Republic of Maldives

Ms. Fathimath Samah

Ministry of Tourism
Destination Human Capital SWOT

**Strengths**
- Tourism is the no.1 industry accounting for 30% of country’s GDP
- Large number of Job seekers
- Awareness programs conducted in school/collages/universities
- Maldives National University
- A specialized tourism faculty under the University – Faculty of Hospitality Tourism Studies

**Opportunities**
- Tourism no.1 employment generator, direct and indirect
- Travel and tourism included in the secondary education curriculum
- Creates employment through short term highly focused opportunities
- Increased standard of living of local communities due to guest house sector development
- New jobs being created with new resort developments coming up

**Weaknesses**
- Foreign staff ratio too high
- Lack of skilled locals
- Lack of skill training institutes
- Lack of expertise
- Tourism sector dominated by males

**Threats**
- Increase in foreign laborers due to existing regulations (55:45 foreign local ratio allowed)
- Demands, expectations and standards of job seekers too high
# Stakeholder Analysis

<table>
<thead>
<tr>
<th>Name of Stakeholder</th>
<th>Roles and Responsibilities</th>
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<tbody>
<tr>
<td>Government</td>
<td>Plan policies and strategies required for the development of the industry and overall regulation of the industry</td>
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<tr>
<td>Education and Training Providers</td>
<td>Provide required trainings and education</td>
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<tr>
<td>Industry Associations</td>
<td>Provide support and feedback for policies and plans</td>
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<tr>
<td>The Private Sector</td>
<td>Provide support in executing awareness programs and on the job trainings and internships</td>
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<td>Development Partners</td>
<td>Provide required technical assistance and sometimes funding</td>
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<td>Civil Society</td>
<td>-</td>
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