

THE 12<sup>th</sup> UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAM  
ON TOURISM POLICY AND STRATEGY

# TOURISM AND TECHNOLOGY



Ministry of Tourism  
Republic of Maldives

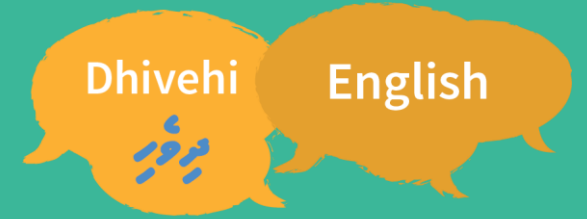
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The island nation

# MALDIVES



## Dhivehi

The Official Language

## 99% Water & 1% Land

Area of 90,000 SQ KM



## Population Maldives

407,660 (census 2014)



Inhabited Islands

202



Geographical Atolls

26



Total Islands

1190

# Accommodation



**RESORT ISLANDS**  
29,297 Beds  
130 Resorts



**LIVEABOARDS**  
126 Vessels  
2,387 Beds

**HOTELS**  
10 Hotels  
1,456 Beds

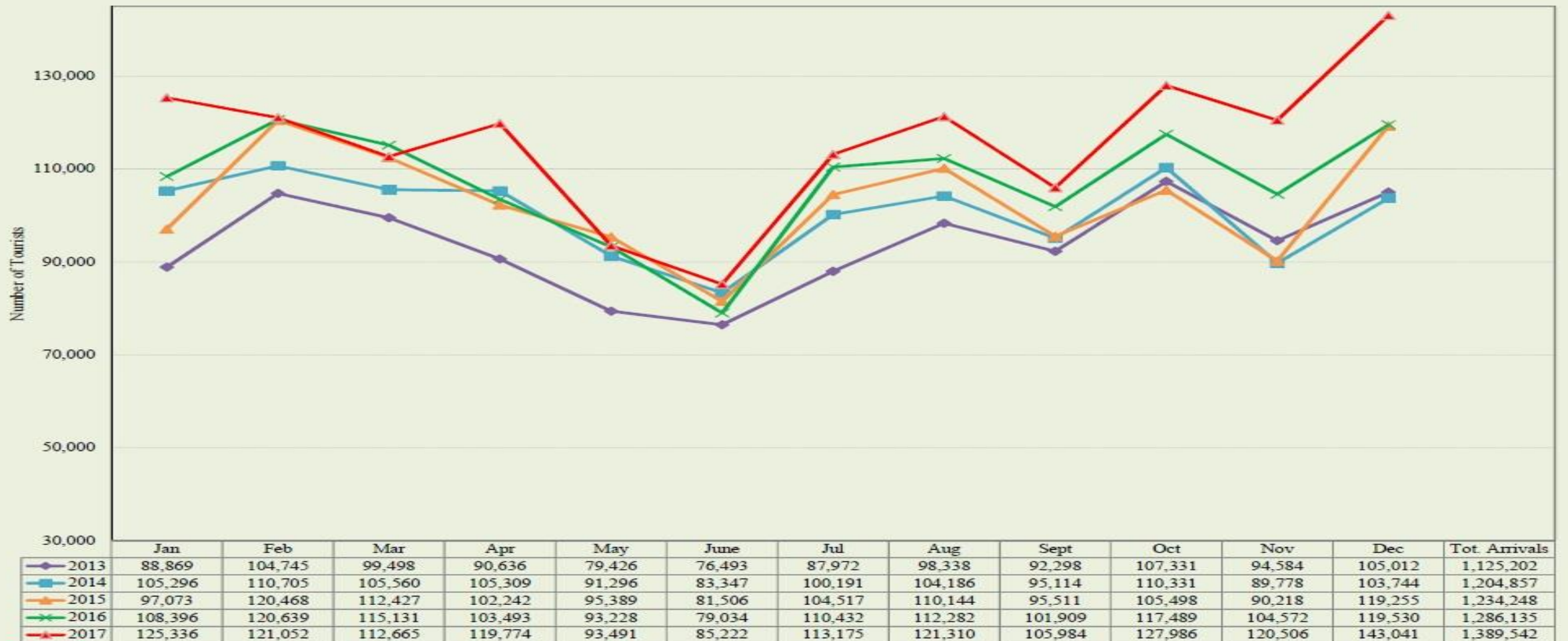


**GUESTHOUSES**  
474 Guesthouses  
7,557 Beds

# Arrivals



**Tourist Arrivals  
2008 - 2017**



# SWOT

Strengths	Weakness
<ul style="list-style-type: none"><li>• One island – one resort concept</li><li>• Unique features; underwater, beach &amp; tropical climate</li><li>• One of the leading tourist destination in the world</li><li>• First fully powered solar resort in the world – Clubmed Finolhu Villas</li><li>• Strong foothold in the social media platform</li></ul>	<ul style="list-style-type: none"><li>• Minimal opportunity to train locals in the field of technology</li><li>• Security issues</li><li>• System failures</li><li>• Budgetary constraints</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>• Green Tourism Operations</li><li>• Pursuing renewable energy; Maldives Green Fund (Green Tax)</li><li>• Technology driven youth and school leavers in the country.</li><li>• Technological Infrastructural development throughout the country</li><li>• Introduction of intelligence marketing</li><li>• Feedback and analytics through social media and other online applications</li></ul>	<ul style="list-style-type: none"><li>• International bugs and viruses towards internet and other technology</li><li>• Fast pace of technology development</li><li>• Data may be used against the destination</li></ul>

# Stakeholder Analysis

Name of Stakeholder	Roles and Responsibilities
Government	Plan policies and strategies required for the sustainable tourism development - Overall regulation of the industry
Private Sector	<p>Adhering to the laws and regulations set forth for sustainable tourism development</p> <p>Play an active role in development, operations and managing the tourist facilities in the industry and introduce new state of the art technology – eg: Reservation system</p>
Industry Associations	Provide support and feedback for policies and plans for the technological advancement of the industry
Civil Society	Create awareness and work closely with the government institutions and tourism industry stakeholders on various issues and concerns with regard to tourism and technology
International Organization	Provide required technical assistance and funding for the implementation of break through technology

# Key Regulatory and Policy Initiatives

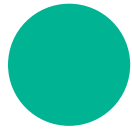


**First Solar Resort**

**100% Solar powered**

**100% Solar Resort**

# Key Regulatory and Policy Initiatives



**Tourism Laws & regulations**



**Separate SoE for Marketing and promotion – MMPRC, Marketing plan – 3 years**



# Recommendations



- Stakeholders consultation in marketing and promotion efforts
- Invest more on market intelligence, Market research
- Need for technical assistance in the field of Tourism & Technology
- Actions for combating change

**Thank You**

