

Measuring Success in the Tourism Economy of the Maldives

CHALLENGES IN INTEGRATING NEW ENVIRONMENTAL INDICATORS



Ministry of Tourism and Environment
Republic of Maldives

NOOR WAHEED
Tourism and Destination Management Policy Executive



THE EVOLVING DEFINITION OF SUCCESS

The Old Model ——— Traditional metrics

VISITOR ARRIVALS, OCCUPANCY RATES,
AND REVENUE.



The New Model ———
*A comprehensive
perspective on success,
emphasising the long-
term welfare of our
environment and
communities.*



THE CHALLENGE AT HAND:

A vulnerable ecosystem

- **ECONOMIC RELIANCE**

Tourism contributes 40% of the Maldives' GDP.

- **CLIMATE VULNERABILITY**

Over 62% of islands face erosion; a 1-metre sea-level rise could submerge over 80% of our land.

- **RESOURCE DEPENDENCY**

Heavily reliant on imported diesel fuel. Diesel imports quadrupled in 22 years, leading to a USD 811.1 million fuel import bill in 2022.





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***How can
we
effectively
measure
what
matters?***

**INTEGRATING
ENVIRONMENTAL
METRICS**





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A "WHOLE-OF- GOVERNMENT" APPROACH TO SUSTAINABLE GROWTH

Fifth Tourism Master Plan

- **GOAL 1**

Maximize the benefits of tourism to all atoll communities

- **GOAL 4**

Build climate resilience and protect natural assets

- **GOAL 5**

Enhance energy security and achieve net-zero emissions

- **GOAL 14**

Establish transformational tourism industry standards





What are the challenges to implementation?



*Turning vulnerability
into an advantage.* ———

- RESORTS POWERED ENTIRELY BY RENEWABLE AND SOLAR ENERGY
- SUSTAINABLE / ENERGY EFFICIENT BUILDING DESIGNS
- WASTE-TO-WEALTH APPROACH



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***Our vision is to
redefine the
success of the
tourism
economy.***

THANK YOU!



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NOOR WAHEED
noor.waheed@mote.gov.mv
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