MINISTRY OF TOURISM AND LEISURE

		Page
PART A:	OVERVIEW OF MINISTRY/DEPARTMENT	
	Strategic Note	517
	 Major Achievements for 2012 	517
	Major Constraints and Challenges and how they are being addressed	517
	Strategic Direction 2013-2015	518
	 Priority Objectives and Major Services to be provided for 2013-2015 	518
	Summary of Financial Resources	519
	Summary of Funded Positions	519
PART B :	SERVICES TO BE PROVIDED AND PERFORMANCE INFORMATION	
	Programme 341: Policy and Management for Tourism and Leisure	520
	Programme 342: Sustainable Tourism Industry	520
	Programme 343: Destination Promotion	521
	Programme 344: Promotion of Leisure	522
PART C:	INPUTS - FINANCIAL RESOURCES	
	Summary by Economic Categories	523
	Summary for Year 2013 by Programmes	523
	Programme 341: Policy and Management for Tourism and Leisure	523
	Programme 342: Sustainable Tourism Industry	524
	Programme 343: Destination Promotion	525
	Programme 344: Promotion of Leisure	525
PART D:	INPUTS - HUMAN RESOURCES	
	Staffing Positions by Programmes / Sub-Programmes	526

http://tourism.gov.mu

PART A: OVERVIEW OF MINISTRY

I. STRATEGIC NOTE

1. Major Achievements for 2012

- Awards obtained:
 - World's Best Leading Island Destination at the World Travel Award;
 - Best Honeymoon Destination Award by DERTOUR- Germany;
 - Highest ranked country in the Sub-Saharan African Region- World Economic Forum Travel and Tourism Competitiveness Report 2011.
 - Arrivals from China and Russia increased by 38.3 % and 91.2% respectively since the beginning of the year to-date.
- A framework in place for the development of regional tourism comprising Reunion, Seychelles, Madagascar, Comoros and Mauritius.
- 185 new Tourist Enterprises Licenses and 327 new Pleasure Craft Licences were issued since January 2012 to date.
- Development of new tourism activities and their regulations such as
 Dolphin and Whale watching and kite surfing as well as introduction of
 new guidelines for the control of other activities including night clubs
 and private clubs.
- An official rating system for hotel classification has been developed and introduced with a view to strengthening the overall image of our hotel industry, reinforcing travellers' confidence and ensuring that hotels meet minimum standards.
- Some 232,000 people participated in leisure activities organised by the Ministry as at date.
- 2. Major Constraints and Challenges and how they are being addressed
- Limited product range to encourage tourist spending.
 - Broadening the tourism product portfolio to include eco-tourism, medical tourism, shopping tourism, heritage/cultural tourism, MICE and sports tourism.
- Decrease in demand from Europe due to economic crisis and inadequate market diversification and connectivity.
 - Diversifying our market base and penetrating more aggressively the emerging markets like China, India and Russia while consolidating our traditional markets with growth potential and exploring new markets in niche segments (Scandinavian and Gulf countries among others).
 - Promoting regional tourism through extension of the Vanilla Island Concept to include Rodrigues, Nosybe, Praslin and La Digue.
 - Encouraging flexible air connectivity

3. Strategic Direction 2013-2015

- Consolidating and reinforcing the destination as a leading resort island.
 - Pursuing growth at an average annual rate of at least 5% with a more diversified portfolio of source markets in niche segments.
- Consolidating traditional markets with growth potential.
 - Exploiting emerging/new markets like China, India and Russia, Middle East, Japan, South Korea, Czech Republic and Scandinavian countries.
- Creating a more conducive business environment through streamlining of procedures and removing administrative bottlenecks.

4. Priority Objectives and Major Services provided for 2013-2015

Programme 341: Policy and Management for Tourism and Leisure

Priority Objectives:

• Sustained contribution of the Tourism Sector to GDP.

Major Services:

 Formulation of appropriate policies/strategies and legal framework for the development of the tourism and leisure sectors.

Programme 342: Sustainable Tourism Industry

Sub-Programme 34201- Improvement & Diversification of Tourism Product

Priority Objectives:

 Mauritius maintained as an attractive and desirable tourist destination.

Major Services:

- Improving/upgrading of tourist attractions and embellishment of tourist sites.
- Improve tourism signage over the island.

Sub-Programme 34202- Regulation and Control of Tourism Related Activities

Priority Objectives:

• Enhancing the safety and security of tourists and ensuring safe tourism activities.

Major Services:

 Licensing and monitoring of tourist enterprises and pleasure crafts

Programme 343: Destination Promotion

Sub-Programme 34301- Country Promotion

Priority Objectives:

• Enhanced visibility of the destination.

Major Services:

- Public Relations and advertising campaigns in existing, emerging and new markets, as well as new niche market segments.
- Participation in fairs, workshops, exhibitions and roadshows in targeted countries (France, UK, Germany, Italy, India, Russia, China and South Africa).
- Adaptation of Vanilla Island Concept.

Programme 344: Promotion of Leisure

Priority Objectives: • Improved access to leisure facilities and services.

Major Services: • Organisation and promotion of leisure activities/events.

II. SUMMARY OF FINANCIAL RESOURCES BY PROGRAMMES AND SUB-PROGRAMMES

		Rs	Rs	Rs	Rs
Code	Programmes and Sub- Programmes	2012 Estimates	2013 Estimates	2014 Planned	2015 Planned
341	Policy and Management for Tourism and Leisure	35,142,000	36,314,000	35,934,000	36,629,000
342	Sustainable Tourism Industry	79,639,000	90,390,000	88,372,000	84,727,000
34201	Improvement and Diversification of Tourism Product	19,639,000	30,390,000	28,372,000	24,727,000
34202	Regulation and Control of Tourism Related Activities	60,000,000	60,000,000	60,000,000	60,000,000
343	Destination Promotion	390,000,000	390,000,000	390,000,000	390,000,000
34301	Country Promotion	390,000,000	390,000,000	390,000,000	390,000,000
34302	Country Branding	-	-	-	-
344	Promotion of Leisure	8,303,000	10,010,000	10,158,000	10,178,000
	Total	513,084,000	526,714,000	524,464,000	521,534,000

III. SUMMARY OF FUNDED POSITIONS BY PROGRAMMES AND SUB-PROGRAMMES

Colo	Programmes and Sub-	Tot	al	% Distribution		
Code	Programmes	In Post 2012	Funded 2013	2012	2013	
341	Policy and Management for Tourism and Leisure	23	22	33%	31%	
342	Sustainable Tourism Industry	43	43	61%	61%	
34201	Improvement and Diversification of Tourism Product	43	43	61%	61%	
34202	Regulation and Control of Tourism Related Activities	-	-	-	-	
343	Destination Promotion	-	-	-	-	
34301	Country Promotion	-	-	-	-	
34302	Country Branding	-	-	-	-	
344	Promotion of Leisure	4	5	6%	7%	
	Total	70	70	100%	100%	

PART B: SERVICES TO BE PROVIDED AND PERFORMANCE INFORMATION

PROGRAMM	E 341: Policy and Manageme	nt for Tourism and Leisure				
	ained Contribution of the Touri					
Outcome Indic			2011 Actual	2013 Target	2015 Target	2022 Target
Percentage shar	re of Tourism Sector to GDP		8.4	8	9	10
DEL IVEDV	CEDIMOEC TO DE		PERFORM	MANCE		
DELIVERY UNITS	SERVICES TO BE PROVIDED	Service Standards (Indicators)	2011 Actual	2013 Targets	2014 Targets	2015 Targets
Ministry of Tourism and Leisure	S1: Policy and Management	SS1: PBB Strategic Plan updated and aligned with ESTP Outcome	May	May	May	May
		SS2: % of relevant budget measures implemented according to published timetable	100	100	100	100
		SS3: % of requests acknowledged within 5 working days	90	100	100	100
	E 342: Sustainable Tourism I ritius maintained as an attractiv	-	<u> </u>			
Outcome Indic	ator		2011 Actual	2013 Target	2015 Target	2022 Target
Percentage incre	ease in tourist arrivals		3.2	3.0	5.0	5.0
SUB-PROGRA	MME 34201: Improvement a	and Diversification of Tour	ism Produc	t		
	GEDVICES TO DE		PERFORM	MANCE		
DELIVERY UNITS	SERVICES TO BE PROVIDED	Service Standards (Indicators)	2011 Actual	2013 Targets	2014 Targets	2015 Targets
Ministry of Tourism and Leisure	S1: Tourism Signage and information	SS1:Percentage Tourism Signage/Information Programme completed	58	78	98	100
	S2: Improved and Diversified Tourism product	SS1: Port Louis Heritage Trail Developed	-	25	75	100

(Percentage)

S3: Enhanced safety and

security

SS1:Zoning of lagoons

completed (Percentage)

64

74

87

95

		PERFORMANCE					
DELIVERY UNITS	SERVICES TO BE PROVIDED	Service Standards (Indicators)	2011 Actual	2013 Targets	2014 Targets	2015 Targets	
SUB-PROGRA	AMME 34202: Regulation and	l Control of Tourism-Relat	ed Activitie	s			
Tourism Authority	S1: Licensing of tourist enterprises	SS1: Number of working days to process applications in 75% of cases	10	7	7	7	
	S2: Enforcement of regulations to ensure that tourist establishments and pleasure crafts operate according to set criteria	SS1:Percentage of establishments complying with the standards, guidelines, codes of practice and legislations	52	60	70	80	
	E 343: Destination Promotion ritius maintained as a prime hol		on				
Outcome Indic	ator		2011	2013	2015	2022	
			Actual	Target	Target	Target	
Percentage incr	ease in tourism receipts		8.6	1.0	2.0	3.5	
DELIVERY	SERVICES TO BE		PERFORM	MANCE			
UNITS	PROVIDED	Service Standards (Indicators)	2011 Actual	2013 Targets	2014 Targets	2015 Targets	
SUB-PROGRA	AMME 34301: Country Prom	otion					
Mauritius Tourism Promotion Authority	S1: Campaigns in traditional, emerging and new markets.	SS1: Number of fairs, workshops, exhibitions, roadshows conducted in traditional markets	18	23	25	27	
(MTPA)		SS2: Number of fairs, workshops, exhibitions, roadshows conducted in emerging markets	12	15	17	20	
		SS3: Number of fairs, workshops, exhibitions, roadshows conducted in new markets such as scandinavian countries, Japan and Korea	2	5	6	8	

PROGRAMME 344: Promotion of Leisure Outcome: Improved access to affordable leisure facilities and services										
Outcome: Impro Outcome Indic	2011 Actual	2013 Target	2015 Target	2022 Target						
Number of participants in leisure activities			150,000	200,000	250,000	425,000				
	GEDVICEG TO DE	PERFORMANCE								
DELIVERY UNITS	SERVICES TO BE PROVIDED	Service Standards (Indicators)	2011 Actual	2013 Targets	2014 Targets	2015 Targets				
Leisure Unit	S1: Organisation and promotion of leisure activities/events	SS1: Average number of participants for activities organised	150,000	200,000	225,000	250,000				

PART C: INPUTS - FINANCIAL RESOURCES

1. SUMMARY BY ECONOMIC CATEGORIES

		Rs	Rs	Rs	Rs
Code	Economic Categories	2012 Estimates	2013 Estimates	2014 Planned	2015 Planned
21	Compensation of Employees	30,496,000	36,505,000	37,935,000	38,785,000
22	Goods and Services	22,628,000	21,899,000	20,679,000	20,899,000
24	Interest	-	-	-	-
25	Subsidies	-	-	-	-
26	Grants	455,660,000	455,810,000	455,950,000	455,950,000
27	Social Benefits	-	-	-	-
28	Other Expense	-	-	-	-
31	Acquisition of Non-Financial Assets	4,300,000	12,500,000	9,900,000	5,900,000
32	Acquisition of Financial Assets	-	-	-	-
	Total	513,084,000	526,714,000	524,464,000	521,534,000

2. SUMMARY FOR YEAR 2013

		Rs	Rs	Rs	Rs
Code	Programmes	Compensation of Employees	Goods and Services	Subsidies / Grants	Acquisition of Assets
Couc	1 rogrammes	[code 21]	[code 22]	[code 25-28]	[code 31-32]
341	Policy and Management for Tourism and	17,715,000	12,789,000	5,810,000	-
	Leisure				
342	Sustainable Tourism Industry	14,963,000	2,927,000	60,000,000	12,500,000
343	Destination Promotion	-	-	390,000,000	-
344	Promotion of Leisure	3,827,000	6,183,000	-	-
	Total	36,505,000	21,899,000	455,810,000	12,500,000

Programme 341: Policy and Management for Tourism and Leisure

		Rs	Rs	Rs	Rs
Item No.	Details	2012 Estimates	2013 Estimates	2014 Planned	2015 Planned
21	G C C C C C				
21	Compensation of Employees	15,777,000	17,715,000	18,465,000	18,940,000
21110	Personal Emoluments	13,402,000	15,500,000	16,100,000	16,500,000
	of which:				
21110010	Service to Mauritius Programme	-	200,000	200,000	200,000
21111	Other Staff Costs	2,075,000	2,100,000	2,250,000	2,325,000
21210	Social Contributions	300,000	115,000	115,000	115,000
22	Goods and Services	13,705,000	12,789,000	11,519,000	11,739,000
22010	Cost of Utilities	2,260,000	2,150,000	2,225,000	2,300,000
22020	Fuel and Oil	350,000	300,000	300,000	300,000
22030	Rent	5,450,000	5,525,000	5,550,000	5,550,000
22040	Office Equipment and Furniture	250,000	275,000	325,000	375,000
22050	Office Expenses	475,000	450,000	475,000	500,000
22060	Maintenance	670,000	675,000	675,000	675,000
22090	Security	125,000	100,000	100,000	100,000
22100	Publications and Stationery	725,000	619,000	644,000	644,000

	1	Rs	Rs	Rs	Rs
Item No.	Details	2012	2013	2014	2015
		Estimates	Estimates	Planned	Planned
22120	Fees	55,000	150,000	210,000	260,00
22130	Studies and surveys	-	1,550,000	-	
22170	Travelling within the Republic	160,000	160,000	160,000	160,00
22180	Overseas Travel		650,000	670,000	690,00
	(Mission and Capacity Building)	-			
22900	Other Goods and Services	3,185,000	185,000	185,000	185,00
26	Grants	5,660,000	5,810,000	5,950,000	5,950,00
26210	Current Grant to International Organisations	5,660,000	5,810,000	5,950,000	5,950,00
26210031	Contribution to World Tourism Organisation	2,560,000	2,560,000	2,600,000	2,600,00
26210161	Contribution to Regional Tourism Organisations of Southern Africa	3,100,000	3,100,000	3,200,000	3,200,00
26210178	(RETOSA) Contribution to Foundation for Environmental Education (Denmark)	-	150,000	150,000	150,00
	Total	35,142,000	36,314,000	35,934,000	36,629,00
21	Compensation of Employees	12,686,000	14,963,000	15,495,000	15,850,00
21110	Personal Emoluments	11,186,000	13,303,000	13,735,000	14,040,00
21111	Other Staff Costs	1,500,000	1,500,000	1,600,000	1,650,00
21210	Social Contributions	-	160,000	160,000	160,00
22	Goods and Services	2,653,000	2,927,000	2,977,000	2,977,00
22010	Cost of Utilities	350,000	250,000	250,000	250,00
22020	Fuel and Oil	300,000	300,000	300,000	300,00
22030	Rent	100,000	200,000	200,000	200,00
22040	Office Equipment and Furniture	325,000	325,000	325,000	325,00
22050	Office Expenses	325,000	325,000	325,000	325,00
22060	Maintenance	725,000	970,000	970,000	970,00
22100	Publications and Stationery	375,000	282,000	282,000	282,00
22120	Fees	100,000	200,000	250,000	250,00
22130	Studies and Surveys	-	-	-	
22900	Other Goods and Services	53,000	75,000	75,000	75,00
31	Acquisition of Non-Financial Assets	4,300,000	12,500,000	9,900,000	5,900,00
31113	Other Structures	4,300,000	12,500,000	9,900,000	5,900,00
31113016	of which: Construction of Touristic and Leisure Infrastruture	3,400,000	4,000,000	4,000,000	
	(a) Tourism Signage	3,000,000	3,000,000	3,000,000	
	(b) Port Louis Heritage Trail	400,000	1,000,000	1,000,000	
31113416	Upgrading of Touristic and Leisure Infrastructure	900,000	900,000	900,000	900,00
21112121	7	1	7 (00 000	5 000 000	- 000 00

19,639,000

Zoning of Lagoons

Total

7,600,000

30,390,000

5,000,000

28,372,000

5,000,000

24,727,000

		Rs	Rs	Rs	Rs
Item No.	Details	2012	2013	2014	2015
	2000	Estimates	Estimates	Planned	Planned
Sub-Prog	ramme 34202: Regulation and Control of	f Tourism Relate	ed Activities		
26	Grants	60,000,000	60,000,000	60,000,000	60,000,000
26313	Extra-Budgetary Units	58,000,000	58,000,000	58,000,000	58,000,000
26313089	Current Grant - Tourism Authority	58,000,000	58,000,000	58,000,000	58,000,000
	of which:				
	(i) Tourism Authority	35,000,000	35,000,000	35,000,000	35,000,000
	(ii) Cleaning and Embellishment Programme	23,000,000	23,000,000	23,000,000	23,000,000
26323	Extra-Budgetary Units	2,000,000	2,000,000	2,000,000	2,000,000
26323089	Capital Grant - Tourism Authority	2,000,000	2,000,000	2,000,000	2,000,000
	of which:	2,000,000	2,000,000	2,000,000	2,000,000
	(i) Cleaning and Embellishment Programme Total	60,000,000	60,000,000	60,000,000	60,000,000
	1000	00,000,000	00,000,000	00,000,000	00,000,000
Program	me 343: Destination Promotion				
Sub-Prog	ramme 34301: Country Promotion				
26	Grants	390,000,000	390,000,000	390,000,000	390,000,000
26313	Extra-Budgetary Units	390,000,000	390,000,000	390,000,000	390,000,000
26313047	Current Grant - Mauritius Tourism	390,000,000	390,000,000	390,000,000	390,000,000
	Promotion Authority				
	of which:	240,000,000	240,000,000	240,000,000	2 40 000 000
	(i) Traditional Markets (ii) Special Programme for Emerging	<i>340,000,000</i> <i>50,000,000</i>	<i>340,000,000</i> <i>50,000,000</i>	<i>340,000,000</i> <i>50,000,000</i>	<i>340,000,000</i> <i>50,000,000</i>
	Markets	30,000,000	30,000,000	30,000,000	30,000,000
	Total	390,000,000	390,000,000	390,000,000	390,000,000
Program	me 344: Promotion of Leisure				
		2012	2013	2014	2015
Item No.	Details	Estimates	Estimates	Planned	Planned
21	Compensation of Employees	2,033,000	3,827,000	3,975,000	3,995,000
21110	Personal Emoluments	1,633,000	3,302,000	3,450,000	3,470,000
21111	Other Staff Costs	400,000	500,000	500,000	500,000
21210	Social Contributions	-	25,000	25,000	25,000
22	Goods and Services	6,270,000	6,183,000	6,183,000	6,183,000
22010	Cost of Utilities	195,000	220,000	220,000	220,000
22020	Fuel and Oil	75,000	75,000	75,000	75,000
22030	Rent	2,250,000	2,250,000	2,250,000	2,250,000
22050	Office Expenses	250,000	250,000	250,000	250,000
22060	Maintenance	125,000	125,000	125,000	125,000
22090	Security	125,000	100,000	100,000	100,000
22100	Publications and Stationery	475,000	438,000	438,000	438,000
22900	Other Goods and Services	2,775,000	2,725,000	2,725,000	2,725,000
	Total	8,303,000	10,010,000	10,158,000	10,178,000

PART D: INPUTS HUMAN RESOURCES

STAFFING POSITIONS BY PROGRAMMES AND SUB-PROGRAMMES

Salary	Position Titles	In Post	F	unded Position	18
Code	1 Ustrion Trues	2012	2013	2014	2015
Programm Leisure	e 341: Policy and Management for Tourism and	23	22	23	23
02 00 86	Secretary for Tourism Development	-	-	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	2	2	2	2
01 29 49	Assistant Financial Operations Officer	-	-	-	-
21 29 49	Assistant Procurement and Supply Officer	1	1	1	1
01 29 55	Internal Control Officer	-	-	-	-
08 46 62	Office Management Executive	-	-	_	_
08 40 50	Higher Executive Officer	1	1	1	1
08 31 51	Senior Officer	1	1	1	1
08 33 50	Confidential Secretary	3	3	3	3
08 18 48	Officer	3	3	3	3
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]	Dairea	1	1	1	1
24 13 31 5	Driver	1	1	1	1
Programm	e 342: Sustainable Tourism Industry	43	43	43	43
Sub-Progr of Tourism	amme 34201: Improvement and Diversification Product	43	43	43	43
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	7	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	2	3	3	3
08 36 47	Office Supervisor	1	1	1	1
08 18 48	Officer	14	13	13	13
08 26 44	Senior Word Processing Operator	_	_	_	_
08 16 40	Word Processing Operator	4	4	4	4
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	General Worker	1	1	1	1
24 02 16		1	1	1	1

Salary Code	Position Titles	In Post	Funded Positions								
		2012	2013	2014	2015						
Sub-Programme 34202: Regulation and Control of Tourism Related Activities Programme 343: Destination Promotion Sub-Programme 34301: Country Promotion Sub-Programme 34302: Country Branding Programme 344: Promotion of Leisure		- - - 4	5	5	-						
						23 59 71	Leisure Organiser	-	-	-	
						23 43 57	Senior Leisure Officer	-	-	-	
						23 26 53	Leisure Officer	2	2	2	2
						08 18 48	Officer	-	-	-	,
08 16 40	Word Processing Operator	1	1	1]						
24 10 30	Office Care Attendant	-	1	1]						
24 13 36 24 13 31	Driver	1	1	1							
	Total	70	70	71	7 1						