

***MALTA FEDERATION OF  
PROFESSIONAL ASSOCIATIONS /  
GOZO TOURISM ASSOCIATION***

***The Needs of the Professional in Gozo –  
A Research Study***

***Research Findings Report***

***October 2018***

***M. FSADNI & Associates  
Market & Social Research Consultants***

***19 November 2018***



**M FSADNI & ASSOCIATES**

market research | marketing consultancy | training | recruitment



MINISTRY FOR GOZO

## **EXECUTIVE SUMMARY – Key Learnings and Salient Conclusions**

This Section presents the key learnings and salient conclusions emanating from the Research Study.

### **1. Challenges faced by Professionals working in Gozo**

**Conclusion 1: 9 in 10 professionals who work in Gozo believe that they encounter difficulties/challenges which are not encountered by professionals working in Malta.**

**Conclusion 2: 2 in 3 professionals believe that the lack of opportunities for career advancement is a challenge for professionals working in Gozo.**

- ✓ A high 90% of the respondents (96 respondent) believe that as professionals working in Gozo they do encounter difficulties/challenges/limitations which are not usually encountered by professionals working in Malta.
- ✓ Of the 96 respondents who indicated that they encounter difficulties/challenges/limitations, 66% indicated the lack of opportunities for career advancement as a challenge/difficulty, while another 30% mentioned the challenge of having a smaller audience when compared to Malta. Furthermore, 10% of the respondents mentioned the fact that they have to set lower fees than professionals working in Malta. A number of respondents also mentioned the issue of the limited connectivity between Malta and Gozo, which is rather time-consuming.

### **2. Opportunities for Continuing Professional Development (CPD)**

**Conclusion 1: 6 in 7 professionals believe that there are not enough opportunities in Gozo for CPD.**

**Conclusion 2: 9 in 10 professionals have attended a CPD course to date.**

**Conclusion 3: 2 in 3 professionals attended their most recent CPD course in Malta.**

**Conclusion 4: 1 in 2 professionals indicated having to travel to Malta, which is too time-consuming, as a reason for not having attended any CPD courses to date.**

**Conclusion 5: More than 9 in 10 professionals believe that the use of technology would improve CPD opportunities for professionals working in Gozo.**

- ✓ The majority of respondents (86%) indicated that there are not enough opportunities in Gozo for Continuing Professional Development.
- ✓ A positive 91% of the respondents (97 respondents) have attended a CPD course to date, while another 9% (10 respondents) have not attended such courses.
- ✓ Of the 97 respondents who have attended a CPD course to date, 63% have attended their most recent CPD course in Malta, while another 20% have attended their most recent course abroad. Only 18% of the respondents indicated that they attended their most recent CPD course in Gozo.
- ✓ Half of the 10 respondents (50%), who have never attended a CPD course to date, indicated the need to go to Malta which is too time-consuming as a reason for never having attended such course. Following, 30% indicated the lack of CPD course opportunities in Gozo; CPD courses not being offered in Gozo for respondent's field of profession and not knowing of the existence of CPD courses respectively, as reasons for never attending CPD courses.
- ✓ A very high 95% of the respondents believe that the use of technology would improve CPD opportunities for professionals working in Gozo. Another 5% of the respondents do not believe that the use of technology

would improve such opportunities, while another 1% indicated that such technology is already being used for CPD courses in Gozo.

**a. General perceptions on professional services in Gozo**

**Conclusion 1: More than 1 in 2 professionals disagree/completely disagree that there are too many professionals engaged in their area of specialisation to enable a balanced share of the workload.**

**Conclusion 2: 2 in 5 professionals agree/completely agree that service users in Gozo have a good selection of professionals to choose from in their area of specialisation/profession, while almost 2 in 5 professionals disagree/completely disagree.**

**Conclusion 3: 2 in 3 professionals agree/completely agree that they charge lower fees for their professional services rendered in Gozo when compared to their counterpart professionals working in Malta.**

**Conclusion 4: Addressing the need for better connectivity between Malta and Gozo and drawing up a better strategy to attractive work opportunities in Gozo, were the most mentioned recommendations on how the situation of professionals working in Gozo may be improved.**

- ✓ 55% of the respondents disagree/completely disagree that there are too many professionals engaged in their area of specialisation working in Gozo to enable a balanced sharing of the workload, while another 16% agree/completely agree. Another 27% indicated that they neither agree nor disagree in this regard.
- ✓ Furthermore, 40% of the respondents agree/completely agree that service users in Gozo have a good selection of professionals to choose from in their area of specialisation/profession. Following, 38% indicated that they disagree/completely disagree, while another 22% neither agree nor disagree.
- ✓ 68% of the respondents agree/completely agree that they charge lower fees for their professional services rendered in Gozo than their counterpart professionals working in Malta. Following, 16% of the respondents disagree/completely disagree while another 5% neither agree nor disagree.
- ✓ Respondents mostly suggested the following recommendations on how the situation of professionals working in Gozo may be improved:
  1. Address the need for better connectivity between Malta and Gozo
  2. Draw up a better strategy to attractive work opportunities in Gozo – “there is a brain drain in Gozo”
  3. Hold more training and courses for continuing professional development in Gozo
  4. Invest in a permanent link between Malta and Gozo
  5. Improve access to government departments/ authorities in Gozo.

**b. Hospitality & tourism**

**Conclusion 1: More than 9 in 10 professionals, in the hospitality & tourism sector, believe that they face bigger challenges/difficulties than their counter professionals in Malta.**

**Conclusion 2: The difficulty to recruit the right people, the limited connectivity and seasonality were the most challenges/difficulties mentioned by professionals who work in the hospitality and tourism sector.**

**Conclusion 3: More than 9 in 10 professionals believe that the hospitality and tourism sector is not being given enough prominence as a professional field in Gozo.**

**Conclusion 4: Introducing incentives to encourage more people to work in the hospitality and tourism sector, addressing the need for better connectivity between Malta and Gozo and addressing the**

**seasonality problem were the most proposed recommendations on how the hospitality and tourism sector may be improved in Gozo.**

- ✓ Of the 15 respondents who work in the hospitality and tourism sector, a high 93% (14 respondents) believe that they face bigger challenges/difficulties than their counter professionals in Malta.
- ✓ The most mentioned challenges/difficulties faced by hospitality and tourism professionals working in Gozo are:
  1. Difficulties to find the right people to work in this sector – there is a lack of awareness/ interest from Gozitan workers to work in this sector in Gozo
  2. There is limited connectivity
  3. Seasonality.
- ✓ Furthermore, 93% of the 15 respondents (14 respondents) believe that the hospitality and tourism sector is not being given enough prominence as a professional field in Gozo.
- ✓ The 14 respondents who indicated that the hospitality and tourism sector is not being given enough prominence as a professional field in Gozo, mostly proposed the following suggestions to improve this sector in Gozo:
  1. Introduce incentives so that more people are encouraged to work in the hospitality and tourism sector
  2. Address the need for better connectivity between Malta and Gozo, for tourists, workers, service-providers, etc. Examples given: fast ferry (immediate solution), permanent link (long-term), small airport for business people.
  3. Address the seasonality problem.

### ***c. Identification of New Market Niches in Gozo***

- ✓ The most suggested new niche markets in Gozo by the respondents were:
  1. Specialised Tourism, e.g. wellness, health, agritourism, culture, religion, etc.
  2. Specialised medical services
  3. Specialised IT, technology, gaming and financial services (by way of appropriate infrastructure and digital connectivity).
- ✓ Furthermore, the respondents mentioned the following as further suggestions on the subject of the needs of professionals working in Gozo:
  1. Further investment in work and education opportunities
  2. Address the need for connectivity between Malta and Gozo.

### ***Acknowledgements***

*This initiative has been supported by the Ministry for Gozo NGO Assistance Scheme, a funding programme for Voluntary Organisations on the Island of Gozo.*

*We also would like to thank all the professionals who participated in the initial seminar in July 2018 and all those who participated in the survey.*

### ***Disclaimer***

*\* This initiative reflects the views only of the author, and the Ministry for Gozo cannot be held. Responsible for the content or any use which may be made of the information contained therein.*