

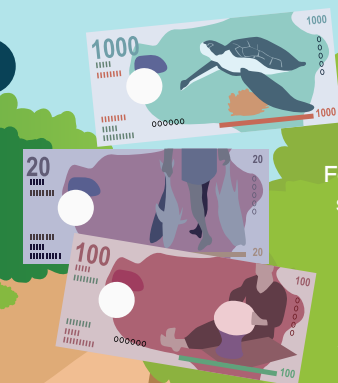
# WHY IS TOURISM IMPORTANT IN THE MALDIVES?



## Jobs and livelihoods

The tourism industry provides jobs for more than 50,000 Maldivians, so supports families and communities across the country.

Jobs in the tourism industry include hospitality, tour guiding, marine science, business, finance, tech, IT, marketing and much more!



## Tourism Dollars

For activities like diving and snorkelling, tourists might be asked to pay to visit a Marine Protected Area. This money goes into further protecting the wildlife here or employing people to take care of it.

## Not just a house, but a home

Many resort islands have “house reefs” located just off their beaches.

Because visitors come especially to see the house reef, resorts have a duty of care to keep it healthy.

If well protected, house reefs can offer safe havens for wildlife where activities like fishing are not allowed.



## Protection of megafauna

Many tourists visit the Maldives to see the famous megafauna such as manta rays, turtles, whale sharks and dolphins. The value of these species to tourism has contributed to them becoming nationally protected by law. Many resorts employ resident marine biologists and host conservation organisations to study these amazing animals.



**Most of all, tourism highlights just how much the Maldives has to be proud of.**

## Excellent for our economy

In the Maldives, tourism is responsible for bringing in almost 30 per cent of all the country's goods and services (known as GDP).

For example, it has been estimated that each manta ray is worth \$100,000 in the tourist industry over its lifetime.

