Key Considerations for Strategic Tourism Planning at the National Level

Maldives
Tourism Master Plan

Most Important Document
Beginning of Tourism

- 1970: Italian Tour Organizer, George Corbin
- 1972: First Tourist Resort
First Tourism Master Plan
1983 - 1992

Key Considerations:

- Physical conditions
- Social conditions
- Economic conditions
Second Tourism Master Plan
1996 - 2005

Key Considerations:
• Beautiful and unspoiled marine island environment
• Maldivian workforce and human resources
• Need for capital
Third Tourism Master Plan
2007 - 2011

Key Considerations:

• Economic and financial status
• Tourist arrival trends, markets and product analysis
• Legal and institutional strengthening
• Human resource development
• State of the environment
• Community involvement
• Infrastructure and services
Need for Expansion
Occupancy

- 1983: 40.5
- 1996: 72.8
- 2007: 82.8
- 2011: 74.2
Visitor Survey

• Market Change
• Internet Usage
• Repeat Visitors
• Price Perceptions
Routine Inspections

- Guest Facilities
- Staff Facilities
- Service Areas
- Food Hygiene
- Environmental Aspects
Sites of Importance

- Historical
- Religious
- Cultural
- Archaeological
Climate Change Adaptation

TAP Project:

• Policy Environment
• Regulatory Guidance
• Technical Skills and Knowledge
• 10 New Investment Projects
• 10 Community-Based Adaptation Projects
• Market Based Risk Financing
Crisis Preparedness

- Roles
- Practice
- Equipment
- Shelter
- Evacuation
Local Career Opportunities

- Managers
- Accountants
- Chefs
- Engineers
- Diving / Water Sports
- Spa
- House keeping
- Waiters
- Unskilled Labourers
Fair Trade Principles

• Fish
• Fruits and vegetables
• Handicrafts
• coconut leaf roofing
• Transport
Building Regulations

- EIA
- Building Capacity
- Landscaping
- Water Conservation
- Waste management
Marketing

- Budget
- Contribution
- Participation
- New markets