

MIKE SHARROCKS CONSULTANCY

Tourism Feasibility • Development Planning • Urban Design • Urban Regeneration • Environmental Appraisal

Maldives

THIRD NATIONAL TOURISM MASTER PLAN

For the World Tourism Organization, 2005

Mike Sharrocks undertook a Project Formulation Mission for the World Tourism Organization and UNDP for the preparation of the Third National Tourism Master Plan (2006-2010) for the Maldives. A document outlining the Terms of Reference (TOR) in the UNDP format was prepared so as to obtain funding assistance for the project.



As part of the Mission there was a requirement to review the Second National Tourism Master Plan (1996-2005) and to assess to what extent its objectives and targets had been achieved. In addition, the effects of the December 2004 Tsunami on the country's tourism sector and the ensuing recovery programme also had to be evaluated.



However, there were continuing concerns about the low level of tourism income that was retained within the Maldives' economy. In order to improve this situation, there was a need, amongst other measures, to improve tourism employment opportunities and human resource development for Maldivians. Roughly 40% of those employed in the tourism sector were expatriates.

The Maldives is a well-established tourism destination, especially for European visitors. The Mission had to identify what the principal issues were for the new master plan and how these should be addressed. The tourism sector was the main income generator for the country.

The Seventh National Development Plan for the period 2006-2010 was also being prepared and there was a need for the Third Tourism Master Plan to link into some of the development strategies outlined, especially with regard to the proposed consolidation of island communities. Future tourism strategies would need to be closely related to national air and maritime infrastructure provision. The new master plan would also need to have a strong focus on community-based initiatives in order to be able to ensure that benefits from tourism were more widely distributed.



Marketing requirements, tourism institutions and legislation, investment conditions, environmental sustainability and transport infrastructure were also matters that had to be assessed during the preparation of the Third National Tourism Master Plan. Management, reporting and staffing requirements were set out as part of the TOR document.

Tourism Feasibility • Development Planning • Urban Design • Urban Regeneration • Environmental Appraisal

www.mikesharrocks.com