



MINISTRY OF TOURISM, ARTS AND CULTURE
Republic of Maldives

C i r c u l a r

Circular no: 88-HR/CIR/2010/20

To: General Managers and Human Resources Directors of Tourist Establishments, Travel Agencies, Tourism Related Associations.

Date: 24 June 2010

Subject: ***Request for expressions of interest to support awareness campaign***

Dear Sir / Madam

The Ministry of Tourism, Arts and Culture is planning a nationwide public awareness campaign on tourism sector employment.

The main objectives of the campaign are to create interest in tourism sector employment opportunities, create awareness on how the tourism sector operates, recruiting employees, enlisting candidates for tourism and hospitality training and encourage parents to urge children to contribute to the industry.

As the Ministry plans to hold this campaign for a year, several components have been designed which include a road show, internship program, familiarization trips and a media campaign. To implement such a campaign, the Ministry requires major help from the industry.

The ministry would like to call upon all industry stakeholders to support this campaign. Opportunities are available for sponsorships, donations, logistical arrangements, event management and other related aspects of this campaign.

Parties who are interested to contribute in this campaign, please fill the sheet "EOI for Awareness Campaign" from our website www.tourism.gov.mv and email to dheena@tourism.gov.mv, by 01st July 2010.

For further information please contact Dheena Shareef, Asst HR Officer, 3323224 or Shamoon Shihab, Asst HR Officer, 3323224. Kindly confirm the receipt of this circular to the abovementioned email address.

Yours sincerely,


Hassan Zameel
Deputy Director

**This is a computer generated fax*