Maldives Destination Development Strategies
Towards Green Tourism

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Presentation Content

Tourism Overview
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Maldives Background

- Indian Ocean Island Nation
  - 2000+ years history
  - Settled by fishermen & travellers
- 1,190 islands in the archipelago
- ~823 km in length & over the Equator
- Population: approx 325,000 (Est. DNP)
- International Tourism introduced in 1972
- Tourism established as the main economic activity in 10 years
Tourism Product

- Nature based tourism
  - marine eco-destination
- Resorts: 101 islands
- Concept “One Island - One Resort”
- Extensive reefs and dive sites
  - Abundant Marine life 1,100 species of reef fishes & 250+ species of corals
Accommodation Type and Tourist Bed Capacity 2011

- Resort Islands, 22,030, 81.9%
- Hotels, 1,603, 6.0%
- Guest Houses, 659, 2.5%
- Vessels, 2,514, 9.3%
- Marina, 90, 0.36%

Source: Ministry of Tourism, Arts & Culture, Maldives 2011
Major Markets 2011

Source: Ministry of Tourism, Arts & Culture, Maldives 2011
Purpose by Percentage of Visitors 2011

- Holiday, 64%
- Honeymoon, 20%
- Diving, 10%
- Business, 2%
- Wedding, 1%
National Development Targets
National Development Targets

- Promote Blue Economy in the context of Sustainable Development of Island States; environment & vulnerabilities
National Development Targets

- Maldives Carbon Neutral vision for 2020
  - Reduce electricity emissions by 80%
  - **Target to generate 60% of electricity via solar power by 2020**
    - Remaining 40% by wind and biomass,
    - diesel remaining as back-up
  - Maldives lead Cartagena Group of island states/Dialogue for Progressive Action

- GHG reduction Plan
  - GHG emission reduction and HCFC phase-out by 2020
National Development Targets

- Conservation targets
  - Establishment of Biosphere Reserve
  - Increase Marine Protected Areas annually
  - BACF established
  - CITES adoption by end 2012
National Development Targets

- Waste Management targets
  - Establish Sustainable Regional WM Centres throughout Maldives
  - 1 province in 2012 (ie. 4 atolls, 46 islands and 14 tourist resorts)
Tourism Policies & Strategies
Maldives Tourism Vision

* Maldives to be the best example of sustainable tourism development –

* A nation with an economically profitable tourism industry in harmony with its;
  * Natural environment
  * Cultural resources
  * Values of people
Tourism Policy Objectives

- Sustainable growth & development of the sector
  - Attain equitable distribution
  - Facilitate investment
  - Community inclusion
  - Promote public private partnerships
  - Product & Market Diversification
  - Maintain destination competitiveness
Maldives Tourism Strategies

* **Sector Planning** (Strategic & Master planning)
  * **First Tourism Master Plan (1984-1993)**
    * Dev concepts, minimal regulations (Laissez Faire Model) & tourism tax levy
  * **Second Tourism Master Plan (1996-2005)**
    * Harmonizing dev., Set zoning and expansion targets
    * Taking tourism to people, equitable tax regime and lease period extension
  * **Fourth Tourism Master Plan (To be formulated in 2012)**
Carrying Capacity Standards for Resort islands

- Maximum built Area of resort islands <30% of land area
- Minimum 5 linear meters of Beach for each guest room built
- Beach oriented rooms and setback from vegetation line required
Maldives Tourism Strategies

* Building Standards
  * Building height limited to 2 storey
  * Conceal of buildings in the natural vegetation
  * Coral stone use restrictions in building
  * Restrictions on shoreline obstruction
Maldives Tourism Strategies

* Tourism Adaptation to Climate Change
  * By 2013 adaptation measures identified
Maldives Tourism Strategies

- Harmonise Development through Standards
  - Environmental Impact Assessment mandatory
  - Restrictions on shoreline obstruction
  - Waste management facility requirements
  - Sewage treatment requirement
  - Groundwater use restriction & Water conservation
Maldives Tourism Strategies

* Nature Conservation
  * Protection of Tourist Dive Sites (33MPA’s)
  * Species protection, conservation and Research (70 bird sp, whales, dolphins, sharks)
  * Prohibited fishing from tourist resort islands
Maldives Tourism Strategies

- Operational Service Standards
  - Quality controls and standards
  - Monitoring of tourist facilities
Maldives Tourism Strategies

* Self Regulation
  * Technological Solutions
    * RE (70kW PV power plant, Hybrid systems)
    * Waste & Water Management
  * Whale & Dolphin watching guidelines
  * Whale shark watching guidelines
  * Corporate Social Responsibility
Maldives Tourism Strategies

* Vision to be a Premium Marine Eco-Destination
* Green Marketing & Branding
  * Destination Branding
  * Green Product Development & Marketing
Thank You