Tourism Recovery – The Maldives

9th UNWTO Asia/Pacific Executive Training Program on Community Development and Tourism Recovery, Bohol
28 April to 1 May 2015
Potential Socio-cultural Threats to Tourism Industry in the Maldives

- Pandemic
- Religious Extremism
- Level of tolerance
- Education
- Standard of living
Potential **Socio-cultural** Threats to Tourism Industry in the Maldives

• **Antagonism**
  – Social Carrying Capacity
  – Luxury vs poverty
  – Increase in Foreign Labor
  – Congestion in tourist areas
  – Migration of people from rural atolls to tourism centers
  – Increase in Traffic
  – Sharing of public facilities and services with the tourists
  – Unacceptable Social behavior by tourists (Dress Code, Alcohol consumption in public places)
  – Commodification of Culture
Potential Economic Threats to Tourism Industry in the Maldives

External

• Global Economic Shocks
• Introduction of taxes, fees and other changes in the generating markets
• Changes in prices of fuel and other primary commodities in the Global Market
• Exchange Rates (Value of currency of major generating markets vs Major currencies which used in price structure)
• Travel advisories and travel bans
Potential Economic Threats to Tourism Industry in the Maldives

Internal

• Exchange Rates (MVR vs USD)
• Introduction of Tax and other levies on tourists, consumable and services used by tourists
• Increase in prices of goods and services used by tourists
• Oversupply
• Decline in the demand for the destination
Potential Environmental Threats to Tourism Industry in the Maldives

- Global Warming
- Coral Bleaching
- Tsunamis
- Tidal Waves
- Storm Surges
- Impacts of Climate Change – health related risks
Malé – The Capital
Typical Resort
Typical Resort
Resource Requirements

- Institutional Arrangement
- Political Commitment
- Authority with the Mandate
  - Communication
- Plan of Action
  - Clear and precise definition of Role and responsibilities of all concerned
- Competent Personnel
- National Budget
Crisis Management, January 2013 – Alert on Contaminated Cheese

- Yes, we do have a crisis management plan
- January 2013
  - Alert on Import of Contaminated Cheese with Listeria Bacteria
- Recovery planning
  - Alert communicated to all the focal points in the industry
- Communications and marketing
  - Communication of the alert was in the form a circular transmitted by fax.
Crisis Management, January 2013 – Alert on Contaminated Cheese

• Resourcing
  – Faxing the circular is automated. After transmission of the fax, telephone calls to the focal points in to confirm the receipt of the circular and to attend to any queries they may have.

• Implementation
  – All cheese distributed to the industry were collected and sent to HPA for safe disposal.

• Monitoring and evaluation
  – Vigilance was maintained in order to attend immediately if any person showed any symptoms
Insights

* All of us are impacted by crises (large or small)
* Crises cannot be foreseen or prevented but can be managed effectively if we understand and practice the best of what is possible
* Budget allocation
* Need dedicated and responsible team
* Communication
Recommendations

* Denial – It wont happen to us so we don’t need to allocate funds and resources to prepare for crises.

* We will face crises but we don’t know how, when, and why they occur and in what form – we need to be prepared.

* We need to create strong culture, values which puts tourist safety ahead of profits.

* A major crisis can happen anywhere, anytime, to anyone.
Thank You

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