom in cocaine use nationwide, and customs officers are capturing record amounts of drugs, particularly cocaine, that are being smuggled into Malta through norm (The Malta Independent, 2019).

On the other hand, prostitution is also widespread. According to one account, in a certain place, a man even has his own area close to the bar with two ladies who are occasionally the same

and other times different. He essentially looks to "rent" them out to patrons of the establishment norm (The Malta Independent, 2019).

In view of the current situation, in a more recent article published that "Paceville is not as bad as you think" stated by the Police. Although the police in Paceville say the city's nightlife centre is actually far more tranquil than people realize, many may believe the area is gradually turning into a lawless jungle of violent fights crime. "We are called to stop fights, yes," police inspector Jonathan Ransley stated, "but the situation is nowhere near as bad as people think it is." (Times of Malta, 2022).

The following cannot be used to prove that Paceville has a low crime rate. A night in Paceville is anything but a stroll in the park for the police. 'It is not like we dislike it. When we work here, we all get a little nervous' Ransley remarked. 'When small fights occur, there is no need to panic. Police officers sustain injuries from time to time, (Times of Malta, 2022).

However, that is totally to be expected in a place with so much nightlife. According to the police, there have been 400 fights in Paceville and St Julians during the previous four years that have resulted in injuries a much greater number than in other communities. However, there are a lot more individuals there, and many of them are intoxicated, (Times of Malta, 2022).

On a busy weekend, Paceville easily draws 15,000 club goers per night. That implies that 15,000 people are effectively confined to a single street and a short staircase, forcing them to constantly collide with one another, according to Camilleri. Moreover, a large number of people are intoxicated, it is not anarchy, of course, but crime and fights are more frequent. The police typically make one or two arrests every weekend, usually for fighting, hurting people, or causing property damage, (Times of Malta, 2022).

Camilleri and Ransley's explanations are supported by the statistics. Paceville had 375 significant fights between 2018 and 2021, or 1.8 fights each weekend on average. However, the number is trending low. Every weekend in 2021, the police dealt with 1.3 (Times of Malta, 2022).

Residents and the local council in St. Julians have requested for increased police presence and enforcement in the area's nightlife hotspot on numerous occasions over the years. Residents and the local council in St Julians have requested for increased police presence and enforcement in the area's nightlife hotspot on numerous occasions over the past years. On busy nights, service dogs and the mounted police joint in patrolling Paceville (Times of Malta, 2022).

The gap between public perception and actual conditions is highlighted by the conflicting narratives surrounding Paceville nightlife, which contrast with more recent claims about the area's relative safety from law enforcement officials and stakeholders. The Malta Independent (2019) report about increased violence and crime in 2019 is an example of this.

Camilleri said the large stature and docile behaviour of the horses help prevent crime but are also cute enough to urge the public to interact with officers and take selfies with the animals and, yes, in the police world, the service animals have a rank too. Horses enjoy the rank of inspectors and dogs are sergeants (Times of Malta, 2022).

The people in charge of Paceville are taking numerous measures to demonstrate the safety and crimes with the adjustments that will be put into place in order to demonstrate the nightlife safety in 2024. Home Affairs Minister Byron Camilleri has stated that the installation of CCTV cameras in Paceville, which will be operational around the clock, will lessen criminal activity and discourage abuse by bouncers or anything else. As I previously stated, a 21-year-old Albanian who worked as a bouncer got into a confrontation with someone else. Bouncers occasionally abuse their authority and act anyway they choose (Magri, 2024).

'We think having cameras in this area around the clock will have the same effect as our introduction of police body cams, and the abuse will decrease,' Mr. Camilleri stated on Monday (Magri, 2024). In an effort to reduce crime, the government had stated in the budget that it is going to be intended to install CCTV cameras across Paceville (Magri, 2024). Although Paceville safety concerns have been addressed with a variety of measures, including increased police presence, the deployment of service dogs and mounted police, and now the installation of CCTV cameras, there is little proof to support their efficacy in reducing crime and guaranteeing the security of both locals and visitors. This disparity requires a review of how well these polices are working to lower the number of violent and illegal episodes.

Beginning in early 2024, an article was published stating that Paceville is undergoing a significant shift in terms of new developments, resulting in both opportunities and inconvenience until the projects are done. The purple flag award, which honours 'excellence in evening and nighttime economy', is what Paceville is aiming for. Malta the famous nightlife area may recover purple flag certification, which honours 'excellence in the evening and nighttime economy';

according to the Town Centre Management Paceville Chairperson Phillip Fenech (Fenech, 2024)

'The town centre management committee for Paceville objectives will consist of working with the public and private sectors to conduct research on commercial activities, landscaping, urban centre sustainability, social and residential elements, and even various challenges related to this area that thousands of visitors almost every day ', stated by (Fenech, 2024).

The ultimate goal is to earn the purple flag, a designation granted to locations that satisfy higher quality standards in terms of business, infrastructure, security, cleanliness, and the environment overall and are popular tourist destinations. According to Mr. Fenech, the UK association of town and city management, the scheme promoter, has been in communication with TCM (UK's Association of Town and City Management), a program under the agency for the regeneration of tourism zones, to gain a better understanding of its true scope. 'We are still in the early phases of assembling everything, and this entails a very extensive consultation process' Phillip Fenech claims. 'We have begun reaching out to other stakeholders, brining authorities, local councils and businesses on board-it will take full cooperation between a lot of players, but it will help focus our efforts as we look to upgrade and manage the entire area now that we know the steps we need to take'. Phillip Fenech stated, (Fenech, 2024).

The strategy describes the key performance indicators (KPIS) that Paceville must evaluate itself on in order to meet the established objectives. The quality of the establishments, the infrastructure, the area safety, and security- all of these are included in overall experience of the location (Fenech, 2024).

In addition to holding Paceville's to ever high standards, the purple flag designation will further direct town centre management efforts by ensuring that they remain aligned with their aims. Regular evaluations will yield new targets and initiatives aimed at continuously enhancing the areas package (Fenech, 2024).

The experienced professional acknowledges the difficulties that lie ahead but maintains that 'nothing is beyond Paceville's reach as long as collaboration exists between the public and private sector'. 'There is a lot of ongoing development, but we will end up with much improved product with higher standards when it settles, and we expect to see much less disruption in one to three years' Phillip Fenech says. When asked if people think Paceville is a dangerous place

with a lot of violence, Mr. Phillip brushes off the worries, saying that it is safer than similar nightlife areas (Fenech, 2024).

When asked if purple flag is really achievable in light of the sporadic, nationally reported fights and brawls that occur in Malta's hotspot for nightlife, Mr. Phillip stated that issues can never be completely resolved' with so many people gathered in one place, there will always be some trouble, and the purple flag recognises that. The purple flag is about ensuring that protective measures are implanted and effectively maintained in order to reduce overall risk. Even while it may take time to complete, he emphasizes that keeping Paceville to the highest standards will pay off long before the city is officially accredited (Fenech, 2024).

While the private sector is spearheading many large-scale projects, the public sector is working to support the changing neighbourhood by providing services like roadwork and traffic control (Fenech, 2024). Nothing that this calls for a piecemeal approach Mr Phillip Fenech continues to say 'Paceville simply does not have the luxury of putting a closed up for refurbishment sign.' The attraction is essentially operating seven days a week, 365 days a year (Fenech, 2024). In all of this, TCM responsibility is to manage the Nemours moving components in order to gradually get Paceville closer to meeting the standards needed to be designated as a purple flag destination (Fenech, 2024).

2.7 Residents in Paceville

While Paceville's thriving, nightlife draws visitors and partygoers, it has had a negative impact on locals. Many locals currently consider Malta's party and nightlife centre to be a living hell, stated by (Vella, 2022). Each night locals must face unspeakable conditions. Residents witness outsiders peeing outside, puking, or sniffing lines of coke on their own private doorstep. Providing more specific information about the residents in Paceville, residents say that every night, residents of Paceville, Malta's vibrant centre of nightlife, go through an experience that turns lives into a nightmare. In an environment where confusion and unpredictability reign, Lovin Malta's emotional exposes and highlights the harsh circumstances the residents need to deal with (Vella, 2022).

In this article a distraught son and his mother were approached by Lovin Mata and shared numerous images and videos of the terrible reality they had to live with. The mother, with tears

welling up in her eyes, compares their current situation to the agony of hell while describing the intolerable reality of their lives. Her son shares his sentiments, admitting that he used to look forward for the weekends since they were a time for fun and relaxation, but now they bring with them worry and anxiety (Vella, 2022).

Before Paceville for these residents were memories that are tinged with nostalgia for a time long gone when peace and security were a success. But today's world is dangerous, with arguments with people misbehaving frequently turning into threats of violence and verbal abuse. The once vibrant area is now dominated by fear and danger by residents, even during the day (Vella, 2022).

Most of the residents of the neighbourhood of Paceville are afraid to speak up, they have all taken precautions to improve their own safety, such as installing rail metal fences in front of their gates (Vella, 2022).

The local residents strongly want to demand further safety measures, proposing the installation of CCTV cameras to provide law enforcement with constant access to this reality and the creation of a dedicated police unit (Vella, 2022). Residents expressed their appreciation for the work that has already been done and mentioned that there has been a minor uptick in enforcement in the recent months (Vella, 2022).

The situation was obviously growing worse, and the locals desperately needed assistance. The locals still desire significant action to improve circumstances, notwithstanding a few little advances. They demonstrate their strength and resolve by overcoming the negative effects of an excessive nightlife. They are not giving up despite difficult circumstances (Vella, 2022).

2.8 Promoting Nightlife in Malta

Malta has gotten a lot of attention from the worldwide media, especially from young tourists who are attracted to the country's reasonably priced vacations, exciting nightlife, and lenient laws regarding drugs like alcohol and marijuana. Visitors have called the nation 'crazy' and 'like Ibiza', with some even referring Malta to 'Amsterdam on the sea' (Ellul & Cummings, 2023).

Although the island is getting known for its party scene, many visitors still highlight its scenic surroundings and reasonably priced booze. As evidence by a young guy who told a Vox pop published on August 29, 2023, that he was first attracted to Malta by his sister's holiday pictures of the blue Lagoon, the appeal of the island for certain people goes beyond its nightlife (Ellul & Cummings, 2023).

Malta received the moniker 'Amsterdam on the sea' by British tabloid daily The Sun, which said that young British tourists were drawn to the island because of its 'good food, cheap booze, and legal weed' (Ellul & Cummings, 2023).

The tabloid stated that 'Brits are swarming to Malta for its new wave of superclubs and wild drinking games, and they are also taking full advantage of its groundbreaking new drug rules' (Ellul & Cummings, 2023). Students from Portugal, Belgium, France, Germany, Switzerland and other countries indicated that it is well known that it is popular location for parties (Ellul & Cummings, 2023).

To conclude the literature, review this study highlights the growth and importance of party tourism, especially in places like Malta. Party locations such as Paceville has become a hub for entertainment and social interaction, and the study of partying as a leisure vacation activity underscores its cultural and economic significance (Lansink, 2024). Although options about Malta's nightlife are divided among residents and tourists alike, it plays a significant role in stimulating the islands economy and drawing a wide variety of visitors.

Clubbing tourism's appeal extends beyond national borders, drawing in allocentric people looking for cheap and exciting activities. Different from other well-known party's locations like Ibiza and Ayia Napa, Malta provides a unique party experience with its blend of historical charm and active nightlife (Ellul & Cummings, 2023).

Malta's clubbing history shows how the country's nightlife, which resides in places like Paceville, has evolved into a contemporary and vibrant culture (Mamo & Zampini, 2021). Along with the party vibe, worries about crime and safety have also surfaced, especially in areas with a vibrant nightlife. Although reports of violence and drug related problems exist, there is a push to improve safety protocols and management techniques, as demonstrated by programs vying for converted certification like as the purple flag approval (Fenech, 2024).

The lack of data regarding marketing strategies employed by Malta's bars and nightclubs to draw tourists is a major topic of discussion. Some contend that the industry might be hesitant to disclose these strategies and that more openness is required so that lawmakers, residents, and tourists can comprehend how nightlife promotion effects communities' culture, and experiences.

Promoting Malta's nightlife is nevertheless essential for the country's tourism sector, despite obstacles. Views from across the world frequently emphasize the island's allure as party spot, luring youthful tourists drawn by its breathtaking scenery, reasonable prices, and energetic environment. Malta's party tourism industry is set to develop further, providing travellers with a variety of experiences while protecting the island's cultural legacy and rising allure of the destination overall, provided efforts are made to strike a balance between a thriving nightlife and sustainability and safety corners (Ellul & Cummings, 2023).

3. Methodology

The main aim of this chapter is to provide a detailed summary of the methods of research used for this research, with an emphasis on the effects of Party tourism in the Maltese tourism industry. In addition, along with highlighting the reasons why other methods were considered inappropriate for this particular study, the discussion will dig into the reasoning behind the methodology that was selected.

3.1 Research Design

The effects of party tourism on Malta's tourism industry are examined throughout this study using a qualitative research design that makes use of covert observation and online interviews. Understanding the dynamics of the nightlife industry and the way how it impacts the tourism industry requires a thorough examination of personal experiences, behaviours and perceptions, which is made possible by using a qualitative approach.

A qualitative design was chosen as it was necessary to gather detailed, descriptive information from individuals who are directly involved or impacted by Malta's tourism and nightlife industries. It is my belief that it would be difficult to capture social, cultural, and economic dynamics at work in the nightlife economy using quantitative indicators, but qualitative methodologies provide deep and much better detailed understanding (Fischer & Guzel, 2023).

Examining Malta's party tourism from various perspective is made possible by the mix of online interviews and observation. When employed together, these techniques enable the recording of both individual perspectives and observed behaviours, providing inside information that improves the study's reliability and depth (Jamshed, 2014).

Gathering in-depth information from stakeholders who have direct knowledge or involvement in Malta's tourism and nightlife sectors is the main goal of choosing online interviews. Promoters, club owners, officials of the Malta Tourism Authority, and staff from hotels in Paceville are among the chosen participants. By concentrating on individuals who hold a variety of positions, the interviewees hope to get a variety of viewpoints on how nightlife draws visitors, the difficulties encountered in running nightlife establishments, and the industry's overall impact on Maltese tourism.

Every interview is organised around a collection of pre-planned questions intended to gather participants insight in nightlife, experiences, and ideas about the nightlife scene. While recording and transcribing procedures guarantee accuracy and make further analysis easier.

The interviews main aim is to shed light on the problems, trends, and operational difficulties that the local nightlife industry faces, investigating the ways in which Malta's nightlife sector markets itself as a destination and supports the travel and tourism industry. This information will offer a metaunderstanding of the function of the nightlife industry by exposing elements that attract visitors and influence regional dynamics of tourism.

In order to ensure natural behaviour and reduce observer influence, the observation approach aims to obtain firsthand insight into people's actions and behaviour within the party environment without the participants being aware of observation. The researcher is able to observe and record the ambiance, social dynamics and interactions among participants by conducting observations at different nightlife locations during peak hours.

Observation provides information that supports the results of interviews by documenting the ambiance, crowd dynamics and interpersonal interactions that take place at nightlife venues. The researcher can gain better understanding of the components that make up a lively nightlife experience and how they could appeal to tourists by watching how people behave.

These approaches were chosen because they tackle a different aspect of the study subject. An objective perspective of the real behaviours and interactions in nightlife venues is provided by observations, whilst interviews offer in depth subjective insights from industry insiders. By using a mixed method approach, the study can triangulate its findings and provide a more thorough knowledge of the ways in which party tourism impacts Malta's tourism sector.

3.2 Covert Observation

One of the main methodologies used in this study is observation, particularly the technique called covert observation. According to (Pan, et al., 2013), covert observation enables researchers to observe participants without them being aware, allowing them to act naturally without being aware that they are being observed.

The ability of this approach is to record authentic, natural behaviours in organic social contexts led to its selection, producing rich and relevant data that is essential for comprehending behaviour in real world situations.

Other approaches, such surveys, or experiments, were disproved because they could rely too heavily on self-reporting, which is prone to bias, or they might introduce artificiality (Bruce, 2024).

Primary data for this observational study will be collected by going to the nightclubs. Note taking and an observation plan will all be used as tools. Note taking will be taken by using a smartphone, capturing the details and context behaviour in real time. Direct observation was chosen because from this type of methodology more data can be gathered by directly watching the activity during peak hours.

Before conducting the actual observation, a trial will be carried out in advance of the actual observation in order to improve the observation methods and check that everything is working accordingly. There might be certain restrictions on this kind of observation. These observations are frequently made on a micro small scale, and it is possible that the sample is not representative (based in terms of age, gender, economic class, or ethnicity) (Mcleod, 2024). Furthermore, since observation is only being made this may affect the outcomes and results may not be applicable (Mcleod, 2024). Also, it takes a lot of time and resources to organise and examine data, especially to ensure consistency (Mcleod, 2024).

3.3 Interviews

The second research method employed for this study was online interviews, the online interviews were conducted through Microsoft Teams. Through the use of this method, it became possible to arrange online interviews with representatives of the hotel, tourism and nightlife sectors.

To reduce participant disruptions and avoid the physical drawbacks of setting up in person sessions, online interviews were preferred over in physical meetings. The chance that participants would be willing to engage in the study improved when the researcher conducted interviews online, as it made it easier to meet their schedules. Location diversity was another benefit of this strategy, which allowed the researcher to interview people who might have been hard to get in person otherwise (Olliffe, et al., 2021).

For every interview, a set of nine to twelve questions were specifically created, each with a specific focus on the participants role and industry expertise. The researchers academic tutor carefully checked the interview questions and see that important areas were addressed of the study and ensuring the questions relevance, this phase increased the possibility of getting insightful answers from the participants. The purpose of these questions was to investigate a range of topics related to the nightlife sector.

Two club owners who held important positions in the nightlife industry of Malta were first approached by email in order to recruit participants. In order to have more knowledge about nightlife promotion, these owners helped to arrange interviews with promoters who promoted their establishments. Given that the researcher already had the hotel staffs contact details, contact with them was arranged via WhatsApp. By using an informal communication style, it was possible to schedule the interviews quickly and effectively, which reduced waiting times.

The online interviews were scheduled and conducted over the course of around one month. During this time, the researcher experienced benefits and drawbacks for using this type of research methodology.

Online interviews provided convince and flexibility, making it possible for a larger number of participants to participate without having to make major time commitments or to travel. This approach however came with some drawbacks, including the possibility of technological problems, problems with internet access, and the lack of nonverbal indicators that would have been present in person meetings (Stelle, et al., 2022).

3.4 Limitations

Among the significant limitations the author found while conducting online interviews, these were getting timely responses for the interviews, this was a major obstacle faced during research, particularly when talking with individuals who work for the Malta Tourism Authority and the hotel industry. Interview scheduling was particularly challenging for hotel employees, who work irregular hours and have demanding, erratic schedules that make it even more difficult to establish times. Delays took place, and the entire process of gathering data was delayed.

The absence of in person interaction hindered being able to detect non-verbal clues, which could have impacted the authenticity of responses. This was another obstacle that the online interviews brought up. There were some participants who encountered technological issues. Furthermore, because an online setting did not build rapport and trust as an in-person interview, it appeared that the remote setting reduced openness and might result in more guarded responses, particularly on sensitive or personal themes.

Covert observation makes it harder to fully understand people's targets, emotions, and feelings because it prevents direct engagement. Observing behaviour on its own, without the contact that participants could offer in interviews or conversations, could have resulted in assumptions or incomplete conclusions. Without being detected, it proved difficult to make thorough notes or document observations in such a location. Because of this, data might have been less reliable because the researchers might have relied on recollection or overlooked facts, particularly in a hectic setting like nightclubs. Unauthorized observation of individuals is another restriction that may have been against venue policies or privacy laws, especially in places like nightclubs where patrons anticipate a certain degree of privacy. It is possible that this has restricted the locations and methods of observation.

3.5 Observation Checklist

The thesis uses observation checklists shown in appendix 4 to assess the environment, behaviour and safety of four nightclubs (Club 1-4). The checklist addresses four primary criteria's: safety procedures, staff behaviour, individual behaviour, and environment. There are distinct signs for each category, including hazard levels, lighting conditions, crowd density, aggression, and security presence. To maintain standardization between venues, predefined options were employed, and observations were based on situational and observable clues. The safety and crowd control circumstances of each nightclub were rigorously evaluated and compared with the aid of these instruments.

4. Results, Analysis and Discussion

4.1 Introduction

The outcomes from the interviews and covert observation that were carried out for this study will be presented in this chapter. In light of the previously stated research goals and main topics, the data will be examined and debated. The primary themes that emerged from the interviews and the actions we saw will be examined in order to gain a deeper understanding of the subject. The discussion chapter will also compare our results to those of other studies, relating them to the theories and concepts examined in the available literature. Whether the results match or contradict current studies and beliefs will be examined in this section.

4.2 Online Interviews

As stated in the methodology, the objective was to interview two club owners, two club promoters, two hotel staff, and two members of the Malta Tourism Authority (MTA) in order to better understand how they attract tourists and understand the strategies used to promote Malta's nightlife. During the research process, one of the most unexpected discoveries was that the MTA 'does not actively take part or promote Malta's nightlife' since they do not view it as an official product of their tourism strategy, this was expressed by the MTA representative during the Interview. Therefore, the author pursued and succeeded in getting to interview the Paceville town manager, who is in charge of everything related to tourism, nightlife and safety in the Paceville area. This provided the research with important information on his knowledge of Paceville's current events, which are closely linked to all aspects of Paceville and nightlife. Furthermore, it was noticed that the majority of the interviews employed in the nightlife sector preferred sending in written responses rather than take part in an online interview. The results from the interviews address the following research questions as shown in chapter 1.

4.3.1 Partying Tourists Effecting the Tourism Industry

During the interviews, a number of questions were asked, and the following insights emerged in relation to the theme of Partying tourists affecting the tourism industry.

Club Owner A

There is a widespread misconception that Paceville is dangerous and exclusively serves younger audiences. But according to club owner A, Paceville is Malta's main destination for nightlife, attracting tens of thousands of tourists every week. Additionally, they stress that the region has a variety of locations to suit a range of interests and age groups, making the nightlife scene accessible to all.

According to club owner A, Malta's nightlife greatly stimulates the economy of the nation by drawing tourists who spend money on entertainment, lodging, transportation, and food. Offering VIP services is a major component of the club's strategy to draw in high spending traveller, which boosts the local economy generally by drawing in customers who make greater contributions.

Club Owner B

Club owner B feels that Malta's nightlife plays a key role in propelling the local economy, supporting industries like hospitality, transport, food services, and entertainment. The success of their club also helps to job development in sectors like security, event management and marketing, thus establishing the role of nightlife in the broader economic ecosystem.

Party Promoter A

According to party promoter A who is a young adult, significant part of Malta's tourism industry comes from the party tourism sector. Malta has become a popular destination for partygoers, the party promoter claims, due to the rise of sophisticated clubs and the increase demand of nightlife. The heightened emphasis on planning unique and captivating events has made Malta a top travel destination for traveller's seeking a lively nightlife. More and more people are visiting because nightlife, which is enriched by elegant and varied events, particularly those looking for

an exciting and safe party experience. Due to competitive nature of the nightlife sector, Malta has become quite popular with tourists, particularly foreign tourists seeking exciting parties.

Party Promoter B

According to party promoter B a young teen who just started working as a party promoter, Malta's popularity as a party destination is a sign that the travel and tourism sector is expanding. Malta is seeing an increase in visitors due to its events and exciting nightlife. The promoter talks about how Malta's nightlife is 'sky rocketing' in popularity and becoming more and more of a summer party destination.

This implies that partying visitors are a major factor in Malta's tourism industry expansion. Increased tourism spending boosts the economy as the nightlife sector grows to accommodate these tourists.

Hotel member A

Hotel member A said that younger people make up most partying tourists, particularly since COVID 19. The hotel staff has observed that these visitors tend to stay in ST Julians which are aimed towards younger people, and are usually searching for a vibrant nightlife scene in Malta

Since the hotel has several entrances, including one that avoids the crowded Paceville area, the partying tourists do not seem to have a significant impact on the hotel guests. However, there are problems that affect visitors entire experience, like garbage Odors, traffic jams caused by garbage trucks, and the cleaning of the streets after clubs' finish.

According to Hotel member A, particularly in the late hours, partying tourists may cause noise issues that worry other visitors. Partying visitors occasionally get drunk or become overly loud, which could pose a safety or noise risk, particularly in public places like hallways.

Hotel member B

According to Hotel member B most visitors to luxury hotels are in their 30s, 40s, and 50s, and they are usually wealthy vacationers, business travellers and professionals. This group typically values leisure, excellent eating, and cultural encounters over Paceville's bustling nightlife.

Younger, wealthy tourists under 30 may still seek out nightlife activities, although at more upscale locations, whereas older visitors frequently favor a more sedate setting. These people typically prefer beach lounges, cocktail bars, and elite clubs over conventional nightclubs.

Litter and Cleanliness issues: When visitors see vomit, shattered glass, and general chaos in Paceville, the guests where Hotel member B works express disappointment. Stepping outdoors into a dirty street can ruin their impression of Malta as a high-end resort, even if their hotel offers spotless setting.

Noise and crowd: Nightlife areas are often packed with people, which can occasionally result in loud crowds and disorderly street situations. Visitors used to upscale experiences could find this too much or annoying

Perceptions of safety: Although Malta is still a reasonably safe country said Hotel member B, visitors may feel anxious due to the lively nightlife areas, particularly if they observe instances of public intoxication or fights.

Luxury traveller's expectations: Guest who book five-star hotels expect a sophisticated and serene experience during their stay. Any disruptions, such as those caused by nightlife, street activity, or noise, might have a negative impact on their view of the hotel and the entire destination.

Paceville Town Manager Results

Paceville has been a famous tourist destination for more than 50 years, starting with luxury hotels. The area has evolved dramatically over time, with a variety of attractions ranging from nightlife to family entertainment. Paceville is now a thriving city with everything from hotels to retail stores and movies, casinos, and restaurants. The town manager promotes the areas

diversity, stating that it is not just a nightlife destination, as is widely assumed but also according to the Paceville town manager, he intended to prove that party travellers assist develop the economy by travelling not only for nightclubs but to all of the other entertainment sources mentioned above.

The town manager emphasizes the fact that while nightlife is an important component of the community, contributing around 17% to the economy, it is only one aspect of Paceville's overall tourism offers.

However, the manager also mentions that the presence of partying tourists can pose some difficulties. Large crowds (Varying from 8000 to 15,000 individuals) congregating in relatively compact spaces might lead to violence and fights. These issues frequently involve drunk tourists who cause alterations, fights or disagreements, which are sometimes aggravated by cultural differences or substance abuse. Even though Paceville's nightlife sector accounts only a little portion of the total economy, these instances have the potential to ruin its reputation.

Furthermore, the town manager says that, while the majority of tourists can handle alcohol properly, there will always be some who cause problems. This adds to the difficulties of managing Paceville's as a tourist destination, especially with huge numbers of partygoers gathering in a small area.

4.3.2 What do Drinking Establishments and Nightclubs in Malta do to Attract Tourists?

During the interviews, a number of questions were asked, and the following insights emerged in relation to the theme of what do drinking establishments and nightclubs in Malta do to attract tourists.

Club Owner A

Club owner A uses several tactics to draw visitors all year long, using a different strategy for the summer and winter. The emphasis is on speciality events that serve particular specific groups such as locals, students, and foreigners such as French nights, salsa, Turkish nights, and afrobeat events, during the winter. During the slower months, these activities keep the nightlife vibrant. On the other hand, by charging admission and improving the nightlife, the summer months cater to tourists who are more affluent. In order to promote Malta's thriving nightlife

culture to a wider audience, the club also uses influencer marketing, reaching out to global personalities with sizable fan basis.

Club owner A uses both traditional and digital marketing techniques. Along with email marketing and outdoor advertising like billboards and posters, social media sites like Instagram are widely employed. One important component of their approach is influencer partnerships, in which influencers market Malta as a premium travel destination. In order to engage a varied audience and stay up to date with contemporary trends, the club frequently collaborates with regional promoters.

The fact that club owner A's nightclub is open all year round sets them apart. They have established solid, enduring connections with suppliers and promoters, guaranteeing ongoing event marketing and steady venue support. They maintain a contemporary, excellent nightlife experience that keeps ahead of regional trends thanks to their investment in remodelling and modernizing the clubs and implementing the newest lighting, sound, and staging technologies.

Club Owner B

Security precautions at Club owner B's facilities are comprehensive. Risk assessments are undertaken routinely, and workers are taught to manage various circumstances that may develop. The club makes sure that ID checks are done at the door and uses CCTV for surveillance. These safeguards are in place to guarantee that every visitor will find a safe and friendly atmosphere.

Club owner B's approach to drawing tourists to Malta centres on working with influencers and inviting foreign DJs and performers to special events. They create talk about their club and Malta's larger nightlife scene by utilizing social media to create excitement and anticipation for their events.

Club owner B uses a multifaceted strategy for marketing. To reach a large audience, paid ads, are placed on several platforms. To increase the Club's exposure to travellers, they also work with tour companies. They advertise their club's app, which makes reservations simple to make things more convenient for guests. As part of an organic marketing strategy, they also mainly

rely on user generated content, where happy customers share their experiences, fostering authenticity and trust.

The flexibility and dedication of club owner B's nightclubs to staying ahead of nightlife trends set them apart. The club does not just concentrate on one location; it keeps Paceville lively and diversified by bringing in new ideas. By providing a diverse range of experiences, they hope to satisfy a wide range of tastes and preferences while preserving Paceville's status as a vibrant nightlife destination.

Party Promoter A

Party promoter A stresses the value of captivating marketing techniques, such as story promotion on social media, to draw in both domestic and international travellers. The party promoters team concentrates closely on working with local DJs and influencers. Furthermore, the promoter employs international event promoters who are more familiar with the requirements and inclinations of tourists in order to accommodate partygoers. Connecting with international partygoers and enticing them to attend events is a critical function of these promoters.

In order to make the events stand out from the competitors, the promoter also emphasizes the importance of hiring top performers and using lavish decorations. Making sure that every event is distinctive is a key component of marketing strategy, which aims to produce unforgettable experiences for both local and party goers.

Party Promoter B

In order to draw tourists, Malta's bars and clubs use a range of tactics, with a particular focus on social media promotion and in moment interaction. The promoter targets locals through social media advertising, messaging, and word of mouth, while they interact directly with tourists on Paceville's streets during events. Reaching tourists is greatly made easier by social media, especially Instagram, which is frequently used in conjunction with influencers and nearby hotels like Society hotel. Instagram analytics are used to track the results of various marketing strategies, enabling the team to modify their campaigns based on engagement numbers.

Hotel member A

In Malta, hotels and other organizations assist visitors by informing them of the locations of the greatest clubs and parties if asked. They also help with transportation and reservation to these locations. While the hotel recommends quieter locations for older customers who might be looking for more laid-back activities, it explicitly caters to the younger demographic also (18-25) and directs them to more party centric locations like St Julians. Major events, large parties with famous DJs might draw traveller's, and the hotel's location is a crucial consideration when selecting lodging close to these events.

Hotel member B

Concierge services and nightlife recommendations: The hotel was hotel member B works highly trains guest relations team that specializes in recommending nightlife experiences for its guests. Instead of diverting customers to mainstream party hotspots such as Paceville, the hotel concentrates on proposing high end alternatives that cater to the tastes of five-star guests. The hotel promotes Luxury beach clubs, rooftop lounges and exclusive cocktail bars and fine dining establishments so they can enjoy something luxury rather than something chaotic.

Paceville town manager results

Targeted advertising: Through partnerships with travel agencies, social media, and online promotions, bars and clubs, advertise to young tourists.

Seasonal marketing initiatives: July and August, which fall during the summer vacation, are the busiest months for clubbing. However, marketing campaigns aren't limited to these months they also target local clients and weekend visitors all year long.

Weekend travel: A lot of young people travel to Malta for quick weekend escapes, especially from neighbouring European nations. Bars and clubs serve this market by planning weekend party packages, promotions, and special events.

Local youth market: Malta's nightlife depends on local youth in addition to foreign visitors, particularly during the holidays and school breaks. Outside of the peak travel seasons, nightlife actively is sustained by local demand.

The town manager highlights how Malta's tourism sector has changed dramatically over time. At first, it was largely reliant on British tourists, especially those who returned for vacation after colonization. To avoid being overly dependent on one nationality, the tourism approach changed. Malta expanded its tourism services to cater to different age groups, nationalities, and niche markets as a result.

Tourists are drawn to Malta's nightlife scene in large part because of this diversification. Bars and clubs. Bars and clubs' profit from a variety of tourists, such as those who come for sun, sea, weddings, cultural tourism and more.

One important area of Malta's tourism business, according to the town manager, is nightlife and clubbing. Malta boasts a thriving nightclub culture that has grown to be a popular destination for young travellers.

Malta's clubs have raised their standards to worldwide norms to increase this appeal, providing top notch venues, excellent music and exciting nightlife experience. Having well known DJs, both domestic and foreign, is one of the primary marketing and party tourism initiatives. Clubs attract young partygoers to their VIP events by bringing in well-known DJs. These gatherings are frequently heavily marketed to a global audience, attracting tourists primarily for nightlife experience.

4.3.3 How could Malta's Nightlife Scene be Improved?

During the interviews, a number of questions were asked, and the following insights emerged in relation to the theme How could Malta's nightlife scene be improved.

Club Owner A

Club owner A's top focus is safety. They use surveillance cameras, hire security, guards from outside, check bags, and keep walkie-talkies and communication devices in place to make sure everyone attending the party is secure. A rigorous zero-tolerance policy for drugs and extreme

intoxication is also in place, and the club has first aid supplies and emergency responses procedures in place to deal with any situations quickly.

Club owner A thinks that in order to boost Paceville's nightlife overall, all the city's infrastructure must be improved. Regrettably, the Paceville masterplan, which had been previously suggested and sought to improve roads, public areas, and facilities was put on hold. They support greater infrastructure to provide a better experience for both visitors and residents, such as better public areas, transportation connections, and a more effective waste management system.

Club owner A recommends that clubs open later in order to help disperse visitors more effectively and reduce crowding. Additionally, they advise investment on shuttle bus services in the evening to enhance transportation after clubs close. The owner also emphasizes the significance of sustainable tourism techniques in order to preserve top notch experience all year long.

Club Owner B

According to club owner B, government assistance for the nightlife industry is essential. They support infrastructural improvements that will improve the visitors experience, such as better public areas and cleaner surroundings. They also advise concentrating on swift trend adaption in order to stay current and guarantee that visitors to Malta continue to enjoy amazing experiences.

Club owner B observes that despite the significant economic benefits that nightlife produces, there is a lack of government collaboration even though they are still working individually to upgrade their venues. They call for further government assistance, especially in the areas of trash management, infrastructure improvement, and creating a safer and cleaner nightlife environment.

Party Promoter A

The promoter sees countless chances for Malta's nightlife scene to develop further. Every year, the atmosphere changes, and more and more travellers are choosing Malta as a place for safe and enjoyable partying. Better security at events is one of the main ways that Malta's nightlife scene may be improved, according to party promoter A. To make everyone's experience secure and pleasurable, security staff must be well trained and helpful. It is essential that security

guards are equipped to deal with crowds and disruptive conduct. The promoter believes that event planners themselves need to make improvements to the overall experience. To differentiate Malta's nightlife scene and draw in even more visitors, organizers must concentrate on crafting unique events with an emphasis on music, ambiance and security, given ongoing rivalry in the nightlife sector.

Party Promoter B

There are number of areas where Malta's nightlife sector needs to improve, according to the responses given. The promoter highlights the need for greater security, arguing that more staff are needed control altercations and deal with drunk people. Even though the club is thought to be safe, having more security could make it easier to deal with disruptive conduct. The high cost of drinks is another issue that could affect partygoers' overall enjoyment. Broadly speaking, the promoter recommends expanding the variety of nightlife alternatives by creating additional beach clubs and planning beach festivals. The entire nighttime experience might be enhanced addressing issues like drunk people, drug misuse, and technological or legal issues.

Hotel member A

Partying visitors, especially those from Paceville surroundings clubs, complain about noise at the hotel where hotel member A works. They propose that enhancing noise insulation such as installing double glazed windows in the hotel may lessen disruptions for other visitors. The cleanliness of the streets in the early morning hours after clubs close, especially when trash is left out for pickup, is one area that may need to improve. Both visitors and residents find this to be an unpleasant look and Odor. The Hotel staff member recommends drawing more partygoers during the winter months or low season to better spread travel and ease traffic. This would lessen the impact on regular summertime travel.

Hotel member B

Despite the opulent rooms, guests may see rubbish, broken glass, or proof of nightlife activities when guests venture outside. Hotel member B stresses the need of local governments improving roadway upkeep and cleanliness measures to increase visitor satisfaction. As stated by hotel member B, the opening of new high end nightlife venues within the mercury complex is transforming Malta's nightlife, resulting in a more premium and polished entertainment scene that draws high spending guests and boosts the islands reputation.

Paceville has traditionally been noted for its low-cost clubs and student driven party tourism, which frequently contrasts with the luxurious experience that five-star hotels strive to deliver. Hotel Member B believes that relocating mainstream nightclubs to Buggiba would benefit Paceville by allowing it to evolve into a more sophisticated district with premium venues, rooftop lounges, and fine dining establishments catering to affluent tourists looking for an exclusive nightlife experience.

Paceville town manager results

In response to these issues and the potential for improving Malta's nightlife, Paceville town management is actively striving to enhance and manage the surrounding area. The town has been granted purple flag status, which is an accreditation for quality and safety. This accreditation demonstrates Paceville's commitment to maintaining high standards in areas such as street management, traffic and public safety. The town manager points out that the area is currently being developed, which gives both opportunities and challenges in managing its expansion.

Efforts such as pedestrianization and improved traffic management demonstrate a forward-thinking approach to managing the increasing influx of tourists, especially partygoers while also ensuring that area stays appealing and safe for all types of visitors.

Enhancing public services, maintaining cleanliness, and strengthening safety protocols are some of the most important strategies to improve Malta's nightlife. Below is a shortlist of suggestions obtained from the results of research from Paceville town manager.

Cleanliness: Stricter enforcement is required to address issues with Airbnb and restaurants trash disposal to keep some areas from looking unclean.

Management committee: The town centre management committee oversees real time law enforcement, tourism, transportation, and cleaning. When problems occur, business owners disclose them so that authorities can act swiftly.

Law and Peak time adjustments: Local authorities and law enforcement take a calculated approach to dealing with problems with alcohol use and disturbances during the night. Undercover agents keep an eye on nightlife areas in order to identify and stop illegal activity. An arrest vehicle that is stationed serves as a makeshift jail for quick action. Additionally,

emergency measures are in place in case of situations like fires or mass panic, as demonstrated by previous events. To manage possible disruptions, law enforcement presence is increased during peak times (such as the week of August 15th)

Through taking these steps, police enforcement can prevent disruptions before they become more serious by being proactive rather than reactive.

Upgrades in infrastructure: To modernize Paceville, continuous investments are being made in drainage, stormwater systems, fibre optic, and other infrastructure upgrades an example mentioned was that premium venues with upscale services are replacing older, low-quality establishments. Sometimes it might be difficult to strike a balance between advancement and the efficient running of companies when it comes to building.

Enhancements in these places will guarantee a safer and cleaner evening setting, improving the experience for both visitors and locals.

4.4 Covert Observation Main findings

The study highlighted several serious issues concerning the area's nightlife a test was carried out before doing the proper observation to ensure everything is ready. first of all, the low cost of beverages in comparison to other countries are cheap compared to drinking establishments abroad so there is excessive alcohol use, especially on the beach, where intoxicated people frequently cause disorder and disruption. Teens switch ID cards to go inside nightclubs, despite previous rejection, raising concerns about underage club access. Littering is common and affects cleanliness, making the public areas less hygienic and appealing. The absence of basic facilities like coat rooms and repetitive music selection in the nightclubs can also affect the overall experience. Police officers were in high visibility, directing people, checking identity, confirming legal age, making arrests, and employing dogs to detect illegal substance, all of which actively monitored safety and illegal compliance. However, irregularities in security were seen, such as the fact that handbags were frequently not searched while backpacks were inspected. The environment outside the clubs was tense and occasionally dangerous due to street fights and public displays of illicit conduct, such as suspected drug sales and drunk people sleeping in public places. These results demonstrate how urgently stronger laws, constant

enforcement, better infrastructure, and increased safety precautions are needed in tourist destinations with nightlife along the area.

The observation results are presented in the tables below.

Table 1:

Criteria	Club 1	Club 2	Club 3	Club 4
Enviroment				
The densisty of the crowd	Crowded	Crowded	Crowded	Overcrowded
Levels of lighting	Moderate	Low	Moderate	Moderate
Volume of music	Balanced	High	High	High
Individual Behaviour				
Friendly Interactions	Yes	Veryfriendly	Veryfriendly	Yes
Aggressivness / Rowdiness	Meduim	Meduim	Low	Meduim
Intoxicated people	Meduim	High	High	Low
Absence of conflict	Verbal	Verbal	None	None
Behaviour of Staff				
Presence of seacurity	Minimal	Visible	Minimal	Minimal
Adaptability to incidents	Moderate	Moderate	Moderate	Poor, Moderate or Good
Managing inebriated guests	Violently Effective	Ineffectivene	Ineffectiveness	Effectiveness
Safety Procedures				
Fire Exits ready to be used	Yes	Yes	Yes	Yes
Flow of Crowds at entry and exit	Moderate	Smooth	Crowded	Crowded
Hazards	Partially Major	Partially Major	Minor	None
Total safety level	Moderate safety	Unsafe	Felt Safe	Safe

Table 2:

Name of nightclub	Date/ Time of observation	Ambiance	Key events and Procedures	Noted safety and hygiene concerns
Nightclub 1	23:31	Not fully crowded	Entrance to the club was free resulting in fast entry Minors were observed exchanging Id cards or using fake ID's to gain access and some managed Atmosphere was kept under control because the venue was not completely packed Verbal exchanges occurred but no violent confrontations Staff and bouncers did not interact with crowd Glass bottler flying from rooftop VIP area to crowd which could have hearted someone badly, However their were no injuries, Seacurity removed the guest aggressively	Beer was served in glass bottles which can be very dangerous Water on the floor, unclean toilet and filthy restrooms Flammable material (Heineken box used as garbage) Stairway design is unsafe, has gaps, drunk people might easily fall down
Nightclub 2	0:31	Crowded	Entrance to the club was free resulting in fast entry Packed venue, resulting in lively but rather chaotic mood People were pushing and interacting tensley but no physical altercations People seen dancing sexually Someone brought a skateboard into the club, which was inappropriate and may have been very dangerous On two diffrent timings, people were seen snorting drugs Underage teens were present Police came into the cub to make sure everyone was safe and to look for underage teenegers	Strong smell of vomit in entrance stairway Floor was covered with cigarettes Toilet tissues on the floor and filthy restrooms There was a small footstep which resulted in me falling
Nightclub 3	1:30	Crowded	Seacurity did not verify identification at the entrance, therefore entry was unrestricted Some people may have caused discomfort to others by acting in a sexual manner Aggresive dancing man was unintentionally striking individuals, causing a disturbances and possibly a fight old people where seen in the club, which is prrof clubbing is not just for teens	Tissues lying on the restroom made unpleasant and unhygienic situation and smell of urine
Nightclub 4	2:20	Overcrowded	Crowded line at the door indicating that there was a significant demand Club was following age verification protocols The clubs music selection seemed repetitive it featured tracks from Club 3 There were no accidents, demonstartng that the club was safe and undercontrol A bouncer was seen going out with clubbers	Restroom lacked cleanlinees however staff were trying to clean

Table 3:

Street Observation	
Notable events and Incidents	<p>Drinks are very cheap compared to Clubs abroad Alcohol consumption on the beach Drunk individuals on the beach causing chaos and disruption People littering the beach, which reduces area cleanliness Swapping Id cards and utilizing previously rejected by underage teens Same songs being played in difrent clubs No coat room available in any club People publicly participating in illegal activities Street fights took place outside of the Clubs creating a tense atmosphere Drunk man sleeping at hotel entrance Suspicion of illegal activities were raised were a man looks at individuals as if he wants to sell drugs</p>
Safety Procedures	<p>Police officers where everywhere, directing people, verifying identification and arresting people Backpacks were checked, however handbags not checked Dogs were used, which highlights genuine effort to smell illegal substances Police wehere verifying ID, compliance with legal age</p>

4.5 Analysis

This study set out to address the main three research questions as stated in chapter one. This chapter will examine the findings closely in light of the literature review.

According to Times of Malta (2023) Malta is a popular tourist destination because of its unique culture, history and natural beauty. Its size makes it simple to explore its many landmarks. This also contributes to clubbing tourism which draws tourists looking for both lively and nightlife and cultural activities. Also Camilleri (2015) stated that Malta has chances to grow this industry all year long even in winter when tourists decline, this is confirmed also by the observation made during this study, which showed the area very lively.

The town manager of Paceville, club owners and club promoters that were interviewed all supported the ideas that clubbing tourists greatly improve not only nightlife but also lodging, transportation, dining, and entertainment, all of which contribute to the Maltese economy both during slow season and busy season which is an effect how party tourism effects the tourism industry.

Clubbing is a distinctive musical hobby that appeals to all senses, clubbing places an emphasis in movement over refelcationand rythm over lyrics (Goulding & Shankar, 2011). In any location, it is a profoundly felt biosocial phenomenon. During the observation given that majority of the people were dancing and having a good time, observations made in Paceville provide compelling evidence for this. It was clear that this experience was immersive because one person was dancing so hard he did not notice he was hitting other people. The fact that clubbing creates a highly participatory and sensory rich atmosphere further emphasizes its significance as a major component of nightlife tourism.

Most clubbing visitors are young between the ages of 18 and 30, according to plogs concept, which (Camilleri, 2015) cites. This does not however, reflect the whole market. Large gatherings of people 40 years of age and above were frequently seen taking in the nightlife scene in Paceville, which supported observations of the area. This shows although clubbing is dominated by younger adults, Malta's nightlife tourism also draws a wider age range, increasing its cultural and economic influence.

Camilleri (2015) highlights that clubbing tourism is a sensitive type of travel that can conflict with other independent activities in Malta. It is frequently linked to deterioration in the environment, society and culture, which could jeopardize sustainable tourism. The idea that clubbing tourism has a detrimental effect on the environment is supported by observations made in Paceville, where many tourists fail to maintain their surroundings, resulting in damage and obvious garbage. Hotel staff during interviews also brought attention to social issues by noise, interruptions, and trash from nightlife having an impact on visitors' stays. But there are also sustainable factors to take into consideration. The town manager of Paceville observed that a lot of vacant spaces are being converted into clubs, which is a sustainable approach that rehabilitates underutilized areas rather than creating new ones. This shows that clubbing tourism is a complicated but essential component of Malta's tourism sector since it offers both opportunities and problems for sustainable urban renewal.

Since nightlife is an important part of many holiday experiences, bars, and nightclubs are vital in drawing tourists. In their references to Malta as the 'new Magful' and 'Amsterdam on sea' published by (Ellul and Cummings, 2023). This view is not totally correct. Although many tourists travel to Paceville in order to party and have a good time, this does not imply that everyone uses drugs or acts recklessly.

It is unfortunate that the media frequently portrays Paceville negatively, which, as the town manager mentioned also that this does not accurately reflect the reality of the nightlife scene. The results of the interviews highlighted the need for Malta's clubbing industry to be promoted more strategically through international DJs, theme night influencer marketing, and other targeted efforts, as sensationalized media portrayals harm the industry and undermine the hard work of those involved in nightlife tourism. While there are occasional incidents, they are not commonplace, and the emphasis should be on showcasing the vibrant and well-managed aspects of Malta's nightlife rather than reinforcing negative stereotypes.

The results of the interviews highlighted the significance of more targeted and positive marketing strategy, although it should be noted that there was a lack of specific data regarding the current promotion of nightlife. The researcher suggests that a more strategic and appealing approach to nightlife promotion could improve Malta's image and better reflect the dynamic atmosphere of places like Paceville.

Addressing how Malta's nightlife scene may be improved in 2019, stated that Paceville has become more unsafe. One fight was observed during this investigation, though, which raises the possibility that the situation may not be as portrayed. Any nightlife district may have occurrences, but this does not characterize the whole experience. Stricter laws, security guards, and competent venue management are just a few of the steps that authorities and industry experts are actively striving to improve in order to lower crime and guarantee a safer environment for both residents and visitors (The Malta Independent , 2019).

Drug use is still a problem in Paceville and other nightlife centres across the world. A worrying increase in cocaine use was revealed by underscoring the problem's growing prevalence. During the observations, people were seen sniffing cocaine, which provided that drug usage does occur in the nightlife environment. However, it was also clear that this problem is being vigorously addressed by law enforcement. Patrolling the neighborhood, conducting searches, and keeping a tight eye on the situation, police officers were observed attempting to stop illegal drug activity. The noticeable police presence and preventive measures show that authorities are making major efforts to preserve order and guarantee the safety of nightlife customer, even while drug usage continues.

Prostitution has been identified as a recurring problem in Paceville. In recent years, there have been indications of improvement in this condition. Only three gentleman's club remain today after several have closed, according to the town manager of Paceville. This drop indicates that the nighttime scene in the neighborhood is changing, moving away from some of the behaviours that once fueled its bad reputation. The decline in these establishments, despite continuous difficulties, is indicative of ongoing attempts to make Malta's nightlife safer and more controlled .(The Malta Independent , 2019).

As stated by (Magri, 2024), Home affairs Minister Byron Camilleri stressed the value of putting CCTV cameras in Paceville around the clock in order to curb illegal activities and stop misuse. This project is an important step in making the nightlife district safer. Club owners A and B both confirmed the fact that CCTV cameras are already a component of their security protocols, which is further supported by observations and interviews with club owners. These technologies contribute to crime prevention, activity monitoring, and a safer atmosphere for customers. Law enforcement efforts and the heightened surveillance show a dedication to making Paceville a more safe and controlled place to visit nightlife.

The renowned purple flag designation, which acknowledges Paceville's superiority in the evening and midnight economy, has been formally granted. This accomplishment demonstrates the district's dedication to upholding high standards in business, infrastructure, security, cleanliness, and general environmental quality, according to the Town centre management in Paceville (Fenech, 2024). It was stressed that in the interview with the town manager that achieving the purple flag was a major goal, and now that the designation has been awarded, it represents the ongoing progress being made in the region. The rising requirements for this certification guarantee Paceville's yearly dedication in improving sustainability, safety, and the nightlife experience in general.

According to the field of research and interviews, cleanliness is still the biggest problem in Paceville. Vella (2022) emphasizes that residents have to put up with filthy circumstances every night while seeing others vomit and urinate in public areas. These worries are still present today, suggesting that the issue still exists in spite of continuous efforts to address it.

In the course of their interviews, club owners, and local officials recognized the pressing need for a systematic approach to enhance the cleanliness of the region. In order to address this issue, club owner B stressed that government support is essential because nightlife venues are unable to handle the sizeable crowds that visit the region each night on their own.

5. Final Arguments

The goal of the study was to investigate how are partying tourists affecting the tourism industry? What do drinking establishments and nightclubs in Malta do to attract tourists? How could Malta's nightlife scene be improved? The research has mainly achieved its basic goals and objectives through interviews with key people in the industry and data observation.

5.1 Conclusion

In conclusion, this study has successfully met its goals and objectives of comprehending how partying visitors affect Malta's tourism industry. It was discovered through a mix of in person observations and interviews that although nightlife tourism contributes significantly to the economy, there are drawbacks as well, including environmental degradation, noise complaints, and underage drinking and club entry.

The study revealed that the lively party atmosphere is the main reason why most tourists come to Paceville. However, a small percentage of people engage in bad or unlawful activities, which can have a negative impact on the area's safety and reputation.

From the researcher's perspective it determined that innovative approaches that nightlife venues employ to draw tourists, such as digital outreach, influencer marketing, and themed events. These methods have contributed to the development of Malta's thriving nightlife.

Finally, the study made a number of suggestions for enhancing the nightlife scene which could be found in page 47, including more stricter laws, better safety measures, and upgraded facilities. These recommendations, which are based on practical knowledge, may help Malta's tourism industry grow in a more sustainable manner.

Even while there are advantages and disadvantages to nightlife tourism, its sensible management is nevertheless crucial to striking a balance between visitor satisfaction, community wellbeing, and economic process.

Ultimately, this study emphasizes that although nightlife tourism plays a significant role in forming Malta's tourism scene, its long-term viability hinges on how effectively it is organized. The integrity of Malta's local environment, people and tourism reputation can all be protected as the country's nightlife continues to grow with careful regulation, improved infrastructure, and a dedication to community wellbeing. In addition, balanced, sustainable approach is not just beneficial but essential for the islands tourism industry.

5.1 Recommendations

Below is a list of Recommendations that resulted from my qualitative study.

5.1.1 Boost Enforcement and Regulations

To lessen the possibility of ID swapping and unauthorized access, enforce stronger ID verification procedures at club entrances, such as the use of electronic scanners. Make sure all locations have appropriate bag inspection. Security risks arise from current inconsistencies (such as handbags not being searched). To discourage unruly behaviour and criminal activity, police should continue to monitor the area in peak hours. Establish harsher penalties for smoking in nightclubs, as this practise currently degrades indoor air quality against current public health laws.

5.1.2 Boost Public Services and Infrastructure

In nightlife hotspots, install pop up toilets and outside urinals to decrease public urination and enhance public hygiene. Organise more frequent cleanups, increase the number of bins, and start antilittering campaigns to improve waste management systems. To promote environmental conscious behaviour, implement a recycling incentive program whereby recyclers of bottles and cans get discounts or drinks coupons for recycling.

5.1.3 Improve Nightlife Safety and Experience

Encourage venues to offer more variety of music and activities, appealing to different age groups and attract a broader audience related to experience. Form a cooperative team to improve safety and control hazards, this task force will collaborate exchange information, and coordinate activities. To keep an eye on the efficacy, legal compliance, and cleanliness of the present interventions, conduct routine audits.

5.2 Reliability and Validity

Reliability

The use of covert observations at nightlife areas and organized interviews with people involved in nightlife reinforce the studies credibility. To further minimize any bias, a pre observation visit was conducted to become familiar with the locations and make the most effective observation. The planned interviews also made it easier to collect important information.

Validity

By controlling variables like venue type and the location, the study successfully examined topics like alcohol consumption, safety, hygiene, and security, directly addressing the research question. The results can be applied to comparable tourist locations, although generalizations should take social and cultural variations into account. Accurate measurement and interpretation were guaranteed by well-defined notions, such as alcohol consumption, underage access and cleanliness. According to participant feedback, the study's emphasis on alcohol misuse, unruly conduct, and sanitation is in accordance with typical worries in nightlife tourism.

Limitations and Restrictions for further research

Generalizability would be enhanced by a larger, more varied sample. Self-reports can contain bias, especially when they discuss negative actions. The results could be impacted by the lack of data from popular travel times.

Upcoming studies

To create a more comprehensive overview, include additional locations and participants, leveraging studies with larger samples to track longitudinal changes following interventions. Use a combination of qualitative and quantitative methods to provide deeper insight.

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Available at: <https://lovinmalta.com/malta/watch-i-wont-go-to-hell-cause-im-already-in-it-a-night-in-the-life-of-a-paceville-resident/>

7. Appendices

Appendix 1 Table 1: Malta Tourism Authority Table

Tourists engaging in Nightlife Clubbing whilst in Malta			
<small>(Source: MTA Traveller Survey)</small>			
	2018	2019	2022
Activities engaged in:			
Share of tourists engaging in Nightlife/clubbing activities	7.4%	6.6%	8.3%
2019: 6.6% of total inbound tourists visiting Malta in year 2019, engaged in nightlife/clubbing activities.			
Seasonality of nightlife/clubbing:			
Winter (Jan-Mar)	5.7%	4.2%	7.8%
Spring (Apr-Jun)	7.2%	5.4%	7.8%
Summer (Jul-Sept)	10.4%	9.6%	10.6%
Autumn (Oct-Dec)	6.0%	6.7%	6.8%
2019: 4.2% of tourists visiting Malta during the Winter months, engaged in nightlife/clubbing activities.			
Share of Nightlife/clubbing by within the Market:			
UK	4.4%	4.3%	4.9%
Italy	15.2%	10.9%	17.1%
Spain	13.1%	11.5%	6.7%
Belgium	5.1%	4.1%	2.8%
Netherlands	7.6%	11.0%	14.4%
Scandinavia	4.3%	8.2%	6.6%
France	2.9%	3.2%	4.7%
Austria	13.7%	7.5%	12.8%
Germany	7.6%	7.5%	10.4%
Switzerland	8.8%	8.1%	8.6%
Republic of Ireland	9.2%	13.2%	7.8%
Poland	15.4%	10.1%	11.7%
Hungary	13.9%	15.2%	10.2%
2019: 4.3% of British tourists visiting Malta, engaged in nightlife/clubbing during their stay.			
Average age by market (Nightlife/clubbing):			
	2018	2019	2022
UK	47.8	45.4	49.8
Italy	33.8	36.4	34.4
Spain	37.1	43.9	36.9
Belgium	35.4	37.6	45.0
Netherlands	35.1	40.0	40.4
Scandinavia	44.3	39.6	41.0
France	29.7	32.1	32.2
Austria	38.6	38.3	37.3
Germany	37.7	40.4	35.3
Switzerland	40.1	39.3	37.2
Republic of Ireland	45.8	42.3	46.1
Poland	34.7	36.0	38.3
Hungary	34.0	40.0	36.3
Total	37.9	39.7	38.3
2019: British tourists engaging in nightlife/clubbing were on average 45.4 years of age.			
Overall, the average age of tourists engaging in nightlife/clubbing activities is younger than that of the total tourists.			
For instance, in year 2019, the average age of the total tourist stood at 51.2 years, while that of nightlife/clubbers stood at 39.7 years.			
Average age by market (All Tourists):			
	2018	2019	2022
UK	57.1	57.0	56.2
Italy	45.6	46.9	45.0
Spain	46.5	49.2	47.2
Belgium	50.0	48.9	50.9
Netherlands	48.3	49.4	46.3
Scandinavia	51.1	52.5	51.2
France	49.5	51.3	48.8
Austria	46.8	48.7	45.8
Germany	48.1	49.0	43.3
Switzerland	49.0	49.6	47.9
Republic of Ireland	52.6	52.0	54.8
Poland	39.1	40.8	42.0
Hungary	41.1	44.9	43.9
Total	50.2	51.2	48.4

Appendix 2: Interview Questions

Two club owners

- What are the type of strategies that your nightclub employs to attract tourists to Malta particularly Paceville?
- What are the type of marketing techniques you use to promote your nightclubs for tourists?
- What is different from your nightclubs to other nightclub owners in Paceville?
- What type of security measures do you take to ensure safety in your nightclubs for your party goers?
- What effect do you think that Maltas nightlife has on the economy of Malta?
- In your opinion, what are the common misconceptions visitors have regarding Paceville and Maltas nightlife.
- Are there any plans to improve the nightlife experience in Malta or any partnerships with the government?
- In your opinion, what adjustments could be made to improve the tourists nightlife experience in Malta?
- How do you get feedback from tourists about their experience at your nightclub and how do you use this type of feedback?

Party promoters/ organizers

- What are the strategies that you use to attract tourists/ locals to the club or party you promote?
- How do you connect with party travellers using social media and other channels of marketing, Do you work with influencers, travel companies, or hotels to attract foreign visitors?
- How can you determine that your marketing techniques are successful drawing visitors to Malta's nightclubs, and how can you assure that your events are unique from other competition?
- What do you do to guarantee that events that you advertise suit the interests and preferences of the tourists who are visiting?
- What is your perception about young adults consuming alcohol at your establishment, is there anything that can be improved?
- Do you think that Paceville/ your establishment is a safe place for young adults, How do you deal with security concerns, crowding, and disruptive behaviour at events?
- In your opinion, how does nightlife in Malta effect the tourism experience?
- Have you ever faced any challenges in promoting or organizing to Malta' s nightlife and how did you address them?
- Are there any programs to improve the nightlife experience for party goers?
- What are the type of future opportunities that you see to develop Malta's nightlife?

Malta Tourism Authority

- How does the MTA promote nightlife and what type of role does nightlife play in the tourism strategy?
- Do you have any campaigns aimed to attract party tourists in Malta?
- Does the MTA work with local business, including bars and clubs to promote a vibrant nightlife scene?
- Does the MTA track and examine trends related to tourism trends related to nightlife? And how?
- What strategies does the MTA take to ensure that their security and safety measures in nightlife?
- In your point of view, what is the difference between Malta and other party destination in Europe?
- What does the MTA do to deal with negative opinions or misconceptions about Malta nightlife among potential tourists?
- Are there any plans to attract more tourists in Paceville?
- Does the MTA collect feedback from tourists, and if they do, what do they do with the feedback?
- What plans does the MTA have for the future to further improve Malta's standing as a destination for nightlife?

Hotel staff

- What does the hotel do to provide for guests who are interested in experiencing Malta's nightlife?
- Does the hotel have any services to cater for partying tourists?
- What are the safety measures that the hotel provides for its guests, particularly during the peak times of Paceville?
- How do you handle noise complaints coming from Paceville?
- Did you notice any trends from people who are partying tourists staying in your hotel?
- In your point of view, how does Malta's nightlife affect guests staying at the hotel?
- Have you heard from visitors about their experience of Malta's nightlife? If yes, what common themes have you noticed?
- Does the hotel provide any training to the staff members to handle and deal with issues involving party tourists?
- In the years to come, how can hotels in Malta accommodate and cater to partying tourists while still providing a great overall experience? What potential and problems do you see?

Paceville town manager

- What effects does party tourism have on Paceville's and Malta's tourism sectors as a whole?
- What are the main issues brought on by Paceville's nightlife tourism, and how are they being handled?
- In what ways do bars and clubs attract travellers, and what part does marketing play? Does marketing assistance come from the government?
- What actions are being made in Paceville to enhance public services, cleanliness, and safety?
- In your perspective, what impact does party tourism have on nearby establishments other than nightlife, including hotels and restaurants?
- How are problems involving excessive drinking and public disturbances handled by law enforcement and local authorities?
- What steps are taken to balance the requirements of locals and other visitors with those of nightlife tourists?
- Are there any plans to expand Paceville's nightlife beyond pubs and clubs?
- What changes could be done to guarantee sustainability while improving the nightlife experience as a whole?
- What can be done to make nightlife better, and how does it stack up against other places?

Appendix 3: Ethics Consideration form

Consent Form



Name and Surname of Researcher: Nairen Cassar

ID number of researcher: 242203L

Email address of researcher: Nairen.cassar001@its.edu.mt

Mobile number of researcher: 79343338

Course: Bachelor's degree in international hospitality management

Tutor name and surname: Carmenrita Bugeja

Tutor office telephone number: +356 2379 3227

Title of the Long essay/Dissertation: Party Tourism and its' effects on the Maltese Tourism Industry - a case study within Paceville

Dear Sir / Madam,

I, Nairen Cassar a student at the Institute of Tourism Studies am currently in the final year of my Bachelor's degree in international hospitality management, I am carrying out research on the above-mentioned title.

I had already sent you the information letter about my research and you had provided me with a signed information letter. If you have any further questions for clarification, please do not hesitate to ask me.

By signing this consent form, you are giving me your consent to use the data collected through the **Interview** for the analysis of the results. I will send you a list of questions before the **Interview** so you can prepare yourself beforehand. The questions asked will be about Party Tourism and Economic Impact, Marketing Strategies of Nightlife Establishments, Perception vs. Reality of Malta's Nightlife, Social Dynamics, and Relationships Safety and Improvement Measures.

The information collected 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. Participation is voluntary. You do not have to answer individual questions if you do not want to. Your name will not be attached to the **Interview** and will ensure that your participation remains confidential. Kindly, contact me if you have any queries or require any further clarification.

Participant's declaration

I have read this consent form and am giving the researcher the opportunity to carry out the research at my **institution or company**. I hereby grant them permission to use the information provided as data in the above-mentioned research project, knowing that it will be kept confidential and anonymous.

Philip Fenech

Participant's Name

Participant's Signature

11/03/2025

Date

Nairen Cassar

Researcher's Name

N.C

Researcher's Signature

11.03.25

Date

Consent Form



Name and Surname of Researcher: Nairen Cassar

ID number of researcher: 242203L

Email address of researcher: Nairen.cassar001@its.edu.mt

Mobile number of researcher: 79343338

Course: Bachelor's degree in international hospitality management

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Participant's declaration

I have read this consent form and am giving the researcher the opportunity to carry out the research at my institution or company. I hereby grant them permission to use the information provided as data in the above-mentioned research project, knowing that it will be kept confidential and anonymous.

Mariah Grima
Participant's Name

Participant's Signature

26.03.25
Date

Nairen Cassar
Researcher's Name

N.C
Researcher's Signature

26.03.25
Date

Consent Form



Name and Surname of Researcher: Nairen Cassar

ID number of researcher: 242203L

Email address of researcher: Nairen.cassar001@its.edu.mt

Mobile number of researcher: 79343338

Course: Bachelor's degree in international hospitality management

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Participant's declaration

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Robert Apolin BMP 14/10/24
Participant's Name Participant's Signature Date

Nairen Cassar N.C. 14/10/24
Researcher's Name Researcher's Signature Date

Consent Form



Name and Surname of Researcher: Nairen Cassar

ID number of researcher: 242203L

Email address of researcher: Nairen.cassar001@its.edu.mt

Mobile number of researcher: 79343338

Course: Bachelor's degree in international hospitality management

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Participant's declaration

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PAULA SANDEN
Participant's Name

[Signature]
Participant's Signature

14.01.25
Date

Nairen Cassar
Researcher's Name

N.C
Researcher's Signature

14.01.25
Date

Consent Form



Name and Surname of Researcher: Nairen Cassar

ID number of researcher: 242203L

Email address of researcher: Nairen.cassar001@its.edu.mt

Mobile number of researcher: 79343338

Course: Bachelor's degree in international hospitality management

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Participant's declaration

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Daniel Azevedo
Participant's Name

Daniel
Participant's Signature

22/03/2025
Date

Nairen Cassar
Researcher's Name

N.C.
Researcher's Signature

22/03/2025
Date

Consent Form



Name and Surname of Researcher: Nairen Cassar

ID number of researcher: 242203L

Email address of researcher: Nairen.cassar001@its.edu.mt

Mobile number of researcher: 79343338

Course: Bachelor's degree in international hospitality management

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Participant's declaration

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Luca Cassar

LC

02/04/25

Participant's Name

Participant's Signature

Date

Nairen

02.04.25

Researcher's Name

Researcher's Signature

Date

Consent Form



Name and Surname of Researcher: Nairen Cassar

ID number of researcher: 242203L

Email address of researcher: Nairen.cassar001@its.edu.mt

Mobile number of researcher: 79343338

Course: Bachelor's degree in international hospitality management

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Luke.C  25.02.25
Participant's Name Participant's Signature Date

Nairen Cassar N.C 25.02.25
Researcher's Name Researcher's Signature Date

Appendix 4: Observation Tables

Table 1

Criteria	Club 1	Club 2	Club 3	Club 4
Environment				
The density of the crowd	Empty or Crowded	Empty or Crowded	Empty or Crowded	Empty or Crowded
Levels of lighting	Low, Moderate or high	Low, Moderate or high	Low, Moderate or high	Low, Moderate or high
Volume of music	Low, Balanced or High	Low, Balanced or High	Low, Balanced or High	Low, Balanced or High
Individual Behaviour				
Friendly Interactions	Yes/No	Yes/No	Yes/No	Yes/No
Aggressiveness / Rowdiness	Low, Medium, High	Low, Medium, High	Low, Medium, High	Low, Medium, High
Intoxicated people	Low, Medium, High	Low, Medium, High	Low, Medium, High	Low, Medium, High
Absence of conflict	Physical, Verbal or None	Physical, Verbal or None	Physical, Verbal or None	Physical, Verbal or None
Behaviour of Staff				
Presence of security	Visible or Minimal	Visible or Minimal	Visible or Minimal	Visible or Minimal
Adaptability to incidents	Poor, Moderate or Good	Poor, Moderate or Good	Poor, Moderate or Good	Poor, Moderate or Good
Managing inebriated guests	Effectiveness or Ineffectiveness	Effectiveness or Ineffectiveness	Effectiveness or Ineffectiveness	Effectiveness or Ineffectiveness
Safety Procedures				
Fire Exits ready to be used	Yes/No	Yes/No	Yes/No	Yes/No
Flow of Crowds at entry and exit	Smooth/Moderate/Crowded	Smooth/Moderate/Crowded	Smooth/Moderate/Crowded	Smooth/Moderate/Crowded
Hazards	Risky / Unsafe/ Safety	Risky / Unsafe/ Safety	Risky / Unsafe/ Safety	Risky / Unsafe/ Safety
Total safety level	Yes/No (Description)	Yes/No (Description)	Yes/No (Description)	Yes/No (Description)

Table 2

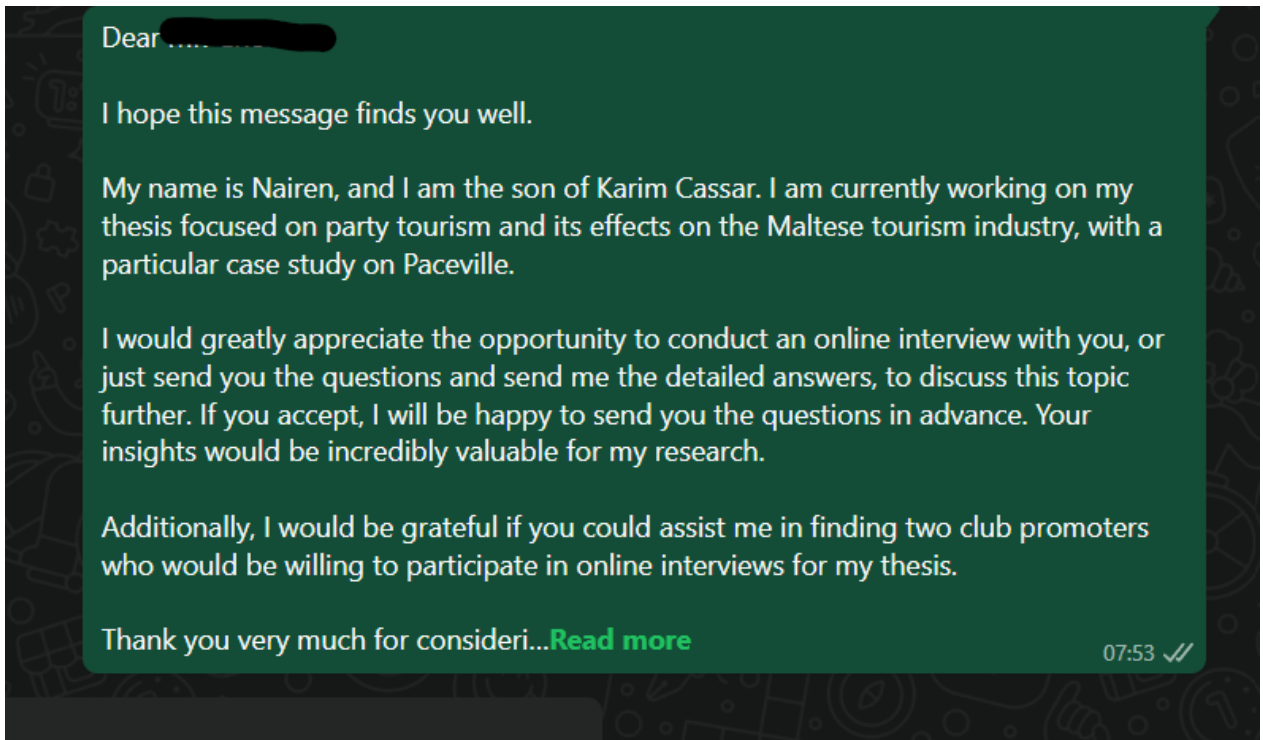
Observation	
Notable events and Incidents	
Safety Procedures	

Table 3

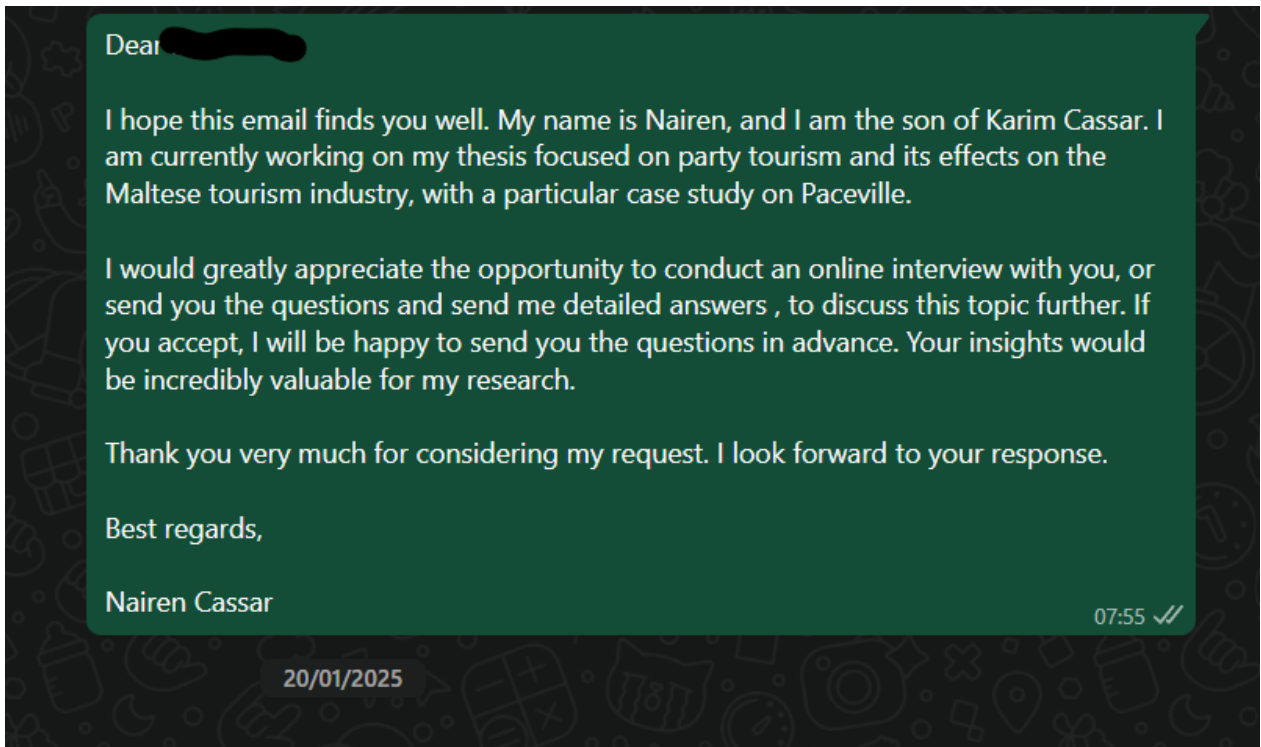
Name of nightclub	Date/ Time of observation	Ambiance	Key events and Procedures	Noted safety and hygiene concerns
Nightclub 1	Time	Smooth/Moderate/Crowded/Overcrowded	Info	Info
Nightclub 2	Time	Smooth/Moderate/Crowded/Overcrowded	Info	Info
Nightclub 3	Time	Smooth/Moderate/Crowded/Overcrowded	Info	Info
Nightclub 4	Time	Smooth/Moderate/Crowded/Overcrowded	Info	Info

Appendix 5: Contact of Participants

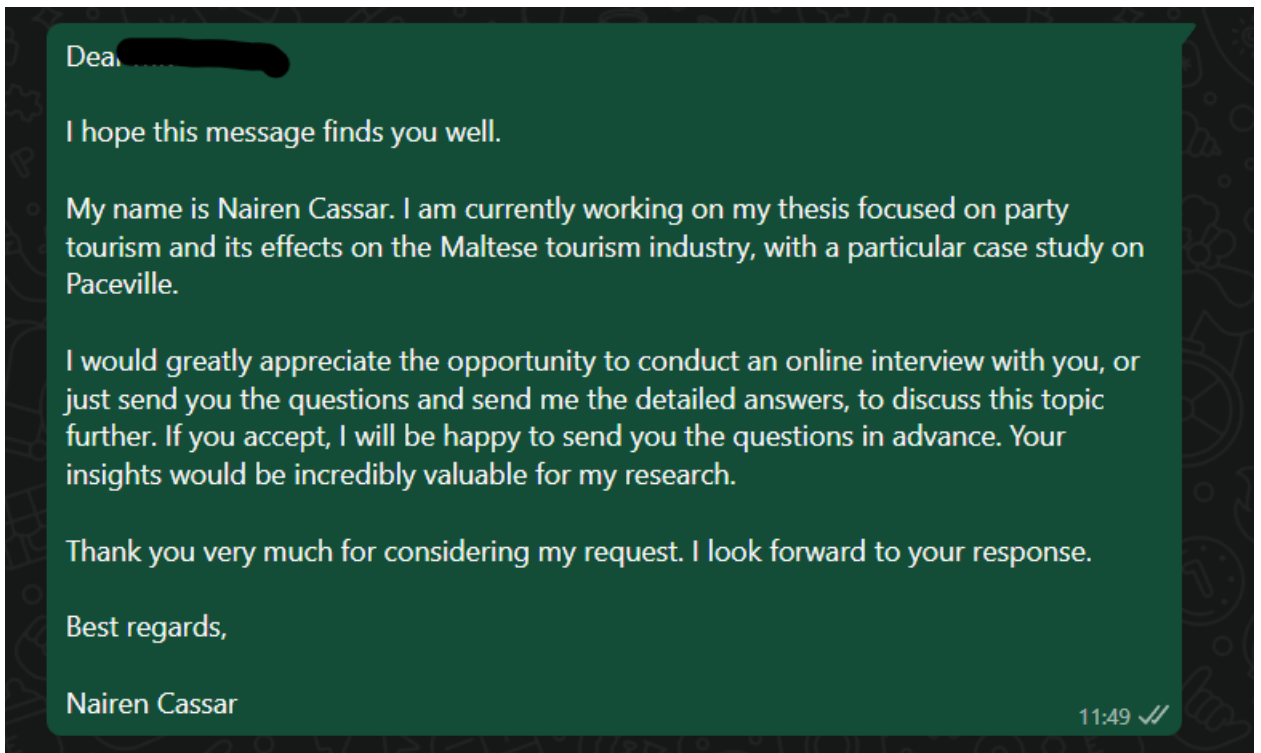
Club owner A



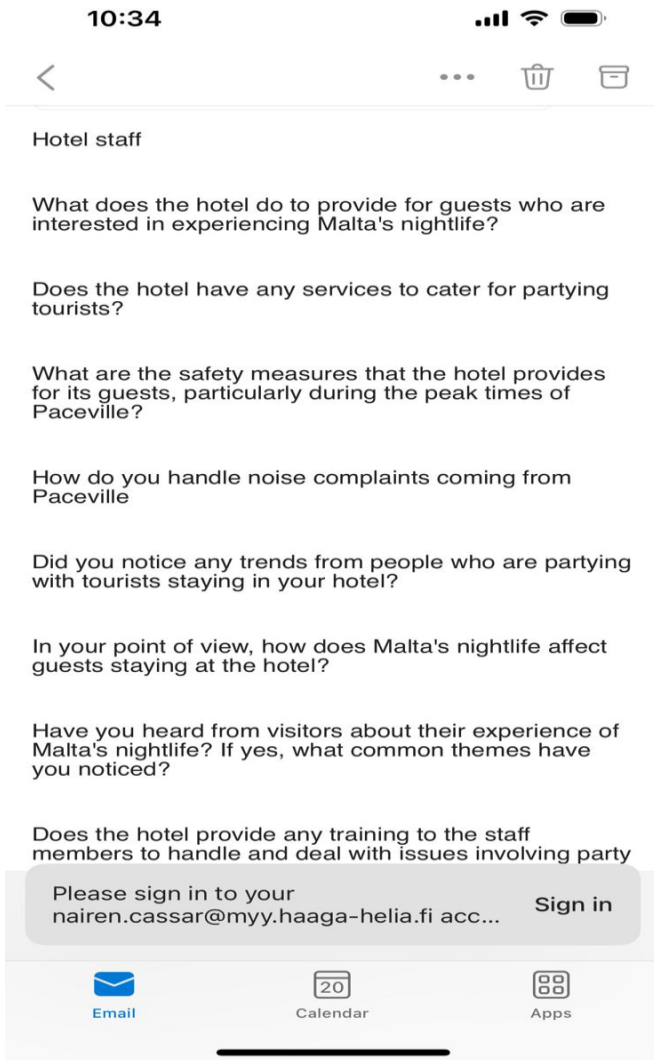
Club Owner B



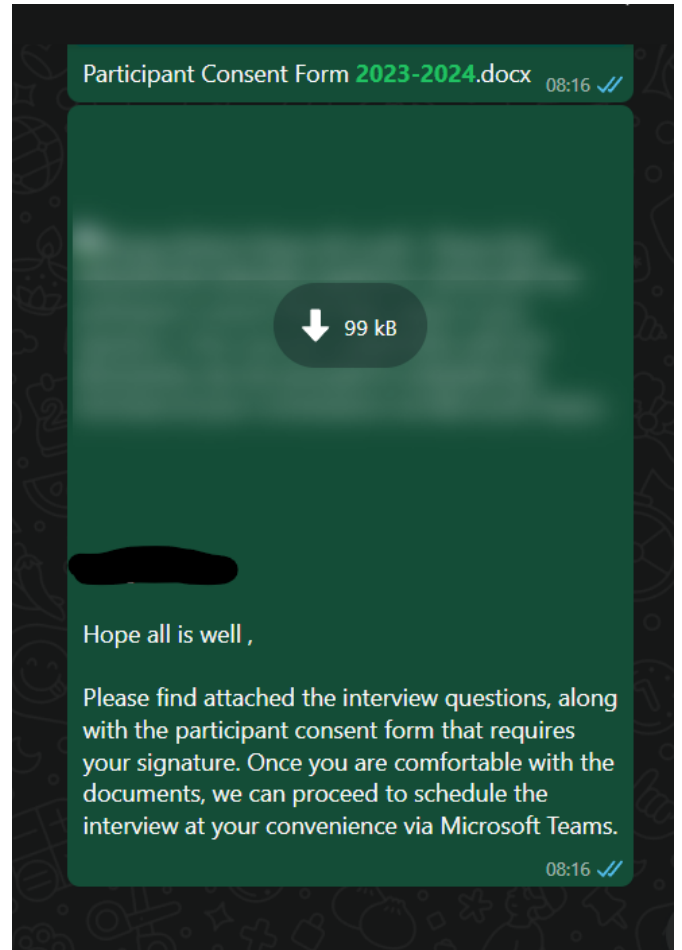
Paceville town manager



Hotel Staff A



Hotel staff B



Party promoter A

Thesis Interview

Dear [REDACTED]

I hope this message finds you well.

My name is Nairen Cassar. I am currently working on my thesis focused on party tourism and its effects on the Maltese tourism industry, with a particular case study on Paceville.

I would greatly appreciate the opportunity to conduct an online interview with you, or just send you the questions and send me the detailed answers, to discuss this topic further. If you accept, I will be happy to send you the questions in advance. Your insights would be incredibly valuable for my research.

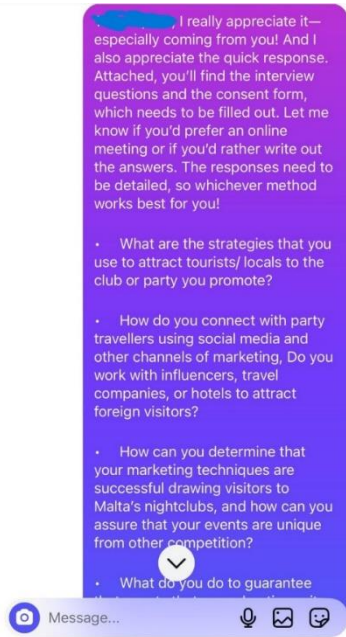
Thank you very much for considering my request. I look forward to your response.

Best regards,

Nairen Cassar

Sent from Outlook for iOS

Party promoter B



Appendix 6: Recommendation Pictures and Meeting and Records Form






SUPERVISOR'S / TUTOR'S LOGBOOK

<i>Supervision Task</i>	
Program Name	Bachelor in International Hospitality Management (Hons)
Dissertation Title	Party tourism and its' effects on the Maltese tourism Industry – a case study within Paceville
Supervisor Name	Ms.Carmenrita Bugeja
Student Name	Nairen Cassar
Student ITS Number	1900222/3

Record of Meetings

Meeting number	Date	Start Time	End Time	Duration	Main Points Discussed in Meeting / Online correspondence
1	22/01/24	13:42	14:42	1 hr	Introduction planning
2	05/02/24	14:27	15:27	1 hr	Introduction review + Literature review planning
3	18/04/24	13:00	14:00	1 hr meeting	Literature review approval + planning of methodology
4	09/01/25	15:30	16:30	1 hr meeting	Methodology review + results planning
5	09/04/25	18:00	19:00	1 hr meeting	Results review + planning of conclusion
6	10/05/25	09:00	09:30	30 min	Conclusion review



Supervisor's Signature

N.C

Student's Signature