

Standard Operating Procedure: Local Tourism in Bilehfahi

Issued by: Bilehfahi Council

Effective Date: _____

Version: 1.0

1. Introduction

1.1 Purpose

To establish guidelines for sustainable and responsible tourism in Bilehfahi, ensuring a positive experience for tourists while preserving the island's culture, environment, and economy.

2. Target Audience

All stakeholders involved in tourism, including the bilehfahi council, guest house operators, local businesses, guides, and tourists.



3. Bilehfahi Council Responsibilities

3.1 First and Main Responsibility

The Bilehfahi Council's primary responsibility is to establish and oversee the Bilehfahi Tourism Council. This council will be responsible for the sustainable development and promotion of tourism within Bilehfahi.

3.2 Key Components

3.2 (a) Bilehfahi Tourism Council

The council will be established as a central body to manage and coordinate all tourism-related activities.

(b) Tourism Help Desk

The council will establish a Tourism Help Desk to provide information, assistance, and support to tourists and stakeholders.

-Help Desk and Communication

- (a) Establish a 24/7 help desk with multilingual staff to address inquiries, provide assistance, and handle complaints.
- (b) Provide clear and accessible contact information for emergencies, including the police, medical services, and the council.
- (c) Maintain a website and social media presence to disseminate information about Bilehfahi and its tourism offerings.

(c) Stakeholder Participation

The council will ensure active participation from all stakeholders in local tourism, including but not limited to, local businesses, community representatives, and relevant government agencies.

(d) Policy and Regulation

- (1) Develop and regularly update tourism-related policies, laws, and regulations.
- (2) Ensure all regulations align with national and international standards and best practices.
- (3) Establish clear guidelines for sustainable tourism practices, including environmental protection, waste management, and resource conservation.

(e) Resource Allocation and Management

- (1) Allocate funds for tourism infrastructure development, including roads, public facilities, and waste management systems.
- (2) Provide financial support and incentives for local businesses to improve their services and facilities.
- (3) Manage and maintain tourism-related assets and infrastructure.

(f) Community Engagement and Education

- (1) Organize regular community meetings, workshops, and awareness campaigns to educate locals about tourism.
- (2) Promote cultural preservation and heritage tourism, encouraging the community to showcase its unique traditions.
- (3) Establish training programs for locals interested in working in the tourism sector, covering areas like hospitality, guiding, and business management.

(g) Tourism Development and Promotion

- (1) Develop marketing strategies and promotional materials to attract tourists.
- (2) Participate in tourism fairs and events to showcase Bilehfahi as a desirable destination.

(3) Collaborate with tour operators, travel agencies, and other stakeholders to promote tourism packages.

(h) Safety and Operational Standards

Bilehfahi Council will implement and enforce the following safety guidelines to ensure the well-being of tourists and the local community:

1. Water Safety

(1.1) Lifeguards: Provide trained lifeguards at all public beaches and swimming areas.

(1.2) Swimming Zones: Clearly mark designated swimming areas and areas with strong currents or hazards.

(1.3) Boating Safety:

Ensure all boats used for tourism have necessary safety equipment (life jackets, first-aid kits, etc.).

1.4. Mandate safety briefings for all boat trips, covering safety procedures and emergency contacts.

1.5. Regulate boat speed and routes to prevent accidents and protect marine life.

2. Health and Hygiene

(2.1) Sanitation

a. Ensure public restrooms are clean, well-maintained, and equipped with necessary supplies.

b. Provide waste disposal facilities and regular waste collection services.

(2.2) Food Safety:

a. Establish and enforce food safety standards for all restaurants and food vendors.

b. Conduct regular inspections to ensure compliance with hygiene standards.

(2.3) Healthcare:

a. Ensure there is access to basic healthcare facilities and services.

b. Provide information on local medical services and emergency contacts.

3. Environmental Protection

(3.1) Waste Management:

- a. Implement a waste management system, including recycling and proper disposal of waste.
- b. Educate tourists and locals on waste reduction and responsible waste disposal practices.

(4) Marine Conservation

- 4.1. Regulate and monitor activities that may harm marine life, such as coral reef damage or unsustainable fishing practices.
- 4.2. Promote responsible snorkeling and diving practices.
- 4.3. Protection of Natural Resources.
- 4.4. Protect and preserve natural resources, such as beaches, lagoons, and vegetation.
- 4.5. Regulate activities that could damage the environment.
- 4.6. Emergency Preparedness:
- 4.7. Emergency Response Plan: Develop and regularly update an emergency response plan, including procedures for natural disasters, medical emergencies, and other incidents.
- 4.8. Communication: Establish a communication system to alert tourists and locals of potential hazards or emergencies.
- 4.9. Training: Provide training to local staff and volunteers on emergency response procedures and first aid.

5. General Safety:

(a) Crime Prevention

Ensure the presence of law enforcement or security personnel in tourist areas.
Implement measures to prevent petty crimes, such as theft.

(b) Road Safety:

1. Maintain roads and ensure safe traffic conditions.
 2. Enforce traffic regulations.
 3. Information and Signage:
 4. Provide clear and informative signage in multiple languages.
 - 5.
- Offer safety briefings and information to tourists upon arrival.

(c) Compliance and Monitoring

1. Conduct regular inspections and audits of guest houses, businesses, and tourism activities to ensure compliance with regulations.
2. Establish a system for collecting and analyzing data on tourism, including visitor numbers, economic impact, and environmental indicators.
3. Take prompt action to address any violations of regulations and impose appropriate penalties.

(d) Environmental Sustainability:

1. Implement measures to protect the environment, such as waste management programs, beach clean-ups, and coral reef conservation.
2. Promote eco-friendly tourism practices, encouraging visitors to respect the natural environment.
3. Collaborate with environmental organizations to monitor and protect the local ecosystem.

(e) Stakeholder Collaboration:

1. Establish a tourism advisory board with representatives from the local community, businesses, and other stakeholders.
2. Facilitate regular meetings and discussions to address issues, share information, and foster collaboration.
3. Work with national tourism authorities and international organizations to promote Bilehfahi as a sustainable tourism destination.

(4) Guest House Operator Responsibilities

To ensure a safe, enjoyable, and culturally respectful experience for all guests, guest house operators in Bilehfahi are responsible for the following:

(4.1) Guest House Obligations:

- a. Guest houses must provide guests with a comprehensive briefing upon arrival, covering:
- b. Local laws and regulations.
- c. Safety guidelines for excursions and activities.
- d. Environmental conservation practices.

- e. Emergency contact information.
- f. Guesthouses must ensure that all their staff are trained in these areas.
- g. Guest houses must maintain a record of all excursions booked for their guests, including guide details and emergency contact information.
- h. Compliance and Enforcement:
 - i. Failure to comply with these regulations may result in penalties, including fines and, in severe cases, expulsion from Bilehfahi.
 - j. The Bilehfahi Tourism Council and local authorities will enforce these regulations.

(4.2) Guest Safety and Well-being

- a. Prioritize the safety and well-being of all guests at all times.
- b. Ensure that all facilities and equipment are maintained to the highest safety standards.
- c. Have emergency procedures in place and ensure staff are trained to handle any incidents.

(4.3) Compliance with Local Rules and Regulations

- a. Ensure that all guests are informed of and adhere to all local rules, regulations, and cultural norms.
- b. Provide guests with clear information about local laws, customs, and any specific guidelines for activities.

(4.4) Service Excellence

- a. Provide the highest level of service for all guests, striving to exceed their expectations.
- b. Address guest concerns and complaints promptly and professionally.
- c. Actively seek feedback from guests to improve services and offerings.

(4.5) Reputation Management

- a. Strive to maintain a positive reputation through excellent service, ethical practices, and responsible tourism.
- b. Take all necessary steps to avoid negative reviews and address any issues that may arise.

(4.6) Guide and Activity Management

- a. Ensure that all excursions and water sports activities are conducted by licensed and qualified guides and operators.

- b. Verify that all guides and operators adhere to the highest safety standards.
- c. Ensure that all water sports activities comply with all safety regulations and are conducted with appropriate safety equipment and supervision.
- d. Provide guests with clear information about the risks associated with water sports and other activities.

(4.7) Water Sports:

- a. All water sports activities must adhere to international safety standards and regulations.
- b. Ensure all equipment is properly maintained and used correctly.
- c. All operators and guides must be properly certified and trained.
- d. Follow all navigation rules and speed limits in designated areas.
- e. Implement a comprehensive safety briefing before each activity.

(4.8) Snorkeling Rules:

- a. Snorkelers must be informed of and follow all safety guidelines.
- b. Snorkeling areas must be clearly marked with a red flag or buoy to alert boats and other vessels.
- c. Snorkelers should always snorkel with a buddy.
- d. Avoid touching or disturbing marine life.
- e. Be aware of current and weather conditions.

(4.9) Environmental Responsibility:

- a. Promote sustainable tourism practices and educate guests on environmental conservation.
- b. Encourage guests to respect the natural environment and minimize their impact.
- c. Support local conservation efforts and initiatives.

(4.10) Community Engagement:

- a. Foster positive relationships with the local community.
- b. Support local businesses and initiatives.
- c. Encourage guests to engage respectfully with the local culture and community.

(5) Local Business Responsibilities

(5.1) Quality Assurance: Retail shops, souvenir shops, cafes, and restaurants must maintain high standards of product and service quality.

(5.2) Fair Practices: Businesses must adhere to fair pricing and ethical business practices.

(5.3) Hygiene and Safety: Maintain strict hygiene and safety standards in all operations.

(5.4) Local Compliance: Comply with all local laws and regulations, including those related to environmental protection and waste management.

(6) Guide Qualifications and Conduct Standards:

All tour guides operating in Bilehfahi must adhere to the following standards to ensure visitor safety, professionalism, and a positive tourism experience.

(6.1) Certification and Authorization

1. Must possess a valid tour guide license issued by the Bilehfahi Tourism Council.
2. Licenses must be renewed annually, contingent upon meeting all requirements.

(6.2) Health and Hygiene

1. Must maintain a high standard of personal hygiene, including cleanliness of attire and appearance.
2. Must not consume alcohol or any illegal drugs before or during tours.
3. Should be well-rested and in good health to ensure alertness and the ability to manage tours effectively.

(6.3) Safety Protocols:

1. Must be trained in basic first aid and CPR.
2. Must be knowledgeable about safety procedures for all tour activities.
3. Must carry a first-aid kit during all tours.

4. Must conduct safety briefings at the start of each tour.
5. Must ensure all safety equipment is in good working order.

(6.4) Professional Conduct:

1. Must be punctual and reliable.
2. Must be knowledgeable about Bilehfahi's history, culture, and natural environment.
3. Must be able to communicate effectively in the primary language of the visitors (English, as a minimum).
4. Must be respectful of local customs and traditions.
5. Must handle all interactions with visitors and other stakeholders with courtesy and professionalism.
6. Must adhere to all guidelines set by the Bilehfahi Tourism Council.

(6.5) Environmental Responsibility:

1. Must promote and practice responsible tourism.
2. Must educate visitors on environmental conservation.
3. Must ensure no littering or damage to the natural environment.
4. Must adhere to all environmental regulations.

(6.6) Reporting and Compliance:

1. Must report any incidents or accidents immediately to the relevant authorities.
2. Must cooperate fully with any investigations conducted by the Bilehfahi Council.
3. Failure to comply with these standards may result in the suspension or revocation of the tour guide license.

(7) Tourists

(7.1) Excursion Regulations and Guest Responsibilities

To ensure the safety and well-being of all visitors and to protect the natural and cultural heritage of Bilehfahi, the following regulations apply to all excursions and activities:

(7.2) Mandatory Guide Requirement:

1. All tourists and guests from other islands participating in excursions, tours, or any guided activities within Bilehfahi must be accompanied by a licensed tour guide.
2. Independent exploration of sensitive areas, such as protected zones or cultural sites, is strictly prohibited without a guide.

(7.3) Guide and Guest House Responsibility:

1. Local guest houses and tour operators are responsible for arranging licensed guides for their guests.
2. Guest houses must provide guests with a list of approved tour operators and guides.
3. Guest houses are responsible for ensuring their guests are aware of all local rules, regulations, and safety guidelines.

(7.4) Guest Responsibilities:

1. All visitors must adhere to all rules and regulations set by the Bilehfahi government and the Bilehfahi Tourism Council.
2. Guests must follow the instructions and guidance provided by their tour guides at all times.
3. Guests are responsible for their own safety and well-being during excursions.
4. Guests must respect local customs, traditions, and religious practices.
5. Guests must refrain from any activities that could harm the environment, including littering, damaging natural resources, or disturbing wildlife.
6. Guests must report any safety concerns or incidents to their guide or the local authorities immediately.

8. Target Market

(8.1) All Tourist Segments

Cater to a diverse range of tourists from around the world.

(8.2) Primary Focus: International tourists.

*** Target Regions:** Europe, Asia, and North America (excluding Israeli citizens).

(8.3) Key Segments: Families, couples, and adventure travelers.

(8.4) Interests: Beach vacations, water activities (diving, snorkeling), and cultural exploration.

(8.5) Value Proposition: Safe destination, friendly locals, and exceptional natural beauty.

9. Tourism Activities and Services

(9.1)

(a) Water Sports:

Dive into a world of aquatic adventure with our comprehensive water sports offerings, designed to thrill and delight enthusiasts of all ages and skill levels.

(b) Jet Skiing: Experience the exhilaration of speeding across the water on a jet ski.

Whether you're a beginner or an experienced rider, our jet skis provide an unforgettable rush. Enjoy the freedom of carving through the waves and the stunning views of the coastline.

(c) Paddleboarding: Glide across the calm, crystal-clear waters on a stand-up paddleboard (SUP). This activity is perfect for all ages and skill levels, offering a serene way to explore the marine environment. Enjoy the tranquility and the gentle workout as you paddle along the shoreline.

(d) Kayaking: Discover hidden coves and secluded beaches with our kayaks.

Kayaking is an excellent way to explore the natural beauty of the islands at your own pace. Paddle through turquoise waters, observe marine life, and enjoy the peacefulness of the surroundings.

(e) Soki Dhoani Rides: Experience the traditional charm of a Soki Dhoani ride, a vessel steeped in local history. Originally used for fishing and inter-island travel, these boats offer a unique glimpse into the past. Powered by the wind, the Soki Dhoani provides a serene and eco-friendly way to explore the islands. Enjoy scenic tours and sunset cruises, and appreciate the craftsmanship and heritage of these iconic boats. Relax on deck and soak in the breathtaking views as you glide across the water, experiencing the islands as the locals once did.

(e) Sofa Rides: Hold on tight for an exciting sofa ride, a thrilling experience perfect for groups. This inflatable sofa is towed behind a speedboat, providing an adrenaline-pumping adventure as you bounce and splash across the waves.

(f) Fishing:

Embark on an unforgettable fishing experience with our diverse range of options, catering to all levels of anglers.

(g) Light Casting: Enjoy the thrill of light casting, perfect for beginners and experienced anglers alike. Cast your line in the clear waters and try your luck at catching a variety of local fish.

(h) Fishing on the Jetty: Relax and enjoy a leisurely fishing session from our jetties. This is a great option for families and those looking for a convenient and accessible fishing experience.

(i) Reef Fishing: Explore the vibrant underwater world with reef fishing. Target a variety of colorful reef fish while enjoying the stunning scenery of the coral reefs.

(j) Offshore Fishing: Venture into deeper waters with our offshore fishing trips. Target larger game fish and experience the excitement of the open ocean.

(k) Sports Fishing: Test your skills and compete with the ocean's most challenging species with our sports fishing excursions.

(l) Family Fishing Trips: Create lasting memories with our family-friendly fishing trips, designed to provide a fun and educational experience for all ages.

(m) Local Fishing Trips (Vadhaa Dhiyun): Immerse yourself in the local culture with a traditional "Vadhaa Dhiyun" fishing trip. Learn the techniques used by local fishermen and experience the authentic way of fishing.

(n) Night Fishing Trips: Experience the magic of night fishing, available in both speedboats and traditional "Dhoni" fishing boats. Enjoy the thrill of catching fish under the stars and the unique atmosphere of the night sea.

Note: Dumping any waste or plastic into the ocean or reefs is strictly prohibited. We are committed to preserving the marine environment.

(9.2) Excursions

Enhance your vacation with our exciting excursions, carefully curated to provide unforgettable experiences.

(a) Island Hopping: Discover the beauty of nearby islands with our island-hopping tours. Explore pristine beaches, vibrant local communities, and unique cultural sites.

(b) Snorkeling and Diving: Immerse yourself in the underwater world with our snorkeling and diving excursions. Discover colorful coral reefs, diverse marine life, and breathtaking underwater landscapes.

(c) Sunset Cruise: Relax and enjoy the stunning beauty of a sunset cruise. Watch the sun dip below the horizon as you cruise along the coast, creating unforgettable memories.

(d) Dolphin Watching: Experience the joy of watching dolphins in their natural habitat. Our dolphin-watching excursions offer a unique opportunity to observe these playful creatures.

(e) Visit a Local Island: Immerse yourself in the local culture with a visit to a nearby local island. Explore the local markets, interact with the friendly locals, and experience the authentic Maldivian lifestyle.

(f) Resort Visits: Experience the luxury of nearby resorts with our resort visits. Enjoy the amenities, relax on the beach, and indulge in a day of pampering.

All excursions are conducted with qualified guides to ensure your safety and provide valuable insights into the local environment and culture. We offer excursions to nearby islands and resorts, allowing you to explore the diverse beauty of the Maldives.



(9.3) Beach Sports:

(a) Beach Volleyball: Gather your friends and enjoy a friendly game of beach volleyball on our sandy courts.

(b) Beach Football: Experience the thrill of beach football, a fast-paced and exciting sport played on the sand.

(c) Handball: Test your skills with a game of handball, a dynamic and energetic sport perfect for the beach.

(d) Traditional Local Sports: Immerse yourself in the local culture with traditional Maldivian sports.

(e) Faigaa Thelhun: Experience the excitement of Faigaa Thelhun, a traditional sport where players aim to hit the opposing team with a ball inside the designated box.

(9.4) Snorkeling

Explore the underwater wonders of our snorkeling sites!

(a) Beautiful Reefs: Discover vibrant coral reefs teeming with marine life.

(b) Soki Wreck: Dive into the depths and explore the Soki wreck, a fascinating ship that has become a habitat for various species.

(c) Abandoned Jetty: Discover the beauty of the abandoned jetty, a great spot to snorkel and observe the marine life.

(d) Marine Life: Encounter a diverse array of marine species in these waters.

(10) Safety First

(10.1) Safety Measures: Always adhere to all safety guidelines.

(10.2) Local Guides: Consider snorkeling with a local guide for a safer and more informative experience.

(10.3) No Solo Snorkeling: Snorkeling alone is strictly prohibited.

(10.4) Visibility Markers: Use a red flag or buoy to mark your location.

(10.5) Respect Marine Life: Refrain from harming any protected animal species, especially turtles.

*** No Feeding Sharks:** Feeding sharks while snorkeling is strictly prohibited.

(11) Beach Dinners:

(11.1) Romantic Setting: Enjoy a candlelit dinner on the beach with your loved one.

(11.2) Delicious Cuisine: Savor a variety of delicious dishes, from fresh seafood to international cuisine.

(11.3) Stunning Views: Take in the breathtaking views of the ocean as you dine.

(11.4) Personalized Service: Experience attentive and personalized service to make your dinner unforgettable.

(12) Culinary Experiences:

(12.1) Local Cuisine: Sample traditional Maldivian dishes, such as fish curry, mas huni, and garudhiya.

(12.2) International Flavors: Enjoy a wide variety of international cuisines, including Italian, Asian, and Mediterranean.

(12.3) Fresh Seafood: Indulge in the freshest seafood, caught daily from the surrounding waters.

(12.4) Cooking Classes: Participate in cooking classes to learn how to prepare authentic Maldivian dishes.

(12.5) Dining Options: Choose from a range of dining options, from casual beachside cafes to fine-dining restaurants.

(13) Cultural Experiences:

(13.1) Bilehfahi Aasaaru (Heritage Center): Cultural Experience

(13.2) Bilehfahi Rashu Aasaaru: Visit the Bilehfahi Rashu Aasaaru to explore a collection of historical artifacts.

(13.3) Carpentry and Fishing Tools: Discover traditional carpentry and fishing tools used in the past.

(13.4) Historical Items: Examine various items used in daily life throughout history.

(13.5) Books and Writings: Explore historical books and writings that provide insights into Maldivian culture.

(13.6) Historical Places: Visit historical places and explore the cultural heritage of the Maldives.

(13.7) Local Crafts: Encourage interaction with local artisans and promote the sale of traditional crafts like carpentry, rukufathi viyun, and fangi viyum.

(13.8) Daily Life: Facilitate opportunities for tourists to experience daily life on the island, with respect for local customs and traditions.

13.9. Carpentry/boatbuilding:

In the past, building boats for various purposes was the main livelihood for our people. They crafted everything from small fishing vessels to large cargo ships, showcasing their skills and craftsmanship.

In addition to boat building, these talented carpenters also create day-to-day life materials and furniture, contributing to the local economy and lifestyle. Their creative works often serve as beautiful showcases of their talent, with many unique designs and styles. There are numerous skilled carpenters and groups here, each with their own specialties and techniques.

Visiting Bilehfahi would be an amazing experience, as you would have the opportunity to see these carpenters at work, appreciate their craftsmanship, and learn about their traditions and techniques. It's a vibrant sector that reflects the rich cultural heritage of our community.

13.10 . Rukufathi Viyun :

Rukufathi wiyun is a fascinating and intricate process that showcases the traditional craftsmanship of Bilehfahi. It begins with the careful collection of woody fronds from the stems of palm leaves, known as rachis. These fronds are then dried under the warm sun, allowing them to become pliable and ready for crafting. Skilled artisans sew these dried fronds into various shapes, creating essential items used in daily life. In the local language, these creations have specific names such as baiypolhi, halani, goshi, and mulhoashi, which can be likened to sieves and winnowers in English.

Historically, between the 1960s and early 2000s, the people of Bilehfahi would travel to bodu thilandhumathi to sell their exquisite handmade items. In recent years, however, the focus has shifted to catering to tourists, providing a rich source of income for the community. Today, several artisans continue to engage in this traditional craft, preserving the island's cultural heritage while also contributing to its economy.

Visitors to Bilehfahi have the unique opportunity to witness this beautiful art form firsthand. If you are interested in experiencing the magic of rukufathi wiyun and

perhaps purchasing a piece of this craftsmanship for yourself, please feel free to reach out. Bilehfahi is not just a destination; it is a celebration of tradition, creativity, and the warmth of its people, making it a truly memorable experience.

13.11. Fangi vinun:

Fangi Vinun is a traditional Maldivian craft. It involves weaving intricate patterns using dried palm leaves, which are then sewn together with rope. Historically, this technique was used for roofing and building walls in homes. Today, it's a significant part of Maldivian cultural heritage, often showcased and sold in resorts to highlight and preserve this unique art form.

14. Regulations and Guidelines

(14.1) Guest House Registration: All guest houses must be registered with the Maldives government and adhere to all relevant policies.

(14.2) Dress Code:

- a. Public Areas:** Tourists are advised to dress respectfully in public areas.
- b. Bikini Beach:** Designated beaches are available for two-piece sunbathing.
- c. Local Areas:** Wearing bikinis is not permitted in local areas.

(c) Guides

14.3. Availability: Ensure the availability of trained guides to assist tourists and answer their questions.

14.4. Council Liaison: Guides should be prepared to liaise with the Island Council if any issues arise.

(14.5) Beach Safety:

- a. Equipment:** Beaches must be equipped with safety materials and first aid supplies.
- b. Beach Bookings:** Tourists can book beaches for privacy through the Island Council.

(14.6) Feedback Mechanisms:

- a. Online Platforms:** Encourage tourists to provide feedback through booking sites and Google reviews.
- b. Improvement:** Use feedback to continuously improve services and address any issues.

15. Booking and Information

(15.1) Booking Methods: Guest houses should utilize various booking methods to cater to tourists.

(15.2) Information Dissemination: Provide clear and accurate information about activities, regulations, and local customs.

(15.3) Google Maps: Ensure all locations are accurately marked on Google Maps.

(15.4) Local Businesses: Provide information on cafes, shops, and other local businesses.

16. Sustainability and Environmental Management

(16.1) Environmental Sustainability: Prioritize environmental sustainability in all tourism activities.

(16.2) Waste Management: Implement effective waste management practices to minimize environmental impact.

(16.3) Sustainable Tourism: Promote and practice sustainable tourism principles.

17. Emergency Procedures

(17.1) Contact Information: Display emergency contact information in tourist areas.

(17.2) Emergency Processes: Clearly outline emergency procedures and ensure compliance.

18. Marketing and Promotion

(18.1) Online Presence: Maintain an active online presence to promote Bilehfahi as a tourist destination.

(18.2) Collaboration: Collaborate with local businesses and the Island Council to create marketing materials and campaigns.

19. Monitoring and Evaluation

(19.1) Regular Reviews: Regularly review and update the SOP to ensure its effectiveness.

(19.2) Stakeholder Input: Seek input from stakeholders to improve the SOP and address any emerging issues.

BILEHFAHI TOURISM COUNCIL

The Bilehfahi Tourism Council, spearheaded by a Bilehfahi Council member and comprised of stakeholders from across the island, is designed to be the primary body overseeing all tourism-related activities. Empowered by the Bilehfahi Council, this council will be responsible for setting tourism policies, promoting Bilehfahi as a tourist destination, and ensuring sustainable tourism practices. The council's functions would include the following:

A. Policy and Strategy: Formulation and revision of tourism policies, strategies, and action plans.

B. Marketing and Promotion: Development and implementation of marketing campaigns, promotional materials, and participation in tourism fairs.

C. Infrastructure Development: Planning and overseeing the development and maintenance of tourism-related infrastructure, such as tourist facilities, transportation, and waste management systems.

D. Environmental Sustainability: Implementation of sustainable tourism practices, including environmental protection measures, waste reduction programs, and conservation efforts.

E. Community Engagement: Initiatives to involve the local community in tourism activities, including awareness programs, skill development workshops, and cultural events.

F. Regulation and Compliance: Ensuring compliance with tourism regulations, including licensing, safety standards, and ethical tourism practices.

G. Stakeholder Coordination: Facilitating communication and collaboration among stakeholders, including resorts, guesthouses, local businesses, and community members.

H. Budgeting and Finance: Managing the council's budget, securing funding for tourism projects, and overseeing financial operations.

I. Tourism Desk Operations: Supervising the activities of the Bilehfahi Council Tourism Desk, including information provision, tourist assistance, and feedback collection.

J. Crisis Management: Developing and implementing plans to address emergencies, such as natural disasters, health crises, or security incidents.

K. Training and Development: Organizing training programs and workshops for tourism professionals and community members to enhance skills and knowledge.

L. Research and Monitoring: Conducting research on tourism trends, visitor satisfaction, and the economic impact of tourism on the island.

M. New Tourism Products: Exploring and developing new tourism products and experiences, such as eco-tourism, cultural tourism, and adventure tourism.

This comprehensive list ensures that the Bilehfahi Tourism Council addresses all aspects of tourism development, from policy to day-to-day operations, while promoting sustainable and community-focused tourism.

Bilehfahi Tourism Council structure:



A. Chairman: One Bilehfahi Council member, selected by the council.

B. Government Representatives and NGO's: One member each from all government institutions on the island.

C. Guesthouse Owners: **Two** representatives from the guesthouse owners association.

D. Youth Representatives: **Two** members representing the youth of Bilehfahi.

E. Tourism Professional: **Two** Bilehfahi citizen working in a tourism-related field outside the island.

This composition ensures broad representation, including government bodies, local businesses, youth, and external expertise, to foster collaboration and address various aspects of tourism development. The chairman from the council provides a direct link to the governing body, ensuring that the council's decisions align with the island's broader goals.

The council will work by holding regular meetings, establishing committees for specific tasks (marketing, environmental protection), and collaborating with the Bilehfahi Council to secure funding and support for its initiatives. The Bilehfahi Council Tourism Desk will serve as the operational arm of the council, handling day-to-day activities and providing direct services to tourists.