ENJOY & RESPECT

Manage success before success manages the destination.

BRAIN THINK TANK • PARTICIPANT GUIDE • 26 NOVEMBER 2026 • HILTON MALTA

Enjoy the destination. Respect the place people call home.

The ambition

Tourism succeeds when visitors, businesses, government and communities have a fair relationship. Beginning with Malta, this BRAIN Think Tank will explore how destinations can maintain that balance as tourism grows—and turn Enjoy & Respect into a practical destination-management model that could inform other Mediterranean destinations.

The task is not to solve every destination-management challenge in one afternoon. It is to define a credible project brief, priorities, delivery partners and pathway for an initiative that can be tested, measured and improved.

Event at a glance

When	What / where
13:00	Networking lunch — Spinola Foyer, Hilton Malta
14:30–17:00	Enjoy & Respect BRAIN Think Tank — Hilton Malta

What makes BRAIN different?

BRAIN is a working conversation, not a sequence of speeches. It brings together different countries, sectors, disciplines and experiences to challenge assumptions and connect ideas with people able to act. Participants are encouraged to share examples that have worked—and those that have not—rather than prepare formal presentations.

The practical outcome

- A shared statement of the destination-management challenge and what success should mean for residents, visitors and businesses.
- A preliminary Enjoy & Respect project brief with a manageable set of priorities and measures.
- A proposed delivery pathway: partners, responsibilities, pilots, monitoring and next decisions.
- Ideas and lessons that could be adapted by other Mediterranean destinations.

Discussion themes

1. Capacity, accommodation and place

Visitor flows, tourism zoning, short-term rentals, accommodation standards, carrying-capacity signals and the cumulative effect on neighbourhoods.

2. Behaviour, public spaces and quality of life

Visitor behaviour, noise, cleanliness, waste, beaches, streets, public-space management and the lived experience of local communities.

3. Safety, preparedness and enforcement

Visible enforcement, community policing, shared responsibilities, incident prevention, reporting and coordination between tourism and public authorities.

4. Business standards and fair competition

Service standards, compliance, consistency across accommodation types, responsible operations and fair expectations for all operators.

5. Governance, evidence and delivery

Who convenes whom, how to measure results, how residents are heard, how decisions are implemented and what a replicable Mediterranean model could look like.

Working programme | 14:30–17:00

Time	Activity
14:30–14:45	Welcome, introductions, objectives and working rules
14:45–15:20	Part 1 — International examples, Malta challenges and lessons learned
15:20–16:05	Part 2 — Develop priority interventions and a practical model
16:05–16:35	Group discussion and report-back: proposals, partners and measures
16:35–16:55	Agree draft project brief, initial pilots and next-step owners
16:55–17:00	Closing and follow-up

Guidance for participants

- Bring one or two examples of destination-management practices you have seen work in Malta or abroad.
- Think about both the resident experience and the visitor experience; avoid treating these as competing goals.
- Identify practical interventions and who would need to collaborate to deliver them.
- Propose measures of progress: not only arrival numbers, but quality, compliance, safety, community experience and business outcomes.
- Be specific, constructive and respectful. The group is developing options, not taking binding policy decisions.

Frequently asked questions

Do I need to prepare a presentation?

No. A short example, experience, or practical proposal is sufficient.

Do I need to know Malta in detail?

No. International comparisons are welcome; Maltese participants can help translate ideas into local context.

Are we making government policy?

No. The session aims to shape a project brief and proposals for subsequent consideration by the relevant partners and authorities.

Is the participant list final?

No. The list is provisional, may change or grow, and the conversation welcomes additional people with a genuine interest in the subject.

What happens afterwards?

The proposals will be consolidated into a draft brief, potential pilots and a follow-up pathway, subject to partner engagement.

Appendix A — Initial participants and professional perspectives

Proposed participants, not a confirmed attendance list. Professional titles are based on information supplied for this guide and should be checked before external publication. Additional interested stakeholders may join.

Kevin Callus — Malta

FACILITATOR — AX Group General Manager; MHRA Council Member

Contribution to discussion: Hospitality operations, operator perspective and industry coordination.

Arthur Grima — Malta

Marketing Director, Malta Tourism Authority

Contribution to discussion: Destination promotion and visitor-market perspective.

Prof. Adam Blake — United Kingdom

Professor of Economics and Econometrics; Head, International Centre for Tourism and Hospitality Research, Bournemouth University

Contribution to discussion: Tourism economics, measurement and policy evaluation.

Gabriele Manella — Italy

Associate Professor, University of Bologna; President, Mediterranean Association for the Sociology of Tourism (ASTMed)

Contribution to discussion: Tourism sociology, communities and destination impacts.

Lloyd Waller — Jamaica

Professor; Global Director, Global Tourism Resilience & Crisis Management Centre

Contribution to discussion: Destination resilience, crisis management and international collaboration.

Mario Fava — Malta

Local Councils Association

Contribution to discussion: Local government and community needs.

Carlos Tabone — Malta

Permanent Secretary, Tourism

Contribution to discussion: Public administration and tourism policy delivery.

Snježana Cenić — Croatia

Academic

Contribution to discussion: Research and comparative international perspectives.

Nico Mulder — Netherlands

CEO, Place To Be

Contribution to discussion: Place-making and destination experience.

H.E. Dr Gavin Gulia — Malta

Ambassador of Malta to Poland; Former Chairman, Malta Tourism Authority

Contribution to discussion: Diplomacy, tourism governance and destination leadership.

Paolo Corvo — Italy

Associate Professor of General Sociology; Director, Sociology Laboratory, University of Gastronomic Sciences

Contribution to discussion: Social impacts, lifestyles and tourism communities.

Georgios Paris Tsartas — Greece

Emeritus Professor of Tourism Development, Harokopio University of Athens; Former Rector, University of the Aegean

Contribution to discussion: Tourism development and destination planning.

Appendix B — Working worksheets

Worksheet 1 | Challenge and evidence

Prompt	Working notes
Which destination-management issue matters most?	
Who is affected, and how?	
What evidence or international example informs this?	
What does a fair outcome look like?	

Worksheet 2 | Proposed intervention

Prompt	Working notes
Proposed action / pilot	
Small, near-term step	
Partners and responsible organisations	
Dependencies and practical barriers	
Measures of success and review period	

Worksheet 3 | Enjoy & Respect project brief

Project element	Draft agreement
Purpose and intended beneficiaries	
Three to five priority workstreams	
Initial pilot or demonstration area / approach	
Governance and community involvement	
Data, measurement and reporting	
Lead partners and first 90-day actions	

Worksheet 4 | Group report-back

In five minutes, present: (1) the central problem, (2) the proposed intervention, (3) the people and organisations needed, (4) the measure of success, and (5) the first practical step.

ENJOY THE DESTINATION. RESPECT THE PLACE PEOPLE CALL HOME.