

# flyMEGA

Issue 01 August 2012



INFLIGHT TRAVEL MAGAZINE  
OF MEGA MALDIVES AIRLINES

马尔代夫美佳航空机上旅行杂志





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# CEO'S MESSAGE George Weinmann

## 老总字

It is with great pleasure that I welcome you on Mega Maldives Airlines. I am delighted to introduce our new onboard magazine exclusively for MEGA Maldives passengers. This new publication, flyMEGA, gives you a taste of the beauty and luxury of the Maldives and complements our existing on-board services and MEGA Sky-Shop – our new duty free sales service. We are always looking for ways to enhance our services and make your trip more interesting.

我非常荣幸地欢迎您选乘美佳马尔代夫航空公司。在这里我非常高兴给您介绍新的空中杂志-flyMEGA。这本杂志将给您带您品味马尔代夫的美丽与奢华，同时配套的还有我们的舱内服务与MEGA空中购物—我们新推出的免税购物服务。我们将不懈努力为您提供我们最好的服务并让您的旅途更加有趣。

flyMEGA's introduction is part of our airline's enhancement to our in-flight program. We launched the magazine in recognition of the huge success of our existing onboard entertainment and activities such as our MEGA Pad entertainment devices (available on selected flights), "Honeymoon-in-the-Sky" and "Kiddie Flight Attendant Program." We have incorporated extensive leisure-oriented coverage that reflects on the diverse and wonderful experience that is a trip to the Maldives. Whether you are first time traveller or a regular visitor to this island paradise, we hope flyMEGA will give you new insights and impressions as well as useful information for your trip.

flyMEGA杂志的推出也是我们的舱内服务项目的增值服务之一，它与我们其他成功舱内服务相互辉映，例如：美佳Pad娱乐设施（在某些航班上有），“空中蜜月蛋糕”以及“空中小空乘”。我们在杂志中涵盖了很多休闲娱乐的内容从而把马尔代夫之旅的丰富性以及精彩之处呈现在您的眼前。无论你是第一次出行

还是这个岛屿天堂的常客，我们都希望flyMEGA杂志能给你带来新认知以及对您旅行有用的信息。

The Maldives is entering a new era of prosperity and investment into the country is at an all time high. The modernized National Museum and newly renovated market sites on the coastal areas of Male' are indicative of the increasing numbers of visitors to the capital. To help you keep up with the ever-changing face of the Maldives, we have included a number of sections and articles for your enjoyment.

马尔代夫目前正在迈入一个繁荣发展的新纪元，投资该国也处于鼎盛时期。现代的国家博物馆以及马累市海岸线旁边刚装修完的各种建筑也成为马累接待日益增多的游客的标志。为了帮您更多了解不断变化的马尔代夫的各个方面，我们在杂志中也有些专栏为您介绍。

It is my hope that you will find flyMEGA entertaining while you're onboard and useful for your stay in the Maldives. I look forward to a long and prosperous relationship with you over the years to come.

我希望这本杂志能给您带来娱乐的同时也能为您的马尔代夫之旅起到一定帮助。期待着与您建立起一个长期的友好关系。

Sincerely, 诚挚的,

George Weinmann  
CEO  
文天信  
首席执行官



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## Editor's NOTE

MOHAMED  
SHAFRAZ  
HAFIZ

## 编者按

Assalaam Alaikum, Peace be upon you

Welcome to the first edition of flyMEGA, inflight travel magazine of MEGA Maldives Airlines. A publication exclusively for the travellers of the airline to provide you with interesting information about the Maldives.

With the beginning of MEGA Maldives Airlines, direct flights between China & Maldives started for the first time. The Maldives has seen a great increase in Chinese travellers for the last few years and currently we welcome more Chinese than any other nationality to our country. In the future, we hope to welcome more travellers from China as throughout history Maldivians have had a special place in our hearts for China, who have helped dearly in our country's development.

In Maldives, each experience is unique. Whether you are visiting the Maldives for your honeymoon on a secluded island, family vacation with your loved ones, scuba diving in our untouched coral reefs, surfing up some endless waves or just to lay down on the beach and simply relax, each minute of each day would not be the same.

I hope you find the content on the magazine informative and useful. Hope you have a pleasant stay in our country and hope to see you back in Maldives soon.

**@ShafrazHafiz**





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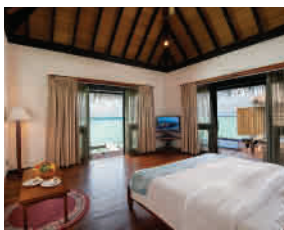
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# MEGA MALDIVES AIRLINES

A photograph of four MEGA Maldives Airlines staff members walking on an airport tarmac. In the background, the tail of a white aircraft with the MEGA logo (a stylized flower in purple, pink, and blue) and the word 'MEGA' in blue letters is visible. The staff consists of three men and one woman. Two men are wearing white pilot uniforms with epaulettes and dark ties. The woman is wearing a bright pink short-sleeved top and a white skirt. Another man is wearing a blue uniform. They are all smiling and walking towards the camera.

MEGA Maldives Airlines started with a vision to connect the Maldives and the region with new and growing market opportunities around the world. Solutions for difficult to match schedules, non-stop point-to-point service, the first direct day-time arrivals from Asia, and affordable safe air travel are the hallmarks of our company's development in the first year of our operation. It is with great pleasure, humbleness and contentment that we reconfirm that since the beginning of the company's operations there has never been a case of a broken contract and the company's good reputation has been attracting reliable partners and devoted customers. In fact, we operate with year-round load factors above 90% with a very limited distribution network.



We are also the first airline to fully recognize the challenges faced by travel agencies and travelers when planning an expensive trip to the Maldives and to incorporate a travel insurance package with our tickets specially designed to protect passengers to the Maldives against unforeseen delays, illnesses, or other problems that could arise. Our travel insurance is included free of charge with certain tickets and includes a payout high enough to cover a missed night at even some of the more expensive resorts. Unlike other insurance options on the market which appear to promise good coverage, but actually require passengers to be delayed up to five or even seven days to qualify for the full payment, our insurance goes to the maximum payment amount within 25-30 hours. It also includes coverage for medical emergencies, repatriation, lost luggage, and other important matters. And we, and your travel agent, handle all of it for you – no need to deal with any enrollment applications or any third parties.

As the aviation industry flourishes in Asia, so does the demand for qualified technical staff, cabin crew, and pilots. MEGA Maldives recruits to a very high standard. Nearly all of our pilots are from the U.S., Canada, or Europe, and the average experience of our captains is around

13,500 hours (that's over 1.5 years of actual time at the controls of a plane!). Our co-pilots have a very impressive average of over 4,000 flight hours themselves. For your comfort and worry-free travel experience, our aircraft are maintained by a highly skilled technical operations team with prior experience at Cathay Pacific, Singapore Airlines, Emirates and other leading airlines. They are supported by maintenance facilities in China such as AMECO and GAMECO (the maintenance companies of Air China and China Southern respectively) and Boeing Shanghai – the only maintenance company in the world directly owned and operated by Boeing itself. One of our greatest assets, our cabin crew members, are trained by internationally certified professionals at our own facilities to give some of the finest service in the skies. With over 90 cabin crew members we are proud that more than 60% are local Maldivians and the rest are from 7 different nationalities around Asia and Europe making our workforce truly multi-cultural. Our well-trained team's vision and determination to bring back the golden age of aviation for your special trip is the secret for our excellence. In addition to connecting you to your preferred destinations non-stop and faster, our aircraft offers better seating configuration than most other big wide-body aircraft. Did





MEGA Maldives Airlines is the **FIRST** to start direct flights between Maldives & China



you know that 85% of seats on our Boeing 767's are either window or aisle? That's a 40% fewer middle seats than on competing A330s or 777 aircraft. We also have a large premium economy section we call Style Class with its own set of special services and more leg room on most flights. Also, the Boeing 767 is one of the most reliable aircraft in the world with over 7.7 million flights and millions of passengers carried each year. It is also important to note that the 767 family beats industry standards

in all categories of emissions making it one of the most environmentally friendly aircraft of its size. Our fleet is also growing, with the planned addition of another aircraft this summer and more next year.

Since the start of our company in February 2010 MEGA Maldives Airlines has been part of the national agenda of creating more high quality, professional jobs in the Maldives,. With approximately 200 staff, we are one of

the fastest growing companies in the country. We are proud that we've been able to hire and train a number of local pilots who have upgraded to the Boeing 767 aircraft and we expect to increase this number in the years to follow (to become an entry level pilot on a 767 first requires years of prior experience in smaller aircraft, plus specialized type training). Social responsibility also is important for us. Our services have contributed to new economic growth opportunities beyond passenger and tourism traffic. Our non-stop capital-to-capital scheduled route from Beijing to the Maldives and our popular route to the trade capital of Hong Kong has invigorated bilateral trade for both Maldivian and Chinese entrepreneurs alike seeking new business opportunities and will contribute to the already close diplomatic relationship between the two countries. Furthermore, during the Maldives political crisis in early February 2012, we were the only airline to maintain our schedule without interruption when all other airlines from China stopped operations. We sponsored our third special trade delegation to China in June 2012, opening new opportunities for trade directly with China. We also hold periodic community service events where we contribute to cleaning up our public spaces. For all of us, whether Maldivian or foreign, we are investing in our future here in the Maldives.

Whether you're just beginning your trip to one of the world's most impressive and dreamed about destinations, returning home from a shopping trip abroad, or still dreaming about last night's sunset as you jet your way home, you can expect a 5-Star experience all the way with MEGA Maldives. It is our valued guests, who has made all our achievements possible and we would like to thank you for your support and enthusiasm for our non-stop flights and the fast growth of our airline. Our company is dedicated to listen to the voices of our customers and therefore your feedback is extremely valuable to us. On behalf of all employees of MEGA Maldives we thank you again for your patronage. Please tell a friend and we hope to see you back with us again soon.

Enjoy flying MEGA Maldives Airlines!







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# MEGATIMELINE

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First Aircraft lease is signed

First Boeing 767 aircraft delivered to Male'

Airline Operating Certificate received from  
Civil Aviation Department of Maldives

Gan - Hong Kong route launched

First scheduled flights between  
Male' - Gan launched



23 - 02 - 2010

08 - 10 - 2010

25 - 11 - 2010

23 - 12 - 2010

20 - 01 - 2011

25 - 05 - 2011

25 - 05 - 2011

First international arrival into  
Male', International Airport



16 - 07 - 2011

Male' - Shanghai route launched



25 - 11 - 2011

Male' - Chongqing route launched



21 - 01 - 2012

Second Boeing 767 aircraft received



22 - 07 - 2012

Male' - Beijing route launched

16 - 04 - 2012

Mega Maldives in Association with MMIPRC, Hoteliers, Travel Agents  
& Liveboards conducted the largest roasshow igrom Maldives on all  
major Chinese cities

2012





This article was first published on Maldives Finder 2011

## 阳光，沙滩与海滩

# SUNSAND & BEACH

By : Ahmed Hafiz



A country of more sea than land, where the men are sons of the sea and the women, daughters of the waves. An appropriate definition of Maldives and its inhabitants. Its people depending on marine fisheries and tourism for their livelihood and thus reliant on their natural surroundings ... marine life and the marine environment.

Tourism in the Maldives is based on an image. An image of palm-fringed coral islands and clear blue waters ... an unspoilt paradise away from the hustle and bustle of the busy world. Sun, sand and sea form the frame of this unspoilt paradise. And such is the natural beauty of the Maldives that it is relatively easy to ensure that visitors do experience this 'paradise'. But any shortfall in deliveries of the elements of this frame will surely reduce the appeal of the product. Therefore the environment needs to be preserved to provide visitors with the experience they are yearning for.

一个海洋面积比陆地辽阔得多的国家，那里的人民生来是大海的女儿。对马尔代夫和它的居民，这大概是最恰如其分的定义。马尔代夫人民倚赖自然环境，以渔业和旅游业为生。人民的生活与海洋生物和海洋环境生生相息。

马尔代夫旅游业建立在这样一个形象上：棕榈摇曳的珊瑚岛屿和清澈碧蓝的海水，一个远离喧嚣繁忙世界、未受污染的天堂。阳光、沙滩和海洋共同构成了这个不受污染的天堂，而它们也代表着游客能在这里享受的自然之美。缺少任何一项，马尔代夫旅游产品的吸引力都将减少。因此，需要大力保护环境，以保证提供游客心目中期待的完美假日。

重要的是，今天我们这些利益相关者找到了各种方法，来减少旅游业可能受到的危害，并维护健康的自然生态，以期实现对未来的可持续性发展。



Today it is important that we, the stakeholders, find ways of reducing possible threats to these elements and maintaining a healthy natural environment, in order to achieve our goals and sustain them for the future.

One of the environmental issues that need to be considered and taken care of is beach erosion. This is one of the concerns of the tourist resort operators. If neglected, the beaches may continue to erode which is bad news for resort operators and for the economy of the country as a whole.

In order to overcome the effects of beach erosion, continuous monitoring of beaches is essential. Each island and beach is controlled by slightly different factors and behaves in slightly different ways. To begin to understand the processes causing beach erosion, and to be able to attend to these issues effectively there is a need to obtain background information.

At the most basic level, it is important to know whether a particular sand movement is usual or unusual. In order to understand this it is necessary to monitor beach lives.

The tourism sector in general, and resort operators in particular, should pave the way to establish monitoring programs in order to understand the changing shore lives of islands. They should plan a vital role in managing their shore lives by mapping its beach movements in each monsoon.

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*Photo : Above (Mohamed Shafraz Naeem)*

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In other words, the monsoons' effects on the movement of sand within the lagoon and around the shores of the coral islands need to be monitored on a regular basis.

As a start, it would also be useful to have regular photographic records of beach movements from the beach itself and from the air. This exercise will prove useful and will guide future actions that would help to manage and sustain our lovely beaches from being washed away by the breaking waves.

In Maldives both inhabited islands and uninhabited islands show signs of beach erosion. Many of these islands go through natural cycles of beach erosion and development associated with the monsoons and occasional storm events. Therefore it is very important to recognize natural movements, and act only to minimize excessive beach erosion. Such mitigation should be taken with proper knowledge and research observations. It is certainly important not to over-react to beach erosion by building groynes or seawalls, but to find ways to accommodate the natural movement of sand.

There are virtuous ways in which beaches can be protected from erosion. Amongst them the best way is beach nourishment. This is moving sand from a 'safer spot' to eroded areas. Sand can be transported wet through pipes using pumps



or in dry forms in bags. Pumping wet sand is the most effective way for transporting large quantities of sand. The quantity of sand needed to nourish an eroded beach depends on the area eroded. It is believed that roughly 5m<sup>3</sup> of the sand will be required for every meter of shoreline eroded. However continuous monitoring of the changes that take place at the beach is vital for a successful program.

In cases where this method does not work positively, the prevailing condition may not be right and the method and the sand used need to be reviewed. Even if it does work, it should not be turned into a land creating exercise.

Since the basic shape of a shoreline is controlled by relatively strong forces, adding more sand than required will require more and more effort to sustain a new shoreline. If continued, this may end up with the construction of high-cost breakwaters or sea walls to maintain the sand, probably with little real success.

Before initiating any beach nourishment programs, careful planning and designing of the project is necessary. The ways and means of transporting sand to the eroded shores should be carefully handled. Make sure they come from a 'safe spot'.

The best type of sand for beach nourishment is that which has the same structure and composition as the eroded beach sand. However, it is not always safe to use sand from elsewhere on the beach as this may worsen the problem. So it is always better to tap sand from areas where there is no interaction with the island or shore under nourishment.

我们需要考虑和照顾到的环境问题之一是海滩侵蚀。度假村经营者都很关注这个问题。如果忽略它，任海滩继续受侵蚀，不仅对度假村经营者，甚至对整个国家的经济命脉，都将造成危害。

为了克服海滩侵蚀的问题，我们必须对海滩进行持续监测。每一座海岛、每一块沙滩都可能受到不同因素的影响，有各自的运动规律。要开始理解海滩侵蚀的发生过程，并找到相应行之有效的对策，首先需要掌握一些基本的背景知识。

最基本层面，首先要确认某一次沙堆移动的发生是正常还是非正常的。为了搞清这一点，对海滩活动的监测是必要的。旅游部门，特别是度假村经营者需要肩负责任，制定海滩监测计划，以便记录这些岛屿的沙滩变化。尤其应下功夫绘图记录每次季风后的沙滩变化。换句话说，应该定期监测泄湖内沙堆以及沿岸海滩受到的季风影响。

开始阶段，行之有效的方法是定期从沙滩和空中拍照记录。这个方法被证明，对将来经营维护海滩、使其不被海流冲走很有帮助。

马尔代夫的居民岛和无人岛都有受侵蚀的迹象。许多岛屿曾经历这样的自然循环：经过季风和偶然的暴风雨共同作用，沙滩侵蚀后又得到自然恢复。因此，必须要辨别自然的沙滩运动，并只采取行动减小持续性的海滩侵蚀。而这要依靠全面正确的

“There are  
virtuous ways  
in which beaches  
can be protected  
from erosion.”





Sand as far away as possible from the eroded area of the beach could be transported. The more sand that is required, the further away should it be sourced. This is to avoid any slipping of the sand from the already eroded beach.

Tourism in the Maldives experiences a close and harmonious association with the natural environment. Maldives, renowned as one of the top tourist destinations for divers, snorkellers and sun-bathers, need to continue serving as an environmentally friendly destination, since the islands and the associated reefs are very sensitive to environment misuse.

知识以及调研结果。不应反应过度，一味建立防波堤或海堤。而应遵循自然的沙体运动规律，寻找更巧妙的解决方法。防止侵蚀有许多良性方案，其中最佳的是“沙滩补给”——从“安全区域”取沙填补到侵蚀部位。湿沙可通过管道运输，干沙则可成袋搬运。运送大量沙子，管道输送是最有效的方式。沙子的用量取决于侵蚀区域的大小。通常，每一米受侵蚀的海岸线需要五立方沙来填补。连续的沙滩运动监测对这个方案成功与否至关重要。

当“沙滩补给”的方法不那么管用时，就要核查可能是实际的情况不适用，或是方法操作本身和沙堆出了问题。不过当这个方案奏效时，也不可因此来填海造岛。

海岸线的基本形状受强大的自然力控制。如果人工填补比实际所需更多的沙，将不得不需要越来越多的投入，来维持新的海岸线。继续下去将最终导致建造高成本的防浪堤或海堤来维护海滩，但这样很少能真正取得成功。

在着手施行沙滩补给方案前，必须精心规划和设计。要稳妥处理沙子运输的环节，确保它们来自于安全区域。用于补给的沙的最佳类型，是和受侵蚀区域的沙子有相同的结构和成分。然而，随意从同一块沙滩上取沙来填补，有时会使情况恶化。最好的办法是从那些与侵蚀海岸之间完全互不影响的岛屿或其它海岸取沙。

应从距离侵蚀海岸尽可能远的区域运输沙来补给。需要的沙量越大，沙采集的源头则越远。这样可以避免已侵蚀区域的沙体下滑。马尔代夫为游客提供的是能与自然亲密和谐共处的体验。尤其对潜水、浮潜及日光浴爱好者来说，马尔代夫有着顶级度假胜地的声誉。既然岛屿和珊瑚礁都极易受到环境恶化的影响，我们更应不遗余力地继续我们的环保事业。

Photo : Left (Mobamed Shafraz Naeem) , Top (Island Hideaway at Dbonakulbi)



# MALDIVES



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Interview with the  
CEO

George  
Weinermann

采访首席执行官



### **Mega Maldives is relatively a newcomer in the Maldivian aviation industry. What made you consider starting an airline operation here?**

When we first came to the Maldives, we had this idea for an airline. We thought it would be a niche market. We hoped to start a successful venture in the region by starting off small with a couple of planes to concentrate on the Chinese market. We assumed the rest of the world would be served by other airlines. However, with time we knew there were numerous opportunities including, untapped markets that were not served by other airlines and countries that were underserved or under-stimulated. We seized the opportunity to broaden our vision and discovered there's a lot more we can do for the airline industry in the Maldives and the region.

### **Do you plan to further increase the number of flights to China?**

In the light of our success in the Chinese market, hopefully by the end of this year from May to June onwards we're going to be operating 30-34 flights per month to China, in addition to all previous Chinese flights; we hope to do the same in other Asian markets that have strong tourist traffic.

### **Currently Mega Maldives is operating only to China. Do you plan to expand your operations to other countries?**

We see a lot of opportunity in providing flight services to markets that previously was not given the right attention. As such, in addition to China, we are now working on opportunities to expand our services to South Korea and Japan. I am confident that these two markets will prove to be profitable markets for the Maldivian industry.

Similarly, we are also looking at India in our market expansion plans. Even though India's average income is fairly low compared to China, it's population and the close proximity to us makes this a market with great potential that we are keen to pursue.

We are exploring opportunities to fly to Australia, South Africa and Middle East in the near future. Our expectation is for the Maldives to grow as a premium Indian Ocean destination and to accomplish in 5 to 10 years that which the Maldives had achieved in 30 years.

### **Do you believe there is potential for Korean and Japanese market?**

We have the opportunity to dramatically expand our services to South Korea and Japan. When we look at these South Asian markets, there are approximately 1.5 million travelers to Hawaii every year from each of these destinations, which translates to 5 wide-body aircrafts daily between these countries. There are similar numbers in the Korean markets to Hawaii and other island destinations. There is vast potential for growth, whether it may be season charter flights or weekly flights, between these countries and we are excited to explore these options with our customers in South Asia.

### **相对于马尔代夫航空业来说,美佳航空还属于一个“新人”,是什么促使您考虑在这里经营一家航空公司?**

当我们第一次来到马尔代夫的时候,便有了成立一个航空公司的想法。我们认为这是一个非常具有潜质的细分市场。我们希望在以该地区以几架飞机的形式开始专注于中国市场的开发,做个成功的项目。我们当时以为中国以外的地区将由其他航空公司服务。然而,随着时间的推移我们了解到有很多尚未开发的市场机会,包括没有其他航空公司服务的市场,或者是某些航空服务不周到或缺市场推广的国家。我们抓准了这个机会拓展我们的视野,发现我们其实可以为马尔代夫的航空业和该地区其他产业做更多的贡献。

### **您是否打算进一步增加飞往中国的航班数量?**

鉴于在中国市场的成功,有望在今年年底前5月至6月起,每月增加到30至34个航班飞往中国。除了稳固中国市场之外,我们还希望以同样的形式,对有着强烈旅游市场需求的亚洲地区增开新航线。

### **目前美佳航空只有飞往中国的航线,您是否计划在其他国家拓展业务?**

我们看到了很多机遇,是以往在其他航空服务供应中未能关注到的。因此,除了中国以外,我们正努力拓展在日本和韩国的市场。我坚信,这两个市场会给马尔代夫的旅游业带来丰厚的利润和回报。

同样,我们也期待拓展印度市场。尽管与中国相比印度的人均收入相对较低,但是众多的人口数量让我们看到了印度在整个市场中具有的庞大潜力。这也使得我们热衷于追求这个市场。

希望在不断的努力和探索中,不久的将来我们可以开通飞往澳大利亚,南非和中东的航线。我们期待着将马尔代夫打造成在一个在印度洋上高品质的旅游度假胜地。并用5至10年的时间来完成过去30年所取得的成绩。

### **您是如何看待在韩国和日本的市场潜力?**

我们有着极为有利的时机去大幅扩展在韩国和日本的业务,我们所看见的南亚市场是,每年有超过150万的游客从不同的南亚地区去到夏威夷度假。这就相当于在这些国家与夏威夷之间,每天需要5架大型宽体客机运载接送游客们。韩国市场也有着相似的游客人数去夏威夷或其他岛屿休闲度假。这是一个逐步成长并具有极大潜力的市场。无论是季节性的包机还是每周定期航班,我们都非常乐意地与这些南亚国家之间的客户们一起探索,尝试不同的选择。

### Do you think the Koreans and Japanese would prefer the Maldives compared to other premium destinations?

I certainly think it's possible to get about 10% of what Hawaii gets. Hawaii is just as far away from Korea as Maldives. I believe it will make a significant difference if we gradually increase our flights as planned.

### With your success in Asia, do you plan to expand your services to Europe?

We do believe there are opportunities to open up in more markets in Russian cities other than Moscow as well as cities in Europe to develop additional non-stop flights to Maldives.

### Maldives is becoming a well-known travel destination. What makes the Maldives different?

The Maldives is a very exclusive, private and customized destination. I think it doesn't matter if you are staying at the most exclusive resort or an affordable property; you can still have a unique experience in the Maldives. We like to say, "Find your island, find your paradise." Because different people come to experience different things, here they can have their own unique experience by finding what suits to their liking. As we know the outstanding geographic advantage of Maldives.

The location is not much further away from China and now other famous destinations like Bali. Maldives has an exclusive and a unique image.

What's challenging for the Maldives is to preserve that exclusivity and high-end image. I think with the development of the new airport and the fact that each island is a resort; we can continue to preserve the exclusive image of Maldives.

### What are the advantages of choosing Mega Maldives over other airlines?

One of our advantages of being a destination carrier is that we can design flight schedules that will be difficult for other carriers to operate while it is relatively very easy for us. This allows us to open up new markets more easily, whereas it will be logistically inefficient for other carriers to operate and serve these markets. We understand the unique product that is "Maldives" and we are happy to bring this to our passengers on board our aircraft. MEGA Maldives Airlines success lies in our close cooperation with our customers in each of our cities as well as the industry in the Maldives. We are able to bring the Maldivian hospitality on board our aircraft so that the passenger's Maldives holiday does not have to start at the point you arrive in the Maldives, but rather at the time you board our aircraft.

### 您认为马尔代夫与其他高品质岛屿相比，韩国游客和日本游客更倾向于哪一个？

当然，我个人认为马尔代夫至少能吸引夏威夷10%的份额。其实从韩国飞往马尔代夫或飞往夏威夷之间的距离是差不多的。如果我们逐步增加航班，我相信差异将会很显著。

### 您在亚洲市场获得了成功，是否打算开发欧洲市场？

我们坚信，这里有着巨大的市场需求等待我们去开发马尔代夫直航业务。不仅仅是莫斯科，还有更多俄罗斯其他的一些城市，同样我们也希望有机会去打开欧洲各大城市的直航之门。

### 马尔代夫正在逐渐成为一个著名的旅游度假胜地，是什么让马尔代夫与众不同？

马尔代夫是一个非常独特，私密性强，富有个性化定制的度假胜地。我认为无论您是入住顶级豪华的度假村或是经济实惠的小宾馆，只要来到马尔代夫都可以有一次特别的体验。我们常说“找到适合你的岛屿，找到你的人间天堂”。兴趣爱好往往因人而异，通过寻找属于自己的喜好，您可以拥有一次特别而又难忘的经历。

众所周知，马尔代夫有着得天独厚的地理优势，与现在较为热门的巴厘岛相比，马尔代夫距离中国并不是太遥远，而马尔代夫更能给人一种独一无二的印象。如何在激烈的竞争中保持一枝独秀和高品质形象，对于马尔代夫来讲是个挑战。我认为随着新机场的建设以及马尔代夫独特的一岛一度假村的模式，我们能继续保持住马尔代夫独有的形象。

### 马尔代夫美佳航空与其他航空公司相比优势在哪里？

我们的优势之一就是，做为旅游目的地航空公司，我们可以设计并制定出对旅行非常合适的飞行时刻表，对于其他航空公司来说这是非常困难的，而对于我们却是轻而易举的事，这也有助于我们打开新的市场。反言之，这也是为什么其他运营商和后勤部门工作效率低下，并无法满足这个市场需求的主要原因。我们了解“马尔代夫”是一个很特殊的产品，我们很荣幸地将它带给搭乘我们航班的乘客们。美佳航空的成功之处在于，我们与在不同城市的客户群体建立了非常紧密的关系网，更是与马尔代夫当地的相关行业部门保持着友好的合作。我们致力于将马尔代夫当地人殷勤好客的传统融入到我们美佳航空的服务理念当中，您无需等到踏上马尔代夫的土地，而是从登上我们美佳航班的那一刻开始，您便能享受到这样的礼遇。





Not quite a lot of people can say that they celebrated their country's National Day underneath the water. But we can, because this year we did.

Traditionally in the Maldives, the National day is marked with a lot of ceremonial events and one of the biggest events the people enjoy with their kids is watching the marching bands early in the evening, walking across the island playing their tunes. However this year, a group of people wanted to do something unique.

Organisational team headed by Jam Allo' (former bodybuilding champion), about 30 of us left the capital Male's busy harbor on a 1 hour journey to our location. The designated location for this dive was "Hafsaa Thila", selected for its shallowness, sandy bottom as well as for the weak currents at the time. While some were busy getting their gear ready some of us were busy enjoying some food or just having a chat. One other thing that really excited me was that the group of people included in the dive were very diverse. Male and female, young & old, Father & kids, newbies & highly experienced instructors, students to doctors, they were all there.

**However small this event might have been, it was the fond memories that would be cherished in the hearts of all of us...**

As Shaff & myself got the underwater video & photography equipment ready, there was a TV crew from the local TV channel, MNBC ONE (currently TVM) onboard our vessel documenting the whole event. The presenter was actually going to be part of the dive team & they were going to air this event on TV later that evening as part of the National Day broadcast.

Now it was time for all the planning to take action. Slowly one by one we jumped into the blue and started descending slowly to our designated area at the bottom. While one group set the banner

## 水下庆祝国庆日

CELEBRATING  
NATIONAL DAY  
UNDERWATER

By : Mohamed Shafraz Hafiz

**National Day**

*The national day of Maldives is marked on the first day of the third lunar month of 'Rabeeu Awwal'. It was on this day in 1573 that our greatest national hero, Mohamed Thakurufaanu liberated the country from the Portuguese occupation that had ruled since 1558. After several unsuccessful attempts by the Portuguese, they were helped by the deposed King Hassan IX who afterwards went into self-exile to Goa. King Andrea Andreas ruled the country for 15 years and 6 months. Mohamed Thakurufaanu who comes from the island of Utheemu, attacked the Portuguese at dawn, killing King Andrea Andreas and his garrison. Mohamed Thakurufaanu later ascended the throne and ruled the country for 12 years. He was also known as Sultan Mohamed Thakurufaanu Auzam who we still regard as our greatest national hero.*

to the sandy bottom, the others were slowly positioning themselves for the photographs. There was a moment of silence for the national anthem, ceremonial of course. However choreographed everything might have been, it was never going to be easy to do it underwater especially with so many people around and everything was decided while everyone was down there. Also the more spontaneous event became, the more fun it was.

We moved through the ocean waving the national flags seamlessly in the water. After roaming through the water for about 45 minutes it was time to go up. It was a spectacle to watch when everyone came up at the same time and floated on the water waving the national flag until each one was picked up by the diving boat. The passing by dive boats with guests from nearby resorts & safaris seemed to enjoy this.

This might not have been a really big event, but it was something unique and enjoyable to all the people who participated in it. However small this event might have been, it was the fond memories that would be cherished in the hearts of all of us for a long long time.

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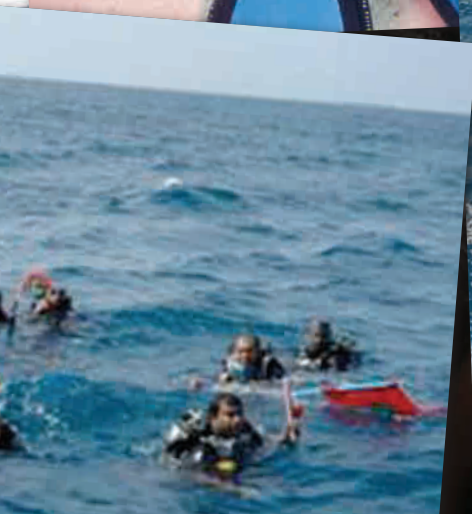
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## MALDIVES MARKETING TOUR - CHINA 2012



From the 16th of April, a marketing tour organized by MEGA Maldives Airlines in collaboration with MMPRC, Hotelies, Travel Agents & Liveboards were held in all major Chinese cities. This included Beijing, Chengdu, Shenzhen, Hangzhou, and Shanghai

The main aim of this tour was to build confidence on Maldives as a travel destination as well as a place of investment opportunities.

Since the beginning of direct flights from Major Chinese cities directly to Maldives, MEGA Maldives Airlines have been working extremely hard to educate the Chinese market on the destination.

Photo :Top (sponsor group photo, 主办方合影),  
Left (Maldives Marketing tour Chengdu  
station, 马尔代夫旅游巡展会成都站现场)



Photo :Right(Presentation by MEGA Maldives Airlines CEO and Marketing Director, 美佳航空CEO 与市场总监做演讲 ),

Middle (Minister of Maldives tourism exchange gift with China tourism industry constituents, 马尔代夫旅游部部长与中国旅游业代表交换礼物),

Bottom(Presentation by Maldives Tourism industry constituents, 马尔代夫旅游业各个代表发言 )





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## 鲸鲨和海豚天堂

This article was first published on Maldives Finder 2011

# WHALE&DOLPHIN PARADISE

Dr. Charles Anderson

Maldives is well known for its stunningly beautiful tropical islands and its superb diving. But it is also developing a reputation for world-class whale and dolphin watching.

**"Blow! Over there! BLOW!"**

In the excitement of the moment, Mike had got a bit carried away, but his message was clear. Just half a mile away a big blue whale had surfaced, sending a great column of spray nearly 10m up into the air. I signalled to the helmsman, who changed course to run parallel with the great beast. It blew again, just in front of us, before turning to pass back down one side of our boat giving us all spectacular views as it slipped by.

The islands of the Maldives are justly famous as a tropical holiday and diving destination. The islands really are just as beautiful as the holiday brochures promise. But whales? Well yes, there are whales, and dolphins, dolphins, dolphins!

Biggest of them all are the blue whales, growing to 25 metres long. Blues are regular visitors to the Maldives, and the excitement of seeing them in the flesh is unforgettable. Then there are Bryde's whales, smaller cousins of the blue, but still reaching 15 metres in length. The third member of the Maldivian 'Big Three' is the sperm whale. 'Yankee' whalers sailed all the way from the United States to

马尔代夫向来以其迷人的热带小岛和绝佳的潜水环境闻名。现在，鲸鲨和海豚观赏正为它赢得另一名闻天下的声誉。

**"喷气了！那边！喷气了！"**

麦克激动得有些语无伦次，不过他表达的信息简明无误。就在距离我们半里远处，一头巨大的蓝鲸浮出海面，向空中喷出一股近十米高的雾柱。我示意舵手改变航道，试图和这头巨大的海兽并肩齐驱。在我们前方的蓝鲸再一次喷吐雾柱。当我们的船行驶到它的侧方，终于有机会一览它的壮观身躯。

马尔代夫的小岛作为热带假日和潜水目的地，的确是名不虚传。它们就如旅游手册上宣传的那样美轮美奂。这里也有鲸鲨？是的，这里有鲸鲨。海豚？没错，还有无数的海豚！

身长可达25米的蓝鲸是海洋中最大的生物。亲眼见到活生生的蓝鲸绝对让人兴奋而难忘。在马尔代夫除了有蓝鲸，还有布氏





## WHALE AND DOLPHIN PARADISE

hunt sperm whales around the Maldives in the 1850s, and they are still found here in numbers today. This is also the species that washes up on reefs most frequently (having died of natural causes), and many resorts now house impressive sperm whale skulls.

But while these great whales certainly do occur, sometimes in large numbers, sightings can be sporadic or seasonal. What makes the Maldives so special is not the occurrence of one or two large species, but the astonishing diversity of smaller species, many of which are confined to the tropics and are only rarely seen elsewhere.

Of all the species living in Maldivian waters, by far the commonest is the spinner dolphin. These delightful little creatures, growing little more than 1.5 metres long, are super-abundant here. There must be tens, maybe hundreds, of thousands of spinners living in and around the atolls of the Maldives. They feed at night on small fishes out in the ocean, but many like to rest inside the atolls by day. That means that they have a regular commute, swimming in through the atoll channels in the morning, and out again in the afternoon or early evening. Such punctuality, combined with their abundance, makes spinner dolphins very easy to locate. As a result, many resorts now offer excursions out to see spinners. The best time is probably the late afternoon, when the spinners are fully awake and regularly perform the unique, high spinning leaps that give them their name.

鲸——蓝鲸的小堂兄。它们可以长到15米长。马尔代夫“三大巨头”家族的第三位成员是抹香鲸。19世纪50年代，美国的捕鲸船曾一度从北美大陆航行到这片海域来捕猎抹香鲸。现在，我们仍能在这里发现一定数量的抹香鲸。因为它们经常在自然死亡后被冲刷到珊瑚礁上，很多度假村至今保存着那令人惊叹的巨型骨骼。

目击巨型鲸鱼，甚至是为数众多的鲸鱼，毕竟是偶发性和季节性的。马尔代夫真正特别的，并不是偶尔可见的一两只巨型海洋生物，而是数目惊人的多种小型海洋物种，其中有些只生活在热带地区，甚至还有一些，你很少能在马尔代夫之外的地方看到。马尔代夫海域中，最常见的要数长吻海豚（另一名为“飞旋海豚”）。这讨人喜爱的小精灵，身长可长到1.5米多。它们数量庞大，估计有成百上千只，就生活在马尔代夫的环礁内以及周围海域，因此我们出海时经常可以见到。夜晚，它们在开阔的海中捕食小鱼，白天则喜欢在环礁内休憩。它们往返活动非常规律，通常早上游进环礁渠道，下午或黄昏时再游出来。因为行动守时、数目众多，使得长吻海豚很容易被找到。很多度假村因此为

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*Photo : Previous Page (Spinner Dolphin, by Dr.Charles Anderson), Below (Blue Whale, by Dr.Charles Anderson, Opposite Page (Indo-Pacific bottlenose dolphins, by Mohamed Shafraz Naeem, Following Page (Pilot Whale, by Dr.Charles Anderson)*

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**"Biggest of them all are the blue whales, growing to 25 metres long"**

## Maldivian atoll chain lies across the flow of the monsoon currents, causing upwellings that promote marine productivity



Working as a professional marine biologist in the Maldives for many years has allowed me to travel all over the country. It has also given me a unique opportunity to observe the country's previously little studied whales and dolphins. So far I, and colleagues, have recorded 23 species, a full quarter of the world's total. Apart from the species already mentioned, there are numerous pilot whales, killer whales (yes, they really do occur here, not just in polar regions), five species of beaked whale (elusive, deep-diving animals much sought-after by keen whale-watchers), and no less than eight species of dolphins.

While such diversity is exciting, even more astonishing is the fact that all of these species can be seen within just a few miles of the islands. The Maldivian atolls rise steeply from the ocean floor, and therefore deep oceanic water lies just beyond the reef edge. In addition to this, the Maldivian atoll chain lies across the flow of the monsoon currents, causing upwellings that promote marine productivity. So perhaps it is not surprising that the Maldives acts as something of a magnet for whales and dolphins.

客人提供出海观海豚的活动。最佳的观海豚时间是傍晚，这正是海豚一天中最神清气爽的时候，它们特别喜欢炫耀那独特的凌空一蹦、高空旋转的技术。这就是为什么人们也叫它们“飞旋海豚”。

作为一个海洋生物学家，在马尔代夫多年的工作经历让我有机会游遍了整个国家。我也因此得到难能可贵的机会，观察这个国家过去很少被人研究的鲸鱼和海豚。迄今为止，我和同事们已经记录了23个物种，占到它们全球物种数量的四分之一。除了之前提到的几个种类，马尔代夫还有许多领航鲸、虎鲸（没错，不只是出现在极地地区，它们也来过马尔代夫）、五个种类的喙鲸（鲸鱼观察家特别热衷于这些难以捉摸、擅于深潜的喙鲸），另外还有至少八种海豚。

马尔代夫丰富的海洋物种自然令人兴奋，但更奇妙的是，所有这些生物在离岛几英里范围内都可以发现。马尔代夫的环礁从海底笔直升起，因此大洋深层的海水紧挨着环礁边缘。除此之外，马尔代夫的环礁链跨越季风洋流，所产生的上升流又促进了海洋生产力。或许这就不难解释，为什么马尔代夫像是一块吸引鲸鱼和海豚的磁铁了。





**“Within Maldivian waters themselves, the catching or killing of any dolphin or whale is prohibited by law”**

The country is also a safe haven. It lies at the very heart of the International Whaling Commission's Indian Ocean Sanctuary. So no whaling is allowed anywhere in this Ocean. Within Maldivian waters themselves, the catching or killing of any dolphin or whale is prohibited by law. Perhaps more importantly, local fishermen do not harm them anyway. They specialize in fishing for oceanic tunas, which they catch with the same dolphin-safe pole-and-line technique that has been practiced here for over a thousand years. Drift nets and purse seines are banned in order to protect tuna resources for traditional fishers.

Right up until the 1970s, tuna fishing was the main source of employment and income generation. Now, of course, tourism has taken over as the major economic activity. And almost inevitably tourist development has concentrated on beach, snorkelling and diving holidays. With attention focused on islands and reefs, the whales and dolphins have been ignored - until now.

马尔代夫同时也是一个安全的避风港。它位于国际捕鲸委员会的印度洋保护区中心地带，这片海域不允许任何捕鲸活动。在其内海，本国法律也禁止一切捕捉、杀害海豚和鲸鱼的行为。更重要的是，当地渔民无论如何也不想伤害这些动物。一千多年来，渔民使用一种对海豚无害的安全杆线的技术，专门捕捉大洋金枪鱼。而为了保护金枪鱼资源，传统渔民则一直被禁止使用漂网和大型围网。

直到20世纪70年代，金枪鱼捕捞一直是马尔代夫的主要就业和创收来源。而现在，旅游业已经理所当然夺得第一大经济活动的宝座。几乎不可避免的是，旅游业发展主要集中在打造沙滩假日、浮潜或潜水假日。当人们的注意力都集中在岛屿和珊瑚礁上，鲸鱼和海豚都自然被忽略了一直到现在。



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# IDEAL FAMILY VACATION

理想的家庭度假

By : Bruce Lynn



Aside from classic sun-fun in the water and sand, the Maldives offer a number of distinctly fascinating activities for children.



Honeymooners and divers. That's what most people think of when they think 'who goes to the Maldives?' Given the age restrictions on diving and the fact that children tend to come some time after a honeymoon, children would seem to be a big group on the archipelagic paradise. However, increasingly people are realising how ideal the Maldives are for family holidays. Nearly 10% of visitors to the Maldives were children last year. When I first set up, the 'Maldives Complete' website, I had initially thought to call it 'Maldives for Families'. We had brought our two children to the Maldives for years and it proved to be our favourite family destination by far.

## SAFE HEAVEN

One of the biggest concerns of a parent travelling with children is safety. And a reassuring sense of security is one of the treasured qualities for a parent in the Maldives.

Private island – Because the resorts are such small islands one classic fear that dissipates is that of them getting lost. You never would get the feeling that they were lost in the wilderness or snatched in a bustling area. In the Maldives, they might run off, but they can only go so far. And all of the resorts are contained to guests only with access on and off the island tightly monitored. So if they run out of sight, they have to be on the island and mathematically they can't be far away. In fact, in some islands, no one is ever more than shouting distance away.

Tranquil seashores – I grew up by the seaside, and even the most pleasant beach had rip tides, undertows, crashing waves. Of course, the circumpresent water is always a potential danger, but of all fun-in-the-sun beach destinations the Maldives waters are about

“哪些人会去马尔代夫度假？”关于这个问题，大部分人的答案是：度蜜月的情侣和潜水爱好者。潜水有年龄限制；孩子则通常是蜜月后诞生的结晶。实际上，来马尔代夫这个天堂岛国度假的，儿童是为数不少的一大类游客。因为越来越多的人已经意识到，马尔代夫也是理想的家庭度假目的地。去年，马尔代夫的未成年游客达到近10%的比例。在我建立“完全马尔代夫”网站时，最初考虑的名字是“为家庭量身订造的马尔代夫假日”。多年来，我们多次带孩子来这里度假。事实证明，马尔代夫是我们一家人迄今为止最喜爱的假日目的地。

## 避风港湾

父母带孩子旅行最担心的莫过于安全问题。马尔代夫假日的优点之一，是可以给父母安全放心的感觉。

私人岛屿— 由于一个度假村就是一座独立的小小岛屿，家长不用整日担心孩子迷路。不同于无边的旷野或繁忙的闹市，在马尔代夫的小岛上，即使孩子跑开你的身边，也跑不太远。所有的度假村都对本岛客人负责，有严密的上岛、离岛的监控系统。所以，即使孩子跑离父母视线，他们也只能留在小岛上，理论上来说也不会离开太远。在一些面积特别小的岛上，人和人之间间隔最远，喊一声也能听到。

Photo : Left (Kanubura) , Top (Island Hideaway at Dbonakulbi),  
Following Page (Hilton Irufushi Resort & Spa)



## IDEAL FAMILY VACATION

as safe as you get. Their unique archipelago topology means that most islands are surrounded by shallow calm lagoons, often protected several metres offshore by a coral reef. This means that there is often very little current and swimming in the ocean is like swimming in a paddling pool (or your own personal aquarium when you consider all of the colourful fish around – always a delight for the children).

In addition to the ever present need for vigilance whenever around bodies of water, the other safety consideration to consider is remoteness. While the a number of the large islands do have modern medical facilities and most resorts have resident doctors, many resorts are quite remote and so urgent or acute care will be trickier than in a big metropolis. Something to consider for very young babies or children with special medical needs.

### TROPICAL ADVENTURE

Aside from classic sun-fun in the water and sand, the Maldives offer a number of distinctly fascinating activities for children. One of the all time tops has to be snorkelling.

While lovely dive sites are found all over the globe, the Maldives is arguably the best place in the world for snorkelling owing to its unique geography. The Maldivian lagoons have vast expanses of water that can remain a couple of feet deep, so being a strong swimmer is not a necessity (assuming of course, that all younger and weak swimmers are supervised by strong swimmers). The water is most often still with currents and waves broken by the surrounding reef. Small croppings of coral and or even just a structure like a groyne (erosion barrier) will attract all sorts of varieties of colourful tropical fish. Watching them underwater feels like swimming in an aquarium.

While diving is more of an adult activity (PADI certification tends to start at around 13 years), snorkelling can be enjoyed by children as young as 6 in my experience. The child needs to feel comfortable breathing through a tube, moving in water, having your face/head covered, and be prepared for a bit of discomfort if salt water gets in the eyes.

Even if the children are not quite ready for snorkelling, the resorts offer a range of other fun ways to explore the undersea delights. The most obvious is the glass bottomed boat. These come in all shapes and sizes from simple canoes to big motor boats.





Nearly 10% of visitors  
to the Maldives were  
children last year.

宁静海滩——我在海边长大，深知即使是最宜人的海滩，也有激浪和回流。当然，开放的海域总是潜伏着危机。但在这么多以阳光沙滩闻名的度假目的地中，马尔代夫可说是你能找到的安全系数最高的。独特的群岛地质使得马尔代夫的大多数岛屿都被水浅且平静的泄湖所环绕，通常离岸几米远，还能能起到保护作用的珊瑚礁。这意味着，海流通常不会很大；而在海水平静时，在海里游泳就像在自家的泳池里嬉戏（或者说是私人水族馆——想象一下孩子被色彩斑斓的鱼包围会多么喜悦）。

当然，在儿童接近水域时，父母需要时时保持警觉；另外需要考虑的是距离问题。在马尔代夫，许多面积大的居民岛都有现代医疗设施，度假村里通常有驻岛医生。但一旦碰到紧急特殊的医疗情况，许多地理位置较偏远的度假村就无法像都市一样提供便利的医疗救助了。因此，建议父母考虑到婴幼儿或儿童的特殊医疗需要。

## 热带探险

除了热带岛屿最常见的堆沙、玩水，马尔代夫为儿童提供许多独特而有趣的娱乐活动。而最吸引人的要数浮潜。

迷人的潜水地点遍布全球各地，但要说浮潜最佳地点，马尔代夫由于其独特的地理环境，当之无愧名列全球最佳之列。马尔代夫的泄湖面积广袤，却常常只有几英尺深。在这里，你不必是一位游泳健将（为了安全期间，年幼者以及游泳初学者必须有游泳能手的监督保护）。周围的环礁可以减弱甚至拦截海流和波浪，因此泄湖水时常平静如镜。一株株珊瑚甚至是丁字坝(侵蚀屏障)构造物都能吸引来无数色彩缤纷的热带鱼。在水下欣赏它们就如置身于一个天然水族馆。

潜水是一项更适合成年人的运动（PADI认证要求潜水者年龄至少达到13岁），而以我的经验来说，小至6岁的儿童都可以尝试浮潜并从中得到无穷乐趣。儿童需要逐步习惯以下过程：用呼吸管呼吸，身体浸入水中，面部/头部套上浮潜面罩，并且需要做好心理准备，当少许海水进入眼中，可能有轻微的不适感。

如果孩子不能下海浮潜，一些度假村还提供其他有趣的水下探索项目，比如说搭乘装有玻璃底的船出海。这种玻璃船形态各异，从最简单的独木舟，到大型的摩托动力艇。现在，从首都马累出发，你可以坐进“鲸鲨”外形的潜艇，开展一场奇妙水下之旅。更甚者，马尔代夫港丽岚佳丽度假村还拥有自己的潜水艇。







Now there is even submarine tours offered by Whale Submarine out of Male as well as the Conrad Rangalli Maldives resort which has its very own.

Despite the charms of the beach for children, one recommendation I always make to families of all ages is to select a resort with a pool (Resort Finder allows you to filter for Pools). After a while, the salt and sand get aggravating for children and the cleaner more confined pool makes for a crucially refreshing change of pace.

It's not just water fun. Many of the top resorts now offer 'Kid's Clubs'. These are special supervised activity areas where kids can go without their parents that range from infant all the way up the Four Seasons Landaa Giraavaru's 'Majaa Maizaan' centre for teenagers. Special colouring books, treasure hunts or even just a quiet lie down of their own are all of offer.

*Photo : Top (Four Seasons Resort Maldives at Landaa Giraavaru),  
Middle (Diva Maldives)  
Right (Four Seasons Resort Maldives at Kuda Huraa)*

尽管沙滩本身对儿童具有无穷的吸引力，但是对所有年龄段的家庭，我都会推荐选择一个有游泳池的度假村。网站上“度假村查找”（Resort Finder）一项可以筛选关键词“游泳池”。当孩子在沙滩上玩厌了，海水和沙砾可能变得有些恼人，这时一个干净的淡水游泳池就能带来耳目一新的清新。

马尔代夫不仅有玩水之乐。很多一流的度假村都设有儿童俱乐部。没有家长陪同的情况下，孩子们可以留在这些特定活动区域玩耍或休息，由度假村工作人员陪伴和照料。小至襁褓婴儿，大到青少年（四季岚达吉拉瓦鲁度假村有专门的“马佳麦仁”青少年活动中心）都可以找到合适的去处。在这里，孩子可以涂抹着色书，玩藏宝游戏等等，或者只是躺下休息。





## SPECIAL TREATS

**Kids Spa** – Conrad Rangali Maldives: Pampering for little ones with treatments like ‘Super Sundae Supreme body scrub and Princess Me facial’.

**Marine Discovery Centre** – Four Seasons Landaa Giraavaru and Four Seasons Kuda Huraa – See colourful, hands on exhibits about marine life with ‘Nemo Fish’ and Turtle nurseries.

**Storytelling** – Naladhu: Maldivian oral literary tradition brought to life in the island’s coconut grove with tales of local folklore.

## 特别款待


儿童Spa— 港丽岚佳丽度假村：“超级圣代极致皮肤净化”和“小公主面部保养”是专为你宠爱的宝贝设计的水疗项目。

海洋探索馆— 四季岚达吉拉瓦鲁度和四季库达呼拉度假村：馆内有五颜六色的热带鱼养殖展示。“尼莫”小丑鱼和保育中的小海龟深受孩子的喜爱。

说故事— 娜拉杜度假村：在椰树林中，听当地人绘声绘色地讲述马尔代夫口口相传的民间故事。



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美佳马尔代夫航空公司有成立之初的愿景就是连接马尔代夫与世界其他快速发展的区域。为匹配困难的行程、直飞、提供点对点服务、保证亚洲区域出发第一天白天到达、提供合适的价格及安全的旅行方式等需求找到解决方案成为我们第一年运营的服务准则。我们可以荣幸地告诉大家自从公司运营以来，合同执行情况非常好，而且公司的声誉一直很好，吸引着可靠的合作伙伴以及忠心的客户。实际上，我们通过有限的分销渠道达到了全年运营上座率超过90%的佳绩。



我们是第一家航空公司清楚意识到旅行社和游客在策划一次昂贵的马尔代夫之旅时所面临挑战，所以我们在机票里包含了特别设计的旅行保险来挽回乘客在飞机不确定性延误、疾病以及其他问题可能带来的损失。我们的旅行保险是免费包含在一些机票里的，其所能提供的赔偿金额也非常高，能够涵盖甚至一些较昂贵酒店的第一晚费用。不像市场上其他保险产品，说是能够有很高的赔偿金额，但实际上需要乘客的延误是5天或7天才能获得全额赔偿。我们的保险在延误25—30小时后就是最高赔偿了。它还包括了紧急医疗、遣返、行李遗失以及其他重要情形。我们和旅行社将一起为您制定这个保险计划，您不需要与任何第三方来操作此事。

随着亚洲航空产业的蓬勃发展，对合格技术人员、机组成员、飞行员的需求量也随之增加。美佳航空一直按照高标准招聘，我们的飞行员几乎全是来自美国、加拿大或欧洲。机长们的平均飞行小时大约是13500小时（这差不多是超过1年半的实际操控飞机的时间！）我们副驾驶们的平均飞行时间也非常高，超过了4000飞行小时。为了让您的旅行舒适以及放心，我们的飞机都是由经验十足的技术团队来维护的，他们曾经效力于国泰太平洋航空、新加坡航空、阿联酋航空以及其他领先的航空公司。他们在国内有一流的维护中心合作为飞机提供维护，合作伙伴有北京飞机维修工程有限公司和广州飞机维修工程有限公司（他们分别是国航和南航的飞机维护公司）以及波音上海——世界上唯一一家由波音自己拥有和运营的飞机维修公司。我们另外一个宝贵的







资产就是空乘成员，她们都是由我们内部的国际认可的专业人士来进行最专业的培训。我们有90多名空乘成员，并且我们很自豪60%以上都是马尔代夫夫人，其他人来自亚洲和欧洲7个不同国家，这样我们的工作团队十分多元化。为您的特别旅行，把航空的黄金时代的优质服务带回来是我们团队的愿景和决心，也是我们杰出的秘密。

除了让您更快的直飞目的地，我们的飞机也提供了比其他很多宽体飞机都更好的座位安排。您知道我们波音767飞机上85%的座位都是靠窗或靠走廊的吗？相比A330s或777飞机，我们飞机的中间座位要少40%。大部分航班上我们有大空间的豪华经济舱，也叫做时尚舱，有着单独的服务和更多的腿部空间。同时波音767也是世界上最可靠的飞机之一，飞行了770万次，每年承载了上百万的乘客。另外还有一件重要的事实那就是767是波音家族同体型飞机中碳排放量最少的机型，所以他是最环保的。我们的机队也在扩展，今年夏天会引进另一架飞机，并且明年会引进更多架。

自从2010年开始运营以来，美佳马尔代夫航空公司已为马尔代夫当地创造了很多高质量的就业机会，公司员工200多名，已经成为马尔代夫成长速度最快的公司。我们很自豪我们雇佣并培训了一批当地的飞行员让他们取得了波音767机型的飞行资格，这个数量在未来几年还会增加（想要成为767的初级飞行员，需要很多年的小型飞机飞行经验外加特殊训练）。

我们也很重视社会责任。我们的服务不仅对旅客和旅游观光有所贡献，对新的经济增长也具有贡献。我们的首都对首都，北京直

飞马尔代夫的线路和我们的香港直飞马尔代夫线路都对中马双方的贸易合作起到了很大的贡献，为两边的创业者寻求新的商业机会提供了方便，同时也进一步增进两国间本已紧密的外交关系。另外，2012年2月，马尔代夫政治危机时，我们是唯一一家航空公司仍然按照原计划正常执行中国—马尔代夫的航班，当时其他中国航空公司都停飞了。2012年6月份，我们赞助了第3次特别贸易团来访中国，开启了直接与中国贸易的新机遇。我们也开展一些定期的社区服务，清扫我们的公共区域。对我们所有人，不管是马尔代夫夫人还是外国人，我们都把未来投资在马尔代夫。

无论您是刚开始您的旅途去世界上最美丽的梦想地，或是刚从国外购物完回家，又或是坐在回家的飞机上想着最后一晚在马尔代夫看到的夕阳，你可以在美佳马尔代夫航空的飞机上感受到5星级的服务。正是您们尊贵的乘客让我们取得所有成就，在此我想感谢您的对我们直飞航班及公司快速成长的支持。我们将一如既往的听取您的宝贵意见，这对我们很重要。最后代表美佳航空全体工作人员再次感谢您的支持。请让您的朋友也选择我们吧，期待着再次见到您。

**享受美佳马尔代夫航空之旅！**



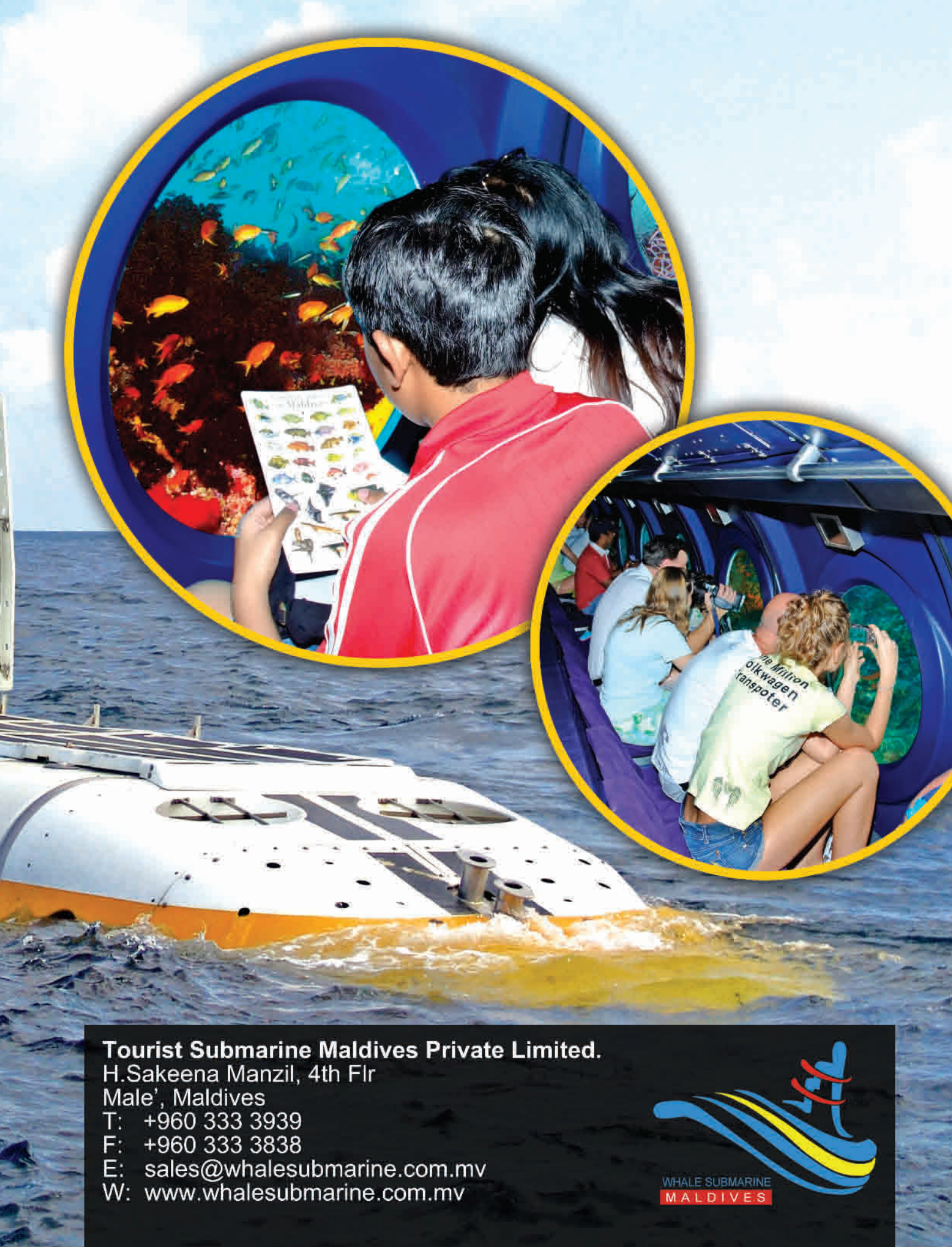


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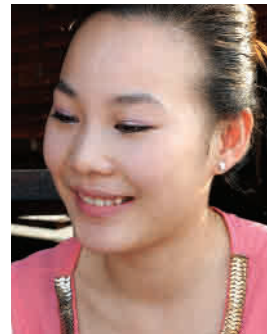


与乘务员聊天

# A CHAT WITH CABIN CREWS

By : Maizan Axlym

The highs and lows of a cabin crew's life: The true working lives of cabin crews, Anoki Tan and Aiminath Arshee of Mega Maldives.



Anoki Tan

From : Hong Kong



Aishath Arshee

From : Maldives

### 1. What got you interested to join Mega Maldives as a cabin crew?

I never thought of becoming an airline cabin crew. I worked in Hong Kong Disneyland for sometime actually, later I got into dancing. I love to dance. I was a professional ballet and Jazz dancer and teacher before I boarded to work in a cruise ship. I guess I am a people's person. Knowing Maldives is a great destination, I jumped to the opportunity of working here with Mega Maldives as a cabin crew.

Growing up I always admired cabin crews for what they stand for as strong working women. I was especially inspired by a cabin crew aboard a domestic airline that I frequently took. It was a no-brainer for me to join when I got the chance to be a cabin crew for Mega Maldives.





Q. 2. Cabin crews are often perceived as an easy and a glamorous job. Was it like anything you expected?

Absolutely not. Maybe I had an idea of how it's going to be like since I worked in a cruise ship before, but it's very different. I won't say it's glamorous, I guess we do have our perks.

It's not easy as I imagined. I can tell you that being a cabin crew is not glamorous as you think. It's more than putting on makeup and looking pretty. We're like your travel companions who assure that you have a safe and a comfortable journey.

3. What do you like the most about being a cabin crew?

I love meeting and interacting with people. Most importantly, being able to help them safely reach their destination. Of course, I get to travel and experience different countries.

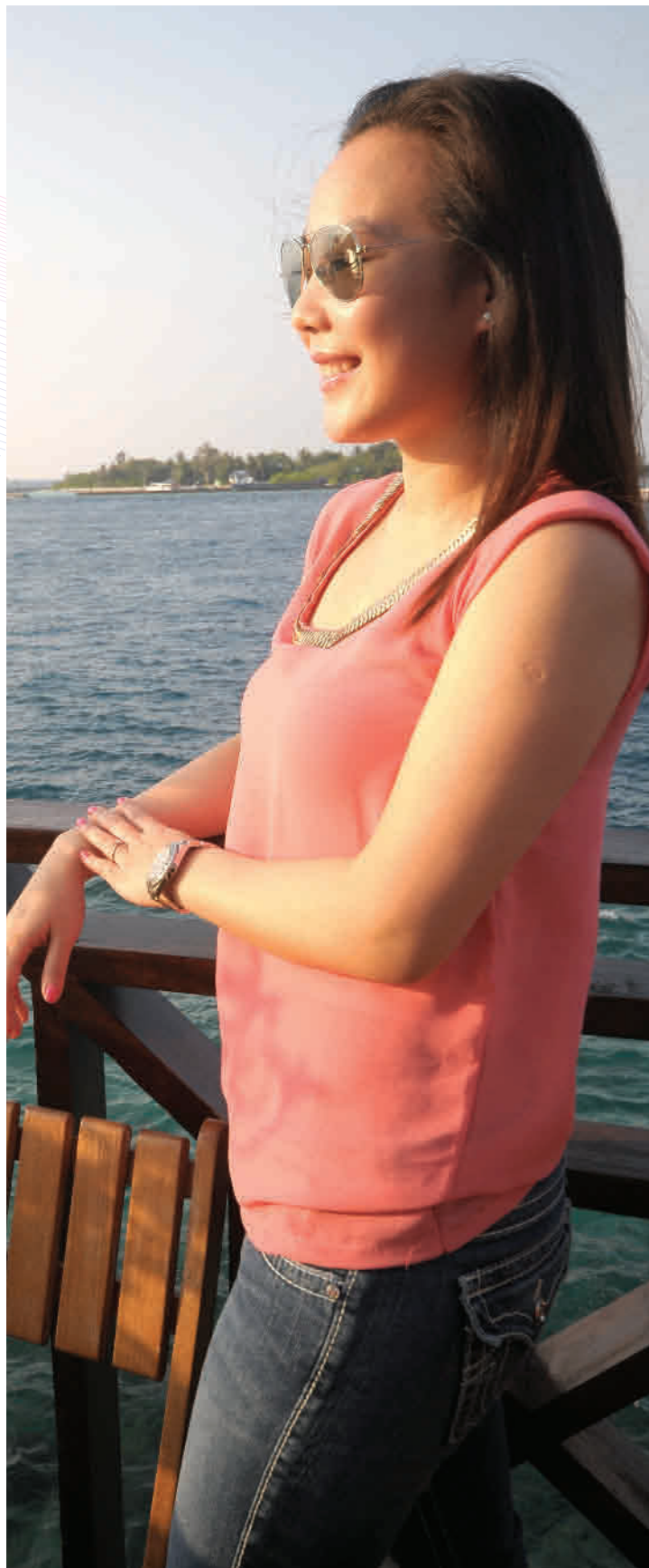
I love getting the chance to meet interesting people from all walks of life. It's great to be able to help so many people and experience different cultures.



#### 4. Speaking of interesting people, what was the most unexpected thing that happened to you on the job?

Things usually goes very smoothly without any hitch, but it's entirely a different story if the flight was delayed. Delays sometimes bring out the worst in some passengers. There was an incident when the flight got delayed for a few hours. An overly frustrated passenger cursed me in the most colorful language I heard. He lost his cool and hit me as I was trying to calm him down. These things happen very rarely. I managed to maintain my composure and resolve the matter calmly.

There are some passengers who would do things their way despite that rules are made for the safety of everyone onboard. There was a passenger who didn't want to put the hand luggage into the overhead compartment. As I reached down to get the luggage, the passenger slapped on my hand. It was really funny and unexpected. I managed to convince the 'slapper' to finally put the luggage into the compartment.







5. There's always that little baby onboard that won't stop crying and screaming. What do you do to calm down a squirming and squealing little bundle of joy?

We try to help the mother to calm down the baby. Ask her what's causing the discomfort and accommodate her with what they need. This usually helps.

We do whatever we can to comfort the baby and mom. Depending on the age of the child, we give toys or take strolls inside the airplane to distract and occupy their time.

6. You get to travel to a lot of amazing places. What is your favorite destination that Mega Maldives flies to?

Shanghai, it always feels like coming home when we stop there. It's more than my birthplace. I love being able to visit my grandma in Shanghai and parents in Hong Kong, which is another amazing city.

It's got to be Hong Kong. Shopping is amazing, I get my retail therapy there. Hong Kong is a great city to go explore even on your own, I think it's the best way to truly experience the culture. I might be going there for my next holiday.

7. People tend to misunderstand the profession of the cabin crews. What qualities do you think an aspiring cabin crew should have?

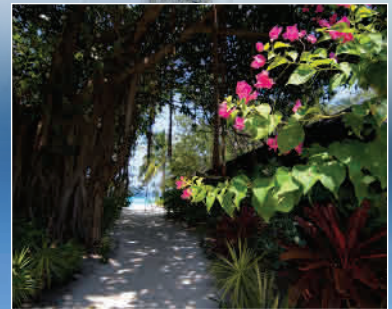
It's true that some passengers have a terrible misconception of our job. I think we're more like guardians who ensure a safe and a pleasant journey. We're more than waiters, we are responsible for the safety of the passengers from takeoff to landing safely on the airport.

I believe a cabin crew must be able to make quick decisions, be cool, calm and collected in any given situation. Patience can go a long way when you're dealing with tired and impatient passengers.

This is a profession that requires you to be diligent and responsible for the safety of the passengers. I love my job and I always push myself to be better. I was inspired and honored when I won the Best Personality Award this year. I think the personality of a cabin crew should come naturally and must have the ability to smile in the face of different situations. Most importantly, a cabin crew must be an excellent team player.

# *Value Redefined...*

The First Premium All-Inclusive Resort in Maldives...





By : Mohamed Shafraz Hafiz

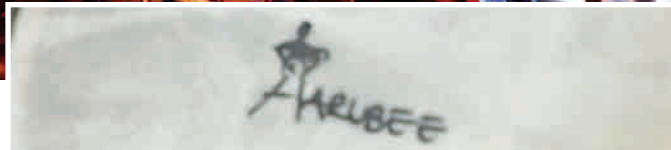
# HARUBEE

YOUNG FACES **SOLD VOICES**

**活力四射的面孔， 岁月悠久的历史**

This article was first published on Maldives Finder 2011

"A flourish, a sharp tap, and a song is  
breathed into life."



A group of young men flood the stage and take their positions. There are around twenty of them. A majority of them carry with them traditional Dhivehi goatskin drums. A flourish, a sharp tap, and a song is breathed into life. It's sleepy at first but gains momentum like a rolling boulder. The song grows louder, faster, and the crowd sways because they can't help it.

The beat works itself into their blood. Old voices on young faces sing the bodu beru songs and by the time the crescendo arrives, frenzy inducing, the crowd is ensnared completely. A few of them leap into the space in front of the stage to express their exultation through dance. By the time their hearts slow down it's time for the next song. This is a typical night for Harubee, Maldives's premier bodu beru band.

Bodu beru, literally meaning 'big drum', is one of the oldest surviving aspects of Dhivehi culture. It is a form of song based on a beat hammered out on a goatskin drum of traditional design. The tempo almost invariably starts slow and builds up into a crescendo, which is sustained for a while before reaching an abrupt end. Though they've earned the right to it, Harubee shuns their status as a super-band, instead choosing to celebrate their roots and the fans that make them who they are. This warmth translates into the performance as well as the energy that comes from their passion. Not a single member of Harubee performs full-time. They all work full-time elsewhere and come together as a band only for the passion of bodu beru. Harubee's philosophy is that performing full-time will make the music feel like a job.

Shihan (Puchu), one of the four main members of Harubee alongside Mamdhoo (Manday), Naushad (Naube), and Shamhan (Joray), explains that the four of them first came together as a band at the end of the 90's quite circumstantially, when one of them beat a dabiya (a tin pitcher), and the others joined in with song. They soon found themselves performing free at parties purely for the love of bodu beru.

The group officially came to be known as Harubee for their performance at the 2006 Dubai Shopping Festival. Since then, Harubee has gone on to perform at tourism expos, various major events at resorts, and have appeared on National Geographic Channel and the BBC in addition to performing alongside major local artists at live events. Harubee's first mainstream success came when they won the MNBC Bodu Beru Challenge 2010. Since then Harubee has been performing without respite. This is no small accomplishment, considering that all members work full time, and the line up always depends on who can get time off work for a performance.

Harubee cannot be talked about without mentioning the cultural relevance of the group. The art of bodu beru is one of the most representative facets of Dhivehi culture. Many of the songs circulating around the bodu beru scene are so old that their origins are lost entirely. Harubee represents a revitalising, and more importantly, a rebranding of everything bodu beru stands for. As a bodu beru group of young people who charge their performances with a new energy that somehow falls parallel to the timelessness of the tradition, Harubee brings a progressiveness to the art that has not only been absent but hadn't even been conceived of before. Bodu beru is cool again precisely because it's not the way you remember it.







The band chooses to emphasise the continuity in this progression from tradition. Harubee humbly names Hamdun Hameed as the group's major influence. As the founding members' school principal and prolific torchbearer of bodu beru, Hamdun heavily involved the group in Ameer Ahmed School's bodu beru activities, coming to teach the boys who would become Harubee most of what they know.

Modernised or traditional, bodu beru is a live art, and Harubee is a live act. The group is currently recording an album, pushing the progression further with their new songs. A major challenge will be to translate their unique personality into recorded form. Unused to the restraint and the set structure of the studio environment, Harubee has to overcome these constraints and find the best way to pack their brand of improvisation and spontaneity into an aural experience.

First an explosion onto the scene, then establishing their place, now recording an album. What could possibly be next for this group of young men, who don't practise, who don't plan their show, yet still project an electrifying presence?

'To never stop,' says Shihan. Harubee intends to overcome the fickle nature of seasonal trends. They intend to make bodu beru bigger than it already is, and to push it further than it has ever gone.



"bodu beru is a live art, and  
Harubee is a live act."





# ECHHEH KALHEH

## Traditional Maldivian Tea Time

By : Aishath Latheef

I could swear I didn't see a palm tree on arrival at Male'. Unbelievable? Yes! This is the capital of Maldives; a concrete jungle with bright painted buildings and the nonstop bustling sounds of the motorcycles and cars which never fade.

There's one thing Maldivians particularly love to do during their 'haveeru gadi' (sunset time). They refer to this time as 'sai gadi' (tea time). During this time you will notice families, young working adults and even elderly people flocking together at the sai hoto's (coffee/tea shops) for their daily dose of 'ehcheh kalheh'. 'Ehcheh kalhei' is a special phrase imprinted in every Maldivian's routine. In Dhivehi, 'Ehcheh' means something and 'kalhei' is a slang word used to describe a cup of tea. Ever since the late 1960's the phrase "hin'ga kalhei jahaalan?" is used as an invitation to have some shorteats and a cup of tea. The most famous café's back then was Queen of the Night, Dawn Café and Masmaaruk-eytu Hotoa (fishermen's café').

I decided to experience this Maldivian tradition by going to a sai hoto. As I entered I could see almost all the tables were full of locals chatting about their daily work, politics, and weather. These

places are mostly self serviced; you can pick any shorteats you want and then order for a drink. I picked some 'handoo gulha', 'misru boakiba', 'roaspaan' 'kavaabu' and 'masroshi'. For drinks, you could choose from half black tea or coffee with condensed milk or powder milk, or you can go with a full cup of tea. I would recommend a cup of hot tea with or without milk.



Handoo Gulha



Roaspaan

To my surprise it didn't even cost me 2USD. Since it was so cheap I asked some people around, and they told back in the 70's and 80's they only had to spend 2 MRF which is equivalent to 12 cents! They told me that the shorteats back then were bigger and they were satisfied with just one. No wonder they dubbed it 'ehcheh kalhei'.

It was time for me to start tasting and judging all the shorteats. First I tried the 'roaspaan'. This is the Maldivian version of French toast; you could actually taste the generous amount of condensed milk and a hint of vanilla essence in it. Next I tried the 'handoo gulha'. This is not for people with a weak set of teeth. Eating it was quiet interesting as it was hard, round and crunchy. The outer layer was made of rice flour dough and the filling was a mix of coconut, fish, onions and chili. The masroshi and kavaabu had the same filling, but kavaabu also had potato and was fried in the shape of a small egg. The masroshi was baked, flat and round with soft flour dough on the outside.

Then I tried the most famous one. A shorteat which has been served in the hots since before 1960's. It was called the Misru boakiba, translated in English as Egyptian cake. I'm not sure where the food originated from but I would advice everyone who visits Male' to try it. The first bite made my mouth water; a hint of cardamom, with the taste of sweet milky cake, garnished with caramelized onions. I was so full after eating that the hot tea was quiet easing to my stomach.

It was almost dusk so I decided to go to the east side. It is said that the laidback youngsters are at the east side of the island; you will see the surfer dudes, the families and youth hanging around in cafés and at the surfing point near the 'gaadiyas' (vendor stalls) enjoying the fresh breeze from the sea, flying kites and having the famous 'bilehgan'du', the Maldivian version of Indian 'Paan'. It is a custom of Maldivians to chew a piece of bilehgan'du as a mouth freshener.

I ordered one from the stall I was near and carefully observed how he made it. First on the betel leaf he spread some lime paste, and then sprinkled tiny pieces of cardamom and areca nuts with roasted coconut pieces and finely ground vegetable and fruit powder. To my surprise it tasted very leafy, and then came the minty taste from the vegetable and fruit powder, and then a woody taste from the areca nuts. It was difficult to chew all of it at first but once you slowly mix it inside your mouth it becomes easy.

The sun was setting and I sat there watching the waves breaking. From a distance you could see the airport runway and flights landing there. This reminded me that I was late for my transfer. I rushed the same way I came and in 7 minutes I reached the jetty where I arrived. It was time for me to leave Male'. Though I spent only two hours here, Male' is a place I will remember.



Kavaabu



Masroshi



Misru Boakiba



## TRADITIONAL MALDIVIAN TEA TIME

Some other local tea time delicacies.....



# ANASTASIA

## *Luxury Safari Cruise*



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By : Maizan Axlym

# HUKURU MISKIY

## 星期五清真寺

“The extensive coral carvings and richly decorated lacquered **woodwork show the artistry and resourcefulness of Maldivians**”

Hukuru Miskiy or the Friday Mosque of Male' is a significant heritage site. The building is one of the remaining testimonies to the craftsmanship and amazing skill of Maldivians. The extensive coral carvings and richly decorated lacquered woodwork show the artistry and resourcefulness of Maldivians.

The first mosque in the Maldives was said to have been built on this site in 548 AH (1153 AD) by Sultan Mohammed Ibn Abdullah shortly after he embraced Islam. It was renovated by Sultan Shihabudeen in 738 AH (1338 AD). Unfortunately no detailed structural record of either building has been found.

However, the first mosque was finally demolished altogether by Sultan Ibrahim Iskandar I in 1066 AH (1656 AD) in order to build the breathtaking Friday Mosque we see today. The white cylindrical minaret was built much later in 1085 AH (1675 AD) after the sultan's return from Hajj pilgrimage. It resembles minarets in Mecca of the time.

The mosque is believed to be the first school where the holy Quran was taught. The sultan allocated funds for teachers to educate and Imams to call for prayers. Iskandar School in Male' is named after this great sultan.

The closest mausoleum to the minaret is Sultan Ibrahim Iskandar I,

马累星期五清真寺——“呼库鲁米斯基”是一个极具意义的文物遗址。建筑本身仿佛是历史遗留的证词，记录着马尔代夫令人惊叹的手工艺技能。丰富多彩的珊瑚雕刻和精雕细琢的木质漆器充分展现了马尔代夫人民的聪明才干和艺术才能。

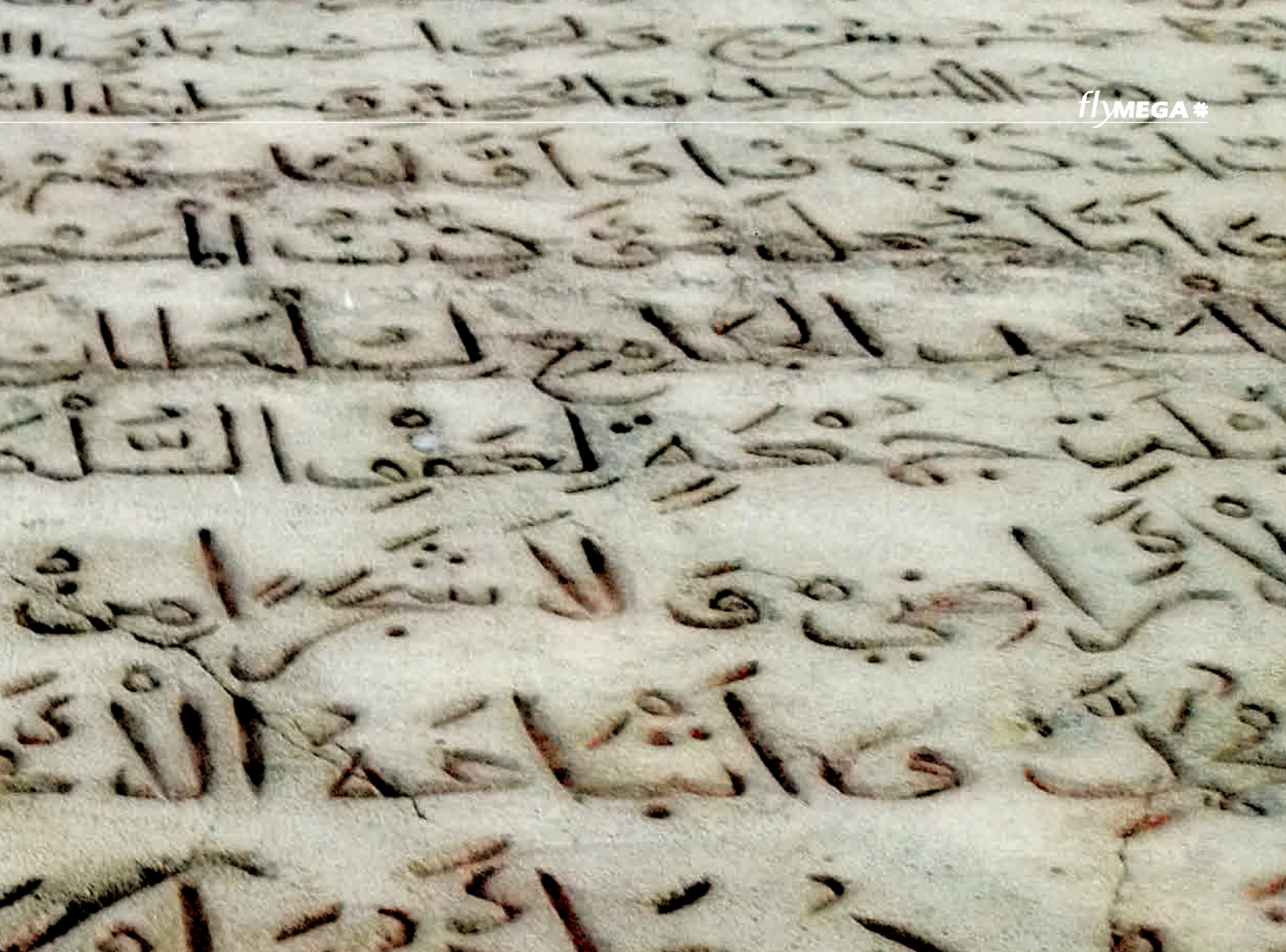
据传，马尔代夫历史上的第一座清真寺就曾建立在此处。伊斯兰历548年（公元1153年），苏丹穆罕默德·伊本·阿卜杜拉开始信奉伊斯兰教之后不久，建立了第一座清真寺。伊斯兰历738年（公元1338年），苏丹施哈布丁对其进行了翻修。可惜有关这两个建筑详细的结构记录未被发现。

到伊斯兰历1066年（公元1656年），苏丹易卜拉欣·伊斯坎德尔一世为了建造我们今日所见的壮观的星期五清真寺，下令拆除了马尔代夫的第一座清真寺。伊斯兰历1085年（公元1675年），苏丹从麦加圣城朝觐归来后，又加盖了一个与当时麦加尖塔相似的圆柱形白色尖塔。

星期五清真寺也被认为是马尔代夫教授古兰经的第一所学校。苏丹拨款资助教师授课和伊玛目（伊斯兰教领袖）传唤信徒祈祷。马累的伊斯坎德尔学校正是以这位伟大的苏丹命名的。

离清真寺尖塔最近的陵墓埋葬着苏丹易卜拉欣·伊斯坎德尔一世。他在位39年六个月十天时，突然去世。当时是伊斯兰历1098





who died on the morning of Friday 15 Rabi-ul-Akhir 1098 AH (1687 AD) after having reigned for 39 years, 6 months and 10 days. His death is very controversial. He is believed to have been assassinated by his most beautiful concubine Mariyam Kanbafaanu, so that their son and heir to the throne, Kuda Mohammed, could become sultan. Kuda means small or young in the Dhivehi language.

At the time, the young prince was a mere boy of 6 years of age. And sure enough, Kuda Mohammed became the boy-sultan of Maldives in 1098 AH (1687 AD). The Sultan's mother, Mariyam Kanbafaanu, grew in influence and eventually gained absolute power over the monarch. She was known to have many lovers and encouraged her subjects to openly engage in sexual activities. Many scholars and righteous people left Male' to find refuge from the chaos. Her reign was short lived.

In 1102 AH (1691 AD) Malabar pirate vessels from India attacked the northern atolls of Maldives. A fleet was sent from Male' under the command of the Ministers and the battle was won. The self-proclaimed Queen Mariyam and the young Sultan Kuda Mohammed sailed off to meet the victorious fleet returning to Male'. They rendezvoused at Bodu Bandos Island (now Bandos Island Resort) and spent the night in great rejoicing.

年（公元1687年）4月15日的上午，死亡原因倍受争议。人们相信是苏丹最美丽的妃子玛丽颜·坎巴法努暗杀了他，以便让他们的儿子库达·穆罕默德即位。“库达”在迪维西语中是小或年轻的意思。

当时，这位王子还只是一个6岁的男孩儿。同年，库达·穆罕默德继承王位，成为马尔代夫的“童子苏丹”。而苏丹的母亲玛丽颜·坎巴法努影响力日增，并最终掌握了超越君主的绝对权力。玛丽颜荒淫无度，不仅有许多情人，还鼓励臣民公开从事色情活动。许多学者和正义人士因此离开混乱不堪的马累，试图寻找宁静的避难所。不过，她的王朝相当短命。

伊斯兰历1102年（公元1691年），来自印度的马拉巴尔海盜船袭击了马尔代夫北方的岛屿。大臣们从马累派出船队迎击海盜并取得了胜利。当时，自封为女皇的玛丽颜和儿子苏丹库达·穆罕默德乘船出海，迎接凯旋而归的船队。他们在马累附近的波多班多斯岛相聚（现在的班多斯度假村岛），整夜狂欢庆祝胜利。

次日，玛丽颜、苏丹以及其他皇亲国戚在皇家船奥蒂号上发射了礼炮。奥蒂号随后燃起了熊熊烈火。人们相信这场火灾的罪魁祸首是礼炮留下的火星。



The next day, the Royal Odi (vessel) which was carrying Mariyam, the young sultan and other royalties fired a salute. It is believed the sparks caused a fire and set ablaze the Royal Odi.

Mariyam's body was not found. Kuda Mohamed survived the accident badly burnt, but succumbed to the injuries and died on 1102 AH (1691 AD), aged 10 years, 11 months and 6 days. His mausoleum stands in the vicinity of the Friday Mosque alongside other royals. All the mausoleums and headstones are unique with intricately carved coral stones. The pointed headstones mark the graves of men and the smoother curved stones are for women.

Non-Muslims are advised to dress accordingly when entering the premises. A decent garment like slacks or a sarong that covers the knees is appropriate. Women should cover their hair with a scarf or a shawl. A special permission from the Ministry of Islamic Affairs is required to enter the mosque itself. Likewise, permission is needed to take pictures of the interior of the mosque. It is permissible to look around the vicinity. Hukuru Miskiy is a must-see place that is rich in artistry and history. Truly a piece of magnificent Maldivian heritage.

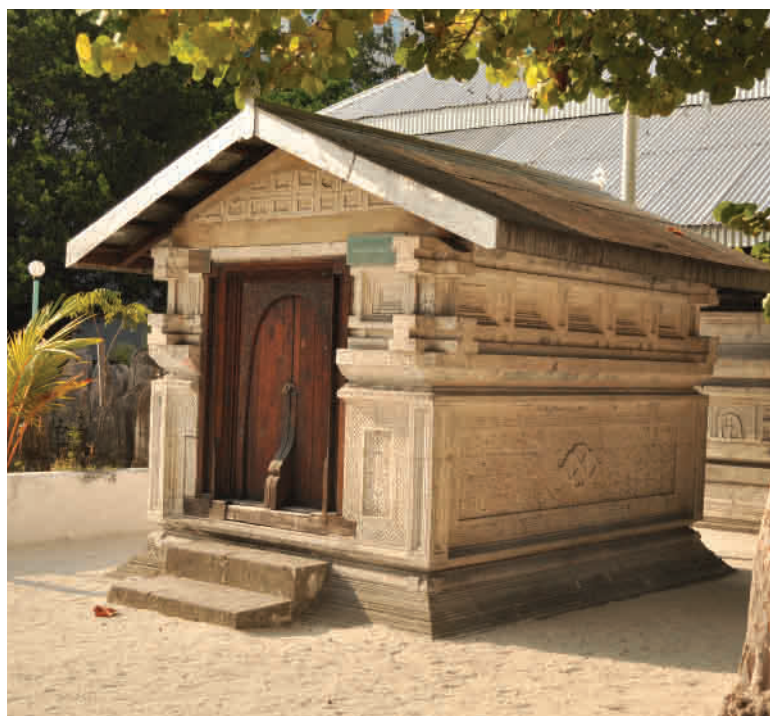
火灾后，玛丽颜的遗体未被找到。苏丹侥幸活命但严重烧伤。最终，在伊斯兰历1102年（公元1691年），病痛折磨夺去了小苏丹的生命，当时他年近10岁11个月零六天。他的陵墓就在星期五清真寺其他皇室陵墓的旁边。每一座陵墓和墓碑都是独特的，以珊瑚石精雕细刻而成。尖墓碑标志着男性陵墓，而上部弧线形的墓碑则代表着亡者为女性。

非穆斯林教徒进入清真寺须有相应的着装。建议穿宽松得体的外套或者遮住膝盖的围裙。妇女还需用围巾或披肩包住头发。进入寺内须获得伊斯兰事务部的特别许可。同样，在寺内拍照或摄影也需要事前取得许可。不过清真寺外墙周围则允许走动参观。

作为马尔代夫的一件优秀遗产，“呼库鲁米斯基”讲述着马尔代夫丰富的历史，承载了人民精湛的艺术工艺，是到马景观光旅游时不可错过的一个景点。



**Non-Muslims are advised to dress accordingly when entering the premises.**





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保存即将消亡的艺术

By : Aminath Abdullah

# CONSERVING A DYING ART

Promoting authentic Maldivian handicrafts through the Maldives Authentic Crafts and Cooperative Society



Since the introduction of commercial tourism some 40 years ago, the Maldives has acquired a reputation as one of the world's classiest destinations. Today, our hotels are amongst the world's finest, the quality of our service and hospitality peerless, our beaches and underwater gardens incomparably pristine. Yet sadly, most of the souvenirs and mementoes our visitors take back home with them are cheap mass-produced artifacts that bear no real reference to the rich culture and heritage of the Maldives.



## CONSERVING ADYING ART

With the steady growth of tourism in the country, there has been an exponential growth in demand for Maldivian handicrafts and souvenirs. However, because of resource limitations and the lack of access to markets and the necessary legal measures to protect local artisans, the handicrafts industry has, over the years, been subject to increased commercialization. It is standard practice for the big handicrafts businesses in the country to mass-produce their goods elsewhere in South East Asia and (rather dishonestly) tag them with "Made in Maldives" label. This affects local artisans who are unable to compete in a market flooded with cheap imitations. The net result is both a loss of income for our craftsmakers as well as the slow death of some of the most valued aspects of our heritage. It is no exaggeration that traditional arts such as kunaviyun (mat weaving) and feyliviyun (the weaving of a traditional textile) may soon die out from Maldivian society because young people are reluctant to learn these crafts because making such ventures commercially profitable is difficult.

The Maldives Authentic Crafts Cooperative Society (MACCS) was formed with the vision of reviving the proud craftsmanship that characterized traditional Maldivian handicrafts production. Formed by an entrepreneurial group of Maldivian women in 2011, MACCS is organized as a collective and seeks to provide local artisans (most of whom are women) with access to markets for their products. The group is supported by the Ministry of Economic Development of the Government of Maldives in order to develop the handicrafts businesses in vulnerable regions of the country.

While cultural revival ranks high on the agenda, MACCS is equally interested in poverty alleviation in the outer islands of the Maldives through this venture. MACCS aims to handle its own retail operations so that participating artisans would have an opportunity to sell their wares without relying on the heavy commissions that the proverbial middlemen always demand. Similarly, MACCS also assists local handicrafts makers in marketing their wares to the bigger resort operators. At present, MACCS acts as a buying and selling



*Photo 1 : Work in progress, a traditional mat 'tbundu kunaa' being woven from naturally dyed reed and loom - Traditionally used for sleeping, seating or praying, 'tbundu kunaa' were often presented as royal gifts by the sultans of Maldives.*

*Photo 2 : Kasabu (woven embroidery) of the traditional women's attire 'libaas'*

*Photo 3 : Hand-woven embroidery, a dying tradition*

*Photo 4 : Lacquer work known as 'laa jebun' - known to have originated from China, B.C, lacquer is a coating made from juices of fruits and is used to polish and maintain wood items and their quality for long periods of time. Lacquer has been used for interior decorations in the olden days and to demonstrate the artistry of Maldivian craftsmen.*

*Photo 5 : Founding members of MACCS in the Presence of the First Lady Madam Laila Ali at their booth during 17th SAARC Summit in November 2011, Addu*



2



3





point where both producers and buyers are able to meet and negotiate fair prices. For instance, reed cultivation in Gaafu Dhaalu atoll, necessary for the traditional Kunaa (mat), runs the risk of slowly dying out because poor market accessibility have resulted in low returns and as such an inadequate livelihood for the women involved in the cultivation. In similar fashion, MACCS would be hosting training and apprenticeship programmes so that it would provide local women with an income earning skill set. It would also enable a newer generation of Maldivians to keep alive our proud traditional heritage. The idea is to introduce such crafts making to schoolchildren so that they have a more hands on understanding of the Maldives' cultural history.

While the task at hand is hardly an easy one, the team at MACCS can already claim a few accolades. Chief among this is the overwhelming support and positive response that MACCS received during the Hubasaana Festival organized in Addu City in October 2011. The team had an outlet at Gan Airport during the 17th SAARC Summit held in November 2011 in the city where the group exhibited the work of some 21 dozen handicrafts makers from across the Maldives. It is testament to both the quality of the product as well market potential that the MACCS retail outlet got completely sold out during the 7 day festival. Similarly, MACCS and its line of products were received with popular acclaim at the SurajKundMela held in February 2012 in Faridbad, India

The Maldives is a nation with a proud and rich cultural history, from the traditional boatbuilders of yore who constructed massive seafaring vessels without the aid of blueprints to the lacquer workers of Thulhadhoo island in Baa Atoll to the Feyli textile weavers to the Kuna weavers there is much that is worth protecting and conserving in this nation. MACCS is a modest effort at ensuring that some of the most beloved aspects of our cherished heritage are conserved for both the many visitors that grace our shores as well as the generations of unborn Maldivian who will one day acquire this proud tradition of artisanship.





# USEFUL MALDIVIAN PHRASES | 有用的马尔代夫短语

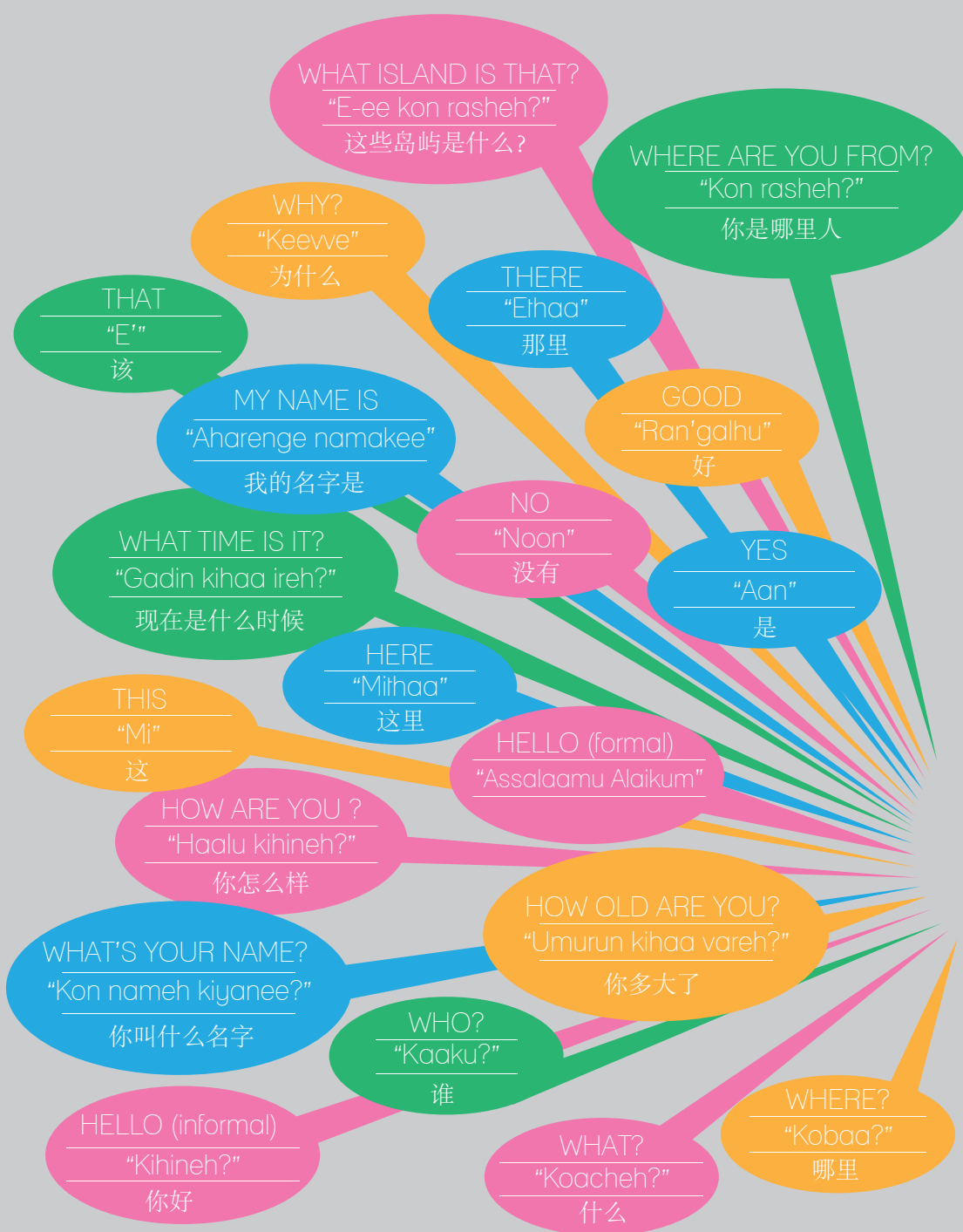
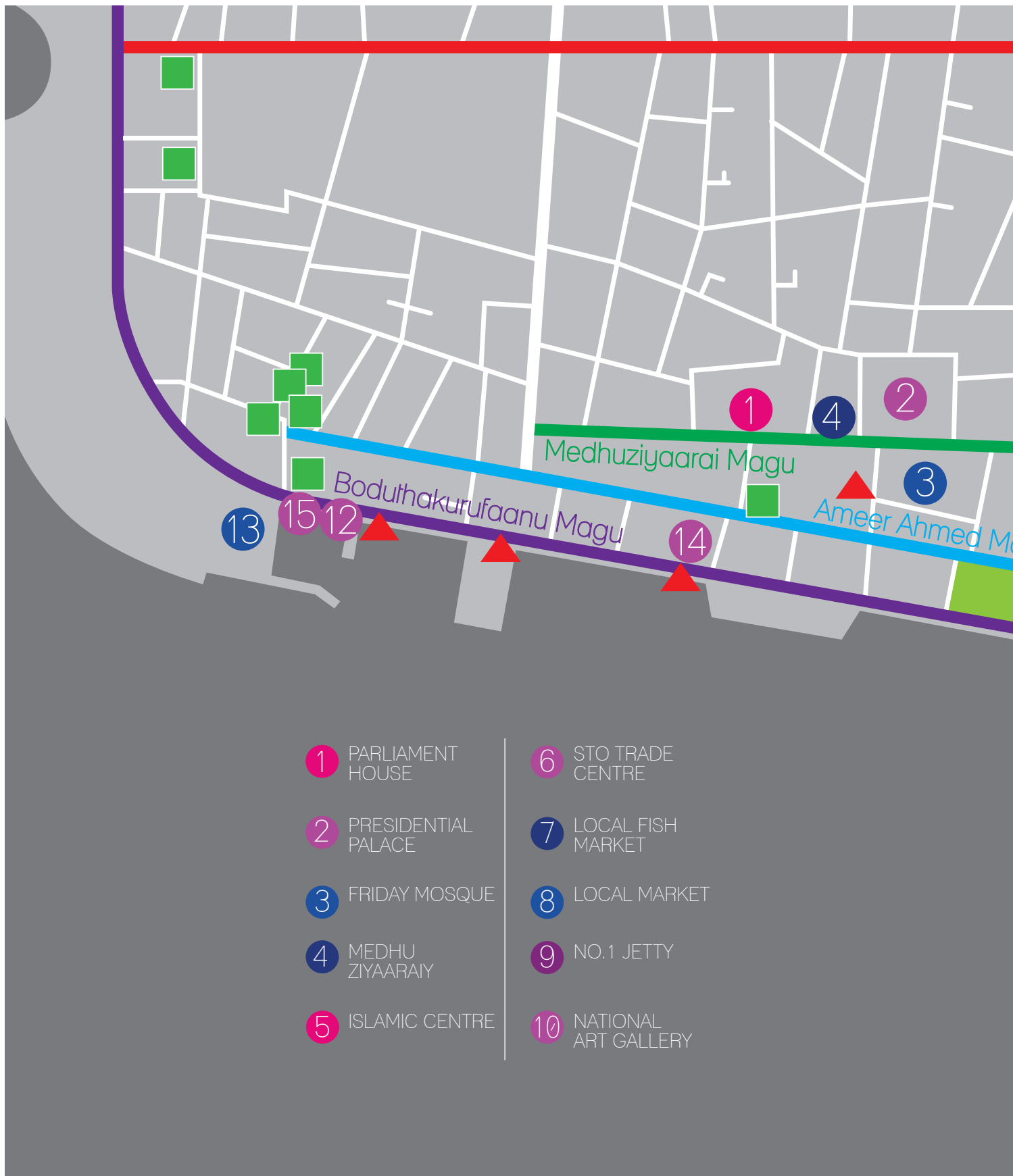


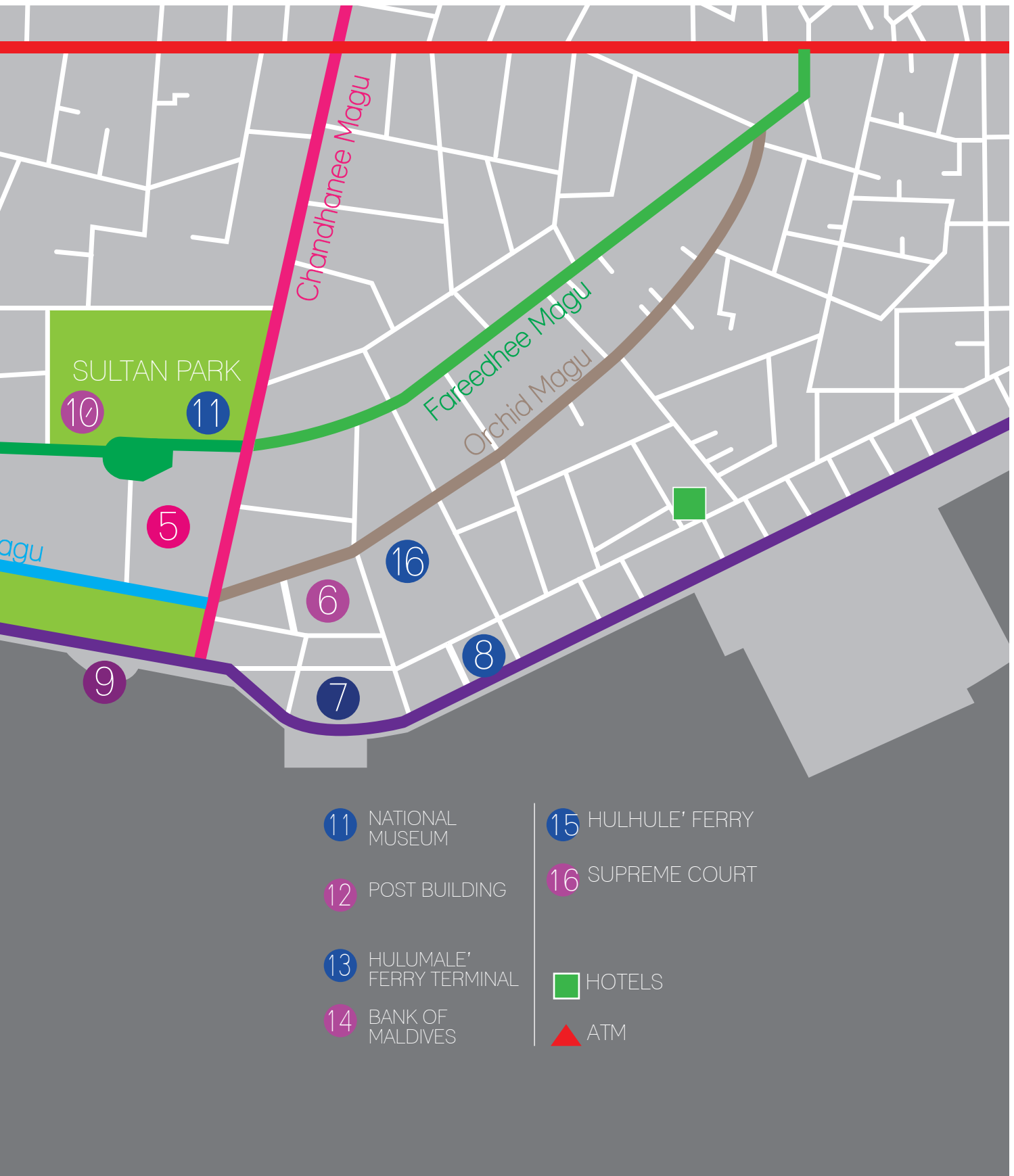


PHOTO: AZZU

NOBODY TELLS YOU  
ABOUT THE MALDIVES LIKE WE DO...









## INTERESTING LOCATIONS



### 1 PARLIAMENT HOUSE

The grand building, which represents the aspirations of Maldivian people was constructed by the assistance of Pakistan. The building also hosts the secretariat of the Parliament of the Republic of Maldives.



### 6 STO TRADE CENTRE

Initially developed as a large shopping centre located in the heart of Male', The Trade Center currently accommodates a lot of souvenir shops, cafe', a super-market as well as a lot of offices.



### 2 PRESIDENTIAL PALACE

Mule-aage is the official residency of the President of the Maldives. Mulee-aage which was built between 1914 and 1919 by King Shamsuddin III for his son and heir Prince Hassan Izzuddin is a popular location among visitors.



### 7 LOCAL FISH MARKET

Acting as a transit point of huge variety of fish caught by the fishing vessels that operate near the capital. Its worth visiting there in the afternoon, when it starts to get busy and all varieties of fish, mainly tuna are seen everywhere.



### 3 FRIDAY MOSQUE

It is believed that the Friday Mosque or Hukuru Miskiy was built by Sultan Ibrahim Iskandar I in 1066 AH (1656 AD). History says that the mosque was the first school where Quran was taught. Very unique handcrafted rocks & wood can be seen here.



### 8 LOCAL MARKET

Right opposite to the fish market, you will come across the local market where there is abundance of fresh local fruits, vegetables and special local delicacies for you to have a bite. This colorful adventure is a must visit for all guests.



### 4 MEDHU ZIYAARAIY

Medhu Ziyaaraiy is also known as the shrine of Barbary and is the home of the tomb of the Moroccan traveler, Abdul Barakaath Yoosuf Al Barbary. The traveler was responsible for converting the country to Islam.



### 9 NO.1 JETTY

This is the area where most of the resort excursion guests arrive to Male' and is right next to the Presidential Jetty on the north side, which is exclusively for President & other high ranking officials.



### 5 ISLAMIC CENTRE

The mosque in the Islamic Centre is named as Masjid-al-Sultan Muhammad Thakurafaanu Al Auzam (named after Mohamed Thakurafaanu, a Sultan and a national hero of Maldives). It is an architectural landmark and was opened in November 1984



### 10 NATIONAL ART GALLERY

This small exhibition space is the only one of its kind in the Maldives and is therefore the important centre of the nation's fledgling art scene. Art which can be seen include Photography, Painted and other forms of conceptual art.



## 11 NATIONAL MUSEUM

The new museum, which was built by the Chinese government and opened in 2010 is a large exhibit which has materials and documents dating from 1600s to the 1930s. This is a must visit location for all visitors to Male'.



## 12 POST BUILDING

Located right in front of the Airport ferries, you can get anything related to post done here. The ground floor information counter will assist you if you need anything. Also you can purchase stamps of Maldives from here as well.



## 13 HULUMALE' FERRY TERMINAL

Regular ferrys depart and arrive here travelling to and from Hulhumale', one of the largest reclaimed lands. Hulhumale' is a fully inhabited island now and was a very ambitious project by the Maldives.



## 14 BANK OF MALDIVES

National Bank of the Maldives, this is the main branch of the bank. There are ATM's located on the ground floor of the bank, which is open 24/7 and accept all major credit cards.



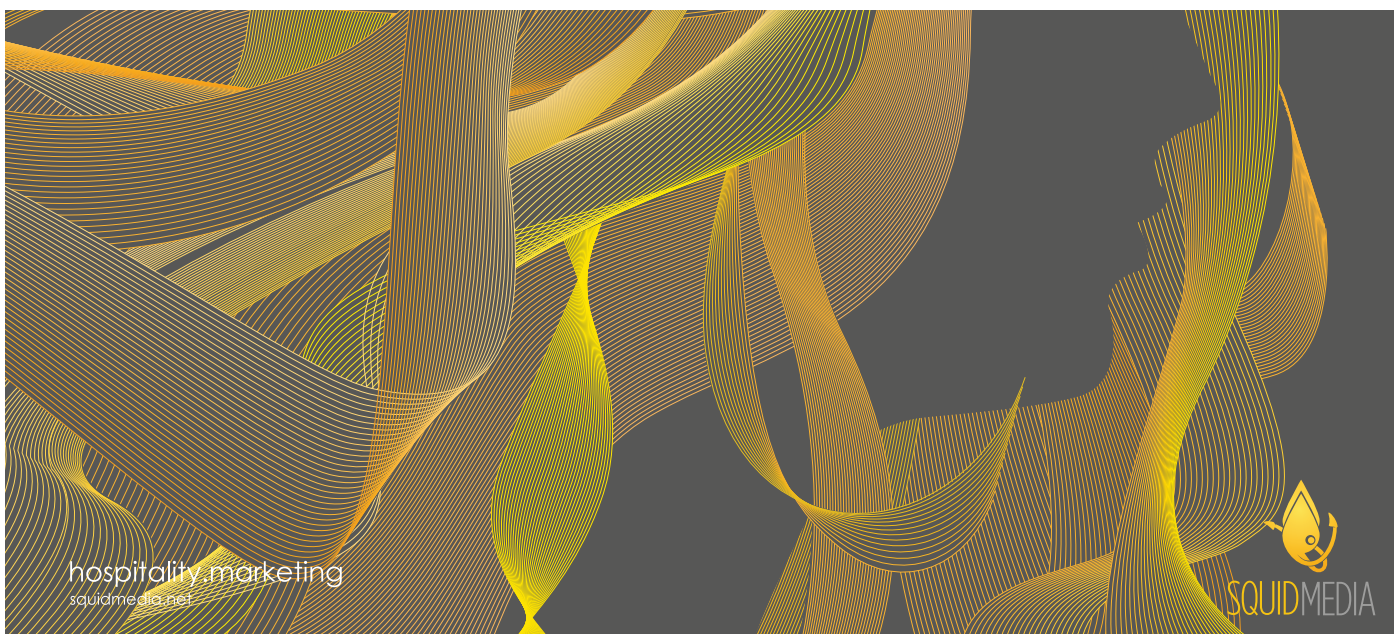
## 15 AIRPORT FERRY

With airport ferrys leaving every 15 minutes, you can take normal airport ferrys from here which would take about 10 minutes and cost you MVR 10 (less than 1 USD) or opt for Express service which would take you 3 minutes while costing you less than 2 dollars.



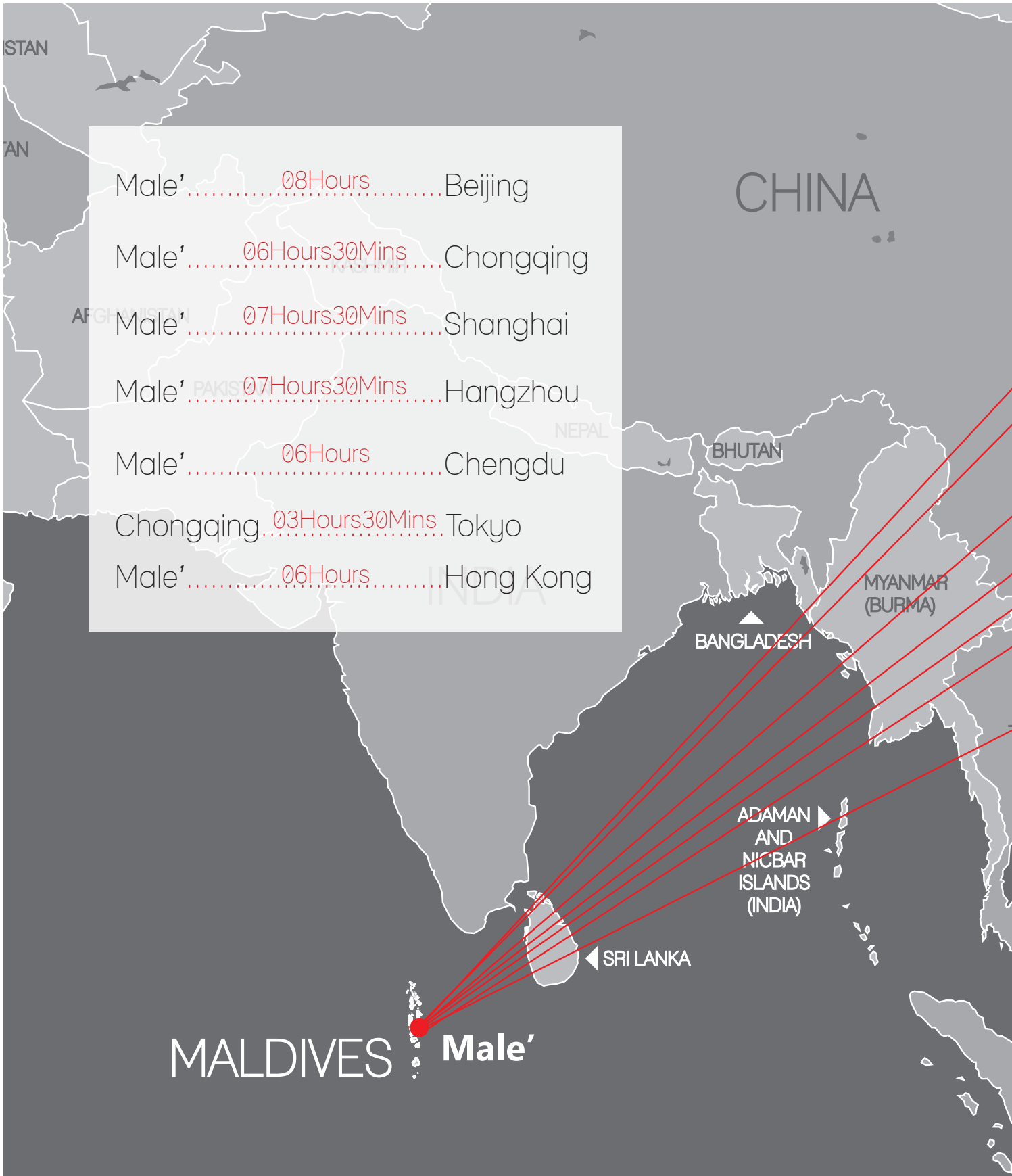
## 16 SUPREME COURT

This was the former presidents residence till 2009 when it was transformed to the Supreme Court of the Maldives, the highest court in the Maldives.





INTERNATIONAL FLIGHTS







The background of the entire image is a dark grey color. Overlaid on this are numerous thin, flowing lines in a golden-yellow color. These lines are arranged in a way that creates a sense of movement and depth, resembling a stylized, abstract landscape or perhaps a representation of data flow. The lines are most concentrated in the lower right and upper left areas, with some crossing each other to create a grid-like pattern in certain spots.

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