THE 17TH UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAMME ON TOURISM POLICY AND STRATEGY

MALDIVES

HUMAN RESOURCE DEVELOPMENT IN TOURISM INDUSTRY, MALDIVES

Topic 02: A Shift in customer Expectations and its Impacts on HRD

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• 3.2000° N / 73.2200° E
• Area of 90,000 SQ KM
• 99% Water & 1% Land
• Just One Meter above Sea level
• Official Language: Dhivehi
• Tourism began in 1972
Island Nation

- 26 Atolls/1192 Islands
- 189 Inhabited Islands
- 521,457 population (census 22')
- 52,396 resort workers (census 22')

- 175 Resorts 42,963 Beds
- 162 Liveaboards 3,181 Beds
- 14 Hotels 1,940 Beds
- 918 Guesthouses 15,073 Beds

[census 22']
HUMAN RESOURCE DEVELOPMENT IN THE MALDIVIAN TOURISM INDUSTRY

Topic 02: A Shift in customer Expectations and its Impacts on HRD
Navigating Post-Covid 19 Challenges
OUR MARKET & THEIR EXPECTATIONS

- World’s leading destination for three consecutive years
- Maldives is famous for the ultra luxury resorts.
- News and media attention/ Elite customers/ Hollywood celebrities/ Bollywood celebrities/ football elite / Honeymooners/ Baby Boomers etc.
• Exclusive privacy and world class service
• Room rates and service outlets charge high prices, therefore customers expectations are very high.
• Hence services quality have to match the high prices, taxes, and service charges.
• Post Covid-19 customers Expectations shifted based on one island one resort destination: Safety destination, luxury Isolation/ Quarantine Destination
HOW DO WE PREPARE OUR TOURISM WORKERS?

Young Workers & School Leavers:
• Integrate tourism and hospitality values, concepts, and knowledge into all school subjects in years 1 to 10 through new learning formats and captivating learning experiences (5th MP)
• Enable the integration of skills development into the national curriculum for high schools (11th & 12th) (5th MP)
• Familiarization tours for students
Internship & Apprentice Programs:
• National Apprentice Program
• Marriott International Maldives – in Addu City 2023
• Universal Foundation by Universal Resorts
• Four Season Apprentice Program in Maldives
• Individual Initiatives/ Programs by Resorts
• Polytechnic Technical & Vocational Courses: Develop skills & knowledge needed for the industry
• Organize local career fairs with representatives/ facilities from the tourism industry
• Tourism Awareness Session Across the country for school leavers, teachers and parents
• **Online Degree Program** for Tourism Workers
• Inter department training and career pathways/ **On the Job training**
• Trainings from Hotel chains Internationally
• Awareness Sessions and refreshers on Sustainable **practices and Environment** policies in the Maldives
• Introduce a ‘**tourism talent visa**’ to attract the best qualified and highly skilled workers in the industry by incentivising them to work and live in Maldives (5th MP)
HUMAN RESOURCE DEVELOPMENT POST COVID

POST COVID WE PREPARED OUR PEOPLE TO PROVIDE TAILORED SERVICES TO OUR CUSTOMERS

Trainings on our Covid-19 Guidelines and Policies

Training on Contact Tracing Guideline & “Trace Ekee” Application

Training on Infection prevention and control measures

Prevention Steps for Caregivers and Household Members
HUMAN RESOURCE DEVELOPMENT POST COVID

- Covid-19 Vaccination Campaign: for tourism employee vaccination
- Clinic in all resorts (Doctor and Nurse with required equipment's)
- Single/Private butler services per villa
- Crystal standard trainings
- HACCP Trainings
- Refreshers on Ethics

Intertek Cristal helps clients establish a proactive risk management system to ensure the safety and wellbeing of their guests, visitors and employees.

We are global leaders in systems and services for brand quality, standards management and related risk management in travel, tourism and hospitality sector. Our services enable our clients unlock the economic benefits associated with improvements in efficiency, quality and productivity.
Statistics as per Maldives population census 2023

Tourism Employees in Maldives Resorts
52,396 Employees

- **foreigners** 70%
- **locals** 30%

7% of the Employees are Female
And only 3% are local Females
HUMAN RESOURCE IN THE MALDIVES

- 45% Parity is Mandatory
- Challenging – Small population, Increased in no of Resorts
- 1 Internship for foreigner = 2 internship for locals
- Staff ratio in Maldives 1:1.5 (guest:1.5 staff)
- Biggest motivation: High Service Charge in Maldives resorts/ attractive packages
- Different area of job opportunities due to one island concept.
NEW DEMANDS ON TOURISM WORKERS, OUTDATED TOURISM TRAINING CURRICULUM

• Experience Educational certifications required
• Travel and Tourism Studies in 8th to 10th Grade
• Awareness on Climate crisis: Climate change envoy
• Increase digitalization of tourism-related education and training
• Identify Industry training needs
• Technical and Vocational Trainings
• Establish world class tourism and hospitality training institutions in Maldives: Different Atolls
• Develop online modular video training courses
• Free Degree programs from Government of Maldives
• Internship Opportunities / Apprenticeship Programs
WOMEN IN THE TOURISM INDUSTRY

• Identify opportunities/challenges for women in the tourism industry

• **hybrid work** from home for marketing, accounts, and human resources

• Provide **targeted scholarships** for women for hospitality and tourism industry-related studies

• Conduct **training workshops** with tourism stakeholders and Women’s Development Committee members to create awareness on opportunities for women

• Provide **full scholarships** for women living in remote islands to study management, marketing, and vocational subjects to study in Male’ and other local islands
THANK YOU