PRESIDENT’S AWARD FOR HUMAN RESOURCE DEVELOPMENT IN THE TOURISM INDUSTRY

The Ministry of Tourism announced the government’s intention to award a Presidential Award for Human Resource Development from 2001. The reference period for the first award which will be given during the 2001 Tourism day celebration is from 1st January to 5th August 2001. Interested resorts have been registering their programmes according to the procedures laid by the ministry.

MALDIVES FEATURED ON ‘TRAVEL ASIA AND BEYOND’

A feature programme made jointly by the Maldives Tourism Promotion Board and Capital TV of India on the Maldives has been broadcast on Star TV’s travel program ‘Travel Asia and Beyond’. This program was broadcast on the 1st and 7th of October on Star World, and on the 7th and 9th of the same month on Star Plus. It showed images of Male’ and local islands as well as scenes from resorts. An interview with the Minister of Tourism, Hon. Hassan Sobir was also included in the programme.

This programme was expected to increase awareness about the destination among its very large audience, a high percentage of which are in Asia.

THE MISS WORLD 2000

The Miss World 2000 beachwear contest held in the Maldives was broadcast on the 30th of November 2000, during the Miss World show held at the Millennium Dome in London. Contestants from 95 countries around the globe visited the Maldives for the contest, and travelled to various locations within the Maldives. During their stay in the Maldives, the contestants participated in a special charity dinner, which donated a large amount of money to the disabled in the Maldives.

During the Miss World show held in London, video clips of the Maldives were shown, and the beauty coverage of the destination was commented on by presenters and the contestants as well. Thus giving a very favourable coverage for the destination. This was a major success for the Maldives, as the show was watched by millions of viewers worldwide.
RELEASE OF THE MALDIVES CD-ROM

A Maldives CD-Rom was released during November 2000. This CD-Rom containing general information on the destination and contact details of tourist resorts, hotels, safari vessels and travel agents has already become very popular and is in wide distribution for free, in the Maldives as well as worldwide. The CD-Rom was designed by Creative Graphic Communications Pte. Ltd. who are also the webmaster for the official website, http://www.visitmaldives.com, of the Ministry of Tourism. This CD-Rom also contains special features such as image galleries and music performed by the Zero Degree Atoll Band.

WASTE MANAGEMENT PROJECT

The final shipment under the project for procurement of incinerators from Norway for Maldivian tourist resorts, were delivered in November 2000. This shipment contained 2 units, making a total of 63 incinerators delivered to tourist resorts under this project.

Construction Projects

The detail drawings of Lh. Hudhufushi and S. Viilingili were submitted to this ministry on 18th December 2000 and 29th December 2000 respectively.

Gasfinolhu Island Resort opened on 27th December 2000 after renovation.

The construction and duty exemption period of Cocoa Beach was increased until 10th May 2001.

Training Programs & Workshops

Mr. Mohammed Farshath and Mr. Mohammed Maleeh Jamal completed a Diploma in Information Technology course conducted by Institute of Management and Administration from 05th March – 16th November 2000.

Ms. Aishath Yaadha completed a Certificate in Management course conducted by Institute of Management and Administration from 05th March – 16th November 2000.

Mr. Mohammed Maleeh Jamal has been awarded undergraduate studies in Hospitality and Tourism Management at Taylors College Malaysia sponsored by Villa scholarship scheme and he will be leaving on 13th January 2001.

Ms. Aminath Shanyz, Planning Officer (Trainee) of this Ministry undertook a training course on Tourism Management and Development from 27 November – 1 December 2000 in Singapore. The course was awarded by ESCAP and the Singapore Government, under the EACAP/Singapore Third Country Training Programme.

Ms. Ikleela Ismail, Research Officer of this Ministry, attended a Seminar on Tourism Planning and Development, from 30 October – 3 November 2000 in Yogyakarta, Indonesia. The programme was organised by the Asian Productivity Organisation.

Mr. Ismail Firag, Deputy Director, Planning and Development of this Ministry attended the

Duty Exemption to Resort development projects and upgrading projects

Within the 4th quarter period (October-December) 1 duty exemption permit was issued for resort development project for the Safari Island development project of Mushimasiggili and 3 duty exemption permits were given to Athurugau, Thudhufushi and Gasfinolhu for the upgrading projects.

Construction Permits and Standard Inspection

Within the 4th quarter period of the year 2000, 8 construction permits were issued for infrastructure renovation and development in resorts & Hotels. In the same period, 10 Resorts, 2 Hotels, 8 Guesthouses, 11 Yachts and 01 Dive School were inspected by the Ministry.
WTO/UNEP International Conference on Sustainable Tourism in the islands of the Asia-Pacific Region, from 6-8 December 2000 in Sanya, Island of Hainan, China. The conference was organised by the World Tourism Organisation (WTO) with the support of the United Nations Environment Programme.

Mr. Ahmed Mujuthaba, member of the Executive Board of the Maldives Association of Tourism Industry (MATI), attended the International Conference on Cultural Tourism, from 11-13 December 2000 in Siem Reap, Cambodia. The conference was organised by the World Tourism Organisation (WTO) and the Royal Government of Cambodia.

An Artificial Shipwreck on Ranveli Village

A large cargo vessel was sunk on the house reef of Ranveli Village on the 4th of October 2000 in order to create an artificial shipwreck. The Indian manufactured boat was 47.50 meters in length, 10.50 meters in width and 7 meters in height.

The management of Ranveli intends to promote and attract as many divers to the resort as possible and Maldives itself and also to provide the divers with a different experience by creating the wreck near the resort.

Tourist Accommodation

Tourist Accomodating Vessels
A total of three new vessels were registered in this ministry during the period of October to December 2000.

1. Maleesha Royal Cruiser
   Bed capacity – 31
   Operator – I.A.I Yatch Tours Pvt. Ltd.

2. Maldivian Romance
   Bed capacity – 14
   Operator – Sunland Travels Pvt. Ltd.

3. Barutheela
   Bed capacity – 16
   Operator – Sea Explorers Associate Pvt. Ltd.

The total number of vessels at end December 2000 was 112 with a bed capacity of 1,716.

Guest Houses
Caviana Guesthouse, with bed capacity 14, operated by Mr. Abdulla Faiz, M. Manager, was registered in this Ministry between the period of October - December 2000.

The total number of guesthouses at end of December 2000 was 22 with a bed capacity of 356.

Travel Agencies
A total of 12 Travel Agencies were registered during the period of July to September 2000. At the end of September 2000, there were a total of 358 Travel Agencies registered in this Ministry.

Workshop on Mitigation of Green House Gas Emission

Mr. Mohamed Sunad, Environment Officer (Trainee) of this Ministry attended a workshop on Mitigation Green House Emission held at Nasandhura Palace Hotel, Male' from 1st to 3rd of October 2000.

The Workshop was organised by the Ministry of Home Affairs, Housing and Environment and was commissioned by the United Nations Environment Program (UNEP).
**TOURISM INDICATORS AT END DECEMBER 2000**

<table>
<thead>
<tr>
<th><strong>Tourist arrivals</strong></th>
<th>467,154</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Δ over previous year</td>
<td>+8.7</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Major Markets</strong></th>
<th><strong>Tourists</strong></th>
<th><strong>% Share</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>106,451</td>
<td>22.8</td>
</tr>
<tr>
<td>Germany</td>
<td>77,642</td>
<td>16.6</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>71,440</td>
<td>15.3</td>
</tr>
<tr>
<td>Japan</td>
<td>47,180</td>
<td>10.1</td>
</tr>
<tr>
<td>France</td>
<td>27,517</td>
<td>5.9</td>
</tr>
<tr>
<td>Switzerland</td>
<td>24,528</td>
<td>5.3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>In resorts and hotels</strong></th>
<th><strong>Tourist Bed-Nights</strong></th>
<th>3,938,190</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Δ over previous year</td>
<td></td>
<td>+5.9</td>
</tr>
<tr>
<td>Beds in Operation at end December</td>
<td>16.164</td>
<td></td>
</tr>
<tr>
<td>Occupancy Rate</td>
<td>68.3%</td>
<td></td>
</tr>
<tr>
<td>Average Stay</td>
<td>8.4 Days</td>
<td></td>
</tr>
</tbody>
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Ministry of Tourism

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