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Disclaimer

The University of Nantes will not take any responsibility on the opinions expressed in this thesis.

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INTRODUCTION

The introduction includes the context and objective of the research, the rationale of the research, research questions and hypothesis, a brief introduction to the methodology used and how the thesis has been organised. It is followed by an introduction to the country where the research was conducted.

1. Context and objective of the research

Tourism in Maldives began in 1972 with the introduction of the Maagiri guest house in the capital city of Malé. The resorts were introduced in the same year on the unpopulated islands furthering the government's commitment of cultural preservation. The Republic of Maldives has seen the development of unpopulated islands into exclusive luxury resort enclaves, which are governed by limited local laws. As of 2016, there were 126 enclave resorts with 27,031 beds, accounting for 72% of the total bed capacity (Tourism Year Book 2017). From the very beginning of tourism, the opening of guest houses remained confined to Malé as a way to limit cultural commodification and preserve local heritage. But, as from 2009, considering the development of tourism in Maldives, and in order to benefit from the economic opportunities offered by tourism, the Maldivian government has changed regulation and has offered the possibility to open guest houses in populated islands.

In fact, tourism in the Maldives is developing continuously and has become an important source of economic wealth. International tourist arrivals to the Maldives increased at an annual average rate of 10% from 2012 to 2016 with 1.29 million tourists in 2016. China dominated as the number one market with a market share of 25.2%. Germany and UK followed behind with 8.3% and 7.9% respectively. In 2016, Tourism contributed to more than one fourth of the Gross Domestic Product and 36.4% of the government revenue.

Resorts, the most prominent and commonly used type of accommodation adopt a unique concept of 'one-island-one-resort' with over 72% of the tourist bed capacity (Tourism Year Book 2017). According to Domroes (2001), enclave tourism in the Maldives is an example of successful sustainable tourism development primarily based on the 'one island one resort' policy. The

Maldivian government introduced 'enclave' tourism to mitigate the negative socio-cultural impacts associated with tourism development; tourists were isolated in confined spaces, separate from indigenous society (Niyaz, 2002). This contradicts however the argument by Aili, Jiaming and Min (2013), that enclave tourism provides an inauthentic preservation of culture. The foreign domination and ownership of enclave tourism facilities has led to the repatriation of tourism revenue, domination of management positions by expatriates, lower salaries for citizen workers and a general failure by tourism to significantly contribute to rural poverty alleviation. Tourism as a result has a minimal economic impact on rural development mainly because it has weak linkages with the domestic economy, particularly agriculture.

To diversify the tourism product and use the local culture and heritage as an attraction, in 2009, the decision was made to allow guest houses in the local islands as a form of economic development. In opening the populated islands to tourism, the country exposed its society and engaged a dialogue between tourists and locals. By 2010, there were 479 beds in 23 guest houses and by 2012, growth in guest houses increased at the rate of two to three every month. As of June 2018, there are 465 registered guest houses in 18 atolls (Sham'aa, 2018).

The introduction of guest houses began as a political initiative by the government to develop the local populated islands with the help of tourism. This design was implemented without much planning and involvement of the local communities as suggested by the design principles of community based tourism. Additionally, the majority ownership and operation of the guest houses are by corporations based in Malé or by foreign entities. The guest house tourism market is a developing one. With the rise of the middle class, this concept has changed the country's tourism model by targeting budget travellers looking for unique tourism and hospitality products and services. In this, Maldives needs to ensure that it is equipped to meet the needs and wants of this market segment while satisfying the host population.

There are implications in adopting guest house tourism. One of them is the erosion of culture. For years, Maldivians have lived in small island communities isolated from foreigners. Now, with visitors to the guest houses, these locals are more exposed to the outside world. Some of these host-guest encounters have resulted in conflicts causing locals in the island communities to

believe that these visitors are threatening their unique way of life. Facilitating this experience of cultural contact is crucial and the findings of this research will show the impact of guest houses in the local island communities.

Another important implication is wealth distribution and the capacity of population to benefit from tourism development. The local islands as destinations are fairly underdeveloped. And, to date, the benefits of tourism development have not been fairly shared. The aim of this research is to review the concept of community based tourism as a development model for the local islands and to answer the question of whether or not this model if properly implemented could provide economic, environmental and socio-cultural benefits while retaining the integrity of the local culture. The study is important as destinations develop their hospitality and tourism products and services and would therefore not only help the island communities in the Maldives, but also other small island nations interested in developing community based tourism.

2. The rationale for the research

According to Hall (1996), community based tourism (CBT) is an approach that engages the host community in the planning and development of the tourism industry. This thesis will examine the local participation in the development of guest house tourism in the Maldives. This research will also prove that the model as discussed by Domroes (2001) and Niyaz (2002) is no longer the same model being practiced. As Shakeela et al (2011) stated 'despite tourism being promoted as a sustainable development tool, local employment and subsequent increase in income of local communities has not been fully realized. Consequently, tourism in the Maldives is not as 'successful' or 'sustainable' as it is often claimed' (p. 1). It is therefore important to investigate tourism in Maldives at this stage as few research has been done on the subject. A recent publication by Shakeela and Weaver (2018) explores resident attitudes toward tourism development in the Maldives. Their findings from 50 semi-structured interviews and 200 household surveys collected in two island communities of Maldives provide insights into the reconciliation of deeply held Islamic social representations with proximate hedonistic tourism. In the less tourism-affiliated islands, religious affinity and social exchange were central as to how residents viewed tourism as an 'evil' from which their community should be insulated. In the

more tourism-affiliated case, social exchange and social representations influenced how tourism is rationalised as a 'managed evil' (Shakeela and Weaver, 2018).

An attempt has also been made by this research to gather more findings that would benefit the tourism industry on condition that the identified issues are catered for and the suggestions given are implemented. This would be useful for Local Government Authorities (LGAs) of the Maldives as well as the government bodies such as the Ministry of Tourism and its related departments. Educational establishments teaching tourism can also benefit from the findings of this study for classroom teaching and additional research. This research can also further be useful for other Small Island Developing States (SIDS), especially if their major economy is based on tourism.

3. Research questions and hypothesis

This research analyses the issues regarding guest house tourism in the local island communities and seek to develop a framework that is relevant to the Maldives as a unique destination and one that can be standardised industry wide in SIDS.

It is demonstrated in this research that CBT could be an answer to the challenges of tourism integration in the unpopulated islands of Maldives. The reason for this is that tourism is not well integrated in the island communities in the Maldives due to not only cultural issues but economic, social, environmental and governance issues. The core of this thesis is that CBT could be an answer to the challenges the islands of Maldives are facing.

This research shows that, tourism is not well integrated, but it is well accepted by the communities. If tourists dress appropriately or behave appropriately there would be no significant issues apart from the other challenges mentioned above. It has therefore been concluded in this research that acceptability of tourism relates to sustainability and due to this, CBT is a challenge. The community acceptance largely depends on the acceptability factor. Acceptability is there if tourists behave according to the general rules.

The opening of guest houses doesn't call only for social correctness, but many other issues, social, economic, environmental and governance issues exist in the unpopulated islands of the

Maldives. The main research objective is to study the integration of tourism in the island communities after the opening of guest houses: the current integration and its perspectives.

In this aspect, two main question are answered by this research:

1. What is the current integration of guest houses in local communities of the Maldives?
2. How can Community Based Tourism be implemented as a sustainable solution providing economic, environmental and societal benefits to improve the integration of tourism in the islands of Maldives?

In order to answer the research questions, two major hypotheses have been formulated with their corresponding opposites:

H1a. Tourism is accepted by the islands communities of Maldives.

H1b. Tourism is not accepted by the island communities in Maldives.

H2a. Community Based Tourism is the solution to improve the integration of tourism in the island communities of Maldives.

H2b. Community Based Tourism is not the solution to improve the integration of tourism in the island communities in the Maldives.

The above *hypotheses* will be thoroughly examined in the research and the results provided in the final chapter of the thesis.

4. Methodology

The embraced stance involves simultaneous utilisation of subjective and quantitative methodologies whose individual innate shortcomings legitimise a blended technique (Johnson, Onwuegbuzie and Turner, 2007). Extra preferences relating particularly to exploratory observational research incorporate accentuation on experimentation (Creswell, 2014) to centre around 'what works' in regards to the related issues (Tashakkori and Teddlie, 2009). An illustrative consecutive research procedure (Creswell, 2014) was connected to guarantee thoroughness and legitimacy of the blended strategies.

4.1 Preliminary data collection

To guarantee content lucidity and to test and refine the examination instruments, the survey and inquiries questions were piloted among a convenient sample of 100 Maldivians living in various parts of the nation. Informed by existing literature, the quantitative surveys and interviews focused on obtaining insight into resident perceptions of tourism impacts, visiting tourists, and tourism development on their home islands; which is, the 'raw material' that informs social exchange analysis.

The choice of participants for the survey was randomly selected among different stakeholders within the industry and the general public. The sample population used are indicated below:

- 30 guest house managers
- 20 employees of resorts
- 20 tour operators
- 15 local government council members and
- 15 participants from the general public

4.2 Case studies

The main research questions were addressed in the two case studies conducted by visiting two islands famous for guest house tourism in the Maldives, namely Thulusdhoo and Maafushi. The visits were conducted at different intervals during the study. Thulusdhoo was chosen as it was found to be a potential destination for budget travellers and many new guest houses were being built. Maafushi was chosen to compare with Thulusdhoo as it is the best performing island in guest house tourism and the first island to introduce the concept.

5. Organisation of the research

The thesis is structured in III parts, and 7 chapters. The reader is first introduced to the context and objective of the research, the rationale of the research, research questions and hypothesis, a brief introduction to the methodology used and how the thesis has been organised. Following that, the three parts will be presented in 7 chapters as below:

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CHAPTER 7 – The Contributions and Perspectives of the Research

Part one reviews the literature pertaining to the research questions. An introduction to the Maldives and the change in the Maldivian tourism model is proposed. The Small Island Developing States (SIDS) are presented, emerging issues of SIDS such as environmental and societal, tourism development in SIDS, rural tourism as a SIDS development strategy are investigated. Next, the literature about tourism policy planning and development, sustainable tourism planning, sustainable tourism in communities, stakeholder collaboration in sustainability, community integration in tourism, impacts of tourism on host communities, tourism acceptability by communities are questioned, which leads to study occupational identity, economic development and tourism acceptability and the demonstration effect of tourism. Resident attitude to tourism has been investigated for a long time, and many researchers rely basically on one theory to support their demonstrations: The Social Exchange Theory (SET) by Thibault and Kelley 1952, which is then presented. Part one ends with literature on Community Based Tourism (CBT) proposing CBT as a model for sustainable tourism development, CBT Products, CBT and local culture, local government’s role in planning for CBT, challenges in establishing CBT and the importance of stakeholder collaboration in CBT.

Part two presents methodology and preliminary data findings. The first chapter of this part, chapter 4 includes the research philosophy, the research design strategy, how and why the methodology adapted for this research was applied, the survey method used, the questionnaire design approach, pilot testing of the questionnaire, implementation of the research process, the case study method used, sample selection and size frame and the research ethics that were followed. Chapter 5 presents the preliminary data findings and the case study (in-depth personal interviews) findings: the findings of the telephone interviews which were analysed using the quantitative software SPSS and the manual presentation of a summary of the in-depth interviews and observations made in both islands where the in-depth interviews were undertaken.

In **Part 3**, the preliminary data analysis and the case study data analysis is presented in chapter 6. This chapter discusses the results of the quantitative analysis based on preliminary data collection and the results of the in-depth interviews taken in both the islands which were examined to find more detailed answers to the questions raised by the preliminary findings. The chapter also discusses the main themes that emerged from the findings supported by relevant literature by various experts who have examined similar themes. The last chapter (chapter 7) **concludes** the thesis by summarising the discussions, answering the two fundamental questions of the research and suggesting a framework for planning and implementing Community Based Tourism in the Maldives. Conclusion also includes the limitations of the research and some recommendations for future research and finally the results of the hypothesis.

PART I: CONTEXT AND LITERATURE REVIEW

This initial chapter of the first part introduces the setting of the examination and writing audit. A review of the Maldives, its economy, and the tale of the tourism business in this nation and its development is presented. The group of small island developing states (SIDS): maritime countries that share similar development challenges, is also introduced in the first chapter.

The second chapter examines the secondary research reviewed. The literature reviewed focuses on the key themes pertaining to the research. In this aspect, the chapter will focus on tourism development at a local level and how tourism can foster local development. This chapter provides insights into existing literature on tourism policy and planning in order to achieve sustainable tourism; discusses the importance of tourism integration in communities providing literature on various integration models practiced by different communities; discusses the impacts of tourism on host communities; the demonstration effect on host communities; resident attitudes and perceptions of different communities with regard to tourism; ending with a discussion of the most common theory used by researchers in relation to community integration: the Social Exchange Theory (SET).

CHAPTER 1 – The Republic of Maldives, a small island developing state

Fifty-two years ago, when Maldives – the first micro-state - applied for United Nations membership, some doubted its ability to survive and questioned its capacity to contribute. Today, Maldives has proved beyond doubt, its capacity to contribute and also become a leader among the small states. The influence of smaller states is limited only by their own actions; their own ambition; their own vision (Ministry of Foreign Affairs, 2017). This chapter first presents to the reader the Maldives in general and then in a tourism perspective by explaining the current situation of Maldives in the Destination Life Cycle model. The chapter then presents some pertinent literature on Small Island Developing States (SIDS).

1. The Maldives

The Maldives, officially the Republic of Maldives, is a South Asian island country, located in the Indian Ocean southwest of India and Sri Lanka. The chain of twenty six atolls stretches from Haa Alif atoll in the north to Addu atoll in the south. Comprising a territory spanning roughly 90,000 square kilometres (35,000 sq. mi), the Maldives is one of the world's most geographically dispersed countries, as well as the smallest Asian country by both land area and population, with approximately 393,500 inhabitants. Male' is the capital and most populated city. The Maldives archipelago is located atop the Chagos-Maldives-Laccadive Ridge, which also forms a terrestrial ecoregion, together with the Chagos and the Lakshadweep with an average ground-level elevation of 1.5 metres (4 ft. 11 in) above sea level (Henley, 2008; The Guardian, 2010).

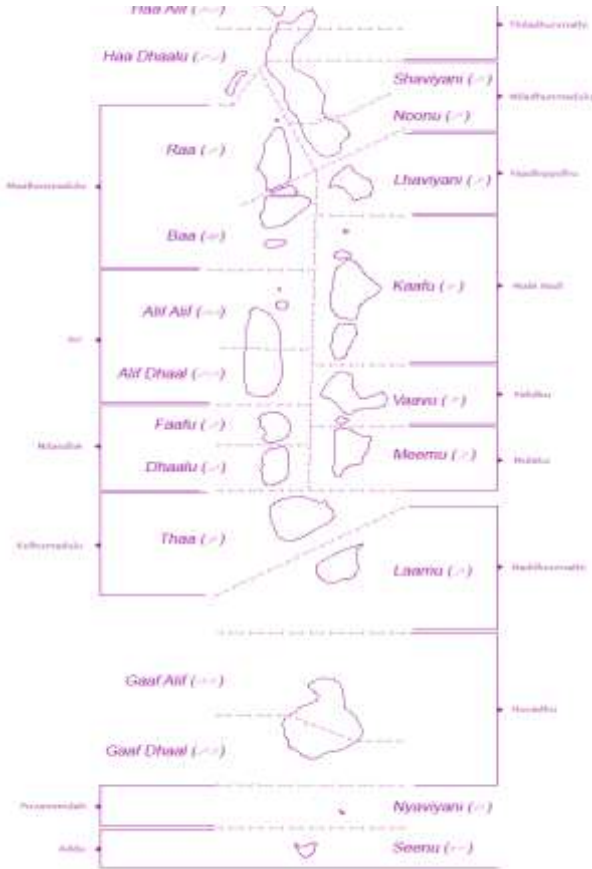
The country has been historically and culturally linked to the Indian subcontinent since the fourth century BCE. The religion of Islam was adopted in the 12th century and the country was consolidated as a Kingdom and developed strong commercial and cultural ties with Asia and Africa. From the mid-16th century, the region was under the increasing influence of colonial powers, with the Maldives becoming a British protectorate in 1887. Independence from

the United Kingdom was achieved in 1965 and a presidential republic was established in 1968 with an elected People's Majlis (Parliament). The ensuing decades have been characterised by political instability, efforts at democratic reform and environmental challenges posed by climate change (Maldives Country report - Freedom in the World, 2015).

The Maldives is a founding member of the South Asian Association for Regional Cooperation (SAARC), a member of the United Nations, the Organization of Islamic Cooperation and the Non Aligned Movement. The World Bank classifies the Maldives as having an upper middle income economy (World Bank, 2015). Along with Sri Lanka, it is one of only two South Asian countries rated "high" on the Human Development Index (Maldives Human Development Report, 2015) with its per capita income the highest among SAARC nations. The Maldives was a commonwealth republic from July 1982 until its withdrawal in October 2016 due to political reasons.

1.1 Geography

Figure 1.1 Map of Maldives showing administrative divisions



Source: Luthfee, 1999

The Maldives consists of 1,192 coral islands grouped (see Figure 1.1), along the north-south direction. The country lies between latitudes 1°S and 8°N, and longitudes 72° and 74°E. The atolls are composed of live coral reefs and sand bars, situated atop a submarine ridge 960 kilometres (600 mi) long that rises abruptly from the depths of the Indian Ocean and runs north to south. For administrative purposes, the atolls are organised into twenty-one administrative divisions. The largest island is Gan, which belongs to Laamu Atoll. In Addu Atoll, the westernmost islands are connected by roads over the reef (collectively called Link Road) and the total length of the road is 14 km (9 mi). More than 80 per cent of the country's land is composed of coral islands which rise less than one metre above sea level. As a result, the Maldives are

at high risk of being submerged due to rising sea levels. The UN's environmental panel has warned that, at current rates, sea level rise would be high enough to make the Maldives uninhabitable by 2100 (Angelo 2009).

1.2 Government and administrative divisions

The Maldives is a presidential republic, with the President as head of government and state. The President governs the executive branch and appoints the cabinet which is approved by the Parliament. Following the introduction of a new constitution in 2008, elections for the President is every five years, with a limit of two terms in office for any individual. The current

President is Abdullah Yaameen Abdul Qayyoom. Members of the unicameral Parliament serve five-year terms, with the total number of members determined by atoll populations. The Parliament Office, located in Malé, houses members from all over the country. The republic's constitution was introduced in 1968, and amended in 1970, 1972, 1975, 1997 and 2008 (Republic of Maldives, Islamic Family Law, N.D.).

The 2008 constitution separated the judiciary from the head of state. Each atoll is administered by an elected Atoll Council and the islands are administered by an elected Island Council. Between 2008 and 2010, the Maldives had 7 provinces each consisting of the following administrative divisions; the capital Malé is its own administrative division (Statoids.com, N.D.).

1. Mathi-Uthuru Province; consists of Haa Alif Atoll, Haa Dhaalu Atoll and Shaviyani Atoll.
2. Uthuru Province; consists of Noonu Atoll, Raa Atoll, Baa Atoll and Lhaviyani Atoll.
3. Medhu-Uthuru Province; consists of Kaafu Atoll, Alifu Atoll, Alifu Dhaalu Atoll and Vaavu Atoll.
4. Medhu Province; consists of Meemu Atoll, Faafu Atoll and Dhaalu Atoll.
5. Medhu-Dhekunu Province; consists of Thaa Atoll and Laamu Atoll.
6. Mathi-Dhekunu Province; consists of Gaafu Alifu Atoll and Gaafu Dhaalu Atoll.
7. Dhekunu Province; consists of Gnaviyani Atoll and Addu City.

Each administrative division is identified by the Maldivian code letters, such as "Haa Alif" for Thiladhunmathi Uthuruburi (Thiladhunmathi North) and by a Latin code letter. The first corresponds to the geographical Maldivian name of the atoll, the second is a code adopted for convenience. As there are certain islands in different atolls that have the same name, for administrative purposes, this code is quoted before the name of the island, for example: Baa Funadhoo, Kaafu Funadhoo, Gaafu-Alifu Funadhoo, Laamu Gan, Addu Gan etc. (Lutfee, 1999).

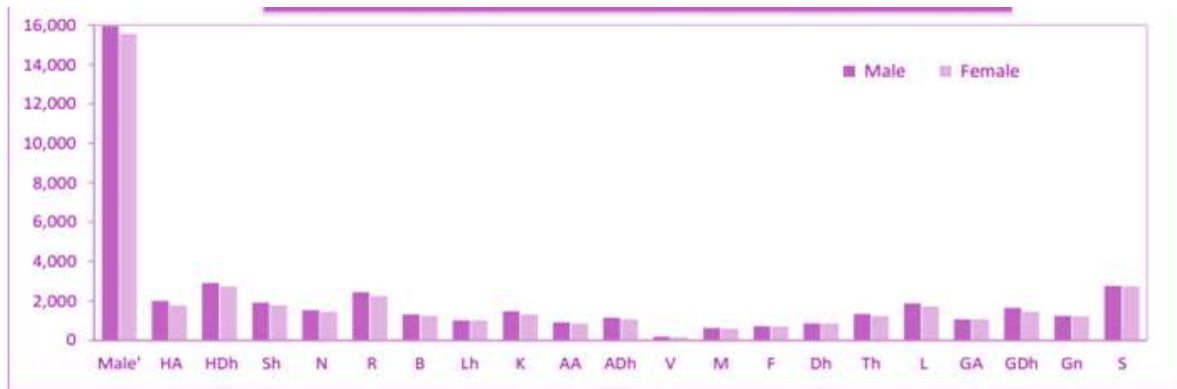
1.3 Maldives Law

According to the constitution, the judges are independent, and subject only to the Constitution and the law and when deciding matters on which the constitution or the law is silent, judges must consider Islamic Sharia. Article nineteen states that citizens are free to participate in or carry out any activity that is not expressly prohibited by Sharia or by the law of the Maldives. Article fifteen of the Act Number 1/81 gives provision for ‘hudud’ (fixed by God) punishments (Maldives Penal Code, 2014). Islam is the official religion and open practice of any other religion is not authorised. Article two of the constitution states that the republic is based on the principles of Islam. Article nine states that a non-Muslim may not become a citizen.

1.4 Education

The current educational system is influenced by western style education. The first western-style school in the Maldives is Majeediyya School, a secondary school established in 1927 (Education in Maldives, TheMaldives.Com, N.D.) In 1976, based on a study by educational advisors from UNESCO, the Government of Maldives began implementation of the Educational Development Project. This project constituted a comprehensive programme of educational development comprising expansion of primary education, teacher training, curriculum development, educational through radio, community education programme for adult education and textbook development and printing. The first school under this project was opened in Baa Atoll Eydhafushi in March 1978 followed by another in the island of Kulhudhuffushi in March 1979. As of 2002, universal primary education has almost been achieved and the literacy rate improved from 70 percent in 1978 to 98.82 percent. In 2017, there were 87,776 students in schools (StatisticsMaldives.gov.mv)

Figure 1.2 Student enrolment in Malé and Atolls by sex, 2017



Source: statisticsmaldives.gov.mv

A National University Act was passed in January 2011 to establish the first university in the Maldives (The Maldives National University). The Maldives National University (MNU), was previously known as the Maldives College of Higher Education. The College offered 95% of the post-secondary education in the Maldives (History, MNU, N.D.) The MNU has its central administration and major faculties based in Malé and 7 other campuses in various atolls and offers programs ranging from certificate level 3 to doctoral programs. The second university to be established was The Islamic University of Maldives which attained the status of a University by a decree by the Maldivian president in 2016. There are also a range of private colleges which offer different training programs from certificate level 1 to master’s level. The levels are determined by the Maldives Qualifications Authority (MQA). Villa College is the only private college which offers doctoral programs.

1.5 Foreign relations in the Maldives

Maldives foreign policy is founded upon pursuing the key national interests of national development, international peace and security, promoting human rights and upholding the principles of the UN Charter. Accordingly, Maldives is party to the Nuclear Non-Proliferation Treaty and numerous conventions promoting international trade and development, peace, environmental protection, health, and human rights. The country retains diplomatic relations with 135 countries, and maintains 13 resident missions in Bangladesh, China, the European Union, India, Japan, Malaysia, Pakistan, Saudi Arabia, Singapore, Sri Lanka, the United Nations (Geneva), the United Nations (New York) and the United Kingdom. Following Independence, Maldives joined the United Nations (UN) in 1965, the Commonwealth of Nations in 1982, and became a founding member of the South Asian Association for Regional Cooperation (SAARC) in 1985. Maldives later became a member of the World Trade Organisation (WTO) in 1995, the Multilateral Investment Guarantee Agency (MIGA) in 2005 and the International Labour Organization (ILO) in 2009. Currently, Maldives is a member of 63 international organizations (Maldives Foreign Relations, Globalsecurity.org, 2017).

The country of Maldives is a member of the Organization of the Islamic Conference (OIC) and the Non-Aligned Movement (NAM). In 2010, Maldives was elected to a seat on the United Nations Human Rights Council and in November 2011, the 17th Annual South Asian Association for Regional Cooperation (SAARC) summit. The country believes that promoting greater regional cooperation in South Asia is the only viable means of promoting peace and stability. As a founding member of SAARC, Maldives works towards consolidating the gains made in regional cooperation and towards embarking on new projects that would promote greater trust and mutual respect within the countries in the region (Maldives Foreign Relations, Globalsecurity.org, 2017).

Former President Nasheed's consensus-building among smaller island nations brought global attention to Maldives at the December 2009 United Nations climate change conference. As a result, in March 2010, Maldives hosted a donor forum that yielded \$313 million in pledges to the country from multilateral development banks, the European Union and many nations including the US to combat global warming. Due to the subsequent risks posed by rising sea-

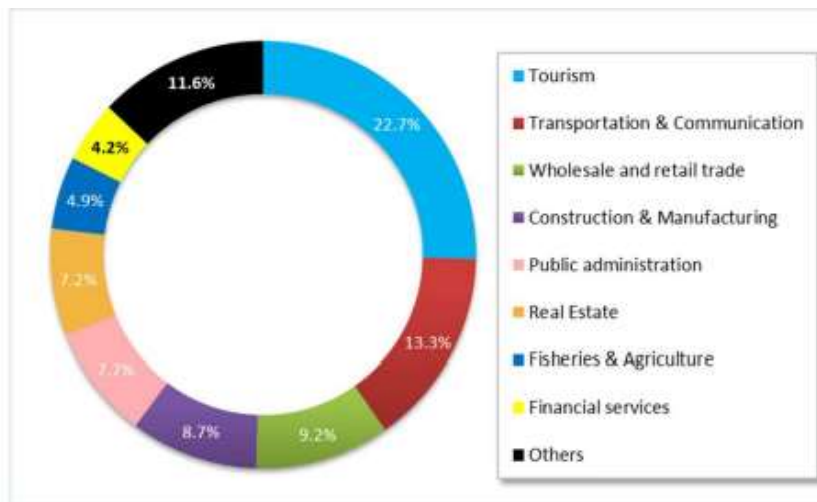
levels, the government has pledged to make the Maldives a carbon-neutral country by 2019 (Copenhagen Accord, 2009).

1.6 Economy

Historically, the country of Maldives was known for cowry shells, coir rope, dried tuna fish (Maldivian Fish), ambergris (Maavaharu), and coco de mer (Tavakkaashi). Local and foreign trading ships loaded these products in Sri Lanka and transported them to other harbours in the Indian Ocean. From the 2nd century AD the islands were known as the 'Money Isles' by the Arabs (James, 2003). The cowry is now the symbol of the Maldives Monetary Authority (MMA).

The Maldivian government began an economic reform programme in 1989, initially by lifting import quotas and opening exports to the private sector. Subsequently, it has liberalised

Figure 1.3 GDP Contribution by Major Economic Sectors of Maldives, 2016



Source: Tourism Yearbook, 2017

regulations to allow more foreign investment. Real GDP growth averaged over 7.5% per year for more than a decade. Today, the Maldives' largest industry is tourism, accounting for 22.7% of GDP and more than 60% of the Maldives' foreign exchange receipts.

Agriculture and manufacturing continue to play a lesser role in the economy, constrained by the limited availability of cultivable land and the shortage of domestic labour. Tourism gave a major boost to the country's fledgling traditional cottage industries such as mat weaving, lacquer work, handicraft, and coir rope making. New industries that have since emerged include printing, production of PVC pipes, brick making, marine engine repairs, bottling

of aerated water, and garment production. Fishing is the second leading sector (Tourism Yearbook, 2017).

Current facts and figures in Figure 1.4 shows that the GDP growth rate projected for 2018 is 6%. The average GDP growth rate is at 7%. There's an increase in GDP per capita of US\$275 to US\$6,722 between 1980 to 2013. The mid-year population of Maldives in 2017 was 480,630. The total area of Maldives in square kilo meters is 90,000. There are 1192 islands on 895,000 square kilometres grouped into 20 atolls. Currently there is a total of 198 populated islands and 112 tourist resorts. The exchange rate for 1 US\$ is MVR (Maldives Rufiyaa) 12.85 and that the total imports value is at US\$ 2,344 million.

The fisheries sector in the Maldives shows a decline in the statistics as shown in table 1.1. The catch of fish has declined in the years as well as the number of fishermen working for the sector.

Table 1.1 Recent Statistics on Fisheries and Agriculture in the Maldives

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Total Catch ('000 metric tons)	184	144	133	117	122	121	120	130	129	127	129
Growth in Fish Catch (%)	(1.0)	(21.7)	(8.0)	(11.9)	4.7	(1.1)	(0.7)	8.2	(0.9)	(1.0)	1.4
Composition of Fish Catch: (in metric tons)											
Total	184,158	144,169	132,574	116,736	122,175	120,836	120,001	129,843	128,683	127,352	129,191
Skipjack	138,458	97,342	87,072	66,189	73,721	57,672	53,392	74,422	68,522	69,244	69,589
Yellow fin	22,854	24,415	23,769	20,733	21,835	35,575	44,977	47,146	49,101	51,472	53,705
Other Tuna Related Species	5,718	7,100	6,699	8,876	7,124	4,947	2,538	1,664	3,924	2,218	2,680
Other Marine Fish	17,029	15,312	15,034	20,938	19,495	22,642	19,094	6,611	7,136	4,417	3,216
No. of Fisherman	NA	NA	NA	NA	NA	NA	9,973	9,284	8,596	7,909	7,045
Imports of Fresh Agricultural Crops Mainly Produced in Maldives (in '000 MVR)	NA	124,158	139,514	138,968	152,526	186,677	240,438	276,241	302,003	330,504	356,031

Source: Statistical Yearbook, 2018

The Maldives is at a strategic geographical location in the heart of the Indian Ocean and at the crossroads between the East and the West. Maldives has tremendous potential to become the point where East meets West, by connecting to the Indian Ocean maritime transport routes and capitalizing on the growing trans-shipment traffic. Maldives has access to over 30 major cities of the world within 5 hours of flight time.

Figure 1.4 Maldives at a glance



Source: Invest Maldives, 2018

According to Invest Maldives, the lead government agency for promoting and facilitating inward investments into the Maldives to enhance the country's economic landscape, Maldives' physical infrastructure is geared for future economic diversification. The country has a developing marine transport system including 3 commercial ports and a maritime public transport network which spans the entire country. The extensive air transport network which includes 4 international airports and 6 regional airports, provides easy access to the islands across the country, and to the world with direct flight links to 30 major cities of the world. In addition, Maldives has the largest seaplane fleet in the world providing unhindered access to the luxury resorts (Invest Maldives, 2018). Some mega projects forecasted for the future are included in the pictures below:

HulhuMalé Youth City



Thilafushi Port Project



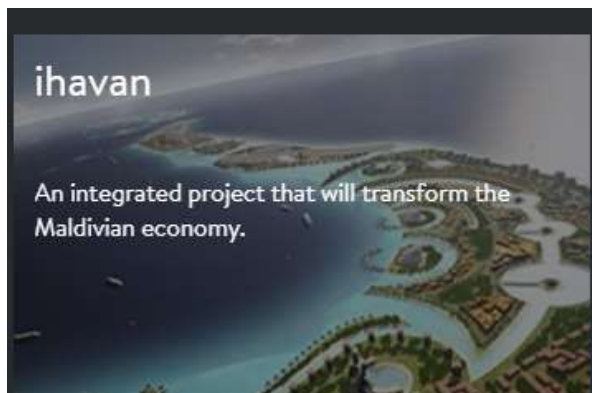
Maldives International Financial Centre



Velaanaa Airport Expansion Project



Ihavan, state of the art transshipment port



Knowledge Park



Source: Invest Maldives, 2018

The Special Economic Zones (SEZ) framework provides special economic incentives and introduces a flexible regulatory environment for mega investments of strategic significance to the country. The framework also provides strong protection for developers as well as investors in special economic zones. Incentives guaranteed by law for the first decade of operation include exemption from:

- Import duties for materials imported for development, management and operation of the zone
- Business Profit Tax (BPT)
- Goods and Sales Tax (GST)
- Additional tax relief and tax credits under specific regulations (Invest Maldives, 2018)

Incentives for developers and investors are either guaranteed by law, or open for negotiation during the process of granting the permit to the master developer. Incentives upon negotiation include:

- BPT and GST exemptions beyond the first ten years
- Exemption from taxes in the sale and purchase of land

Provisions are also included in the law for SEZ's residency arrangements and ownership of land. (Invest Maldives, 2018)

In addition to the above:

- **Maldives-China Free Trade Agreement (FTA) concluded**- China-Maldives Free Trade Agreement negotiations which began in December 2015 was concluded in September 2017. The FTA was signed in December 2017, making it the first bilateral FTA that the Maldives has signed with any country. The FTA covers trade in goods and services and investments. Bilateral Agreement with UAE Maldives signed its first bilateral Investment Promotion and Protection Agreement and Avoidance of Double Taxation Agreement with UAE in October 2017 under the witness of the leaders of the two countries.
- **Six new resorts open for business** - Several new resorts are under construction at present. During 2017 six new resorts, have been opened. These include Kudafushi Resort & Spa and Dhigali Maldives in Raa Atoll, Kandima Maldives in Dhaalu Atoll, Grand Park Kodhipparu Maldives in Malé Atoll, Fushi Faru Maldives in Lhaviyani Atoll and Robinson Club Noonu in Noonu Atoll in the north of the country
- **Hong Kong Maldives Free Trade Agreement** -Negotiations for a Free Trade Agreement between Maldives and Hong Kong commenced in May 2016. Two rounds of negotiations were held during the year and the negotiations are expected to be concluded in early 2018.

- **Gan Airport Expansion-** Gan International Airport (GIA) in the South of Maldives, which opened for full-scale international operations in 2016, has undergone US\$50mn re-development. Under the project, the runway was extended to 3,400 meters and widened to 60 meters to accommodate larger aircraft. In the addition to the expansion of other facilities, a seaplane terminal was also built under the project. Trans Maldivian Airways will be offering seaplane transfers to the nine resorts in the region for passengers arriving at GIA.
- **Fitch assigns sovereign rating to Maldives-** Fitch Ratings assigned a sovereign rating to the Maldives for the first time in May 2017. Its 'B+' Long-Term Issuer Default Rating is supported by the country's level of development, strong GDP growth, and high government revenue generated by a thriving and prosperous tourism sector. (Ministry of Economic Development, 2018).

1.7 Tourism

As stated by Cohen 1972, tourists are divided into the following typologies:

1. **Organized mass tourism:** The plan of the tour is prepared by tourist in advance, package tours with fixed itineraries, planned stops, guided organizers that make the tour decisions.
2. **Solo traveller:** The route is planned in advance but not completely and that differentiate from organised mass tourist.
3. **Tourist researchers or explorers:** Tourist is trying to get closer to local population and usually avoid the beaten tourist routes.
4. **Tourist tramp (Drifters):** These tourists perform everything by their own without coming into concern to travel agencies, don't have a fixed route schedule and even don't have clear purpose of their trip.

In adopting Cohen (1972)'s definition, tourists to the Maldivian resorts may be categorised as organised mass tourists, while those to the guest houses are Drifters, in the sense that for the

former tour operators are involved to plan the packages and tours for the tourist in advance, and for the latter tourists are independent travellers who contact the guest houses on their own and visit without much planning.

1.7.1 History of Maldives tourism

Tourism in the Maldives began in 1972 when Corbin an Italian tour operator visited the country with a group of 22 Italian tourists. Most were journalists and photographers that flew into the Hulhule' airstrip from Colombo on a plane chartered from the Ceylon Airforce (Niyaz, 2002). These visitors stayed in three private houses in Malé, one of them being Maagiri which became the first guest house. They fished daily and spent much time taking pictures underwater as they were fascinated with the colourful marine life. Corbin's interest was shared by a group of young, enterprising Maldivians, Ahmed Naseem, Mohamed Umar Maniku and Hussain Afeef, who became the pioneers of the Maldivian tourism industry.

Maniku when speaking about this first group of tourists stated that he and his friends had no knowledge of either the culinary habits of the tourists or how to look after them. Later, he established a tourist agency with Naseem called Muman Tourist Agency and in collaboration with Corbin, built the country's first tourist resort, Kurumba Village on the unpopulated island of Vihamanaafushi, close to the airport island of Hulhulé. The resort had 30 bungalows facing the beach, a restaurant and bar and the guest rooms and public area were built of coral mortar with lime plastering on the inner walls. The roofs were of coconut thatch. Facilities and services were minimal but the resort proved to be very popular with the increasing number of tourists.

Using Sri Lanka as the gateway, in May 1972, an agreement was reached between the Maldives government and Air Ceylon to operate a schedule air service between the two countries. Velaanaa International Airport in Malé, the first point of entry for international visitors to Maldives was developed in stages. First for charter flights from Sri Lanka, followed by flights from India, Singapore, Europe and then the rest of the world. Early carriers from Europe included Condor, LTU, Alitalia and Singapore Airlines.

The challenges faced by the early resort developers were endless. These included the cost of travel and high commission rates to Sri Lanka travel agents, the cost of developing tourism, obtaining finance for tourism projects and stabilising currency exchange rates and communications between islands were conducted. The major impediment was the lack of transportation in the country. Nevertheless, a total of 266 international tourists visited the Maldives by December 1972, by which time there were 60 beds on Kurumba and 330 in the new resort built on the island of Bandos (TMA Inflight Magazine, 2011). Dogged determination slowly built the industry. According to Afeef, a large portion of resort income had to be poured back into the tourism industry. One important source of financing were advance payments made by tour operators against allotments of rooms in the resorts. Trade credit, mostly from Singapore and Sri Lanka, was another major form of financing resort development in the early year (TMA Inflight Magazine, 2011). During the first two stages of tourism development, resorts were developed in close proximity to the international airport located at Hulhulé (Shakeela et al., 2015).

Until the late 1970s, islands for resort development were rented without a bidding process to affluent local élites (Niyaz, 2002). Today, tourist islands are leased based on a tender process. Following are examples of the laws and master plans developed in relation to tourism.

1979 - **Maldives Foreign Investment Act**, Law no. 25/79, the first law specifically related to tourism was introduced. This law was designed to require all foreign investments related to tourism to have an agreement with the Department of Tourism (now the Ministry of Tourism) and all investments duly registered. This law also required foreign investors to employ locals where available.

- In recognising the economic potential an import taxation system was introduced with the Maldives Import Export Act, Law no. 31/79 (Shakeela et al. 2015).

1983- 1993- **The first Tourism Master Plan**, justified tourism development away from the local communities to minimise negative socio-cultural impacts.

- 1999 - The first law directly addressing the tourism industry (**Maldives Tourism Act**, Law no. 2/99) was introduced. This determined zones and islands for tourism development, granted 50 years' lease of islands for resort development, leasing of land for tourist hotels, guest houses and the management of all such facilities.
- 1996 – 2005 **The second Tourism Master Plan (STMP)** was implemented. This plan primarily focused on the mutual benefit of private economic operators in the tourism sector.
- 2007-2011- The enclave resort development policy was replaced in the **third Tourism Master Plan (TTMP)** which allowed the country (including populated islands) to be developed for tourism purposes. As a diversification strategy, forms of tourism that portrayed “a strong identity of a perfect island destination” (pg.50) were proposed in the TTMP. Eco-tourism resorts, health resorts, luxury islands, floating resorts, budget resorts, live-aboard, luxury yachts and training resorts were identified as potential diversifications. All marketing communications for these products are proposed to be designed to retain the unique image and brand of the Maldives (MTCA, 2007). The proposition of the TTMP to promote community-based tourism was aimed at increasing the benefits of tourism to local communities as well as being an avenue for promoting culture and protecting heritage.
- 2014- **The Fourth Tourism Master Plan (4TMP)** encouraged innovation and allowed existing tourism operators and potential investors to identify additional business ventures. 4TMP addressed human resource development and created opportunities for Maldivian workers and entrepreneurs in the tourism sector. The 4TMP also provided a strategic framework to position the Maldives as an emerging tourist destination in Asia offering uniquely branded experience and

value to its domestic and international markets (Fourth Tourism Master Plan, 2013).

2015- The current President Abdulla Yaameen **ratified the 1999 Tourism Law**, which now allows for resort leases of up to 99 years (President ratifies bill to extend resort leases to 99 years, hoteliermaldives.com).

1.7.2. Tourist Arrivals

Tourist arrivals in the Maldives remained consistent and attained +10% annual growth from 2012 to 2016. In 2016, tourist arrivals exceeded the global rate of 3.9% with approximately 1.29 million tourists, attaining a growth rate of 4.2% as shown in Table 1.2 below (Tourism Yearbook, 2017).

Table 1.2 Monthly Arrivals to Maldives 2012 to 2016

	2012		2013		2014		2015		2016	
	Arrivals	Growth %	Arrivals	Growth %	Arrivals	Growth %	Arrivals	Growth %	Arrivals	Growth %
January	96,146	20.9	88,869	-7.6	105,296	18.5	97,073	-7.8	108,396	11.7
February	83,252	-4.7	104,745	25.8	110,705	5.7	120,468	8.8	120,639	0.1
March	76,469	-5.3	99,498	30.1	105,560	6.1	112,427	6.5	115,131	2.4
April	79,288	-0.8	90,636	14.3	105,309	16.2	102,242	-2.9	103,493	1.2
May	63,534	-1.4	79,426	25.0	91,296	14.9	95,389	4.5	93,228	-2.3
June	59,379	6.1	76,493	28.8	83,347	9.0	81,506	-2.2	79,034	-3.0
July	76,966	6.1	87,972	14.3	100,191	13.9	104,517	4.3	110,432	5.7
August	79,768	3.8	98,338	23.3	104,186	5.9	110,144	5.7	112,282	1.9
September	76,806	6.9	92,298	20.2	95,114	3.1	95,511	0.4	101,909	6.7
October	92,391	1.5	107,331	16.2	110,331	2.8	105,498	-4.4	117,489	11.4
November	82,311	-3.7	94,584	14.9	89,778	-5.1	90,218	0.5	104,572	15.9
December	91,717	7.1	105,012	14.5	103,744	-1.2	119,255	15.0	119,530	0.2
Total	958,027	2.9	1,125,202	17.4	1,204,857	7.1	1,234,248	2.4	1,286,135	4.2

Source: Tourism Yearbook, 2017

International tourist arrivals grew by 7% in 2017 to reach a total of 1,322 million, according to the latest UNWTO World Tourism Barometer. This momentum is expected to continue in 2018 at a rate of 4%-5%. This is well above the sustained and consistent trend of 4% or higher growth since 2010 and represents the strongest results in seven years (UNWTO World Tourism Barometer, 2018).

17.3. Major Markets

Table 1.3 below show the top 10 major markets to the Maldives with 67% of the total arrivals to the country during 2016. China remained the number one market with a market share of 25.2%. The main purpose of visit for Chinese tourists include, honeymoon, snorkelling and rest and relaxation. The majority of these visitors stay in the Maldives for 3 nights (Tourism Yearbook, 2017).

Table 1.3 Tourist Arrivals and Market Share of Top Ten Markets, 2016

Rank 2016	Country	2016		Rank 2015	2015	
		Arrivals	Market Share (%)		Arrivals	Market Share (%)
1	China	324,326	25.2	1	359,514	29.1
2	Germany	106,381	8.3	2	105,132	8.5
3	United Kingdom	101,843	7.9	3	92,775	7.5
4	Italy	71,202	5.5	4	65,616	5.3
5	India	66,955	5.2	5	52,368	4.2
6	Russia	46,522	3.6	6	44,323	3.6
7	France	40,487	3.1	7	42,024	3.4
8	Japan	39,894	3.1	8	39,244	3.2
9	U.S.A.	32,589	2.5	11	29,308	2.4
10	Switzerland	31,678	2.5	10	31,923	2.6
Total		861,877	67.0		862,227	69.9
Total Arrivals to the Maldives		1,286,135			1,234,248	

Source: Tourism Yearbook, 2017

1.7.4. Types of Accommodation

The Maldives provides several types of accommodation facilities for those visiting. These include resorts, safari vessels, hotels and guest houses. Under the 1999 Tourism Act Law No. 2/99, all facilities providing accommodation are required to register with Ministry of Tourism under the respective category. Accommodation facilities, along with its bed capacity have been increasing at an average rate of 7% over the last five years. At the end of 2016, the total number of registered accommodation facilities was 679 with a total bed capacity of 37,482, an increase of 10% compared with the 34,085 beds in 2015. Table 1.4 below represents the types of establishments with their bed capacity over the last five years (Tourism Yearbook, 2017). Table 1.5 demonstrates the number of tourist establishments by type, table 1.6 shows the tourist bed capacity by type while table 1.7 highlights the tourist bed nights and capacity utilisation in the first quarter of 2018.

At the end of April 2018, there were a total of 765 tourists accommodating facilities with 41,625 beds in operation (Ministry of Tourism, 2018). The 20 atolls dispersed across the Maldives have at least one form of accommodation facility (See figure 2.6). Kaafu Atoll (Malé Atoll) persists to be the dominant atoll with approximately 42.6% of the bed capacity (Tourism Yearbook, 2017).

Table 1.4 Accommodation Facilities by Atolls

Atoll	Resorts			Hotels			Guest Houses			Total		
	Nos.	Beds	% Share of Beds	Nos.	Beds	% Share of Beds	Nos.	Beds	% Share of Beds	Nos.	Beds	% Share of Beds
Haa Alifu	3	464	1.7	0	0	0.0	8	65	1.1	11	529	1.5
Haa Dhaabu	0	0	0.0	1	80	4.7	6	62	1.0	7	142	0.4
Shaviyani	1	159	0.6	0	0	0.0	2	20	0.3	3	179	0.5
Noonu	5	832	3.1	0	0	0.0	4	46	0.8	9	878	2.5
Raa	3	810	3.0	0	0	0.0	2	14	0.2	5	824	2.4
Baa	12	2,302	8.5	1	146	8.5	19	268	4.4	32	2,716	7.8
Lhaviyani	7	2,138	7.9	0	0	0.0	3	26	0.4	10	2,164	6.2
Kaafu	44	9,506	35.2	11	1,185	69.2	213	4,112	68.0	268	14,803	42.6
Alifu Alifu	13	2,454	9.1	0	0	0.0	54	480	7.9	67	2,934	8.4
Alifu Dhaabu	17	3,982	14.7	0	0	0.0	33	397	6.6	50	4,379	12.6
Vaavu	2	434	1.6	0	0	0.0	22	258	4.3	24	692	2.0
Meeemu	2	400	1.5	0	0	0.0	2	14	0.2	4	414	1.2
Faafu	1	250	0.9	0	0	0.0	5	46	0.8	6	296	0.9
Dhaabu	5	962	3.6	0	0	0.0	6	58	1.0	11	1,020	2.9
Thaa	1	152	0.6	0	0	0.0	0	0	0.0	1	152	0.4
Laamu	1	194	0.7	1	46	2.7	2	48	0.8	4	288	0.8
Gaafu Alifu	4	616	2.3	0	0	0.0	3	18	0.3	7	634	1.8
Gaafu Dhaabu	3	550	2.0	0	0	0.0	2	26	0.4	5	576	1.7
Gnaviyani	0	0	0.0	0	0	0.0	2	20	0.0	2	20	0.1
Seenu	2	826	3.1	2	256	14.9	5	66	1.1	9	1,148	3.3
Total	126	27,031	100.0	16	1,713	100.0	393	6,044	100.0	535	34,788	100.0

Source: Tourism Yearbook, 2017

Table 1.5 Number of Tourist Establishments by Type, 2018

	Number of Establishments (Registered)					Number of Establishments (In operation)				
	Total	Resorts / Marinas	Hotels	Guest Houses	Safari Vessels	Total	Resorts / Marinas	Hotels	Guest Houses	Safari Vessels
January	753	136	10	467	139	746	131	10	465	139
February	754	136	10	467	141	746	128	10	467	141
March	758	137	10	470	141	750	129	10	470	141
April	772	137	12	478	145	765	130	12	478	145
Average for the Period	759	137	11	471	142	752	130	11	470	142

Source: Ministry of Tourism, 2018

Table 1.6 Tourist Bed Capacity by Type, 2018

	No. of Beds (Registered)					No. of Beds (In operation)					Bed Capacity in Operation (%)				
	Total	Resorts / Marinas	Hotels	Guest Houses	Safari Vessels	Total	Resorts / Marinas	Hotels	Guest Houses	Safari Vessels	Total	Resorts / Marinas	Hotels	Guest Houses	Safari Vessels
January	41,600	30,063	1,456	7,462	2,619	40,917	29,404	1,456	7,438	2,619	98.4	97.8	100.0	99.7	100.0
February	41,684	30,063	1,456	7,502	2,663	40,781	29,160	1,456	7,502	2,663	97.8	97.0	100.0	100.0	100.0
March	41,894	30,181	1,456	7,594	2,663	40,981	29,268	1,456	7,594	2,663	97.8	97.0	100.0	100.0	100.0
April	42,478	30,187	1,860	7,712	2,719	41,625	29,334	1,860	7,712	2,719	98.0	97.2	100.0	100.0	100.0
Average for the Period	41,914	30,124	1,557	7,568	2,666	41,076	29,292	1,557	7,562	2,666	98.0	97.2	100.0	99.9	100.0

Source: Ministry of Tourism, 2018

Table 1.7 Tourist Bed Nights and Capacity Utilisation, 2018

	Bed Nights (numbers) ¹					Share of Bed Nights (%)				Occupancy Rate (%)				
	Total	Resorts / Marinas	Hotels	Guest Houses	Safari Vessels	Resorts / Marinas	Hotels	Guest Houses	Safari Vessels	Average	Resorts / Marinas	Hotels	Guest Houses	Safari Vessels
January	941,133	784,966	24,488	101,500	28,181	83.4	2.6	11.0	3.0	78.2	86.1	54.3	44.9	34.7
February	925,229	767,702	22,163	102,823	32,541	83.0	2.4	11.1	3.5	81.0	94.0	54.4	49.0	43.6
March	871,833	725,865	18,741	91,258	35,991	83.3	2.1	10.5	4.1	68.6	80.0	41.5	38.8	43.6
April	784,279	661,104	22,936	69,318	30,921	84.3	2.9	8.8	3.9	62.8	75.1	41.1	30.0	37.9
End Period	3,522,497	2,939,637	88,328	366,899	127,633	83.5	2.5	10.4	3.6	71.7	83.8	47.8	40.6	40.0

Source: Ministry of Tourism, 2018

1.7.5. Tourism Activities

Tourist activities in the Maldives include water sports such as diving, snorkelling, windsurfing, catamaran sailing, water skiing and surfing. The accommodation facilities organise fishing and excursion trips to nearby populated and unpopulated islands and to the capital island, Malé by modern speedboats or traditional fishing boats ‘dhoni’. Night fishing is a particularly popular activity – the trips usually end with a barbecue at the resort with the day’s catch. Aerial excursions by seaplane and submarine diving are also provided by some resorts. Most resorts and hotels have facilities for a variety of indoor and outdoor sports such as tennis, football, volleyball, badminton and squash. Live entertainment programmes are held in the evenings, often with local bands and dance troupes (4TMP, 2013).

1.7.6 Tourism revenue and tax

While tourism has helped upgrade the general standard of living, Yahya et al. (2005) believe that the concentration of tourism development close to the capital Malé has contributed to creating income disparities between Malé and the other atolls. The development of tourism fostered the overall growth of the country's economy creating direct and indirect employment and income generation opportunities in other related industries. The chairman of Maldives Association for Tourism Industry (MATI) stated in their 25th Annual report, that, “tourism remains the mainstay of our economy, accounting for more than a quarter of our GDP, and providing well over half of our foreign exchange receipts (2015). The advancement of tourism in our country hence is

inextricably tied to the growth and health of supporting industries which include marine and air transportation, logistics, banking and insurance. Moreover, *the introduction of budget tourism to island communities* has provided them with a means of earning foreign exchange directly and has supported the development of small and medium scale enterprises on those islands” (MATI Annual Report, 2015-pg10).

Tourism revenue includes earnings received from Goods and Service Tax (GST) from the Tourism Sector (T-GST), the Green Tax, Tourism Land Rent and Lease Period Extension Fee. The resort lease rent formula was revised in 2011 from a bed capacity based rent to a land based rent where US\$ 8 is charged per square meter of the island. The T-GST which was introduced in 2010 at a rate of 3.5%, was increased to 6% from 1st January 2012 and from 1st January 2013 again increased to 8%. From 1st November 2014, the rate was further increased to 12%. The tourism bed night tax was abolished in December 2014, and replaced by the Green Tax on 1st November 2015. In 2016, tourism contributed 36.4% to the government revenue, which was in terms of currency MVR 6.6 billion. Of the \$6.6 billion, \$3.9 billion was received from tourism goods and service tax (T-GST) and \$1.4 billion was received from land rent (Tourism Yearbook, 2017).

Table 1.8 Tourism Revenue and Tax, 2012 – 2016 (In Million Rufiyaa (MVR))

Year	Total Government Revenue ¹	Tourism Revenue ²					Total Tourism Revenue	% Share of Tourism Revenue in Total Government Revenue
		Land Rent	Tourist Bed-night Tax	Green Tax	Tourism Goods & Service Tax (T-GST)	Lease Period Extension Fee		
2012	9,771.40	1,049.84	802.90	-	1,566.35	168.71	3,587.80	36.7
2013	11,783.10	1,068.82	860.14	-	2,451.15	-	4,380.11	37.2
2014	14,990.00	1,156.22	804.70	-	3,027.13	789.36	5,777.42	38.5
2015	16,618.10	1,197.55	0.63	45.48	4,146.79	1096.36	6,486.83	39.0
2016	18,155.10	1,449.68	0.15	633.55	3,964.86	569.10	6,617.34	36.4

Source: Tourism Yearbook, 2017

1.7.7 The Guest House Segment

The amendments of the Tourism Act in January 2008 mentioned that operating guest houses in populated islands of the Maldives were allowed. As there were no regulations that specified

actual implementation, the avenues for implementing such a business remained effectively blocked. Finally, in 2009, permission to operate guest houses in populated islands were granted and regulations approved. By the end of 2010, there were 479 beds in 23 guest houses in Maldives. In subsequent years, guest houses across the Maldives increased at the rate of three to four guest houses every month. The guest house industry in the Maldives is now one of the most successful and fastest growing industries in the country. The potential for expanding mid-market tourism in the Maldives through the “niche” guest house segment has been growing as specialist operators have emerged trying to cater to the tourists looking to experience the ‘real Maldives’, a side of the country often unseen due to the prevalence of the lucrative ‘one island, one resort’ model. With a growing number of domestic airports anticipated to be developed across the country, it is expected that a growing number of guest houses will be established to meet demand (History of Guest House Industry in Maldives, Guesthousesmaldives.com, 2015). The guest house sector is providing mostly lodging facilities for the visitors. Accounting for 16% of the of the total bed capacity, there were a total of 393 guest houses in 77 islands scattered across 19 atolls at the end of 2016. While 78 new guest houses were registered in 2016, the bed capacity saw an increase of 23% from 4,649 in 2015 to 6,044 by the end of 2016 (Tourism Yearbook, 2017). At the end of April 2018 there were a total of 478 guest houses in operation (Monthly Statistics, Ministry of Tourism, April 2018).

‘Guest houses’, in this context means providing vacation facilities (primarily accommodations) to tourists in the Maldivian populated islands. The main factors that entice these visitors to the local islands in addition to sun, sand and sea is the ability to interact with the culture and heritage and cheaper accommodation costs. The tourists to guest houses are those with an average daily budget of US\$100. According to former President Nasheed, there is a large market for this type of traveller from around the region, as well as in Europe and China (The guest house enterprise, Minivannewsarchives.com).

1.7.8 Land management for tourism in the islands of Maldives

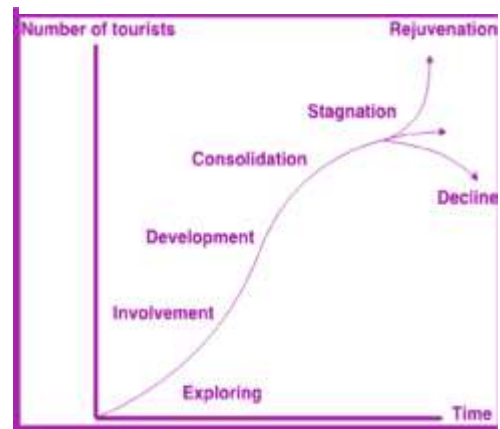
According to the Fourth Tourism Master Plan (2014), land management is governed by the Land Act, which requires that all land allocation be based on a land use plan. The Ministry of Housing

and Infrastructure prepares guidelines for land use planning and approves land use plans. Island land use plans allocate land for various activities. All land allocations must obtain approval from the Maldives Land and Survey Authority, which maintains a register of all land parcels in the country. Under the Tourism Act, any land designated for tourism must also be approved by Maldives Tourism Ministry. The definition of “tourist” and “tourism” is not comprehensively defined in the Tourism Act. The other main planning document guiding development at atoll and island level is the Island Development Plan. The legislative basis for the Island Development Plans is the Local Government Act of 2010. The Island Development Plans are prepared by local councils and submitted to the Local Government Authority. The current policy pertains to the development of the island.

1.8. The change in the Maldivian tourism model

The introduction of guest houses in the populated islands of the Maldives, has changed the existing tourism model. The shift to diversify from the one-island-one resort concept of luxury tourism now includes budget travellers. The rapid growth of guest houses that offer budget tourism accommodations has been influenced by the fact that the destination is entering consolidation phase of the destination life cycle. The most rapid period of growth in Butler's model is between development and consolidation. Butler

Figure 1.5 Destination Life Cycle Model



argues that there is a predictable increase in tourism until saturation is reached, at which point tourist flows become unpredictable (1980). Figure 1.5 defi

Source: Butler, 1980,

tourism destinations which described a six-stage model called the tourism life cycle model.

Based on the assumption that both growth and decline are the result of a complex interaction of supply and demand, the model suggests that the first two stages are characterized by foremost local use and ownership:

1. **Exploration stage.** The effect of tourism on the local economy is described as limited and the impact on infrastructure and employment is small.
2. During the **involvement stage** the number of tourists grows and an increased pressure on public actors may emerge to provide a more developed infrastructure. Sometimes seasonality or specific travel periods develop.
3. The third stage, **development**, is generally characterised by growth. The infrastructure supporting the destination is developed further and external companies frequently enter the resort to build new up-to-date facilities. Control is to some extent passed out of local hands, as regional and/or national involvement may be necessary for further development of the destination.
4. In the fourth stage, **consolidation**, growth continues, but more slowly. The destination is now fully developed with major chains and operators. The local economy more or less depends on tourism. Products and services are to some extent commoditized and industrialized and even less influence may be left in the destination. Figure 1.6 below provides a glimpse of the international products and services offered in Maldives.
5. Growth continues until it reaches its peak and becomes more mature and even saturated in the fifth stage, **stagnation**. The destination may now face economic, social and environmental issues.
6. In the sixth stage two things may happen- the number of tourists can begin to decrease and revenues stagnate or fall (the **decline** stage) or the destination is able to reinvent and move into the **rejuvenation** stage.

Figure 1.6 A glimpse of the international products and services offered in Maldives.



International hotel chains

- AccorHotels
- Mercure
- Pullman
- Raffles (opening 2018)
- Adhaaran Resorts and Villas (5)
- Heritance (opening 2018)
- Aiken Spence Hotels (1)
- Anantara Hotels, Resorts and Spas (3)
- Atmosphere Hotels & Resorts (3)
- Oblu Select (opening 2018)
- Baglioni (1)
- Banyan Tree Luxury Hotels and Resorts (1)
- Carpe Diem Beach Resort and Spa (1)
- Centara Hotels and Resorts (3)
- Dusit International (1)
- Leading Hotels of the World (opening 2018)
- Hard Rock Hotel (opening 2018)
- Four Seasons Hotels and Resorts (2)
- Hilton International
- Hilton Hotels (1)
- Waldorf Astoria (opening 2019)
- Holiday Inn Resort (1)
- Lux Resorts (2)
- Mercure (1)
- Movenpick Resort & Spa (opening 2018)
- Park Hyatt (1)
- Robinson Club (1)
- Shangri-La Hotels and Resorts (1)
- Six Senses Resort and Spa (1)
- Taj
- Taj Exotica (1)
- Vivanta by Taj (1)
- Fairmont (1)
- Marriot International
- JW Marriot (opening 2019)
- Marriot Resorts (2)
- Sheraton (1)
- St. Regis (1)
- W Hotels (1)



International food chains

- Baskin Robbins
- Burger King
- Chicking
- Diary Queen
- Dome
- Gloria Jeans
- Hard Rock Cafe (opening 2018)
- Marry Brown
- Swensen's
- Thai Express
- The Coffee Club
- The Pizza Company
- Yum! Brand
- Pizza Hut
- KFC (in negotiation)
- Domino's
- Dunkin' Donuts
- Krispy Kreme
- McDonald's
- Starbucks



Other tourism suppliers

- Airlines
- Aeroflot
- Air Asia
- Air India
- British Airways
- Cathay Pacific
- China Eastern
- China Southern
- Emirates
- Etihad Airways
- Korean Air
- Oman Air
- Qatar Airways
- Saudia
- Scoot Airlines
- Silk Air
- Singapore Airlines
- SriLankan Airlines
- Turkish Airlines

Source: Author of this research

2. Tourism in Small Island Developing States (SIDS)

Small Island Developing States (SIDS) are maritime countries that share similar sustainable development challenges, including small but growing populations, limited resources, remoteness, susceptibility to natural disasters, vulnerability to external shocks, excessive dependence on international trade, and fragile environments (UN, 2010). Their growth and development is also limited by high communication, energy and transportation costs, irregular international transport volumes, disproportionately expensive public administration and infrastructure due to their small size, and little to no opportunity to create economies of scale. In 1992, SIDS were recognized as a distinct group of developing countries facing specific social, economic and environmental vulnerabilities at the United Nations Conference on Environment and Development (UNCED). This recognition was made specifically in the context of Agenda 21 (UN, 2010). The United Nations Department of Economic and Social Affairs lists 57 small island developing states. The geographic regions include (1) the Caribbean, (2) the Pacific and (3) Africa, Indian Ocean, Mediterranean and South China Sea (UN Department of Economic and Social Affairs, N.D.).

Smallness, as a characteristic of SIDS, continues to attract the attention of the international community (Liou & Ding, 2004), although most attempts at defining small size have been based on population, total income and land area. Small size is economically disadvantageous inhibiting efficient domestic production, resulting in higher cost and prices and a lack of international competitiveness. This also results in lower incomes, poorer economic growth performance, limited natural resource endowment and low industry linkages, resulting in relatively high import content in relation to gross domestic product. These make the economies dependent on foreign exchange earnings, are highly susceptible to external shocks such as sanctions regimes, food-price volatility, erosion of trade preference, debt and contracting economies (UN, 2015). Any fluctuation in the economy of their main trading partner is likely to influence the SIDS's economy. Small size is also associated with a small domestic market and a high dependence on the export market (Nunkoo, Gursoy and Devi, 2010).

According to UNWTO, SIDS are top destinations for millions of tourists each year. Their special geographical situation and natural and cultural heritage richness make them unique for visitors. At the same time, however, these islands are confronted with a number of challenges and vulnerabilities (UNWTO, 2017). They vary in their economic and social performances, in their level of international visitor arrivals and many demonstrate a heavy dependence on tourism in terms of exports and contribution to GDP. SIDS present three key characteristics: small size, with implications for pressure on resources and limited economic diversity, remoteness and isolation, leading to challenges for trading but also to a unique biodiversity and cultural richness; and a maritime environment, leading to strong tourism assets but vulnerability to climate change (UNWTO, N.D.).

2.1 Emerging issues of SIDS

'Small Island Developing States face numerous challenges. For a significant number, their remoteness affects their ability to be part of the global supply chain, increases import costs - especially for energy - and limits their competitiveness in the tourist industry. Many are increasingly vulnerable to the impacts of climate change - from devastating storms to the threat of sea level rise' (Speech by UN Secretary-General, Ban Ki-moon, World Environment Day, 2014)

2.1.1 Environmental

SIDS, the world's small island nations, which are collectively home to more than 63 million people, are renowned as prized destinations: places of outstanding natural beauty and vibrant culture appreciated around the globe. While small in total, the land size of small island nations does not reflect their importance as stewards of nature's wealth on land and sea. They play an important role in protecting the oceans and many are biodiversity hotspots, containing some of the richest reservoirs of plants and animals on the planet.

Despite these assets, Small Island Developing States face numerous challenges. For a significant number, their remoteness affects their ability to be part of the global supply chain, increases import costs – especially for energy – and limits their competitiveness in the tourist

industry. Many are increasingly vulnerable to the impacts of climate change – from devastating storms to the threat of sea level rise (UN, 2014).

Examples of SIDS include the island nations of Cabo Verde, Comoros, Maldives, Mauritius, São Tomé & Príncipe and Seychelles. While these islands differ in size and level of economic development, as SIDS they face similar challenges. These include scarcity and contamination of freshwater supplies, over-exploitation and poor management of groundwater resources, increasing pressure on agricultural production, effects of climate change, rapidly disappearing biodiversity and over dependence on tourism (UN Report on Sustainable Tourism, 2016).

In recent years, environmental phenomena such as typhoons, hurricanes, heavy rain, volcanic explosion and sea level rise, have been receiving increasing attention from international bodies and policymakers. The impact of these natural disasters is higher in SIDS. The environmental vulnerability is related not only to the occurrence of natural disasters but also to the ecological characteristics and impact of economic development especially in the coastal regions which are highly dependent on tourism and marine development (Nunkoo, Gursoy and Devi 2010).

2.1.2 Societal

UNEP (2014) stated that while the weakening of societal and family structures is not in itself a new issue for SIDS, its impact is being felt more than ever before in a range of realms, from gender relations to crime and violence to reduced opportunities for youth to migration. The breakdown of social cohesion is defined by the loss of traditional societal (e.g. family, gender, class, culture, and generational) structures and values and the process is often influenced, reinforced and hastened by external shocks and globalization.

Further stated in this report was the declining levels of youth employment and opportunities. This often accentuates the breakdown in social cohesion as gangs and other anti-social structures may rise to fill the void and young men, including those educated are entering prison at alarming rates. When educated, youth fail to find employment, and are unable to envision a future at home, they leave their home island, leading to 'brain drain,' sapping the island's future (UNEP, 2014).

2.2 Tourism development in SIDS

Under the heading, Tourism Fostering Growth and Development, UNWTO (2015), revealed the following facts:

- 1- **Tourism in the livelihoods of SIDS.** As one of the fastest growing sectors in the world, tourism has become the main economic activity for many SIDS, creating much needed job opportunities and bringing in important income and foreign exchange earnings.
- 2- **Competing in the global market.** Tourism is often one of the few activities for which the location coupled with exceptional natural and cultural resources is a strong competitive advantage for SIDS.
- 3- **Significant growth.** The number of international tourists visiting SIDS destinations is forecasted to reach 1.8 billion by 2030.
- 4- **A main economic stay.** Tourism accounts for over one quarter of the Gross Domestic Product (GDP) in SIDS and represents approximately 9% of the overall exports.
- 5- **A driver of development.** Tourism has been key in the recent graduation of Samoa, Cabo Verde and the Maldives from least developed countries (LDC) to developing countries.
- 6- **Building resilience.** Tourism contributes to economic resilience in SIDS. UNWTO (2015), refers to the International Monetary Fund (IMF) which states that in those SIDS where there is growing revival of tourism in the aftermath of the global economic crisis, there is growing momentum for economic recovery, leading to improved fiscal stance, more social spending, and balanced budget.
- 7- **Sustainability – the only way forward.** Their special geographical situation and natural and cultural richness make them unique for visitors, but at the same time, confronts them with a number of challenges and vulnerabilities. The coastal management and the safeguarding of oceans are major challenges. Investing in sustainable tourism is the only path to ensure that the sector continues to advance socio-economic welfare while protecting their fragile ecosystems (UNWTO, 2015).

According to Wu Hongbo, former Under Secretary General of the UN, the overarching challenge and opportunity for tourism in islands is to support further economic growth while protecting

and benefitting island environments and communities (Tourism in SIDS, UNWTO, 2016). These included:

Challenges:

1. **Connectivity.** Tourism development in the SIDS depends on air connectivity. SIDS need competitive, frequent, reliable and affordable transportation while increasing efforts toward emission reduction goals. Policies on regulation and taxation of air transport should take into account the dependence of SIDS on this sector.
2. **Scarce and fragile natural resources.** Tourism development has to be guided by, and comply with, spatial and physical plans that take full account of the current and future capacity of an island's limited resources – especially land, water, coastline, biodiversity and energy.
3. **Climate change.** While small islands generate less than 1% of greenhouse gas emissions, they face particular damage from global warming – storm surges, rising sea levels, beach erosion and coral bleaching, that directly and indirectly affect tourism.
4. **Leakages.** The small economic base and the land scarcity of many SIDS means that they are prone to financial leakages and sometimes to shortage of labour and skills. The contribution of tourism to GDP can be diminished by leakages of foreign exchange earnings due to imports of materials and equipment for construction, consumer goods, and repatriation of profits earned by foreign investors.
5. **Community engagement.** Essential to ensure that local communities are consulted, engaged and empowered to influence decisions on tourism development. This dialogue should engage communities in tourism planning and decision making at a local level, pursue equitable benefits from tourism within communities and a beneficial interaction between communities and tourists.

Opportunities:

1. **Employment and women empowerment.** Tourism industry is a key employer for SIDS, particularly for women. Opportunities exist to further grow direct and indirect

- jobs through capacity building, the promotion of value chains between tourism and agriculture or handicrafts.
2. **Promotion and protection of natural resources.** Tourism can generate income to promote and protect natural resources. It can also be an alternative economic activity to more resource intensive. Possible negative impacts can be minimized through regulations, incentives, voluntary codes and certification programmes and the promotion of good practices.
 3. **Blue and green economies.** Coastal and maritime tourism are two of SIDS's main assets. There is a major opportunity to promote an ocean's economy that makes sustainable use of oceans, invests in green technologies to reduce energy and water consumption and contributes to biodiversity conservation.
 4. **Investment and value chains.** Many SIDS depend on foreign direct investments to strengthen local economic investment, including skills training. Policy makers should integrate tourism in national sustainable development plans, with an emphasis on the linkages of tourism with local economies, including infrastructure and supply chains and promote a foreign investment framework that stimulates the use of local products and skills.
 5. **Resilience.** Tourism can strengthen SIDS resilience to natural disasters and other incidents affecting their safety, security and competitiveness through effective risk management, mitigation and communications. To that end it is central to have research-based information and guidance on the impact of climate change on tourism; implement adaptation measures, and pursue low carbon strategies.

Addressing the challenges above and seizing the opportunities presented by sustainable tourism in SIDS requires strong governance, participatory frameworks and enhanced public-private partnerships. Further opportunities exist for SIDS to promote socio-economic growth, resilience and sustainability through regional integration and cooperation. SIDS also need to establish governance, private sector engagement and community development. These governance and management structures engage tourism, environment, culture, transport, trade and industry, planning and development responsibilities and expertise and enable a participatory approach,

and meaningful partnerships between the public and private sectors and local communities. SIDS also needs regional cooperation by strengthening the coordination of tourism policies and actions to gain economies of scale in tourism management, share information and knowledge, and, as integrated regional destinations, achieve a higher profile in the marketplace (UNWTO, 2015).

2.3 Rural Tourism as a SIDS development strategy

Tourism development, especially in the Maldivian islands can be inspired from rural tourism. This type of tourism focuses on actively participating in a rural lifestyle which can be island lifestyle in isolated island communities such as that of the Maldives. Many rural villages and islands can facilitate tourism because many villagers or islanders are hospitable and eager to welcome and host visitors.

Rural tourism is often used as a replacement development strategy for threatened traditional economies sustaining ways of living (Saarinen, 2007). Tourism as a replacement strategy is often based on relatively strong tourism centred perspectives aiming for growth (Burns, 1999). Rural tourism is seen here as one development-oriented concept, which can be operationalised by utilising the Integrated Rural Tourism (IRT) framework (table 1.9) developed by Clark and Chabrel (2007).

According to Saxena and Ilbery (2008), the argument behind the promotion of IRT is the realisation in developmental policies that, instead of safeguarding or aiming to keep rural areas as spaces solely for traditional economies (e.g. agricultural production), they should be encouraged to incorporate other activities that would maintain or even increase their sources of income. Oliver and Jenkins (2003) further posit that the IRT concept aims to capture the type of tourism that elevates links with economic, social, cultural, natural and human resources in the localities where rural tourism activities take place. Particularly in the context of developing countries, the value of empowering rural communities through tourism cannot be overemphasised (Schveyens, 2002), as it connotes the actual manifestation of local control over the resources and activities in the local environment (Agrawal & Gibson, 1999; Oliver & Jenkins,

2003). IRT aims to represent an approach that recognises and appreciates the complexity and multi-faceted nature of rural communities and their development needs (Cawley and Gilmor, 2007).

Table 1.9 Dimensions and core element of the Integrated Rural Tourism model (IRT framework)

Dimension	Description: core ideas
Networking	The ability of people, businesses and agencies on the local scale and beyond to work together to plan, develop and manage tourism in rural settings
Scale	The extent of tourism in a rural area in terms of its distribution over time and geographically (bearing in mind any thresholds related to the area's carrying capacity)
Endogeneity	The degree to which the area's tourism is recognised as being based on the real resources of the area
Sustainability	The extent to which tourism does not damage, but possibly enhances, the environmental and ecological resources of the area
Embeddedness	The role tourism plays in the politics, livelihoods, culture and way of life of the whole area and population as a local priority
Complementarity	The degree to which tourism provides resources or facilities that benefit those who live locally in the rural area (even if not directly involved in the tourism industry)
Empowerment	The extent of political control over the tourism industry through full or joint ownership, law or planning; particularly control exercised at a local scale

Source: Clark and Chabrel (2007).

According to Saxena and Ilbery (2008), networks at the local scale and beyond enable stakeholders 'to search for, obtain and share resources, [and] engage in cooperative actions for mutual benefit' (pg. 236). Scale represents the level of tourism in a given space in terms of its distribution. Endogeneity indicates the degree to which the area's tourism is recognised as being based on the inherent resources of the area. The resources involve not only natural or physical elements but also knowledge, abilities and capabilities of the local community in particular. The dimensions of sustainability reflect the limits to growth in tourism (Saarinen, 2014) the extent to which tourism does not damage the environmental, sociocultural and economic resources of the area. Embeddedness connotes the development of a sense of identity within a social, cultural, economic and geographic setting by providing parameters for defining 'insiders' and 'outsiders' (Saxena and Ilbery, 2008). Complementarity is a crucial dimension in IRT, as it indicates the

degree to which tourism provides resources, facilities and other such elements that benefit those who live in the area, whether they are involved in the tourism industry or not (Clark and Chabrel, 2007). Complimentary can also work between tourism and different local economies or within the tourism industry and its different forms. Finally, empowerment reflects the extent of local political control over the tourism industry and its operations through ownership (full or joint), legal agreements and/or planning processes (e.g. participation).

IRT can therefore be adapted as a general development framework along with existing CBT frameworks in small island communities for the development of tourism in SIDS. Literature in relation to CBT will be discussed in the next section.

3. Conclusion of the chapter

In this chapter, the Republic of Maldives as a Small Island Developing State has been introduced, the SIDS have been discussed at length and the IRT framework has been presented. The Maldives faces many challenges especially in the development of isolated islands among which socio-cultural and economic development are evident. In this context, as local development issues in the country are very challenging, the next chapter will be focused on the integration of local communities in the development of their islands, especially in tourism development.

CHAPTER 2. Tourism development: The local integration issue

The processes of community participation and integrated tourism development planning can often be uncoordinated, fragmented and hindered by operational, structural and cultural limitations. Although these processes are usually more sophisticated in developed countries,

some important lessons can be learned from their use in less-developed countries like the Maldives. In this chapter the attention will be on tourism development at a local level and how tourism can foster local development.

1. Planning sustainable tourism development with residents

1.1. Tourism policy, planning and development

Tourism planning and development are political processes (Hall, 1994) which generates conflict among groups with differing interests and agendas. There is extensive literature on tourism planning including Gunn's (2002) concentration on spatial planning, Murphy's (1985) community approach, Hall's (2000) levels of planning and Inskip's (1991) comprehensive approach to tourism. Tourism development is the planning and implementation of strategies with the objective to develop the tourism sector (Weaver,2013). This is guided by a tourism policy, a set of regulations, rules, guidelines, directives and development/promotion objectives and strategies that provide a framework within which the collective and individual decisions directly affecting long term tourism development and daily activities within a destination are taken (Goeldner and Ritchie, 2003, pg. 413).

Hall (2000) stated that tourism planning needed a comprehensive and integrated approach, which recognizes that resources, services, facilities and infrastructures are interrelated with the social, cultural and natural environment. An important objective of tourism planning is to combine tourism development with the social and economic life of a community (Gunn, 2002). Destination areas need to be planned with sensitivity to social, environmental and economic impacts in order to minimise user conflicts and environmental stress. Insufficient attention to these factors have the potential to lead to undesirable consequences (Hall, 2000). This also refers to variables concerning the public-sector commitment to maximising economic impact of tourism on local communities. A tourism strategy must be capable of meeting the economic needs of the residents over the long term (Ritchie and Crouch, 2003). In many authors' views, economic

benefits from tourism should be distributed among the population (Müller, 1994; Ritchie and Crouch, 2003; Wall and Mathieson, 2006).

Wall and Mathieson (2006) claimed that organizations at all levels should try to coordinate development and planning initiatives. Gunn (2002) pointed out that an important planning effort would be greater collaboration among public sector units. Fragmentation of policy regulations and managerial practices tends to reduce greatly the competitiveness of a tourism destination. As tourism affects the entire community, participatory planning is essential (Murphy, 1985). There has been increasing attention given to the role that cooperation between the public and private sectors play in supporting the growth of a tourist destination. According to UNWTO (2000), public-private sector cooperation is growing in emerging economies as well as in developed countries. More participants and special interest groups are becoming involved in this cooperation; not only those directly involved in tourism. Cooperation between the public and private sectors is critical to enhancing tourism destination competitiveness (UNWTO, 2000). Hall (2000) argued that a destination needs to develop a series of positive inter-organisational relationships in which common goals are established.

1.2. Sustainable Tourism Planning

UNWTO (2018) defines Sustainable Tourism as “Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities” (pg.1). Sustainable tourism development guidelines and management practices are applicable in all destinations, including mass tourism and the various niche tourism segments.

According to UNWTO (2018), sustainable tourism should:

1. Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.

2. Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
3. Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income earning opportunities and social services to host communities, and contributing to poverty alleviation.

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and requires constant monitoring of impacts and the introduction of the necessary preventive and/or corrective measures whenever necessary. Sustainable tourism should also maintain a high level of tourist satisfaction ensuring a meaningful experience, raising their awareness about sustainability issues and promoting sustainable tourism practices (UNWTO, 2018).

1.3 Sustainable Tourism in Communities

International donor agencies and non-governmental organisations (NGOs) have long regarded tourism as an industry which could successfully foster economic and human development growth (United Nations Conference on Trade and Development, 2008) and help alleviate rural poverty in developing countries (OECD, 2008; Goodwin, 2009). Building on political paradigms of people's participation, the ownership and operation of tourism ventures by locals themselves is now increasingly seen as a way to help reduce poverty (UNWTO, 2004).

According to Cruz (2013), managing sustainable tourism in a responsible manner has become a third world issue. Mismanaging sustainable tourism might then lead to unwanted outcomes at the destination's expense. This is because an unsustainable tourism causes massive detrimental impacts to the very resources on which tourism depends, to the societal and cultural authenticity of the host community, and to the country's economy. And although this might be fine on the tourists' point of view, this is unacceptable for the host community. Sustainable tourism works

in a way that would pave way to everyone's satisfaction. According to Rivera (2015), natural disasters such as typhoons and earthquakes result to destructive aftermaths that pose great danger in the tourism industry of the destination that is affected by it. Natural resources are wiped haphazardly, livelihoods are affected, and people lose mobility and confidence to start over.

The need of solution to these disasters paved way to Community Based Tourism and tourism recovery that was addressed during a high level executive training program of the UNWTO held in the Visayas Region at Bohol (UNWTO, 2014). The focus of the participants in the UNWTO program was on Community Based Tourism and tourism recovery as a strategy to unveil the potential of tourism industry in the face of issues such as climate change, environmental and local issues. According to an article by Asia Development Bank (2015), tourism is a vital key player in the economy of many developing countries in the Pacific and it is set that it would be the same for the anticipatable future. Plans on tourism development shall address the concerns on the impacts: socio-cultural, economic, and environmental. The report says, "The ability of small island environments to scale up tourism while maintaining the visitor experience and addressing the needs and concerns of local communities must be paramount in planning and decision making" (pg.2).

A survey conducted by WTTC (2014) states the fact that in most countries, if not all, private sectors are operating in ways that are considered to be sustainable. They have been able to gradually manage successful conservation measures and profitability hand-in hand. A charter for sustainable tourism was developed by WTTC (2014), which asserts that: (a) tourism must be sustainable. (b) the realization of sustainability is dependent in continued planning and cooperation of all parties involved. (c) tourism development must aim to improve the quality of human life and subsidize to local economic development.; and (d) the benefits and costs of tourism development must be reasonably distributed. According to Goeldner and Ritchie (2012), indispensable threats or risks is accompanied by too much reliance on tourism. In small countries and islands, they have tendency to grow tourism but it is accompanied by pressures of inflation.

Although this brings higher profit margins in such sectors and ignites inward investments yet adverse consequences in international competitiveness, future investment and other factors could have various undesirable impacts such as social and cultural impacts where rapid development of tourism disintegrates society in its usual way of living, and environmental impacts (Zandee Boy H. Briones, Roanne Marie S. Yusay, Shahera Valdez, 2017).

In the study of Nawar (2014), lack of National policies and concrete plans demands for an adaptation of the principle of sustainability for tourism activity. Lack of community involvement in the industry and the lack of model practices and advantages in tourism management are major problems. Moreover, lack of effective promotional resources only adds to the struggles. Sustainable approach to tourism has been acknowledged by the UNWTO as one that provides the needs of tourist and host-population while protecting and enhancing tomorrow's opportunities. The main objective of sustainable development is positive cultural-economic innovation. This technically refers to the minimisation of detrimental economic impact while sustaining the local populace. If properly designed and implemented, tourism industry will be the platform to economic empowerment of the host-community by improving quality of life and challenging the way they view things (Rahman and Yeasmin, 2014).

1.4. Stakeholder Collaboration and Sustainability

Stakeholder collaboration recognises the participative process as a core principle of sustainable development, particularly when a wide and representative range of stakeholders from the destination's community play active roles to meet common objectives (Beritelli, 2010; Dredge, 2006). Achieving a reasonable degree of consensus on desired directions for tourism development is considered an essential ingredient for the long-term success of a destination (McComb et al., 2016). As tourism destinations encompass multiple, interdependent stakeholders who often hold divergent views on tourism development, collaboration theory is useful for managing tourism related issues at the destination's level (Jamal and Getz, 1995; Reed, 1999).

Collaboration is defined as “working with partners to leverage existing resources to provide maximum strategic benefit” (Hardy, Phillips and Lawrence, 2003, pg. 325). Stakeholder collaboration normally occurs “when a group of autonomous stakeholders of a problem domain engage in an interactive process, using shared rules, norms and structures, to act or decide on issues related to that domain” (Wood & Gray, 1991b, p. 146). Stakeholders can be defined as “any group or individual who can affect or is affected by the achievement of the organisation's objectives” (Freeman, 1984, p. 46). They are “entities which can and are making their actual stakes known and are potentially influencers of some organisation or another, whether or not this influence is perceived or known” (Strarik, 1994 pg. 90). In a tourism destination, stakeholders may include the government (international, national, regional and local), tourism organisations, tourism developers and entrepreneurs, tourism industry operators, non-tourism business practitioners, the community and the tourists (Gursoy & Wall, 2017).

As destination areas grow and the associated problems with this increase, government leaders, resource planners and entrepreneurs may be challenged if each stakeholder acts in isolation (Waayers et al., 2012). According to Getz and Jamal (1994), stakeholder collaboration can facilitate a dynamic and flexible process, which provides a framework for joint decision making through multi-stakeholder involvement within a temporary or longer term structure. The process requires direct dialogue among participating stakeholders recognising their interdependence with the objective of generating a collective vision, shared decision making and consensus building about planning, goals and actions for a tourist destination (Richins, 2009; Waayers et al., 2012). The “go-it-alone” (pg. 31) policies of the past are giving way, as government and public agencies in many countries endorse stronger cooperation and collaboration in tourism planning (Bramwell and Lane, 2000; Jamal and Getz, 1995). The success of stakeholder collaborations is largely dependent on coordinating their voices and to do so it is necessary to understand their salience in a collaborative process (Kennedy and Augustyn, 2014; Sheehan and Ritchie, 2005). Identifying stakeholder salience helps effective stakeholder coordination, inclusion or exclusion of stakeholders in cooperative actions and categorisation of their roles in certain projects (Boatright, 2002; Jamal and Getz, 2000; Medeiros de Araujo and Bramwell, 1999).

2. Tourism and local communities

2.1. Tourism Integration in communities

Community integration is considered as one of the integral components of tourism sustainability. Fundamental to successful tourism development is the balanced or harmonious relationship between tourists, the locals, places and the organisations and businesses that provide tourism services (Zhang, Inbakaran, and Jackson, 2006). Tourism represents one of the world's largest discretionary transfers of wealth, thereby providing a source of income, foreign exchange, government revenues and employment, business and infrastructural development and, hence, wider economic growth and development in destination areas (Dangi and Jamal, 2016). Consequently, the role of tourism as an agent of economic growth and development has been widely adopted and officially sanctioned (Dangi and Jamal, 2016). Such benefits however, are not achieved without cost. The development of tourism incurs varying degrees of impact on destination environments and, in particular, on the local people who act as 'hosts' (Wall and Mathieson, 2006).

Communities face something of a development dilemma as they are, in a sense, required to engage in a trade-off between the benefits they perceive to receive from tourism and the consequences of its development. That is, destination communities' support for tourism, or what Andriotis and Vaughan (2003) refer to as "happy hosts" (pg597), is considered essential as the success and sustainability of the sector depends upon the goodwill of local residents (Jurowski and Gursoy, 2004; Pérez and Nadal, 2005). Consequently, it is widely suggested that, should local communities perceive the costs of tourism to outweigh the benefits, then they will withdraw their support for tourism, thereby threatening the future success and development of the sector (Sharpley, 2013).

Sharpley (2013) further stated that, in practice, evidence of such a withdrawal of support for tourism by host communities is limited. Nevertheless, it has long been recognised that, given its ability to "permeate communities unlike other industries" (Harrill, 2004 pg. 2), it is incumbent on those responsible for the planning of tourism to seek to optimise the well-being of destination communities whilst minimising the costs of tourism development (Sharpley, 2013). Attitudes and

perceptions of local residents should directly inform tourism planning (Ap, 1992), the ideal being what has been termed “resident responsive” tourism planning (Vargas-Sánchez, Plaza-Mejía, & Porrás-Bueno, 2009). Quality of life and resident satisfaction are recognised as core outcomes of sustainable destination development that serves the actual needs and demands of the local community (Ndivo and Cantoni, 2016; Zuo, Gursoy, and Wall, 2017) while sustaining local tourism itself through political support, cultures of hospitality, and enthused and effective employee participation (Weaver and Lawton, 2013).

The concept of local participation in tourism planning can be interpreted in a variety of ways. In the western world, community participation in tourism development planning has been explained and studied with reference to Pretty’s typology of participation (Mason 2006). Pretty (in Mason 2006) argues that participation of residents in tourism planning can mean different things to different people. Hence Residents’ participation in CBT ranges from manipulative to passive participation. However, Mason (2006) reveals that there has been no real evidence in the developing countries that local participation was able to go past the manipulative and passive stage. Tourism planning has not been under the control of the community. Halstead (2003) argues that there is no generic recipe for success of community based tourism due to different criteria involved in assessing their success.

Serving the needs of non-local actors first does not automatically conflict with the local-scale needs and processes of empowerment in rural areas, but as Ringer (1998, pg.9) has stated, tourism is an industry “that satisfies the commercial imperatives of an international business, yet rarely addresses local development needs”. Indeed, highly internationalised tourism spaces often represent enclave (exclusive) spaces with serious problems of economic leakages; for example, in the high-end safari scenes of northern Botswana dominated by foreign ownership and/or management structures of the tourism industry, the leakage of tourism revenue is estimated to be well over 70% (Mbaiwa, 2005; Lepper and Goebel, 2010). Similarly, Lapeyre (2011) has pointed out in a Namibian Communal Conservancy context that while tourism can contribute to community well-being, the benefits from the industry may often depend on the existing personal

relations on the ground (Lapeyre, 2010). This may create imbalances (i.e. beneficial inclusions and exclusions) inside the communities.

As there are no such guarantees for long-term ethical commitments in global-scale tourism industry, active local participation mechanisms are often called for (Okazaki, 2008). However, participation studies on rural development in the developing world have shown that there are major structural, operational and cultural limitations to community participation between developed and developing countries (Connell, 1997; Tosun, 2000; Scheyvens, 2002; Thakadu, 2005; Lapeyre, 2010, 2011; Giampiccolo & Kalis, 2012). This is widely acknowledged but there are quite a few rural tourism development cases implementing the critical issue of contextuality. While the IRT framework (presented earlier) seems to work in rural areas in Europe without specific brokers or awareness campaigns, for example, it may not automatically have similar operational grounds for engaging and empowering people in developing countries. Therefore, supporting 'institutional' structures empowering communities in tourism development may be needed. However, instead of creating new institutional arrangements, what could engage and empower communities as partners and subjects in rural tourism initiatives in developing countries is the utilisation of existing supporting structures of rural development and natural resource management processes.

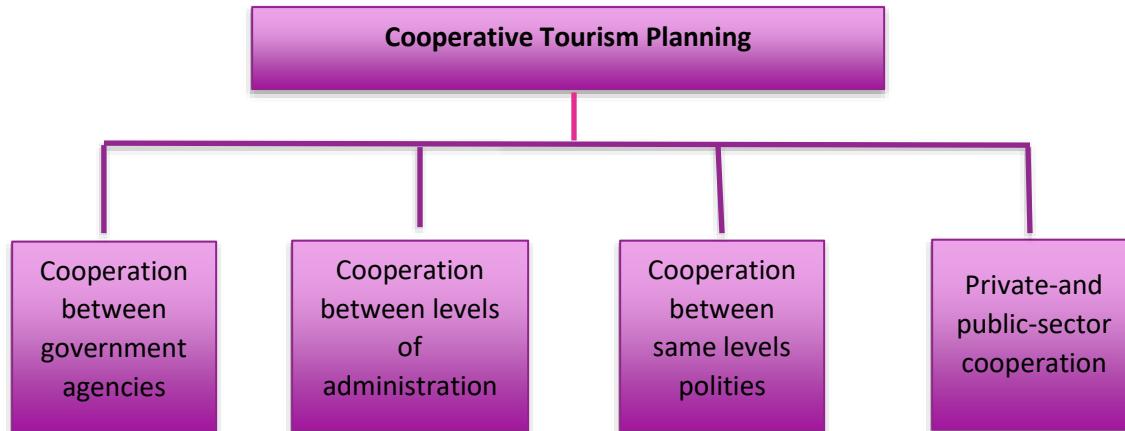
Tourism can represent a viable tool for rural development but, as noted also by the World Bank (2012, pg.7), tourism "comes with its own set of risks and challenges". This can potentially challenge the developmental role of tourism and some of the current collaborative/partnership ideas based on the self-regulative models of the tourism industry.

Thus, a main argument of this research is that instead of leaving rural communities to integrate themselves directly with the (mainstream) tourism industry by relying on philanthropy, pro-poor tourism and corporate social responsibility programmes, for example, the utilisation of existing supporting governmental or other similar structures would provide not only ethical but also legal and economic frameworks for the communities to control and benefit from the introduced rural (or island) tourism activities and the linked promise of development as stated by Massyn (2007) and Lepper & Goebel (2010).

A community's integration may be equated with its empowerment (Friedmann 1987, 1992), or "the ability of a community to 'take charge' of its development goals on an equitable basis" (Mitchell 1998, pg.2), and it implies that locals take an active and significant role in decision-making affecting their socioeconomic situation. Hence, it suggests "real" as opposed to "token" power (Mitchell, 1998, pg.2). According to Mitchell (1998) a community with a high level of tourism control and management would ideally have, among other characteristics, a broad-based and open democratic structure; an equitable and efficient decision-making process; a high degree of individual participation, including influence, in decision-making; and a high amount of local ownership.

Timothy (1998) proposes a framework that assumes and recognises the need for different levels of cooperation, at least in the regional tourism development, since tourism is viewed as an interrelated system (i.e. transportation, accommodation, promotion, attractions, information and so on) (ibid). So, four different types of simultaneous cooperation need to exist (Figure 2.1), in order to implement successful integrative tourism development. These are "cooperation between government agencies, cooperation between levels of administration, cooperation between same level polities and private-and public sector cooperation" (Timothy, 1998, ph.54). These forms of cooperation could secure smooth, coherent, equitable and efficient operations that minimise conflicts, costs and degree of redundancy in the implementation of national and regional policies (Timothy, 1998). Interestingly, Hall (1994) opined that "coordination is necessary both within and between the different levels of government, in order to avoid duplication in the various government tourism bodies and the private sector and to develop effective tourism strategies" (pg. 55). On top of that, Timothy (1999) stated later on that "partnerships between the same-level polities are important, particularly when natural and cultural resources lie across political boundaries, as they can prevent the over-utilisation or under-utilisation of resources and eliminate some of the apparent economic, social, and environmental imbalances (pg.184).

Figure 2.1- The four types of cooperation necessary for the development of successful integrative tourism



Source: Timothy (1998).

Mitchell and Reid (2011) on tourism integration from a community-based perspective, conducted on Taquile island in Peru, took into consideration social and economic benefits and issues, postulating that a community characterised as integrated in tourism decision-making would experience high and relatively dispersed socioeconomic benefits to its population. A distinction was made between actual and perceived benefits. They said that residents may feel that they are profiting in some way when in actuality they may be earning relatively little or no income from a given economic activity. Three principal assumptions were used for the research:

- 1- Community members are willing and able to cooperate with each other to make integration possible.
- 2- Community integration allows for a relatively equitable distribution of local benefits in terms of revenues and employment.
- 3- This integration leads to a relatively high degree of control by local residents for administering tourism services. (Mitchell and Reid, 2011)

According to these authors, awareness, unity, and power are three components of a dynamic relationship that comprise a public participation triangle. They found that these elements played a crucial role in the planning and eventual implementation of community tourism policies and associated infrastructure, that for almost three decades has benefited a majority of Taquile Island residents. Their research further found that community catalysts may be critical to not only

create awareness about tourism opportunities, but also to plan, develop, and manage tourism in an integrated manner. The influence of both local and non-local catalysts (or motivators, facilitators) has been relatively strong on Taquile Island. Historically, the strong interaction between community solidarity and communal action allowed various catalysts to help turn tourism awareness into product at a community-wide level. Traditional power structures and processes on the island are largely responsible for transparent and consensual decision-making. Taquile has directed its own tourism planning and development through self-awareness and self-reliance, and a relatively fair and balanced power structure has facilitated a community-based tourism product. Admittedly, local control in decision-making in Taquile has diminished as travel agencies are increasingly obtaining a large market share. Still, the community is relatively self-reliant with little outside interference in local politics and decision-making. Collective management of local services is also high, especially for handicrafts, accommodation, and entrance fee collection. Participation in decision-making has been a relatively democratic and equitable process, with one major exception being accessibility of power for women. Nevertheless, women are involved in most aspects of service provision and play a major, albeit informal, role in tourism administration and policy setting.

Integration and planning have been key components in the economic outcomes or impacts of the local tourism industry. It was observed that there was a relatively equitable distribution of economic benefits for Taquile residents, partially due to high community unity and participation in decision-making, and high employment. The local handicraft industry offers opportunities for all citizens to participate and reap benefits, even if only part-time or on an occasional basis. Local ownership of the industry is high in this community (except for guides and boat transport, which are non-local or increasingly private). Moreover, the authors noted that there is a greater perception of economic benefits on Taquile Island due to tourism, even among those that receive little income from tourism. In spite of the generally positive assertions about tourism integration in the community of Taquile, there are some darker clouds on the horizon that could dismantle this healthy balance. The authors further noted that, change was taking place there as elsewhere in the world and the forces of globalisation and the move to freer markets were being felt everywhere, even in previously isolated Andean communities. Certain exogenous factors were

beginning to weaken community control over tourism demand and management. For example, the influence of the major visitor centre of Puno has been both positive and negative. On one hand, Puno attracts tourists, creates employment, and supplies needed resources, but it also reaps a greater share of economic returns with its many guides, boat owners, and agencies. In addition, a current trend of individualism and consumerism is negatively affecting community unity and equitable distribution of benefits on Taquile. Integration of tourism into the socioeconomic life of the community has relied on the tender balance between liberal market forces and collective participation, control, and benefit. If this balance was changed, then the integrative nature of community tourism may also diminish (Mitchell and Reid, 2011).

Mitchell and Reid (2011) proposed a framework for **Figure 2.2 – Community Integration in Tourism**

community integration in tourism planning and management, which is illustrated in Figure 2.2.

The theory is that a tourism integration process for a given community must be linked to three critical parameters: (1) community awareness, (2) community unity, and (3) power or control relationships, both local and external. Awareness, unity, and power for a certain tourism sector comprise an integration triangle and form a necessary part of the community's rise



Source: Mitchell and Reid, 2011

and form a necessary part of the community's rise

to self-reliance and local control. These variables

are principally endogenous (factors internal to the community), but they will also be influenced by the exogenous environment (factors outside the community).

2.2. Impacts of tourism on host communities

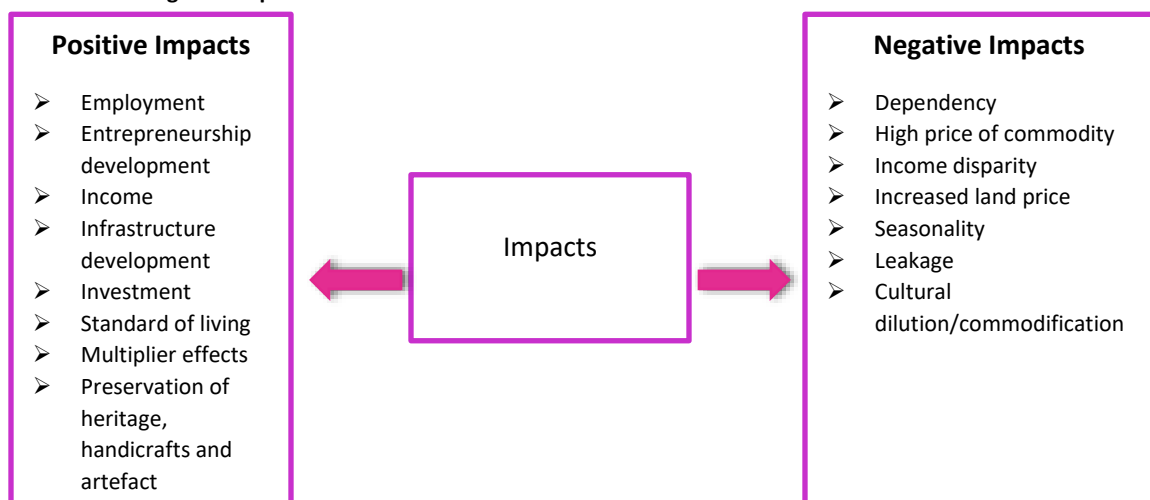
Studies on place attachment and sense of place indicate long-term residents as more negatively inclined towards tourism development (Almeida-Garcia, Pelaez-Fernandez, BalbuenaVazquez, and Cortes-Macias, 2016), caused by the creation of contested spaces and decreased local enjoyment of available resources (Buckley, Guitart, and Shakeela, 2017; Gursoy, Jurowski, and

Uysal, 2002; Peel and Steen, 2007). The impacts of tourism on host communities in general have been researched from a range of perspectives in a variety of contexts. Early studies on impacts tended to focus on the positive effects of tourism on host communities, such as the economic benefits of tourism (Mathieson & Wall, 1982). As the negative implications of tourism became increasingly evident, an alternative and more critical view of tourism impacts was taken in many studies (Cohen, 1979; Husbands, 1989). Communities in any type or stage of tourism development recognise affiliated costs and benefits where most residents broadly support tourism while minimising the resulting costs. This ambivalence typically entails recognition of economic benefits but also accompanying socio-cultural costs that collectively are outweighed by the former (Andereck, Valentine, Knopf and Vogt, 2005; Ap, 1992; Nunkoo and Gursoy, 2012). Avcikurt and Soyballi (2001) stated that it is because of the visibility of the impacts of tourism on host communities that this has occurred. Later studies have portrayed a much more inclusive perspective on the impacts of tourism on host communities (Andereck, Valentine, Knopf and Vogt, 2005; Deichmann, 2002). Previous studies on tourism impacts suggest that negative impacts often outweigh the positive (Bramwell, 2003; Lindberg, Andersson and Dellaert, 2001).

Large numbers of host community residents continue to support tourism to their regions (Long, Perdue and Allen, 1990; Sirakaya, Teye and Sonmez, 2002). Haralambopoulos and Pizam (1996) argue this support is because many residents are prepared to put up with some negative impacts for what they regard as desirable or positive impacts, especially when economic dependence on the tourism industry is high. Lindberg, Dellaert, and Rassing (1999) agreed finding that residents were prepared to put up with negative impacts on the individual for the collective community benefits of tourism. Studies on perceptions of tourism impacts also demonstrate that perceptions and attitudes change over time (Butler, 1980). These studies found that communities are not fixed in their perceptions and attitudes towards impacts, nor are individuals within these communities likely to share identical attitudes towards tourism (Andriotis, 2004; Williams and Lawson, 2001).

This echoes the social exchange theory, wherein “interaction between persons is an exchange of goods, material and nonmaterial” (Homans, 1962, pg. 279), driven by desire to effect trade-offs between perceived benefits and costs (Telfer & Sharpley, 2008). Locals tolerate negative tourism impacts because they concurrently recognized wider community benefits. This is supported by Tourtellot (2017), a travel expert with National Geographic when he wrote “overtourism plagues great destinations”(pg. 1). Kettle (2017) also agreed when he stated “mass tourism is at a tipping point- but we’re all part of the problem”. In an associated press article titled The Curse of Overtourism, Pan Pylas (2017) examined how European destinations such as Barcelona, Dubrovnik and Venice are struggling to deal with the negative impacts of tourism. Taleb Rifai (2017), the secretary general of the UNWTO expressed concern in this issue during the 2017 London's World Travel Market. He said the rise of slogans, such as "tourists go home" and "tourists are terrorists," was "a wake-up call." Anger about tourism could continue to grow as more people travel every year. The UNWTO estimates tourists will take 1.8 billion trips by 2030, up from 1.2 billion in 2016 (Too Much Tourism,2017). The following diagram developed by Mathieson (1982) has been ameliorated by the researcher.

Figure 2.3 Positive and Negative Impacts of Tourism



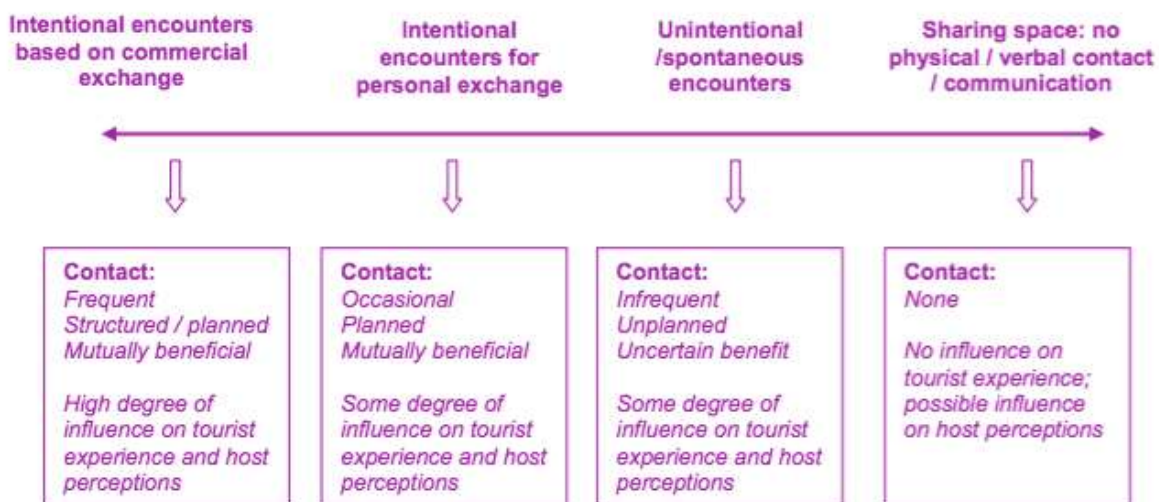
Source: Author of this research (adapted and improvised from the model by Mathieson, 1982)

2.3. Tourism Acceptability by Communities

Tourism acceptability is one major issue in tourism research (McGehee, Andereck, 2004; Sharpley, 2014). Researchers have demonstrated that such dialogue is not easy, and that acceptability of tourism raises many issues: economical, sociological and historical factors can affect the relations between locals and tourists (Vanderpool-Wallace, 2018). For example, when island destinations, now highly dependent on tourism, suffered through the legacy of slavery and/or colonialism, tourism can be seen as a remnant of ancient times (Holder, 2013). When tourists’ behavior, or their clothing, shocks locals, tourism can only be perceived through its potential for contagion on the mores of young people. Of course, researchers do no longer consider local communities as homogenous places, and consider the very heterogeneity of the people and the great variety of attitudes towards tourism (McGehee, Andereck, 2004). Some groups accept tourism while others are against its development.

In order to understand the complexity of the phenomenon, one has to consider the variety of the encounters and situations. Based on the work by Krippendorf (1987), Shapley (2014) proposes to consider 4 main situations of encounters (figure 2.4).

Figure 2.4 – Tourist-host Encounters



Source: Sharpley (2014)

According to Sharpley (2014), it has long been recognised that it is incumbent on those responsible for the planning of tourism to seek to optimise the well-being of local residents whilst minimising the costs of tourism development. It is not surprising, therefore, that academic attention has long been paid to the social impacts of tourism in general and to the understanding host communities' perceptions of tourism and its impacts in particular. Nevertheless, despite the significant volume and increasing scope of the research, the extent to which understanding of residents' perceptions of tourism has been enhanced remains uncertain.

Sharpley's (2014) purpose was to explore critically the development of the research into residents' perceptions of tourism. Highlighting key themes and trends in the literature, it identifies a number of limitations in the research, including a narrow case study base, a dependence on quantitative methods, a focus on perceptions as opposed to responses, and the exclusion of the tourist from the majority of the research. Consequently, it argues for a multidimensional approach to the research.

He explains that another explanation for the rejection of tourism lies in the cultural issue. Some people can be afraid that tourism alters their culture. Nevertheless, Picard (1995) has shown how many Balinese have come to objectify their culture in terms of the arts and to evaluate tourism's impact in terms of whether the arts are flourishing or not. Both Picard, in his studies of Bali, and Deborah Gewertz and Frederick Errington (1989), in their study of the Chambri in Papua New Guinea, found that local people may interpret the very presence of tourists as a sign of the authenticity and continuity of their culture. However, it has been demonstrated that tourism can increase pride and cultural identity (Besculides, Lee, and McCormick, 2002; Andereck et al., 2005), and can preserve local culture (Stronza and Gordillo, 2008).

One of the explanations for resistance to tourism which will be explored next, is that of occupational identity.

2.3.1 Occupational Identity

Occupational identity is one in which members' sense of identity is closely tied to their occupations (Carroll & Lee, 1990), and such identities have been found to be a determinant of attitudes to tourism.

A number of studies have revealed that locals tend to show some degree of resistance to tourism as a form of economic development (Lankford, 1994; Smith & Krannich, 1998). One of the explanations for this variance in attitude is that of occupational identity (Petrzelka, Krannich, and Brehm, 2006). Occupational identity is one in which members' sense of identity is closely tied to their occupations (Carroll & Lee, 1990), and such identities have been found to be a determinant of attitudes to tourism. Previous studies have shown that those residents who work in extractive industries or resource-based industries and who hold a high level of occupational identity tend to display resistance toward other types of development such as tourism (Petrzelka et al., 2006). Haukeland (1984), in his study of the rural communities of Scandinavia, found that locals who were employed in the agricultural sector showed a high level of opposition to tourism. A study by Johnson, Snepenger and Akis (1994) also revealed similar findings.

Petrzelka et al. (2006) also note some variations in attitudes to tourism across residents holding different levels of occupational identity: those with high occupational identity were less supportive of tourism development compared with those with low occupational identity. Lindberg and Johnson (1997) argue that tourism can be considered as being disruptive and a threat to local cultures when tourism development leads to decreases in traditional industries in a particular region. In many small-island economies, traditional economic activities such as agriculture, manufacturing, farming, (Fisheries in the case of Maldives) and other resource-based industries are on the decline, while tourism as a form of development strategy is gaining increasing importance. This shifting pattern of development and its resulting change in employment structure in such economies means that occupational identity as a determinant of host perceptions clearly demands further attention and could be a predictor of attitude toward tourism in such communities. Based on the literature discussed so far, it is reasonable to propose that residents with high occupational identity will be more likely to view tourism as having

negative impacts than those holding low occupational identity. As such, scholars should try empirically to test the influence of occupational identity on attitudes toward the different impacts of tourism because it appears that occupational identity is likely to have a direct impact on locals' perceptions (Nunkoo et al 2010).

2.3.2 Economic development and tourism acceptability

Finally, many researchers have raised the economic questions to understand tourism acceptability. In fact, the economic development issue and the revenue issue are of importance in this acceptance -or rejection- behavior: personal economic benefit is seen as a strong motivation for acceptability (Perdue et al., 1990; Kwon and Vogt, 2010; Styliadis and Terzidou, 2014; Boley et al., 2014). The more locals perceive the economic benefits of tourism the more they accept it and accept tourists. But many researchers notice that the positive impact of tourism development on the well-being of the inhabitants is not linear nor constant. Nawijn and Mitas (2012) asked to take into account a subjective well-being, one's perception of its happiness, current and past. Rivera, Croes & Lee (2016) insist on the context: people look at their objective situation and fulfilling needs, and compare within the group of peers. Croes, Rivera & Semrad (2018) confirm that the positive relation between tourism development and well-being might be altered by comparison of life's situations. Ridderstaat, Croes, and Nijkamp (2016) go beyond: they test, in Aruba, the interrelationship between tourism development and well-being, the latter being defined by quality of life. Doing that, they stress important domains that participate to the reciprocal influence of tourism development and inhabitants' quality of life, as the opportunity to get a job, business opportunities and education or the provision of amenities. One can no longer consider a one-way causality relationship between tourism development and well-being of the host population. In the same way, researchers have shown that host-tourist interaction is very complex and goes beyond the simple questions of revenue and economic development. As mentioned by Shapley (2014, pg.39): "tourist-host interaction is a complex, multi-dimensional phenomenon, encounters between tourists and members of the host community, varying according to context, roles, expectations and so on".

Community perception is often influenced by the scale of the tourism industry in the region, the types of tourist the region attracts, the types of activity offered to tourists, tourism infrastructure, characteristics of the host community and the nature of the interactions between tourists and residents (Butler, 1974; Mason, 2003). Spatial, temporal and psychological dimensions also affect perceptions and vary depending on demographic characteristics, level of attachment to the community, utilisation of the tourism resource base, employment or involvement in the industry, and personal benefits derived from tourism (Butler, 1974; McGehee and Andereck, 2004). As mentioned earlier, the destination life cycle stages, yield various findings with regard to factors that generate satisfaction or disaffection (Butler, 1992). Emotional solidarity with tourists, affiliates with positive perceptions (Hasani, Moghavvemi, and Hamzah, 2016; Li and Wan, 2017; Woosnam, 2011). Concerns about heritage loss (Gu and Ryan, 2008; Tucker and Carnegie, 2014), diminishing social capital (Diedrich and Aswani, 2016; Okazaki, 2008), negative environmental impacts (Kaltenborn, Andersen, Nellemann, Bjerke, and Thrane, 2008; Kerstetter and Bricker, 2009), sense of place identity connected to long-term residency (Huh and Vogt, 2008) and tourism's interference in daily life and crowding effects (Teye, Sonmez, and Sirakaya, 2002) all foster negative sentiments and possibly lead to low and/or non-participation (Tosun, 2002).

2.4. The demonstration effect of tourism

According to Burns (1999), the demonstration effect “refers to the process by which traditional societies, especially those which are particularly susceptible to outside influence such as youths, will ‘voluntarily’ seek to adopt certain behaviours (and accumulate material goods) on the basis that possession of them will lead to the achievement of the leisured, hedonistic lifestyle demonstrated by the tourists”. Similarly, Moore (1995) states that the demonstration effect “consists of host population emulation of the behaviour and especially the consumption practices of the tourists who visit them”. Moreover, this conception is reinforced by Reisinger (2009) who claims that, as a consequence of the demonstration, locals notice the superior material possessions of tourists and wish to have the same. She also states that the demonstration effect often generates residents’ jealousy, resentment, and even hatred of tourists in developing countries when locals see they are unable to be as wealthy as tourists and have the same

standard of living. By claiming that the demonstration effect is unavoidable, Murphy (1985) adds that tourists generally possess greater financial and leisure-time affluence than many locals, and tourists' holiday experiences are based frequently upon conspicuous consumption (J. C. Monterrubio and M. M Mendoza-Ontiveros, 2014).

The notion of the demonstration effect tends to be defined and thus reported as adopted behaviours. Scholars have found evidence for the effects on concrete and observable conducts that are allegedly adopted from tourists and incorporated into their everyday lives (Moore, 1995). However, this notion largely ignores that the effect will not always be a new conduct as such, but it can be simply a desire to adopt such conduct. While locals may be actually willing to adopt new behaviours, extrinsic factors such as economic power, social restrictions and personal conditions can potentially prevent locals from incorporating tourist's unfamiliar habits into their ordinary life. Furthermore, the effect of tourist demonstration may also lie in a process of reasoning that people go through in their lives without necessarily adopting a particular behaviour. Such reasoning may be incorporated into larger social processes and may thus end in observable adopted conduct or simply in a reflection itself. Therefore, the reasoning that locals go through about tourists demonstrated behaviours may also be the effect itself.

2.5 Resident attitudes and perceptions towards tourism

"The majority of tourism studies on residents' attitudes have been conducted in industrialised countries such as the United States, Canada, Australia and several European countries. Such studies in developing countries... are scarce, if not non-existent" (Sirakaya, Teye, & Sonmez, 2002, pg. 57). As is evident in Butler's (2006a, 2006b) edited volumes, writings on stage-based models focus predominantly on case studies of relatively mature tourism destinations in industrialised countries and offer little analysis of resident attitudes towards tourists in emerging destinations in developing countries. When scholars explored resident support for tourism in developing countries (Britton, 1982; Brohman, 1996; Freitag, 1994; Kayat, 2002; Upchurch and Teivane, 2000), their findings "support the outcome of studies done in industrialised countries as well as in more developed tourist destinations" (Sirakaya et al., 2002, pg. 65), that is, while

support for tourism development is most closely linked to direct economic impacts and employment from tourism, those with more exposure to, and experience with, tourism have the least favourable attitudes towards it. Notably absent from all of these writings on resident reactions to tourism is the substantial body of scholarship focusing on ecotourism. While ecotourism can be found in some form almost everywhere, it occurs predominantly in developing, biodiverse tropical countries of the global south (Buckley, 2002; Christ, Hillel, Matus, and Sweeting, 2003). It got an early start in lesser developed regions of Latin America, “arguably the region with the greatest amount and diversity of ecotourism activity in the world” (Stronza, 2008, pg. 8) and also where the term was first coined (Ceballos-Lascurain, 1988).

Like any other destination, one of the sustainability indicators for SIDS is the attitudes of the host community toward tourism. Lepp (2007) argues that the attitude of the host population is one of the indicators of tourism’s appropriateness. Support for development can be measured by the attitudes of the local residents, which dictate the extent to which the local community would accept tourism. It is usually assumed that positive attitudes would mean support for further development. While studies provide some explanations on the relationships between attitudes and support, they raise issues such as local residents’ support for specific types of tourism development and how “support for tourism” has been defined. Support for specific forms of tourism development needs to be further understood in the context of small economies, which display unique characteristics and where scholars have cautioned against mass tourism development (Bramwell, 2004).

Many small island economies are diversifying to other forms tourism development strategies such as cultural tourism, nature based tourism, ecotourism and Integrated Resorts Schemes (IRS) amongst others. Such forms of developments are likely to have different types of impacts and be perceived differently by the island communities. The magnitudes of impacts resulting from such developments are also likely to be different. Therefore, understanding the local communities support for such forms of tourism development seems crucial for the sustainable development of the industry in such economies. The construct therefore deserves wider investigation, particularly when support based on the specific types of tourism development in

small economies has received limited attention in the literature (Nunkoo R, Gursoy D and Juwaheer T.D, 2010).

With people's increasing critics on tourism shifting from economic contributions to a locale to preservation of natural environment or local culture, today's tourism planners have to pay more attention than ever to local residents' attitudes toward tourism development. It is believed that, on one hand, local residents' welcome attitude is indispensable to visitors' satisfaction with the destination or their travel experience; on the other hand, only the type of tourism accruing the local's subjective wellbeing will be well accepted by the local people. It is from this perspective that tourism planners must pay special attention to resident's place-based perceptions and their expectations. This reasoning thought is attributed to the fact that tourism is essentially a place-based phenomenon, involving the production of place identity at different scales. Given its increasing importance, tourism businesses are actively engaged in presenting and promoting place identity, in order to attract tourists and increase market share (Wang, 2016).

No study exists that empirically tests an integrative model considering the influence that economic (i.e., residents perceived economic benefits of tourism and perceptions of the state of the local economy) and non-economic factors (i.e., residents' degree of welcoming tourists) have on residents' attitudes of tourism development and pro-tourism development behaviour (Ribeiro et al,2017). Moreover, the bulk of studies focusing on residents' support for tourism development have been undertaken in the Global North (e.g., Boley et al., 2014; Nunkoo and Gursoy, 2012; Nunkoo and So, 2016; Styliadis and Terzidou, 2014). Studies carried out in developing island countries within the Global South, such as Cape Verde islands remain scarce (Lopez-Guzm, Borges, Hernandez-Merino, and Cerezo, 2013; Ribeiro, Valle, and Silva, 2013), justifying the need for further research related to this topic in such a context. In light of this gap in the tourism literature, tourism is seen as one of the most viable means (oftentimes, the only strategy) for economic growth and development in many island countries (Croes, 2006; Pratt, 2015).

Residents' perception of tourism impacts has been examined in relation to the social exchange theory (SET), by several authors. The existing literature on this theory in relation to tourism in communities has therefore been examined below.

2.5.1 The Social Exchange Theory (Thibault and Kelley 1952)

The SET explains the voluntary engagement in an exchange by an individual or groups of individuals; the exchanges occur when the individual or individuals making a group perceive the value or benefits derived from that exchange to outweigh the costs involved in the exchange process (Easterling, 2004). Within the context of residents of a tourist destination, the residents will participate in and support the tourism industry if they perceive the benefits derived from the exchange to outweigh the costs involved in the exchange. The exchange elements can be tangible or intangible (Andriotis and Vaughan, 2003) with the former including economic benefits while the latter reflecting the non-economic (Wang and Pfister, 2008) or quality of life factors (Andereck and Nyaupane, 2011; Kim, Uysal and Sirgy, 2013) like social-cultural and psychological benefits.

Ling, Poh et al, (2011) states that applying this theory to tourism, Ap (1992) was one of the first authors who contended that SET was an appropriate theoretical framework to explain why and under what situations local residents would harbour positive attitudes. Ap (1992) states that there exists limited explanatory research on residents' perceptions of tourism impacts and that has resulted in an underdeveloped theoretical orientation of research on this subject. Ap (1992) presents a social exchange process model as a theoretical basis for some understanding of why residents perceive tourism impacts positively or negatively. The model is based upon the concept of the exchange relation. Propositions are derived from the model to test the relationships between the model's components. These propositions have been developed from inferences based upon the social exchange literature. Ap's (1992) view gained much acceptance in later studies (e.g., Choi and Murray, 2010; Deccio and Baloglu, 2002; Jurowski, 1994; McGehee and Andereck, 2004) that attempted to examine the relationship between attitudes and potential or actual support for CBT development. Ap (1992) stated that the lack of explicit linkage to a theory is a major limitation in advancing understanding of residents' perceptions of tourism impacts.

Therefore, it was proposed that a social exchange paradigm offers a useful theoretical framework, which can account for both the positive and negative impacts of tourism as perceived by the host population. According to App (1992), SET is a logically and intuitively appealing one that may be used to explain why residents develop positive or negative perceptions of tourism impacts.

The authors Ling, Poh et al (2011) further examined the relevant literature and revealed that some authors appear to interpret differently the central theoretical concepts tested in their studies; these include perceptions, attitudes, and support in the context of tourism. Many studies have used the two terms attitude and perception interchangeably. They further point out that as Ap (1992) pointed out, there is a fine distinction in meaning between them. They quote Ap, Kurtz and Boone (1984) who defined perception as representing the meaning that is attributed to an object, whereas attitude represents a person's enduring predisposition or action tendencies toward some object. In a study of consumer behaviour (Lindquist and Sirgy, 2003), implied "perceptions of tourism" as a resident's knowledge of or beliefs about tourism, that is, their cognitive responses to marketplace stimuli. Meanwhile, the authors also note that attitude is an emotive component in a resident's responses to marketplace stimuli, describing a person's relatively consistent evaluations, feelings, and tendencies toward an object or idea to conclude that a person's attitude has two properties: direction (e.g., good vs. bad; like vs. dislike) and extremity and behaviour. The authors also contended that a person's behaviour is rationally determined by their intention to perform the behaviour, and that this intention is in turn a function of the person's attitude toward the behaviour and their subjective norm. The person's attitude is an index of the degree to which they like or dislike an object, where "object" is used in the generic sense to refer to any aspect of the individual's world; therefore, a person's attitude toward a behaviour is determined by the set of salient beliefs they hold about performing the behaviour. Salient beliefs are a small number of beliefs that have significant influence on attitude. The authors quoted Ajzen and Fishbein who further defined subjective norm as a person's perception that most people who are important to them think they should or should not perform the behaviour in question (Ling, Poh et al, 2011).

Some studies, for example that of Javi, 2018, supports the SET indicating that residents engage in mental calculation of benefits and costs of tourism in shaping their overall perception of tourism impacts. With most of the items having the same directional movement with the SET items and satisfaction with tourism, such findings reinforce the elevated position of the SET over the other theoretical lenses in understanding residents' perception of tourism impacts (Maruyama et al., 2017). This implies that the use of other theoretical lenses should emanate from the SET. Surprisingly, for one item (local community adopt bad foreign culture) was significantly rated higher for those who economically depend on tourism as well as those who have direct contact with the tourist. This indicates that albeit residents deriving economic benefits from tourism, they also feel the negative aspects of tourism onto their communities. Such a finding indicates the importance of integrating the different theoretical lenses in understanding residents' perception of tourism impacts. Through such theoretical integration, conflicting findings like those of McGehee and Andereck (2004) with some aspects are supporting and others not supporting the SET can be logically explained using the theoretical lenses under the broader SET. Nunkoo et al., (2013) upon reviewing residents' attitudes to tourism studies that were conducted between 1984 to 2010 noted 76 and 64 studies to be atheoretical and theoretical respectively. Among the 64 studies identified to be theoretical, 36 utilized SET (Nunkoo et al., 2013) that indicates the popularity of the theory.

Tourism acceptability was also found to be influential by the religious beliefs of the populaces. This aspect will be the next focus, especially in Islamic countries, as the population of the country of this study are Muslims.

2.5.2 Tourism acceptability and religion

Hill (2007) assert that religious differences are also cultural differences that shape personal and social aspects of motivation, judgement and other behavioural processes. Analysing tourism in Islamic destinations, Din (1989) identified polarised laissez-faire (e.g. Malaysia, Indonesia, Turkey) and preclusive (e.g. Saudi Arabia) responses to tourism, but also compromise strategies that insulate host communities from tourism (e.g. Maldives) and thereby embody classic social exchange dynamics. The latter options are preferred by some religious scholars fearful that

community-proximate tourism production and consumption will dilute Islamic values and culture (Sanad, Kassem, and Scott, 2010). Specifics of attendant social exchanges, however, are unclear because relevant empirical data is lacking. One exception, and an important indication, is provided by Zamani-Farahani and Musa (2012), who surveyed 500 Iranians in two small town destinations and found that devotion to religion and piety negatively influenced perceptions of tourism impact, but overall support remained positive.

The religious dimension implicates a second conceptual foundation – social representations theory – which posits people to be influenced by mental constructs (social representations) that define reality and function as basic cognitive units for organising, understanding and mediating the world around them (Moscovici, 1984). They “allow groups to construct and share a common social reality and provide guidelines to individuals for how to react to the [relevant] phenomenon” (Moscardo, 2011, pg. 426). “Hegemonic” representations backed by authority and broadly accepted within a community, such as those projected against Japan in Chinese World War Two atrocity sites (Weaver et al., 2017), are especially relevant to faith contexts, although it also pertains that direct experience of a phenomenon, including social interaction with tourists, can modify these representations by reconciling apparent contradictions (Fredline and Faulkner, 2000). The Maldives, with its juxtaposition of Islam and hedonistically inclined tourism, provides an excellent opportunity to explore these dynamics, and thus to better understand the host–guest relationship in the Islamic pleasure periphery (Shakeela and Weaver, 2018).

3. Conclusion of the chapter

The above literature provides evidence that there should be some reliable concept of planning to solve the issues that the communities face. While the danger of a hedonistically inclined tourism exists (Shakeela and Weaver, 2018), the literature supports the view that the solution for the problems that island communities in Maldives currently face can be Community Based Tourism (CBT). The chapter that follows will therefore examine the literature on CBT.

CHAPTER 3: Community based tourism

In Community Based Tourism (CBT), local residents; often rural, poor and economically marginalised; invite tourists to visit their communities with the provision of overnight accommodation. The residents earn income as land managers, entrepreneurs, service and produce providers, and employees. At least part of the tourist income is set aside for projects which provide benefits to the community as a whole. Community Based Tourism enables the tourist to discover local habitats and wildlife, and celebrates and respects traditional cultures, rituals and wisdom. The community will be aware of the commercial and social value placed on their natural and cultural heritage through tourism, and this will foster community based conservation of these resources. This chapter will focus on the literature gathered by the researcher on CBT.

1. The definition of Community Based Tourism

Community Based Tourism (CBT) is derived from the work of Murphy (1985) as a result of his tourism research in the Canadian communities of British Columbia and the Yukon. He advocated for a system's perspective of community tourism where "*community* broadly refers to a group of people living in a defined space and visitors interact with the local people and landscape for a tourism experience" (pg. 259). Murphy additionally argued that communities should play an integral role in the development of tourism and emphasized the need for community control and management over local development. CBT, generally small in scale, is particularly suited to rural and regional areas and uses local culture and rural or natural environments as attractions (Scheyvens, 2002). Weaver (2010), noted that community based tourism was referred to in the early 1980s as the "*sine qua non*" of alternative tourism (pg.206) in the attempt to combat mass tourism in the developing world and aiding rural communities in the global south through grassroots development.

Theoretical and empirical contributions of several authors in defining CBT's main characteristics and dimensions are summarised in Table 3.1 While they differ based on the idea of community,

the type of tourism developed within the community and the level of inclusion of community members, what is shared, is that CBT supports communities controlling, managing and developing their own tourism industry providing collective advantages. In utilising a community participation approach, the benefits are not only economic. The communities and its members additionally benefit from the planning process in terms of capacity building, increased community cohesion and opportunity for empowerment (Okazaki, 2008). Telfer (2009) argued that “development also began to focus on community based initiatives stressing local participation and self-reliance [...] tourism development has followed many of the concepts associated with the alternative development paradigm with respect to empowerment and sustainability. One of the pillars of the alternative development paradigm is local empowerment and this has been the focus of research on indigenous tourism, community-based tourism, ecotourism and the empowerment of women through tourism” (pg. 156).

Singh (2008, pg.155), espoused a similar belief, interpreting CBT as a strategy able to foster natural and cultural resource conservation and community development, contribute towards the improvement of community livelihoods, provide alternative sources of income in rural areas and open a variety of skills-based job opportunities, especially for women. Within the concept of CBT, it is important to emphasise that members of the community not directly involved in tourism should also receive benefits. This has also been documented by Rogerson, 2004, “in any community-based tourism enterprise there will be the direct and indirect participants and beneficiaries.... direct beneficiaries would be the employees, crafts producers, guides, porters and so on; indirect beneficiaries would be community members as a whole as recipients who receive the benefits of development projects, educational projects, training and other programs funded by the tourism revenues” (pg. 446).

Community based tourism as a means of community development delivers economic and social regeneration while protecting local cultures against globalisation (Scheyvens, 2002; Singh, Timothy, & Dowling, 2003; Choi & Sirakaya, 2005; Beeton, 2006; Moscardo, 2008; Telfer & Sharpley, 2008; Butcher, 2012; Singh, 2012). Consequently, CBT should:

1. Be economically viable (especially in terms of generating income and employment for the purpose of contributing to local development);
2. Be ecologically sustainable (the environment should not decrease in value);
3. Involve and empower community members to ensure their participation in tourism planning, ongoing decision making and transparent management of local tourism;
4. Work on institutional consolidation through transparent organisation recognised by all community stakeholders (ownership over tourism outcomes);
5. Establish partnerships with relevant stakeholders and gain recognised standing with relevant authorities;
6. Ensure an equitable, transparent and fair mechanism for distributing costs and benefits among all participants in activities;
7. Use a portion of the profits/resources directly for community development and/or to maintain and protect a community's cultural or natural heritage assets (e.g. conservation); and
8. Host tourists within the local community and improve the quality of visitor experiences by strengthening meaningful host and guest interaction.

Table 3.1 Definitions of Community-based tourism (CBT)

Definition	Author/Reference
CBT applies the objectives of ST “combined with an emphasis on community engagement and development”.	Ellis, S. & Sheridan, L.M. The legacy of war for community-based tourism development: Learnings from Cambodia. <i>Commun. Dev. J.</i> 2014, 49, 129–142.
CBT is an approach that engages the host community in the planning and development of the tourism industry.	Hall, C.M. <i>Introduction to Tourism in Australia: Impacts, Planning and Development</i> ; Addison Wesley Longman: Melbourne, Australia, 1996.
CBT refers to tourism that involves community participation and aims to generate benefits for local communities in the developing world by allowing tourists to visit these communities and learn about their culture and the local environment.	Lucchetti, V.G.; Font, X. <i>Community based tourism: Critical success factors</i> . Available online: www.icrtourism.org/wp-content/uploads/2012/03/OP27.pdf .

<p>Community-based enterprises (CBEs) can be defined as a sustainable, community-owned and community-based tourism initiative that enhances conservation and in which the local community is fully involved throughout its development and management and they are the main beneficiaries through community development.</p>	<p>Manyara, G.; Jones, E. Community-based tourism enterprises development in Kenya: An exploration of their potential as avenues of poverty reduction. <i>J. Sustain. Tour.</i> 2007, 15, 628–644.</p>
<p>CBT is generally small scale and involves interactions between visitor and host community, particularly suited to rural and regional areas. CBT is commonly understood to be managed and owned by the community, for the community.</p>	<p>Netherlands Development Organization (SNV) Asia Pro-Poor Sustainable Tourism Network. A Toolkit for Monitoring and Managing Community-Based Tourism; SNV Asia Pro-Poor Sustainable Tourism Network and Griffith University: Queensland, Australia, 2007.</p>
<p>CBT is a type of sustainable tourism that promotes pro-poor strategies in a community setting. The CBT initiatives aim to involve local residents in the running and management of small tourism projects as a means of alleviating poverty and providing an alternative income source for community members.</p>	<p>Netherlands Development Organization (SNV) Asia Pro-Poor Sustainable Tourism Network. A Toolkit for Monitoring and Managing Community-Based Tourism; SNV Asia Pro-Poor Sustainable Tourism Network and Griffith University: Queensland, Australia, 2007.</p>

Source: Adapted from Dangi and Jamal, 2016

CBT advocates for a responsible form of planning and execution of the tourist experience in less affluent areas from economic indicators and basic urban infrastructure (Machado, 2007; Irving, 2009; Fabrino, 2013). In this milieu, CBT focuses on long-term local development based on a more equitable and lasting social model of development (Rodrigues, 2014; Catão, 2014) and does not promote power imbalances and profitability for a few stakeholders (Fabrino, 2013). Nunkoo and Gursoy (2012) pointed out the importance for researchers, scholars and other social actors in understanding community support as a component of sustainable tourism development. CBT should promote local level participation as essential in developing tourism strategies, especially in deciding on identity and local belonging when displaying a destination's culture finding balance between economic gain and cultural integrity (Sansolo and Bursztyn, 2009). Asker et. al. (2010) in designing the CBT manual for Asia- Pacific Economic Cooperation (APEC) stated that CBT as a small-scale model of tourism, is particularly suited to rural and regional areas, should be managed and owned by the community and for the community, involves interactions between visitors and

the host community, with emphasis on favouring local service providers and suppliers and equally distributing benefits from tourism through some kind of legal form of the ownership and management in which the community transparently participates.

2. CBT as a Model for Sustainable Tourism Development

Studies by Choi and Sirakaya (2005), Koster and Randall (2005), Blackstock (2005) and Ward (n.d.) assessed and identified indicators of CBT and sustainable community tourism. While profit and customer satisfaction are important, the wellbeing of the host communities must also be taken into account and is an integral part of the CBT experience (Lpez-Guzman, Borges and Castillo-Cnalejo, 2011). In the community based, ecotourism context, Fiorello and Bo (2012) suggested that the host community is central to success as both the production and consumption of the CBT experience occur in the locales where the hosts live, rather than on external business premises. The UNWTO (2003) claimed that CBT attractions mainly include the natural and or rural environment, as well as the ethnic culture. In these communities, a compromise must be reached, whereby the host and tourists, respectively provide and consume tourism products and services in a mutually beneficial and sustainable way (Butcher, 2012; Singh, 2012; Weaver, 2012).

Adopting good practices in community based tourism contributes to the three pillars of sustainability; delivering social, environmental and economic benefits, often referred to as the triple bottom line (UNWTO, 2018). These pillars are promoted by many international organisations including Asia-Pacific Economic Cooperation (APEC) and the United Nations indicating that overall sustainability is best achieved when environmental, economic and social objectives are all being met through the same initiatives. According to APEC (2010), there are processes and practices to ensure that CBT is appropriately and effectively considered, planned and managed for the benefit of both people and place. These practices aim is to empower local communities, particularly rural or indigenous peoples or people in small towns contributing to the wellbeing of their cultural and environmental assets; and include:

1. Providing the local community members opportunities to participate in planning, managing and operating tourism for individual and common benefits;

2. Sharing the benefits equitably, providing meaningful employment;
3. Using a portion of the profits for community development;
4. Protecting cultural or natural heritage assets (e.g. conservation);
5. Educating visitors; and
6. Ensuring a quality and safe experience for all individuals involved (APEC, 2010).

Community based tourism also provides unique authentic experiences for a growing niche market of sustainable travellers who seek to engage with local communities and the environment (Fiorello and Bo, 2012). Traveling alone or in small groups, these tourists do not want to observe from a distance; they are interested in a more immersive experience and want to be involved in something different from their everyday lives (Scheyvens, 2002). Such tourists are generally accepting of the basic facilities available in the destinations visited (Boo, 1991), are attracted to rural and natural beauty and ethnic culture (Goodall, 1995), are interested in conserving the unique culture and want to contribute to the local community (Lpez-Guzman, Borges and Castillo-Cnalejjo, 2011) and, in authentic contact including the opportunity to consume traditional dishes (Fiorello and Bo, 2012). Lopez-Guzman et al. (2011) described that it is increasingly important for this group of travellers to experience cultural diversity as an instrument of self-enrichment.

3. CBT Products

Assessed from the perspectives of the CBT tourist and the host community, Weaver and Lawton (2010) stated that tourism products comprise two main components: the industry and attractions. The industry component includes travel services, transportation, accommodation, food and beverage, souvenirs and amenities. Attractions, according to Weaver (2006), are pre-existing, moderately commercialised, tourist and local in orientation and the authentic culture and history and natural environment in context with the uniqueness of the place and allow interactions with the locals. Fagence's (2003) definition of ethnic attractions includes the symbolic ethnic culture, for example, folkways, vernacular architecture, religion, dress and language. In addition to the two product components, Weaver (2006) argued that interaction with locals is essential and that there is a need to build a medium to allow interactions between

the community and the visitors. Lucchetti and Font (2013; pg.1) argued that “the creation of attractive and competitive products” is one of the critical success factors of CBT development.

The packaging of products is also an issue in CBT. Morrison (2002) noted that packaging involves combining related products and services into a single price which give more value for the customer (tourist). This requires a sound knowledge and skill of product elements and the targeted market segment (Kotler et al., 2014). Identifying tourists’ wants and needs is essential as a base of product development; however, considering the important role of the host communities as producer and the unique feature of CBT products, both CBT tourists’ and host community’s perceptions need to be accommodated when developing CBT products. Using Weaver and Lawton’s (2010) categorisation of product elements as a base, a qualitative study by Ernawati (2015), identified similar product elements to ascertain CBT tourists and host communities’ perceptions (attractions, travel services, transportation/access, accommodation, food and beverage, souvenirs/merchandise, packaging, amenities and people/awareness.

4. CBT and Local Culture

In relation to their study on CBT in Peru, Mitchell and Reid (2011) on democracy and cultural background by suggesting that traditional power structures and processes on the island is largely responsible for transparent and consensual decision-making. Collective management of local services is also high, especially for handicrafts, accommodation, and entrance fee collection. Participation in decision-making has been a relatively democratic and equitable process, with one major exception being accessibility of power for women.

Peredo and Chrisman (2006) suggest that in CBEs (community-based enterprises) governance structures tend to be collective and management structures democratic. The same authors (Peredo & Chrisman, 2006) mention that CBE can be seen as a new innovative response in relation to specific conditions of economic, environmental, and social stress; a sense of local vulnerability; and the forces of economic and social globalisation. But its roots in culture and tradition make this response more an evolutionary step than a surprising novelty. Thus, the

effectiveness and energy (an element of social capital) of community reaction to these factors or conditions, may be facilitated by local community culture; which taps into ancestral values, practices, and collective learning from previous community mobilizations (Peredo and Chrisman, 2006).

Kipp (1996) observed that state endorsed ethnicity, as performance and exhibit, is an increasingly visible strategy to manage both the heterogeneity within their boundaries and the homogenizing threat of consumer goods and popular culture from the West. Reducing culture to performance and exhibit in heterogeneous societies comes to terms with ethnicity by appearing to embrace cultural differences as a source of strength, while actually delimiting carefully the public arenas (tourist shows, parades, museums, airline stewardess costumes etc.). The dynamics of tourism appear to promote this narrowed concept of culture, which is significant partly because this concept then may become the basis by which local people evaluate the impact of tourism. In another study, Picard (1995) has shown how Balinese have come to objectify their culture in terms of the arts and to evaluate tourism's impact in terms of whether or not the arts are flourishing. Picard (1993) noted accordingly that culture is not understood as the anthropologist's broadly defined conception of the "total range of activities and ideas of a group of people with shared traditions," but is narrowed down to those aspects of culture that are subject to aesthetic appreciation, namely artistic expressions (pg.61). Furthermore, both Picard, in his studies of Bali, and Deborah Gewertz and Frederick Errington (1997), in their study of the Chambri in Papua New Guinea, founded that local people may interpret the very presence of tourists as a sign of the authenticity and continuity of their culture. Picard (1995) reports that a Bali post poll of its readers found 60 percent citing the growing number of tourists as proof that Balinese were not losing their "Balineseness." Gewertz and Errington (1991) described a Chambri initiation in which the young men are met with the challenge, "Are you [man] enough to make carvings and place them in the men's house for the tourists to buy?" They further observed that the acquisition of money through tourism was "regarded as requiring the exercise of ancestral knowledge to "pull" tourists to Chambri and to impel them to purchase artifacts. The presence of tourists at Chambri was interpreted not as testimony to the transformation of Chambri tradition but to its persistence and strength" (Gewertz and Errington, 1989, pg.47).

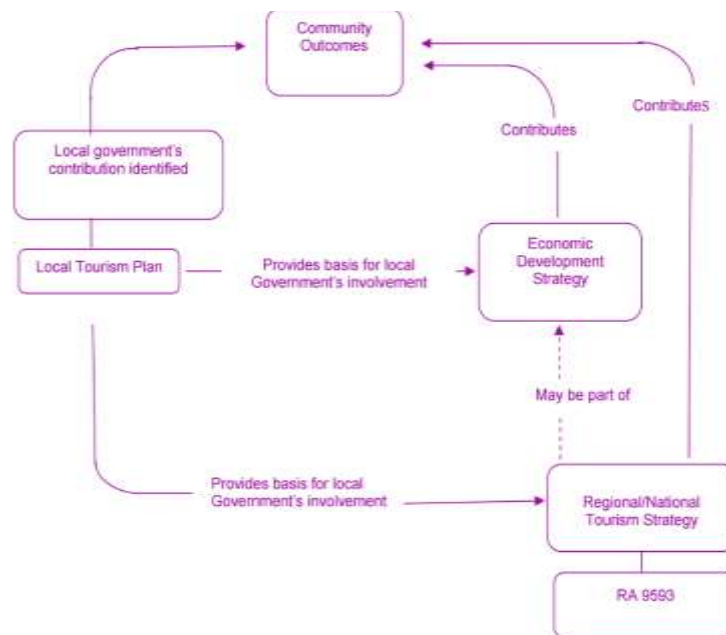
5. Local Government's Role in Planning for CBT

In establishing community based tourism, the responsibility for the development and management of tourism is primarily that of the Local Government Units (LGUs) which undertake a number of important policy functions such as land use planning, environmental management, infrastructure provision and economic development (Hummel, Jong and Dhiradityakul, 2013). These local governments, often act within national and regional frameworks and are partners in a range of local development and resource management dialogues that influence tourism (Elliot 1997). LGUs have potentially important roles in negotiating and mediating among business, community and government interests and can provide effective leadership in sustainable tourism development (UNEP, 2003).

If the development of tourism results in a lesser quality of local life, residents will be reluctant to support tourism in their community. As such, LGUs and community developers must consider residents' standpoints when they develop and market recreation, travel and tourism programs and help residents realise their higher order needs related to social esteem, actualisation, knowledge and aesthetics (Kim, 2002). According to Dredge and Jenkins (2007), the role of LGUs in tourism set the destinations' priorities regarding the social, economic, environmental and cultural wellbeing of their communities and promote the:

1. Provision and operation of tourism facilities and services;
2. Provision of funds for tourism marketing and services;
3. Community facilitation;
4. Regulation of land use, public health and other functions related to tourism; and
5. Provision of basic infrastructure, services and facilities.

Figure 3.1 Interrelation between Local and Regional/National Tourism Strategy and Community Outcomes.



Local Government New Zealand, 2004

In some developing countries, local governments often do not have adequate resources, expertise or political power to undertake tourism planning and policy development. In such cases, provincial or national government assume this role on their behalf (Dredge and Jenkins, 2007) (Figure 3.1).

In order for local tourism planning and policy making to be grounded in the specific qualities and dynamics of place, an appreciation of the factors influencing local tourism development and dynamics of local processes are important (Dredge & Jenkins (2007). These include:

1. Processes of globalisation and its impact on the local government area;
2. Ideological influences impacting upon local government management;
3. Economic, political, socio cultural and environmental influences;
4. Institutional arrangements;
5. Unique features and qualities of the destination;
6. Community attitudes to and involvement in tourism;
7. Local characteristics of tourism.

6. Challenges in establishing CBT

The sustainable development imperative, changing lifestyle aspirations, increased environmental awareness and globalisation have all contributed to a growing range of issues that challenge LGUs in the quest for community based tourism. These challenges have been examined by Telfer and Sharpley (2008) and Scheyvens (2002) and include the potential lack of education amongst the locals, limited tourism business expertise within the community, insufficient financial capital for development and benefits concentrated to the local elites. Other limitations include the nature of local politics (Okazaki 2008), the efficiency of community participation (Blackstock 2005), lengthy decision-making processes due to community consultation and an absence in understanding the complexity of the planning process (Robinson and Wiltshier, 2011).

Social issues may also emerge due to conflicts between service providers, the influence of foreign cultures (Fagence, 2003) and the reinforcement of stereotypes (Hitchcock, 1999). Picard (1990) proposed the term *touristic culture* to refer to such cases where tourism has become an integral part of culture and where the interaction with tourists is a central component in the definition of ethnic identity and authenticity. While the degree to which Asian and Pacific ethnic groups and societies have, such touristic cultures is variable, it is clear that a process of “touristification of society” is widespread throughout the region (pg74). There have also been limited studies conducted on CBT markets (Lpez-Guzman, Borges and Castillo-Cnalejo, 2011) an essential component for successful CBT development (Egmond, 2007). Telfer and Sharpley (2008) and Egmond (2007) argued that many CBT failures occur because the communities do not achieve the targeted number of visitors.

New Zealand tourism (2010) identifies (table 3.2) the enabling conditions and barriers for establishing CBT as below.

Table 3.2 Enabling Conditions and Barriers for Community Based Tourism.

Enabling conditions for good practice CBT	Barriers to the development of CBT
The community is already well organised and cohesive	The foundations of the community and men's, women's and youth organisations are fragmented and unorganised
When community members, women, men and youth are, widely involved in decision making processes, and financial management around the CBT	Decision-making is purely the domain of powerful individuals (usually males), and the benefits are not equitably distributed
Land ownership and other 'resource' issues are clear and well defined	Land and resource disputes are rife and recurrent
'Bottom up desire', in the community reflected in the facility design, decision making and management structures.	'Top down' centralised decision making and management structures where CBT is 'placed' on a community by an outsider particularly if this is from international sources and there is a local perception that the motivations is purely financial
Decision for CBT is made by the community based on informed choice, of impact, options, risk, and outcomes	There is no real local decision making or it is based on limited information and no consideration of options
High participation levels	Participation wanes during implementation of the CBT facility
Driver is not purely income generation but also cultural and natural heritage conservation and intercultural learning	Drivers are solely financial
The activity is supported by good marketing mechanisms	Little marketing or misplaced marketing
A strong plan for expansion, and/or to limit visitor numbers in balance with the carrying capacity of the community and environment to avoid adverse effects on both	When people think, they can invite tourists then sit back and 'the money will roll in' and there is a lack of future planning (to the detriment of the community and the natural landscape)
Strong partnership with local NGOs, relevant government bodies and other supporters	Established through external funding mechanisms
Approaches are contextually and locally appropriate and not just 'imported' from other contexts	The CBT venture is seen as a 'one size fits all'
CBT is part of a broader/wider community development strategy	CBT is seen as a quick fix 'way up and out' of a poverty cycle

Linked to visitor education on the value of culture and resources present. Clear zoning of visitor and non-visitor areas	No attempt to inform visitors of the specific nature of local natural and cultural heritage so there is no sense of the uniqueness of 'place'
There is good existing infrastructure to access the product	Infrastructure is inadequate and there is no potential for investment

Source: NZ Tourism, 2010

7.Importance of stakeholder collaboration in CBT

Stakeholders are people identified as potentially being directly and indirectly involved or affected by CBT and they need to be identified and involved in some way during the assessment process. Figure 3.2 illustrates the range of potential stakeholders who may be involved in

Figure 3.2 Tourism Stakeholders in CBT



Source: APEC (2010)

sustainable tourism and regional and rural (or island) CBT.

Community members together with any external collaborators and/or partners need to work together to appraise the community's vision, needs and priorities and assess their fit with tourism. APEC (2010) suggests 4 key elements in establishing effective stakeholder participation to build a strong foundation for CBT:

1. **Building positive relationships** between CBT management teams and other tourism stakeholders **build a strong foundation for CBT**. Identifying, developing and managing positive relationships provides a strong foundation for effective and sustainable CBT.

2. CBT in many contexts requires engagement with the private sector. Appropriate **relationships between communities and the private sector** can benefit community-managed initiatives.
3. **Collaboration between communities and tourism authorities** (including peak industry bodies) can provide benefits around branding and positioning the CBT operation within the wider tourism marketplace
4. **Regional community tourism hubs** can be a great source of support for CBT managers. These knowledge and networking centres can assist by providing information, facilitating learning and connecting communities with private operators and government agencies, and aid agencies. (APEC, 2010, pg. 77)

CBT in rural areas is typically dependant on tourism products that are natural resource based. Consequently, additional agencies (government agriculture, parks, forestry, fisheries and other organisations) may need to be involved in CBT assessment and planning phases. It is of high importance that good relations are built with these types of stakeholders from the outset as they may have long processes involving bureaucratic processes to navigate (APEC, 2010)

Community based tourism has long been pursued by governments as a means of development in rural areas and island nations. Negatively, such communities have certain characteristics that inhibit their ability to achieve the full benefits of tourism. Consequently, many such destinations to date have found that the benefits to be gained are overrated. Stakeholder collaboration has been deemed critical for the success of sustainable tourism. In fact, in the context of rural and island tourism destinations, stakeholder collaboration can be particularly advantageous in addressing specific factors relevant to such destinations that may inhibit the success of the destination. However, successful attempts to implement stakeholder collaboration have been limited. A growing body of literature reveals that successful stakeholder collaboration relies on numerous elements, which have to be incorporated for the success of the process (McComb et al, 2017).

8. Conclusion of the chapter

As highlighted in this chapter, various literature supports the fact that Community Based Tourism can be a solution to the existing problems that communities face due to tourism. The importance lies in stakeholder collaboration and the involvement of locals in establishing CBT.

Conclusion of PART I

The success of tourism relies on a coordinated approach to the planning, development, management and marketing of the destination (Ritchie and Crouch, 2003). While tourism policy sets a framework within which a competitive destination can be developed in the long term, destination management deals with its various factors in a short time. In order to ensure economic profitability while avoiding degradation of the elements that forms the competitive position of a destination (Crouch and Ritchie, 1999). Swarbrooke (1999) claims that “no one type of tourism is inherently more sustainable, or better than any other. Managed well, probably any kind of tourism can be highly sustainable, while managed badly all tourism is, perhaps, unsustainable”(pg.346). Destination management has become a prevailing issue in tourism literature (Laws, 1995; Ritchie and Crouch, 2003; Weaver and Lawton, 2006; Buhalis and Costa, 2006; Wang and Pizam, 2011).

"Stewardship of the natural environment" and "tourism impacts monitoring" are also considered in this determinant. The management of the natural environment is one of the most important issues facing the world at the moment. Mihalic (2000) asserts that a well-managed destination environment is the best destination advertiser. Ritchie and Crouch (2000) use the word "stewardship" to give special emphasis on caring for the long-term well-being of the natural resources. In order to protect the integrity of the attractions of a destination, it is fundamental to monitor tourism impacts. Monitoring tourism impacts implies systematic investigation of the changing effects of tourism (Laws, 1995). This determinant also refers to variables concerning the public-sector commitment to maximizing economic impact of tourism on local community. Any tourism strategy must be able of meeting the economic needs of the residents over the long terms (Ritche and Crouch, 2003). In many authors' view, economic benefits from tourism should be distributed among the population (among others, Müller, 1994; Ritchie and Crouch,2003; Wall and Mathieson, 2006). This is one reason why CBT is believed to be one of the best alternative in community development.

It is also vital to note that the tourism industry must concentrate the efforts on increasing the utilisation of local labour which is essential in order to increase the capacity and capability of the people working in the tourism industry: “it is an important way of affecting impacts in ways that are benign to destination communities” (Wall and Mathieson, 2006, pg.307). According to a UNWTO (2015) research, public-private sector cooperation is growing quite rapidly in all parts of the world, in emerging economies as well as in developed countries: more and more participants and special-interest groups are becoming involved in this cooperation, not only those directly involved in tourism. The study shows that cooperation between the public and private sectors is considered critical to enhancing tourism destination competitiveness (UNWTO, 2015).

The literature reviewed above indicates that in order for integration to take place, many factors are involved and it would not be easy without proper regulations and enforcements from the government. Moreover, various indicators exist which need to be carefully examined at Local government level as well as by the Central government. It was found in the literature review that building tourism supply capacities, stimulating entrepreneurship, and attracting investment are priorities for most developing countries. Even though Maldives is highly successful in the industry, Maldives still need to carefully advance the development of the tourism sector by mainstreaming tourism into national development and economic policy making, through comprehensive national tourism strategies. Especially after the introduction of the guest house sector careful considerations needs to be given in creating better sectoral policies for infrastructure, employment, trade, investment, education, quality standards, and cultural and environmental protection, with a view to achieving sustainable development and successful results. In addition, trade policies must be carefully elaborated to facilitate the passage of investors and tourists, globally and regionally, to national tourism markets.

The primary purpose of CBT as a community development outcome is to provide development opportunities that distribute benefits that otherwise do not exist across a community. These benefits include economic returns, while also empowering a community with the skills and resources to develop a sustainable tourism enterprise. This form of CBT focuses on removing constraints to participation in tourism and developing the human capital of the locale such as

gender equality, creating local employment entrepreneurial training and education for locals and on devising and applying a comprehensive community development process to tourism planning. The community development approach to CBT views tourism as an economic driver that enables each community member to have equal access to an improved quality of life. The premise behind tourism in this sense is that the industry will provide economic benefits that are not available from current economic development strategies. The process that the community undergoes in deciding the types of tourism that it will be involved in focuses on building capacity. The planning process enables the community to access information regarding tourism; make informed decision on issues related to tourism; influence the decision-making process and to have the skills to participate in tourism enterprises. Community Based Tourism too can successfully be implemented with the help from the Local Government authorities collaborating well with the locals themselves. The various factors and indicators analysed should be thoroughly examined by these bodies. The strategy presented in the literature review in order to implement CBT can be adapted to fit the Maldivian environment.

Stakeholder management and the importance of demonstrating the culture to improve tourism in an area was also discussed, which paves way to the idea that tourism enhances or revives the culture within a society. Sustainable tourism development requires certain aspects with the need for a very high and efficient role from the actors involved in implementing them. The literature review proved this point. The importance of religion to Muslim countries around the world has also been explored for the reason that acceptance of tourism plays an important role in the belief systems of societies, which was found to be pre-dominant especially in Muslim countries.

Better governance, destination and policy planning by the government and better laws and regulations to suit the Maldives environment need to be applied and in order to do that, the government needs to put politics aside and concentrate on building the communities. Maldives being so much dependant on tourism, and since the local islands have been recently opened for tourism, it is very important to regulate the sector focusing much on the island communities. In order to facilitate better integration, the literature proved that better communication among the central government and local government authorities, better communication among the local

government authorities and the people as well as the guest house managers is essential in order to establish Community Based Tourism. Tourism acceptability has been seen as an essential factor for the development of CBT. Resident's attitude to tourism in relation to acceptability of tourism in various communities has therefore been examined through various literature.

The literature further proved that better Integration would result in better understanding of the concept. Therefore, conducting more awareness programs is also an essential component that should not be neglected. Moreover, it was found that while Community based tourism (CBT) could be one way of creating a more sustainable tourism industry, the literature on CBT analysed above has three major failings from a community development perspective. Firstly, it tends to take a functional approach to community involvement; secondly, it tends to treat the host community as a homogeneous bloc; and thirdly, it neglects the structural constraints to local control of the tourism industry. Attention to these issues could contribute to a more sustainable and equitable tourism industry. It was therefore essential to integrate these elements when conducting the research for this thesis.

PART II – THE RESEARCH

At the very beginning of the research after the preliminary data was collected, the need for more information was recognised regarding the challenges that the island communities faced. The decision was then made to work with the case study approach in order to clearly bring out the main problems faced by the local communities of both islands selected for the research.

In chapter four, the research methodology adapted for this research and the reasons of adaptation will be discussed in detail. In chapter five, the “raw material” of the research will be exposed with data that has been collected with the quantitative survey and the summary of the transcripts of the interviews that were conducted during the case studies.

Before moving on to the methodology, the timeline of the research process is presented below.

The Timeline of the Research Process
September 2014 Preliminary Data collection. The researcher engaged herself and some colleagues to do a telephone survey in order to collect baseline information regarding the point of view of stakeholders and some public on the research topic.
October 2014 Data collected was analysed using SPSS quantitative analysis software.
November 2014 to September 2015- <ul style="list-style-type: none">• Various literature on the topic were gathered, analysed and reviewed.• Decided to gather qualitative data to support and enrich the research.• Contact was established with Local Government Councils (LGC) of Thulusdhoo and Maafushi and the visits were planned.
May 2015 The proposal of the thesis was presented at the AFMAT conference held at Strasbourg, France. The feedback received was incorporated.
December 2015 The first trip to Thulusdhoo was made to gather data from Thulusdhoo LGC, Guest house owners and managers, locals and some tourists.

January 2016 The first trip to Maafushi was made to gather data from Maafushi LGC, Guest house owners and managers, locals and some tourists.

February 2016 Presented the findings of the preliminary data at the 2nd International Conference on Business Management & Economics held at Galle face hotel, Colombo Sri Lanka.

March to September 2016 Analysis of the data collected from the islands and improvising the literature.

September 2016 and October 2016 Participated in methodology classes conducted at University of Nantes, France.

November 2016 to December 2016 Worked on adapting the best methodology for the research.

January 2017 to November 2017 Worked on all aspects of the research and decided to collect more data.

December 2017 Contacted the new LGCs of Thulusdhoo and Maafushi and arranged visits.

January 2018 Visits to Thulusdhoo and Maafushi to meet the new LGCs and gather data from more locals.

February 2018 Content analysis of the qualitative data collected manually and using the software QDA Miner.

April 2018 Participated in the KIMEP International Research Conference held at Almaty Kazakhstan and presented the qualitative data findings. Incorporated the feedback received.

May to June 2018 Worked to improve the research and published an article in the International Journal of Innovation and Economic Development based on the findings of the research.

July 2018 Finalize and submit the thesis.

October 2018 Defence of the thesis

CHAPTER 4: Methodology

As defined by Buckley and Chiang (1997), research methodology is a strategy or structural outline by which the analyst maps out a way to deal with issue finding or critical thinking. Research design is known as the selection and the design of the specific experimental method and the method of data collection which is used to conduct the research (Lancaster, 2005). In order to achieve the objectives of this study, it is very important for the researcher to select the most appropriate design to meet the aims of the study. This chapter presents the research strategy and design.

1. Presentation

This research incorporated both qualitative and quantitative strategies to accumulate the important information which helped the researcher to get to the considerations and sentiments of research members with respect to the topic, which empower improvement of a comprehension of the implying that individuals credit to their encounters. The approach was inductive. The qualitative strategy was embraced in light of the fact that the connection between the analyst and the participant is regularly less formal than in quantitative research. Members had the chance to react more intricately and in more prominent detail than is regularly the case with quantitative techniques. In this aspect, the researcher had the chance to react instantly to what members say by modifying consequent inquiries to data the participant had given.

The quantitative approach arises from the idea that human experience and variables in human behaviour can be studied objectively. Quantitative research is, as the term suggests, concerned with the collection and analysis of data in numeric form. It tends to emphasize relatively large-scale and representative sets of data, and is often, falsely presented or perceived as being about the gathering of facts. Qualitative research, on the other hand, is concerned with collecting and analysing information in as many forms, chiefly non-numeric, as possible. It tends to focus on exploring, in as much detail as possible, smaller numbers of instances or examples which are seen as being interesting or illuminating, and aims to achieve “depth, rather than breadth” (Blaxter, Hughes and Tight 1996 pg. 61).

Moreover, since it is both subjective and quantitative research, triangulation was connected to guarantee meticulousness and legitimacy of the investigation. Triangulation where at least two methodologies are used to translate and break down the subjective information acquired. It includes searching out negating confirmations; which is to translate diverse perspectives in information to comprehend a phenomenon as opposed to refuting a differentiating reaction and consistent examination of information with past cases instead of breaking down the information as it seems to be (Anderson, 2010). Both primary and secondary data was utilised for this study. The primary research comprised of both the telephone interview questionnaires with open ended and closed ended questions in order to accumulate the fundamental data and the two case studies that were conducted.

Interviews are the most widely recognized type of information accumulation in subjective research. Semi-structured, in-depth interviews are used widely as interviewing design potentially with an individual. In this research, the interviews were directed with just one individual and largely covered the span of 15 min to over 30 minutes. This was very useful in recognizing the opinions, difficulties and obstructions the representatives face due to tourism being implemented in their societies – in the case of the representatives of the local government authorities and the public. The interviews where led in Dhivehi language (the local language of Maldives) for that particular population and in English language to get the best response from the foreign managers and the tourists. With a specific end goal to make a record of what the participants say, all interviews were audio recorded and typed down the transcripts and the chronicles were interpreted before the information was investigated.

The role of the researcher in interpretative research is to endeavour to get to the considerations and sentiments of study participants. This is not an easy task, as it includes getting information about things that might be exceptionally personal to them. Some of the time the encounters being investigated are new in the member's psyche, while on different events remembering past encounters might be troublesome. However, once the information is being gathered, an essential duty of the researcher is to protect the participant and their information. Instruments for such protection must be unmistakably verbalised to members. Accordingly, every one of the members

were notified that the reason for the investigation is to evaluate the extent to which Community Based Tourism is practiced in their environment. The members were given an idea of what the objectives of this study were. Every one interviewee was informed on precisely what he/she is being requested to do before he/she consent to partake. Before beginning the interviews the participants were educated on how it will be led and were informed that the data provided by them will not be circulated and exposed and that it will be nullified after processing.

The study was completed in an interpretive approach since the perceptions and information analysis depended vigorously on understanding the circumstance of the environment, sentiments, and suppositions of respondents. This approach comprises of relative metaphysics and subjective epistemology; which implies that the truth of the discoveries is developed socially instead of deciding it impartially (Cohen and Crabtree, 2006). This clears the conviction that there are "numerous substances" or a few distinct results to one inquiry, in view of the diverse awareness of people (Edirisingha, 2012). The fundamental purpose behind choosing both subjective and quantitative research is to accumulate information from auxiliary sources and essential sources. The benefits of this can be to have up to date data from significant sources, having information which are exact and would help the research.

- ❖ *Set questionnaire form is provided in the appendices*
- ❖ *Semi-structured interview questions are provided in the appendices*

The methodology conducted in this research was mainly qualitative as the in-depth interviews were the ones that led to answer the research questions. However, in the preliminary research findings some quantitative data analysis has been conducted. A telephone survey was conducted at the beginning of the research to find out the positive and negative impacts the industry has, on the introduction of guest houses to Maldives. Although the stakeholders of the tourism industry were the main respondents to the survey, some respondents from the public were also included. The second part consist of the main research of this thesis which are the case studies based on the interviews conducted in Maafushi and Thulusdhoo during several visits made to both islands.

The philosophical stance that has been adopted by the researcher in order to achieve its main objectives was dictated primarily by the nature of the information required by the current study on local tourism in Maldives. This nature was clear in many contextual issues unique to the island or the institutions affected by tourism activities. Whilst these are of extreme importance to the individual institutions in their strategic management process endeavours, they might not be constructive in the current study research. There has been no wish to gather information on the particular experiences of people or institutions but to harness the knowledge of individuals to answer some specific questions or issues regarding tourism integration in communities and community involvement in tourism that were context-free in its approach. However, due to the exploratory nature of the research and because opinion rather than facts will be sought, the researcher mainly adopted an interpretivist perspective.

2. The research design strategy

The main research method that have been adopted and chosen for the study is a combined approach between the questionnaire survey and personal interviews. This method is considered to be more suited to answer the research hypothesis and to the collection of data (Oppenheim, 1992).

Auxiliary data collection strategy incorporates reviewing books, journals and, articles related to the topic. The secondary data collected has been presented in Part 1. Most of the secondary

research analysed came from books and journal articles related to tourism and hospitality written by well-known international authors from all over the world. Google Scholar and EBSCO host were the major data bases used to search for books and journals.

At the first stage of this thesis, all laws, regulations, policies, and directives pertinent to this study were identified. To identify and obtain the necessary regulatory documents relevant to this research, a web search of all Maldivian government public sector websites was undertaken. A determination was made to exclude laws and regulations that were irrelevant to this project (e.g. Arbitration Act, Law no. 10/2013). Thus, only laws, regulations, and policies and other documents which focused on Maldives tourism and Maldives human resource development were included in the document analysis. As there is no data-base holding all government laws, regulations, and policies, a challenge at this stage was to ensure that all relevant documents were captured in this data collection phase. Therefore, a cross-check of laws, regulations, and policies as available from the Attorney General Office of the Maldives was undertaken. The first data collection stage provided a catalogue of 83 documents. Laws passed through the parliament and subsequently gazetted were included in the review, as were regulations and policies endorsed by various government agencies. As some of the laws were available only in the local language, the researcher had to translate them to English language.

The research design strategy that has been adopted for the current study is a combination of multi data collection techniques or methods. Empirical data from secondary survey questionnaires available from tourism literature have been used to validate externally the finding of this research study, and offer possible experiences, explanations and comparisons between numbers of stakeholders, which are currently implementing certain strategies in recent years. The literature review that the researcher has managed to cover has played a major role in supporting the analysis of the primary research and provides a grounding of the research and focus needed, establishing sound basis for developing the research instrument for its primary data collection. The identified key issues within the tourism industry's literature helped in representing the structural elements that made up the practical part in this doctoral thesis.

3.The survey

According to OECD (2002), survey is a primary data collection based on communication with a sample of individuals. It is an investigation about the characteristics of a given population by means of collecting data from a sample of that population and estimating their characteristics through the systematic use of statistical methodology. The approach can be done either at a fixed point in time (cross sectional) or at varying points in time (longitudinal study) for comparative purposes. The advantage of the survey method is that if correctly designed and administered it can provide a quick, inexpensive, efficient, and accurate means of assessing information about a population. According to Alreck and Settle (2004) a large sample of respondents can provide the basis for statistical analysis and help to determine the degree of association between the dependent variable and a range of independent variables, and the analysis enable firm conclusions to be drawn from the survey data, and the finding to be generalised. A large sample also helps to raise the level of reliability and validity of the research (Alreck and Settle, 2004).

The telephone survey approach was used because the nature of the information requested was a base line for the research and it could be obtained during a telephone conversation. Most of the questions did not require much thought and consideration that will be possible during the telephone conversation; also, the length of the questionnaire made it a practical approach. The postal survey approach was rejected because of the time and costs that would be involved in sending questionnaires to large sample of respondents. Another reason why the personal telephone interview survey was chosen was because this method was comparatively economical and would allow for the collection of data from different types of stakeholders from many different islands.

3.1 Questionnaire Design Approach

Designing a questionnaire is an important task since a properly designed questionnaire can elicit the precise data or information that the researcher wants. However, a poorly designed questionnaire will provide data that can be confusing, difficult to analyse and therefore of little value. In addition, a poorly designed questionnaire can be prone to systematic error. This type of error can affect the validity and reliability of a survey. Reliability for the researcher means that the method of conducting a study and the results of it can be reproduced or replicated by other

researchers. Validity is the degree to which the survey measures what, and only what, it is supposed to measure (Oppenheim, 2000). Any systematic errors caused by a poorly worded question may cause many respondents to answer in a particular way. This will result in the survey being systematically pulled in a particular direction with the result of low validity. If the survey suffers from low validity then the results obtained will be questionable (Neuman, 1994). However, Neuman (1994) makes the point that perfect reliability and validity is virtually impossible to achieve, rather they are ideas to adopt. For him, the maximisation of reliability and validity should be pursued as far as possible.

A vast body of literature relating to questionnaire design was consulted during the process of designing (e.g. Oppenheim, 2000). The important aspects that were considered during the design stage of the questionnaire are as follows:

- The questions were clearly focused to elicit the response that are of relevant and interest to the research without collecting extraneous information.
- Particular care was taken to ensure that the questions are clear and unambiguous. The questions were worded so as to have common meaning for everybody completing the questionnaire.
- Special consideration and care were taken to not advocate any position (loading), and statements containing a combination of questions (double barrel), were avoided whenever possible.

The questions were tested prior to the pilot stage to estimate the time required to answer and to ensure that all respondents are competent to answer.

3.2 Pilot Testing of the Questionnaire

The purpose of the pilot testing is to refine the questionnaire, and ensure that the respondents will face no problems in answering the questions and that there will be no difficulties in capturing the needed data. In addition, it allows assessment of the question's validity, reliability and enables investigative questions to be answered for preliminary analysis (Finn et al, 2000 and Saunders et al, 2003). This approach was very useful for two main reasons. First, to obtain the highest possible response rate and minimise the difficulties in answering the questions. Second,

to estimate the time required to respond and to ensure understanding. The time required was found to be from 15 to 30 minutes. In addition, and as a positive result of pilot testing, some simple errors in the questions were discovered and corrected. Wording was then improved and new questions were added.

Prior to the commencement of the personal interview questionnaire, contacts had been made with senior staff members in the local government councils of both islands selected for this research. The researcher engaged these contacts to discuss the questions, to make sure that all the necessary parts were covered, and to find out any other shortcomings. This helped to establish content validity and enabled the researcher to make necessary amendments before the final stage of questionnaire design and layout (Mitchell, 1996).

3.3 Implementation

Information gathered from the secondary source data was used in preparation for the field research questions, which was the basis for the research analysis and interpretation. When the questionnaires had been tested, reviewed, revised and proven valid and reliable, in order to facilitate the research task, four different questionnaires were formulated. These questionnaires are provided in the appendices. The personal interviews used for the local government councils, the managers or owners of guest houses, the locals and some of the international tourists visiting both islands covered the main areas of interest to achieve the research aim and objectives.

3.4 Sample selection

The concept of sampling simply means taking part of the population to represent the whole population. The main reason for sampling is economy in cost, time and personnel. Samples are required to be representative of the population, that is, they contain the same degree of variety of the population, if they are to provide useful estimates of the relevant characteristics of that population. If sampling is carried out properly it lets the researcher collect data about the variables from a small set of cases, but generalise accurately to all cases, (Kohlbacher - 2006). There are two approaches to sampling: probability and non-probability sampling.

A quantitative questionnaire was used to gather the findings of the telephone interviews. The sample population used are indicated below:

1. 236 Guest houses were located in 55 islands at the time of the research. 30 % of questionnaires were filled after interviewing guest house managers and it was believed that guest house managers would have a good idea if the business would be working well or not.
2. 109 resorts and 52 tour operators existed at the time of the research. It was believed that this population would also have a certain perception with regard to the development of tourism in local islands. Their perception is more important than the guest house managers as they already have experience in the field and they would also want to explore new opportunities and also compare with the already well established resort tourism in the Maldives. Thus 40% of the questionnaires were used to question this population.
3. 15% of people were questioned among the general public. At the preliminary stage, we thought that the perception of locals might not be very influential as they would probably not be too familiar with the introduction of the concept, as they are new to the concept.
4. 15% of Local government councillors were interviewed. At the preliminary stage, the local government's perception would also probably be inaccurate as the concept is very new to them as well, only 15% was chosen from this population.

The T test values as well as the P values were calculated automatically and pie charts (presented with the discussions of the findings later) were generated based on the results, using the quantitative analysis software, SPSS.

4 The Case study

A case study is a research methodology common in the social sciences, life sciences and management sciences. It is a descriptive, exploratory or explanatory analysis of a person, group or event. Case studies may be prospective or retrospective. According to G. Thomas (2011) A typology for the case study in social science following a review of definition, discourse and structure. Case studies are analyses of persons, events, decisions, periods, projects, policies, institutions, or other systems that are studied holistically by one or more methods. The case that is the subject of the inquiry will be an instance of a phenomena that provides an analytical frame

— an object — within which the study is conducted and which the case illuminates and explicates. Case studies are often considered to be part of qualitative research, but Yin (2003) argues that case studies can be based on any combination of quantitative and qualitative evidence.

Stake (1995) identified three categories of case study in terms of their broad purpose, namely, (i) intrinsic, (ii) instrumental and (iii) collective. Stake (1995) uses the term intrinsic and suggests that researchers who have a genuine interest in the case should use this approach when the intent is to better understand the case. It is not undertaken primarily because the case represents other cases or because it illustrates a particular trait or problem, but because in all its particularity and ordinariness, the case itself is of interest. The purpose is not to come to understand some abstract construct or generic phenomenon. Instrumental is used to accomplish something other than understanding a particular situation. It provides insight into an issue or helps to refine a theory. The case is of secondary interest; it plays a supportive role, facilitating the understanding of something else. The case is often looked at in depth, its contexts scrutinised, its ordinary activities detailed, and because it helps the researcher pursue the external interest. The case may or may not be seen as typical of other cases. Collective case studies are similar in nature and description to multiple case studies (Stake, 1995). The case studies used in this research could therefore be instrumental due to the fact that the aim of this study included observation of the current integration of local communities as well as to find out if CBT could be the solution to solve the existing problems in local tourism.

Personal interviews were conducted in this research with key tourism stakeholders of both islands as stated earlier. The objectives of this approach were to understand how they perceive international tourism and the country's tourism potential to generate economic diversification through local tourism, socio-economic benefits and evaluate the tourism related problems and potential and to examine to what extent international tourism has affected their culture generally. In addition, an objective was to assess the level of cultural activities and tourism strategy or planning undertaken by the various tourism bodies. Conducting such interviews was a crucial instrument to understand fully their real feelings, and as a result, understand the

research problem; in addition, contribute to the validity of the research hypotheses and thus, achieve its objectives.

According to Yin (2008) The case study inquiry:

1. Copes with the technically distinctive situation in which there will be many more variables of interest than data points, and as one result.
2. Rely on multiple sources of evidence, with data needing to converge in a triangulating fashion, and as another result.
3. Benefits from the prior development of theoretical propositions to guide data collection and analysis.

In other words, the case study as a research strategy comprises an all-encompassing method, with the logic of design incorporating specific approaches to data collection and to data analysis. In this sense, the case study is not either a data collection tactic or merely a design feature alone but a comprehensive research strategy.

This research is exploratory in nature. It aims at providing a detailed understanding of a phenomenon that is still poorly known in the field of management sciences: the acceptability of tourism in Maldives when the tourism model of the country is changing, and the ability of CBT model to stimulate acceptability.

The question that will underlie the entire investigation is "why? ". The goal is to understand a little-known phenomenon. This is why it has been proposed to adopt a qualitative approach to the phenomena. Case study method is indeed in adequacy with the requirement of understanding the phenomenon. As Yin (2008) indicated, in a relatively new research field, the case method is a particularly suitable research strategy. It allows giving meaning, providing interpretations that can lead to the development of reading grids in order to understand the behaviours and attitudes of inhabitants. Case study method allows to encounter inhabitants, that are not used to answer questions and questionnaires. The experience of the interactions and talking to the inhabitants, which was the most interesting part of this study, was allowed due to the utilisation of this method.

In order to avoid overly specific results, this research proposed two case studies in order to compare two different situations. Both islands welcome tourists but their tourist development stage is different. And as Yin (2008) pointed out, case study research can include both single and multiple case studies. Though some fields, such as political science and public administration, have tried to delineate between these two approaches (Agranoff and Radin, 1991; George, 1979; Lijphart, 1975), single and multiple-case studies are in reality two variants of case study designs.

Case studies also have weaknesses among which Yin (2009) mentioned, that they are often accused of lack of rigour and that they provide very little basis for scientific generalisation. He discusses three types of arguments against case study research. First, case studies are often accused of lack of rigour. He also notes that too many times, the case study investigator has been sloppy, and has allowed equivocal evidence or biased views to influence the direction of the findings and conclusions. Second, case studies provide very little basis for scientific generalisation since they use a small number of subjects, some conducted with only one subject. According to Yin (2008), the question commonly raised is “How can you generalise from a single case?” (pg.21). Third, case studies are often labelled as being too long, difficult to conduct and producing a massive amount of documentation. In particular, case studies of ethnographic or longitudinal nature can elicit a great deal of data over a period of time. The danger comes when the data are not managed and organised systematically (Yin, 2009). A common criticism of case study method is its dependency on a single case exploration making it difficult to reach a generalising conclusion (Tellis, 1997). Yin (2008) considered case methodology as being microscopic because of the limited sampling cases. To Hamel et al. (1993) and Yin (2008), however, parameter establishment and objective setting of the research are far more important in case study method than a big sample size.

The process of combining data collection techniques is known as “triangulation” (McGrath 1982), or the use of several kinds of method or data. By conducting a variety of data gathering methods, an addition of rigor, breadth and depth to research or study investigation takes place effectively within the research frame designed (Flick, 1992). This could be done by integrating rich detailed data resulted from questionnaire survey with the flexibility of getting information from using

other research methods or techniques such as personal interviews, focus group historical and empirical data, pilot study, etc. (Gummesson 1991, Yin 1994). The use of single research methodology approach advocated by a number of research authors, many supporting arguments are decidedly pragmatic such as time constraints, the need to limit scope of the study and so on. Flick (1992), identifies four types of triangulation approaches or strategies:

1. **Data triangulation:** The use of a variety of data gathering methods in a study.
2. **Investigator triangulation:** The use of a variety of researchers in a study.
3. **Theory triangulation:** The use of multiple perspectives to interpret a single set of information data and
4. **Methodological triangulation:** the use of multiple methods to study a single problem or phenomena.

Both data and methodological triangulation are employed as a research strategy of this research. Part of the first research question was addressed by the preliminary data findings. The data was gathered through telephone interviews which were collected by interviewing various professionals of the tourism industry and some people from the public. This study's main objective was to evaluate the perception of the professionals working in the Maldivian tourism industry on the blooming guest house businesses in the local populated islands. The questions asked were simple and varied to get an overall idea from the industry stakeholders as well as few participants from the general public. The case study method was adapted afterwards to get more detailed in-depth answers to the questions that emerged from the telephone survey; thus, methodological triangulation.

4.1. Interviews conducted at Maafushi and Thulusdhoo

In order to answer the main research questions, regarding the current existing model of guest houses in the Maldives and to analyse the factors that contribute to the development of CBT in the Maldives and how it could be developed, in-depth interviews were conducted in the islands of Thulusdhoo and Maafushi. It should be noted that the interview times varied according to the availability of disposable time the respondent had. It was after analysing the preliminary base line research that the case studies were conducted. The main research questions are actually

addressed by the two case studies compiled after several visits to the two islands selected for this research.

Thulusdhoo was chosen as it was found to be a potential destination for budget travellers and many new guest houses were coming up in the island. Maafushi was chosen as it is the best performing island in guest house tourism and the 1st island to introduce the concept as well. Two different local government councils (LGCs) at two different periods with an interval of 2 years, many guest house managers or owners, several locals and some tourists from both islands were approached by the researcher in order to discuss the validity of the hypothesis formulated in this study. The necessary modifications have been made to enhance reliability and effectiveness of the model proposed to help tourism stakeholders in Maldives to improve the guest house segment for the development of the tourism sector. The aim of the research design therefore, is to satisfy the research aim and objectives. Yin (2003) defines the research design as guiding the investigator in the process of collecting, analysing and interpreting observation; the research design should demonstrate how the questions would be answered and how the researcher intends to cope with it.

The interviewees selected from both islands for the in-depth interviews and the duration of each interview is presented in the tables below.

Table 4.1 First set of interviews conducted at Thulusdhoo

Respondent	Duration of the interview
Interview with Local Government Council	
Thulusdhoo Local Government Council members (4 members)	26 minutes
Interviews with guest house managements	
Interview with Guest house owner 1 (local owner)	13 minutes
Interview with Guest house owner 2 (foreign owner)	10 minutes
Interview with Guest house owner 3 (Owner from Malé)	14 minutes
Interview with Guest house manager 1 (local manager)	12 minutes
Interview with Guest house manager 2 (local manager)	15 minutes
Interview with Guest house manager 3 (manager from é)	14 minutes
Interviews with tourists	

Group interview with tourists from 3 different nationalities	17 minutes
Interview with locals	
Interview with local 1 (middle-aged man)	12 minutes
Interview with local 2 (an elderly in the community)	9 minutes
Interview with local 3 (a middle-aged woman from the community)	13 minutes

Table 4.2 First set of interviews conducted at Maafushi

Respondent	Duration of the interview
Interview with Local Government Council of Maafushi (4 council members and the Head of Civil Service of the council)	34 minutes
Interview with locals	
Interview with local 1 (a woman of about 30 years of age from the island. She was with three other women and one man)	11 minutes
Interview with local 2 (an man of about 60 years of age from the island having evening tea at a cafe' with his wife and a child)	14 minutes
Interview with local 3 (a woman of approximately 40 years old, in her house feeding breakfast to a child)	12 minutes
Interview with local 4 (a young woman of about 20 years of age from the island working as a cashier in a local shop)	15 minutes
Interview with local 5 (A young man of about 25 years of age from the island. The interview took place at the sitting room of his residence)	7 minutes
Interviews with guest house managements	
Interview with guest house owner 1 (a local owner from Maafushi-approximately 40 years of age)	14 minutes
Interview with guest house owner 2 (a young local owner from Maafushi-male youth)	12 minutes
Interview with tourists	21 minutes
Interview with tourist 1 (a man approximately 50 years of age from Sweden)	11 minutes

Table 4.3 Second set of Interviews conducted at Thulusdhoo

Respondent	Duration of the interview
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Interview with the Local Government council of Thulusdhoo	38 minutes
Interview with Local 4 (A woman of approximately 30 years of age)	18 minutes
Interview with Local 5 (A man of approximately 35 years of age)	21 minutes
Interview with Local 6 (A man of approximately 35 years of age)	17 minutes
Interview with Local 7 (A young man with approximately 25 years of age)	26 minutes
Interview with Local 8 (A young woman of approximately 18 years of age)	12 minutes
Interview with Local 9 (A young man with approximately 20 years of age)	15 minutes
Interview with Local 10 (An elderly man of approximately 55 to 60 years of age)	11 minutes

Table 4.4 Second set of interviews conducted at Maafushi

Respondent	Duration of the interview
Interview with the Local Government council of Maafushi	32 minutes
Interview with Local 6 (A man of approximately 30 years of age)	23 minutes
Interview with Local 7 (A man of approximately 40 years of age)	19 minutes
Interview with local 8 (A group of women from the island)	27 minutes
Interview with Local 9 (A woman of approximately 45 years of age)	18 minutes
Interview with Local 10 (A young man of approximately 25 years of age)	15 minutes
Interview with Local 11 (A man of approximately 40 years of age)	13 minutes

Interview with Local 12 (A man of approximately 35 years of age)	18 minutes
Interview with Local 13 (A man of approximately 30 years of age)	21 minutes

The first visit to Thulusdhoo was conducted in December 2015 and during that visit the local government council of Thulusdhoo, five guest house managers, a group of tourists from different countries, an individual tourist and two people from the public were interviewed. Another visit to Thulusdhoo was conducted in January 2018 to ask more questions to the local government council and the public to contribute more to the case study. The first visit to Maafushi was made in January 2016 in which the local government council of Maafushi, three guest house managers, three locals and one group of tourists was interviewed. Another visit was conducted again in January 2018 and more locals and another tourist was interviewed. Later again in January 2018 the last visit to Maafushi was made to interview more locals and again the Local Government Council to gather more data relevant to the research objectives.

Focus group interviews with the Local Government Councils of both islands and with the public of both islands were conducted at the beginning of the study and at the end of the study to evaluate the differences in the 2-year gap within the time-frame of this study. The semi-structured and in-depth interviews to focus groups conducted provided the opportunity to “probe” answers, where the interviewees explained, or build on their responses. Interviewees used words or ideas in a particular way, and the opportunity to probe these meanings added significance and depth to the data obtained. It also led the discussion into areas that had not been previously considered but which are significant to the understanding, and which helped to address the research questions and objectives better, and helped formulate more questions. They also provided opportunities to hear the person “thinking aloud” about things the person may not have previously thought about. This resulted in collecting a rich and detailed set of data (Saunders et al, 2007 pg.35).

5. Research Ethics

As in the context of research, ethics refer to the appropriateness of the behaviour of the researcher in relations to the rights of those who become the subject of the researcher's work or are affected by it. The utmost best has been done to perform to the norms and standards of qualified researchers. As research ethics relates to questions about how the researcher would be formulating and clarifying the research topic, design research and gain access, collect data, process and store data, analyse data and write up the research findings in a moral and responsible way, it has been ensured that the research design was both methodologically sound and morally defensible to all those who were involved. The code of ethics or ethical guidelines provided by the University of Nantes was used as the principles and procedures for this research.

An ethical issue that was predicted to likely affect the research includes issues of confidentiality and anonymity which might come to the fore during the reporting stage of the research. Therefore, permission was requested from the organisations to use their name and to gain this permission we had to let them understand the context within which they will be named. In order to help anticipate and deal with ethical issues, apart from following the rules and regulations of the University of Nantes, the checklist provided by Saunders et al, (2007) was used:

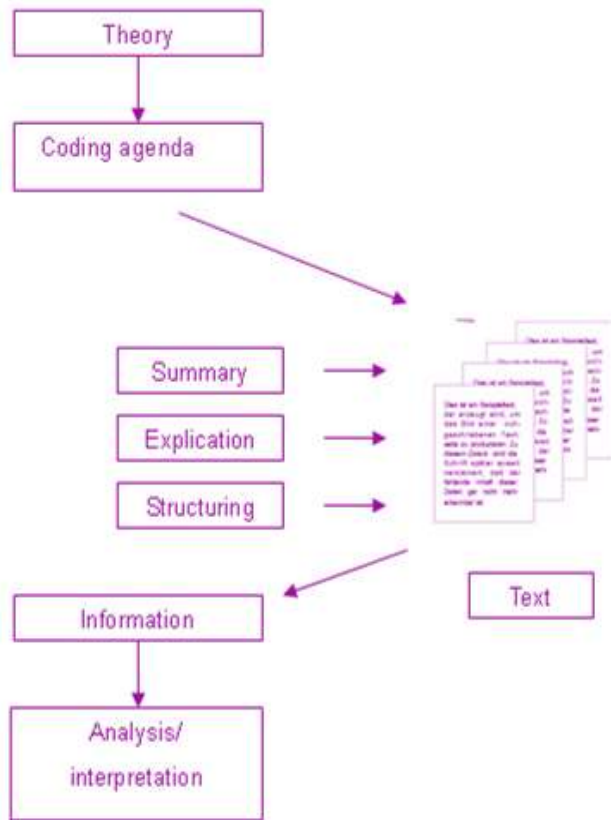
- Recognise potential ethical issues that will affect the proposed research.
- Utilise the University's code on research ethics to guide the design and conduct of the research.
- Anticipate ethical issues at the design stage of the research and discuss how to seek to control these in the research proposal.
- Seek informed consent through the use of openness and honesty, rather than using deception.
- Not exaggerate the likely benefits of the research for participating organisations or individuals.
- Respect others' rights to privacy at all stages of the research project.
- Maintain objectivity and quality in relation to the processes used to collect data.

- Recognise that the nature of an interview-based approach to research will mean that there is greater scope for ethical issues to arise, and seek to avoid particular problems related to interviews and observation.
- Avoid referring to data gained from a particular participant when talking to others, where this would allow the individual to be identified with potentially harmful consequences to that person.
- Maintain objectivity during the stages of analysing and reporting the research.
- Maintain the assurance given to participating organisations with regard to confidentiality of the data obtained and their organisation anonymity
- Consider the implications of using email and the internet carefully in relation to the maintenance of confidentiality and anonymity of the research participants and their data, before using this means to collect any data. Avoid using this technology to share any data with other participants.
- Protect individual participants' anonymity in relation to anything that was referred in the thesis.
- Consider how the collective interests of the research participants may be adversely affected by nature of the data that was proposed to collect, and alter the nature the research question and objectives where this possibility is likely. Alternatively, declare this possibility to those whom who wish to participate in the proposed research.

6. Conclusion

Figure 4.1 shows the basic proceeding of qualitative content analysis from the initial theory to the final analysis and interpretation which was adapted to analyse the major findings of this research.

Figure 4.1 Basic proceeding of qualitative content analysis



Source: Adapted from Glaser & Laudel, 1999

This research is concerned primarily with development in the sense of a vision or desired future of society to which tourism may contribute. In other words, the goal of tourism-related development. Development is considered to be synonymous with progress or positive transformation, or what Thomas (2000, pg.23) refers to as “good change”. This suggests that there is no finality about development; that is, it is a continually evolving goal of betterment (however defined) towards which all societies strive. In fact, the continuing incidence evidence of increasing poverty, inequality, lack of opportunity and environmental damage in many parts of the world is generally seen by some (the post-development school) as the failure of development as a global project and more specifically by others as the inevitable outcome of development policy based upon western economic ideology, so that many have become “victims of development” (Sharpley, 2009 pg.47).

Using two case studies of the two islands Thulusdhoo and Maafushi in Maldives, this research contributes to the understanding of community participation in tourism development by examining thoroughly, especially the local communities' views on their role in tourism development.

CHAPTER 5: THE FINIDINGS

This chapter is divided into two sections, the preliminary data (telephone interviews) and the case study (in-depth personal interviews) findings. The preliminary data was collected during the first year of the research while the case studies were conducted in the second and fourth year.

1.The Telephone Interviews

This study’s main objective is to evaluate the perception of Maldivians on the blooming guest house businesses in the local populated islands. The questions asked were simple and varied to get an overall idea of the topic from the industry stakeholders as well as the general public, referred as locals. A quantitative questionnaire was used to gather the findings.

1.2 The sample population used

The statistics at the time of the research indicated that 236 Guest houses were located in 55 islands. Thus 30 % of questionnaires were filled after interviewing guest house managers. 109 resorts and 52 tour operators exist. Thus 40% of the questionnaires were used to question this population. 15 people were questioned among the general public and 15 Local government councillors were interviewed. Thus, 30% of the questionnaires were filled by interviewing this population.

A total of 11 questions were asked with sub questions that emerged from some of the questions. The same questions were asked to all respondents.

1. Age of respondents

- a) 16 – 25 b) 26 – 35 c) 36 and above

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 16-25	29	35.4	35.4	35.4
26-35	31	37.8	37.8	73.2

36 and above	22	26.8	26.8	100.0
Total	82	100.0	100.0	

There is significant in opinion that answering population participated are 16-25, 26-35 and 36 and above by percentage of 35%, 37% and 27% respectively.

2. Gender of the respondents

- a) Female b) Male

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	31	37.8	37.8	37.8
Valid Male	51	62.2	62.2	100.0
Total	82	100.0	100.0	

There is significant in opinion that answering population participated are 38% females and 62% males.

3. Level of education of the respondents

- a) Lower than high school
b) High school
c) Diploma/bachelor's degree
d) Master's degree

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Secondary	23	28.0	28.0	28.0

High School	26	31.7	31.7	59.8
Diploma/bachelors	27	32.9	32.9	92.7
'degree Masters	6	7.3	7.3	100.0
Total	82	100.0	100.0	

There is significant in opinion that answering population participated have completed secondary school, high school, college and masters by percentage of 28%, 32%, 33% and 7% respectively.

4. Employment status of the respondents:

- a) Yes (employed) b) No (unemployed)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	72	87.8	87.8	87.8
No	10	12.2	12.2	100.0
Total	82	100.0	100.0	

There is significant in opinion that employment status of answering population participated are employed and unemployed by percentage of 88% and 12 respectively.

5. Profession of the respondents

- a) Work in a guest house
b) Work in the tourism industry
c) Other

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Work in Guest House	12	14.6	14.6	14.6
	Work in Industry	44	53.7	53.7	68.3
	Others	26	31.7	31.7	100.0
	Total	82	100.0	100.0	

There is significant in opinion that answering population participated work in guest houses, works at the industry and in other areas by percentage of 15%, 54% and 32% respectively.

6. Will you be able to give information on any guest house business in any place in Maldives?

- a) Yes b) No

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	46	56.1	56.1	56.1
Valid No	36	43.9	43.9	100.0
Total	82	100.0	100.0	

There is significant in opinion that answering population participated knows about a guest house in Maldives by percentage of 56% and 44% respectively.

If yes to question 6,

i. Local population of the island

- a) Less than 1000 b) 1001 – 2000 c) 2001 – 3000 d) 3001 – and above

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than 1000	9	11.0	19.6	19.6
Valid 1001-2000	15	18.3	32.6	52.2

2001-3000	4	4.9	8.7	60.9
3001 and above	11	13.4	23.9	84.8
Don't know	7	8.5	15.2	100.0
Total	46	56.1	100.0	
Missing 99	36	43.9		
Total	82	100.0		

There is significant in opinion that answering population participated knows about a guest house in Maldives by percentage of 56% and 44% respectively.

If yes to question 6,

ii. Number of the guest houses in the island

- a) Less than 5 b) 6-10 c) 11 – 20 d) 20 and above

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than5	15	18.3	32.6	32.6
6 to 10	5	6.1	10.9	43.5
11 to 20	7	8.5	15.2	58.7
20 and above	11	13.4	23.9	82.6
Don't know	8	9.8	17.4	100.0
Total	46	56.1	100.0	
Missing 99	36	43.9		
Total	82	100.0		

There is significant in opinion that answering population participated in answering this question has said that the amount of guest houses in the island that they know of has less than 5, 6 to 10, 11 to 20, 20 and above and don't know the amount by percentage of 18, 6, 9, 13, and 10 respectively.

If yes to question 6,

iii. Total number of guest house rooms in the island

- a) Less than 5 b) 6-10 c) 11 – 20 d) 20 and above e) don't know

	Frequency	Percent	Valid Percent	Cumulative Percent
less than 5	4	4.9	8.7	8.7
6 to 10	2	2.4	4.3	13.0
11 to 20	3	3.7	6.5	19.6
Valid 20 and above	17	20.7	37.0	56.5
Don't know	20	24.4	43.5	100.0
Total	46	56.1	100.0	
Missing 99	36	43.9		
Total	82	100.0		

There is significant in opinion that answering population participated in answering this question has said that the amount of guest house rooms in the island that they know of has less than 5, 6 to 10, 11 to 20, 20 and above and don't know the amount by percentage of 5, 3, 4, 21 and 25 respectively.

If yes to question 6,

iv. Number of locally owned guest houses in the island

a) Less than 5 b) 6-10 c) 11 – 20 d) 20 and above e) don't know

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid less than 5	15	18.3	32.6	32.6
6 to 10	7	8.5	15.2	47.8
11 to 20	4	4.9	8.7	56.5
20 and above	4	4.9	8.7	65.2
Don't Know	16	19.5	34.8	100.0
Total	46	56.1	100.0	
Missing 99	36	43.9		
Total	82	100.0		

There is significant in opinion that answering population participated in answering this question has said that the amount of locally owned guest houses in the island that they know of has less than 5, 6 to 10, 11 to 20, 20 and above and don't know the amount by percentage of 18, 9, 5, 5 and 20 respectively.

If Yes to question 6,

v. Number of guest houses owned by people from other islands

a) Less than 5 b) 6-10 c) 11 – 20 d) 20 and above e) Don't know

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid less than 5	12	14.6	26.1	26.1
6 to 10	5	6.1	10.9	37.0
11 to 20	2	2.4	4.3	41.3

20 and above	1	1.2	2.2	43.5
Don't Know	26	31.7	56.5	100.0
Total	46	56.1	100.0	
Missing 99	36	43.9		
Total	82	100.0		

There is significant in opinion that answering population participated in answering this question has said that the number of guest houses owned by people from other islands in the island that they know of has less than 5, 6 to 10, 11 to 20, 20 and above and don't know the amount by percentage of 15, 6, 3, 1, and 32 respectively.

If yes to question 6,

vi. Local staff working in guest houses

- a) Less than 5 b) 6-10 c) 11 – 20 d) 20 and above e) Don't know

	Frequency	Percent	Valid Percent	Cumulative Percent
less than 5	6	7.3	13.0	13.0
6 to 10	7	8.5	15.2	28.3
11 to 20	5	6.1	10.9	39.1
Valid 20 and above	7	8.5	15.2	54.3
Don't know	21	25.6	45.7	100.0
Total	46	56.1	100.0	
Missing 99	36	43.9		
Total	82	100.0		

There is significant in opinion that answering population participated in answering this question has said that the number of local staff working in the guest house that they know of has less than 5, 6 to 10, 11 to 20, 20 and above and don't know the amount by percentage of 7, 9, 6, 9 and 26 respectively.

If yes to question 6,

vii. Number of foreign staff working in guest houses

- a) Less than 5 b) 6-10 c) 11 – 20 d) 20 and above e) Don't know

	Frequency	Percent	Valid Percent	Cumulative Percent
less than 5	11	13.4	23.9	23.9
6 to 10	2	2.4	4.3	28.3
11 to 20	4	4.9	8.7	37.0
Valid 20 and above	8	9.8	17.4	54.3
Don't Know	21	25.6	45.7	100.0
Total	46	56.1	100.0	
Missing 99	36	43.9		
Total	82	100.0		

has said that the number of foreign staff working in the guest house that they know of has less than 5, 6 to 10, 11 to 20, 20 and above and don't know the amount by percentage of 13, 3, 5, 10, and 26 respectively.

7. Do you agree that the introduction of guest house business within the island has led to an increase in employment opportunities for the people of the island?

- a) Yes b) No

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	76	92.7	92.7	92.7
No	6	7.3	7.3	100.0
Total	82	100.0	100.0	

There is significant in opinion that answering population participated that said Yes and No to the above question by a percentage of 93 and 7 respectively.

8. Do you agree that the introduction of guest house business within the islands has increased business opportunities for the locals?

- a) Yes b) No

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	80	97.6	97.6	97.6
No	2	2.4	2.4	100.0
Total	82	100.0	100.0	

The data analysis output indicates a t-test of 82.00 and a p-value of .0001, which is less than .05. There is significant in opinion that answering population participated in answering this question has answered Yes or No by a percentage of 98 and 2 respectively.

If yes to question 8,

i. Shop business, restaurant and café'

- a) Yes b) No

	Frequency	Percent	Valid Percent	Cumulative Percent
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	No	15	18.3	18.3	18.3
Valid	Yes	67	81.7	81.7	100.0
	Total	82	100.0	100.0	

There is significant in opinion that answering population participated that said Yes and No to the increase in shops restaurants and café businesses by a percentage of 82 and 18 respectively.

If yes to question 8,

ii. Increase in fishing activities

a) Yes b) No

		Frequency	Percent	Valid Percent	Cumulative Percent
	No	63	76.8	76.8	76.8
Valid	Yes	19	23.2	23.2	100.0
	Total	82	100.0	100.0	

There is significant in opinion that answering population participated that said Yes and No to the increase in fishing activities by a percentage of 23 and 77 respectively.

If yes to question 8,

iii. Increase in locally produced artefacts business

a) Yes b) No

		Frequency	Percent	Valid Percent	Cumulative Percent
	No	59	72.0	72.0	72.0
Valid	Yes	23	28.0	28.0	100.0
	Total	82	100.0	100.0	

There is significant in opinion that answering population participated that said Yes and No to the increase in locally produced craft businesses by a percentage of 28 and 72 respectively.

If yes to question 8,

iv. **Increase in other businesses**

a) Yes b) No

	Frequency	Percent	Valid Percent	Cumulative Percent
No	78	95.1	95.1	95.1
Valid Yes	4	4.9	4.9	100.0
Total	82	100.0	100.0	

There is significant in opinion that answering population participated that said Yes and No to the increase in other types of businesses by a percentage of 5 and 95 respectively.

9. Do you agree that the guest house business has an impact on local population?

a) Yes b) No

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	73	89.0	89.0	89.0
Valid No	9	11.0	11.0	100.0
Total	82	100.0	100.0	

There is significant in opinion that answering population participated that said Yes and No to whether they agree that guest house business has an impact on local population by a percentage of 11 and 89 respectively.

If yes to question 9,

i. Are you happy that tourists are staying in your island?

- a) Yes b) No

	Frequency	Percent	Valid Percent	Cumulative Percent
No	26	31.7	31.7	31.7
Valid Yes	56	68.3	68.3	100.0
Total	82	100.0	100.0	

There is significant in opinion that answering population participated that said Yes and No to being happy about tourists staying in their islands by a percentage of 68 and 32 respectively.

If yes to question 9,

ii. Are you keen to learn on tourists' way of living?

- a) Yes b) No

	Frequency	Percent	Valid Percent	Cumulative Percent
No	39	47.6	47.6	47.6
Valid Yes	43	52.4	52.4	100.0
Total	82	100.0	100.0	

There is significant in opinion that answering population participated that said Yes and No to being keen on learning other ways of living by a percentage of 52 and 48 respectively.

If yes to question 9,

iii. Does the tourist's way of living impact your community's lifestyle (e.g. dress code?)

- a) Yes b) No

		Frequency	Percent	Valid Percent	Cumulative Percent
	No	42	51.2	51.2	51.2
Valid	Yes	40	48.8	48.8	100.0
	Total	82	100.0	100.0	

There is significant in opinion that answering population participated that said Yes and No to having an impact on the local's way of living by a percentage of 49 and 51 respectively.

If yes to question 9,

iv. Do you think that the tourists eating habits has an impact to local's way of eating?

a) Yes b) No

		Frequency	Percent	Valid Percent	Cumulative Percent
	No	59	72.0	72.0	72.0
Valid	Yes	23	28.0	28.0	100.0
	Total	82	100.0	100.0	

There is significant in opinion that answering population participated that said Yes and No to having an impact on the eating habits by a percentage of 28 and 72 respectively.

If yes to question 9,

v. Do you think that the tourists' activities have an impact to locals' activities?

a) Yes b) No

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	29	35.4	35.4	35.4

Yes	53	64.6	64.6	100.0
Total	82	100.0	100.0	

There is significant in opinion that answering population participated that said Yes and No to having an impact on the locals' activities by a percentage of 65 and 35 respectively.

10. Do you agree that the local islands are better off with guest houses?

a) Yes b) No

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	76	92.7	92.7	92.7
Valid No	6	7.3	7.3	100.0
Total	82	100.0	100.0	

There is significant in opinion that answering population participated that said Yes and No to being better off with guest houses by a percentage of 93 and 7 respectively.

If yes to question 10

i. Do you believe that it helps to increase environmental awareness?

a) Yes b) No

	Frequency	Percent	Valid Percent	Cumulative Percent
No	25	30.5	30.5	30.5
Valid Yes	57	69.5	69.5	100.0
Total	82	100.0	100.0	

There is significant in opinion that answering population participated that said Yes and No to increase in environmental awareness by a percentage of 70 and 30 respectively.

If yes to question 10,

ii. do you believe that it helps to improve waste management?

a) Yes b) No

	Frequency	Percent	Valid Percent	Cumulative Percent
No	33	40.2	40.2	40.2
Valid Yes	49	59.8	59.8	100.0
Total	82	100.0	100.0	

There is significant in opinion that answering population participated that said Yes and No to improvement in waste management by a percentage of 60 and 40 respectively.

If yes to question 10,

iii. do you believe that it helps to improve sewage system?

a) Yes b) No

	Frequency	Percent	Valid Percent	Cumulative Percent
No	40	48.8	48.8	48.8
Valid Yes	42	51.2	51.2	100.0
Total	82	100.0	100.0	

There is significant in opinion that answering population participated that said Yes and No to improvement in sewage system by a percentage of 51 and 49 respectively.

If yes to question 10,

iv. do you believe that it helps to increase the availability of more variety of commodities?

a) Yes b) No

	Frequency	Percent	Valid Percent	Cumulative Percent
No	38	46.3	46.3	46.3
Valid Yes	44	53.7	53.7	100.0
Total	82	100.0	100.0	

There is significant in opinion that answering population participated that said Yes and No to increase in availability of commodities by a percentage of 54 and 46 respectively.

If yes to question 10,

- v. **do you believe that it increases job opportunities?**
a) Yes b) No

	Frequency	Percent	Valid Percent	Cumulative Percent
No	20	24.4	24.4	24.4
Valid Yes	62	75.6	75.6	100.0
Total	82	100.0	100.0	

There is significant in opinion that answering population participated that said Yes and No to increase in job opportunities by a percentage of 76 and 24 respectively.

11) Do you think that the increase in guest houses has led to positive impacts to the overall tourism industry in the Maldives?

- a) Yes b) No

	Frequency	Percent	Valid Percent	Cumulative Percent

	Yes	76	92.7	92.7	92.7
Valid	No	6	7.3	7.3	100.0
	Total	82	100.0	100.0	

There is significant in opinion that answering population participated that said Yes and No to positive impact to the overall tourism industry by a percentage of 93 and 7 respectively.

The above findings will be analysed and discussed in the next chapter, chapter 6 – the discussions.

2. Summary of the in-depth interviews and observations made at Thulusdhoo

The first visit to Thulusdhoo was made by the researcher in December 2015.

The first interview taken at Thulusdhoo was with the Local Government Council (LGC) of Thulusdhoo.

Note: A table of the people interviewed has been presented in the Methodology chapter.

2.1 First visit to Thulusdhoo

2.1.1. Summary of the first interview with the LGC of Thulusdhoo Island (December 2015)

As the councillors requested for confidentiality, names of the councillors are not revealed.

Note: T=Thulusdhoo

Question 1a: How many guest houses are in this island? When I checked from Google maps it shows 7 guest houses. Is this an accurate figure?

Councillor 2T: “There are 13 guest houses”. This was confirmed by councillor 3.

Question 1b: Is it people from this islands who manage these guest houses or have invested in them? Do you know this?

Councillor 1T: "Most guest houses are owned and managed by outsiders, however, some guest houses are managed and operated by locals".

Question 1c: Does that mean that most of the guest house investments have been done by outsiders?

Councillor 1T: Yes

Question 1c: Around how many of them from the 13 guest houses would that be?

Councillor 1T: "Three fourth of them". Councillor 4: "75% from outside."

Question 1d: Does that means that one fourth or 25% only from this island?

Councillor 1T: "Yes".

Question 1e: Are there any investments from outside the country for guest houses?

Councillor 1T: "Yes, there are".

Question 1f: How many by foreigners?

Councillor 1T: "3 guest houses. 3 from 13, However, as they can only register as a partnership with a Maldivian it is done likewise".

Question 1g: Yes, that's how it's in the regulation, but isn't it the foreigner who invests on the guest houses?

Councillor 1T: "Yes... that's how it happens".

Question 2: What kind of help do you require in order to establish Community Based Tourism in this island?

Councillor 1T: "First of all, we would need to train people for the sector. For one thing, the food served does not have to be only Maldivian cuisine, they need to be trained to prepare all kinds of cuisine. And also, awareness programs".

Councillor 3T: I think in this people from outside are investing, so what the people get are very less right? For example, they own and invest in these places. Ok, they take places for rent, but they are the people investing in restaurants connected to these accommodations, making souvenir shops, buy speed launches, other boats. If they own everything the island is receiving very little, plus, if they are also using foreign employees and if we look at the guest houses in this island what is coming to the island is not much?

Question 3: What about the diving centres and water sports centres, are they also owned by people from outside?

Councillor 1T: "Yes".

Question 4: How about the restaurants?

Councillor 1T: "It's people from this island who owns most restaurants. But if we look at the already built guest houses and those which are being built, it is them, the investors who own them".

2.1.2 Summary of the interviews conducted at Thulusdhoo with guest house managers or owners (December 2015)

Interview with guest house owners (GHOs) or managers (MHOs).

Note: A detailed table of the people interviewed has been presented in the Methodology chapter.

Question 1: How many people own this guest house and where are they from?
GHO1: “Only me”. (GHO 1 was from Thulusdhoo)
GHO 2: “4 people”. It’s partnership with one Maldivian and 3 foreigners. (GHO2 was from Italy).
GHO3: “It is through a company that we manage. There are three directors in that company. Only Maldivians. Not from this island. From Malé.
GHM1: “The owners reside in Malé, there are 3 owners. I am the manager. All owners are Maldivians. I know for sure that one of them is from Malé”.
GHM2: “This place is owned by my mom and dad, I am in charge of running the place. We are from Malé”.
GHM3: “One, the owner is just one person and says he’s not from Malé but from another island. Not from Thulusdhoo”.
Question 2: How did you come up with the idea to create a guest house?
GHO1: “Actually, this is the first guest house in this island. I was working in a resort island before, that was long ago, around the year 2000, my father was also from the beginning working in this sector, selling things to guests, making souvenirs and selling them, even when I was a little boy. Therefore, we are very close to tourists, but after I finished my studies, I went to a resort where I worked there as a room boy. I still like that job, I still want to go to a resort as a roomboy, but since I have a family now and because I miss them so much when I am not here, I came back. But what happened then was I miss tourists too much, I want to be with them, talk to them, so this idea came to my mind, to create a guest house. At that time, anyone didn’t even know what kind of this this actually is, so after this idea came, I wanted to do this. So, I took this house, and since I had some friends abroad, I talked with them. They were some surfers and guides. But at that time Tourism Ministry had not authorised this. Even at that time many friends advised me saying it’s a good thing, start, they would also help, then I started like that, at that time there was only 2 rooms, without ceiling, with one fan, with one wire and a bulb. It was only friends from abroad that I brought at that time and friends of those friends”.

GHO 2: “We were friends, we liked this place and so decided to run an activity here, because we like to live here close to the ocean and we love this place. We don’t do this much for business, the most is to live here.

GHO3: “It happened three years back, when we came to Thulusdhoo we saw a lot of surfers, so we thought that this could be a good business”.

GHM1: “What happened was, (tells the name of one owner), he has been involved in this business before, and he saw that this house was for rent saw he came to see this house but he couldn’t get it, then he as he was a friend of mine for a long time so we decided to start this, but later the business went down and he decided to get more shareholders”.

GHM2: “My parents visited this place sometime back and this place was made for staff accommodation first, for my parent’s company’s staff accommodation, actually it’s at Hinmafushi -another local island) that our company has major assets, that’s boats and things. It’s because in that island they could not get the capacity to build this business they decided to invest here by hiring this place for 30 years. First this was built as a staff accommodation and after seeing that this island has potential for running a guest house, we decided to change the concept”.

GHM3: “Well actually in the beginning also he was into tourism, he owned a Safari and I think that’s where he got the idea from. He started Bank business here first as there isn’t a branch of Bank of Maldives working here, he started providing banking services here and then expanded his business by building a guest house as well”.

Question 3: How many rooms do you have here?

GHO1: “5 rooms”.

GHO2: “Five.”

GHO3: “6 rooms”

GHM1: “5 rooms”.

GHM2: “8 rooms”.

GHM3: “We have 5 rooms and 7 more are under construction. And he’s also building a big 6 story building in another location in this island”.

Question 4: On an average, how many comes per month? If you distribute the occupancy for one year that is (average occupancy).

GHO1: “I haven’t checked that. I can tell for a month.... it’s around 24 to 25 tourists per month”.

GHO2: “In the peak season usually it’s not many, we call off season and high season here. High season is the surf season that is from March to September. May be like 20 per month”.

GHO3: “It varies a lot. Sometimes there could be 10, sometimes it exceeds to 50”.

GHM1: “During the surfing season, we get full. Most of the times we are full”.

Question 5: How many people are employed in this guest house, and what are their nationalities and occupations?

GHO1: "It's my family. I have one employee from Bangladesh, he works as the housekeeper, cleaner, handles guests and luggage, he does lots of things. Cooking is done at home but now we are going to change it ...to do it ourselves in the guest house.

GHO2: "Two". "Two foreign employees". They engage in food preparation, cleaning, and service".

GHO3: "There are 4 people. All foreigners. Laundry is outsourced, all transport is outsourced. But food is prepared here".

GHM1: "We are all Maldivians, my family and a few others helping us".

GHM2: "We have 15 employees, 5 Maldivians. From the revenue, we currently get, we can't afford to employ more Maldivians. Maldivians work as cashiers and as launch drivers".

GHM3: "Totally 7, 4 in the guest house including myself (a foreigner) and 3 in our boat, 3 Maldivians".

Question 6: Do you get support from the local council?

GHO1: "Yes, we get a lot of help from the council, but the help we actually need is for the eroding problem here. (Beach erosion. The guest house is located near a beach which is eroding). This problem needs to be tackled by the Government. (He shows me the beach and how it is eroding). From the next month, there would be waves coming up to the front wall of this house and then there wouldn't be any space to stay on the beach.

GHO3: "As we have been here for three years now, many a times, in many ways these things have been discussed with them. And also because of complaints received from guests, these have also been discussed with them".

GHM1: "They give support for everything I ask from them. For example, about the bikini beach that is being made, they give support. It's important to have a special place allocated for tourists because then they will then be going and spending time in that area. Then the locals will also know that that area is allocated for tourists. It's not open it but will be soon open".

GHM2: "Actually, the Council calls us for meetings sometimes. But they call just one of us and tells us to arrange a meeting with the rest of the guest house owners and do this and that. So actually, all guest house managers together haven't still been able to meet the council. May be if we form an association, then the communication would be easier. And in that case a contribution could be given by each guest house for the development of the island each year".

Question 7: How much is the community aware of this guest house business or what do the locals think of this business?

GHO1: “There is a lot of support now from the community. When we started, it was very difficult. I was taken to the office (LGC) every other day because of the way, the tourists dress, behave in the sea, also I had to go because some locals empty garbage into the sea! There were so many problems as such at that time, but now things have changed, there aren’t problems like that now.

GHO2: “We give a lot of work to local people. Like give things to local shop. And we give them laundry work. Locals give a lot of support, they give big corporation, and lot of people love us”.

GHM1: “At the beginning, they were thinking negatively. First of all, the problem of guests’ dress code was huge, but we tell the tourists about the dress code, that they will have to stay in a certain area and to get into the island properly dressed. It has been ordained by the council, therefore, we have to follow the rules”.

GHM2: “I would say that the community is very positive, especially the youth who work really hard in different areas of this business. However, I have noticed that the link and corporation between the people running the guest houses is very weak. For examples, we catered for a very big New Year party but still we haven’t got the reward we deserve for that so we have lost motivation to initiate such things now. The council also asks us to clean the beach areas too but if we don’t get corporation from others too it would be very difficult. There’s too much rivalry, I would say. We need more decent stronger minds in this business. Another problem we face here is that there isn’t a good banking system established in the island. There aren’t any card machines as you can see no ATMs. So, we contacted Cyprea (one of the card machine issuing company) and met with other guest house owners as well, because if they all install the machines it would benefit us all as foreign currency would enter more to the island. What happens now as there are no machines is that the dollars we get are only for the room which are paid in advance through booking.com or other such service providers and the guests who come change the money to the airport and bring only Maldivian Rufiyaa to the island. So, there is no dollar circulation in the island”.

“At the beginning, it was people from this community who started guest house businesses, but now there’s more investments from others like from people from Malé (the capital) and foreign investments, Italians for example”.

GHM3: “We do get support from the community, they realise the benefit the island gets from these businesses, the island gets developed, and employment opportunities increase so it’s a very good opportunity for the community. What I’m saying is overall job opportunities increase. Well, I’m speaking for all the guest houses, not just here.in the future for example there would be an increase in more opportunities. Since we’re just one year old we don’t have much job opportunities right now, but we are building and we are going to be bigger so

we will have a lot of job opportunities open in the future. Actually, this guest house is part of a big company owning safaris, diving schools and other guest houses in other islands like in HulhuMalé also we have a guest house. And in the dive school we have Maldivians and in our Malé office also there are Maldivians except for two Srilankans. Right now it's only in guest house operations that we have foreigners".

Question 8: Do you give instructions to the guests on the way they should be dressed in the island?

GHO1: "Yes, we have put on our website that this is a Muslim country and that we expect them to abide by certain types of dress codes. Most tourists comply with the dress code".

GHO3: "From all the guest houses, when the guests come they are informed that when they are in public they have to abide by the specified dress code. However, we cannot stay behind each guest when they go out or come in. Yes, of course if we see them dressed inappropriately we do talk to them. And still up to today, there is no good beach allocated specifically for the guests. We are trying to do it by our own initiative. But we need a joint effort for that with the community. All the guest house should be involved in it so it's not easy to do it the way it should be done".

GHM1: "Even if it is not passed by the central government there should be regulations by the island councils as well. There are some regulations, even this year we have proposed one. But what happens is that everyone does not cooperate, I mean the guest house owners, so it's very difficult. More regulations are needed, only then would these businesses operate more effectively".

Question 9: Does tourist comply with the rules?

GHO1: "Most of them does".

GHM1: "The guests sometimes get angry for talking about the dress code. But the rules and regulations have to be followed".

Question 10: What do you think of Community Based Tourism?

GHO1: "I think it would be very good. We can see that here. Before the guest houses came here the local's living condition wasn't good enough, but now a big percentage of people's living conditions are very good, they use small rowing boats of their own. For example, even if they are not running a guest house, even the most common folk if he has a small dingy he gets like 30 dollars or 40 dollars per day. Even if we talk of laundry services for example, many houses are taking laundry to wash and if we talk of shops many tourists go to shops and the whole island is benefiting from this".

GHO3: "We believe that when we have spent so much and come and establish businesses here we are contributing a lot to this community too. It is remarkable how the youth of this island are involved in things like excursions, snorkelling, diving, and surfing. They are always involved with the guests in these things. And they have a good network among themselves

too. There are people who are willing to do the business in this island, especially the youth who would not hesitate to take any risks and run the business if given the opportunity. For example, there are 4 to 5 boys who have bought a speed boat of their own, they do get a good income from giving its services to the guest houses. They start with a speed launch and they get 30,000 profit per month by driving it. So, if they can save enough capital, I am sure they would be willing to invest in a small guest house with 3 or 4 bedrooms and run it”.

GHO3: “There are many things that the community could improve Like to make things easier for guests, they could do many things. Community could take initiative and locate a certain area to dump garbage for instance. Keeping the roads clean. And we are buying things also from shops here. And why people from this island are not working here is because after trying a lot to get them we have given up. Even if we train them they are not staying here, it’s actually a lack of discipline, it’s difficult to keep Maldivians in these jobs.

GHM2: “We are doing that. We outsource laundry to a local girl from this island, but we provide her the machinery and everything, she just has to wash them and dry them at her home. And for the restaurant also, we buy as much food as possible, that is everything that is available from this island, only the things that are sold whole sale do we buy from Malé. Fish, bread, things like that we buy from the island. Beetle nuts (a type of nut eaten after food by most Maldivians), is also bought from a local lady. She gets like 1000 MVR monthly for selling s these nuts. Also, the speed launches we use, although they are owned by us, if any problem occurs we ask a local man to fix it. Moreover, if you compare with other guest houses, you could say that this is the guest house that pays the highest salaries for the local employees. And in addition to that I think we are the only people who give service charge to our employees. My dad wants to maintain the reputation so even if we are at a loss, we give a good amount to the employees. There are many investors who want to invest in this island, for example right now there’s a big 6 story hotel coming up, which is the biggest investment yet in this island. We have also taken two lands for about MVR 2 million”.

GHM3: “The community can do a big role actually in improving the business by handling well the issues that arise such as the issue of cleanliness. It’s a responsibility of the locals to keep the place clean by not littering themselves and also stopping others from littering on the beaches. There is an arrangement through the local council actually to handle the cleanliness issue. It’s only recently that this island has started developing guest houses, it’s just the beginning, but we can forecast that things will improve because Maafushi also started like this but now everybody is very much involved in the guest house businesses. So, I think it’s going to be the same for this island too. We can see the development here also at a very fast speed. We also have two good surfing spots in the island, and we can see the youth already very much engaged in the water sports activities and we can see that the youth especially are doing something related to tourism. So, there is potential here, even to be better than Maafushi”.

2.1.3 Summary of the interviews conducted at Thulusdhoo with a group of tourists (December 2015).

(The Guest 1 (female, from France) and Guest 3 (male, from Spain) were a couple. Guest 2 (male, from Japan) was visiting alone}. They were all seated together at breakfast in one of the guest houses at the time of the interview.

Question 1: Are you happy with the guest houses in Maldives?
Guest 1: “Yes, personally, yes. We have been to some other places too but not really a guest house. This is the only guest house we have come to. The other one we visited was more of a hotel, quite big but it was good”
Guest 2: “I think the guest house idea is if there are local people living too, and hotels are the accommodations for tourists, for the purpose. In my experience guest houses are affordable, and when we think about its cost it’s okay, and of cause when you compare with a hotel they are more expensive. Services are also different, for example, I expected this guest house to have normal water and hot water unavailable, although it actually has hot water”.
Question 2: Do you interact with the locals during your visits? I’m asking this as this is an island where locals are also living unlike the resorts here in Maldives.
Guest 1: “In my opinion it’s complicated because of the language, on the other island we visited we could not interact with locals because no one would speak English. You try but it’s not easy, we couldn’t communicate very well, but for instance here in this guest house people (staff) speak English pretty well and also on the street we found some people that would speak English well and we could interact much more so it’s more interesting and it’s better”.
Guest 3: “We wanted to interact but because of the language difficulties we couldn’t. But here, the owner also speaks English”.
Question 3: Did you learn anything about the locals?
Guest 2: “I think I did, because the purpose of my travel includes some communication as well. I want to look around and see what kind of industry you have, I see the upcoming constructions and things which are very interesting for me. And in the guest house and at the shops too I speak with the people here, so I learnt somethings, yes”.
Question 4: What you have learnt about the locals, is it more to the positive side or the negative side?
Guest 3: “Of cause, positive”.

Guest 2: “Both actually. The locals are very reserved, they need to be more open. And also, more active in cleaning up the beaches so that you can introduce the island to more tourists. And also, some shops have the sign that it would be open at specific times but they are not actually open. I don’t really care, but the people coming from more developed countries might find it frustrating”.

Question 5: Did you find it difficult as there is no bank service in this island?

Guest 2: “Not much. But of because it would have been easier if there was the service. And if you could change the US dollar that’s much better for me. I actually carry US dollars with me all the time but for Europeans, they might have to change their currency twice which leads to problems. And if they cannot speak English they will have trouble”.

Guest 3: “We knew it before we came, if you had an ATM it would be a lot easier. We had issues because all the prices are in dollars, but we had Euros, so we did the change and but in one hotel, I don’t know if they understood well but they changed the price from dollars into Rufiyas and then from Rufiyas to Euros, so we paid like twice we had to actually pay. So, with this kind of concept, paying in dollars is not making sense”.

Guest 1: “Yes. But it’s important to know. If you did your research before coming you would know”.

Question 6: Are there any other problems that you face?

Guest 2: “Yes, ferry. They have only one ferry in the morning only. If they have one more in the afternoon it will be great”.

Guest 1: “We went to Dhiffushi (another local island) and then took the ferry from there at 6am and arrived here at 7am. And tomorrow we are going to Huraa (another local island) we’ll take the ferry at 7am from here and arrive at Huraa around 8am”.

2.1.4 Summary of the interviews conducted at Thulusdhoo with locals (December 2015).

Note: T = Thulusdhoo.

Question 1: In your opinion, how beneficial or important is the guest house business is to this island?

Local 1T: “There aren’t many benefits to this island. That’s because of the way they are running it. They do it for their own benefit only. They are not doing it for the benefit of this island”.

Local 2T: “I think that, it is very important if you think economically. However, if you are thinking of the hereafter, this is a destructing thing. There may be very big destructions. What I think is that, it is very possible for the whole generation that is been formed to be destroyed. The reason is

that, all the youth are changing their way of living because of the people who are coming to visit, the tourists are not from our culture and religion, and when they come, the developing generation are believing in all that is practiced by these people. They take after their way of living. Therefore, we are losing our identity as Muslims and there is a very huge destruction coming to our religion and to the perfect way of life we have been living. It is a very sad thing that this has been started in the islands where people are living. But for our pockets of cause a lot is coming in. But religiously, it is a very big problem”.

Local 3T: “It is important, but sometimes it is not very good because of the way the guests behave”.

Local 4T: “I think it is very important for Thulusdhoo as it has positive effects on our economy”.

Question 2: How much do the locals get involved in tourism?

Local 1T: “They are not involving the locals, to the minimum, they would be helping if they did open the laundry and cleaning the compounds to the locals. But they are not doing these things. They are doing it on their own”.

Local 3T: “I don’t know much, they aren’t involved much I would say, it’s just the people working in the guest houses who gets involved in everything”.

Local 4T: “Locals do participate, and as usually this business is done by hiring local houses, the house owners do give a lot of support as well”.

Question 3: Do they bring foreigners for the jobs?

Local 1T: “Yes, they are bringing foreigners and give them employment in the guest houses. So, we are not benefiting much from this business. Only those who rent their spaces to build guest houses may get something. I would say that the local community is not benefiting from this business”.

Question 4: None of the guest houses are outsourcing any work?

Local 1T: “Well, there’s just a few, I think only two guest houses give their laundry to a local and outsource some other very simple tasks”.

Question 5: Does other related businesses benefit from this?

Local 2T: Yes, the benefits are there to other businesses too. But in my opinion, it is not the money that is coming in that is important, it is the hereafter that is important, everyone will die one day, Allah will take the soul of every one, and to the hereafter, I think that this business is providing more disadvantages than advantages.

Local 4T: Yes, very much. Especially to those involved in restaurants and cafés. Also to the local shops like these. The guests come and have ice cream, buy fruits and drinks. And even the guest houses buy a lot of things from us.

Question 6: Are you happy with the tourists?

Local 1T: “No, what happens is that the guest house managers are not giving proper instructions to the tourists on how to dress and how to behave in front of locals. I would say that it’s the fault of the guest houses and not the tourists because they are not given proper information. Even n side the island, some tourists are not behaving well”.

Local 3T: “People are upset by the way the tourists dress. It will affect the young children, I mean they would be thinking in their young minds why they are dressed differently than us”.

Local 4T: “Sometimes when the guests dress inappropriately, and when they swim in the seas which are not specified for them, in these circumstances, I hear that people send complaints to the council”.

Question 7: What does the council do about these things?

Local 1T: “The council has given all the instructions needed to the guest houses in written documents. And the responsibility actually lies with the people who are bringing in the guests. I feel that they are not being responsible enough”

Question 8: Do you think that this is influencing the behaviour of the locals, I mean the young and the youth especially.

Local 1T: “Yes, it does”.

Question 9: How is it arranged for cleaning the island?

Local 1T: “I don’t know really how it is arranged, the guest houses are cleaning their areas they use their employees to do the job. Of cause, they would not clean the whole island as that is not their job”

Question 9: Doesn’t the island community take initiatives in doing things?

Local1T: “They do, from time to time. What happens is the sewage disposal system is not very good here.... we have done the pipes and everything on our own, so it is not very good. The government hasn’t helped us in this aspect, if they did the system would definitely be better. If we don’t have the money to do these things better that’s how it would be”

Question 10: What does the council do about these things?

Local1T: “They have reported these issues to the central government but it has still not been solved”.

Local 4T: “They put sign boards when requested. Dustbins are also placed by them”.

Question 11: Would you like to add anything else? Any other issues related to tourism in the island?

Local 3T: “It has to be the guest house managers who has to tell the guests to dress properly as they are exposed to locals who are not used to their way of dressing and living. They have to properly address the issue by explaining to guests the laws and regulations. They get jobs from these guest houses. But they are getting economic benefits but I think socially there are negative impacts as mentioned”.

Local 4T: “The only problem I see is in the way the guests are clothing themselves when they come into the island. They should think about this to some extent and that needs to be corrected”.

2.2 The second visit to Thulusdhoo in January 2018.

The second visit was made after two years since the first visit. The first interview taken during the second visit to Thulusdhoo was with the Local Government Council of Thulusdhoo. The councillors have been re-elected and there were none who participated in the first interview. The council president (CP), two more council members (Councillor 4 and 5) and the Head of Civil Service Thulusdhoo(HCST) was present for the interview.

2.2.1 Summary of the second interview with Local Government Council (LGC) of Thulusdhoo (January 2018)

Note: CP = Council President, HCST = Head of Civil Service Thulusdhoo

Question 1: Do you take initiative in organizing events for the tourists who visit this island?

CP: “We don’t do anything directly related to the guests who come to the guest houses, like receiving them or organise events for them, but we do general activities like decorating the island. As many tourists come to this island, it has to be maintained well. In addition to that, when events are organised by guest houses, we give the maximum support that can be given by the council. For example, we do lease land near the beach to the guest houses for them to have certain activities. Whatever resources we have at the council, if we can give, we give them. The guest houses are actually run by renting land from this island, and these are land and houses owned by people, so we don’t have much say in them. But to implement the laws regarding local tourism, we would do everything we can with regard to that. With regard to the events the guest houses organise, we give support whenever they ask from us”.

Question 2: Do the locals of this community make use of tourism in the island to sell their own products to the tourists?

CP: “We don’t know of any such products, but some houses sell short eats (local savouries and sweets used for evening tea) to the cafes and restaurants. Like ‘bajiyaa’, ‘gulha’ and the likes. We know of two houses minimum who do sell ‘hedhika’ (the general name for local savoury pastries of which bajiya and gulha are two specific types). Even the tourists buy from them directly. That is the local production that there is. People also sell ‘kurunba’ (fresh coconut from the palm tree)”.

Question 3: In your opinion, what is Community Based Tourism?

CP: "From what I know of, it is tourism where the whole community participates in. As in the question you asked previously, if we do give any assistance to create local goods, if people show their own products, or sell them, doing things like that. I think when these things exist it becomes community based. And when the tourists can see the people demonstrate their culture and things. I think that the tourists come to a local island like this for these things. But tourists come to this island mainly for surfing as there are two surf points".

Councillor 4: "How I interpret community based tourism is slightly different from that. For example, if it is community based tourism, the whole community should benefit from it. That is what I believe it is. It is a new concept to the Maldives, and in this island also it has been like around 5 years since a significant amount of guest houses has been in operation. I think that it is only when the people get immersed in this will the effects be seen and things will go well. In addition to that maybe we are actually into Community Based Tourism already because there are youth in this island who have bought speed boats and are using them for revenue generation. About 10 or 11 speed boats are run like this. And there are others who run water sports centers. And there are souvenir shops as well run by locals. 4 or 5 such shops are there".

Question 4: Are there any outsourced services to the locals, from the guest houses?

Councillor 4: "Yes, there are certain things, these will also come under community based, right? There is one big guest house named Season's Paradise in this island, and they have a very big laundry made with modern equipment. They actually do give services to other guest houses as well. But some guest houses want to give this to the common people so that they also get some benefit. So, they give to some common people to wash the guest house laundry in their houses and bring them back to them. And that is cheaper for the guest house too. And the locals who do this gets benefit. So, it's a win win situation. I think this is still going on. There are some people who cook well also gets benefits sometimes, when the guests require Maldivian cuisine the guest houses pay the common people to cook for them. There is 3 or 4 houses where this is done. And they also give orders to the 3 or 4 restaurants we have in this island. The restaurants also sometimes cook for the guest houses. Actually, in this island there's only a few guest houses which have good restaurants which serve all meals. Mostly it is bed and breakfast only. About 2 or 3 guest houses provide full board".

Question 5: Are there restaurants run by locals from this island?

Councillor 5: "Yes, 4 restaurants are owned and run by people from this island".

Question 6: Do you engage/involve the locals to any extent when taking decisions regarding tourism?

CP: "If we need to consult them we do, as you would know the council is elected by the people so we represent them, so we believe that the people would trust the decisions we take. We would not take any decisions against the laws and constitution of the country. If

we take a decision it would be under the law and it would never harm the people of the island”.

Question 7: What kind of feedback do you get from the people regarding such decisions that you make?

Councillor 5: “It’s very good, not bad and now we have recently started a project which we believe would improve tourism and due to a cleaner environment in the island. That is the recent garbage disposal system we established. We decided not to throw away any food waste to the sea. So, we have placed garbage bins around the island in 8 different places and the houses as well as the guest houses would be disposing their food waste in these dustbins now. We take them to the end of the long jetty where we have made a cage which will dispose the food waste but leave back the plastic bags behind in the cage. So, we take back the plastic bags. This way, the sea is not polluted and the guest houses are already complimenting us for this. It’s been just 2 months since we started this project”.

Councillor 4: “But that is just for food waste. We are still trying to find a good location to properly establish a system for other waste disposal. As for now people still take the garbage to the place we have been using previously and the waste is burned there. In our land use plan for the future, that area is actually going to be a stadium. What happens now is that people just take the waste and throw all types of waste to the same spot and it is not sorted yet. And it is quite dangerous now as some kind of things should not be burnt. Every day, the staff employed there burns all the waste. We have requested for land from the central government, to establish a proper garbage area. Sometimes when the monsoons change, the wind blows in the smell. But the people who burn also think of this factor when they burn the things, they try their best to burn in a way that the wind does not bring in the smoke towards the island. But it is not completely avoidable yet in the system we have right now”.

Question 8: How are other facilities like water, sewage disposal and electricity arranged?

CP: “Electricity is available 24 hours, drinking water is sold by the Coca Cola factory (this factory has been there in Thulusdhoo for 25 years now (<http://corporatemaldives.com/gold100/male-aerated-water-company>)). They have also placed water taps in 5 different points in the island so that islanders can take water for free. Water for other needs are taken from the ground through wells. There is no water supply system yet. But for sewage disposal, proper pipes will soon be installed. They have started the work now”.

Question 9: What happens to the tax taken from tourism establishments?

Councillor 5: “The central government gets it. The guest houses are required to register in MIRA and the taxes are collected by them. We don’t get any amount from that as per se. The money we get is collectively from the budget of the government so, they would say that the

taxes are included in it. We don't get any detail about how the islands are allocated different amounts".

Question 10: In your opinion, what is the best way to get what you, or what the island deserves from the taxes that is taken from establishments in the island?

CP: "I think that the government should consider the population of the islands when distributing the amounts. I believe that it should benefit the people if it is taken from the island. I think it should be based on the population. If the government takes them, they would also be spending on the needs of the people and it would be the same thing if the council gets them.

Councillor 4: "My opinion is a bit different (this was a different councillor). I think that an island with a lot of people might have few guest houses while an island with few people might have many guest houses too. For example, in this island we have only about 1490 people but we have 22 guest houses, and the guest occupancy is normally over 500 currently, so this is a small island with a small population but guest houses are many but we don't have a proper water supply system, so given that local tourism is increasing in the island, the government should be concentrating on improving such conditions. Therefore, I believe that the government should also consider the number of guests received by the island, when they allocate resources for the island. If they take into consideration only the population factor, we will not get anything from what we generate from the island".

Question 10: What you mean is that both the population and the number of guests who arrive are factors that need to be considered when allocating resources for the islands?

Councillor 4: "Yes, because the number of guests who come to this island and to another island would be different and the populations would also be different. In this island for example, there are many guests who come and go all the time and even locals come from Malé too, during weekends we are normally full".

It would be best if we, the island, gets what is generated as tax from the establishments in the island".

"We are also concerned about the culture. We don't want our culture to be lost, so we do stop guests from coming into the populated area of the island in bikinis for example, and we do inform the guest houses also to abide by the regulation regarding the clothing of the guests in unpopulated islands. We inform them constantly of this. Even the locals inform the guests if they are not dressed according to the regulation. The problem, as we see it is with the guest houses, because when we see the guests dressed in revealing clothes and when we tell them about the regulation, they say that they have not been informed of such a regulation. But the guest houses should be aware of the local tourism regulation.

In 2015, what happened was that there were some guests bathing in the sea in an area where only locals bathe in very revealing clothes and the locals complained about it. We don't have

any restrictions as such, they can bathe in any area but they have to be dressed like the locals do if they are bathing in the area the locals bathe.

Even in the area allocated to the guests, the council did not authorise them to wear bikinis, because the regulation clearly states that when guests arrive in populated islands they have to be dressed in a certain way and therefore we cannot authorise them to be dressed differently than that. So actually, in Thulusdhoo we do not authorise tourists to wear bikini in any area of the island.

But when the guest houses requested, we did allocate an area for them to make a fence which would hide the guests who want to sunbathe. But this also has not been authorised officially by the council because the regulation does not allow us to do so.

We have actually decided to place signboards at the jetty area so that when the guests enter the island, they will see them and know of our regulations. This has to be done because the guest houses are careless in informing the guests prior to their arrival”.

Question 11: Have you contacted any training providers to give training to the people who are interested in this industry? Skills training as well as higher education in the area so that locals can become managers in the industry?

CP: “To tell you the truth, the council has not yet taken any such initiatives yet, but under the TIVET program some school leavers have undertaken some training in different hospitality related skills and some of them are now working in guest houses. The council hasn’t yet undertaken such programs, but we have plans to do so, with the Faculty of hospitality and tourism studies too. So, in shaa Allah (God willing), when our conference hall is finished we will start such trainings as well”.

Question 12: In my literature review, I have found some very interesting key points with regard to tourism in communities like these. There are certain tensions, there are issues in integration and establishing CBT in small island communities all over the world. Do you think that this community is ready for CBT?

CP: “No, we don’t believe that this island is ready yet, because the facilities are not there yet, the boards that we need to place aren’t there yet and the guest houses hasn’t been properly giving information to the guests and if the community is not happy, community based tourism cannot be established, as they need to be willing to do that. So, we are arranging meetings with guest house managers but actually what happens is that only a few people would attend these meetings too. All the guest houses are not willing to cooperate They say that they don’t have time to attend meetings.

The guest houses are not collaborating well. For example, one guest house took initiative and talked with others and employed a man from this island to clean the areas near all the guest houses, only one guest house was willing to contribute to pay the man his salary. So, this arrangement failed. But actually, they can all afford to give the man a good amount because as we can see, all the guest houses are full most of the time. The occupancy is very

good. So even if we take initiative and employ people to clean the areas near guest house, we have no guarantee that the guest houses will be willing to contribute”.

Question 13: Guest houses do not have a good relationship with the council and they themselves do not have good relationships among themselves?

Councillor 4: “What actually happens is that there is too much competition between them. We think that even if there is business competition, if they want the destination to develop they need better collaboration among themselves, with the council, with the public the relationship should be good among all the parties concerned. It is only when that happens that the place would develop and thing can be done well. That is the reason why we are trying to arrange these meetings too. We recently talked to the guest houses about building a better bridge between the main island and the nearby small island as the previous bridge is broken. There is someone from the island who is willing to do the work for free if he is given the materials needed for that. So we have targeted this to be done before the next surf season.

HCST: “I think that if CBT is to be established the islanders should be first aware of what it is. There is nothing arranged yet to give information to the locals on this. I believe that the locals should be more aware of the benefits of CBT. Maybe the council should be arranging this with the help of skilled people who can give proper information regarding this. Arrange some programs for the locals to give awareness on CBT and its benefits. That will benefit the island’s development”.

Councillor 5: “I think that the central government can also play a role in this. Instead of such awareness programs given in the island, they can also diffuse information through media, all kinds of media including social media as well to give information on the benefits of CBT and even the regulations regarding local tourism. So apart from the council, the central government should also play a role in this”.

Question 14: In your opinion, how can tourism be made sustainable on this island?

CP: “One of the things that has to be done is clean and maintain cleanliness all through the island. We are doing our best at the council to do that, that has been previously done by the islanders, but now we have employed some foreign workers to do that job, and it’s from the council that we clean the whole island twice a week. That is apart from near the houses, the areas of houses are cleaned by the people but there are other areas like near the jetty and other public places far from the houses. We clean all those places. Next thing is to conduct certain programs by the council in association with the Police to maintain security in the island. It is important for the guests who come to the island to see a safe and secure place”.

Councillor 4: “In addition to that, I think it is also important that some kind of cultural activity is demonstrated to welcome the guests when they come to the island. If this is done, they will tell friends and family that Thulusdhoo welcomes the guests with cultural shows and this would be something very interesting to them. This can be done by us (the council) in

association with the guest houses. A team can be formed to do this and they can keep conducting these activities. The main issue that need to be solved in this island is the issue of clean water. We need to work really hard to fix this problem urgently if we want to sustain tourism”.

Question 15: Previously you mentioned that the electricity is available 24 hours to everyone. How about the charges, is it affordable to all?

CP: “The islanders would complain saying it’s too expensive, it is understandable, but we have to think both ways. There are certain things that the service provider has to take spend on too, like transport, and if their expenses are high they will add that to the bill. Actually, it is quite high, the electricity bill. If we compare with Malé or some other islands, the cost per unit is higher here. So, yes, the public needs to be informed of the reasons why it is high. Even if the electricity is high, the bills are fixed, the common houses will have to pay a lesser amount that the businesses because the cost per unit for houses and the cost per unit for business are different. But if they are not earning much they will feel that it is expensive. That’s what happens”.

Councillor 4: “When they complain of the electricity bill, they should also take into account other things that they spend on. For example, the cigarettes. They could live without those and save expenses to pay for the electricity bill! Even when the price of the cigarette is raised, they are still buying it. That means they have money. They spend for cigarettes almost the same amount they have to spend on electricity”.

CP: “It is because what they get (Their salary) is not much, that is why they are complaining. For civil servants, I mean. For a civil service employee who works as a cleaner for example will get only around MVR 4000. If they have to spend that on the electricity bill and their children's expenses, there wouldn't be anything left. The salary is the same everywhere in civil service but if the electricity cost per unit is higher here than in Malé the people here will have to spend more, so they would notice that. For businesses, the amount is even higher. They take from businesses double the amount taken from normal houses. That is because the cost per unit taken from businesses is double that of the cost per unit taken from houses.

What we would like to point out is that the person at the most lower level of civil service is getting only MVR 4100 as salary. But senior citizens above 65 are getting MVR 5000 per month. So, this is not very acceptable. Those who are working gets less than those who have retired or even if they didn't work before if they are above 65 they are getting more than these people at the lowest level of civil service.”

Question 16: Do you think that maybe the solution could be to introduce a minimum wage?

CP: “Yes, when a minimum wage is established then this problem will have a solution. Any of the governments who have come has not been able to do that yet”.

Question 17: You have mentioned earlier some issues regarding waste etc. What are the things that can be done immediately in order to solve these problems?

Councillor 4: “There is one other thing we forgot to mention. The banking problem. There is still no ATM in the island and the private party who gives this service (Canopus, who also run guest houses) doesn’t have money sometimes when people or guests go to retrieve money from them. And the percentage (service charge) they take is also very high. For every 100 Rufiyaa, they take 10 Rufiyaa. We did talk to the Government too regarding this. And when the Environment Minister visited this island we did mention the issue of water as well. We have been talking with Government authorities, sending them letters and trying to solve these problems. The problem with the water system is that it is very expensive to establish and we would be needing a lot of funds for that. Even if we try, it cannot be done from the expenses we can generate from the public. So, we are talking with the Government about these issues. But this year’s government budget does not include any amount for the water system for this island. But we were told informally that it can be done from another budget allocated to the concerned Ministry. It’s not in the official budget for 2018. But a State Minister also told us that it will be done this year. So, the main issues are water and banking. The harbour issue we had earlier is being solved as well as we have an extension of land, and the issue of sewerage is being solved too. And the problem of an area for the burning of waste is still there and we want to solve it as soon as possible as there are people who live close by to that area. And when the wind is in the direction of the island, the situation is difficult to tolerate”.

Question 18: Would you like to add anything else?

CP: “Yes, if the projects can be privatised, I think that the things will be done more quickly. Even if it is totally privatised, if the quality is maintained I don’t think there would be a problem. It can be regulated by the government. Or even if it is through public-private-partnership, it’s not a problem as long as the public gets the service effectively and efficiently. I think that should be the target of the government. If a bid is open for that even the factories operating in this island like the Coca Cola factory might be interested in bidding for that. It would be beneficial for their business as well. And I think that they would supply water at a good price as well. The previous council that did that actually, they met with the Coca Cola factory and they talked about the water issue. We also know of STELCO providing the service to some other islands as well. So, we have plans to talk to them too about water. That is for drinking water”.

HCST: “Thulsudhoo, as you might have heard is an island very low in crimes and also a very beautiful island. The main thing we need here is public awareness and public corporation to do things effectively. When we get all the things we need, like water supply and banking service which I heard will be a branch of BML not just an ATM, I think things will get better. So, in the near future, when all these facilities are established, this island will be one of the best islands for tourism as we have very nice beaches here too and the island is very relaxing”.

2.2.2 Summary of the second set of interviews with locals of Thulusdhoo (January 2018)

Note: T= Thulusdhoo

Question 1: What do you think about tourism in this island?

Local 5T: “Tourism in this island is good in a way but the problem is that they don’t give priority to people from this island and the people in this island stays jobless. Tourism is important, it is a very important thing for this island. When done by people in this island, it’s important.”

Local6T: “Tourism is developing, if we compare it from the time it got started, there is progress. But I have to say that it is not progressing as it should, that is because the most important thing is awareness of the locals for this. But this is not done. If locals are made aware, it would get better in the sense that the guest comments would get better and there is a high probability of increasing tourist arrivals to this island as well. For the most important part, I should mention that there are certain things the guests are not happy about which has to do with locals. The ministry has made certain rules and regulations, for example regarding the way the tourists should be dressed. But we think that the guest house should take responsibility in this. But what happens sometimes is that locals see them dressed inappropriately and they go and shout at guests themselves! This happens sometimes. These things should be stopped. And the guest houses should take responsibility to implement this regulation. So, that is why I am saying that the locals are still not well aware. If awareness programs are held for the locals, positive effects would surely be seen and as said before guest comments would be better and they would be more eager to come here. Also, cleanliness is another issue, for example when locals buy from this shop, sometimes they throw away the plastic bags on the road. A biscuit packet may also be thrown on the road, and the roads get dirty, and sometimes the guests come and complain of these things, saying that there are plastic bags thrown on the road, biscuit packets thrown on the road, they are throwing everything on the road, and this should be stopped. It is because the council doesn’t do this that this is happening. The council should take responsibility for this. I don’t think they are doing much about this, but, they have recently done something very good, they have kept dustbins in different places, and they take responsibilities in throwing away the waste”.

Local 7T: “In this island, tourism has just started, right? So, it is slowly going forward. Tourism is important for all the islands in the Maldives as everybody can’t get jobs from the civil service and there aren’t many factories in our islands. So, since there aren’t enough jobs for everyone, and since tourism creates so many job opportunities it is a very important industry”.

Local 8T: “Yes. Tourism is important at all places. It is believed that the island will get more developed and the people will get benefits from this. In this island, too it’s going good but there are somethings that are out of control, like not giving a proper briefing to the guest upon arrival. What we have here is local tourism right? So they should be made aware that people are living in this island there are certain ways that they should be dressed. This information is not given by many guest houses. That is what the tourists say when we ask them, they say that the guest house did not inform them of a certain dress code and that is they are dressed like that. That is a significant issue in this island. We are hoping that this year (2018) this issue will be resolved. That a certain area would be allocated for the guests to sunbathe and do whatever they want. There is this area we call ‘Bikini beach’ area will be finished and they can start using the area”

Local 10T: “What I can say is that the rich people from Malé are coming to this island and after taking a small fee from the islanders, in the pretext of developing tourism in the island, they brainwash the people of the island, take their homes away from them, and it is in a very brutal manner that they have developed tourism in this island. There are many disadvantages and losses for the people of this island because of this. One such thing is that the people are not getting the proper payments or the rents from leasing their properties or lands. As I am not a person who have knowledge in this area, I cannot say much. But as a commoner, I can say that when the investments are made by people from outside the island, the people of this island are losing from this. Have been losing from this and still are losing from this. And that is what has been happening in this island”.

Question 2: How can tourism be made sustainable on this island?

Local 5T: “In order to develop tourism sustainably, we need the community to work together, there is no other way”.

Local 7T: “I think it is very important that people are made aware of what tourism is and what kind of benefits they can derive from tourism. Some people think that if they are not getting a direct income from the guest houses, it is not important for them. What happens in guest houses, is we give them for rent, that means that the owner of the land gets an income, then the guest house needs supplies that are bought from local shops, here the shops get income, in addition to this the guests are also going on fishing trips, excursions in dinghy (small boats) and the owners of these dinghy also get income. So there are many indirectly benefiting people from this business. There will always be some area that gets benefit from tourism. So, this has to be understood by everyone in the community. This is not just awareness but knowledge of these things should also be given to the general public. I think that most people’s thinking is that if they don’t get direct income, the business is not so important for the community. If I don’t have a guest house, it is not benefiting for me”.

Local 8T: “I think that if people get together and work as a team things would be sustainable. There will be competition but the people in this island needs to work together to develop

this island, like they are doing in Maafushi. In this island competition is very high, for example even when their guest house is full, they would not let their guests go to any other guest house. We see things like managers vacating their own rooms to keep guests in their own property, they do anything possible not to let any money go to any other places. Instead of doing that, if they are overbooked they could lend the guests to other properties, there is such a system in Maafushi and I think that's how it should be done.

Another thing is the amount that the local employees in the guest houses are paid in this island. It is not enough and locals do not stay in jobs in the tourism sector due to this. They bring foreign workers for less pay mostly from Bangladesh. The wages given are very low compared to what they earn by the guest houses. Even MVR 5000 is very low as a salary in this island because things are very expensive and electricity is very expensive. It is a sad thing actually because they are bringing foreign workers. Some locals are not even paid when they work for guest houses. For example, there is this lady who is a neighbour of ours who did cleaning, laundry etc for a guest house and still she has not been paid. A foreign worker is brought to a salary of just 100 or 150 dollars and they will stay without complaints. That system needs to be abolished. If Thulusdhoo community needs to improve in this guest house sector, we need to reach the same level as Maafushi. Maafushi is no.1 in local tourism in the Maldives. Even if I am from Thulusdhoo, I am proud to say that Maafushi is no.1 in this sector.

There has not yet been any other island who can beat Maafushi in this sector. That's because their teamwork is really strong. And their employees are also majority Maldivians. That's because their wages are good. A speed boat captain in Maafushi gets MVR 15,000. A waiter gets 10,000, a room boy gets 8 to 9 thousand. And in addition to that they get service charge and tips. I know youth from this island (Thulusdhoo) who have quit their jobs at guest houses because the pay is too low. They search jobs from civil service because the pay is constant there. But the pay is low there too. Tourism earnings depend on the number of tourists we receive, right? So, the earning is not constant and in this island the wages from tourism are still very low. That is why youth from this island are searching jobs elsewhere. Some security officers get 12,000 per month at some places for staying on duty from 6pm to 6am. They also get two days off. In this island the guest houses hesitate in hiring even a speed boat from a person from this island. It would be better for them to hire from the locals rather than having their own speed boats for guest transfer. That community spirit is not there among the people who operate guest houses in this island. They don't think of the development of the community or involving the community in their businesses. Now each guest house has its own speed boat. Before, we used to have few speed boats and everyone used them. Now each guest house has their own speed boat and they operate them for guest transfers, excursions etc. so that they get more money".

Local 10T: "I don't like at all how it has come to establish here and how it is being established. There are youth from this island who want to develop tourism in this island, but they have

been influenced by the politics that has been going around and because of politics they have not been able to do anything. But there is an initiative by the central government to soon open up opportunities to build guest houses in this island, but I still don't think that the youth of this island will get the opportunity to do business in the lands, I think it will be business people from Malé who will again get them. So, it is a great need that the opportunity is given to the youth of this island, because they really want to start their own their proper businesses in this island, I sincerely want this to happen and I really want the government to open the opportunity and facilitate the youth of this island to run their own businesses in this island. That is because when it is their own businesses the money will be circulating around this island, it will not be leaked out of the island, and that will be really good for our own little economy".

Question 3: What are the issues that this community face?

Local 5T: There is great discomfort among the community regarding the use of land space. There are many people in this island wanting land to build their houses. While they are staying like this, priority is given to people coming from outside to build guest houses. But we are also waiting to get land space. There are many people in the island also wanting land space. People who have land space are also selling to outsiders to build guest houses. For us it is very difficult when there is no space to live with our kids. We can't live in our parents houses forever. We need our own living space and that's a very difficult issue. That they give priority to people who want to build guest houses while not giving us living space.

Local 6T: "Before the end of the year sewage pipes will be installed, water is the main issue we don't get good water for showering and such needs, electricity is there too but it is very expensive, compared to Malé it is expensive. They take MVR 7.50 per 100 units from shops, let me check the accurate figures. (He looks at some bills and says:) from shops, they take 4.50 Rufiyaa per 100 units and if it is more 5.75 rufiyaa 6.50 and 7.50 (depending on the range of power used). If we look at houses, for each 100 units they take 2.50 rufiyaa, 200 units 2.75, above that 3.40 rufiyaa and above 300 units 3.40 Rufiyaa".

Local 7T: "I don't think there is any big issues yet that the population faces due to tourism, that is because in this island the things have been very well kept in order. For example, there is a certain area in which guests can stay in bikini and also this island is very peaceful in the sense that there wouldn't be any guys for example who would make comments on ladies who pass by. And I have to say that tourism is not at all new to this community. Even in 1970s when tourism started in the Maldives, tourists started visiting this island on visits. They have been coming since then, so the population is not new to seeing tourists. In some places, what happens is that when they see tourists they give lots of attention to them in the sense that they observe whatever they do and make a huge issue of them. But here it is not like that. The only issue would be if a person walks around on the common streets in bikini wear. Other issues are things like when it rains it's a little difficult to walk around due to puddles

(the island has sand all through and the roads are not constructed). The biggest problem before was due to garbage being thrown away on the beaches, but that is slowly being resolved now as the council has taken action on placing dustbins around the island. I would say that the problem has been very much resolved. It will take some time to completely adjust to the concept. Also, water supply is not there in this island and sewerage pipes are not installed. That is a huge problem we still face. What is there is some pipes installed by the people themselves. And water is still used from wells. In the case of electricity, it is very expensive compared to other islands. For example, even a small guest house has to pay like 15000 MVR for the Electricity bill, and they find it hard to make a profit because of this”.

Local 8T: “We find that the awareness factor is very low here. Tourism can be very good for the community but guest houses should take their responsibilities well, like in briefing guests, and when they don’t do that people will talk about it, if these things are done properly things will improve”.

Question 4: What can be done to solve the issues?

Local 5T: “The council has recently made a new regulation with regard to waste disposal. They come and collect waste from houses, and they take them to a special area allocated for that in the sea. We think it’s very good. And there is another person from the island who collects leaves and things. We pay this person to collect such waste. There is no difficulty in the supply of water in this island. We get good water for all needs. There is an issue in electricity though. The issue is that the electricity bill gets higher from month to month. We use electricity for many needs, but we know how much we use them but the bill we get is much higher for what we actually consume. If it’s a small amount in the bill this month, next month they will bring a bill with an amount two times higher. That is a very big problem”.

Local 7T: “Water supply is not there in this island and sewerage pipes are not installed. That is a huge problem we still face. What is there is some pipes installed by the people themselves. And water is still used from wells. In the case of electricity, it is very expensive compared to other islands. For example, even a small guest house has to pay like 15000 MVR for the Electricity bill, and they find it hard to make a profit because of this”.

Local 8T: “With regard to water, we have been having so many difficulties. Even if you look at this house you will find here that we have made a well over there, even that well’s water has gone bad now. We don’t have proper water. We have to dig wells and even that water is not good. It has been 8 months since the water in this house has gone bad. We need to bring water from other houses to shower too. If it rains we take rain water and spill it into the well, that is the situation about water.

With regard to electricity, we do get it but if the water of the well is bad, we can’t use the electric motor to pump water. And electricity is very expensive. We are also citizens of Maldives and there should be no discrimination when it comes to this island. The amount they take for each unit is very high in this island compared to other islands and Malé city.

Even if we compare with Maafushi it is very different and even in Malé there are hotels and guest houses, why is the price of electricity so high here? It is worthy to mention that the communities should have the same stability. There should be no discrimination in electricity bills.

Even the problem of not having proper sewage pipes is a huge issue. There were sewage pipes installed by locals and they are being used by guest houses as well, and we use water to wash while the guests dispose of many tissues into these pipes, and what happens is that the pipes get blocked. These are not proper pipes which has been installed by the locals. And these pipes get broken and the sewage leaks into the soil, and that affects the water. The water gets really bad with the sewage mixed with it and that water cannot be used. When we dig in down the soil even to my height, still the water is corrupted by sewage. So the importance of installing a proper sewage system is a top priority for this island. We are doing anything we can to get good water. We collect rainwater, dig wells and still no permanent solution to this”.

Question 5: Do you think that tourists can help to promote your culture? How can they do that?

Local 5T “There is no special cultural centre in the island, for different occasions, for example last night for New Year celebration there was a show, and there is are two ‘boduberu’ (a sort of tambourine type drum) groups in the island and when the guest houses ask them they perform for the guests. There is no specific cultural activity apart from that. We believe that the tourists can also help promote these activities, and we need to bring our culture to them. We can for example greet them in our cultural traditional ways. If we perform cultural games for example, they will come more to have a look at how these games are played. That can be done and improved”.

Local 6T: “In this island, there are groups who play traditional music on different occasion. For example, on Eid. There is no cultural canter as such. And when guest houses request these groups to perform, they will do it. There are two such groups in the island. It is not specifically for the tourists, they might perform in houses as well when they request, and for example when circumcision festivals are there”.

Local 7T: “There are groups in this island that give cultural shows. They are the ones who arrange these shows. That is when guest houses call them or they themselves take initiative to celebrate certain days and special occasions. The tourists like this. And they would post pictures of this in Facebook and other social media, but I don’t think this would make a big impact as such in promoting our culture”.

Local8T: “There are certain clubs and groups who does this. From what I know, there is just one group who does cultural shows but there is also a music band. Cultural groups are getting less and the trend now is music bands. For any type of festival or gathering now they do live music. Sometimes on New year nights or other occasions, very rarely do we see such cultural

shows. Looking at the amount of guest houses in this island, I have to say that just one cultural group is not enough to promote our culture. Maybe we don't see them often because they are more expensive than the music bands".

And there are houses that produce some local traditional food and sell them to the shops and to the guests. 'Theluli keyo', 'kulhi kaaja' etc. Some even produce 'Addu bondi'- a local produce from the south of Maldives.

Question 6: Do you think tourism benefits are distributed evenly to the community?

Local 6T: I don't believe that it is equally distributed. There is TGST which is taken from the tourists, but I believe that income tax also should be taken, and that is how the local populations will improve. I think that there will be an immediate impact if income tax is taken.

Local 8T: "The community is benefitting from the services. Like the ferry people they get their money. Local shops get money when tourists spend there, this way the link is there, and the community can benefit from tourism".

Question 7: Are you or the general locals involved in making decisions regarding tourism?

Local 5T: "No the council does not involve us in making any decisions".

Local 6T: "Yes they do involve the people by getting their opinions. They do get our opinions when making regulations and such things".

Local 8T: "Recently they took the people for a meeting. It was regarding the issue of the bikini beach because some locals complained about guests walking around the island in bikini wear. I heard that things got very hot in this meeting. Heard that there were many arguments. I don't know much about that. Yes, they do discuss with the locals when some big issue comes up. Otherwise they don't".

"Council has taken some not very good decisions earlier. For example, like giving a really huge space for a very small rent to one business man who came to invest to build a big hotel in this island. It's like giving him that land area for free. If they gave that space for a big rent the council would earn more money. They should have opened the land area for bidding and given it to the party that offers the highest rent. That would have been much better. That is not how it was done. They just gave it because he was a close person to them. This is also very well done in Maafushi. A system is established there. The guest houses have outdoor restaurants and the land space for this is rented from the council. In this island, it does not work that way. They don't rent these spaces. They just give away to people they prefer and that is a very big loss for the community. The council should do what they have to do in this in the best way possible for the benefit of the island. They need to communicate with the guest houses at least once a month, which should be possible if they can't do it once a week, they can reserve some time from their schedule and discuss things with the guest house businesses. I think that this is very important. When a business like this is established in a local island, there will be many things you see. There are many among people among the

public of different age groups. With different kinds of characters. How different people take things will be different. This needs to be understood. Locals as well as the guest house managers should be aware of this. If both parties communicate well, there will be no problems. Communicate and discuss things. The awareness is not there. The council should do a better role. But they are not succeeding in this. Sometimes the police are involved when the council can't take the measures they have to take. This is a peaceful island in general but sometimes little things happen which leads to big things which needs the attention of authorities. If the population gets upset over something the council meets them and discusses the issue, and it leads to arguments too sometimes. But most of the time the island is very peaceful".

Local 9T: "Yes, they do involve locals. They do have meetings sometimes to discuss issues. It is important that they do that."

Question 8: Would you like to add anything else:

Local 5T: "Yes, we are getting many benefits from tourism. But I will tell you a story, this is real, what is happening now, for instance is if we have a shop which sells things to tourists, other people who owns such shops tries to steal customers from us. They tell them that their shops sell at better prices and all and take away the customers. That is a thing which will let our business down if they keep constantly doing this. They don't give the guests their choice to choose from where they want to shop. This should not happen but is happening. And they have our youth allocated for this, to take customers to specific shops".

Local 8T: "There is still much this island could do, the people who bring guests to this island should communicate well with them. Something I have noticed is that the guests come alone sometimes to the island after making bookings online, but there is no one from the guest house to receive them on arrival. Sometimes they wait in the ferry because there is no one to receive them. I have seen this, it happens, and this is a serious matter. Sometimes they wait for a long time at the jetty or inside the ferry. Sometimes the guest houses give the captain of the speedboat the board with the name of the guest house and ask them to receive the guest from Malé. The speed boat crew are not required to do that.

They have separate work, usually there is the captain and two other crew in each speed boat, and they should not be asked to get out of the boat and receive guests. Even if the boat is hired by the guest house, they should not be asked to do this. But sadly, this happens in this island. They give the board with the guest house's name on it to the speed boat captain, and tells them that there will be a flight coming at 0900 and to receive guests from the airport. He does that sometimes because he wants to maintain his job and to strengthen the link he has with the guest house. But this should not happen. A person from the guest house should go there to receive the guests. Or at least someone else should be sent. Or arrange a representative from Malé. From Maafushi, they have allocated Airport Representatives from each guest house. Look at Vaavu atoll. Many youth from Vaavu atoll are employed in

Maafushi. You can see many Maldivians employed in Maafushi tourism. There are many in the water sports field too. In this island, what happens is that even if some youth initiates a business as such, like water sports this does not happen because the guest houses do not encourage this. Other water sports can also be conducted here and the business will run well. All the tourists are not here to surf. There will be certain guests who come for surfing but there will also be some who would want to ride kites, banana boats, etc. But there aren't any such activities here. In Maafushi, upon arrival the guest will be informed of the options available. There are three diving schools, and many water sports canter, they will give the information about them to the guests and tell the guests to choose where they want to go. Even if the guest house offers such services they will still give the option to choose from other places if they want. They will show the prices and let the guest choose where ever they want to choose. They also give the information about the food they offer, buffets other people offer too. They communicate with the guests in such a way that the guest feels that there is no obligation on them and they feel more welcome to the island. And they also trust the guest houses who does this. But in this island, they will be told that they will have to ride the jet ski owned by the guest house they visit. The guests don't get a choice and they do it by compulsion. There is no outsourcing. Everyone wants to do everything by themselves. They are also taking risks when they do this. For example, if they outsource water sports and diving to a diving school, they will take care of the guests needs with regard to diving and water sports by themselves, and they are certified people, they will sign agreements with the guests before they take them on diving etc. They will take full responsibility of the guest and the Guest house they came to will have nothing to worry about. That is a huge problem in this island, because they don't outsource anything. Every guest house wants to give all the services by themselves. If they outsource, this business will bloom really fast. Many new businesses will be created and the island will develop more. When the guest comes to this island, the guest house they come to will say that they have to eat from there as the food available from local restaurants are not good. That is how they give briefing upon arrival to the guests. Another problem is when giving tips. Some of the guest houses here tells the staff not to take the tips for themselves, saying that they already give service charge to them. One guy I know was working in a guest house here, and he said that his boss informed him not to take tips. As to how we feel, tips are something the guests give as a gift when they appreciate the service provided for them. That cannot be part of the salary. That is not related to his wages. If I give a service to a customer and if the customer is satisfied, he gives the tips. In this island the guest houses have changed the meaning of this. So, I have to say that the standard in Maafushi is high in these aspects and this island has still a lot to improve. In Maafushi, the land is also more expensive. It's like gold. Those who have land in Maafushi is like they have gold. A place of this size (shows his home) may be taken for MVR 75,000/month. In this island, this system is not there".

Local 9T: “The environment should be carefully preserved and taken care of. The island should be developed more by the local council and guest houses together. When the island is developed and facilities are developed the tourists would be happier to come to the island. Facilities, infrastructure should be developed. Clean water should be available to shower, the sewerage system should be well established, electricity should be readily available at affordable prices”.

Local 10T: “Businesses from people from this island is very less. I know just one person who has invested from this island on a guest house. And his business can be said to be a very low level business compared to other investors who are investing a lot and running huge businesses. It’s incomparable to compare his business with the businesses which have been invested by others. And others do not like to collaborate with him either. He does his business all alone”.

2.3 Summary of the in-depth interviews and observations made at Island 2: Maafushi

The first visit to Maafushi was made by the researcher in January 2016.

The first interview taken at Maafushi was with the Local Government Council (LGC) of Thulusdhoo.

Note: A detailed table of the people interviewed has been presented in the Methodology chapter.

2.3.1 Summary of the first interview with the LGC of Maafushi Island (January 2016)

Four council members and the civil service head of the council was present at the interview. The deputy president of the council - DPC (female), Councillor 1 (male), Councillor 2 (male), and the head of the civil service - HCS (male) participated.

Question 1: How many guest houses are registered in this island?

DPC: “There are 47 registered guest houses”.

Question 2: How many are owned by Maldivians?

DPC: “All owners are Maldivians”.

Councillor 1: “There is no foreign involvement in ownership in any of the guest houses. They are registered under Maldivian names. We don’t know of the dealings they have with foreigners”.

Question 3: Are foreigners investing in building the guest houses?

Councillor 1: “We really don’t know”.

Councillor 2: “We know of one place. But they haven’t yet started work there”.
DPC: “That place is yet at ground level. They haven’t even started work there yet”.
Question 4: That big building under construction is invested by a local?
DPC: “Yes”.
Question 5: How many are from this island? Are there any Maldivians from other islands as owners of any of the guest houses?
Councillor 2: “Many are there”.
DPC: “About 4 or 5 I think”
Councillor 2: “Most of the big guest houses are owned by other people from outside of Maafushi”.
Councillor 1: “Some guest houses which were managed earlier by islanders have now been sold to other people as well”.
DPC: “Around 7 places are there managed by people from outside the island’
Question 6: In management positions in the guest houses, are there people from this island or people from outside?
DPC and Both councillors in unison: “People from this island are more”.
Councillor 2: “About 10 would be from outside the island”.
DPC: “That would be around 7”.
HCS: “Even if there are foreign investors to build these places, the majority of managements are from this island. For some special reason, there might be some places leased to outsiders”.
DPC: “They build the place and lease sometimes”.
HCS: “But mainly it is islanders who manage”.
Question 7: Don’t you take the information on how these places are shared in ownership?
HCS: “No, we don’t, it’s from the tourism Ministry and MIRA (Maldives Inland Revenue Authority) who take this information. In the past, we don’t even know when a permit is given to operate guest houses, but since we do survey these places now by sending our staff we know the places”.
DPC: “But we still don’t know when the permit is given”.
Question 8: How much do the locals engage in other ancillary businesses?
Councillor 2: “It’s all people from this island who run these places. Except one place. There is one place called Active where the head is an outsider. But the employees are from this island, there as well”.
Question 9: So, do you believe that CBT is practiced well in this community?
DPC: “Yes, it’s well established. There is few houses in which people are not engaged in any activity of tourism. They either do laundry, or some sort of something for the guest houses”.
Question 10: Is there anything that the locals are not happy about?

DPC: "They are not happy when the tourists come out in Bikinis".
Question 11: Are there any other issues?
DPC: "No other issues. Bikini issues are also reported very less nowadays".
Question 12: Are there any issues related to Maldivians, who come as guests?
The council in unison: "There's more complaints about them! Because when they dress or behave in an odd fashion it's more evident! We get less complaints on foreign tourists than the local tourists!"
Question 13: Are there any significant problems you have noticed in guest houses?
HCS: "There aren't issues as such related to guest house managements, but there are issues related to them made by the Government. For example, look at the green-tax that is being taken or other taxes. We don't get any benefits from that. The whole thing goes to the Government through MIRA. But tourism being developed at such an extent in this island, with a lot of sacrifices from the locals, but the Government is not giving any portion of that the taxes taken from the guest houses to develop this island. But look for example, we are giving the Government 2% of the whole economy of the Government! From this island, only we are giving 2% of the income of the government. But the Government is not giving us any assistance. That is the most concerning thing for us. But the guest houses are assisting us a lot to keep the island clean and things like that".
Question 14: Is the cleaning of the island done by the guest houses?
HCS: "Yes, they do most of the cleaning and disposing of waste as well".
Question 15: Are you saying that there is no amount given by the Government to the council?
HCS: "They don't give any portion of the taxes to the council, which is here to help the locals to develop the island. We can for example develop a good system of waste disposal too if the government gives us a portion of the green tax that is given by guest houses of this island".
Question 16: "Isn't it in your mandate to make rules and regulations in order to gain some money for the council?"
Councillor 2: "We did think of starting such projects but they started taking 6 dollars again for Greet tax from every tourist".
DPC: "We believe that the Green-tax should be spent to make this island more environment friendly. To plant more trees, to keep the island clean etc. Even if they don't give the full amount, they can give some percentage of that tax to us".
Question 17: Do you mean to say that you only get the budget allocated to the council and nothing else?
Councillor 2: "Nothing else".
DPC: "Even that budget, we don't get in full".

HCS: “Actually, we cannot make regulations to take taxes as such. It is the Government who has to make such regulations and get it passed by the Parliament”.

Question 18: Do you get any income from the spaces allocated in front of the guest houses, which are used by them for restauration, entertainment and other things?

DPC: “Not before, but this month we have started that by signing an agreement. We expect like about 1 million Rufiyaa a year from that”.

Question 19: Will you be spending that on some of the things you have mentioned like greening the island and proper waste disposal?

DPC: “But that is actually a very small amount, and we will not be able to do much with that”.

HCS: “If we get any amount from the Green-tax, we would be able to do much more. We really thought that the Government will be giving us the amounts which this island gives as green-tax, but sadly, that is not how it happened. They just take it by saying that that is what they are going to do but they are not giving us any portion of that to help green the island”.

DPC: “I heard that even the guest is talking about that, that they are giving Green-tax to help the environment of this island, but they don’t see any improvement”.

Question 20: Do you want to add anything else?

HCS: “Tourism in populated islands was started to improve the living conditions of the people in the islands, but what actually happens is what we have told you about”

2.3.2 Summary of the interviews conducted at Maafushi with guest house managers or owners (January 2016)

Interview with guest house owners (GHOs) or managers (MHOs).

Question 1: How many people own this guest house and where are they from?

GHO 1: “I (a local) and I am from this island”.

GHO 2: “Two Maldivians from this island”.

Question 2: How did you come up with the idea to create a guest house?

GHO2: “My best friend is the other owner, he is the one who gave the idea, and after he talked about it three times I agreed to start it with him. I’m actually the youngest investor in this business in this island. As we were both young, we were living like the usual youth, spending everything we get without investing in anything, so, my best friend gave this idea, he said it’s better to find ways of getting more instead of spending all I get. So, that’s when I realised I should start this”.

GHO1: “It was during the presidency of President Nasheed when local islands were opened for tourism. He is a very good friend of mine. He gave me the idea to do this. This is my own house. First I leased this house to Bangladeshis to live and left to Malé to educate my

children. It was in 2010. But in 2011, the permit was given to open guest houses in local islands, so I got my house back from the Bangladeshis and then started constructing the rooms. Around April 2011 I was able to complete 5 rooms. That's when I opened the guest house. But when I first opened, I didn't get any guests. For about 4 months it was like that. May, June, July passed and during August I received 2 guests. Two Japanese guests. Before this place was opened there was only one guest house in this island. But the first guest who came to Maafushi was to this place".

Question 3: How many rooms do you have here?

GHO1: "10 rooms".

GHO2: "We have 10 rooms. When we started we had only 3".

Question 4: On an average, how many comes per month? If you distribute the occupancy for one year that is (average occupancy).

GHO2: Our occupancy is around 60% around the year. In the high season, it reaches above 85%

Question 5: How many people are employed in this guest house, and what are their nationalities and occupations?

GHO1: "We have 5 Bangladeshi staff and one Maldivian. The Maldivian is involved in all the operational activities. He is the boat captain, electricity man and everything. The Bangladeshis clean and make the beds, and my daughter who has done a course in housekeeping checks everyday how they do things. Cooking is still done by my wife. And also, I have a daughter who has studied Travel and Tourism who is in charge of the reservations. And my youngest son, goes in the speed boat with the guests on excursions".

GHO2: Including me, it's 4. Two Maldivians, Two foreigners. The foreigners do housekeeping, breakfast, prepare soft food at the kitchen, and prepares drinks. I and the other local employee deal with the guests.

Question 6: Do you get support from the local council?

GHO1: "They don't support us at all".

GHO2: "We do get support from the council too, but, their functioning is very low. They do what they can, when they are asked".

Question 7: Talking about the community, how much are they aware of this guest house business or what do they think of this business?

GHO1: "The locals are actually very supportive. We also have Gulhi and Guraidhoo nearby, but they can't do this as we do this. That's because people don't steal in this island, there are no drug users, and even when something is left by a guest on the beach, they would go to all guest houses trying to find the owner. So the support of the locals are very good. But the council does not play any role in this".

GHO2: "You can see how well we have developed the businesses here. How can it happen without local support? The locals are very supportive and kind. We have outsourced guest house supply and laundry to people from this island".

Question 8: How is the cleaning of the island done?

GHO1: "Cleaning the island and things are also done by the guest houses by employing people for that. We take 150 Rufiyaa per room for cleaning purposes of the island. All the guest houses corporate in this".

GHO2: "If one guest house initiates this, all the available people get engaged in it".

Question 9: Is there anything negative related to this?

GHO2: "Yes, there are negative things as well. The problem is that most of the people who comes aren't Muslims, so there are some people who don't like the way we do things. And I think that the Islamic way of life, and the culture we have been practicing previously will be lost to some extent. And I think this will be gradually happening. And if it happens, some people's belief will get hindered, some might lose the faith, so the possibility of this exists".

2.3.3 Summary of the interview conducted at Maafushi with a tourist (January 2016)

Note: The tourist was a man from Sweden.

Question 1: Have you been to Maafushi before?

Tourist4: "No, this is the first time. I like this island very much."

Question 2: Have you been to any other islands in Maldives?

Tourist4: "No, we have just been in Malé during some intermediate landings".

Question 3: Me: Are you happy with the services and facilities at this guest house?

Tourist4: "It's a guest house, so it's good".

Question 4: Are you happy with the locals in this island?

Tourist4: "Oh, they are very nice. Yes, we've been travelling almost all over the world prior to this trip, me and my wife, we actually spoke about it just before we got here today, we've been out snorkelling the whole day, the locals are very helpful, very happy, people you've never seen or even met before they smile at you, they say hello, good morning, and things like that, it's very nice".

Question 5: How many days have you been here already?

Tourist4: "We've been here for 8 days already".

Question 6: Did you learn anything about Maldives already?

Tourist4: "Oh yeah, the costumes, how the people behave, things like that".

Question 7: What do you think can be done better by the guest house, or for the island to serve you better?

Tourist4: “Actually, when I see on this island, all the new constructions, that are ongoing, its scares me a bit because of the number of rooms that are increasing. I wonder how the island can take care of the tourists, having 1500 inhabitants here in Maafushi, and like 500 employees serving guests, and just doing these calculations, it seems that it will decrease the space for the people.

Question 8: So, what would be your suggestions for a better Maafushi?

Tourist4: “Actually, I don’t have any suggestions. I came here with an open mindset. And me and my wife, we are pretty used to adjust to our environment, so, what we’ve seen and been through for the last 8 days has only been positive. But there is actually one thing, it’s when you order food, there are very few vegetables. I can understand it, it’s expensive to bring it here. So, I understand it”.

Question 9: Which activities d you engage in during your stay here? Have you been to any nearby resorts?

Tourist4: “No, we haven’t been to any resorts. We’ve just been out diving and snorkelling”.

2.3.4 Summary of the interviews conducted at Maafushi with locals (January 2016).

Question 1: In your opinion, how beneficial or important is the guest house business is to this island?

Local1M: “I think that having guest house businesses in this island is very important. That’s because there are many employment opportunities, we can say that there isn’t any one without an employment and in this island, I don’t think that there is any household to which benefits from guest house businesses does not enter. For example, nobody can live without money, and without a job you don’t get money, everyone does not get higher education, some don’t study because of money constraints, some don’t have good intellect, some don’t even want to get higher education. It should be noted that when they finish grade 10 they get good employment in this island.

Local 2M: “I don’t think this is good for an Islamic community. That’s because the religion disappears. It is destructive to the Islamic religion. When all the locals are serving the guests, they are neglecting prayers. That’s the first reason. And I don’t know if they would be fasting during Ramadan either. They are always occupied with the guests. When the guests don’t dress properly, the locals copy. Lots of opportunities are there for jobs that’s a good thing. But the problem is that they don’t behave as they should, especially the youth. They live like the tourists when they are with the tourists. They are left to live however they want. This has become like ‘Kumundhoo Gaakolhu’ (a historical expression used to say how people deviated from the religion by practicing indecent activities at that particular place). That is

not good. Everything else is fine. Economically this is viable. Very much so. No one in this island has to go to anybody for money. Everybody is full”.

Local 3M: “Positive impacts are there like employment opportunities, and some negative influence too from the way the tourists dress. There should be a certain area allocated for the tourists to be dressed like they want to. Otherwise there aren’t anything negative and we are not disturbed by anything else. The economy of the island is growing, and the island is getting developed. The guest houses are contributing to the economy of the island. They also give their share to the activities carried out for the development of the island, helps clean the island. They even take initiative to do such things”.

Local 4M: “Lots of benefits. For instance, for this shop, we get more benefits from the guests than the locals because guests come more often than the locals. If we look at just this shop, there are more guests coming to the shop than locals. So obviously, we get a lot of benefit”.

Local 5M: “Increase in employment opportunities. Those who don’t get jobs easily now have the opportunities to get them. Also, the island is getting developed more”.

Question 2: How much do the locals get involved in tourism?

Local 1M: “It’s usually the youth. Some middle-aged people are there but it’s mostly the youth”.

Local 3M: “Now everyone stays in the island, and there are some people doing multiple jobs simultaneously too. So, that is also getting more income to the families”.

Question 3: Does other related businesses benefit from this?

Local 1M: “The guest houses do their own laundry. There are only two people I know who run laundry business in their own place, and they do get a good income from that. Shops, cafés, and restaurants get a huge income. A lot of income comes in to them. Even in that bakery over there, they can’t make enough, everything they make get sold really quickly. They get sold because in the guest houses eating is more expensive. When they sell things outside, it’s less expensive, so most tourists opt for shops and bakeries and the short eats shops”.

Local 2M: “Yes, they have a very positive impact. For all kinds of businesses. Also to the cafés. We still need more cafes. And there are around 800 guests all the time in the island. That’s like in 2 or 3 resorts of the Maldives combined. And this island specially is attracting a lot of tourists because it’s cheaper than the resorts”.

Local 3M: these local shops are getting more benefits, we see the tourists go a lot to these shops to buy fruits and other things as well. Baby-sitting service is done too, sometimes guest houses ask people from the island to go and take care of kids of the tourists. Laundry services is also done by giving to some houses in the island. A lot of money is earned from these things. You can see some laundry businesses opened too.

Local 4M: “Yes. I think there are 2 laundries already. I don’t know much. I think increasing guest shops is also needed. Where they can buy the products that they want. Things that are available in their countries. Because, one day a guest was saying that the things they need aren’t available here. There are some shops who sell clothes too but the type of things that they want are still lacking. Some people support the products that are made locally, for example like ‘bondi’ (a local sweet speciality produced in the south of Maldives) but some want the products made in their country”.

Question 4: Are you happy with the tourists?

Local 1M: “When our children see how the guests are behaving, they get affected in a negative way, but I believe that bigger people should not get affected by this because they have the intellect and they should also get their children to understand this that this is not our culture and that we are from another religion. We don’t actually see them dressed inappropriately, as the bikini beach area is hidden from us. We don’t go there. We don’t go to swim also in that area. We have another area for us. If we go there we would see them”.

Local 3M: Bikini beach is there, but they go to other areas as well dressed in bikinis. I think that the guest houses are not giving the information properly to the tourists. I think so because sometimes we see tourists dressed like that on the road and when we tell them they say that they are not aware of this rule. And they cover themselves as well. So, I really think that they are not given this information properly.

Local 4M: “The most significant thing is the bikini problem. That they come out on the streets in bikinis. There are no other problems with locals. I have worked in a guest house before I know this, before, they used to brief the guest on arrival, on everything. As you know some locals too wear shorts when going out. They used to tell that shorts are allowed, T-shirts are allowed, but not bikinis. Even on this road we see them in bikinis sometimes. But the police stop them. I have seen them stopping the guests a few times. The bikini beach area is on that side and the other side is for locals. Some guest houses inform the tourists, some don’t. Nowadays they don’t. Locals tell them they cover. There are two types of people actually in this island, some are more religiously aware and they are not very comfortable with that. And the only problem we face regarding guest houses is this. Otherwise it’s ok.

Question 5: Do you think that this is influencing the behaviour of the locals, I mean the young and the youth especially.

Local 1M: “We don’t believe that the bad influences come only from guest houses. There’s TV channels also, there’s the social media as well. We think that the youth get affected more from the internet and TV. I think that it’s from Facebook and those things. There are people working in guest houses who wear beards and Muslim dress and things as well. These people go to the mosques also for prayers on time every time. And they are not prevented by the guest house managements. So, we believe that it’s upon the person himself to correct his own character. Some Maldivians who come on holidays behave much worse than the

tourists themselves. These people say they are Muslims so we think their behaviour is more inappropriate when they behave like the non-Muslims, wearing shorts, small sleeveless t-shirts, they even go to the bikini beach to act like the tourists. Our children are also in this island, but they do not behave like that”.

Question 6: Would you like to add anything else? Any other issues related to tourism in the island?

Local 3M: “Yes, economically there are a lot of benefits, but as this is an island where people live, it is important to inform the guests of certain things. That would happen even if we go to a foreign country, we will have to adapt top their rules and regulations. So, they will also obey by them if the rules are enforced on them. We are happy with this business because of the benefits the people are getting.

2.4 The second visit to Maafushi in January 2018.

The second visit was made after two years since the first visit. The first interview taken during the second visit to Maafushi was with the Local Government Council of Maafushi. The councillors have been re-elected and there were none who participated in the first interview. Three councillors (Councillor 3, 4, and 5) including the president of the council participated in this interview.

2.4.1 Summary of the second interview with Local Government Council (LGC) of Maafushi (January 2018)

Question 1: Do you take initiative in organizing events for the tourists who visit this island?

Councillor 3: “We do not take part or arrange such activities but for cultural things we facilitate, we help the youth who are engaged in such activities. We do everything we can to maintain the culture, especially the religious aspects. There is a law and regulations regarding tourism in unpopulated islands and the guest house regulation so we make sure that those rules and regulations are followed. If they need assistance in conducting cultural activities, we do provide assistance in every way we can”.

Question 2: Do the locals of this community make use of tourism in the island to sell their own products to the tourists?

Councillor 5: “Yes, there are some locals who draw things and sell them, Especially the youth, they also print T-shirts. And, in the cafe’s they have ‘hedhika’ (local savoury pastries) made by locals. And also, guest houses pay locals to prepare Maldivian cuisine for the tourists. And if some tourists request to visit houses and eat there, such arrangements are also made. And they get a good pay for that”.

Question 3: Do you believe that due to tourism the culture is improving?

Councillor 3: “Well, long before the guest house business came to this island, we have been engaged in cultural activities especially during the two Eids. That was done only for certain days like the Eids only for fun. But now it is done as a business too. So, we believe that yes, it is also reviving, because even some of the traditional sports which were not played much before are played now to show the tourists”.

Question 4: In your opinion, what is Community Based Tourism?

Councillor 3: “The guest house concept is actually very much community based. The original guest house concept was for guests to come and stay in houses where they are provided with food and accommodation. But now, here in this island too the guest houses have turned to small hotels and the original concept is lost. So now there are two concepts mixed up. But, this does give benefits to the Government as well as to the island, and it could be said that this is the best concept to follow, how we are doing it here now. For example, when we request for funding for projects to develop the island, the guest houses are very willing to help because they know that their business will also improve if the facilities in the island are improved”

Question 5: Are the investors of these guest houses people from the island?

Councillor 5: “No, but they take the houses for rent and they also build them to a very good standard and some owners are going to receive their house after 15 years in very good standard. So, they get some rent now, but in the long run they are going to get back their house too built to a very good standard, and then they can decide if they want to live in it, operate a guest house or to rent it at a much higher price again. Some of them rent their houses and go abroad and live in neighbouring countries to educate their children in schools there and now, here lots of jobs are created. So, the community benefits a lot”.

Question 6: Are the locals occupying most positions in the job market here?

Councillor 3: “The population of this island is not so high, so we don’t have enough people to occupy all the positions created by tourism. There are many other developments to the island which came due to tourism being established here, for example the bank, and united suppliers and other various businesses have started here as well”.

Question 7: Do you think that the involvement of the public is very high and it is satisfactory?

Councillor 4: “Yes, they do engage a lot in this. And also, it is due to tourism that the transport sector has improved so much in this island. Now it is very easy for us to travel which has also brought a lot of improvement to our economy”.

Question 8: There will be certain rules and regulations that you would have made regarding tourism, are these rules and regulations effective and do the people abide by them?

Councillor 3: “What happens is that in all the islands tourism is not the same. Here for example we have a very big population of tourists, but we don’t have many inhabitants.

There are certain regulations already and they will be strengthened while problems arise as they are being applied. For example, the area allocated for guests to bathe in the sea, we allocated that area because then we can direct them back there if they go to other areas to bathe in bikini wear. Maafushi people do not go there but some other locals who come to visit goes there. Tourists are allowed to bathe in other areas too, but not wearing bikinis. They will have to wear more clothes if they want to bathe in other areas. For example, some middle east tourists or other muslim tourists visit they sometimes go to the area where the islanders bathe. The beach area allocated to tourists is however much nicer than the other areas. So we do face the problem of not having a nice beach too. There is no island nearby where the people can go and bathe either. Even if there is a 'finolhu' (very small island without trees), it has been leased to someone of some party. We actually need such an area or a nearby island. That would help things a lot if we get such a place. Then we can perhaps send the tourists to that island for sunbathing and watersports and the islanders can enjoy at Maafushi. It is there in the central government's plan to reclaim land in Maafushi but we don't know when it will be implemented. There is the plan to construct the roads as well. Maafushi is the island that generates the maximum amount of revenue from tourism, but we do not get anything to implement the projects we urgently need to implement. We do include them every year in the proposal of projects for the island, we did include the need for land reclamation, the road construction, sewage disposal system among other things".

Question 9: How do you believe that the tax should be distributed? Do you believe that the tax generated from this island should be spent on projects for the development of this island or as it is done right now?

Councillor 4: "We really don't want the tax as per se. What we want is something from the amount generated from this island as funds to implement the things we need in this island. We are not asking to give something that the government can't give. Even the public does not want this. Instead of that, if the government can facilitate the things that we need we would be very grateful for that. As a policy, when the decentralization bill was passed by the parliament, there were many debates regarding this. They did discuss about allocating a percentage from the amount generated by each island to that island itself. If that is done that way, this island would be one which can implement many things that we want. Unfortunately, that bill was not included like that in the law".

Question 10: Have you contacted any training providers to give training to the people who are interested in this industry? Skills training as well as higher education in the area so that locals can become managers in the industry?

Councillor 4: "We do sometimes initiate to conduct some trainings, in different fields, but what happens is that few people apply for these trainings. The guest houses themselves conduct training sometimes for their staff".

Question 11: Do you try by any means to train people to create new businesses or to facilitate the establishment of new small businesses in this island?

Councillor 5: “We have scheduled that too in the plans that we have already made but the thing is that we are not in a position to facilitate loans or anything for small businesses as what we already get as a budget isn’t enough. What we want actually is to raise some capital to do such things, and we don’t even have many facilities here. Even as assistant staff we have just two people. If one of them takes leave there is just one staff. And the salary for civil service is so low but they should have a bachelor’s degree now to join the council staff. So, it is difficult to get staff to work here. The salaries at the tourism sector and other private places are much higher and with a degree they do not want to come and work for civil service. In the tourism sector, there is many employment opportunities, even if they don’t finish secondary school, they can still get a job. A driver in a speed boat gets MVR 15000, they just need to take the driving permit to get that job. The potential for this island is there but if things like reclaiming land is not done by the government for this island, the development will not be that good. But still we are doing well here”.

Question 12: Do you try to make the community aware of the benefits they can get from the tourism sector? Has any program been conducted on this?

Councilor 3: “These things have been scheduled, but as we said before we have very few resources and we haven’t been able to conduct these things. We would need money to bring resource people too to conduct such programs. Even to maintain cleanliness of the island a lot of money is being spent from the little budget we get. We know that cleanliness of the island is also very important for tourism as well. That is why we give such importance to that”.

Question 13: When you are doing the cleaning and maintenance of the island, are you doing things in a sustainable way? Is it environment friendly?

Councilor 4: “Yes of course. We got funding from Japan’s JAICA to improve waste disposal system, and when that has been established it will be very good. Some workshops are being held now regarding that project and training will be given to the personnel involved in it as well. This is an environment friendly project and the problem of smoke and bad smell coming from the waste disposal area will be solved when this project is implemented. This is a very good accomplishment and hopefully at the end of this year this will be implemented”.

Question 14: What can be done more to sustain tourism in this island?

Councillor 3: “Things will get even better and there is prospects still in this island for a better tourism. But to sustain tourism we still need to do many things. We need more beach, more parks and greenery, children’s playing areas, now there is just one children's park but that is very small even if we consider only the population of children in the island. So, for the young visitors and the locals, we need a better and bigger children’s playing area as well. So, all in all, the main challenge is that we do not get enough support from the central government to

accomplish the things we want to accomplish. As an island, which generates so much income for the government, they should be more concerned in developing our infrastructure and giving us assistance to accomplish our goals. If we can get play areas for the children, and an area for the adults too to meet up and talk to each other, and maybe a special park for tourists as well”.

Question 15: In your opinion, what can be done immediately to some these problems?

Councillor 4: “There are somethings that we can do even now, like maybe take loans and start some of the projects. We can take loans and assign people to do the tasks, make contracts with different parties and start implementing the projects. Maybe if we make these contracts and start them, the central government would also help. Maybe the government wants us to take initiative in these things. But we have to take our responsibilities well and inform the government of our dealings. We can for example talk to the road corporation (a government establishment) and start constructing the road around the island first, we can get a loan from the bank for that first step which will be the 1st phase of road development in Maafushi. And we can show the statistics to the government and show them how much we can pay from the budget we are given. If we can’t pay, how much we are short of, so that the government will have a clear idea of the amount needed for the project. As we have planned all these things and since nothing is being provided for us, maybe that’s the kind of thing we could do now. For the short term, we have planned to make a park, a children’s playground, a volleyball court, a ‘bashi’ court (a baseball type game for women) and for long term, that is apart from the road construction project and the harbour and reclaiming land. We have also plans for a restaurant under the sea, and a diving and water sports canter also in the sea”.

Question 16: What are the things done by the council now to generate income?

Councillor 3: “We take rent from the empty spaces near the guest houses which they use for open air restaurants and other activities. That’s a contract made with guest houses and us for one year. We renew these contracts every year. We had another opportunity as well, we had an empty space which was allocated for us to build the council office, and we decided to lease it to a party to build a guest house there for MVR 0.5 million. But this was stopped by the Ministry of Tourism saying that space allocated to build council is government’s property and that cannot be leased by the council”.

Question 17: What is the situation of safety and security in Maafushi?

Councillor 4: “It is good, we have a police station and this island is very calm and secure, it has been like this for ages. There is no unemployment here, the youth can get jobs from any area they want. We do conduct awareness programs too regarding this. Recently we conducted a program funded by UNDP, in association with ‘Journey’ (a non-governmental organization formed with a mission to help substance users to recover and reintegrate back to society as productive citizens and to give awareness to youth on the dangers of drug

abuse). This helped the youth to get better awareness on the dangers of drug abuse and also helped some youth already trapped in the habit to stop it. It's a one year program and was continued successfully. To our knowledge, and since this is a very little population it's easy to know, only about 3 to 4 people are left in the community now who still continue substance use. We were told that before the project there were about 80 youth engaged in substance usage. It was done as an initiative of journey, with the help from us (the council) and funded by UNDP".

2.4.2 Summary of the second interview with Locals of Maafushi (January 2018)

Note: M = Maafushi

Question 1: What do you think about tourism in this island?

Local 6M: "It is a good thing; a lot of income is generated from this. But I don't think that it is being done the way it should be done. What I am saying is that things are not controlled the way it should be. For example, there are tourists who come out in the open in very revealing clothes. If we look in this aspect it is not good, but it is a very profitable business. Tourism has become very important now.

Local 7M: "I think it's good. I also think it is a good thing to do in an island where people lives too. It's because we get a good income from this".

Local 8M: "It's good, the golden eggs are being laid by the hens. So, it's good. The island is getting a lot of money. The island is developing, buildings are being built in the island, so it's good. The fisheries sector is not there in the island anymore, tourism is increasing. All the households are getting income from tourism. Everyone has jobs in this island. There are people from other islands also coming to this island in search of jobs".

Local 9M: "It is going fine, but the guests who come to the guest houses are dressed in very revealing clothes, that is a very sad thing, even if they have a particular area given for them to bathe in the sea, they sometimes go to the area where the locals bathe in bikini wear, while locals are there with the kids, these are areas of concern for us. In other aspects, it is fine, there has been many jobs that has been created due to tourism, so that is a good thing".

Local 10M: "It creates a lot of job opportunities. It could be said that no one has to stay unemployed in this island as there are all kinds of jobs now for all levels of people".

Local 11M: "It's a good thing as it brings lots of development to the island".

Local 12M: "Tourism is very good in this island. It is proceeding at a very good speed. And it creates job opportunities. There are jobs for everyone who needs jobs".

Local 13M: "It's going very good, this island is doing the best way it is possible to do that in the Maldives, there are lots of guest houses and there is support as well, but there are certain things that the government should do better, and those things aren't done yet. For example,

reclamation of more land, nevertheless, things are going pretty well. The locals are very supportive”.

Question 2: How can tourism be made sustainable in this island?

Local 6M: “There are several things that are being done to sustain tourism, but, the results are not to be seen yet, like in the case of managing the waste, there are certain things being done but it is not very effective yet. So, things are not being done as much as it should be done. It is also important to allocate a certain area for the tourists. There is an area for the tourists but it is not the council that has allocated that area, the guest houses themselves has decided that that area will be used as bikini beach (note: this information contradicts the information given by Maafushi council). The problem is that the tourists come out of the allocated area in bikinis. The council should allocate a certain area for them.

Local 7M: “There are many things that can be done, but I think that the most important thing is to make the community aware of the things that they do with regard to tourism. That is without hindering the development of tourism, things regarding social and religious aspects as well. For example, it is foreigners who are coming, right? The way they act, the way they dress in revealing clothes for example these are issues that the community face and there should be arrangements made in order for the locals to not see how they live”.

Local 8M: “We will do whatever that is required. It is important that all the islanders work together to develop the island. That is the most important thing, the togetherness of the community. The things will improve only with community participation. Everyone equally. We are all working for tourism in this community. The tourists are happy in this island because even if they leave something on the beach, it will stay where ever they leave it and we try not to disturb the tourists. So, this way we are providing good corporation in this island”.

Local 10M: “The business people has to be more cooperative with each other than now, there is too much competition now, some people are doing things against others, if everyone works together to improve the business it will be sustained”

Local 11M: “There is a lot of tourism in this island now and the problem of the harbour is very big. The harbour is too small for the vessels to dock so we need a better, a bigger harbour if we want to sustain tourism. Also, the roads in the island need to be in a better condition than now. Now the roads are very much damaged. If these things are corrected tourism will be better sustained”.

Local 12M: “It is important that things are more organised. For example, for the construction works, there need to be a time set for work. They need to be given a time to stop the work because the guests come here for relaxation and if there is noise going on at the time they want to sleep they would get disturbed. Now there is no time allocated for them to work. You will hear construction work at any time of the day or night from different construction

sites. Some guests complain about this sometimes. But there is something they support as well. They support the fact that there are not many vehicles in this island”.

Local 13M: “If we want to sustain tourism, we need more land, so I think that reclamation of land should be a priority for sustainable tourism development in the island. I think that the harbour has been extended to the maximum capacity already and if we need the harbour to be extended we need to reclaim more land. And I think that there should be a particular area of the harbour reserved for the foreign tourists who visit the island. If that is done by the government, that would be very good. These are the things that can be done to develop the island further in order to sustain tourism”.

Question 3: What are the issues that this community face?

Local 6M: “There aren’t many issues as such. One issue as I mentioned before is that the guests are coming out in the open areas in revealing clothes. There is no other issue as such which is disturbing”.

Local 7M: “Actually there aren’t difficulties as such that people face due to tourism. The issue of dress code of the tourists is also not a big issue for the people because usually the tourists remain in a particular area. And also, when people tell them about the regulation regarding dress code, they do abide by the regulation. So, I think that if the guest houses provide the information to them properly they will stop being like that. And I can tell you that because of the fact that guests are coming to this island, there is no effect on the people’s religion as such. And the people’s mind-set and hasn’t changed either due to tourism in the island. Even the youth are good and when compared to the time when tourism was not established, I can say that now the behaviour of the youth is better. That’s because before tourism came, some of the youth were engaged in things like drug abuse as well but once they started getting jobs, this has actually minimised to a significant level. I can’t say it has stopped, but it’s very less now compared to before”.

Local 11M: “Now, there are no big issues. But when tourism started in this island people were unhappy about tourists being everywhere in revealing clothes. But now, every family in this island gets benefit from tourism, so they don’t complain about these things now. Every family at some point is linked with this business. So, they don’t want to spoil anything now, so they don’t complain. Now the people see the importance of tourism to the island”.

Local 12M: “The problem of the harbour is a very big issue. Then there is the problem of the roads. Apart from that there are no major issues”.

Local 13M: “It is not very visible right now, but when it started there were certain challenges. Some things were there previously, like the guests not been given proper information by the guest houses before they arrived to the island, and the council being careless of placing the sign boards. But now the guest houses are making the guests aware of how they should dress and how they should behave in public areas and such information, so now these problems are less”.

Question 4: Are there issues of waste, energy or water?

Local 6M: "There are no issues in this island with regard to these. Electricity is also very good now, and there is supply water connected".

Local 7M: "The only problem is the issue of electricity. Electricity is available but it is very expensive. For example, if you compare with Malé and other islands, it could be said to be pretty expensive. Even in the household who gets the minimal income, the electricity bill goes up to 10 or 12K, that is even in the humblest houses. So, it is very expensive. In some businesses, the amount goes up to 100K. There is no issue of water, we get proper water. Sewerage system issues aren't there either".

Local 8M: "They have been established even before. The main issues we have are regarding the roads, and we also need a proper harbour. Also, an area in the sea where we, the islanders can go and bathe and a beach for us. We need extra land as well, and the roads need proper maintenance, when it rains it's full of puddles. Even the tourists fall themselves sometimes due to the puddles and they sometimes slide due to the mud deposits on the roads when the puddles are gone, because they are not used to these kinds of roads. That is another major concern for us. And the harbour is too small, you can see for yourself, there are many speed boats, some own up to 12 speed boats. But they don't have enough space in the harbour. These are our major concerns. As we age we need to go to the sea and do exercises as well. But there is no area for us. So, we need this, even if it is like one of the artificial beaches in Malé."

Local 9M: "Sewage system is fine, water is also fine, there is water supplied to all houses, electricity is also there but it is a bit expensive. We don't think there is any other island from which the government will get as much income from electricity as this island. But still they are taking a huge amount from the common people as well. So, it is difficult for households to meet the ends with what they get as salary. If there are one or two people in a household working, it is very difficult to meet the ends".

Local 10M: "Not that I know of. I face no such problems because I share a house with others. I'm married to a girl from this island and we live together with her family."

Local 11M: "It is actually good now, the water is good, there are no problems as such with electricity as the powerhouse has recently been expanded. But it is a bit expensive. I don't know how the guest houses think of this but the locals find it a bit expensive. It is expensive compared to other islands".

Question 5: Do you believe that tourism/tourists can help to promote the culture?

Local 6M: "Culture is very developed in this island. There are several groups that perform and it is being revived very much due to tourism. Guest houses request them to perform. The youth are involved in this. Tourists too can promote, right? To other places. When they return to their countries they can promote our culture. They will show pictures and videos of the cultural performances. That would be a promotion".

Local 7M: “There are ‘boduberu’(traditional tambourine music) groups, there are like 3 or 4 such groups. Other cultural activities like ‘dhandi-jehun’ (a dance performed by moving around sticks). The locals take initiatives in doing this. These groups do it to earn money. I believe that culture is developed due to tourism. Because this is done now a lot to show it to the guests”.

Local 8M: “Yes, it has improved since before tourism came to this island. The tourists want to see our culture. So, we demonstrate certain cultural activities and we even feed them local food. We make a lot of Maldivian cuisine”.

Local 9M: “There aren’t cultural sports and other activities as such on a regular basis, but during the Eid festivals, there are such activities. It’s only during the Eids, otherwise it is not there. But there is a group of females who are going to perform some traditional dances like ‘bandiyaa’ and ‘dhandi’ near guest houses. The young men also go to perform ‘boduberu’ for the guest houses and also to some resorts. I know some people who take shells from the sea and draw and paint on them. They make really nice things and sell to the tourists. As to if the culture is reviving, I’d say no, not to a significant extent. I don’t believe that it is being revived because the people are not that interested in reviving the traditional culture”.

Local 10M: “Yes, the guest houses invite the groups who play cultural shows and they organize such activities. There are things in the souvenir shops. But most of the goods are made from abroad, apart from the t-shirts and things which are printed by locals. Sometimes Maldivian food are made at the local restaurants by the request of guest houses. If it is done in the correct way it will improve. If the authentic Maldivian culture is exposed to them in the right fashion, yes, they will promote it among themselves and it will be enriched”.

Local 11M: “The guest houses are organising certain events for the guests and when they are organising them they are giving priority to Maldivians to show the Maldivian culture to the guests. We can see in this island some people especially doing this for money. They only give cultural shows. In this island, even when the new year was celebrated that is the biggest event we saw in this island, a Maldivian cultural show. ‘Dhandi jehun’ (a traditional dance by men), ‘Bandiyaa’ (a traditional dance by women) these were all seen during the new year event. And there is a Maldivian night every week, and they serve Maldivian food. This is prepared by guest houses. In the shops, here you will see our own products like the printed T-shirts. And sometimes the houses make short-eats and sell them to tourists. And as people are more active online nowadays, and when they see our culture they will video or take pictures and when they post them on social media they are automatically doing it even now. Even if their intention is not to do so, that’s what they are doing. So, when cultural activities increase they get promoted too”.

Local 12M: “There is drawing and painting to some extent, local cuisine is prepared in guest houses as well as by locals in their houses sometimes. I think that tourism has progressed in this island to the maximum extent that it could reach in a local island”.

Local 13M: “Yes, it is reviving, people who engage in art and crafts are also coming to this island to demonstrate it and sell things. Even earlier, before the guest house businesses started, this island had souvenir shops where visitors from nearby resorts came and buy things from. Even at that time, people from this island used to make and sell these things. At the time the guest houses came it became less but now these things are reviving again. Cultural music groups are also there now and these were formed because of tourism. About local food, I don’t think that is done much, as a revenue generating activity. I don’t think that the tourists who come prefer Maldivian cuisine. Sometimes these foods are placed in the buffets but these things are not eaten much. However, some local short-eats (prepared for evening tea) are sold well in the restaurants. And I know that the local houses also prepare short-eats and sell them to the restaurants”.

Question 7: Do you think that the community receives its fair share from the taxes collected via tourism from this island’s guest houses?

Local 6M: “I don’t believe that the tax generated from tourism in this island is returned back to this island. If we look at how much this island contributes by tax, it has to be said that things are not being done enough to this island. That can be seen even if you take a closer look at the streets. I can say that nothing is being done. The green tax is not spent on greening the island for example”.

Local 7M: “No, we don’t get any of it. For example, a lot of green tax is taken from the island, but it is not returned back to the island or spent on the island to green the island. This is the island which generates the most amount of taxes from all the islands of Maldives apart from the Greater Malé area. That money is not spent on this island at all. It is not spent for any developments of this island”.

Local 8M: “No, everyone is saying this, that Maafushi is the island which generates the most income from tourism. But they (The government) is not giving us anything in return. Even the tourists are complaining due to this. While Maafushi remains like this, they have reclaimed land at Thulusdhoo. But Maafushi still remains without enough land. If they try they can reclaim land double the land capacity that exists now. Really, there is very shallow reef around us. And the roads, there isn’t many roads here, they just have to construct the few roads that we have properly for us. Even if the main two roads are done, that is enough for us. No one is trying to help us, not the central government nor the local government. We have to do what we can do by ourselves, which is not much”.

Local 9M: “No, they don’t spend that on this island. None at all. We want to see the day the main road of this island will be paved”.

Local 11M: “I don’t believe so. If it is done so, this island would be the island receiving the most funds for projects and things. But you can see the condition of our roads, the harbour, how small the harbour is and that there is not enough capacity there. So, I don’t believe that we are getting what we earn”.

Local 12M: “I think not. If it is given the things will be much better. There would be a better harbour and the roads will be in a better condition. It has been now more than 4 years that tourism has been going at a very good rate in this island. But nothing has been done to improve the conditions of the harbour and roads. That must be due to the fact that the island council does not get enough money compared to the extent the island generates taxes”.

Local 13M: No, I don’t believe that we receive our fair share. Look how the roads are, I don’t know where the money we generate goes to. I think that it is mandatory for the government to mend our roads and to make a better beach for this island. And to create an environment where the guest can live separately from the locals. Even if it is not from the money generated by the taxes, the government is now obliged to do these things for this island, because we know that the government is getting a lot of revenue from this island.

Question 8: Does the council involve the locals in making decisions regarding tourism?

Local 6M: “Actually, they don’t. Very recently they informed us that they need to take all the plants from the streets to build the roads. And they just took them without any discussion. The people were very angry about this”.

Local 7M: “No, they don’t get the opinions of the people when they take decisions. They take the decisions they want the way they like it”.

Local 8M: “They are just there to destroy the island. The current council. Look at what they did to our trees. They threw them away and now there is no shades on the roads. It has become so hot now. Even big useful trees like breadfruit trees, mango trees and guava trees were thrown away. We thought they were going to construct the roads with tar, but what they did was just put some sand and level the grounds. That was a very destructive thing that they did to our roads. A very big loss. And there are not enough lights on the roads. Look at the stadium we have. No lights there at night. We don’t support the current council. They don't do anything for the betterment of the island. It’s enough that they got their jobs, they don’t have to destroy the island. We have difficulties when it rains. If we don’t have taken precautions, there will be puddles which will get into our houses also. If we didn’t build our homes well, the houses would flood every time it rains. They don't discuss these things with us. They don’t have much connection with us. They haven’t had a single meeting with the public after they were elected. The previous council was good in that way. They communicated better. That is how things will work. And they will be elected next time too if they communicate better with us”.

Local 9M: “I don’t know about that. I haven’t heard if they do that or not. We would not know would we, if we are not informed of any such meetings”.

Local 11M: “When they are taking some decisions they do get the opinions of locals. Especially when they take big decisions they do discuss with the people. They consult the guest house association for example when they make regulations regarding guest houses”.

Local 12M: “The council was very active at the beginning when they were elected. They were trying to get things done at that time. They did some works on the roads as well. But now that euphoria is not there”.

Local 13M: “Yes, they do but the people of this island are very peculiar. Maafushi people do not oppose any decisions made by any council. They don’t care much about what the council does. They just try to earn their own living. The council sometimes paste a notice on the walls, but few people would read it. So, the people actually thinks that the what the council does is fine by them. They never went on any strike or demonstrated against the council”.

Question 8: Would you like to add anything else?

Local 6M: “I have to say that, compared to what this island generates as income from different taxes related to tourism, we are not being given anything in return and the government is not doing anything to develop the island with these taxes”.

Local 8M: “At the beginning we had concerns but now things are good. Now we don’t see tourists much in revealing clothes, even if there are many tourists they behave well, and they don’t come to where we live. If we go there we will see them, but if we don’t we wouldn’t. So, it’s not a problem now. There is an issue of the Safari boat there near the island. The youth from this island are going to drink alcohol because they are selling it there. It is restricted in the island so the guest houses don't sell alcohol, but this Safari boat near the island is selling alcohol to the guests and some locals are taking advantage of this and going to drink there. Even young boys are going there now. We don’t like that at all. We are very worried about this. This is another destruction. A very bad thing that is going on. When they come back from the Safari boat they don’t recognize their mothers and fathers. The parents can’t be on their back all the time. There should be more regulations regarding this. There are no regulations as to who can or cannot go there. No restrictions for locals. It’s a very sad thing for us. This is not like them going to the resorts with tourists on excursions. This is just nearby the island, and they can just jump in a dingy and go drink whenever they want. The Safari would sell because it’s their business”.

Local 9M: “Yes, it is not fair that when people want to build guest houses, sometimes the area in front of houses where people live are also given to them not to the people who live in the houses, even if we request for these spaces it is given to the guest houses by the council. For instance, the space in front of our house is also given to the guest house next door, we also want to see our kids in swings in that empty space. The locals are not given this privilege.”

Local 11M: “Yes, there are some big businessmen who destroy these businesses. They copy ours and create their own business in a better way and that makes our businesses go down. For example, the street selling. Even this has been started by the big businessmen. When they see, the small vendors succeed they start the same business”.

Local 13M: “The public is very supportive. And the guest houses also help the locals a lot. Even the children’s park was made by a guest house. And there are many other things done by the guest house owners that the locals appreciate. In addition to that, when we hold events like cleaning the island, the guest house staff will also participate, and they will also provide water and drinks for the locals who engage in such activities. We hold cleaning events, mosquito eradication events etc. and the guest houses give a lot of support to us. And even in the sports tournaments held for locals, the guest houses give sponsors. They sponsor all kind of events. So, there is no problem between guest houses and the public. There is security due the fact that there have to be security, but this island in its nature does not have any record of thefts. So, there is no problem in this area. The youth has a very positive influence, I would say, because lots of jobs were created when tourism came, even before we used to have many jobs, but the youth actually want more flexible kind of jobs and these were created due to tourism. Many school leavers joining the industry directly after school. You can see locals in different positions in guest houses. Even at very high levels and at the lowest level as well. The local youth work the most in excursions, as helpers, and as guest relations officers, in water sports and at the reception of guest houses. This is a very peaceful island that might be one reason why guest house business has progressed so much in this island. From what I hear, in other islands it hasn’t developed that much because they are not very supportive of this business”.

3. Conclusion of the chapter

This chapter has presented the findings of the preliminary data - the telephone interviews and a summary of the in-depth interviews conducted in both the islands which were selected for this research.

Conclusion of part II

Part two presented the methodology adapted for the research and the primary research. The primary research findings were gathered quantitatively at the beginning as the basis and explored further with qualitative data. In the beginning of the next part, the findings will be discussed.

PART III: DISCUSSION AND CONCLUSION

The final part of the thesis is presented in two chapters whereby discussions of the findings are examined at length before arriving at the conclusions of the research making recommendations and identifying key areas of future research.

In chapter six, the results of the in-depth interviews taken in both the islands that were examined to find more detailed answers to the questions raised by the preliminary findings are discussed. The issues identified in both islands are examined at length. Finally, the chapter compiles the main themes that emerged from the research and discusses them supported by relevant literature written by various experts in the areas of interest.

The last part of the thesis (chapter seven) answers the two research inquiries by discussing the theoretical contributions of the research and proposing a structure for planning and implementing CBT in the unpopulated islands of the Maldives. This section additionally examines the impediments of the exploration and gives future research potential outcomes. As a final touch, the speculated hypothesis presented in the first chapter is answered.

CHAPTER 6- The Discussion of the findings

The chapter discusses the findings of both the preliminary data analysis and the case study data analysis. First the results of the quantitative analysis based on preliminary data collection is discussed. The results of the case studies: the in-depth interviews taken in both the islands which were examined to find more detailed answers to the questions raised by the preliminary findings is then discussed. The issues identified in both islands are examined at length. Finally, the chapter compiles the main themes that emerged from the research and discusses them supported by relevant secondary data.

1. Discussion of the data derived from the telephone interviews

As mentioned in the methodology chapter, the preliminary research findings were conducted by telephone interviews. In submitting the results, care has been taken to be unbiased and without personal interpretations. The telephone was an effective mechanism for data collection to get an overview of the stakeholder's opinion on tourism in populated islands.

In the preliminary research conducted, 68% of the target audience were directly related to the tourism industry. 15% of the interviewees were employed in guest houses and 54% of them directly in the industry (Figure 6.1). This could be the reason why the last question, ‘Do you think that the increase in guest houses has led to positive impacts to the overall tourism industry in the Maldives’ gave

Figure 6.1 - Profession of the interviewees

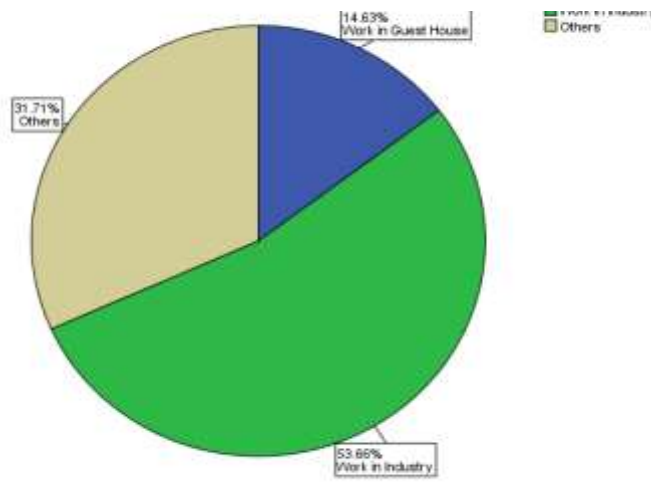
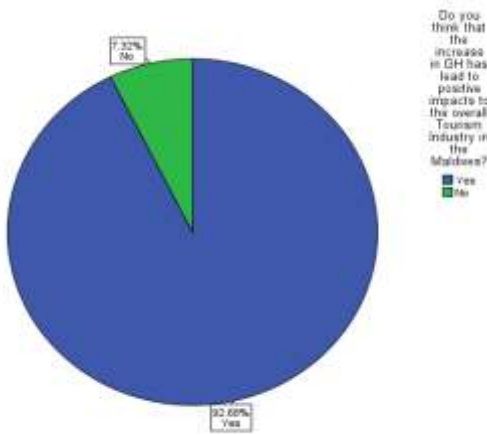


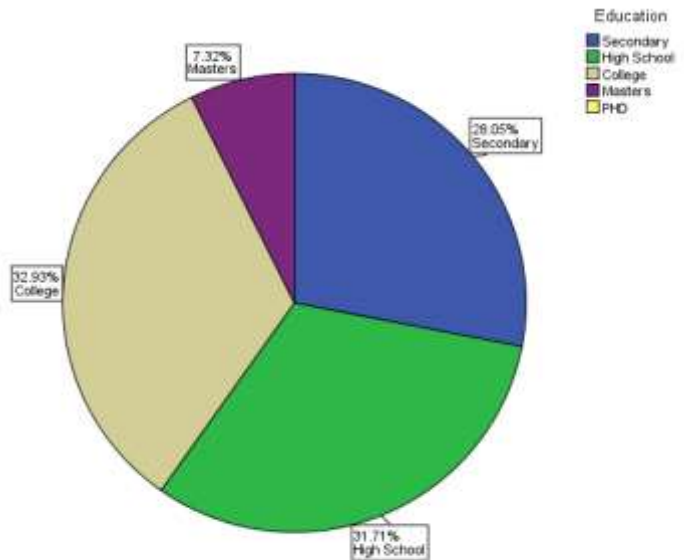
Figure 6.2 Those who think that the increase in guest houses has led to positive impacts to the overall tourism industry.



a positive result of 92.7 percent (figure 6.2).

Amongst the people interviewed, 38% were

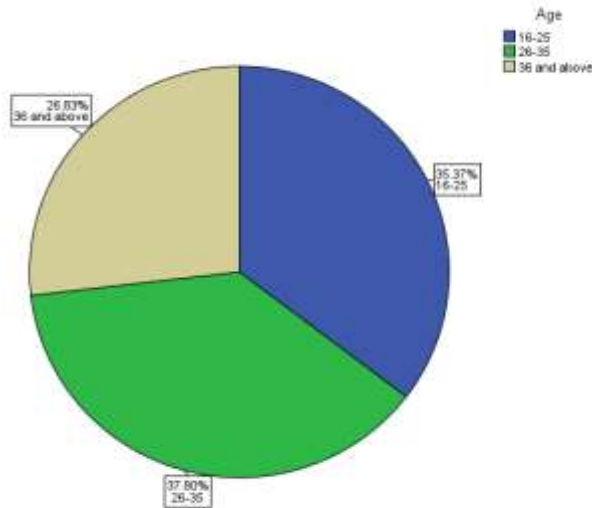
Figure 6.3 Level of education of the respondents



female and 62% male. The level of education of the respondents showed that 28% had completed secondary school, 32% high school, 33% bachelor’s degree level and 7.3% had completed a master’s level and 88% of them were employed at the time of the interviews (Figure 6.3). The population interviewed was quite young, 35 percent were between

the age of 16 to 25 years, 38% between the age of 26 to 35, and just 27% above 36 years old (Figure 6.4).

Figure 6.4 - Age of the respondents



The majority said that there are less than 5% of foreigners working in guest houses in their islands. This shows that employment opportunities introduced by guest house tourism are being used by locals which follows the principles of Community Based Tourism (Figure 6.5).

The majority of the interviewees,

indicated that only 5% of guest houses are owned by the islanders themselves (figure 6.6). This is not a favourable response considering the tenets for Community Based Tourism that states that ownership

Figure 6.5 – Percentage of local staff working in the guest houses

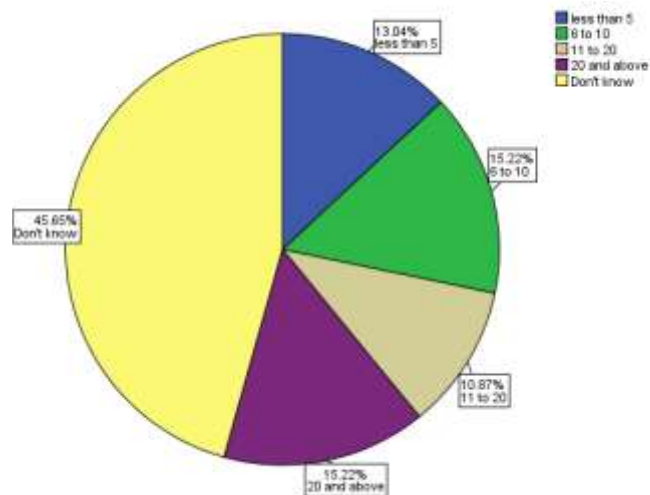
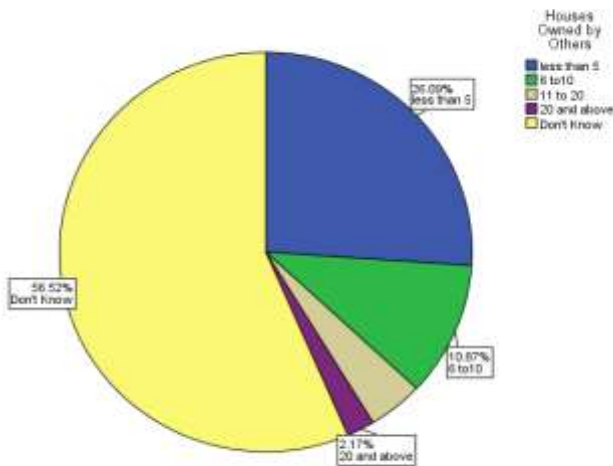
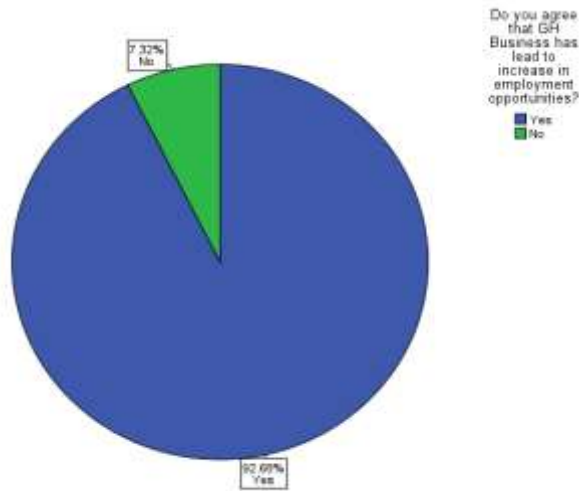


Figure 6.6 - Number of guest houses owned by other than locals of the island



should be primarily local (Scheyvens, 2002). Of importance is the need for the locals to invest in their islands in order to maximise the benefits.

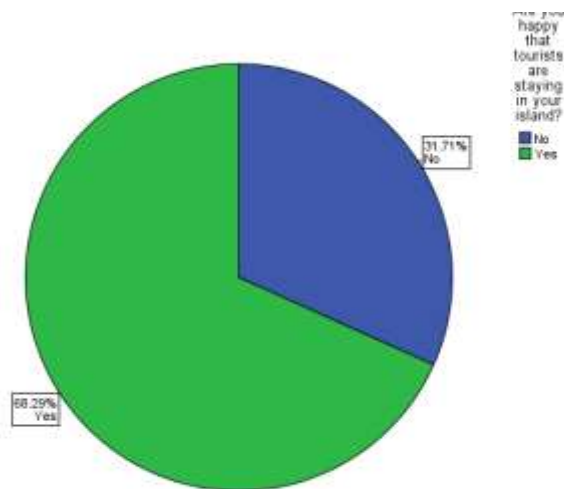
Figure 6.7 Percentage of respondents who agree that tourism creates job opportunities in their island



There are opportunities given by the government in terms of loans and such to invest in tourism and the locals should make use of these opportunities. This leads one to ponder on how aware the locals are of these opportunities and how well the local government authorities in the islands are acting on encouraging and giving information to locals about these opportunities. The in-depth interviews which were conducted

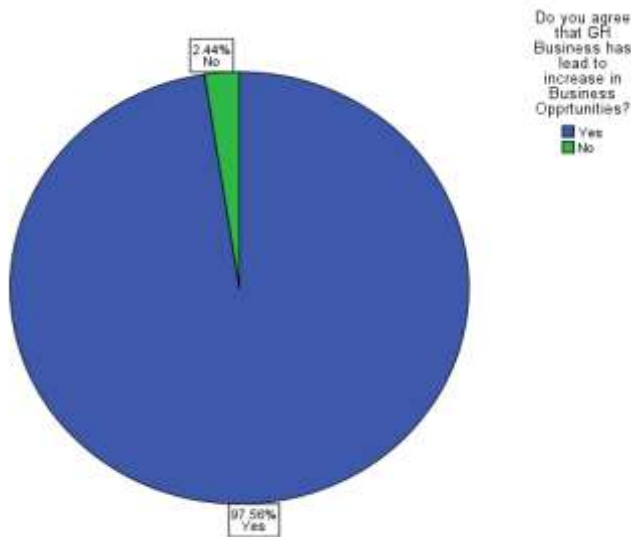
later proved that the Local Government Council does not conduct enough awareness programs for locals to give information about the opportunities available to them. Question 6 of the study indicated that 93% of the population interviewed agreed that it is creating employment opportunities for locals (figure 6.7). This shows that the locals are aware of the fact and benefits from the job opportunities created by tourism. A vast number of literature is available to prove the fact.

Figure 6.8 Percentage of respondents happy about the fact that foreign tourists visit their island.



As to the question, 'Are you happy that tourists are staying in your island', 68% of the people interviewed stated yes (figure 6.8). Note that the majority of the respondents work in the tourism industry and therefore further research is needed to give a better perception of the islanders

Figure 6.9 Percentage of respondents who agreed that tourism created other businesses



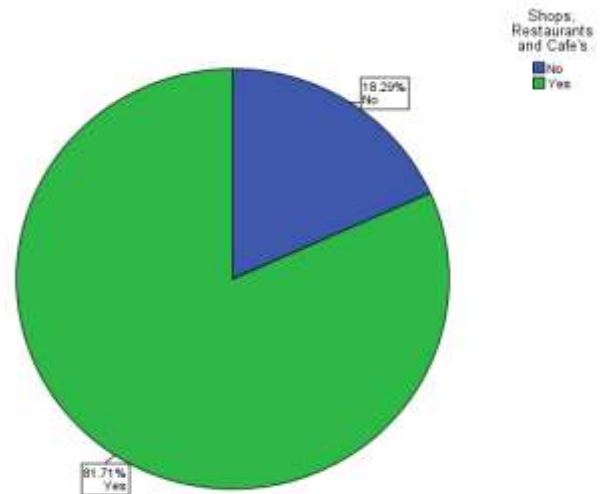
tourism created other business opportunities, 98% agreed that it does (Figure 6.9).

More specific questions were asked to find out which other industries benefitted the most. In this aspect, it was asked if tourism helped to create

who are not directly employed in the industry. The majority also believed that there is an impact on the local's activities by the guest activities in the islands. The impacts were also discussed when conducting the in-depth interviews later for this research. These are also explored later in this chapter when analysing the case studies.

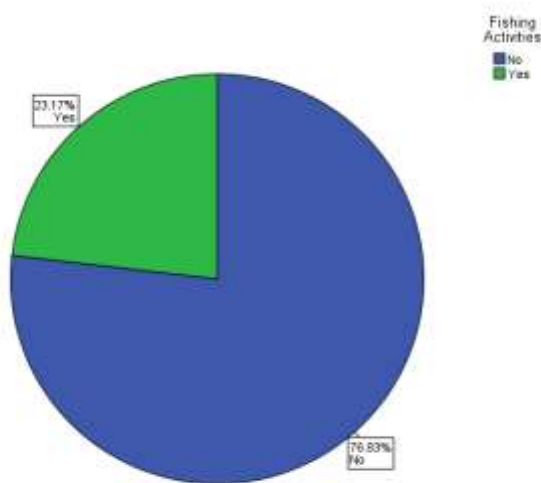
As to the question asked to find out that the respondents agreed that

Figure 6.10 Percentage of respondents who agree that the number of shops, restaurants and cafes increased due to tourism.



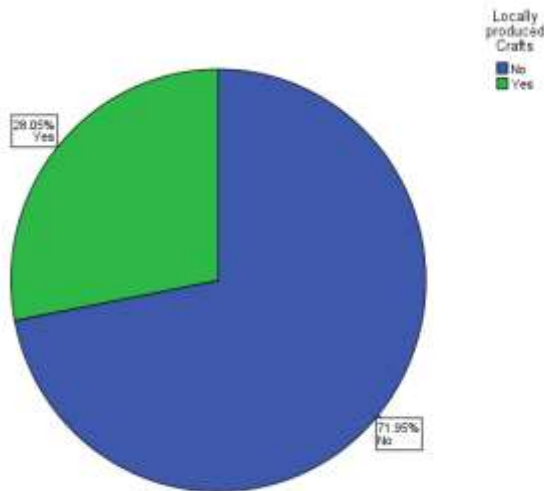
shops, restaurants and cafes and 82% agreed that it does (figure 6.10). And when asked if the fisheries sector improved, 77% said that it does (Figure

Figure 6.11 Percentage of respondents who agreed that the fisheries sector improved due to tourism.



6.11). When asked if the locally produced artisans increased due to tourism, only 28% agreed that it did (6.12).

Figure 6.12 Percentage of respondents who agreed that the production of local art and craft increased due to tourism.



It is therefore important to note that the study predicts the importance of the local artisans to collaborate with the guest houses to promote their businesses in the islands.

When the question was asked as to guest house businesses had an impact (general impact, not specifying positive or negative) on the local population, 89% said that it did (Figure 6.13). The literature review as well as the in-depth interviews conducted for this research

revealed a range of sociocultural impacts related to tourism development, the tourist–host interaction, and resulting influences. It is predicted that since most the interviewees were young professionals from the industry they did not agree to this. It was later found from the case studies conducted that most of the elderly population interviewed said that there was a huge impact on the locals’ way of living due to the tourists.

Figure 6.13 Percentage of respondents who agreed that guest house businesses had an impact on the local population

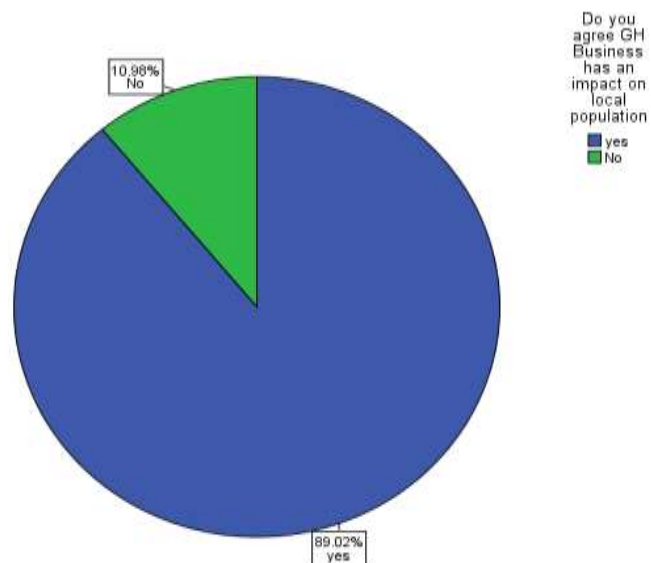
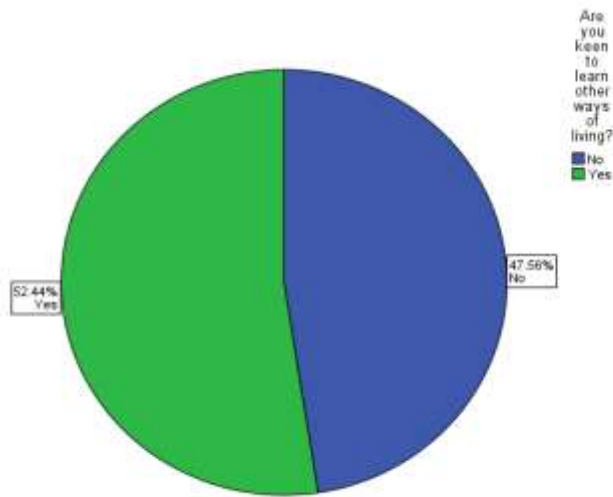


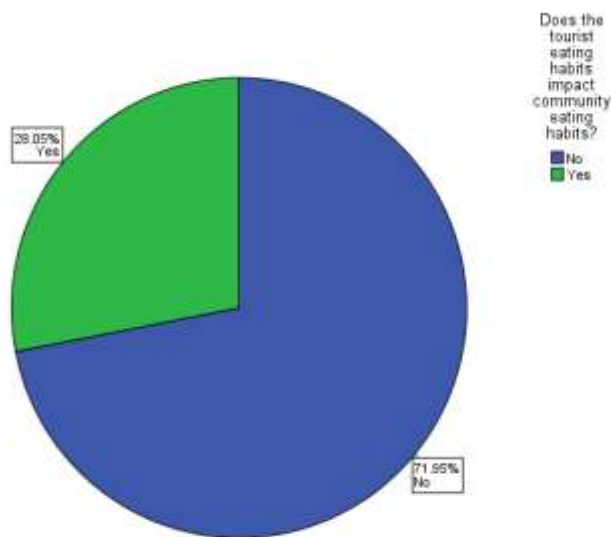
Figure 6.14 Percentage of respondents who agreed that they were keen to learn the way of living of the tourists.



The next question was asked to find out if the locals were keen to learn the way of living of the tourists who visit the island. To this question, a surprising 53% said yes (figure 6.14) It was later found out (in the case studies conducted) that many locals disapprove especially the way the tourists dress in front of their children and because the youth were copying the dress code of the tourists. It was also asked if the

eating habits of the tourists impacted the eating habits of locals, to which only 28% responded yes (figures 6.15). This was later observed by the researcher when visiting the local islands and it was found that the local people usually made their own food the local way in their homes and occasionally go out to eat the other type of international cuisines which were served in the restaurants for the tourists. It was also asked if the tourists' activities impacted the locals' activities to which 65% of the respondents agreed (figure 6.16) How it impacted was later studied from the results of the in-depth interviews (case studies). On a positive note, environmental awareness is increasing and waste management of the islands are improving due

Figure 6.15- Percentage of respondents who agreed that the tourists eating habits impacted the locals' eating habits.



usually made their own food the local way in their homes and occasionally go out to eat the other type of international cuisines which were served in the restaurants for the tourists. It was also asked if the tourists' activities impacted the locals' activities to which 65% of the respondents agreed (figure 6.16) How it impacted was later

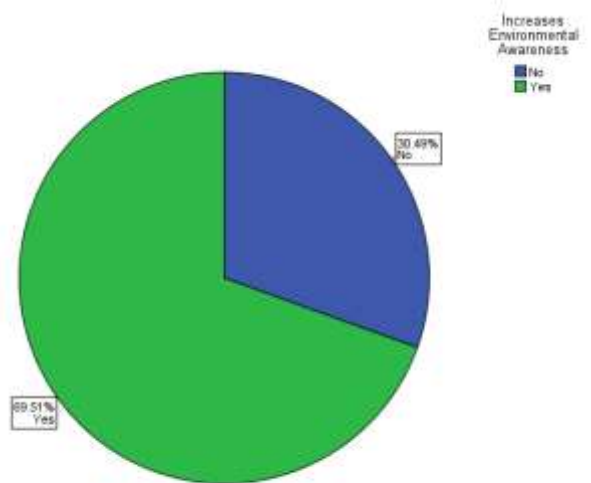
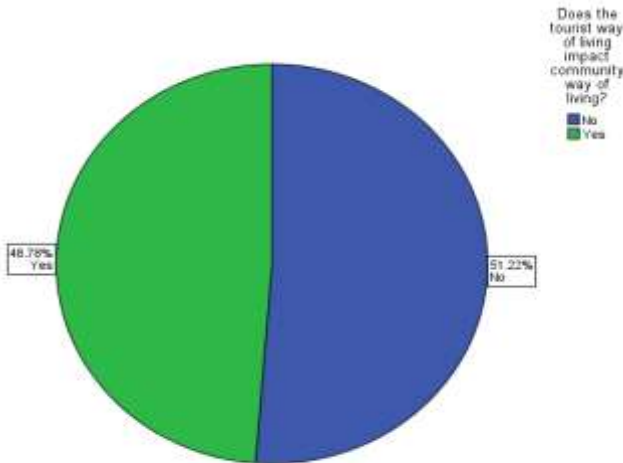
studied from the results of the in-depth interviews (case studies). On a positive note, environmental awareness is increasing and waste management of the islands are improving due

to the introduction of guest house businesses. Among the respondents, 70% agreed that the local people are more aware of the environment after tourism was introduced in their island (figure 6.16).

Figure 6.16 – Percentage of respondents who agreed that environmental awareness among locals increased due to tourism.

And when the question was asked to find out if the locals believed that the way of life of the tourists impacted the way of life of the locals,

Figure 6.17 – Percentage of respondents who said that the way of living of the tourists impacted the way of living of the locals.



52% said that they believed so (figure 6.17). This supports many of the in-depth interviews where people talk about the demonstration effects of tourism.

Although the preliminary research findings show that the majority of Maldivians are in favour of the guest house businesses in the local islands, it was later found through the case studies that the locals have some reservations when it comes to daily interactions with the tourists. Tourism acceptability issues are clearly evident in the island communities.

The importance of this thesis lies in making the locals of the islands aware of the opportunities created by tourism to empower the communities introducing the importance of Community Based Tourism. with the help of tourism businesses and not in finding if there are negative and positive impacts. The hope of CBT is to create increase in revenue and employment opportunities

for locals, minimising the number of foreign expatriates who work in the guest houses as well as in other related businesses.

The findings of this study can therefore be summarised as follows:

1. While tourism is accepted by the local communities, the sample size is not representative of the population.
2. Ownership and management of the guest houses are primarily foreigners.
3. Employment is a strong argument in favour of the development of guest houses, even if some of the jobs seem to be occupied by foreigners
4. Economic development and infrastructure influences the attitude of the inhabitants with regard to tourism.

2. Discussion of the results derived from the case studies.

As explained in detail the methodology chapter, the results of the preliminary interview showed the need for more in-depth queries regarding the various issues which were coherent. Before comparing the case studies, the discussion which follows examines the issues faced by both islands visited. This will be presented according to the themes explored in the literature review.

2.1 Issues pertaining to Tourism Policy, Planning and Development

Absence of training in the hospitality sector. According to Councillor 1 from Thulusdhoo: *“First of all, we would need to train people for the sector. For one thing, the food served does not have to be only Maldivian cuisine, they need to be trained to prepare all kinds of cuisine. And also, awareness programs”*. Two years later in the second interview, the council president said: *“To tell you the truth, the council has not yet taken any such initiatives yet, but under the TIVET program some school leavers have undertaken some training in different hospitality related skills and some of them are now working in guest houses. The council hasn’t yet undertaken such programs, but we have plans to do so, with the Faculty of hospitality and tourism studies too. So,*

in shaa Allah (God willing), when our conference hall is finished we will start such trainings as well”.

Lack of awareness programs. In reply to the question about conducting awareness programs to the locals with regard to gaining maximum benefits of the tourism sector in the island, councillor 3 said: *“These things have been scheduled, but as we said before we have very few resources and we haven’t been able to conduct these things. We would need money to bring resource people too to conduct such programs. Even to maintain cleanliness of the island a lot of money is being spent from the little budget we get. We know that cleanliness of the island is also very important for tourism as well. That is why we give such importance to that”.* Stressing the importance of community awareness, local 7 from Maafushi said: *“There are many things that can be done, but I think that the most important thing is to make the community aware of the things that they do with regard to tourism. That is without hindering the development of tourism, things regarding social and religious aspects as well. For example, it is foreigners who are coming, right? The way they act, the way they dress in revealing clothes for example these are issues that the community face and there should be arrangements made in order for the locals to not see how they live”.*

The language barrier. Guest 1 from Thulusdhoo stated: *“In my opinion it’s complicated because of the language, on the other island we visited we could not interact with locals because no one would speak English. You try but it’s not easy, we couldn’t communicate very well, but for instance here in this guest house people speak English pretty well and also on the street we found some people that speak English well and we could interact much more so it’s more interesting and it’s better”.* Among Maldivians, most of the younger generation and even those of older generations speak good English, apart from some older people who might have dropped school at an early age. It is important, however, to conduct language classes in the local communities, especially the languages of the major markets for Maldives such as Chinese, Japanese, Russian and the European languages.

Minimal entrepreneurship initiatives by locals and opportunities facilitated for them. It was observed by the researcher that the potential for Thulusdhoo locals to create new ventures and benefit from the high influx of tourists visiting the island is huge. Various new start-up businesses

such as laundry services, food outlets, day care centres, water sports centres, water-sports rentals, bicycle rentals etc. would be good businesses for Thulusdhoo locals to initiate and run. According to Local 10, *“There are youth from this island who wants to develop tourism in this island, but they have been influenced by the politics that has been going around and because of politics they have not been able to do anything. But there is an initiative by the central government to soon open up opportunities to build guest houses in this island, but I still don’t think that the youth of this island will get the opportunity to do business in the lands, I think it will be business people from Malé who will again get them. So, it is a great need that the opportunity is given to the youth of this island, because they really want to start their own their proper businesses in this island, I sincerely want this to happen and I really want the government to open the opportunity and facilitate the youth of this island to run their own businesses in this island. That is because when it is their own businesses the money will be circulating around this island, it will not be leaked out of the island, and that will be really good for our own little economy”*. With regard to lack of opportunities and support for local entrepreneurs, local 10 said: *“Businesses from people from this island is very less. I know just one person who has invested from this island on a guest house. And his business can be said to be a very low level business compared to other investors who are investing a lot and running huge businesses. It’s incomparable to compare his business with the businesses which have been invested by others. And others do not like to collaborate with him either. He does his business all alone”*.

Challenges in facilitating entrepreneurship for locals. As to the question if they facilitate establishment of small businesses or give training in this area, councillor 5 said: *“We have scheduled that too in the plans that we have already made but the thing is that we are not in a position to facilitate loans or anything for small businesses as what we already get as a budget isn’t enough. What we want actually is to raise some capital to do such things, and we don’t even have many facilities here. Even as assistant staff we have just two people. If one of them takes leave there is just one staff. And the salary for civil service is so low but they should have a bachelor’s degree now to join the council staff. So, it is difficult to get staff to work here. The salaries at the tourism sector and other private places are much higher and with a degree they do not want to come and work for civil service. In the tourism sector, there is many employment*

opportunities, even if they don't finish secondary school, they can still get a job. A driver in a speed boat gets MVR 15000, they just need to take the driving permit to get that job. The potential for this island is there but if things like reclaiming land is not done by the government for this island, the development will not be that good. But still we are doing well here".

Employment opportunities are given to foreigners from neighbouring countries rather than locals. As per the data collected it could be seen that the engagement of foreigners is more than the locals in different employment positions related to guest house operations. Guest house owner 2 said he had *"Two" employees. "Two foreign employees. They engage in food preparation, cleaning, and service"*. And guest house owner 3 said: *"There are 4 people. All foreigners. Laundry is outsourced, all transport is outsourced. But food is prepared here"*. The reason for this was also explained by the guest house owners and managers of Thulusdhoo. According to guest house owner 3 from Thulusdhoo, *"why people from this island are not working here is because after trying a lot to get them we have given up. Even if we train them they are not staying here, it's actually a lack of discipline, it's difficult to keep Maldivians in these jobs"*. Another reason is that the salary that the Maldivian employees demand is higher than the foreigners. It's cheaper to bring foreigners from neighbouring countries and they accept less salary.

During the second visit to the island, local 8 said: *"The amount that the local employees in the guest houses are payed is not enough and locals do not stay in jobs in the tourism sector due to this. They bring foreign workers for less pay mostly from Bangladesh. The wages given are very low compared to what they earn by the guest houses. Even MVR 5000 is very low as a salary in this island because things are very expensive and electricity is very expensive. It is a sad thing actually because they are bringing foreign workers. Some locals are not even paid when they work for guest houses. For example, there is this lady who is a neighbour of ours who did cleaning, laundry etc for a guest house and still she has not been paid. A foreign worker is brought to a salary of just 100 or 150 dollars and they will stay without complains. That system need to be abolished"*.

The issue of foreign labour. Maafushi is also experiencing the same issue of foreign labour. They do recognise that it is a leakage from the country to employ foreign labour rather than locals.

However, due to the same reasons mentioned for Thulusdhoo, they also employ a lot of foreigners in jobs related to tourism.

Another problem highlighted in Thulushoo was **the lack of a banking facility**. Referring to the lack of an ATM machine and difficulties in changing currency, guest 3 said, *“we knew it before we came, if you had an ATM it would be a lot easier. We had issues because all the prices are in dollars, but we had Euros, so we did the change and but in one hotel, I don’t know if they understood well but they changed the price from dollars into Rufiyas and then from Rufiyas to Euros, so we paid like twice we had to actually pay. So, with this kind of concept, paying in dollars is not making sense”*. And when the council was asked about this councillor 4 said: *“There is still no ATM in the island and the private party who gives this service (Canopus, who also run guest houses) doesn’t have money sometimes when people or guests go to retrieve money from them. And the percentage (service charge) they take is also very high. For every 100 Rufiyaa, they take 10 Rufiyaa. We did talk to the Government too regarding this. And when the Environment Minister visited this island we did mention the issue of water as well. We have been talking with Government authorities, sending them letters and trying to solve these problems”*.

Deficiency in island regulations. According to guest house manager 1 from Thulusdhoo, it is important to have island regulations with regard to tourism in the island. *“Even if it is not passed by the central government there should be regulations by the island councils as well. There are some regulations, even this year we have proposed one. But what happens is that everyone does not cooperate, I mean the guest house owners, so it’s very difficult. More regulations are needed, only then would these businesses operate more effectively”*

Unequal distribution of land space. According to local 5, *“There is great discomfort among the community regarding the use of land space. There are many people in this island wanting land to build their houses. While they are staying like this, priority is given to people coming from outside to build guest houses. But we are also waiting to get land space. There are many people in the island also wanting land space. People who have land space are also selling to outsiders to build guest houses. For us it is very difficult when there is no space to live with our kids. We can’t live in*

our parents houses forever. We need our own living space and that's a very difficult issue. That they give priority to people who want to build guest houses while not giving us living space".

Referring to the same issue, local 8 said: *"Council has taken some not very good decisions earlier. For example, like giving a really huge space for a very small rent to one business man who came to invest to build a big hotel in this island. It's like giving him that land area for free. If they gave that space for a big rent the council would earn more money. They should have opened the land area for bidding and given it to the party that offers the highest rent. That would have been much better. That is not how it was done. They just gave it because he was a close person to them".*

Absence of a systematic island cleaning approach. Most locals who were interviewed didn't know how maintaining cleanliness in the island was arranged. Local 1 from Thulusdhoo said: *"I don't know really how it is arranged, the guest houses are cleaning their areas they use their employees to do the job. Of cause, they would not clean the whole island as that is not their job."* Referring to the LGC's role in cleaning, local 4 said: *"They put sign boards when requested. Dustbins are also placed by them"*. The community's role in this was unclear.

Absence of the council's role in organising island events and cultural activities. In the second interview conducted in Thulusdhoo, the president of the council stated: *"We don't do anything directly related to the guests who come to the guest houses, like receiving them or organise events for them, but we do general activities like decorating the island. As many tourists come to this island, it has to be maintained well. In addition to that, when events are organised by guest houses, we give the maximum support that can be given by the council. For example, we do lease land near the beach to the guest houses for them to have certain activities. Whatever resources we have at the council, if we can give, we give them. The guest houses are actually run by renting land from this island, and these are land and houses owned by people, so we don't have much say in them. But to implement the laws regarding local tourism, we would do everything we can with regard to that. With regard to the events the guest houses organise, we give support whenever they ask from us"*.

Concerns about the council not involving locals in making decisions. Many locals said that the council does not get their opinion before making decisions. Local 6 said: *"Actually, they don't.*

Very recently they informed us that they need to take all the plants from the streets to build the roads. And they just took them without any discussion. The people were very angry about this". Local 7 too stated: "No, they don't get the opinions of the people when they take decisions. They take the decisions they want the way they like it". The reply of local 8 to this question was: "They are just there to destroy the island. The current council. Look at what they did to our trees. They threw them away and now there is no shades on the roads. It has become so hot now. Even big useful trees like breadfruit trees, mango trees and guava trees were thrown away. We thought they were going to construct the roads with tar, but what they did was just put some sand and level the grounds. That was a very destructive thing that they did to our roads. A very big loss. And there are not enough lights on the roads. Look at the stadium we have. No lights there at night. We don't support the current council. They don't do anything for the betterment of the island. It's enough that they got their jobs, they don't have to destroy the island. We have difficulties when it rains. If we don't have taken precautions, there will be puddles which will get into our houses also. If we didn't build our homes well, the houses would flood every time it rains. They don't discuss these things with us. They don't have much connection with us. They haven't had a single meeting with the public after they were elected. The previous council was good in that way. They communicated better. That is how things will work. And they will be elected next time too if they communicate better with us".

The problem of waste disposal and clean water. Thulusdhoo still faces significant problems in managing waste. According to councillor 4 from the island, *"We are still trying to find a good location to properly establish a system for other waste disposal. As for now people still take the garbage to the place we have been using previously and the waste is burned there. In our land use plan for the future, that area is actually going to be a stadium. What happens now is that people just take the waste and throw all types of waste to the same spot and it is not sorted yet. And it is quite dangerous now as some kind of things should not be burnt. Every day, the staff employed there burns all the waste. We have requested for land from the central government, to establish a proper garbage area. Sometimes when the monsoons change, the wind blows in the smell. But the people who burn also think of this factor when they burn the things, they try their*

best to burn in in a way that the wind does not bring in the smoke towards the island. But it is not completely avoidable yet in the system we have right now”.

With regard to **clean water not being available** in some parts of the island, Local 6 said: *“water is the main issue we don’t get good water for showering and such needs, electricity is there too but it is very expensive, compared to Malé it is expensive. They take MVR 7.50 per 100 units from shops, let me check the accurate figures. (He looks at some bills and says:) from shops, they take 4.50 Rufiyaa per 100 units and if it is more 5.75 rufiyaa 6.50 and 7.50 (depending on the range of power used). If we look at houses, for each 100 units they take 2.50 rufiyaa, 200 units 2.75, above that 3.40 rufiyaa and above 300 units 3.40 Rufiyaas”.*

Too many guest houses. Maafushi is developing at a rapid rate and many people are expressing concerns of congestion and over tourism in the island. It is no longer the simple guest houses only but big buildings with many stories are being built to accommodate guests. As Tourist 4 from Maafushi observed: *“Actually, when I see on this island, all the new constructions, that are ongoing, its scares me a bit because of the number of rooms that are increasing. I wonder how the island can take care of the tourists, having 1500 inhabitants here in Maafushi, and like 500 employees serving guests, and just doing these calculations, it seems that it will decrease the space for the people.*

Lack of information and statistics gathering by the council. During the interview with Maafushi council, it was noticed that they did not gather or maintain many statistics regarding tourism establishments or tourist activities in the island. The Head of Civil Service of Maafushi stated: *“it’s from the tourism Ministry and MIRA (Maldives Inland Revenue Authority) who take this information. In the past, we don’t even know when a permit is given to operate guest houses, but since we do survey these places now by sending our staff we know the places”.*

Lack of initiatives by the council in promoting the culture. When the question was asked to the Maafushi council, their reply was the same as that of Thulusdhoo. Councillor 3 from Maafushi said: *“We do not take part or arrange such activities but for cultural things we facilitate, we help the youth who are engaged in such activities. We do everything we can to maintain the culture, especially the religious aspects. There is a law and regulations regarding tourism in unpopulated*

islands and the guest house regulation so we make sure that those rules and regulations are followed. If they need assistance in conducting cultural activities, we do provide assistance in every way we can". The council however believed that the culture is reviving in the island. *"Long before the guest house business came to this island, we have been engaged in cultural activities especially during the two Eids. That was done only for certain days like the Eids only for fun. But now it is done as a business too. So, we believe that yes, it is also reviving, because even some of the traditional sports which were not played much before are played now to show the tourists"* said councillor 3.

The council believes that regulations are to be made when problems arise. According to councillor 3: *"There are certain regulations already and they will be strengthened while problems arise as they are being applied. For example, the area allocated for guests to bathe in the sea, we allocated that area because then we can direct them back there if they go to other areas to bathe in bikini wear".*

Lack of bathing space for locals and lack of enough land. According to councillor 3: *"The beach area allocated to tourists is however much nicer than the other areas. So, we do face the problem of not having a nice beach too. There is no island nearby where the people can go and bathe either. Even if there is a 'finolhu' (very small island without trees), it has been leased to someone of some party. We actually need such an area or a nearby island. That would help things a lot if we get such a place. Then we can perhaps send the tourists to that island for sunbathing and watersports and the islanders can enjoy at Maafushi. It is there in the central government's plan to reclaim land in Maafushi but we don't know when it will be implemented.*

According to local 13, **lack of land** is an issue to sustain the growing tourism in Maafsuhi. *"If we want to sustain tourism, we need more land, so I think that reclamation of land should be a priority for sustainable tourism development in the island. I think that the harbour has been extended to the maximum capacity already and if we need the harbour to be extended we need to reclaim more land. And I think that there should be a particular area of the harbour reserved for the foreign tourists who visit the island. If that is done by the government, that would be very*

good. These are the things that can be done to develop the island further in order to sustain tourism”, he said.

The problem of harbour was another issue raised by some locals. *“There is a lot of tourism in this island now and the problem of the harbour is very big. The harbour is too small for the vessels to dock so we need a better, a bigger harbour if we want to sustain tourism. Also, the roads in the island need to be in a better condition than now. Now the roads are very much damaged. If these things are corrected tourism will be better sustained”*, said local 11 from Maafushi. And according to local 12: *“The problem of the harbour is a very big issue. Then there is the problem of the roads. Apart from that there are no major issues”*.

Another issue raised by the locals was the **electricity bills being too expensive**. According to local 7 from Maafushi, *“The only problem is the issue of electricity. Electricity is available but it is very expensive. For example, if you compare with Malé and other islands, it could be said to be pretty expensive. Even in the household who gets the minimal income, the electricity bill goes up to 10 or 12K, that is even in the humblest houses. So, it is very expensive. In some businesses, the amount goes up to 100K. There is no issue of water, we get proper water. Sewerage system issues aren’t there either”*. And local 9 said: *“We don’t think there is any other island from which the government will get as much income from electricity as this island. But still they are taking a huge amount from the common people as well. So, it is difficult for households to meet the ends with what they get as salary. If there are one or two people in a household working, it is very difficult to meet the ends”*.

Summing up the issues, local 8 said: *“The main issues we have are regarding the roads, and we also need a proper harbour. Also, an area in the sea where we, the islanders can go and bathe and a beach for us. We need extra land as well, and the roads need proper maintenance, when it rains it’s full of puddles. Even the tourists fall themselves sometimes due to the puddles and they sometimes slide due to the mud deposits on the roads when the puddles are gone, because they are not used to these kinds of roads. That is another major concern for us. And the harbour is too small, you can see for yourself, there are many speed boats, some own up to 12 speed boats. But they don’t have enough space in the harbour. These are our major concerns. As we age we need*

to go to the sea and do exercises as well. But there is no area for us. So, we need this, even if it is like one of the artificial beaches in Malé.”

Imbalance in the allocation of tourism benefits to the islands. Referring to how the tax system is currently in Maldives, councillor 5 said: *“The central government gets it. The guest houses are required to register in MIRA and the taxes are collected by them. We don’t get any amount from that as per se. The money we get is collectively from the budget of the government so, they would say that the taxes are included in it. We don’t get any detail about how the islands are allocated different amounts”*. The council president had an idea on how the taxes has to be allocated: *“I think that the government should consider the population of the islands when distributing the amounts. I believe that it should benefit the people if it is taken from the island. I think it should be based on the population. If the government takes them, they would also be spending on the needs of the people and it would be the same thing if the council gets them”*. Councillor 4 had a different opinion: *“I think that an island with a lot of people might have few guest houses while an island with few people might have many guest houses too. For example, in this island we have only about 1490 people but we have 22 guest houses, and the guest occupancy is normally over 500 currently, so this is a small island with a small population but guest houses are many but we don’t have a proper water supply system, so given that local tourism is increasing in the island, the government should be concentrating on improving such conditions. Therefore, I believe that the government should also consider the number of guests received by the island, when they allocate resources for the island. If they take into consideration only the population factor, we will not get anything from what we generate from the island”*.

Referring to TGST and importance of taking an income tax, local 6 also stated: *“I don’t believe that it is equally distributed. There is TGST which is taken from the tourists, but I believe that income tax also should be taken, and that is how the local populations will improve. I think that there will be an immediate impact if income tax is taken”*.

The council of Maafushi also mentioned the same issue of tax distribution as did the council of Thulusdhoo. The Head of Civil Service said: *“Look at the green-tax that is being taken or other taxes. We don’t get any benefits from that. The whole thing goes to the Government through*

MIRA. But tourism being developed at such an extent in this island, with a lot of sacrifices from the locals, but the Government is not giving any portion of that the taxes taken from the guest houses to develop this island. But look for example, we are giving the Government 2% of the whole economy of the Government! From this island, only we are giving 2% of the income of the government. But the Government is not giving us any assistance. That is the most concerning thing for us. But the guest houses are assisting us a lot to keep the island clean and things like that". Stressing the importance of giving a portion of the taxes to the council to develop the island, he further said: "They don't give any portion of the taxes to the council, which is here to help the locals to develop the island. We can for example develop a good system of waste disposal too if the government gives us a portion of the green tax that is given by guest houses of this island. We believe that the Green-tax should be spent to make this island more environment friendly. To plant more trees, to keep the island clean etc. Even if they don't give the full amount, they can give some percentage of that tax to us. If we get any amount from the Green-tax, we would be able to do much more. We really thought that the Government will be giving us the amounts which this island gives as green-tax, but sadly, that is not how it happened. They just take it by saying that that is what they are going to do but they are not giving us any portion of that to help green the island".

As to how they believe that the tax should be distributed, councillor 4 from Maafushi stated: "We really don't want the tax as per se. What we want is something from the amount generated from this island as funds to implement the things we need in this island. We are not asking to give something that the government can't give. Even the public does not want this. Instead of that, if the government can facilitate the things that we need we would be very grateful for that. As a policy, when the decentralization bill was passed by the parliament, there were many debates regarding this. They did discuss about allocating a percentage from the amount generated by each island to that island itself. If that is done that way, this island would be one which can implement many things that we want. Unfortunately, that bill was not included like that in the law".

Expressing concerns regarding the same issue, local 6 said: *“I don’t believe that the tax generated from tourism in this island is returned back to this island. If we look at how much this island contributes by tax, it has to be said that things are not being done enough to this island. That can be seen even if you take a closer look at the streets. I can say that nothing is being done. The green tax is not spent on greening the island for example”*. In the same tone, local 7 said: *“A lot of green tax is taken from the island, but it is not returned back to the island or spent on the island to green the island. This is the island which generates the most amount of taxes from all the islands of Maldives apart from the Greater Malé area. That money is not spent on this island at all. It is not spent for any developments of this island”*. And local 8 said: *“Maafushi is the island which generates the most income from tourism. But they (The government) is not giving us anything in return. Even the tourists are complaining due to this. While Maafushi remains like this, they have reclaimed land at Thulusdhoo. But Maafushi still remains without enough land. If they try they can reclaim land double the land capacity that exists now. Really, there is very shallow reef around us. And the roads, there isn’t many roads here, they just have to construct the few roads that we have properly for us. Even if the main two roads are done, that is enough for us. No one is trying to help us, not the central government nor the local government. We have to do what we can do by ourselves, which is not much”*.

Lack of support from the central government. Councillor 4 stated that *“there is the plan to construct the roads as well. Maafushi is the island that generates the maximum amount of revenue from tourism, but we do not get anything to implement the projects we urgently need to implement. We do include them every year in the proposal of projects for the island, we did include the need for land reclamation, the road construction, sewage disposal system among other things”*.

2.2 Community Integration in Tourism

The collaboration among the guest houses being weak. As per guest house manager 2 from Thulusdhoo, *“I have noticed that the link and corporation between the people running the guest houses is very weak. For examples, we catered for a very big New Year party but still we haven’t*

got the reward we deserve for that so we have lost motivation to initiate such things now. The council also asks us to clean the beach areas too but if we don't get corporation from others too it would be very difficult. There's too much rivalry, I would say. We need more decent stronger minds in this business".

Minimal involvement of locals in tourism. As local 1 from Thulusdhoo said: *"They (the guest houses) are not involving the locals, they would be helping if they did open the laundry and cleaning the compounds to the locals. But they are not doing these things. They are doing it on their own".* Local 3 from Thulusdhoo indicated the same: *"I don't know much, they (the locals) aren't involved much I would say, it's just the people working in the guest houses who gets involved in everything".* The importance of engaging the community in different activities is still not fully comprehended by the guest house managements of Thulusdhoo. Referring to the importance of awareness of locals, in the second interview conducted with locals, local 6 said: *"If locals are made aware of the benefits of tourism, it would get better and the way locals treat guests would be better and as a result the guest comments would get better and there is a high probability of increasing tourist arrivals to this island as well".*

Irresponsibility of guest houses in giving proper information prior to guest arrival. Many locals remarked that the guest houses should be responsible in giving information to the guests about their dress code prior to their arrival. Local 1 from Thulusdhoo said: *"The council has given all the instructions needed to the guest houses in written documents. And the responsibility actually lies with the people who are bringing in the guests. I feel that they are not being responsible enough."* Local 3 from Thulusdhoo repeated the same: *"It has to be the guest house managers who has to tell the guests to dress properly as they are exposed to locals who are not used to their way of dressing and living. They have to properly address the issue by explaining to guests the laws and regulations. They get jobs from these guest houses. But they are getting economic benefits but I think socially there are negative impacts as mentioned".* In the same tone, Local 8 said: *"We find that the awareness factor is very low here. Tourism can be very good for the community but guest houses should take their responsibilities well, like in briefing guests, and when they don't do that people will talk about it, if these things are done properly things will improve".*

2.3 Resident attitude

The belief that there is cultural harm from tourism. The majority of the locals interviewed from Thulusdhoo expressed their concern about the cultural harm that might be caused due to the influence of tourists being present in their communities. Local 2 from Thulusdhoo said: *“I think that, it is very important if you think economically. However, if you are thinking of the hereafter, this is a destructing thing. There may be very big destructions. What I think is that, it is very possible for the whole generation that is been formed to be destroyed. All the youth are changing their way of living because of the people who are coming to visit, the tourists are not from our culture and religion, and when they come, the developing generation are believing in all that is practiced by these people. They take after their way of living. Therefore, we are losing our identity as Muslims and there is a very huge destruction coming to our religion and to the perfect way of life we have been living. It is a very sad thing that this has been started in the islands where people are living. But for our pockets of cause a lot is coming in. But religiously, it is a very big problem”*. The findings indicate that tourism may influence host behaviour, but that tourism's impact is considerably weaker than and not easily distinguished from the more encompassing influences associated with societal modernisation. The repeated claims of tourism's alleged demonstration effects must be viewed with caution and a research agenda, which would more carefully measure demonstration and help disentangle tourism's impact from non-tourist influences.

The same cultural issues were mentioned by the people of Maafushi. Guest house owner 2 stated: *“The problem is that most of the people who comes aren't Muslims, so there are some people who don't like the way we do things. And I think that the Islamic way of life, and the culture we have been practicing previously will be lost to some extent. And I think this will be gradually happening. And if it happens, some people's belief will get hindered, some might lose the faith, so the possibility of this exists”*. Another person, this time a local (local 2 from Maafushi said: *“I don't think this is good for an Islamic community. That's because the religion disappears. It is destructive to the Islamic religion. When all the locals are serving the guests, they are neglecting prayers. That's the first reason. And I don't know if they would be fasting during Ramadan either.*

They are always occupied with the guests. When the guests don't dress properly, the locals copy. Lots of opportunities are there for jobs that's a good thing. But the problem is that they don't behave as they should, especially the youth. They live like the tourists when they are with the tourists. They are left to live however they want. This has become like 'Kumundhoo Gaakolhu' (a historical expression used to say how people deviated from the religion by practicing indecent activities at that particular place). That is not good. Everything else is fine. Economically this is viable. Very much so. No one in this island has to go to anybody for money. Everybody is full".

Another local (local 3 from Maafushi) said that it was important for them to understand that it is the way of life of the visitors and to get their children to understand that as well: *"When our children see how the guests are behaving, they get affected in a negative way, but I believe that bigger people should not get affected by this because they have the intellect and they should also get their children to understand this that this is not our culture and that we are from another religion. We don't actually see them dressed in-inappropriately, as the bikini beach area is hidden from us. We don't go there. We don't go to swim also in that area. We have another area for us. If we go, there we would see them".*

Mentioning that the **cultural influences does not come necessarily from tourism**, Local 1 from Maafushi said: *"We don't believe that the bad influences come only from guest houses. There's TV channels also, there's the social media as well. We think that the youth get affected more from the internet and TV. I think that it's from Facebook and those things. There are people working in guest houses who wear beards and Muslim dress and things as well. These people go to the mosques also for prayers on time every time. And they are not prevented by the guest house managements. So, we believe that it's upon the person himself to correct his own character. Some Maldivians who come on holidays behave much worse than the tourists themselves. These people say they are Muslims so we think their behaviour is more inappropriate when they behave like the non-Muslims, wearing shorts, small sleeveless t-shirts, they even go to the bikini beach to act like the tourists. Our children are also in this island, but they do not behave like that".*

The issue of guest houses not informing the tourists about dress code prior to arrival. The same issue raised by the people of Thulusdhoo was also raised by the people of Maafushi. Local 3 from

Maafushi said: *“economically there are a lot of benefits, but as this is an island where people live, it is important to inform the guests of certain things. That would happen even if we go to a foreign country, we will have to adapt top their rules and regulations. So, they will also obey by them if the rules are enforced on them. We are happy with this business because of the benefits the people are getting”*.

Lack of island population and interest of people in training. According to councillor 3: *“The population of this island is not so high, so we don’t have enough people to occupy all the positions created by tourism. And councillor 4 stated: “We do sometimes initiate to conduct some trainings, in different fields, but what happens is that few people apply for these trainings. The guest houses themselves conduct training sometimes for their staff”*.

Another issue raised by one local was the issue of safari boats selling alcohol to the island. As an Islamic country, which does not permit alcohol in populated islands, it is against the regulations if locals are facilitated to buy alcohol. Raising concerns over this, local 8 said: *“There is an issue of the Safari boat there near the island. The youth from this island are going to drink alcohol because they are selling it there. It is restricted in the island so the guest houses don't sell alcohol, but this Safari boat near the island is selling alcohol to the guests and some locals are taking advantage of this and going to drink there. Even young boys are going there now. We don’t like that at all. We are very worried about this. This is another destruction. A very bad thing that is going on. When they come back from the Safari boat they don’t recognize their mothers and fathers. The parents can’t be on their back all the time. There should be more regulations regarding this. There are no regulations as to who can or cannot go there. No restrictions for locals. It’s a very sad thing for us. This is not like them going to the resorts with tourists on excursions. This is just nearby the island, and they can just jump in a dingy and go drink whenever they want. The Safari would sell because it’s their business”*.

The logic behind benefits from guest house establishments. One councillor (councillor 5) believed that the benefit can also be gained by locals by renting their living space for some second party. His logic was: *“they (meaning the one who hires) take the houses for rent and they also*

build them to a very good standard and some owners are going to receive their house after 15 years in very good standard. So, they get some rent now, but in the long run they are going to get back their house too built to a very good standard, and then they can decide if they want to live in it, operate a guest house or to rent it at a much higher price again. Some of them rent their houses and go abroad and live in neighbouring countries to educate their children in schools there and now, here lots of jobs are created. So, the community benefits a lot". This also proves that there is lack of knowledge even among the councillors as to how the maximum benefits can be derived from this business. This could be an awareness issue as well. If residents were informed of the benefits they could derive from the sector at a much larger extent by establishing guest houses themselves, rather than renting their houses, this thinking might change.

2.4 Community Based Tourism (CBT)

Not being ready for CBT. According to the president of the Thulusdhoo LGC, *"we don't believe that this island is ready for CBT yet, because the facilities are not there yet, the boards that we need to place aren't there yet and the guest houses hasn't been properly giving information to the guests and if the community is not happy, community based tourism cannot be established, as they need to be willing to do that. So, we are arranging meetings with guest house managers but actually what happens is that only a few people would attend these meetings too. All the guest houses are not willing to cooperate They say that they don't have time to attend meetings. The guest houses are not collaborating well. For example, one guest house took initiative and talked with others and employed a man from this island to clean the areas near all the guest houses, only one guest house was willing to contribute to pay the man his salary. So, this arrangement failed. But actually, they can all afford to give the man a good amount because as we can see, all the guest houses are full most of the time. The occupancy is very good. So even if we take initiative and employ people to clean the areas near guest house, we have no guarantee that the guest houses will be willing to contribute".*

Councillor 4 stated that: *"What actually happens is that there is too much competition between them. We think that even if there is business competition, if they want the destination to develop*

they need better collaboration among themselves, with the council, with the public the relationship should be good among all the parties concerned. It is only when that happens that the place would develop and things can be done well. That is the reason why we are trying to arrange these meetings too. We recently talked to the guest houses about building a better bridge between the main island and the nearby small island as the previous bridge is broken. There is someone from the island who is willing to do the work for free if he is given the materials needed for that. So, we have targeted this to be done before the next surf season. And according to the Head of the Civil Service in the council, "if CBT is to be established the islanders should be first aware of what it is. There is nothing arranged yet to give information to the locals on this. I believe that the locals should be more aware of the benefits of CBT. Maybe the council should be arranging this with the help of skilled people who can give proper information regarding this. Arrange some programs for the locals to give awareness on CBT and its benefits. That will benefit the island's development". And councillor 5 highlighted the importance of the central government's role in providing awareness of CBT: "I think that the central government can play a role in this. Instead of such awareness programs given in the island, they can also diffuse information through media, all kinds of media including social media as well to give information on the benefits of CBT and even the regulations regarding local tourism. So apart from the council, the central government should also play a role in this". Councillor 4 also stated the importance of collaboration from the central government: "The problem with the water system is that it is very expensive to establish and we would be needing a lot of funds for that. Even if we try, it cannot be done from the expenses we can generate from the public. So, we are talking with the Government about these issues. But this year's government budget does not include any amount for the water system for this island. But we were told informally that it can be done from another budget allocated to the concerned Ministry. It's not in the official budget for 2018. So, the main issues are water and banking. The harbour issue we had earlier is being solved as well as we have an extension of land, and the issue of sewerage is being solved too. And the problem of an area for the burning of waste is still there and we want to solve it as soon as possible as there are people who live close by to that area. And when the wind is in the direction of the island, the situation is difficult to tolerate".

The enhancement of the role of the community and the importance of all stakeholders working together to develop tourism. According to guest house manager 3 from Thulusdhoo, *“The community can do a big role actually in improving the business by handling well the issues that arise such as the issue of cleanliness. It’s a responsibility of the locals to keep the place clean by not littering themselves and also stopping others from littering on the beaches. There is an arrangement through the local council actually to handle the cleanliness issue. It’s only recently that this island has started developing guest houses, it’s just the beginning, but we can forecast that things will improve because Maafushi also started like this but now everybody is very much involved in the guest house businesses”.* It is believed that if the Community Based Tourism principles are taught to the community, they would be more responsible towards the issues they currently face.

In the second visit to the island, local 5 highlighted the importance of the community working together to develop tourism: *“In order to develop tourism sustainably, we need the community to work together, there is no other way”.*

And local 8 highlighted that: *“When a business like this is established in a local island, there will be many things you see. There are many among people among the public of different age groups. With different kinds of characters. How different people take things will be different. This needs to be understood. Locals as well as the guest house managers should be aware of this. If both parties communicate well, there will be no problems. Communicate and discuss things. The awareness is not there. The council should do a better role. But they are not succeeding in this. Sometimes the police are involved when the council can’t take the measures they have to take”.*

It does not seem to happen yet in the island. Local 5 said: *“what happens is if we have a shop which sells things to tourists, other people who owns such shops tries to steal customers from us. They tell them that their shops sell at better prices and all and take away the customers. That is a thing which will let our business down if they keep constantly doing this. They don’t give the guests their choice to choose from where they want to shop. This should not happen but is happening. And they have our youth allocated for this, to take customers to specific shops”.*

Lack of initiatives by locals in the production of local goods. The council vice president was unaware of any local goods produced to sell to the visitors. He said: *“We don’t know of any such products, but some houses sell short eats (local savouries and sweets used for evening tea) to the cafes and restaurants. Like ‘bajiyaa’, ‘gulha’ and the likes. We know of two houses minimum who do sell ‘hedhika’ (the general name for local savory pastries of which bajiya and gulha are two specific types). Even the tourists buy from them directly. That is the local production that there is. People also sell ‘Kurumba’ (fresh coconut)”*.

2.5 Solutions to some issues - proposed by respondents

Privatisation of projects to speed them up. When the council was asked if they had any ideas to speed up the projects, the council vice president said: *“Yes, if the projects can be privatised, I think that the things will be done more quickly. Even if it is totally privatised, if the quality is maintained I don’t think there would be a problem. It can be regulated by the government. Or even if it is through public-private-partnership, it’s not a problem as long as the public gets the service effectively and efficiently. I think that should be the target of the government. If a bid is open for that even the factories operating in this island like the Coca Cola factory might be interested in bidding for that. It would be beneficial for their business as well. And I think that they would supply water at a good price as well. The previous council that did that actually, they met with the Coca Cola factory and they talked about the water issue. We also know of STELCO providing the service to some other islands as well. So, we have plans to talk to them too about water. That is for drinking water”*.

Local 7 said: *“I think it is very important that people are made aware of what tourism is and what kind of benefits they can derive from tourism. Some people think that if they are not getting a direct income from the guest houses, it is not important for them. What happens in guest houses, is we give them for rent, that means that the owner of the land gets an income, then the guest house needs supplies that are bought from local shops, here the shops get income, in addition to*

this the guests are also going on fishing trips, excursions in dinghy (small boats) and the owners of these dinghy also get income. So, there are many indirectly benefiting people from this business. There will always be some area that gets benefit from tourism. So, this has to be understood by everyone in the community. This is not just awareness but knowledge of these things should also be given to the general public. I think that most people's thinking is that if they don't get direct income, the business is not so important for the community. If I don't have a guest house, it is not benefiting for me".

According to councillor 3, "to sustain tourism we still need to do many things. We need more beach, more parks and greenery, children's playing areas, now there is just one children's park but that is very small even if we consider only the population of children in the island. So, for the young visitors and the locals, we need a better and bigger children's playing area as well. So, all in all, the main challenge is that we do not get enough support from the central government to accomplish the things we want to accomplish. As an island, which generates so much income for the government, they should be more concerned in developing our infrastructure and giving us assistance to accomplish our goals. If we can get play areas for the children, and an area for the adults too to meet up and talk to each other, and maybe a special park for tourists as well".

Proposing some immediate solutions to the existing problems, councillor 4 said: "There are somethings that we can do even now, like maybe take loans and start some of the projects. We can take loans and assign people to do the tasks, make contracts with different parties and start implementing the projects. Maybe if we make these contracts and start them, the central government would also help. Maybe the government wants us to take initiative in these things. But we have to take our responsibilities well and inform the government of our dealings. We can for example talk to the road corporation (a government establishment) and start constructing the road around the island first, we can get a loan from the bank for that first step which will be the 1st phase of road development in Maafushi. And we can show the statistics to the government and show them how much we can pay from the budget we are given. If we can't pay, how much we are short of, so that the government will have a clear idea of the amount needed for the project. As we have planned all these things and since nothing is being provided for us, maybe

that's the kind of thing we could do now. For the short term, we have planned to make a park, a children's playground, a volleyball court, a 'bashi' court (a baseball type game for women) and for long term, that is apart from the road construction project and the harbour and reclaiming land. We have also plans for a restaurant under the sea, and a diving and water sports canter also in the sea".

Some locals too expressed their concerns regarding challenges that still exist. Mentioning the lack of corporation among some guest houses, Local 10 stated: *"The business people has to be more cooperative with each other than now, there is too much competition now, some people are doing things against others, if everyone works together to improve the business it will be sustained".* Stressing the importance of things to be more organised, local 12 said: *"It is important that things are more organised. For example, for the construction works, there need to be a time set for work. They need to be given a time to stop the work because the guests come here for relaxation and if there is noise going on at the time they want to sleep they would get disturbed. Now there is no time allocated for them to work. You will hear construction work at any time of the day or night from different construction sites. Some guests complain about this sometimes. But there is something they support as well. They support the fact that there are not many vehicles in this island".*

Mentioning the things that they already do to get income, councillor 3 said:

"We take rent from the empty spaces near the guest houses which they use for open air restaurants and other activities. That's a contract made with guest houses and us for one year. We renew these contracts every year. We had another opportunity as well, we had an empty space which was allocated for us to build the council office, and we decided to lease it to a party to build a guest house there for MVR 0.5 million. But this was stopped by the Ministry of Tourism saying that space allocated to build council is government's property and that cannot be leased by the council".

Different interpretation of Community Based Tourism. When the question was asked to the council as to what Community Based Tourism was, the vice president of the council and another

council member had different definitions. As per the vice president, CBT was “*tourism where the whole community participates in. As in the question you asked previously, if we do give any assistance to create local goods, if people show their own products, or sell them, doing things like that. I think when these things exist it becomes community based. And when the tourists can see the people demonstrate their culture and things. I think that the tourists come to a local island like this for these things. But tourists come to this island mainly for surfing as there are two surf points*”. While councillor 4 said: “*if it is community based tourism, the whole community should benefit from it. That is what I believe it is. It is a new concept to the Maldives, and in this island also it has been like around 5 years since a significant amount of guest houses has been in operation. I think that it is only when the people get immersed in this will the effects be seen and things will go well. In addition to that maybe we are actually into Community Based Tourism already because there are youth in this island who have bought speed boats and are using them for revenue generation. About 10 or 11 speed boats are run like this. And there are others who run water sports centers. And there are souvenir shops as well run by locals. 4 or 5 such shops are there*”. None of them mentioned the original involvement of the community in planning for tourism which is one of the major principles of CBT.

The same was observed by the researcher in Maafushi as inn Thulusdhoo with regard to the knowledge of CBT that the people possess. Ascending to councillor 3: “*The guest house concept is actually very much community based. The original guest house concept was for guests to come and stay in houses where they are provided with food and accommodation. But now, here in this island too the guest houses have turned to small hotels and the original concept is lost. So now there are two concepts mixed up. But, this does give benefits to the Government as well as to the island, and it could be said that this is the best concept to follow, how we are doing it here now. For example, when we request for funding for projects to develop the island, the guest houses are very willing to help because they know that their business will also improve if the facilities in the island are improved.*” They too were not aware of the fact that this concept involves locals at the initial stage of tourism inception in the community.

2.6 Themes that emerged from the research

The above discussions led the researcher to identify eight major themes that compile the issues that both communities face, and which are also perceived to be the same in other island communities of Maldives that have initiated local tourism. The eight themes are discussed below, with the support of relevant existing literature.

When analysing the case studies, it has not been forgotten that the difference of opinion expressed by LGC could be due to the fact that the councils are elected from political parties and those locals who favour the party the councillors belong to are usually more positive towards them. It is to be noted that the answers might vary depending on the political side that the respondent supports, as the council members are either pro-government or anti-government and usually the whole council is either pro-government or anti-government. Therefore, when a question like this is asked, those who support the side, which the council is in, would give a positive answer and vice versa. Nevertheless, the investigations allow to highlight common issues that has been grouped into themes.

Theme one: Guest-host interactions

In both examined island, fisheries are on decline and tourism replaces this activity. Inhabitants and councillors confirm that tourism is a huge opportunity for jobs and economic development. It was not evident that any loss of occupational identity existed. It was however observed that relations between tourists and inhabitants are not very important due to the fact that both cohabit without interactions, except commercial ones. Tourists were observed to be eager to meet inhabitants, some of them prefer guest houses to island-resorts for that purpose, but interactions might be difficult because of the language.

From the interviews taken with the tourists it could be generalised that the tourists had a very positive view with regard to the locals. One Swedish tourist when asked about what he thinks of the locals at Maafushi, said *“Oh, they are very nice. Yes, we’ve been travelling almost all over the world prior to this trip, me and my wife, we actually spoke about it just before we got here today,*

we've been out snorkelling the whole day, the locals are very helpful, very happy, people you've never seen or even met before they smile at you, they say hello, good morning, and things like that, it's very nice".

The very important issue of the dress code, however, was identified which almost every participant of the interviews talked about. The LGCs of both communities were very concerned about the issue of tourists coming into the island being dressed inappropriately. They pointed out that they stop guests from coming into the populated area of the island in bikinis and that they inform the guest houses also to abide by the regulation regarding the clothing of the guests in populated islands. They said that they inform the guest houses constantly of this and that even the locals inform the guests if they are not dressed according to the regulation. The councillors blame that the problem is with the guest houses saying that when they see the guests dressed in revealing clothes and tell them about the regulation, they (the guests) say that they have not been informed of such a regulation. They added that the guest houses should be aware of the local tourism regulation. The government and all stakeholders need to take this issue seriously and take appropriate action of informing the tourists who plan to come to the populated islands of Maldives, through different media, of the regulations concerning the dress code of the tourists in populated areas of the islands as the regulations are not the same in the already famous resort islands in the Maldives.

The councillors from Thulusdhoo also said that in 2015 there were some guests bathing in the sea in an area where only locals bathe in very revealing clothes and the locals complained about it. They added saying *"We don't have any restrictions as such, they can bathe in any area but they have to be dressed like the locals do if they are bathing in the area the locals bathe"*. It needs to be noted, however, that the Maafushi council stated that even in the area allocated to the guests, the council did not authorise them to wear bikinis, because the regulation clearly states that when guests arrive in populated islands they have to be dressed in a certain way and therefore they cannot authorise them to be dressed differently than that (Guest house Regulation, 2010).

According to Islamic thought, virtue and morality provide the foundation for human happiness and modesty, particularly around members of the opposite sex, is a widely-affirmed value. The manner in which modesty is expressed varies by the culture of origin, local Islamic norms, the interpretation of the Sharia, and personal preferences (Jafari and Scott, 2014). It was noticed that the guest house managers from both islands were quite defendant on the question of the dress code. It is worthwhile to note here that the first method given, as to informing on the website would be more convenient for the guest than informing them after their arrival, as they would know afore hand to bring appropriate clothes if they were informed earlier. When asked if the tourists comply with the rules and regulations, one manager said that they mostly comply with the rules, another said that they do and another said that sometimes they don't.

This is another issue that arose from the change of the tourism model from one island- one resort concept to a more diverse tourism concept in the Maldives. The demonstration effect of tourism, examined by several authors could have some influence on the beliefs of the locals. There seems to be a repeated emphasis on the negative implications of the demonstration effect; the demonstration effect is often reported as a harmful consequence of tourism for local populations. Mcelroy and De Albuquerque (1986), for example, maintain that although the demonstration effect's most common connotation is metropolitan imitation, it embraces almost any negative spill-over casually associated with tourist activity. Likewise, although maintaining that the demonstration effect can be advantageous, Wall and Mathieson (2006) argue that it is more commonly detrimental and that most scholars indicate concern for the consequences of foreign domination of the tourism industry and the impact of tourists who demonstrate symbols of their affluence to local people. In this vein, in his study on the socio-cultural impact of tourism in Botswana, Mbaiwa (2005) reports that one of the negative effects of tourism in the Okavango Delta has been the adoption of Western styles of dressing and traditionally unacceptable vulgar language among young people.

About what constitutes compatibility or true Islamic conduct, there is no consensus and this is reflected in the debate about the practice and meaning of Islam. Some Islamic countries may therefore find tourists more acceptable than others, partly depending on the degree of liberalism

as well as losses and personal gains. However, respondents also raise concerns about moral decadence and Westernisation, with a need for further research into Muslim views of tourism's cultural impacts on their societies (Ghadami, 2012).

The question arises as to how Muslims should treat the non-Muslim travellers. Briefly, if Muslims believe that their way of life is the correct one, then they should share it with foreign guests, as the Senegalese have done in Lower Cassamance (Saglio 1979). This way they may be able to convince their guests of the virtues of their ways. Direct contacts, rather than enclave formations, seem to be more effective in promoting tourism-by word-of-mouth, rather than deceptive advertising overseas. Granted that nowadays it would be exceptional to find Muslims as hosts who possess the selfless characteristics as outlined in the Sunnah, individuals should at least be mindful of the spiritual goal in travel. Like others, Muslim societies have been so deeply immersed in the Western capitalistic economy that the ideal expectations of the individual Muslim appear to be somewhat wishful (Din, 1989).

Some scholars in western society may take for granted the separation of religious beliefs and legal and political systems, but this duality is not universal. Indeed, the degree of interrelationship among religion, politics, and the law varies greatly from China where religion and political law are completely separate, to the Kingdom of Saudi Arabia where religion and state are based on Islamic law. Muslims, in gratitude for God's mercy and compassion, seek to follow the straight path of His precepts: the shari'a, derived from the Qur'an; and the Hadith, the recorded collections of the sayings of the Prophet (Esposito & Donner, 1999). To a Muslim, there is an ethical quality in every human action, characterised by *husn* (beauty, suitability) versus *qubh* (ugliness, unsuitability). This ethical quality is not such as can be perceived by human reason; instead, is dependent on divine revelation. Thus, all human actions are subsumed under five categories: as commanded, recommended, left legally indifferent, reprehended, or else prohibited. It is only the middle category (things that are legally indifferent) for which there is any scope for human legislation. However, because Islamic law deals with the whole of human conduct, it covers matters that western people would not consider law at all. Islamic doctrine determines what foods and drinks are legal or halal (permitted) and may be consumed by

Muslims, the way to dress, entertainments to enjoy, and ways to live or behave (Jafari and Scott, 2014). Therefore, the change of the tourism model in Maldives, requires one to ponder upon the effects that tourism might actually bring to the island communities in the Maldives. The acceptability of tourism by the islanders does depend a lot on their belief as Muslims.

Theme two: Importance of providing knowledge regarding the benefits of tourism

Williams, 1999 suggests that *“importance of local issues to respondents was found to be more useful in interpreting opinion groups than were demographic variables”*.

According to Tao and Wall (2009), *“A sustainable livelihoods approach is introduced as being more practical, especially in the common situation in which communities and individuals sustain themselves by multiple activities rather than discrete jobs. When tourism is introduced into a community, it is important that it complements rather than displaces existing activities.”*

It was observed from both islands, the ability of the businessmen to enrich themselves with the exploitation of the resources of their island. It could therefore be observed that people compare their situations to the one of those who benefit from tourism: as long as their own situation is not improved, their acceptance of tourism is low.

The land issue is of importance in the islands. An inhabitant complains about repartition of land: And land distribution may have been suspect in Thuslusdhoo. Some induced effects of tourism, like the growing scarcity of land, are too important regarding other direct benefits. This could alter the acceptance of tourism. Nevertheless, some benefits may appear in the long run.

The Local Government Councils had various ideas about best way to get what the island deserves from the taxes that is taken from establishments in the island. One councillor said: As to their opinion on if the amount collected from this island should be spent on the people of the island's welfare and development of the island or if they thought that the amount should come to the council and they should spend to improve things on the island, they said that both ways are good because even if the government takes them, they would also be spending on the needs of the

people and it would be the same if the council gets them. The councillors said that both the population and the number of guests who arrive are factors that need to be considered when allocating resources for the islands, as the number of guests who come to this island and to another island would be different and the populations of the islands would also be different. There are many guests who come and go all the time to and from these islands including locals come from Malé and other islands, especially during weekends, the islands are normally full. They added that it would be best if the island gets what is generated as tax from the establishments in the island.

The current policy of the government is to collect revenue such as tax from tourism, by an authority in the central government (MIRA) based in Malé (the capital) and distribute to islands according to the needs that the government gives priority to. It was evident from the answers given that they were concerned about the amount they get for the development of the islands and that they were not happy with the progress of development. Most of them were aware that the islands generate a lot of income from tourism and that enough was not spent on the development of the islands. One participant brought up the issue of not taking income tax and suggested that this should also be taken and the money earned should be spent on the development of the island.

Theme three: Education and hospitality training

The councils were asked if they have contacted any training providers to give training to the people who are interested in this industry, they said that the council has not yet taken any such initiatives yet, but under the TIVET program some school leavers have undertaken some training in different hospitality related skills and some of them are now working in guest houses. The council has not yet undertaken such programs, but they have plans to do so, with the Faculty of Hospitality and Tourism Studies of the MNU. The highly competitive environment in which businesses operate today requires a skilful workforce in every organisation in order to remain a successful player in the competitive game of the industry. One of the main problems which occur in the workplace is the lack of training. A large number of employees can appear dissatisfied (Heinemann and Greenberger, 2002) due to being assigned responsibilities without having the

right knowledge and skills in that area. Training is an essential process which should be cautiously designed and implemented within all hospitality firms regardless of its size (Ahammadh, 2013).

Theme four: Importance to develop facilities and infrastructure needed to enhance tourism

The councillors' point of view and the public's point of view were different with regard to some of the facilities like electricity available to the island. It was pointed out that people need to be aware of this as well, and they said that is true and that actually the electricity bill is quite high. If we compare with Malé or some other islands, the cost per unit is higher there. They were asked if they thought that maybe the solution could be to introduce a minimum wage. To this they replied yes. International arguments or debates in favour of a minimum wage mostly hang on the idea that firms have a responsibility to ensure that their workers earn enough to live on. If a firm cannot pay its workers enough to live on, then it is not a viable business, because it is dependent on wage subsidies (Why we need a minimum wage, Forbes online magazine, N.D).

There were common issues regarding water, sanitation etc. that the councils were aware of and they are trying to solve. Maldivians in all islands experience their vulnerability, the vulnerability of their economy, of their society, and that of their islands. They face huge challenges: the issues of environment, waste management, water, and electricity come often into interviews. Councillors are aware of virtuous interaction between investments in facilities, tourism development and socio-economic development. Investments are to be done in order to improve the well-being of the population as well as the tourism activity: *"We need more beach, more parks and greenery, children's playing areas too as now there is just one children's park but that is very small, even if we consider only the population of children in the island", "We know that cleanliness of the island is also very important for tourism as well. That is why we give such importance to that"*. And it is understood, since tourism supplants other economic activities, its ability to solve the challenges facing the islands is questioned.

Another interviewee expressed about the importance of the development of infrastructure in the island. He said: *"There is a lot of tourism in this island now and the problem of the harbour is*

very big. The harbour is too small for the vessels to dock so we need a better, a bigger harbour if we want to sustain tourism. Also, the roads in the island need to be in a better condition than now. Now the roads are very much damaged. If these things are corrected tourism will be better sustained”.

In Maafushi there are certain issues like waste management, allocating a bigger area for the tourists to sun bathe, expansion of land so that the harbour could be extended, maintaining and constructing the roads which need immediate attention from the concerned authorities. It was also interesting that one participant mentioned the importance of togetherness of the community in resolving any conflict that they had and the importance of better communication among the authorities and the common people regarding the issues that they face and the actions that they take. For instance, the community thought that the trees were plucked off due to a road development project while the council mentioned that they did that because the trees were planted in spaces which were not allowed for trees to be planted. Such misunderstandings can be avoided with better communication.

In both case studies, the importance of stakeholder involvement and collaboration as essential factors for tourism development; especially that of the Central Government and the Local Government Authorities.

Theme five: The need for stakeholder collaboration in order to achieve sustainable tourism

Some participants brought up the issue of the community still not being well aware of the benefits that tourism creates and of collaborating well with the stakeholders in order to develop and sustain tourism in the island. Another significant issue raised by locals, guest house managers and councillors, was the lack of support from the central government. Locals pointed out that for anything to be accomplished, they need full support from the Local Government Councils and the Central Government. Improving the utility functions and the infrastructure of the islands were the main areas in which both islands needed support. In order to create a virtuous

interaction between tourism development and the well-being of the population, both islands have to invest and need to be supported.

On the other hand, guest house managers were very positive about the support the locals give to the guest houses. And the crime rates in both islands were very low. The most reported crimes on an international level are: prostitution, pickpocketing, vehicle break-ins, fraud, organised crime and gang activities, illicit gambling, burglaries in accommodation, robberies in bars or other establishments, crimes on public transport (on buses, underground trains, in airport terminals, among others) and terrorism (Glensor & Peak, 2004).

The last question was focused on finding out if the council involved the locals in making decisions. The importance of stakeholder involvement to establish community based tourism has been previously highlighted with the help of reviewed literature.

Majority of the respondents agreed that the council does involve the locals in making decisions regarding tourism or other matters. Therefore, there is some dialogue between the council and the community, however, the dialogue between the central government and the council seems to be not so well established regarding the issues that the community face. Therefore, the council does discuss some issues with the public and the public do have their own say to some extent. According to Simon and Groot (2015), there are different realities blended together in community-based tourism, and storytelling can help us understand the resulting entanglement of actors and power. The authors use the fictional narrative of Pandora's box as a metaphor for power and empowerment in community-based tourism, which can leave communities worse off than before the introduction of tourism. Therefore, a careful approach of introduction to community based tourism, with a clear sense of direction, especially when dealing with human factors like 'empowerment' of the local communities are seen to be essential.

Looking at the responses, we can see that they have many ideas to keep tourism going in their island. They want the existing problems solved so that they can go ahead with tourism and they want tourism to flourish and sustain in the island. However, there were still reservations on how it is currently being practiced. And therefore, effective dialogue with the concerned authorities

deem inevitable. That is why stakeholder collaboration and coordination is critically essential in developing Community Based Tourism in these islands.

According to Canavan (2016) “various negative consequences are shown to arise from this absence of collaboration, including a lack of shared vision or future strategy for local tourism, and high levels of mutual mistrust between stakeholders”. Resulting conflict, wasted resources, lost enthusiasm and lack of strategic direction appear to undermine the current and future management of island tourism. Emphasised by research is the importance of stakeholder collaboration to sustainable tourism management and underlying factors which may enhance or undermine. This study’s focus on describing dysfunctional collaboration within an untypical small island setting makes a unique contribution to the existing literature.

Gunn (1988) stated that continuous tourism planning must be integrated with all other planning for social and economic development, and could be modelled as an interactive system. He pointed out that "the 'go-it-alone' policies of many tourism sectors of the past are giving way to stronger cooperation and collaboration No one business or government establishment can operate in isolation" (Gunn 1988:272). Inskeep (1991) has also pointed out the importance of an effective organizational structure for tourism management and the need for continuous, integrated planning. Achieving coordination among the government agencies, between the public and the private sector, and among private enterprises is a challenging task, however, and requires the development of new mechanisms and processes for incorporating the diverse elements of the tourism system.

As mentioned earlier, the councillors of both islands complained about the inadequacy of government aids. The Maldivian government does not redistribute tourism-related tax revenues as councillors would wish. Most of them were aware that the island generates a lot of income from tourism and that enough was not spent on the development of the island. The current tax collection system is in such a way that the tax generated from the whole tourism industry is collected by the central government via an establishment: MIRA (Maldives Inland Revenue Authority). It was established as a separate and independent legal entity under the Tax Administration Act. According to the Maldives Inland Revenue Authority (MIRA), green tax is a

tax payable by foreign tourists at the rate of \$6 per day of stay in resorts, hotels and safari vessels and \$3 per day of stay in guest houses (What is Green tax? mira.gov.mv). MIRA then forwards the collected taxes to the Ministry of Finance which allocates the budget to the country's different development projects throughout the country. The councils of both Maafushi and Thulusdoo expressed their concern on the amounts that are re-allocated back to them from the central government. The councils of both Maafushi and Thusludhoo were not satisfied in the amount that they receive when allocating the budget for their islands and some councilors said that wealth.

Theme six: The revival of culture with the help of tourism

Culture and creative industries are increasingly being used to promote destinations and enhance their competitiveness and attractiveness. Many locations are now actively developing their tangible and intangible cultural assets as a means of developing comparative advantages in an increasingly competitive tourism marketplace, and to create local distinctiveness in the face of globalisation. According to our case studies, culture seems of growing interest in order to promote the destinations and to foster tourism development. And the opening of guest houses offers a good opportunity for tourists to discover the Maldivian culture.

It could be said that the population of Maafushi is trying more than those of other islands, to demonstrate their culture to the tourists. They also believe that it is an important component of tourism, which would help them in establishing a better CBT in the island.

When asked about their involvement in culture, both LGCs replied that they do not take part or arrange cultural activities but for cultural events they facilitate and help the youth who are engaged in such activities. They said that they do everything they can to maintain the culture, especially the religious aspects. There are laws and regulations regarding tourism in populated islands and the guest house regulation, so they make sure that those rules and regulations are followed. They pointed out that if the guest houses need assistance in conducting cultural activities they do provide assistance in every way they can.

From the answers that were given, we can see that there are certain activities that are being promoted as cultural activities in the island already, however, these activities are not performed

enough as to gain a good income for the people who perform them. Therefore, the community as well as the guest house operators need to be more aware of the benefits they can achieve by engaging the locals more in cultural activities and producing more local goods and selling them. According to Grunewald (2001), cultural change is a recurrent concern in tourism anthropology studies. Host societies frequently remodel their culture following the creation of a tourist resort. But, that does not necessarily imply an acculturating process, since what actually takes place is pragmatic cultural production work in response to the touristic demands that offer consolidated economic alternatives and livelihood.

In Maldives, previously some culture was demonstrated to tourists in a modified version in the tourist resorts with the help of local music groups who did not usually perform the authentic tradition type of music and there were only a few instances where locals were invited to resorts to demonstrate the production of local products. The real authentic culture of the Maldives was very much hidden to the tourists until the permission of operating guest houses in the Maldives was granted in 2010. It could, therefore be said that the change of the one-island one resort model of tourism has also contributed to the revival of the authentic Maldivian culture.

The promotion of local culture needs some cooperation. And with the advent of Community-based tourism, as suggested in this thesis, the involvement of the community would increase and they could take more initiatives to improve such cultural activities. *“We will do whatever that is required. It is important that all the islanders work together to develop the island. That is the most important thing, the togetherness of the community. The things will improve only with community participation. Everyone equally. We are all working for tourism in this community. The tourists are happy in this island because even if they leave something on the beach, it will stay where ever they leave it and we try not to disturb the tourists. So, this way we are providing good corporation in this island”*, said another respondent highlighting the importance of community togetherness to achieve success. This is definitely the way of thinking of a person who can implement the CBT concept.

Theme seven: Facilitating employment for locals

The issue of foreign labour was more significant in Thulusdhoo than Maafushi. According to a local from Thulusdhoo, the guest house managers are not concerned with the economic contribution to the island. These managers employ foreign labour and as the foreigners send money abroad, the islands are not getting much income from labour. It has been a trend in the Maldives for a long time, to hire foreigners from neighboring countries for such jobs, as they are much cheaper to employ. The average pay for them has been US\$100 per month for a long time. The pay for nationals of countries other than Bangladesh has been increased due to their Governments' intervention. Still the pay for Bangladeshi nationals is relatively very low and Maldivians would not be willing to work for that rate. Apart from hospitality, tourism can create other job opportunities. One guest house manager in Thulusdhoo pointed out that it is difficult to retain locals in the jobs related to hospitality. He said that there is a lack of discipline among Maldivian youth. One reason for this could be that their perception of cleaning, cooking and other such activities as low-level activities. This perception is slowly changing however, as the researcher has observed in Malé that the newly created waste management company WAMCO in Malé employs only Maldivian nationals in jobs. "Until today, they used to beg for money on the streets, or did some office's security job or struggled to cope without a job. Simultaneously, renting a place in Malé and trying to make ends meet. Thankfully, they have got jobs now, and are able to manage themselves. They are the trash ladies of WAMCO, a state-owned company. When they got the waste disposal jobs, they were extremely happy, their lives changed (Maldives Times, 2017).

Theme eight: Obstacles to the adoption of a development model inspired by CBT

Due to that fact that wealth distribution is seen as an important issue, it was asked regarding the tourism development model, and especially of the possibility to inspire public policies with CBT principles. While there are a number of approaches for tourism development in Small Island Developing States as highlighted earlier in the reviewed literature, one of the best is definitely community-based tourism, which canters on ownership, management and control of tourism

projects by locals (Simpson, 2008). The primary purpose of CBT as a community development model is to provide opportunities that distribute benefits that otherwise would not exist across a community. These benefits include economic returns, while also empowering communities with the skills and resources to develop sustainable tourism. This form of CBT focuses on removing constraints to participation in tourism and developing the human capital of the locals such as gender equality, creating local employment, entrepreneurial training and education; and devising and applying a comprehensive community development process to tourism planning. CBT views tourism as an economic driver that enables each community member to have equal access to an improved quality of life.

According to Musselwhite et al, 2006, community-based tourism or ecotourism suggests a symbolic or mutual relationship where the tourist is not given central priority but becomes an equal part of the system. The understanding of local community concerning the CBT is therefore essential. Community-based tourism is a 'participatory process.' This means that everyone has a chance to work together and share their skills and hopes. By assisting each other to plan and manage CBT, community members forge closer, stronger relationships, strengthening the foundations of community trust and unity (The Thailand Community Based Tourism Institute, 2012). When councillors of both islands were asked if they were familiar with CBT and whether CBT can be applied in their community, it was said that lack of information and insufficient knowledge of the population prevents the adoption of such a development model. It was also obvious that cooperation was not enough. Participative governance was in dire need in order to ensure the development of a CBT model. An interviewee said: *"The business people has to be more cooperative with each other than now, there is too much competition now, some people are doing things against others, if everyone works together to improve the business it will be sustained"*. This lack of cooperation is a barrier to CBT.

Zapata et Al, 2011 states that *"Since the development of community-based tourism (CBT) governments, development agencies and NGOs have placed considerable emphasis on this development model. However, CBT has been strongly criticized with respect to low economic impact in terms of jobs and income, the result of small-scale interventions, its low life expectancy*

after external funding ends, the monopolisation of benefits by local elites, or the lack of business skills to make it operational". The case studies done for this research show that monopolisation of the benefits of tourism exists in both islands. In Maafushi, the evolution appears to be a break in the development of a CBT: guest houses are getting bigger and bigger, require more and more investments, an economic activity in which the inhabitants cannot invest.

3. Conclusion of the chapter

This chapter has critically discussed the quantitative and qualitative data that was collected for this research. The themes that emerged from the research were elaborated with the support of relevant literature to finalise the concepts before evaluating them and making propositions in the next chapter. The findings revealed that local communities want to be involved when tourism policies are being made to enable policymakers to prepare a policy that meets stakeholders' needs and addresses their concerns. They also want to be part of tourism development decisions to ensure their needs are incorporated. Furthermore, local communities want to have a voice in development issues (not necessarily tourism development) to enable them to protect community interests, and increase transparency and accountability, and wipe out embezzlements and abuse of offices, which are rampant acts amongst decision-makers. Similar to previous studies, they rejected the belief that local people should not participate by any means in tourism development. It is clear from the findings that people are against the prevailing top-down approach in decision making when it comes to tourism development in their areas. It also depicts the nature of the central government which controls all the forms of decision making when it comes to development and policy formulation. The study emphasizes on small scale methods in analysing and assessing the role of local community's views of participation from the communities themselves rather than what has been normally imposed on them.

CHAPTER 7 – The Contributions and Perspectives of the Research

The final chapter does the synthesis of the research, answers the two research questions by highlighting the research's theoretical contribution and proposing a framework for planning and implementing Community Based Tourism in the populated islands of the Maldives. This chapter also discusses the limitations of the research and provides future research possibilities. Finally, the hypothesis formulated in the first chapter are answered.

1.The acceptability of tourism: lessons from the Maldives

The quantitative survey showed that tourism is accepted by inhabitants. And the case studies confirm that inhabitants tolerate tourists as long as they behave according to local rules.

This research also found that the consent for tourism is given by the locals when the religious rules are respected by the tourists and they would tolerate the locals as long as they demonstrate respect for the way of life of the communities. Knowledge and awareness can be provided to the locals to accept tourism for the induced and direct effects of tourism. There could still be a reservation in their acceptance as long as the rules and regulations established by the communities are not observed by the tourists. Therefore, the gap: compromise. When both parties, the tourists and communities compromise. The second kind of acceptance can therefore be a conditional acceptance. Tourists need to obey the rules and regulations while the community offers the best product of tourism that they could offer. There could still be those who do not care much about the way of life being hindered by the tourists, who would go directly for acceptance and even active acceptance due to the fact that a lot of income is generated and lots of opportunities are created by tourism.

The investigation done by this research demonstrates that religion is a critical factor clarifying the acknowledgment or dismissal of tourism. Individuals, particularly the elderly, are apprehensive by the likelihood of some type of spread of non-Muslim western lifestyle to

Maldivian locals. The non-recognition of the Islamic values shows up here as an attack against the belief and beyond that, as a danger to their personality and confidence. This is the more straightforward and incited disservice of tourism. A few occupants trust that visitors ought to be endured if and only if they comply with the established tenets. Toleration is not the same as approval: it implies that occupants do not dismiss the closeness of visitors if, and only if religious standards are respected. On the off chance that they are not, a few locals reject tourism since they consider prompted impact of tourism: the disappearance of their way of life and confidence.

This examination likewise affirmed that when individuals can see the monetary advantages they get from tourism, and if the Islamic standards are not to be transgressed, they will acknowledge visitors: acknowledgment can be seen among the populace. It is reflected in the way that the population comprehend the stakes of tourism regarding employment creation and riches, and consent to submit to financial substances to advance the improvement of their community. Their economy to a great extent relies upon tourism and they acknowledge visitors for the financial advantages. They are not anxious by a danger of diminishing their confidence and are sure about the positive advancement of their way of life. This even minded belief acknowledges positive instigated impacts of tourism on the economy.

This acknowledgment can be surrendered or dynamic. Surrendered when individuals do not see all the beneficial outcomes of tourism, dynamic when they consider that tourism can be loaded with circumstances offered to them and their community. Surrendered acknowledgment can be seen when individuals who know local people that work for tourism industry, acknowledge and comprehend that they require occupations, yet they cannot perceive open doors for them. They regularly feel that tourism advancement does not benefit them, particularly in light of the fact that riches are not redistributed evenly. Dynamic acknowledgment is seen among youthful business entrepreneurs who begin a business in connection with tourism, when youngsters get education with their minds set to work in tourism, or when councillors do their best to unravel an issue of rubbish in the city to exhibit the best picture of their islands.

Surrendered acknowledgment was seen among individuals that cannot see all the incited beneficial outcomes of tourism, yet feel the actuated negative ones in their lives. When they do

not imagine that future speculations will enhance their lives over the long term. They cannot see their own capacity, or the community's capacity, to predict the future and get the most advantage from tourism. When they observe that rich individuals benefit and when they feel barred from monetary advancement. It was observed that the more surrendered ones were those individuals that felt seized, or those that believed that riches from tourism are unevenly redistributed among the islands, and those who could not bear the fact that visitor interests came first. Unexpectedly, dynamic acknowledgment was seen among individuals who have stronger faith in their future, as well as the eventual fate of their communities, of their condition and their islands. Dynamic acknowledgment was seen by individuals who trust that it is conceivable to exploit this new type of tourism to open doors for themselves and for their communities.

In light of the above, the first research question is answered. If tourism is said to be acceptable, its integration into the local community comes up against the question of the distribution of wealth emanating from tourism and by the locals accepting tourism as a form of development for their communities ignoring the perceived negative effects.

2. Strategic framework for planning and implementing CBT in the Maldives

2.1. Can CBT provide better integration of tourism in local communities?

Our case studies have shown that local government councils think that the Maldivian society is not yet ready for CBT. Insufficient education, insufficient knowledge and insufficient cooperation are cited as the most significant hindrances to CBT. One must admit that the historical model of tourism development in the Maldives (one-island-one-resort) model was not predisposing Maldivian society to participative projects, multi-level governance, and the sharing of wealth. The interviews show time as a necessary factor.

From the point of view of tourist destination management, this research advocates for the importance of taking into consideration the difficulties of a transition from the previously existing one-island one-resort model in the Maldives to a CBT model of tourism development in the populated islands of the Maldives. It has to be noted that the one-island-one resort model which started in the 1970s still exists and it is also influenced by the guest house creation in the populated islands. While CBT has been acknowledged as a tool for community development through tourism projects, especially in rural areas and in small islands destinations (Qian et al, 2017), for instance, have shown that CBT contributes more to livelihood improvement in the Chinese rural area. The same was demonstrated by Lopez-Guzman et al (2011) in Cape Verde, and the same can be demonstrated in the Maldives.

It can therefore be confirmed that, even if CBT might be a great opportunity for communities to become the main actors of their development, it represents huge challenges, among which: lack of competencies, competition and weak cooperation among stakeholders, lack of resources, inadequacy of policies. Awareness, making the people aware through education seems to be one of the most important answers to these challenges. Even if inhabitants are aware about tourism-driven economic development, they often do not know how it works. Their economic and managerial competencies are low and they have not been informed nor educated about the economic processes that lead to economic development. While tourism researchers and practitioners are interested in the virtues of networking stakeholders, and cooperation, to place tourist destinations in a sustainable economic dynamic, it is clear that the lack of cooperation noted in the islands reflects a lack of knowledge about the mechanisms that support economic development. That is where the role of CBT lies. If CBT was properly established the way it should have been, that is, by involving the locals in this initial stage of tourism development, asking them how they want tourism to be in their islands, educating them about it, the problems that arise now could have been minimised.

This is the motivation behind why it is important to consider the chance of open approaches roused by community based tourism. The meetings demonstrated that councillors feel that the island communities are not prepared for CBT. Deficient instruction, lacking information and

inadequate participation are referred to as the most critical breaks to CBT. One must concede that the original model of tourism improvement in the Maldives (one-island-one-resort model) was not inclining Maldivian culture to participative ventures, multi-level administration, and the sharing of riches. The findings of this research indicate time as an important factor.

This outcome is of significance: it demonstrates that regardless of whether one considers CBT as an intriguing method to add to occupation change in provincial territories or in small island developing states, the councillors propelled the researcher to ask an important question. How much are the locals prepared to grasp closely the current tourism situation of their islands?

As Maldives' tourism improvement has been composed on the guideline of partition, locals are not used to create relations with visitors. It has been exhibited that connection amongst visitors and local people are a fundamental segment of the procedure of the rise of small tourism ventures, made by tenants, in country territories (Clergeau et al, 2016). Amid the experience, visitors have needs, which can be fulfilled by tenants. The requirements of visitors can work as entrepreneurial openings (Davidsson, 2015) on the condition that they are all seen and met by local people, when gatherings are held, if local people have the way to meet them. Tourism can be an open door for tenants if and just if the tourism display is planned on the rule of experience and not on the standard of detachment. Tourism entrepreneurial open doors are not just offered by hazard but rather constructed (Ngijol, 2017), and worked in collaboration with visitors (Clergeau et al, 2014). This procedure requires some thought and investment, as observed in Maasfushi.

Maldivian tourism has for quite some time been roused by the one-island-one resort concept. It goes about as a brake in their inclusion in tourism advancement. Indeed, locals are not used to considering that they can be performing better in tourism advancement. They have been counselled to talk about how space ought to be isolated. They are demonstrated that they are not real partners in tourism advancement and the communities are not yet engaged to their full potential.

Whether or not this debilitation clarifies the trouble and coordination among the performers of tourism improvement. This thesis, nevertheless, propose the theory that the comprehension of the component of tourism advancement would be the best motivation to participation. This speculation advocates for more data to individuals and training institutes.

Based on the literature review and the findings, it could nevertheless be suggested that CBT tourism model could be an important lever for facilitating the integration of tourism in the local communities of the Maldives. It was demonstrated that CBT facilitates cooperation, wealth redistribution, and most importantly the say of locals in building their communities the way they want - the reason why a new framework for CBT has been developed.

2.2 The Proposed Framework for Community Based Tourism Planning and Implementation in the Maldives.

In developing countries like Maldives, there is continued emphasis on master plans, which are often made by external consultants with limited involvement by government officials. The consultants usually come from developed countries where there has been an emphasis on tourism master plans for larger areas. Those external consultants often do not undertake such tasks in their places of origin. In fact, such master plans are designed to attract external investors by ensuring potential developers that there is a broad vision for the destination area and that their investments are desired and secure (Wall, 2005).

All strategic planning models for tourism have to reflect local conditions, while the flexibility to modify the existing theoretical models should match to a particular geographical area. In addition, monitoring and evaluation of the tourism projects should always be an important aspect for sustaining tourism development. For this to be achieved, it is essential to improve the existing planning mechanism through better tourism statistics, investment incentives policy, market-oriented research and better tourism infrastructure.

Trained management and qualified professionals, which a tourism destination as Maldives lacks, especially in the guest house sector, are essential components to achieve positive results through tourism planning. Closely linked to tourism planning, the need for sustainability has been one of the most clearly expressed concerns in recent years. In fact, it is apparent that successful tourism planning requires both the involvement and participation of residents in the destination areas. Interaction between tourists and residents play an important role in the conservation of the local environment. This could be attained by developing tourism products that make the visitor care about and feel for the local environment (Haley, 2004). It is essential that tourism plan is integrated into the national plan for economic development.

Implementation can be a third related activity to planning and policy making process, which is the actual execution of these courses of action. It is a process of goals and actions geared to achieving them. Implementation involves mobilising, organising and managing the resources such as, finance, facilities development, work force and equipment. A prepared plan which cannot be implemented to achieve the desired results is useless and a waste of resources (Jenkins et al, 1998). The planning strategy is a link between policy-making, planning and implementation, while monitoring to analyse the best plan performance with a view to assess if objectives of tourism development are being achieved. Goeldner et al (2000) argue that, although policy formulation and destination planning are different types of processes, they must nevertheless be seen as integrated components of an ongoing process of destination management.

From the above discussion and interpretation of the importance and justification for a well-developed tourism planning before formulating any CBT strategies, it could be confirmed that government at all levels, should use its influence to encourage greater stakeholder coordination on planning issues. This in return would be achieved by creating structure and processes which enable stakeholders to talk to each other and create effective relationships and partnerships (Hall, 2000).

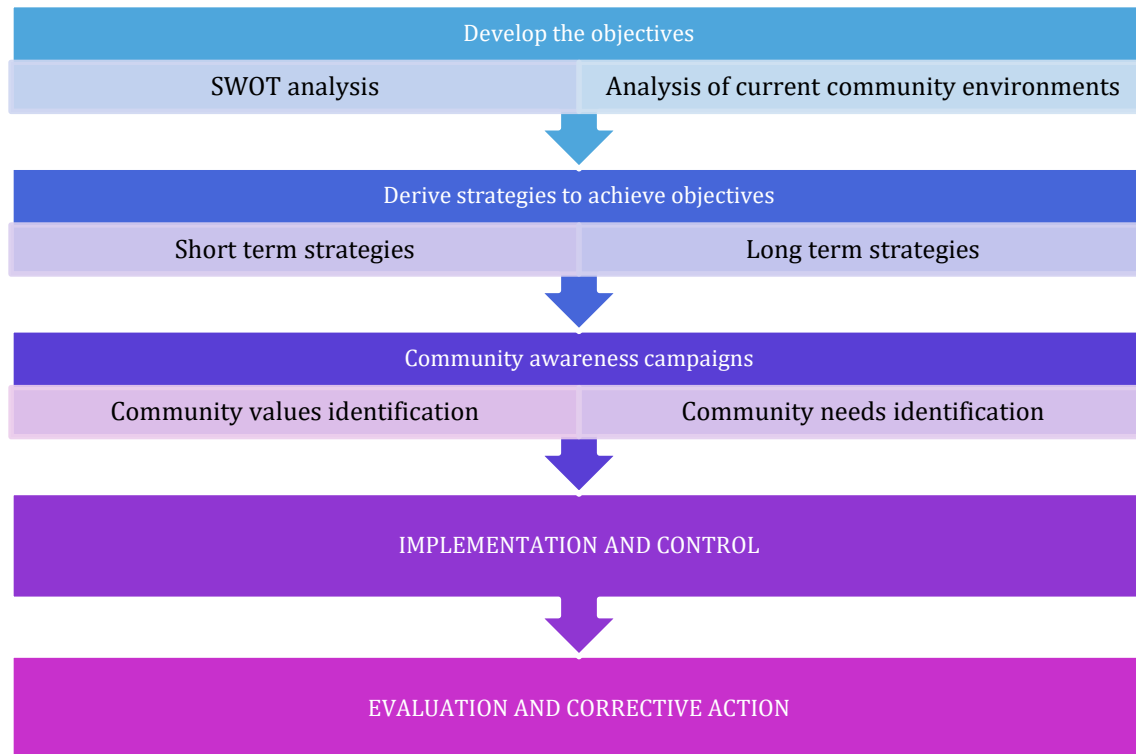
The first stage of this new designed framework covers CBT research to collect the relevant information and data. In the final stage after tourism plan implementation, it is essential to have monitoring and controlling in order to make the right policy corrections on time. This may help to identify the CBT plan's weaknesses or any other shortcomings. Solutions should be made to overcome the problems hindering the demonstration of tourism development in the country before is too late to do so. This new planning framework, may assist the development of tourism in a country like Maldives, which has a central-planning approach. Moreover, it may play a role in assisting the concerned planners and policy-makers to develop suitable projects. This could lead to a prosperous economy as well as achieving social, cultural and environmental benefits to sustain the country's resources.

This new proposed tourism-planning framework has been designed to achieve the stated goals and objectives related to any destination area attempting to develop tourism. The guideline given in this planning model, may lead tourism planners and policy makers in developing countries such as Maldives to plan and develop the tourism sector in a long-term horizon. In addition, any planning model should be tested to make sure that it fits to a particular local environment. For instance, Maldivian tourism administrators, to be sure that such framework is suitable for the national environment should pay much attention to make flexible modifications of the plan to meet the specific objectives of tourism development.

Any theoretical model or approach to tourism should match the available resources to sustain the implementation process within a stipulated time. Tourism planning, monitoring and implementation are important issues, which imply coordination, encouragement and regulation. Without this, all research efforts and findings will be wasted. It is also essential to note that existing knowledge through developing a theoretical orientation toward understanding and predicting residents' perceptions of the impacts of tourism and providing a basis for identification and definition of the central concepts involved in measuring residents' perceptions of the impacts of tourism. In addition, application of social exchange theory can be

used in a tourism setting. It is therefore imperative to develop and propose this theoretical orientation on residents' perceptions of tourism.

Figure 6.18: The Proposed Framework for Community Based Tourism Planning in Maldives



Source: the author of this research.

As explained previously, tourism planning has been proved to be an essential element for any tourism approach or strategy. Therefore, after considering tourism planning, the next issue relates to organizational participation in Community Based Tourism. The strategy should be adapted as situations change and be constantly re-evaluated. In addition, the strategic framework has to be comprehensive and integrated into the nation's socio-economic and political policies as well as the natural and built environment and socio-cultural traditions. All kinds of tourism organisations and central, atoll and island level community offices need to be engaged in developing a well-designed CBT strategy. A new approach to CBT planning strategy in countries like Maldives is an essential process to identify tourism goals, resources, and existing

opportunities for the country. A new developed CBT Strategy is needed to meet short and long-term objectives. In the short-term, the strategic approach is required to identify where the CBT planning is now, and where it will be in the short term. Any tourism strategy determines what needs to be offered in a given period, at a given price, and how this is to be achieved in order to meet operating costs. Beyond this, the plan should be developed to achieve its long-term objectives.

The strategy should not be isolated. It must be integrated and coordinated with the financial plans, organisational plans, and other aspects of the total activity. To develop the framework (figure 6.18) the researcher has approached communities in Maldives to identify important themes which can be used as a tool by which CBT in Maldives can achieve its objectives. By following such a proposed framework with the identified themes presented earlier, the country would be able to identify developments to the existing tourism product in the islands to offer international tourists, evaluate them and take action to develop them. In case of Maldives, an overview should be taken for two main areas:

- Existing products and current trends which might affect CBT planning as most tourism products are made up of several components, which can be quite complicated.
- Community values and benefits rather than features as they are the key to succeed in CBT planning in Maldives compared to the resort tourism product which focuses more on its features.

Tourism is an interdependent sector. Tourism can provide benefits for both tourists and the host community. By developing an infrastructure and providing recreation facilities, both tourists and local people benefit. Tourism strategies should be developed in a manner that is appropriate to the destination. It should take the culture, history and the stages of economic development of the destination into account. Tourism can be a tool to motivate governments to inject more funding in improving infrastructure, especially in the initial stage of tourism development.

Many developing countries cannot afford to finance construction internally. Thus, the need for cooperation between public, private and foreign investment becomes essential. Tourism investment legislation in Maldives should be treated as a special case in order to be more attractive to both local and foreign companies. The Maldivian government should play a leading role in the development of the tourism industry in the local islands since the private sector may be small. Government involvement should include the provision of resources for research and development; training and an improved services standard; transportation systems and infrastructure development; land zoning and preservation of cultural and environmental assets. In addition, without the communities and the local government involvement in tourism planning and development, the sector lacks cohesion, direction, and long-term sustainability. In the initial stages of tourism development, a great deal of finances is required for tourism infrastructure, facilities and other related services.

There are a number of problems, which hinder the success of tourism development plans, like the tourism strategies in developing countries' over centralisation of decision-making, difficulties in implementation, lack of comprehensive planning and flexibility. The main function of the planning process lies between policy making, implementation and monitoring to assess performance. Modification of the plan where necessary is incremental for success. Involvement and action need to be initiated at government level to collaborate with the island community sectors. With the change in the Maldivian tourism model, with the introduction of guest house tourism in populated islands, there is an urgent need to boost the country's tourism potential through new combined approaches to tourism planning.

3 Policy recommendations to be implemented along with the proposed framework.

Despite the diverse implications hindering Community Based Tourism in Maldives, there is still a wide scope for the development of a modern and sustainable CBT in the country. Generally, this

calls for the adoption of appropriate tourism planning strategies that the research has proposed in the previous section in order to integrate this important sector into the national economy.

Therefore, planning of tourism products should have combined with sustainable planning focus, which helps to fit in with the local environment and ensure its preservation. The successful formulation and implementation of a well approached CBT strategy is predicated upon the mobilisation of human, capital, physical and other resources. These resources spearhead tourism in the country. This in return will ensure the identification of the tourism product, organise its planning responsible for the overall control of the Maldivian tourism sector; reaching into the national economy based on a well-designed planning strategy. If these resources are inadequate, tourism planning will not succeed.

However, the researcher wishes to recommend further policies to the related tourism authorities in Maldives in order to achieve two main objectives. First, to overcome the identified problems which hinder the development of the tourism sector in the populated islands of Maldives. Second, to validate the research findings or the implementation of the proposed new CBT approach.

Maldives is among several countries, which have introduced tourism as an attractive development option to sustain the national economy. At the national level, it is primarily government responsibility to formulate a comprehensive tourism strategy based on many strategic elements such as tourism planning and tourism implementation frameworks. However, this strategy would be better implemented through the following recommended policies before transiting them into quantified targets and rates of tourism growth:

Policy One: Government's Commitment & Involvement

Government's commitment is a significant perspective of tourism development. Government usually provides the physical infrastructure necessary for tourism, such as roads, airports and communications. Adequate transportation infrastructure and access, to generating markets is

one of the most important prerequisites for the development of any destination. In addition, it can attract both domestic and foreign investment, which will stimulate the economy. This means that government involvement, in developing countries including Maldives, is a necessity especially in the initial stages of island community tourism development. The industry could not survive without them. Governments have the power to provide the political stability, security and the financial framework which tourism requires. In addition, an adequate budget for funding tourism projects and implementing tourism plans is an important factor for accomplishing successful tourism growth. Some tourism development plans were prepared to further tourism in the country. Lack of implementing these plans mainly due to insufficient budget, in addition to some other reasons, was a major drawback to accelerate tourism development in the islands. Therefore, in order to achieve tourism growth in the island communities of the country, the government's involvement and commitment becomes crucial to overcome any financial problems concerning the development of the tourism sector in the populated islands.

Policy Two: Total Community Participation

In order to provide the international tourism markets with a value-added touristic product that is economically, socially, environmentally, and culturally viable, the involvement of the community in tourism planning has become essential. Participation of all tourism stakeholders in tourism planning, including local communities and indigenous people, during all phases of planning and implementation, is essential, leading to the empowerment of locals, greater transparency and facilitating conflict management. Good tourism plans should involve sharing of ideas between locals and planners. This kind of plan usually fits with communities needs and they do not feel that these plans were imposed on them. Local people must be informed about the economic benefits of tourism development through different means, perhaps through education and training programmes.

Policy Three: Tourism Investment Projects

Investment in tourism infrastructure projects must be applied as soon as possible as it is a core factor for tourism development. This cannot be achieved unless the provision of physical infrastructure is completed. Developing new tourism-related products or services, require intensified efforts at the initial stages in order to gain an adequate proportion of the international tourism market share and then to maintain this position in the medium to long term. In Maldives, where tourism is viewed as an essential economic alternative for gaining economic growth, the government should make investment as easy as possible for prospective local investors. Consequently, this could lead to an increase in the tourism market share and enable Maldives to compete more effectively. Moreover, sufficient funding and establishing an appropriate atmosphere for local investors that might boost confidence among them is required to encourage especially local and also foreign investors to invest in tourism-related services by treating tourism investment legislation as a special and more distinctive case in order to be more attractive.

Policy Four: Tourism Education & Training

Education and training is required for enhancing the skills of those working at all levels in the tourism industry, which is critical to its future prosperity. Training should be performed in a wide range of skills, including management, marketing and information technology. The industry needs skilled managers and marketers who are capable of identifying and meeting the needs of international visitors as well as local visitors. In addition, there is a need to stimulate the demand for training by both employers and employees in the Maldives tourism sector. Furthermore, tourism training and studying facilities should be provided at school and university levels to produce better educational programmes directed towards strategic planning, developing, management and marketing of tourism in the Maldives.

Policy Five: Tourism Product Diversification

Diversification of the Maldivian tourism products becomes a necessity as modern tourism activity has shown a growing tendency towards it. Keeping pace with the rapidly changing and complex requirements of tourists in highly competitive international tourism markets and allowing the emergence of new tourism destinations cannot be achieved without tourism product diversification combined with a high standard of tourism services and facilities. In fact, the image of Maldives as a tourism destination is entirely based on the sun, sand and sea.

Therefore, the opportunity for diversifying the tourism product exists. The islands of Maldives already blessed with sun, sand and sea can also become one of the best cultural destinations in the world. Many other tourism resources such as business fairs tourism, treatment tourism, marine based activities etc., are not fully exploited due to the lack of tourism services which could play a significant role in diversifying the country's tourism products. Those tourism resources might be helpful for Maldives both in the short and long term and could create more leisure and construction activities for other islands apart from the capital and the resorts. This could also create community well-being and encourage settlement of people in rural areas who would otherwise prefer the urban areas for job finding opportunities.

According to the international tourists visiting Maldives's survey, the length of stay of these visitors is relatively short (Maldives Visitors Survey, 2018). Therefore, in order to encourage visitors to extend their length of stay, diversification of the tourism products has become a necessity. Other opportunities for visitors to consume can be encouraged by offering intensive tour programmes and preferential treatment for tourists. Since, practices such as tax-free shopping, convenient payment systems (credit card machines etc.), the provision of proper shopping facilities for incoming tourists, and the development of traditional souvenirs and gifts that are warmly received by visitors to the islands.

Finally, Conferences or convention tourism is a major economic activity in most developed countries. Many foreign companies come forward to Maldives seeking investment in various sectors (constructions, telecommunication, etc.). This encourages tourism organisations

to organise professional events for those sectors, which require sufficient congress halls and facilities offered by few resorts and hotels in Maldives. The necessity of adopting convention tourism as a unique approach is obvious because of some key points, which includes generating large financial funds to the tourism sector and extending the tourism season to the whole year round. Let alone, using it as a tool for special marketing promotion and advertisement of Maldives which already is an attractive tourism destination gives an opportunity to the participants to experience various tourism products within the country. This in return, would encourage them to come back as ordinary tourists and conveying the same message to their friends and relatives abroad.

Policy Six: Sustainable Tourism Development

To sustain and enhance the local tourism industry in Maldives, continuous improvement and innovation is needed as the country already face increased demand on its resort tourism products. Whether the Maldivian local tourism market will be able to meet and take advantage of this increased demand will depend on how various tourism organisations both public and private cope with the existing tourism problems (explained in the previous chapters) and take the necessary steps to meet the challenges of the future. Three important aspects should be considered carefully to achieve sustainable tourism development:

- 1- The product's life cycle,
- 2- the socio-economy and
- 3- the environment.

Problems arise when development is rushed taking little or no consideration of these three aspects. In order to accomplish successful and sustainable tourism development, in addition to related tourism infrastructure and tourism product diversification, the Maldivian tourism sector needs continued improvement in marketing activities and tourism training programs to meet the continually changing tourism market demand. Tourism marketing and other promotional

activities will be indispensable if the Maldivian tourism sector is to survive the high competition of established and emerging tourist-receiving countries in the region such as (Sri Lanka, India, Seychelles etc.).

Finally, it may be said that the local tourism industry will not achieve any improvement unless an adequate budget is devoted to well-developed tourism planning and marketing strategies.

4. Conclusion of the chapter

This chapter has provided the answers to the two questions that was raised by the researcher at the beginning. The current integration of tourism in the island communities of Maldives has been analysed in a perspective which demonstrates how much tourism is accepted by the communities. It has also been demonstrated that CBT can be the solution to the problems that the island communities practicing tourism in the Maldives are currently facing.

Conclusion of Part III

Part three concludes by giving the reader vast knowledge about the problems the island communities in the Maldives are facing after the permission to operate guest houses in their islands was granted by the government. It further gives the reader information on how the communities perceive tourism and how much they are eager to proceed with it due to the economic benefits. The challenges have been explored and solutions have been provided.

Conclusion of the thesis

The study of the transformation of the Maldivian tourist model, with the development of guest houses, has allowed the researcher to enrich literature about various aspects related to Maldives tourism. Even if numerous researches have been conducted about these issues, none of them investigated Maldives at this depth, and most research done in this area were quantitative. This research is original: due to its methodology and to the country explored.

The research has shown that the Maldives tourism development model has changed. The introduction of guest houses in the populated islands has opened up Maldivian communities to tourism. It encouraged the encounter between tourists and inhabitants. It has been elaborated that beyond cultural differences many questions arise: employment, education, wealth distribution, preservation of the environment, territorial governance, etc. The acceptability of tourism by the locals is conditioned by tourists' behavior, and in particular their dress code. Beyond that dress code issue, local's well-being is one of the key factor explaining tourism acceptance and its integration in the Maldivian society. The thesis demonstrated that this integration would be promoted by a tourism model inspired by community tourism. The thesis provides recommendations for the application of such a model: government's commitment, community participation, investments, education, and environmental policies which should help to develop a community based sustainable tourism.

The speculated hypothesis in the beginning can therefore be finalised as below:

- H1. Tourism is accepted by a significant population from the islands communities of Maldives.
- H2. Community Based Tourism could be the solution to the existing problems faced due to tourism in the island communities of Maldives.

Research limitations and suggestions for future research.

The study used a questionnaire survey to seek the opinion of stakeholders on analysing the positive and negative impacts that arise from guest house tourism in the populated islands of the Maldives. This method was further enhanced by conducting interviews with local government authorities, guest house managers and owners, some tourists and many locals. As the first set of surveys included tour operators and travel agents, this research could have been further enhanced by interviewing tourism managers working at local tour operators or travel agencies in the in-depth interview stage as well. In return this would have produced a more reliable and robust test of the research questions and provided additional validation for the instruments used to measure the variables. However, due to the obstacles of access to managers this was considered unpractical.

The sampling techniques used to collect data tried to eliminate as much as possible the probable sources of bias, but this may not have eliminated the research bias introduced by the fact that some people did not respond entirely correctly during the course of conducting the questionnaire survey or personal interviews.

Time constraint and busy schedule of key tourism administrators during the period of conducting (face-to-face) interviews survey was considered as a hindering element to increase the sample size to be more than the number of administrators reached.

Another limit of the research is one of its strengths: the fact that the researcher is Maldivian. It facilitated contact with the people. And this certainly made it possible to obtain sincere answers to the questions that were asked. But the fact that the researcher is a Maldivian causes a particular approach to the social phenomena observed. And the interpretations of the case studies might have been influenced. To take a critical distance, the in-depth interviews and the results of the research were thoroughly discussed with the thesis supervisor. Similarly, the presentation at conferences or doctoral seminars helped the researcher to take a certain distance

from the research object. Ultimately, the discussions and results are original and belongs to the researcher.

To replicate the findings of this study and enhance the continuous growth of the Maldivian tourism sector, further research are suggested as follows:

Marketing research should be conducted to identify the potential local and international market segments for each valuable tourism product in Maldives with a critical review to match supply and demand components. S.W.O.T analysis for every attractive tourism area within the country is also needed to improve the existing tourism potential and discover the hidden resources for tourism growth.

Research work has to be carried out to investigate whether the attitude, expectations, desires and satisfactions of domestic tourists are similar to or different from that of international tourists coming from abroad. As result of this study, it would be possible to establish a suitable tourism strategy.

A complete new research study to investigate whether coordination and cooperation between different tourism organisation such as (tour operator or travel agency, local hotels and national airlines), is needed essentially to reach the maximum utilisation of the tourism capacity in the country and satisfy tourists.

Deep investigative studies on sustainable tourism development plans have to be continuously carried out by related tourism authorities or bodies in Maldives. Such studies need to look at the social and economic impact of tourism on the country or the environmental influence of tourism on socio-cultural aspects. Research on why locals do not stay in jobs related to tourism can also be undertaken.

Tourism Satellite Accounts (TSAs) as a new approach adopted recently by the

UNWTO in order to find out the exact income contribution of tourism into each sector of the Economy (UNWTO, 2017). It is time for TSA to be applied in Maldives as many countries has done so to vitalise their tourism industry.

Another new area of thought that has emerged is the question if the guest house tourism in the Maldives could be a disruptive innovation for the currently existing one-island one-resort model. According to Christenson et al (1995) the theory of disruptive innovation, introduced in 1995, has proved to be a powerful way of thinking about innovation-driven growth. Many leaders of small, entrepreneurial companies praise it as their guiding star as do many executives at large, well-established organizations. In the case of the islands of Maldives, residents are very supportive of the economic benefits of tourism and they do realise the role of tourism in raising their standards of living. It is said that entrants that prove disruptive begin by successfully targeting those overlooked segments, gaining a foothold by delivering more-suitable functionality-frequently at a lower price. Incumbents, chasing higher profitability in more-demanding segments, tend not to respond vigorously. Entrants then move upmarket, delivering the performance that incumbents' mainstream customers require, while preserving the advantages that drove their early success. When mainstream customers start adopting the entrants' offerings in volume, disruption has occurred.

The guest house segment in the Maldives is targeting for the budget travellers who cannot afford coming to the high-end luxury resorts of the Maldives, however, it also gives the high end markets the opportunity to experience a stay in one of the populated islands where they can enjoy the company of the locals which is not possible in the resort islands. Local culture could also be experienced in the islands, whereas the resorts do not provide much cultural tourism. This could therefore be an area of future research.

Further research can also be conducted to find out the tourists' point of view with regards to integration. How the tourist perceives the locals and their culture, what kind of disturbances or uneasiness arise from their side when they see people practicing a different culture and if the

tourists themselves feel disturbed by the behaviour of locals. On the other hand, analysing how tourist behaviour influence locals can also be a potential area to explore.

Another area of research could be the influence of religion on Maldives tourism. As examined in the literature review, such studies have been conducted for many Muslim countries. Other research areas could include in-depth analysis of the tax distribution system in order to make recommendations to the government on better solutions than the way it is being implemented.

Importance of stakeholder involvement in sustainable tourism cannot be stressed enough. Research can also be conducted in this area to make all stakeholders aware of the potential they have to develop their country through tourism.

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ANNEX 1

QUESTIONNAIRE USED IN THE PRELIMINARY RESEARCH

Demographics:

1. Age
 - a) Less than 15
 - b) 16 – 25
 - c) 26 – 35
 - d) 36 and above
2. Sex
 - a) Female
 - b) Male
3. Education
 - a) Some high school or less
 - b) High school
 - c) some college or more
 - F) Master
 - g) PHD and above
4. Employment status:
 - a) Yes
 - b) NO
5. Professional
 - a) Work Directly to the guest house
 - b) work tourism industry

6. Do you know any guest house business in any place in Maldives?

If YES, please proceed to the following questions? if not please proceed to the 16th Q

7. Island _____
Atoll _____
8. Local population of the island
 - a) Less than 1000
 - b) 1001 – 2000
 - c) 2001 – 3000
 - d) 3001 – and above
9. Name of the Guest House: _____
10. Number of the guest houses in the island
 - a) Less than 5
 - b) 6-10
 - c) 11 – 20
 - d) 20 and above
11. Total number of guest house rooms in the island
 - a) Less than 5
 - b) 6-10
 - c) 11 – 20
 - d) 20 and above
12. Number of locally owned guest houses in the island
 - a) Less than 5
 - b) 6-10
 - c) 11 – 20
 - d) 20 and above
13. Number of guest houses owned by people from other islands
 - a) Less than 5
 - b) 6-10
 - c) 11 – 20
 - d) 20 and above
14. Local staff
 - a) Less than 5
 - b) 6-10
 - c) 11 – 20
 - d) 20 and above
15. Foreign Staff
 - a) Less than 5
 - b) 6-10
 - c) 11 – 20
 - d) 20 and above

16) Do you agree that the introduction of guest house business within the island has led to an increase in employment opportunities for the people of the island?

- a) Yes
- b) No

17) Do you agree that the guest house business opportunities has increased business opportunities for the local island

a) Yes b) No

If yes,

a) Shop business, restaurant and café' b) fishing activities c) locally produced crafts business
d) other

18) Do you agree that the guest house business has an impact on local population?

a) Yes B) No

if Yes

- 1) happy
- 2) Keen to learn on others ways of living
- 3) Lifestyle (eg Dress cord)
- 4) Dining concept
- 5) Sporty
- 6) Want to do more on guest activities (Such as windsurfing, diving, snorkeling etc)

19) Do you agree that the local islands are better off with guest house?

- a) Environmental awareness
- b) waste management
- c) Sewage system
- d) Availability of more variety of commodities for locals to buy

20) Do you think that the increase in guest houses has led to positive impacts to the overall tourism industry in the Maldives?

a) Yes b) No

ANNEX 2

QUESTIONS USED IN THE CASE STUDIES

Questions to Local Government Councils:

- 1- General questions about guest houses
 - a. How many Guest houses are there in this island?
 - b. How many are owned by Locals from the same island?
 - a. In your opinion, why do you think this no. of people own them?
 - c. How many are owned by locals from other islands?
 - a. In your opinion, why do you think this no. of people own them?
 - d. How many are owned by foreigners?
 - a. In your opinion, why do you think this no. of people own them?

2- Discussion questions about CBT

Community-based tourism is thought to carry the promise to increase, promote and provide improved livelihoods for rural communities. It is believed to empower local communities and enable them to harness the potential of resources found within the vicinity of their areas for survival. Therefore, it fosters a sense of ownership of the resources in question with the potential to promote their sustainable use and conservation by the communities.

- a. What kind of initiatives do you think you need to take to establish CBT?
- b. What kind of help would you need to establish CBT and from whom?
- c. Do you believe that CBT is the best solution for this community?

Questions to Guest house owners:

1. Who is the owner of this guest house? Is it owned by one person or more?
2. From where does the guest house owner come from?
3. How did he/she come up with the idea of building a guest house in this island?
4. How many rooms are there in the guest house? In average, how many tourists visit each month?
5. How many people work here? How many locals? How many foreigners?
6. Which posts does the local/foreign employees occupy?
7. Do you get enough support from the community to run the guest house?
8. Do you think the community is aware of the positive effects of your contribution?
9. Do you get enough support from the local government council? How do they get involved?
10. How often do you meet the councillors?
11. What actions can be taken by the community for the betterment of the locals as well as visitors?
12. What do you think is Community Based Tourism?

Questions to the public audience:

1. How important do you think guest houses are to this community
2. How much is the community involved in guest houses?
3. What kinds of benefit do they provide for the community?
4. Are you happy with the behaviour of the tourists?
5. Does the youth and children get affected by any positive/negative behaviour?

6. Do you think there are any issues that can be corrected? How can this be corrected?

Questions to the tourists

1. Are you happy with the guest house services?
2. Are you happy with the treatment of locals?
3. How much do you interact with locals?
4. Do you learn anything from the locals?
5. What do you think can be done to serve you better by the community?
6. What actions can be taken by the local government authorities for the betterment of the community and visitors?

ANNEX 3

Pictures and information of 10 Guest houses in Thulusdhoo with Guest Reviews

(Source: Booking.com)

1. Season Paradise



This property is 3 minutes walk from the beach. Offering a barbecue and children's playground, Season Paradise is located in Thulusdhoo in the Kaafu Atoll Region. The guest house has a private beach area and water sports facilities, and guests can enjoy a meal at the restaurant. Each room is equipped with a flat-screen TV with satellite channels. Enjoy a cup of coffee or tea from your balcony or patio. All rooms are equipped with a private bathroom. Extras include free toiletries and a hairdryer. Season Paradise features free WiFi. There is a cash machine at the property. You can engage in various activities, such as snorkelling, windsurfing and diving. The guest house also offers bike hire. The nearest airport is Male International Airport, 25 km from Season Paradise. Couples particularly like the location — they rated it 9 for a two-person trip.

Reviews

“It is perfect place to stay and spend holiday in Maldives. Everything is perfect especially hospitality of staff, my daughter (1 year old) liked staff and play with them all time and she didn't like to leave. Food was great and tasty. Thank you Season Paradise.” Hacen 🇸🇦 Saudi Arabia

“We really enjoyed our vacations in Maldives. This accommodation was great, personal was nice and friendly, they helped us with everything we needed, also the trips were, great (snorkeling, night fishing, sunset trip, etc). We are looking forward to visit Maldives again. I can only recommend this hotel! 10/10” Jan 🇨🇪 Czech Republic

2. Batuta Maldives Surf View Guest House



This property is 1 minute walk from the beach. Located on the island of Thulusdhoo, Batuta Maldives Surf View Guest House is a beachfront property offering simple rooms with a private bathroom. It features a sundeck and a restaurant.

Batuta Maldives Surf View Guest House is situated across a beach and lagoon. It is accessible via a 30-minute speed boat ride from Male International Airport or a 1.5-hour ferry ride from the capital city of Male.


The air-conditioned rooms are equipped with a ceiling fan. Each room features a private bathroom with hot and cold shower. Bed linen and towels are available. A free 1.5 litre bottle of water is provided daily.


Guests can relax on the sun deck on the 2nd floor. Surf guides are available at the guest house, which also has a 24-hour reception. Laundry services can be arranged at an extra charge.

Maldivian and Western cuisine are served at the restaurant.

This property also has one of the best-rated locations in Thulusdhoo! Guests are happier about it compared to other properties in the area. Couples particularly like the location — they rated it 9 for a two-person trip.

Reviews

When we arrived personal from guest house waited for us and took our lagguaes. Everything was super- they help us with activites there, brekfast was Good, we had trouble with card payment- machine didnt work well- But the owner fix It immediatly. We took speedboat to AirPort- they arranged taxi to pier and they went with us to say goodbye. I realy can recommend this guest house!!!” Eva Czech Republic

“Great location right on the beach. The property provides basic, but very clean and comfortable accommodation. Excellent home-made breakfast and dinner right on the beach. Staff was very attentive and smiling all the time, answered to all our needs and requirements. Will definitely visit Batuta again!” Christo United Arab Emirates

3. Maison Tiaré



This property is 1 minute walk from the beach. Offering a barbecue and water sports facilities, Maison Tiare Maldives is situated in Thulusdhoo. Guests can enjoy the on-site restaurant.

All rooms are fitted with a private bathroom with a bidet and shower, with a hair dryer provided. Maison Tiare Maldives features free WiFi .

There are shops at the property. It has a private sunbed for guests.

A selection of activities are offered in the area, such as snorkeling, diving and cycling. The nearest airport is Male International Airport, 25 km from Maison Tiare Maldives.

Reviews

Lovely place and lovely host! They also have a private beach very close to the guest house. -Olga 🇪🇸 Spain

4. Dream Inn, Maldives



Dream Inn @ Thulusdhoo is set just 200 m away from the white sandy beach. It houses a restaurant and offers free Wi-Fi access at all public areas.

Placed in the heart of Thulusdhoo, this affordable accommodation is located just a 30-minute boat ride to Malé International Airport with airport shuttle services available at a surcharge.

Simply furnished, air-conditioned rooms at Dream Inn are fitted with clean linen sheets and a wardrobe. The en suite bathrooms come with hot/cold shower facilities. Larger rooms include a flat-screen cable TV.

Guests can indulge in various water-sport facilities or host a barbecue. A 24-hour front desk will be happy to assist with laundry services and luggage storage. Travel arrangements can be made at the tour desk.

Offering a selection of Maldivian and international dishes, Ginger Restaurant overlooks sweeping views of the beach. Guests can also opt for room service options.

Couples particularly like the location — they rated it 8 for a two-person trip.

This property is also rated for the best value in Thulusdhoo! Guests are getting more for their money when compared to other properties in this city.

Reviews

“Staff (Saif and the other bangladeshi guy) very friendly and assistant. Great yard. They borrow you material to swim. Best: FOOD!” Hector07 🇪🇸Spain

The staff were amazing and always very helpful. Home cooked meals were always delicious and always plenty to eat.” Brenda 🇰🇼Kuwait

5.Samura Maldives Guest House



Featuring free WiFi, Samura Maldives Guest House Thulusdhoo offers beachfront accommodation in Thulusdhoo. The bed and breakfast has a private beach area and water sports facilities, and guests can enjoy a meal at the restaurant. Free private parking is available on site.

Each room has a private bathroom equipped with a shower.

There is a gift shop at the property.

You can engage in various activities, such as snorkeling and windsurfing. The nearest airport is Male International Airport, 25 km from the property.

This property also has one of the best-rated locations in Thulusdhoo! Guests are happier about it compared to other properties in the area.

Couples particularly like the location — they rated it 10 for a two-person trip.

This property is also rated for the best value in Thulusdhoo! Guests are getting more for their money when compared to other properties in this city.

Reviews

“Amazing place, owners are really friendly! Excellent beaches and great trips available. Lovely Italian food. Would recommend!” Martin 🇬🇧United Kingdom

“Samura is the most nice place on the island.the front beach is amazing.the room are big and cleand No other has front beach like that.the team are really nice and will help you with every thing. We will come back for sure” גל 🇮🇱 Israel

6.Kahanbu Ocean View



Located in Thulusdhoo, 27 km from Male City, Kahanbu Ocean View features a barbecue and water sports facilities.

Rooms are equipped with a private bathroom fitted with a bath or shower. Extras include bathrobes, slippers and free toiletries. Kahanbu Ocean View features free WiFi throughout the property.

You will find a 24-hour front desk at the property.

You can play table tennis at the guest house. Male International Airport is 25 km away.

Couples particularly like the location — they rated it 9 for a two-person trip.

Reviews

“The hosts are fantastic and the food is excellent. Lovely outdoor area” Patricks🇸🇪Sweden

“- The hosts. Top, top, top, staff. Extremely dedicated, nice and attentive to your needs. Alessandro and Chika tried to make the impossible, possible, and they do it with their heart. - there was an effort to keep the property really clean in the public areas and immediately outside the guest house - home made food, cooked by Alessandro. Very good. - the mood was excellent. You feel like being in a family. - the location was nice with view to the ocean and near the beach - we were lent a lot of very good snorkeling material by the hosts - the twin bedroom had AC which was great” Artur🇱🇺Luxembourg

7.Iru Guest House



Offering a barbecue and sun terrace, Iru Guest House is located in Thulusdhoo in the Kaafu Atoll Region, 27 km from Male City. Guests can enjoy the on-site bar. Free private parking is available on site.

Certain rooms include a seating area to relax in after a busy day. Some rooms feature views of the sea or pool. Rooms are equipped with a private bathroom fitted with a shower. Iru Guest House features free WiFi .

You will find babysitting service and hairdresser's at the property.

This guest house has a private beach area and water sports facilities and bike hire is available. You can play table tennis at this guest house, and the area is popular for snorkelling and windsurfing. The nearest airport is Male International Airport, 25 km from the property.

No Reviews available at the time of search

8-Thulusdhoo retreat



Thulusdhoo retreat is located in Thulusdhoo just 50 m from the beautiful beach and a 5-minute walk to the City Centre and Cokes Surf Point. Free WiFi access is available.

Each room here will provide you with air conditioning. Featuring a hairdryer, private bathroom also comes with free toiletries. Extras include a desk, ironing facilities and a fan.

At Thulusdhoo retreat you will find a 24-hour front desk and a garden. Other facilities offered at the property include a tour desk, an ironing service and laundry facilities. An array of activities can be enjoyed on site or in the surroundings, including fishing, diving and snorkelling.

Ibrahim Nasir International Airport is 25 km away. The property is a 20-minute speed boat ride to Male.

No reviews available at the time of search

9-Cokes Beach Maldives



Offering a terrace and a private beach area, Cokes Beach Maldives is situated in Thulusdhoo in the Kaafu Atoll Region, 27 km from Male City. Guests can enjoy the on-site restaurant. Free WiFi is featured throughout the property and free private parking is available on site.

Every room includes a private bathroom equipped with a shower.

There is a shared lounge at the property.

The guest house also offers bike hire. The nearest airport is Male International Airport, 25 km from the property.

This property also has one of the best-rated locations in Thulusdhoo! Guests are happier about it compared to other properties in the area.

Couples particularly like the location — they rated it 10 for a two-person trip.

This property is also rated for the best value in Thulusdhoo! Guests are getting more for their money when compared to other properties in this city.

Reviews

“Very good guest house, good stuff, good food, beautiful beach(nice view) nice activities, friendly local people. :):) best decision i made .” Elisa 🇩🇪Germany

“Excellent location, friendly staff, great surf guide and great food.” Justin_za 🇿🇦South Africa

“Mr. Shahid was an excellent host! He cooked Maldivian Food for us which was a Gastronomic delight ! He treated us like we are part of the family. I am so elated that I chose the Cokes Surf Shack in Thulusdhoo for my trip. Woot Woot 🤔👉👉👉👍👍” Oliver 🇵🇭Philippines

10-Ocean Cottage



Ocean Cottage provides 24-hour front desk for the convenience of the guests and is located in Thulusdhoo. It offers free WiFi access.

Each room here will provide you with air conditioning, a minibar and a seating area. Private bathroom also comes with a shower. Extras include bed linen and a fan.

At Ocean Cottage you will find barbecue facilities and a snack bar. Other facilities offered at the property include water sports facilities and a shared lounge. An array of activities can be enjoyed on site or in the surroundings, including fishing, diving and snorkelling.

The Male International airport is located at 30-minute by speed boat and Male is 35-minute by speed boat.

Room service is available.

Couples particularly like the location — they rated it 9 for a two-person trip.

Reviews

“Great guest house, excellent location, very friendly and helpful staff. Excellent value for money! We will be back!”
Leonie 🇺🇸USA

“nice big rooms with great air con, met at the ferry and transported back as well, very friendly staff and a great very close to the beach location, shop next door as well.....very handy.” Phil 🇬🇧United Kingdom

“The lokal breakfast "mashuni" is a must - very tasty. The family who runs the Ocean Cottage are so nice and sweet.”
Lis 🇩🇰Denmark

Pictures and information of 10 Guest houses in Maafushi with Guest Reviews

(Source: Booking.com)

1.Maafushi Inn



This property is 1 minute walk from the beach. Located in Maafushi Island on South Male Atoll, Maafushi Inn is a beachfront property with a restaurant, water sport activities and rooms with complimentary WiFi access.

Maafushi Inn is a 25-minute speedboat ride or 1.5-hour public ferry ride from Male International Airport, Male. A 7-minute walk away is a public beach where guests can sun bathe. The property also offers complimentary non-motorized water sports activities to all in-house guests.

Rooms are cooled with air conditioning and a fan. Electric kettle and bottled drinking water are also included. The attached bathroom comes with hot and cold water supply. Select rooms offer sea views.


Guests can head to the 24-hour front desk for assistance with luggage storage or arrangement with day trips like snorkelling trips and dolphin cruises.. Laundry facilities and a doctor-on-call service is available. A tasty selection of local and Continental dishes are served for breakfast.


Couples particularly like the location — they rated it 9 for a two-person trip.

This property is also rated for the best value in Maafushi! Guests are getting more for their money when compared to other properties in this city.

We speak your language!

Reveivs

“The owner took us on a tour of the island to help us to get our bearings. He walked us to the tour office. He couldn't do enough for us. We got upgraded to a family room, for free. ” Manda United Kingdom

“The staff at Maafushi Inn were very friendly and accommodating. We had a beautiful location right by the beach and our room was very comfortable. The staff made sure we were having a good time and helped us arrange some very enjoyable tours. Great value for the money!” Brittany USA

2.Kaani Beach Hotel



This property is 1 minute walk from the beach. The 3-star Kaani Beach Hotel is located on Maafushi Island, a sunny beach getaway surrounded by coconut palm trees. Activities on-site include scuba diving, picnics on islands, dolphin watching and snorkelling. A rooftop sundeck and free Wi-Fi are also available.

Enjoying views of the city or sea from private balconies, all rooms include a 32-inch flat-screen TV, minibar and personal safe. En suite bathrooms are equipped with a shower.

Kaani Beach Hotel is 25 km south of Male International Airport. It is accessible either by a 30-minute speedboat ride or a 1-hour, 30-minute ferry ride.

The ground floor restaurant serves Maldivian and Continental dishes. Snacks and drinks are offered at the open-air rooftop terrace cafe.

Bicycle rentals and day trips can be arranged at the tour desk. The hotel also provides barbecue facilities, laundry services and a 24-hour front desk.

Reviews

“Probably one of the best hotels I ever stayed so far. Everything was well organised, staff was very helpful, location of the hotel was good and the value, especially for what they offer, is very good.” Sergiy 🇵🇰Pakistan

“Excellent location, comfortable, spacious and clean room, nice sea view, friendly and helpful staff, good breakfast.” Ales 🇸🇮Slovenia

3.Arena Beach Hotel



Situated along the coastline of Maafushi, Arena Beach Hotel features modern and tranquil accommodation with free WiFi access in the entire property including rooms. Guests can enjoy water sports activities such as diving, snorkelling and windsurfing on site.

Elegantly furnished, air-conditioned rooms come with a personal safe, electric kettle, a wardrobe and a flat-screen TV with cable/satellite channels. Offering bathtub or shower facility, private bathrooms also include a hairdryer and free toiletries like a dental kit.

At Arena Beach Hotel, guests may relax at the common hot tub or sun lounges located at the rooftop. The friendly 24-hour front desk staff can assist with ticketing services, luggage storage and tour arrangements. Free parking is also available on site.

Situated right on the sandy beach, the in-house restaurant serves delectable local and Western cuisine, accompanied with views of the blue lagoon.

This property also has one of the best-rated locations in Maafushi! Guests are happier about it compared to other properties in the area.

Couples particularly like the location — they rated it 9 for a two-person trip.

Reviews

“This location is perfect for touch the local cultural and people, the Arena receptionist Imaz and Jerry helps a lot for everything, Ron and Russel in the restaurants are very very good people, I highly recommend this place for everybody, this is must go hotel.” Seandiver 🇨🇳 China

“The key highlights for me were : 1. The Location : Bang on the private beach and has exceptional sea view in all the floors. 2. Staff : They are exceptional in service . A special thanks to Tho , Ron , Moosa, Juman & Amin who ensured that our stay was very pleasant. 3. Facility : It is a beautiful property with surprisingly all modern amenities that you need ...flat TV with lots of channels, wireless, safe box etc. I was able to watch live La Liga matches which was a major plus for me. 4. This property is suitable for all kind of travelers ...family with kids ,couples ,solo travelers etc. I would definitely recommend this as a must stay in Maafushi.” 🇲🇪 United Arab Emirates

4.Royal Pearl Inn



This property is 12 minutes walk from the beach. Located in Maafushi in the Kaafu Atoll Region, 26 km from Male City, Royal Pearl Inn features a barbecue and water sports facilities. Guests can enjoy the on-site restaurant.


All rooms have a private bathroom equipped with a shower. For your comfort, you will find slippers and free toiletries. Royal Pearl Inn features free WiFi throughout the property.


There is a 24-hour front desk at the property.

The area is popular for snorkelling and windsurfing. The nearest airport is Male International Airport, 27 km from Royal Pearl Inn.

Couples particularly like the location — they rated it 8 for a two-person trip.

Reviews

“We liked staying in this hotel. The staff is nice, 5 min walking to the beach. Quiet place.” Clefy Russia

“Perfect location. Away from too many people.. The staff was super kind, fast and great. Especially since they helped me out with babysitting sometimes.. So grateful.” Julia Germany

5.Suntan Beach Hotel



Set in the beautiful island of Maafushi, Sun Tan Beach Hotel is just steps away from the crystal blue waters of Maafushi Beach. Rooms are well-appointed and equipped with free Wi-Fi access.

Rooms at Sun Tan Beach Hotel are tastefully furnished with Maldivian-style décor. Each room is fitted with a private balcony, a mini-fridge and tea/coffee making facilities. There is also a seating area and a flat-screen TV. Bathrooms are attached.

The hotel can arrange for various water-sport activities including windsurfing, diving and snorkeling. Guests can also make use of the barbeque facilities and ironing/laundry services.

Continental as well as local Maldivian-style cuisines can be enjoyed at the in-house restaurant. For alternative dining options, room service is available.

Reviews

“relaxing stay and making me surprised by a birthday cake and beautiful decorations in a restaurant, I enjoyed every minute of the stay”

“Staff was absolutely amazing. Very nice hotel. Strongly recommended! Thank you.

6.Velana Beach Maldives



Offering a barbecue, Velana Beach Maldives, a beachfront property is set in Maafushi, 26 km from Male City. Guests can enjoy the on-site snack bar.

Each room at this hotel is air conditioned and features a flat-screen TV with satellite channels and Chinese TV channels. Certain units have a seating area where you can relax. Rooms offer free WiFi.


You will find a 24-hour front desk at the property.

This hotel has water sports facilities and free use of bicycles is available. A number of activities are offered in the area, such as snorkeling and windsurfing. Male International Airport is 27 km from the property.

Couples particularly like the location — they rated it 8 for a two-person trip.

Reviews

“Everything was nice, especially the staff. Nice design, great location, good restaurant” Ingunn  Norway

“Very nice hotel with a really nice stuff. Everything was perfect. Hotel manager is very very friendly. The chef in the restaurant of the hotel is excelent, food was soo yummy:)” Szilvia  Hungary

7-Crystal Sands



This property is 1 minute walk from the beach. Crystal Sands provides modern yet cosy rooms with free WiFi on Maafushi Island. Featuring its own restaurant, the property also has a tour desk, 24-hour front desk and garden for guests to relax in. Staff are able to converse in English and Mandarin Chinese.

Crystal Sands is accessible via a 30-minute speedboat ride or a 1.5 hour ferry boat ride from Malé. Malé International Airport is a 30-minute speedboat ride away. Union pay is accepted here.

Each air-conditioned room has a flat-screen satellite TV with CCTV channels, safe and private bathroom with shower and free toiletries including slippers, shower and dental kit. Select rooms come with a balcony offering sea views.

Guests can enjoy Maldivian and Western cuisines at the in-house restaurant. Hearty breakfast can be enjoyed which also includes Chinese options.

This property also has one of the best-rated locations in Maafushi! Guests are happier about it compared to other properties in the area.

Couples particularly like the location — they rated it 9 for a two-person trip.

Reviews

“Once we landed from the MLE Airport is only walking distance to the jetty. The staff Amit has been there waiting for arrival and guide us for our speedboat transfer. The staff are very accommodate, friendly and helpful during our stay. The full board set meal are reasonable for budget travellers. The room are looks exactly the same in the picture. Clean and well decorated!” Chui 🇧🇭 Bahrain

“Great staff and good location, near the bikiny beach and the other island attractions.” Roxana 🇷🇴 Romania

8.Salt Beach Hotel



This property is 1 minute walk from the beach. Offering a barbecue and water sports facilities, Salt Beach Hotel is located in Maafushi in the Kaafu Atoll Region, 26 km from Male City. The guest house has a children's playground and views of the sea, and guests can enjoy a meal at the restaurant.

Each room at this guest house is air conditioned and features a flat-screen TV. Some units have a seating area to relax in after a busy day. You will find a kettle in the room. For your comfort, you will find free toiletries and a hairdryer. Salt Beach Hotel features free WiFi throughout the property.

There is a 24-hour front desk, a cash machine and hairdresser's at the property.

A number of activities are offered in the area, such as snorkelling and windsurfing. The guest house also offers bike hire. The nearest airport is Male International Airport, 27 km from Salt Beach Hotel.

This property also has one of the best-rated locations in Maafushi! Guests are happier about it compared to other properties in the area.

Couples particularly like the location — they rated it 9 for a two-person trip.

Reveivs

“Salam.. Ive been here for a week and i found this place is great. very welcoming and helpful staffs. this place very near to bikini beach, just beside dive center and water sport center. thanks to ahmed shiar and other for the amazing activities.”

Khairuz

🇲🇾Malaysia

“Best location on maafushi island! Clean, new and amazing staff (thank you kalaam). We booked a city view room, however because it was our honeymoon they arranged and decorated an ocean view room for us! Thank you so much staff for making it so special. Also they have free canoeing and stand paddle board for free to use! I would recommend this hotel to every one! Salt beach hotel - Excellent hotel.”

🇮🇳India

9. Water Breeze



This property is 1 minute walk from the beach. Situated within the South Male Atoll, Water Breeze features free Wi-Fi throughout. Guests can enjoy their meals at the on-site restaurant.

With air conditioning, rooms come with a fan and a satellite LCD TV. Each has a private bathroom equipped with free toiletries.

The local restaurant serves a variety of cuisines, including Thai, Chinese, Indian and Japanese.

Located on Maafushi Island, one of the closest islands to Ibrahim Nasir International Airport, Water Breeze is a 30-minute speed boat ride or a 90-minute ferry ride from Male.

Couples particularly like the location — they rated it 9 for a two-person trip.

Reviews

“Great location, easy access to the beach. Friendly and accommodating staff made our stay a very enjoyable one. Highly recommended place to stay in Maafushi!”

Winnie

🇲🇾Malaysia

“We had a great time in water breeze, the guys on the reception are great and very helpful, especially Jihad and Jahid. In this small hotel you will feel like you are at home. The rooms are really good, food also, it could just be a little bit more choice for breakfast. Also the hotel has really good excursions. Every recommendation!”

🇷🇸Serbia

10- Kuredhi Beach Inn



This property is 1 minute walk from the beach. Located in Maafushi in the Kaafu Atoll Region, 28 km from Male City, Kuredhi Beach Inn features a barbecue and views of the sea. Guests can enjoy the on-site restaurant.

Every room at this hotel is air conditioned and has a flat-screen TV. You will find a kettle in the room. Every room is fitted with a private bathroom. Extras include free toiletries and a hairdryer. Kuredhi Beach Inn features free WiFi throughout the property.

You will find a 24-hour front desk at the property.

A selection of activities are offered in the area, such as snorkelling, windsurfing and diving. Male International Airport is 27 km away.

This property also has one of the best-rated locations in Maafushi! Guests are happier about it compared to other properties in the area.

Couples particularly like the location — they rated it 9 for a two-person trip.

This property is also rated for the best value in Maafushi! Guests are getting more for their money when compared to other properties in this city.

Reviews

“We stayed there for four nights and our experiences were amazing and unforgettable..!!First let's talk about the place..the hotel is located near to beach just 2 minutes walk !!so we had fun in maafushi island and rest in our hotel.then it's really important for me to emphasise that the room was extremely clean as every day the cleaning boys was cleaning the room and giving us new towel and bed linen!!at the end...all the people there were really friendly and every day with a big smile for anyone.!!!Let's hope that i will see you again Keep your good work 😊😊😊😊”

Sajitha

🇱🇰 Sri Lanka

“Excellent location, Beaches neat and clean.Nice Beach at 20 meter of distance from the hotel. Hotel very comfortable. service good . Service Boy Mr Jihad needs Special thanks for his behavior and service. Excellent Boy.Although all staff is good. Very good to stay in this hotel. At least take one week to stay and enjoy the peace and comfort.

VALUE

FOR

MONEY”

Noida

🇮🇳 India

Titre : Maison d'hôtes aux Maldives : l'intégration actuelle et la proposition vers le tourisme communautaire.

Mots clés : Tourisme, Maldives, Maisons d'hôtes, Tourisme communautaire

Résumé : Le tourisme est devenu un secteur d'activité majeur aux Maldives. Fondé sur un modèle "one-island-one-resort", il a tenu les touristes à l'écart de la société maldivienne pour la protéger. Engagée en 2010, l'ouverture de nombreuses chambres d'hôtes permet de développer le tourisme sur les îles habitées et favorise la rencontre entre touristes et habitants. Cette thèse analyse les effets de cette ouverture. Elle s'interroge sur l'intégration du tourisme dans la société maldivienne.

Elle montre qu'au-delà de différences culturelles, se posent de nombreuses questions : emploi, éducation, partage des richesses créées par le tourisme, préservation de l'environnement, gouvernance territoriale, etc... Cette intégration serait favorisée par un modèle touristique s'inspirant du tourisme communautaire. La thèse donne des recommandations concernant l'application d'un tel modèle.

Title: Guest houses in the Maldives: Current integration and proposal towards Community Based Tourism

Keywords: Tourism, Maldives, Guest houses, Community Based Tourism

Abstract: Tourism has become a major economic sector in the Republic of Maldives. Based on a "one-island-one-resort" model, it has kept tourists away from Maldivian society to protect it. Launched in 2010, the opening of a number of guest rooms has made it possible to develop tourism on the populated islands and to promote encounters between tourists and inhabitants.

This thesis analyses the effects of this sector. It questions the integration of tourism into Maldivian society. It shows that, beyond cultural differences, many questions arise: employment, education, wealth distribution, preservation of the environment, territorial governance, etc... This integration would be promoted by a tourism model inspired by community tourism. The thesis provides recommendations for the application of such a model.