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Implementing Sustainable Tourism in the USAID Context

Arusha, Tanzania

February 2006



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MODULE 2: USAID & TOURISM





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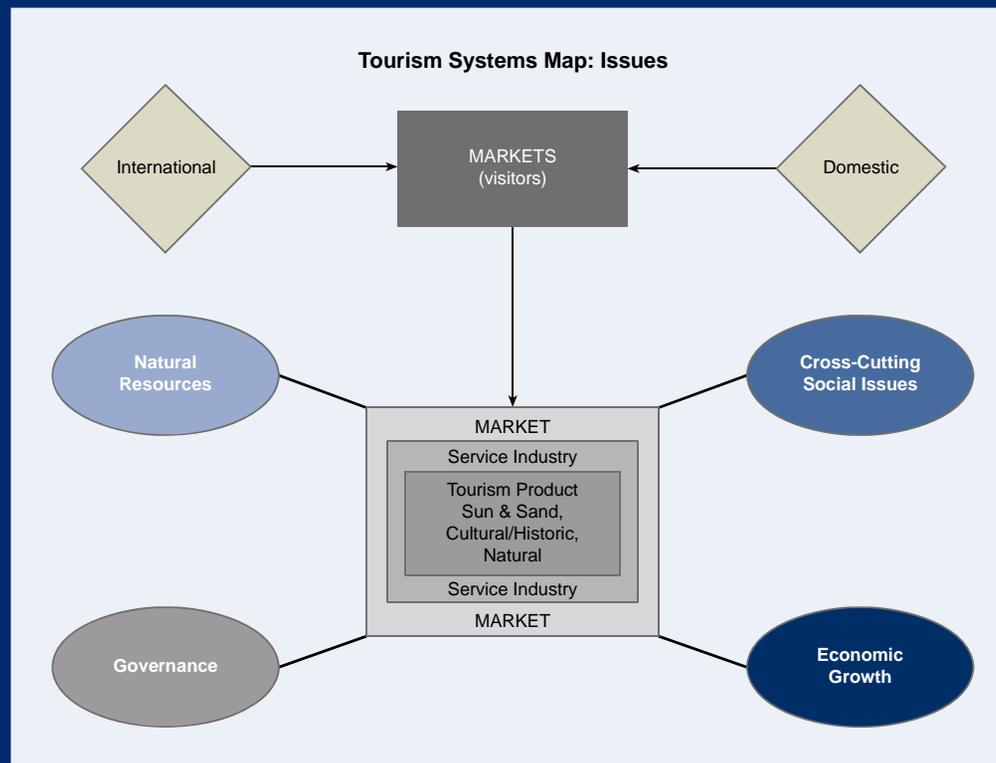
Objectives

By the end of the session, participants will be able to:

- Explore approaches where USAID has used tourism to address programmatic themes
- Examine how tourism fits into USAID strategic framework
- Identify the Role of Tourism within USAID
- Address Development Objectives
- Identify a framework for USAID interventions
- Explore examples where tourism fits into a Mission's strategic objectives

Tourism for Development: Exercise 2-1

How does USAID utilize tourism for achieving its broader objectives?





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Exercise 2-1

What tourism-related issues are included in the four categories?

Ex: NRM - visitor damage to resources

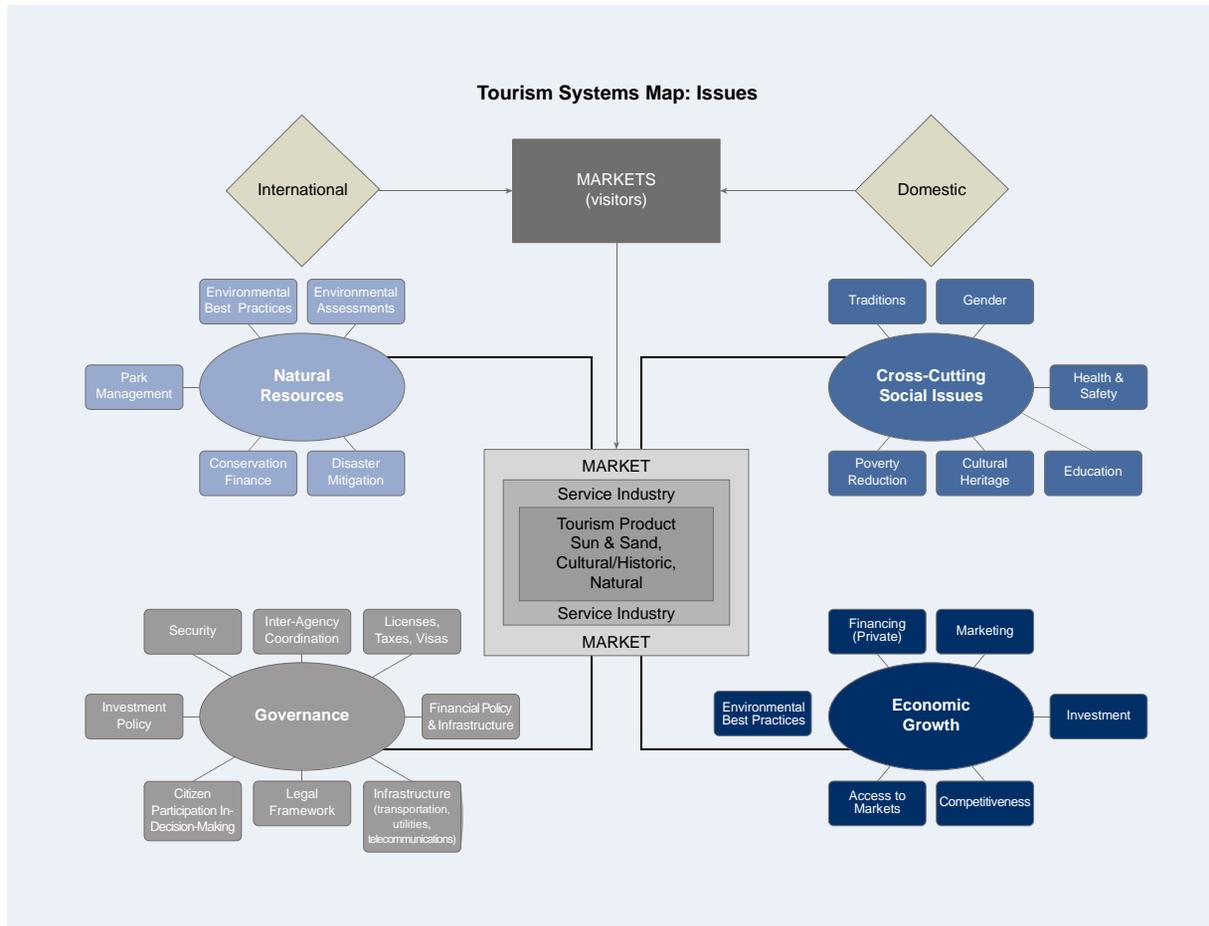
GOV – open skies policy

EG – access to credit

SOCIAL – visitor health

- 1. Divide into four groups (by category), choose a recorder and reporter**
- 2. Brainstorm list of issues (10 minutes)**
- 3. Identify what stakeholders might affect or be affected by these issues (5 minutes)**
- 4. Share your list (2 minutes)**

Thematic Issues and Tourism



Number of USAID Projects with a Tourism Component by Major Development Objective, 2000-2004

Regional Bureau	Major Development Objective				TOTAL
	Natural Resources Management	Biodiversity Conservation	Economic Development	Tourism Sector Specific	
AFR	14	7	4	3	28
ANE	5	2	3	11	21
EE	1	3	7	1	12
LAC	9	21	4	3	37
TOTAL	29	33	18	18	98

Source: Natural Resources Information Clearinghouse



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Illustrative Types of USAID Projects Utilizing Tourism

Selva Lacandona, Mexico:

- Interventions: biodiversity conservation, cultural heritage, governance, gender equity
- Tourism activity: ecotourism projects including a pilot hotel, training.





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Illustrative Types of USAID Projects Utilizing Tourism



Sally Cameron/Chemonics International Inc.

Living in a Finite Environment (LIFE), Namibia:

- Interventions: natural resources management, rural development, governance
- Tourism activity: establishing community-based wildlife conservancies



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Illustrative Types of USAID Projects Utilizing Tourism



Competitive Initiative, Sri Lanka:

- Interventions: economic development, biodiversity conservation
- Tourism activity: tourism cluster, ecolodge, institutional reform



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Illustrative Types of USAID Projects Utilizing Tourism

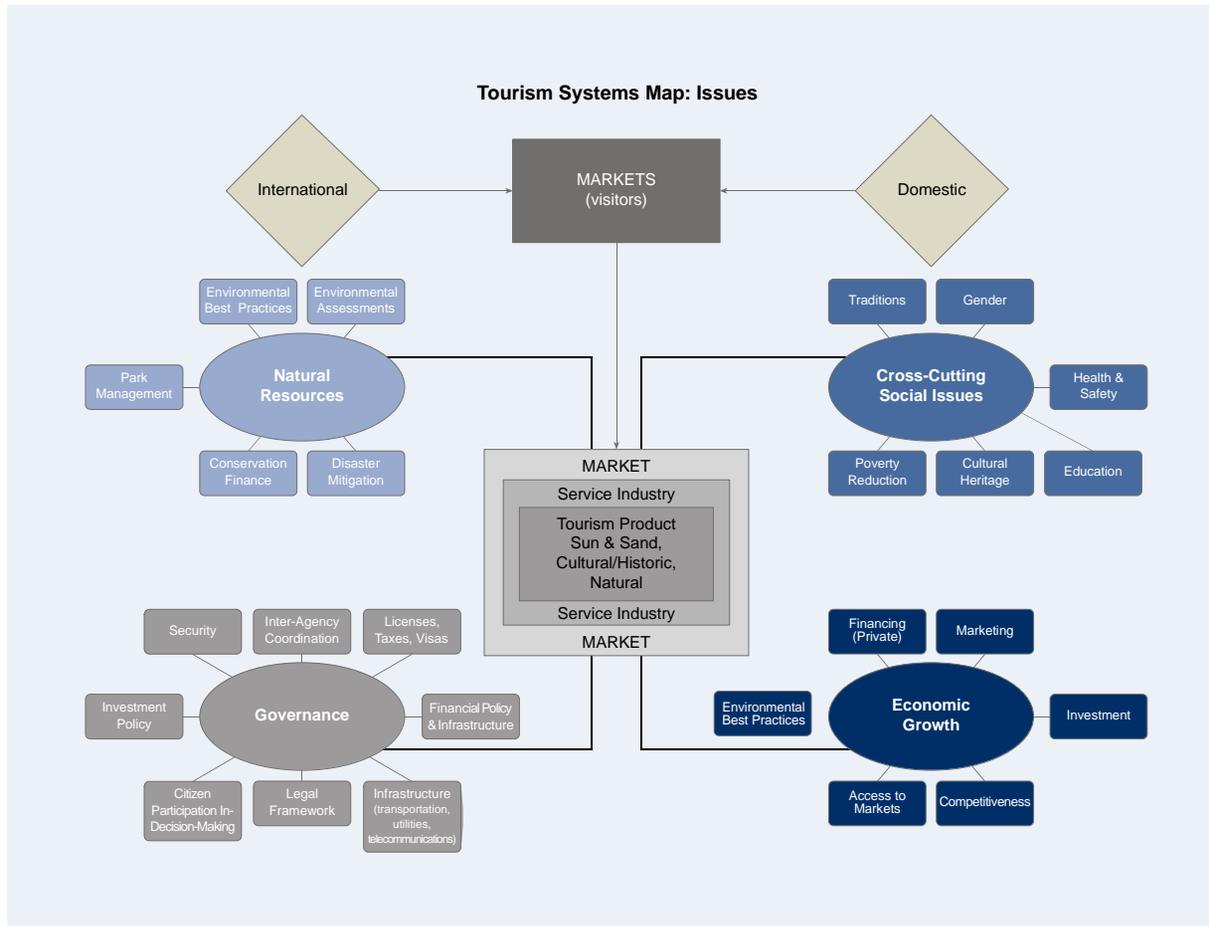
Environmental Audits for Sustainable Tourism (EAST), Jamaica

- Interventions: natural resources management, governance
- Tourism activity: hotel environmental audits, integrated destination management



Chris Howell

Thematic Issues and Tourism





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Environment – Ecuador



- **SO:** Biodiversity Conserved in Selected Protected Areas and Their Buffer Zones
- **Program:** Biodiversity Conserved in Indigenous Areas (CAIMAN)



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Environment – Kenya



- **SO:** Improved Natural Resources Management in Targeted Bio diverse Areas by and for the Stakeholders.
- **Program:** Conservation of Resources through Enterprise (CORE)



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Environment – Philippines

- **SO:** Enhanced Management of Renewable Natural Resources
- **Program:** Coastal Resource Management Project (CRMP)





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Economic Growth – Albania

- **SO:** Economic Restructuring and Agricultural Development
- **Program:** Enterprise Development and Export Market Services (EDEM)





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Economic Growth – Zambia



- **SO:** Rural Income Growth
- **Program:** Community-Based Natural Resource Management and Sustainable Agriculture (CONASA)



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Governance – Senegal

- **SO:** Improved Local Delivery of Services and Sustainable Use of Resources in Targeted Areas
- **Program:** Wula Nafaa – Agricultural and Natural Resources Management





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Cross-Cutting Social Themes



- Gender
- Health and Safety
- Poverty Reduction
- Cultural and Archaeological Heritage
- Education
- Conflict Mitigation



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Tourism within the USAID Results Framework

USAID Strategy for Jamaica
2005-2009





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Goal: Transformational change to accelerate sustainable and equitable growth in a more competitive world.



Chris Howell

Related Strategic Objectives

- Increased trade competitiveness in target industries
- Natural assets managed for rural development and sustainable economic growth
- Improved health status among youth and most vulnerable groups
- Improved education of targeted Jamaican youth
- Improved accountability and citizen security and participation



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SO: Natural Assets Managed for Rural Development and Sustainable Growth





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Intermediate Results:

- IR-1: Improved management of targeted ecosystems
- IR-2: Institutional capacity to manage natural assets increased
- IR-3: More environmentally sustainable rural enterprises



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IR-1: Improved management of targeted ecosystems

Intervention Areas:

- Improved Watershed management, coastal water quality, and conservation of biodiversity-rich habitats



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IR-2: Institutional capacity to manage natural assets increased

Intervention Areas:

- Strengthening NGO, civil society and government skills and inclusion in community environmental management and decision-making.

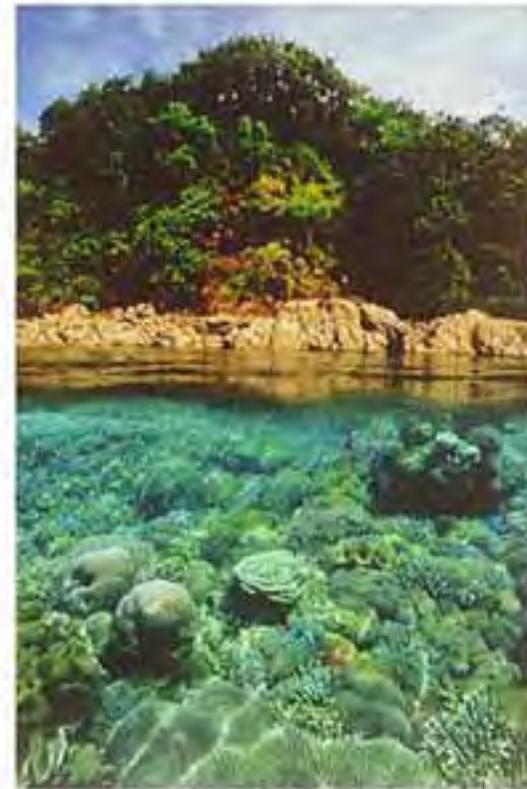


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IR-3: More environmentally sustainable rural enterprises

Interventional areas:

- Enhance rural prosperity through new and improved environmentally and economically sustainable rural enterprises, such as ecotourism, community tourism and heritage tourism



Burt Jones & Maurine Shimlock,
Secret Sea Visions Inc.



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Tourism for Development Brainstorm: Exercise 2-2

Brainstorm: In which ways is tourism important to meeting these development priorities?

- Natural resources management
- Poverty reduction
- Biodiversity conservation
- Local governance
- Gender equity
- Health and Safety





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Group Discussion: Exercise 2-3

Has your Mission used – or is it planning to use – tourism to help implement any SOs?

Summarize in 2 minutes:

- What are the related SOs?
- What are the related IRs?
- What are intervention areas?
- What types of tourism activities?
- Any results so far?





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Tourism Intervention Areas: Exercise 2-4 Caribbean Open Trade Support (COTS)

Identify potential intervention areas where tourism could be used





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Some Basic Tenets

- 1) Tourism is not a panacea.
- 2) Many Strategic Objectives are mutually supporting or, increasingly, merge previously distinct Objectives.
- 3) To be sustainable, tourism-related intervention areas need to be more demand-driven than supply-driven.



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Tourism is Not a Silver Bullet: Red Sea Example

The history of tourism development on the Red Sea illustrates that tourism can sometimes be neither economic nor environmental panacea – in fact quite the reverse!





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RECAP

- Tourism fits into many USAID program areas
- Tourism can be used as a project component to achieve multiple objectives
- There are many case studies you can turn to for ideas and lessons learned

