



**MINISTRY OF TOURISM, LEISURE AND EXTERNAL
COMMUNICATIONS
(TOURISM AND LEISURE DIVISION)**

CUSTOMER CHARTER

1. Introduction

The Tourism and Leisure Division (TLD) of the Ministry is responsible for the formulation and implementation of strategies and policies for –

- the harmonious and sustainable tourism development; and
- the promotion of leisure and recreational activities for the benefit of the citizens and tourists.

With a view to improving the effectiveness of its services, this Ministry has empowered the following semi-autonomous public bodies falling under its aegis to carry out specific functions related to tourism and tourism related development.

- **Mauritius Tourism Promotion Authority** – to promote the destination;
- **Tourism Authority:** - to regulate tourism enterprises and pleasure craft activities;
- **Tourism Fund:** to finance the implementation of infrastructural works in connection with tourism development projects, and social amenities and associated works for community development; and
- **Tourism Employees Welfare Fund:** - to carry out activities to promote the welfare of employees of tourism enterprises and their families.

2. Vision

- Tourism:*
- To be a **leading economic development agency in sustainable tourism**, always setting new **benchmarks** and pioneering **best practices** with a view to **sustain economic growth** as well as improving the **standard of living** of the whole population
- Leisure:*
- To be a leading government agency in providing and promoting **leisure, entertainment and recreational activities** with a view to create an harmonious and stress-free society, and to promote unity in diversity.

3. Mission

- Tourism:*
- To develop and champion tourism activities so as to build the sector into a **key engine of growth** and to make of Mauritius the **best island destination in the world**.
- Leisure:*
- To champion and promoting leisure, entertainment and recreational activities to enhance the quality of life of the citizens and tourists and foster peaceful co-existence.

4. Values

- We are focused on achieving our mission and vision.
- We give priority to the sustainable development of the country.
- We put the customer first.
- We are creative, proactive and innovative.
- We value knowledge and our scarce resources as our core tools.
- We do everything with passion and dedication to attain excellence in service delivery.
- We care for the welfare and quality of life of the whole population at large as well as our foreign visitors.

5. Strategies, and Objectives and Goals

Accessibility, visibility, and attractiveness of Mauritius as a tourist destination, and **provision of leisure, entertainment and recreational facilities and opportunities** for the citizens and tourists alike, would be the main thrusts driving the tourism and leisure development philosophy of the Ministry.

5.1 Accessibility

A flexible air access policy is one of the pre-conditions to achieving growth. Air access policy is being revisited to stimulate demand from markets with high potential and to induce more price elasticity in low seasons through the interplay of market forces. The way forward is to -

- Increase seat capacity and competition on market with high growth potential
- Encourage and facilitate special flights at any time during the year
- Encourage price-based competition on regional routes to boost the duty free concept
- Encourage direct flights from new and emerging markets

5.2 Visibility

Visibility will be at the heart of our battle for a global positioning. Our strategy centres on:

- Carrying out a destination branding exercise with an adaptation to each source market
- High focus visibility consumer campaigns
- Restructuring the MTPA to boldly face the challenges of the dynamic tourism market
- Addressing the problem of seasonality to promote Mauritius as an all-year-round destination to improve the average occupancy rate

5.3 Attractiveness

For Mauritius to evolve into the best island destination in the world, we are improving our service delivery, broadening and deepening our tourism products, beefing up safety and security measures, and promoting environmentally sustainable tourism development. This Ministry is working on -

- Maintaining and sustaining our competitiveness by encouraging the interplay of free market forces on regional routes
- Tourism product diversification and upliftment to generate varied choices with added value for tourists
- Creating innovative, attractive, and exciting experiences for our visitors in a pleasant, sound and safe environment

Accordingly, the following projects are being implemented: comprehensive tourist signage programme, designation of potential tourist sites, eco-tourism, cultural tourism, cruise tourism, BTMICE, wellness, healthcare and medical tourism, and leisure and recreational activities.

5.4. Leisure Promotion

This Ministry is organizing on a recurrent basis at national and regional level, **leisure, entertainment and recreational activities** for the citizens as well as for the tourists. These events are used as means to -

- foster the **guests-hosts relationship**;
- enhance **community/citizens** and **tourists interaction**; and
- encourage indiscriminately the **participation** of the whole population.

This Ministry focuses on increasing **accessibility, affordability** and opportunities for leisure, entertainment and recreational activities with a view to enhancing the **welfare** and **quality of life** of the population.

6. Democratisation of the Tourism Industry

This Ministry is democratising the tourism industry by issuing licences to tourist enterprises, giving opportunities for large, medium and small investors/promoters to thrive equally in the sector, without comprising on quality.

This Ministry will enlist the collaboration and participation tourism operators to create the necessary linkages and synergies -

- to involve the local community in the tourism development process and rural regeneration;
- to break down the **supply chain** and encourage **outsourcing of goods and services** to the community at large;
- to create capacity building - employment and training and development opportunities, infrastructural facilities, social amenities, and leisure and recreational facilities;

7. Our Commitments

This Ministry -

- (a) assists in tourism planning through the development of tourism policies and preparation of long term plans;
- (b) extends support for the development and upgrading of tourism structures and infrastructures;
- (c) works in close collaboration with all its stakeholders, including international organisations for the development and promotion of sustainable tourism;
- (d) appraises and monitors tourism projects;

- (e) elaborates and implements standards, norms, and guidelines for tourism activities;
- (f) formulates legislation to regulate tourism activities;
- (g) creates awareness on the importance, benefits, requisites for sustainable tourism development;
- (h) recommends project proposals for facilities, incentives, supports such as duty remission, work permit, import permit, and landing rights for inbound non-scheduled/special flights in connection with tourism development; and
- (i) prepares and provides statistical data and information on tourism matters; and conducts outgoing surveys for tourists.

8. Stakeholders of the Tourism and Leisure Division

- (a) **Customers:** Tourists, Tourist Enterprises, Pleasure Craft Operators, Investors/Promoters and General Public
- (b) **Government Organisations:** All Ministries and Departments, Parastatal Bodies and Government-Owned Private Companies
- (c) **Private Sector:** AHRIM, Small Medium Hotel Association, Association of Inbound Operators of Mauritius, Mauritius Association of IATA Travel Agents, Boat Operators and Builders Association, Airlines Companies, International Partners
- (d) **NGO:** Mauritius Marine Conservation Society, Friends of the Environment, Reef Conservation Mauritius, Protection for Animals Welfare Society (PAWS)
- (e) **International Organisations:** World Trade Organisation, World Tourism Organisation, COMESA, SADC, RETOSA, IOR-ARC, COI

- (f) **Any other organisation involved in tourism**

9. Customer Care

This Ministry ensures that -

- (a) requests for information, whether through written correspondences, phone/fax, e-mail, etc are attended promptly, indiscriminately and courteously;
- (b) customers have easy access to services offered; and

10. Complaints and Feedback

We shall make every effort to provide an efficient and effective service. We shall also welcome all suggestions and feedback from our stakeholders to further improve the service. Complaints, queries and appeals are attended in the shortest delay. If you have any enquiry or complaint, please contact:

Coordinates:

**Permanent Secretary,
Ministry of Tourism and Leisure and External Communications
(Tourism and Leisure Division)
12th floor, Air Mauritius Centre,
5, President John Kennedy Street,
Port Louis.
Tel: 211 7930;
Fax : 208 6776;
e-mail: mtou@mail.gov.mu
website: <http://www.mauritius.net>**



Mauritius Tourism Promotion Authority

1. The Mauritius Tourism Promotion Authority was established under the Mauritius Tourism Promotion Authority Act 1996.

2. Functions:

- (a) to promote Mauritius abroad as a tourist destination by –
 - (i) conducting advertising campaigns and participating in tourism fairs;
 - (ii) organising, in collaboration with the local tourism industry, promotional campaigns and activities in Mauritius and abroad
- (b) to provide information to tourists on facilities, infrastructures and services available to them in Mauritius;
- (c) to conduct research into market trends and market opportunities and disseminate such information and other relevant statistical data on Mauritius; and

3. Core Values

- Quality* : Committed at all levels to provide quality services to our customers
- Facilitator* : Act as a facilitator in organizing tourism trade fairs and road shows with a view to increasing awareness and visibility
- Excellence* : Aim at promoting the destination on a value that combines safety, high quality of services and on the friendliness of the people
- Collaboration* : Encourage joint participation with the private sector in major activities, which are conducted
- Consensus* : Discussed and approved by consensus the overall marketing and promotional plans with our main trade partners

4. Customer Standards

- Issuing market updates on a monthly basis to the trade partners
- Advise the travel trade on market opportunities that need to be explored
- Produce travel information guide every year
- Publish newsletter on a monthly basis
- Examine thoroughly all queries or requests and reply within one week.

5. MTPA Office Overseas

The MTPA has two offices abroad which are based in UK and France, four public relation representatives in Germany, Italy, Switzerland and India respectively and four advertising agents in France UK, Italy and Germany. The contact details are as follows:

MTPA Offices Overseas	
<u>FRANCE</u>	<u>UNITED KINGDOM</u>
<p>Ms Vianna Murday Tourism Promotion Manager Office du Tourisme de L'île Maurice 124 Boulevard Haussmann 75008 Paris</p> <p>Tel: (+ 33 1) 44 69 34 50 Fax: (+ 33 1) 44 69 34 51 E-mail: infomaurice@ot-maurice.com www.ot-maurice.com</p>	<p>Mr. Sohun Ghoorah Marketing Manager Mauritius Tourism Promotion Authority 32/33 Elvaston Place London SW7 5NW</p> <p>Tel: (+ 44 207) 584 3666 Fax: (+ 44 207) 225 1135 E-mail: MTPA@btinternet.com www.mauritiustourism.co.uk</p>

MTPA PR Representatives	
<u>GERMANY</u>	<u>ITALY</u>
<p>Mr. Frank Weber Managing Partner Strategic Advisor Hering Schuppener Beratung GmbH, Grüneburgweg 64 D-60322, Frankfurt / Main</p> <p>Tel: (+ 49 69) 92 18 7426 (+ 49 69) 92 18 7439 Fax: (+ 49 69) 92 18 7410 (+ 49 69) 92 18 7431 E-mail: mauritius@gcihsf.de www.mauritius.net PR Executive: <i>Mrs Anne Reusch</i> <i>Mrs Annabell Feith</i></p>	<p>Mr. Massimo Tocchetti Chairman Ufficio del Turismo di Mauritius AIGO Comunicazione Piazza Caiazzo, 3 20124 Milan</p> <p>Tel: (+ 39 02) 67 07 47 03 Fax: (+ 39 02) 66 92 648 E-mail: mtpa@gigacomunicazione.com www.mauritius-turismo.com PR Executive: <i>Mrs Paola Cerri</i> p.cerri@aigo.it <i>Mrs Guilliana Lessi</i> g.lessi@aigo.it</p>
<u>INDIA</u>	<u>SWITZERLAND</u>
<p>Mr. Kavi Ghei Director Mauritius Tourism Information Service C/O TRAC Representation Pvt. Ltd. A-61, 6th Floor, Himalaya House K.G. Marg, New Delhi 110 001</p> <p>Tel: (+ 91 11) 2 335 2550 / 331 9804 Fax: (+ 91 11) 2 335 0270</p>	<p>Mr. Tony Glanzmann Mauritius Tourism Information Service C/O PRW Public Relations + Werbe Ag Kirchenweg 5, P.O Box 1323 CH-8032 Zurich</p> <p>Tel: (+ 41 1) 388 4118 Fax: (+ 41 1) 388 4103 E-mail: info@prw.ch /</p>

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PR Executive:	<i>Mrs Alka Sharma</i>	Manager PR & Promotion: <i>Mrs Theresa Ryser</i> tryser@prw.ch

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Director,

Mauritius Tourism Promotion Authority

11th floor, Air Mauritius Centre,

5, President John Kennedy Street,

Port Louis.

Tel: 210 1545; Fax : 212 1545

e-mail: mtpa@intnet.mu

website: <http://www.mauritius.net>



Tourism Authority

1. Tourism Authority was established by the Tourism Act 2002.

2. Functions

- (a) Issue/Renew/Cancel of Licence for Tourist Enterprise, Pleasure Craft, and Skippers
- (b) Formulate standards, norms and guidelines for tourist enterprises and pleasure craft activities
- (c) Provide data and information
- (d) Handle complaints
- (e) Conduct examination (practical and theoretical) for skippers
- (f) Survey of boats
- (g) Conduct site visits of tourist enterprises and pleasure crafts

3. Types of Tourism Enterprise and Licence Fees*

Nature of Tourist Enterprise		Rs
Hotel	Up to 25 rooms	25,000
	26 - 50 rooms	50,000
	51 - 75 rooms	100,000
	76 - 100 rooms	150,000
	101 - 200 rooms	250,000
	Above 200	500,000
Tourist residence and guest house	Up to 4 rooms	8,000
	5 - 9 rooms	11,000
	10 - 25 rooms	20,000
	26 - 50 rooms	35,000
	51 - 75 rooms	75,000
	Above 76 rooms	150,000
Food and beverage outlet (<i>including liquor & alcoholic products</i>) with entertainment		10,000
Food and beverage outlet (<i>excluding liquor & alcoholic products</i>) with entertainment		5,000
Food and beverage outlet (<i>including liquor & alcoholic products</i>) with entertainment		7,000

<i>products</i>) without entertainment	
Food and beverage outlet (<i>excluding liquor & alcoholic products</i>) without entertainment	4,000
Table d'hôte	3,000
Tourist guides, including those employed by a Tour Operator	1,500
Tour operators	10,000
Travel agents	10,000
Rental agencies (per car)	2,500
Rental agencies (per motor cycle)	1,000
Rental agencies (per bus, including minibus)	3,000
Rental agencies (per bicycle)	500
Rental agencies (per quad)	2,000
Operating a boat house	10,000
Helmet diving	10,000
Scuba diving	10,000
Karting	10,000
Golf - 9 holes	50,000
Golf - 18 holes	100,000
Eco-tourism activities	10,000
Hawking in front of hotel and in tourist site	3,000
Hawking in tourist site	3,000
Ultralight motorised aircraft (per aircraft)	10,000
Cable car	100,000
Any other activity pursued by tourists	10,000

***The fees may be reviewed at any time**

4. Types of Pleasure Craft Activities:

- (a) Commercial Activity
- (b) Private Activity

5. Skipper Licence

- Applicant must pay a test fee Rs 500 to take part in the competency test, comprising theoretical and practical examinations.
- Training sessions and theoretical and practical examinations are being conducted in Creole, French or English so as to give access to people of different education background.
- Booklets of 'Code de la Mer' in English, French and Creole languages are available at the Tourism Authority.

6. Customer Care

- (a) Reply to queries and complaints and attend to request for information within one week.

- (b) Issue of licence for an application is done within one month provided that all necessary documents have been submitted by applicant and that clearances have been obtained from Police, Health and Fire Departments.
- (c) Fast track processing of application has been adopted such as:
- applicant is no longer requested to submit Development Permit and clearance from the Ministry of Housing and Land regarding leases;
 - business initiatives are as far as possible supported;
 - close monitoring is undertaken to ensure general upgrading; and
 - quality and security are two important criteria which the applicants must satisfy to ensure a quick processing of their applications.
- (d) Renewal of licences can be done at the Post Offices.

Coordinates:

Director
Tourism Authority
5th Floor, Fon Sing Building
Edith Cavell Street,
Port Louis
Tel: 213 1740
Fax : 213 1745
e-mail: tourism.authority@intnet.mu



Tourism Fund

1. The Tourism Fund has been set up under the Finance and Audit (Tourism Fund) Regulations 2003 and its main function is to finance –

- (a) the implementation of –
 - (i) infrastructural and associated works in connection with tourism and tourism-related development projects, sites and attractions in Mauritius;
 - (ii) infrastructural and associated works, and social amenities for the benefit of the inhabitants of the areas in which the tourism and tourism-related projects are being developed, or in such areas of importance to the tourism industry; and
- (b) the development and maintenance of tourism and tourism related projects, including but not limited to eco-tourism and cultural-tourism.

Coordinates:

Secretary

Tourism Fund

12th floor, Air Mauritius Centre,
5, President John Kennedy Street,
Port Louis.

Tel: 211 7930; Fax : 208 6776;

e-mail: mtou@mail.gov.mu



Tourism Employees Welfare Fund

1. The Tourism Employees Welfare Fund (TEWF) was established under the Tourism Employees Welfare Fund Act 2002. It became operational with effect from August 2003.
2. The main function of the Fund is to set up schemes and projects and to carry out activities with a view to promoting the welfare of the employees of tourism enterprises and their families.
3. The employers and employees are required to make a monthly contribution to the Fund as follows:
 - (a) Employer - 20 rupees monthly in respect of each employee
 - (b) Employee - Rs 10 monthly

4. Welfare Schemes

- (a) Employees contributing to the Fund (*or the legal heir of deceased employee who has contributed to the Fund*) can avail of the following benefits:
 - (i) **C.P.E Grant of Rs 2,000** for employees whose children have passed the C.P.E examination with at least 20 units;
 - (ii) **Educational Loan of Rs 5,000** to an employee or his child who undergoes further training or for the purchase of educational materials; the loan is refundable in ten equal monthly installments without any interest;
 - (iii) **Death Grant of Rs 5,000**, given to the legal heir of any employee deceased during his/her service; and.
- (b) Employees contributing to the Fund may also apply for a **Marriage Gift of Rs 2,000** when he gets married

Coordinates:

Secretary

Tourism Employees Welfare Fund

7th Floor, Ken Lee Tower,

C/r Georges and Line Barracks Streets,

Port Louis

Tel: 210 0607/08

Fax: 210 9644