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## **PART A: OVERVIEW OF MINISTRY**

### **I. STRATEGIC NOTE**

#### **1. Major Achievements for 2010**

##### **Sustainable Tourism Industry Development**

##### **Increased Visibility of Mauritius**

- Mauritius has maintained a positive growth in tourist arrivals for period January to September 2010, that is, 646,656 representing an increase of 6.3% compared to the same period for 2009.
- A number of high impact promotion campaigns were carried out to counter the impact of bleak prospects, namely :
  - through advertising Maurice Sans Passeport;
  - special campaigns in Canal + , Vivendi and the exploitation of the different niches – such as polo, fashion celebrity marketing, Golf, etc;
  - escape programme during the FIFA World Cup from South Africa;
  - a special promotion with airlines particularly with Air Mauritius has resulted in increase in tourist arrivals from Reunion Island;
  - Costa Romanica has increased its capacity from 800 passengers to 1,600 passengers per trip. Thus, some additional 3,000 passengers will visit Mauritius by the end of 2010 as compared to 2009; and
  - tourist arrivals in Rodrigues increased by 23% due to the advertising campaign conducted in Mauritius.
- Promotional campaigns in emerging markets were strengthened:
  - China - The China Roadshow has enabled the Mauritius Tourism Promotion Authority (MTPA) and the Mauritian Private Sector to gauge the market potential and discuss possible cooperation with some 2,000 agents and 300 press representatives.
  - India - A 30% increase in tourist arrivals from India has been registered for the period January – July 2010, as a result of the sustained PR & Advertising campaigns conducted in India and the exploitation of several niches such as, wedding, golf, fashion, wellness, etc.
- Mauritius has obtained various awards such as:
  - Indian Ocean's Leading Destination – World Travel Award
  - Indian Ocean's Leading Beach Destination – World Travel Award
- MTPA has obtained the Best Stand – FITUR award.
- The Ministry is collaborating with Air Mauritius, other airlines and the External Communications Division of the Prime Minister's Office for the provision of additional seat capacity as follows:-
  - additional seat capacity (2,980 seats) by Air Mauritius and Air France (1,360 seats) as well as Corsairfly (1,746 seats) on Paris and London routes is expected to definitely trigger positive results;
  - re-introduction of direct flights for Munich by Air Mauritius, Zurich by Edelweisse airlines, Moscow by Transaero airlines and joint Seychelles/Mauritius operations;
  - additional seat capacity through Edelweisse Air (2,763 seats) as from November 2010.

##### **Improvement & Diversification of Tourism Product**

- The Citadel is being restored to its original cachet with a view to recreating the atmosphere d'antan and eliciting unique experiences and emotions.
- With a view to improving visitorship to touristic attractions, the Ministry has embarked on the Phase II of the Tourism Signage Programme, which is the Vacoas to the Black River Gorges National Park portion. Under the Phase I of the Programme, five routes including three during the last year, have already been completed.

### **Reinforcing Regulation and Control**

- The Tourism Authority is providing a more-user friendly website which offers enhanced options for retrieving information as well as making online applications.
- With a view to encouraging compliance to set norms and standards and to improving the level of quality and service, more rigorous monitoring has been carried out, involving 478 visits/inspections, 53 contraventions, 18 suspensions as well as 2 cancellations of licences.
- Zoning of lagoons has been extended to cover the following public beaches: Grand Baie, Trou D'Eau Douce, Palmar, Wolmar, Mon Choisy and Belle Mare.
- The Swimming zones programme has been extended to the following regions: Grand Baie, Trou D'Eau Douce, Palmar and Wolmar.
- Furthermore, 10 moorings have been placed at Flat Island and 7 at Coin De Mire.

### **Promotion of Leisure**

- The Ministry has provided sponsorships to bona-fide organisations for the organisation of numerous leisure activities that include visits to natural parks, recreational and musical entertainment activities, activities for vulnerable children, etc. Furthermore, the Ministry has also organised leisure activities, such as, visits to natural attractions, mountaineering, hiking, family oriented activities, including “Run for Health”, “Natation Loisir”s, etc.

## **2. Major Services to be provided for 2011-2013**

### **Tourism**

#### Programme 341: Policy and Management for Tourism and Leisure

- Monitoring of the Tourism Industry and for assisting in formulation of appropriate policies and strategies in the tourism sector.

#### Programme 342: Sustainable Tourism Industry

- Improved Touristic Attractions and embellishment of touristic sites.
- Tourism Signage over the Island of Mauritius.
- Increased security at sea.
- Licensing and monitoring of tourist enterprises and pleasure crafts.
- Technical support to small operators on improvements to be made to their establishments for obtaining new licences and for clearing suspensions of existing licences.

#### Programme 343: Destination Promotion

- A three-year tourism marketing strategy, including a detailed annual marketing plan.
- Effective campaigns in source markets, niche and emerging markets.
- Effective campaigns to promote niche segments, such as, wedding, spa, MICE, golf, windsurf and kitesurfing.
- An improved and more user friendly central information tourism website.

#### Programme 344: Promotion of Leisure

- Organisation and promotion of leisure activities/events for the Mauritian community.

## **3. Major Constraints and Challenges and how they are being addressed**

### **Tourism**

- With the current global economic downturn coupled with the euro crisis and other international threats and challenges, including, climatic changes, the visibility of Mauritius as a high end tourist destination remains more than ever important and calls for revised strategies for maintaining the visibility in our traditional markets and tapping opportunities in new and emerging markets, such as -
  - tapping new emerging markets with relatively high growth potential, with focus being made on countries such as Russia, India and China;

- carrying out more aggressive campaigns to consolidate regional markets such as South Africa, Reunion, etc; and
- keeping abreast of challenges/threats and opportunities in our traditional source markets, with a view to devising appropriate marketing strategies so as to maintain the lead over our competitors.
- With a view to maintaining our competitive edge as an attractive, upmarket tourist destination and to ensuring that our tourism activities meet set norms and standards, additional measures are being taken such as:
  - Better and more effective enforcement of the existing relevant legal provisions of legislation governing the tourism sector;
  - Legislation for regulating additional tourist activities, for example, Dolphin Watching, Kitesurf, Windsurf and Undersea Walk; and
  - Regulating and monitoring of the non-formal tourism sector.

## **II. LIST OF PROGRAMMES, SUB-PROGRAMMES AND PRIORITY OBJECTIVES**

### **Tourism**

#### Programme 341: Policy and Management for Tourism and Leisure

- Formulate policies related to tourism and leisure that can be fully costed and financed and ensure implementation thereof.

#### Programme 342: Sustainable Tourism Industry

##### Sub-Programme 34201: Improvement & Diversification of Tourism Product.

- Provide a wider choice of quality attractions in a more embellished environment and through a diversified tourism product portfolio.
- Facilitate visitorship to major places of attractions.
- Ensure greater security at sea.

##### Sub-Programme 34202: Regulation & Control of Tourism Related Activities.

- Regulate the tourism industry with a view to promoting its development in a sustainable manner through rigorous application of security standards, guidelines and codes of practice.

#### Programme 343: Destination Promotion

##### Sub-Programme 34301: Country Promotion

- Develop and implement strategies to tap traditional, niche and new emerging markets and to iron out seasonal fluctuations in tourist arrivals.

##### Sub-Programme 34302: Country Branding

#### Programme 344: Promotion of Leisure

- Make available a wider choice of leisure activities around the island for both tourists and local population.

### III. SUMMARY OF FINANCIAL RESOURCES BY PROGRAMMES AND SUB-PROGRAMMES

Code	Programmes and Sub-Programmes	Rs	Rs	Rs	Rs
		2010 Estimates	2011 Estimates	2012 Planned	2013 Planned
<b>341</b>	<b>Policy and Management for Tourism and Leisure</b>	<b>33,015,000</b>	<b>32,555,000</b>	<b>33,236,000</b>	<b>33,896,000</b>
<b>342</b>	<b>Sustainable Tourism Industry</b>	<b>43,853,000</b>	<b>56,452,000</b>	<b>56,406,000</b>	<b>55,996,000</b>
34201	Improvement and Diversification of Tourism Product	21,853,000	21,452,000	21,406,000	20,996,000
34202	Regulation and Control of Tourism Related Activities	22,000,000	35,000,000	35,000,000	35,000,000
<b>343</b>	<b>Destination Promotion</b>	<b>365,000,000</b>	<b>390,000,000</b>	<b>390,000,000</b>	<b>390,000,000</b>
34301	Country Promotion	360,000,000	390,000,000	390,000,000	390,000,000
34302	Country Branding	5,000,000	-	-	-
<b>344</b>	<b>Promotion of Leisure</b>	<b>6,160,000</b>	<b>8,071,000</b>	<b>8,366,000</b>	<b>8,420,000</b>
	<b>Total</b>	<b>448,028,000</b>	<b>487,078,000</b>	<b>488,008,000</b>	<b>488,312,000</b>

### IV. SUMMARY OF STAFFING POSITIONS BY PROGRAMMES AND SUB-PROGRAMMES

Code	Programmes	Total		% Distribution	
		In Post 2010	Funded 2011	2010	2011
<b>341</b>	<b>Policy and Management for Tourism and Leisure</b>	21	23	29.2%	31.5%
<b>342</b>	<b>Sustainable Tourism Industry</b>	45	44	62.5%	60.3%
34201	Improvement and Diversification of Tourism Product	45	44	62.5%	60.3%
34202	Regulation and Control of Tourism Related Activities	-	-	-	-
<b>343</b>	<b>Destination Promotion</b>	-	-	-	-
34301	Country Promotion	-	-	-	-
34302	Country Branding	-	-	-	-
<b>344</b>	<b>Promotion of Leisure</b>	6	6	8.3%	8.2%
	<b>Total</b>	<b>72</b>	<b>73</b>	<b>100%</b>	<b>100%</b>

**PART B: SERVICES TO BE PROVIDED AND PERFORMANCE INFORMATION**

DELIVERY UNITS	SERVICES TO BE PROVIDED	PERFORMANCE				
		Service Standards (Indicators)	2010 Baseline	2011 Targets	2012 Targets	2013 Targets
<b>PROGRAMME 341: Policy and Management for Tourism and Leisure</b> <b>Outcome:</b> A more sustained, diversified and higher value-added tourism and hospitality sector.						
Office of the Minister, Office of the Supervising Officer and Administration	O1: Policy and Management Services	P1: Preparation and/or update of PBB Strategic Plan.	-	June	June	June
		P2: % of PBB indicators that are met.	90%	90%	90%	90%
		P3: Projects and/or Programmes completed within time and budget.	-	75%	80%	85%
		P4: Date limit set or 5 working day rule met, whichever is the earliest, for following percent of requests as verified by Registry records or an alternative system.	90%	90%	95%	95%
<b>PROGRAMME 342: Sustainable Tourism Industry</b> <b>Outcome:</b> Mauritius maintained as an attractive and desirable tourist destination. <b>SUB-PROGRAMME 34201: Improvement &amp; Diversification of Tourism Product</b>						
Ministry of Tourism and Leisure	O1: Tourism Signage.	P1: Tourism signage programme : on Route 6: Black River National Park.	35%	100%	-	-
		P2: Tourism signage programme : on Route 7: Curepipe to Flacq.	10%	100%	-	-
	O2: Provision of moorings and demarcation of ski lanes and activities zones.	P1: Number of swimming zones / ski lanes / snorkeling / mooring zones / passes demarcated.	31	42	25	5
	O3 : Promotion of Cultural Tourism.	P1: Number of cultural events at La Citadel that fully cover costs.	-	2	3	3

**Ministry of Tourism and Leisure - continued**

DELIVERY UNITS	SERVICES TO BE PROVIDED	PERFORMANCE				
		Service Standards (Indicators)	2010 Baseline	2011 Targets	2012 Targets	2013 Targets
<b>SUB-PROGRAMME 34202: Regulation &amp; Control of Tourism Related Activities</b>						
Tourism Authority	O1: Licensing of Tourist Enterprises and Pleasure Crafts.	P1: Number of working days to process applications in at least 75 % of cases.	12	11	10	7
	O2: Inspection of tourist enterprises.	P1: Number of bungalows, villas & tourist establishments inspected.	1000	1100	1200	1500
	O3: Enforcement of regulations to ensure that Tourist establishments and pleasure crafts to operate according to set criteria.	P1: Number of complaints processed within 15 working days.	400	400	400	400
<b>PROGRAMME 343: Destination Promotion</b>						
<b>Outcome:</b> Enhance the image of Mauritius as a prime holiday & up-market destination by consolidating our traditional markets and tapping new and emerging market segments.						
<b>SUB-PROGRAMME 34301: Country Promotion</b>						
Mauritius Tourism Promotion Authority (MTPA)	O1: Mauritius developed as a complementary tourism destination for existing and emerging markets.	P1: Marketing Campaigns to be carried out in existing, emerging & new markets.	-	5	7	8
	O2: Promotion of Mauritius as a tourist destination of choice in source markets, niche and emerging markets.	P1: Number of advertising campaigns effected in target countries (France, UK, Germany, Italy, India, China, Nordic Countries, etc).	13	13	13	15
		P2: Number of fairs, workshops, exhibitions, roadshows conducted in target countries (France, UK, Germany, Italy, India, Russia, China, South Africa, etc).	18	19	20	22

**Ministry of Tourism and Leisure - continued**

DELIVERY UNITS	SERVICES TO BE PROVIDED	PERFORMANCE				
		Service Standards (Indicators)	2010 Baseline	2011 Targets	2012 Targets	2013 Targets
<p><b>PROGRAMME 344: Promotion of Leisure</b>  <b>Outcome:</b> Meet the population needs for leisure, both through the direct provision of facilities and services and through partnership with other agencies and private providers.</p>						
Leisure Unit	O1: Organisation and promotion of leisure activities/events.	P1: Number of activities / events organised / promoted.	17	20	22	24



**Ministry of Tourism and Leisure - continued**

**1. SUMMARY BY ECONOMIC CATEGORIES**

Code	Economic Categories	Rs	Rs	Rs	Rs
		2010 Estimates	2011 Estimates	2012 Planned	2013 Planned
21	Compensation of Employees	32,245,000	32,025,000	33,620,000	34,029,000
22	Goods and Services	22,473,000	19,993,000	19,128,000	20,723,000
24	Interest	-	-	-	-
25	Subsidies	-	-	-	-
26	Grants	387,660,000	430,660,000	430,660,000	430,660,000
27	Social Benefits	-	-	-	-
28	Other Expense	-	-	-	-
31	Acquisition of Non-Financial Assets	5,650,000	4,400,000	4,600,000	2,900,000
32	Acquisition of Financial Assets	-	-	-	-
	<b>Total</b>	<b>448,028,000</b>	<b>487,078,000</b>	<b>488,008,000</b>	<b>488,312,000</b>

**2. SUMMARY FOR YEAR 2011**

Code	Programmes	Rs	Rs	Rs	Rs
		Compensation of Employees [code 21]	Goods and Services [code 22]	Subsidies / Grants [code 25-28]	Acquisition of Assets [code 31-32]
341	Policy and Management for Tourism and Leisure	17,010,000	9,885,000	5,660,000	-
342	Sustainable Tourism Industry	13,199,000	3,853,000	35,000,000	4,400,000
343	Destination Promotion	-	-	390,000,000	-
344	Promotion of Leisure	1,816,000	6,255,000	-	-
	<b>Total</b>	<b>32,025,000</b>	<b>19,993,000</b>	<b>430,660,000</b>	<b>4,400,000</b>

**Programme 341: Policy and Management for Tourism and Leisure**

Item No.	Details	Rs	Rs	Rs	Rs
		2010 Estimates	2011 Estimates	2012 Planned	2013 Planned
<b>21</b>	<b>Compensation of Employees</b>	<b>16,995,000</b>	<b>17,010,000</b>	<b>17,671,000</b>	<b>17,786,000</b>
21110	Personal Emoluments	14,760,000	14,935,000	15,596,000	15,711,000
	<i>of which:</i>				
21110005	Extra Assistance	3,997,500	4,000,000	4,000,000	4,000,000
21111	Other Staff Costs	2,235,000	2,075,000	2,075,000	2,075,000
<b>22</b>	<b>Goods and Services</b>	<b>10,360,000</b>	<b>9,885,000</b>	<b>9,905,000</b>	<b>10,450,000</b>
22010	Cost of Utilities	1,960,000	1,960,000	1,960,000	2,025,000
22020	Fuel and Oil	350,000	350,000	350,000	350,000
22030	Rent	5,200,000	4,950,000	4,950,000	5,300,000
22040	Office Equipment and Furniture	250,000	250,000	250,000	250,000
22050	Office Expenses	475,000	475,000	475,000	500,000
22060	Maintenance	825,000	650,000	670,000	675,000
22090	Security	125,000	125,000	125,000	150,000
22100	Publications and Stationery	775,000	725,000	725,000	800,000
22120	Fees	55,000	55,000	55,000	55,000
22170	Travelling within the Republic	160,000	160,000	160,000	160,000
22900	Other Goods and Services	185,000	185,000	185,000	185,000

**Ministry of Tourism and Leisure - continued**

Item No.	Details	Rs	Rs	Rs	Rs
		2010 Estimates	2011 Estimates	2012 Planned	2013 Planned
<b>26</b>	<b>Grants</b>	<b>5,660,000</b>	<b>5,660,000</b>	<b>5,660,000</b>	<b>5,660,000</b>
26210	Current Grant to International Organisations	5,660,000	5,660,000	5,660,000	5,660,000
26210031	<i>Contribution to World Tourism Organisation</i>	2,560,000	2,560,000	2,560,000	2,560,000
26210161	<i>Contribution to Regional Tourism Organisations of Southern Africa (RETOSA)</i>	3,100,000	3,100,000	3,100,000	3,100,000
	<b>Total</b>	<b>33,015,000</b>	<b>32,555,000</b>	<b>33,236,000</b>	<b>33,896,000</b>
<b>Programme 342: Sustainable Tourism Industry</b>					
<b>Sub-Programme 34201: Improvement and Diversification of Tourism Product</b>					
<b>21</b>	<b>Compensation of Employees</b>	<b>13,300,000</b>	<b>13,199,000</b>	<b>13,853,000</b>	<b>14,098,000</b>
21110	Personal Emoluments	11,800,000	11,699,000	12,353,000	12,598,000
21111	Other Staff Costs	1,500,000	1,500,000	1,500,000	1,500,000
<b>22</b>	<b>Goods and Services</b>	<b>2,903,000</b>	<b>3,853,000</b>	<b>2,953,000</b>	<b>3,998,000</b>
22010	Cost of Utilities	350,000	350,000	350,000	350,000
22020	Fuel and Oil	350,000	300,000	300,000	300,000
22030	Rent	100,000	100,000	100,000	100,000
22040	Office Equipment and Furniture	325,000	325,000	325,000	325,000
22050	Office Expenses	325,000	325,000	325,000	325,000
22060	Maintenance	925,000	925,000	1,025,000	1,070,000
22100	Publications and Stationery	375,000	375,000	375,000	375,000
22120	Fees	100,000	100,000	100,000	100,000
22130	Studies and Surveys	-	1,000,000	-	1,000,000
22900	Other Goods and Services	53,000	53,000	53,000	53,000
<b>31</b>	<b>Acquisition of Non-Financial Assets</b>	<b>5,650,000</b>	<b>4,400,000</b>	<b>4,600,000</b>	<b>2,900,000</b>
31113	Other Structures	5,650,000	4,400,000	4,600,000	2,900,000
	<i>of which:</i>				
31113016	<i>Construction of Touristic and Leisure Infrastructure (Tourism Signage Programme)</i>	3,000,000	3,000,000	1,700,000	-
31113416	<i>Upgrading of Touristic and Leisure Infrastructure</i>	900,000	900,000	900,000	900,000
31113431	<i>Placement of Buoys</i>	1,750,000	500,000	2,000,000	2,000,000
	<b>Total</b>	<b>21,853,000</b>	<b>21,452,000</b>	<b>21,406,000</b>	<b>20,996,000</b>
<b>Sub-Programme 34202: Regulation and Control of Tourism Related Activities</b>					
<b>26</b>	<b>Grants</b>	<b>22,000,000</b>	<b>35,000,000</b>	<b>35,000,000</b>	<b>35,000,000</b>
26313	Extra-Budgetary Units	22,000,000	35,000,000	35,000,000	35,000,000
26313089	<i>Current Grant - Tourism Authority</i>	22,000,000	35,000,000	35,000,000	35,000,000
	<b>Total</b>	<b>22,000,000</b>	<b>35,000,000</b>	<b>35,000,000</b>	<b>35,000,000</b>

**Ministry of Tourism and Leisure - continued**

Item No.	Details	Rs	Rs	Rs	Rs
		2010 Estimates	2011 Estimates	2012 Planned	2013 Planned
<b>Programme 343: Destination Promotion</b>					
<b>Sub-Programme 34301: Country Promotion</b>					
<b>26</b>	<b>Grants</b>	<b>360,000,000</b>	<b>390,000,000</b>	<b>390,000,000</b>	<b>390,000,000</b>
26313	Extra-Budgetary Units	360,000,000	390,000,000	390,000,000	390,000,000
26313047	<i>Current Grant - Mauritius Tourism Promotion Authority (Traditional Markets)</i>	<i>360,000,000</i>	<i>340,000,000</i>	<i>340,000,000</i>	<i>340,000,000</i>
26313047	<i>Special Programme for Emerging Markets</i>	-	<i>50,000,000</i>	<i>50,000,000</i>	<i>50,000,000</i>
	<b>Total</b>	<b>360,000,000</b>	<b>390,000,000</b>	<b>390,000,000</b>	<b>390,000,000</b>
<b>Sub-Programme 34302: Country Branding</b>					
<b>22</b>	<b>Goods and Services</b>	<b>5,000,000</b>	-	-	-
22900	Other Goods and Services	5,000,000	-	-	-
22900902	<i>Branding of Mauritius</i>	<i>5,000,000</i>	-	-	-
	<b>Total</b>	<b>5,000,000</b>	-	-	-
<b>Programme 344: Promotion of Leisure</b>					
<b>21</b>	<b>Compensation of Employees</b>	<b>1,950,000</b>	<b>1,816,000</b>	<b>2,096,000</b>	<b>2,145,000</b>
21110	Personal Emoluments	1,500,000	1,466,000	1,696,000	1,745,000
21111	Other Staff Costs	450,000	350,000	400,000	400,000
<b>22</b>	<b>Goods and Services</b>	<b>4,210,000</b>	<b>6,255,000</b>	<b>6,270,000</b>	<b>6,275,000</b>
22010	Cost of Utilities	150,000	195,000	195,000	195,000
22020	Fuel and Oil	75,000	75,000	75,000	75,000
22030	Rent	1,550,000	2,250,000	2,250,000	2,250,000
22030005	<i>Rental of Facilities for Events</i>	<i>500,000</i>	<i>1,200,000</i>	<i>1,200,000</i>	<i>1,200,000</i>
22050	Office Expenses	250,000	250,000	250,000	250,000
22060	Maintenance	110,000	110,000	125,000	130,000
22090	Security	125,000	125,000	125,000	125,000
22100	Publications and Stationery	475,000	475,000	475,000	475,000
22900	Other Goods and Services	1,475,000	2,775,000	2,775,000	2,775,000
	<b>Total</b>	<b>6,160,000</b>	<b>8,071,000</b>	<b>8,366,000</b>	<b>8,420,000</b>

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**PART D: HUMAN RESOURCES**
**STAFFING POSITIONS BY PROGRAMMES AND SUB-PROGRAMMES**

Salary Code	Position Titles	In Post	Funded Positions		
		2010	2011	2012	2013
<b>Programme 341: Policy and Management for Tourism and Leisure</b>		<b>21</b>	<b>23</b>	<b>23</b>	<b>23</b>
	Minister	1	1	1	1
02 00 93	Permanent Secretary	1	1	1	1
02 00 86	Secretary for Tourism Development	-	1	1	1
02 75 82	Principal Assistant Secretary	1	1	1	1
02 45 67	Assistant Secretary	3	3	3	3
01 54 64	Assistant Manager, Financial Operations	1	1	1	1
01 41 55	Financial Operations Officer	1	1	1	1
01 29 49	Assistant Financial Operations Officer	-	-	-	-
21 29 49	Assistant Procurement and Supply Officer	1	1	1	1
08 40 50	Higher Executive Officer	1	1	1	1
08 31 51	Senior Officer	1	1	1	1
08 28 45	Executive Officer	-	-	-	-
08 33 50	Confidential Secretary	3	3	3	3
08 18 48	Officer	3	4	4	4
08 17 41	Clerical Officer/Higher Clerical Officer	-	-	-	-
08 16 40	Word Processing Operator	1	1	1	1
22 12 39	Receptionist/ Telephone Operator	1	1	1	1
24 10 30	Office Care Attendant	1	1	1	1
24 13 36 } 24 13 31 }	Driver	1	1	1	1
<b>Programme 342: Sustainable Tourism Industry</b>		<b>45</b>	<b>44</b>	<b>44</b>	<b>44</b>
<b>Sub-Programme 34201: Improvement and Diversification of Tourism Product</b>		<b>45</b>	<b>44</b>	<b>44</b>	<b>44</b>
10 65 75	Principal Tourism Planner	2	2	2	2
10 59 71	Senior Tourism Planner	2	2	2	2
10 44 67	Tourism Planner	8	7	7	7
18 35 56	Tourism Enforcement Officer	1	1	1	1
08 40 50	Higher Executive Officer	2	2	2	2
08 31 51	Senior Officer	3	3	3	3
08 28 45	Executive Officer	-	-	-	-
08 36 47	Office Supervisor	1	1	1	1
08 18 48	Officer	14	14	14	14
08 17 41	Clerical Officer/Higher Clerical Officer	-	-	-	-
08 26 44	Senior Word Processing Operator	-	-	-	-
08 16 40	Word Processing Operator	4	4	4	4

**STAFFING POSITIONS BY PROGRAMMES AND SUB-PROGRAMMES**

Salary Code	Position Titles	In Post 2010	Funded Positions		
			2011	2012	2013
24 26 33	Head Office Attendant	1	1	1	1
24 10 30	Office Care Attendant	4	4	4	4
24 13 36 } 24 13 31 }	Driver	2	2	2	2
24 02 21 } 24 02 16 }	General Worker	1	1	1	1
<b>Sub-Programme 34202: Regulation and Control of Tourism Related Activities</b>		-	-	-	-
<b>Programme 343: Destination Promotion</b>		-	-	-	-
<b>Sub-Programme 34301: Country Promotion</b>		-	-	-	-
<b>Sub-Programme 34302: Country Branding</b>		-	-	-	-
<b>Programme 344: Promotion of Leisure</b>		<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>
23 59 71	Leisure Organiser	-	-	-	-
23 43 57	Senior Leisure Officer	-	-	-	-
23 23 53	Leisure Officer	3	3	3	3
08 18 48	Officer	-	-	-	-
08 16 40	Word Processing Operator	1	1	1	1
24 10 30	Office Care Attendant	1	1	1	1
24 13 36 } 24 13 31 }	Driver	1	1	1	1
<b>Total</b>		<b>72</b>	<b>73</b>	<b>73</b>	<b>73</b>