



Best Practices Workshop  
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# Rethinking Tourism after Covid-19 in Seychelles



# SEYCHELLES



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Size: 459 sq km

Population: 99,258

Number of  
tourism accommodation: 765

Tourism direct contribution  
to GDP in 2019: 39%



# New Focus for the Tourism Industry

Following the pandemic, Seychelles Tourism Department has shifted its focus and actively concentrating on:

## 1. Quality-oriented Tourism

Quality Oriented tourism is encouraged by adopting a 'high-value, low-impact' tourism approach.

This is to ensure maximum revenue from visitors whilst creating minimal impact on the environment by placing emphasis on a renewed love for nature and offering privacy and seclusion through; Trusted service providers and High value and standards

## 2. Value for Money

The COVID-19 pandemic has changed the way most travelers think. Visitors have become more conscious of their spending and look for more value travel experiences

- Creating memorable moments
- More immersive experiences



### 3. A high performing workforce

Increased investment in people and technology, to produce a more skilled, competent and innovative tourism workforce



**Bringing  
Tourism into  
schools**



**Training  
Tourism  
Operators**



**Mentorship  
Programme**



**Tourism Human Resource  
Development Strategy**





## **Bringing Tourism into schools**

- ✓ Introduction of Tourism Clubs in 2022 – as part of the new service excellence program
- ✓ Partnering with the Ministry of Education to empower Career Guidance teachers in schools
- ✓ Plan to include Tourism in the national curriculum





## **Tourism Human Resource Development Strategy**

- ✓ To better understand local human resource supply and projected demand within the tourism industry
- ✓ Map out means of providing a well-educated, trained and socially competent workforce
- ✓ Will help the Tourism Department to improve policies around human resource development of the Tourism Sector





## **Training Tourism operators**

- ✓ Partnering with a local academic institution to provide short courses to bridge knowledge gaps and enhance skills
- ✓ The Tourism Department has launched a new training platform – useful tool to offer training regularly and to maximum Tourism Operators





## **Mentorship Programme**

- ✓ All the local talents identified are given employment opportunities within the hotel industry to reach Senior Management positions
- ✓ Enhanced, skills, confidence and performance of these employees
- ✓ The employees become stronger leaders and influence others to grow

## 4. Product diversification





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Revitalize the tourism industry by diversifying the tourism offer to:

- ✓ Create economic resilience
- ✓ Preserve the environment
- ✓ Encourage inclusivity



## 4. Product diversification

The strategy on investment is to encourage a move away from traditional and often saturated areas of investment such as accommodation, to areas where there are gaps in supply, such as food and beverage, innovative and experiential activities, and community-based products which would have the desired effect of controlling the number of hotel beds while increasing spending and expenditure.





## 4. Product diversification

Over the past 20 years investment has focused mainly on the accommodation sector. The new strategy will create more investment opportunities in areas that remain unexplored such as:

- ✓ Eco-lodges and high-end boutique hotels
- ✓ Adventure and Sports Tourism
- ✓ Cultural and heritage products and events
- ✓ Maritime and Cruise Tourism





## **Cultural Tourism Events**

Groundwork has been carried out in 2022 to launch different experiences for visitors in Cultural Tourism





## **Cultural and Community- based Tourism Activities**

### **Efforts put into place**

- ✓ Working groups with representatives of relevant government agencies has been set up to review the potential products
- ✓ Potential investors are being assisted to put their project ideas into proper concepts and are guided on procedures to follow
- ✓ Government has reviewed and increased the limit of the SEEDs Capital Fund which assists small, micro and medium sized businesses with grants for start-ups



**Cultural and  
Community-  
based Tourism  
Activities**

## The challenges to realizing these projects are

- Limitation of funding options
- Capacity
- Strict health regulations that limit opportunities in the food and beverage sector
- Availability of land/location to develop the projects





## **Adventure and Sports Tourism**

Facilitate investment in innovative areas that remain unexplored such as:

- ✓ Zip lining
- ✓ Rock climbing
- ✓ Bungee jumping
- ✓ Paragliding
- ✓ Sky diving
- ✓ Sporting and cultural events
- ✓ Culinary events





## **Adventure and Sports Tourism**

The challenges are the lack of regulatory and policy framework to attract investment in some of these areas which can be capital intensive and often high-risk areas.

So far, the Department has created working groups to develop relevant policies and conduct further studies on how to develop regulatory framework for these activities.

## Other opportunities for development



**Yachting / Mini  
Cruises /  
Marinas**



**Specialty  
Restaurants**



**High Value -  
Low Impact  
Accommodation**



## Conclusion

The Covid-19 pandemic has taught us that the industry must remain creative and adaptable, and the need to be pro-active to preserve continuity and build resilience.





**THANK  
YOU!**