



Tourism as a Contribution to Sustainable Development

Tourism as a Motor for Sustainable Development

One of the world's largest industries, tourism can make a major contribution to improving living conditions, provided that the social, cultural, ecological and economic aspects at local and global levels are taken into consideration. In many of the GTZ partner countries this is of fundamental importance, since developing countries have managed to increase their share in the global tourism market considerably, thanks to a tremendous growth in long-haul holidays. As a result, tourism is now one of the major sources of foreign currency in one out of three developing countries. This trend is expected to continue. Like other economic sectors, tourism is not beneficial per se, but rather bears risks as well, such as the overexploitation of natural resources and the erosion of social structures and cultures.

In order to strategically exploit the opportunities of tourism and to mitigate the risks, GTZ develops appropriate management concepts in close cooperation with partners from the public and private sectors worldwide. We pursue these goals in cooperation with and on behalf of the following actors:

- Ministries and governmental institutions
- The private sector
- Non-governmental organisations
- Universities and research institutions





Our Approach

Our work is guided by the Millennium Development Goals. Being an instrument of development cooperation, tourism specifically brings major contributions to achieve Goal 1 – “Eradicate extreme poverty and hunger” – as well as Goal 7 – “Ensure environmental sustainability”. Good Governance is a relevant factor for tourism as well. The positive effects of tourism can only be achieved if all of the directly or indirectly concerned stakeholders in a community/destination are involved in the planning, implementation and execution of tourism. This also includes the careful selection of investors and construction companies.

GTZ approaches tourism in all of its complexity as both a political instrument and economic force and acknowledges its general effects on the social, cultural and ecological dimensions. This is to ensure an integrated approach by which tourism contributes to the strengthening of local and regional economic cycles as well as further development (such as education, health care, nature conservation). To achieve this, we employ all of the GTZ’s resources in interdisciplinary and inter-institutional cooperation. Our focus is not only on niche tourism products and small and medium companies, but also on a more sustainable development of mainstream tourism, which has significantly greater effects on developing countries than niche products, both in terms of negative effects to be minimised as well as positive outcomes to be promoted.

Our activities in the field of tourism also include the “protection of minors against sexual exploitation” in tourism. Raising awareness and understanding among actors in the tourism sector, travellers and the local population is an important tool in combating commercial sexual exploitation of children. Another decisive factor in this context is the establishment of dialogue and good cooperation between government authorities, the tourism industry and the local civil society. To facilitate this process, we also support other sectors in adopting preventive measures and implementing sanctions against sexual exploitation of minors in tourism. In addition, GTZ provides support to governmental and non-governmental institutions to enable the development and implementation of suitable intervention models.

MILLENNIUM DEVELOPMENT GOALS

1. Eradicate extreme poverty and hunger
2. Achieve universal primary education for all children
3. Promote gender equality and empower women
4. Reduce child mortality
5. Improve maternal health
6. Combat HIV/AIDS, malaria and other diseases
7. Ensure environmental sustainability
8. Develop a global partnership for development

+ PROMOTE GOOD GOVERNANCE

Our Experience

Tourism is currently part of the strategy, either primary or secondary, of about 40 GTZ projects. Project activities are carried out in the following areas:

- Political consulting
- Economic development
- Training and further education
- Protected area and natural resource management
- Community development
- Social standards



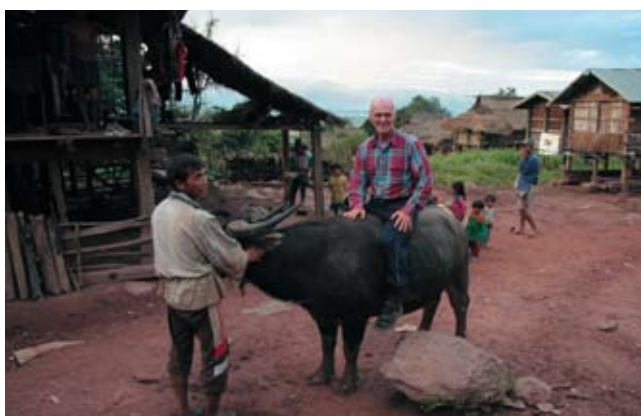
YEMEN – PROMOTION OF MOUNTAIN TOURISM

The project supports Yemen's General Tourism Development Authority in the improvement of the tourism infrastructure in the Haraz Mountains. The aim of these measures is to improve the income situation of the local population and reduce their dependency on the limited number of agricultural products. To this end, several training and further education courses have been conducted and a guide with tour descriptions and a hiking map has been published. In addition, GTZ's activities include support in the development of waste management solutions.



MONTENEGRO – VOCATIONAL EDUCATION REFORM AS A CONTRIBUTION TO EMPLOYMENT PROMOTION

While Montenegro is currently suffering from widespread unemployment there are also positive developments, such as in the tourism sector. However, in view of the shortage of skilled personnel in the national labour market it is planned to improve the employment opportunities of graduates from vocational schools and participants in further training activities. GTZ supports this process primarily by providing assistance in the implementation of vocational education reform and the training of skilled manpower and management.



LAOS – COMMUNITY-BASED TOURISM AS A PUBLIC-PRIVATE PARTNERSHIP (PPP)

The Akha mountain people in northern Laos remain largely excluded from the country's economic development and have little or no access to the national social services. The aim of the project is therefore to enable the Akha to strengthen their self-help capacity in cooperation with the private sector. The Akha have entered a contract-based partnership with the tour operator Exotissimo to facilitate tourism infrastructure and product development and marketing. Thus, the project contributes to community development and poverty reduction and, being the first ever PPP project in Laos, serves as a model for future public-private partnerships.



IBLF TOURISM PARTNERSHIP – DEVELOPMENT AND IMPLEMEN- TATION OF POVERTY REDUCTION STRATEGIES IN THE HOTEL INDUSTRY

The aim of this PPP project is to develop strategies to increase the poverty-reducing impacts of the hotel industry. To achieve this, IBLF first conducts a survey among its member hotels regarding their current contribution to poverty reduction. The survey results are then used to develop examples of good practice in the areas of employment creation, supply chains, local economic development and community promotion. These models are implemented in five countries as pilot projects for the hotel industry's organised engagement in poverty reduction.



BENIN – NATURAL RESOURCE CONSERVATION AND MANAGEMENT

The goal of the "Management of the Pendjari Biosphere Reserve" project is to balance the aspects of protection and utilisation to enable the rural population to derive greater benefit from the exploitation of the rural natural resources. The biosphere reserve would not be able to survive in the long term without the income from photo and hunting tourism. The people who live in the area outside the park now have a vested right to receive a share of this income, which is used for village infrastructure development. GTZ promotes regional public awareness activities and the international marketing of the park through local partners to further develop the reserve's tourism potential.



RAISING AWARENESS THROUGH TRAIN-THE- TRAINER PROGRAMMES AND CODE OF CONDUCT TRAINING FOR EMPLOYEES

The voluntary adherence to the code of conduct regarding the protection of children against sexual exploitation in tourism includes specific activities, such as awareness and training programmes for the tourism industry. A train-the-trainer programme has been developed in cooperation with ECPAT Germany to raise awareness of this problem among German tour operator staff and to introduce them to training methods and communication training regarding the code of conduct. A training manual was developed in Spring 2007.

GTZ Convention Project "Protection of Minors Against Sexual Exploitation" (KVSA)

SUPPORT OF THE CODE OF CONDUCT FOR THE PROTECTION OF CHILDREN AGAINST SEXUAL EXPLOITATION IN TOURISM IN ALBANIA AND MONTENEGRO

With both countries currently experiencing significant economic growth, Albania and Montenegro are increasingly facing the problem of sexual exploitation of children as well. The KVSA project, in cooperation with the OSCE Task Force on Combating Trafficking in Human Beings, supports the establishment of a code of conduct for the protection of minors against sexual exploitation in tourism. The Code was signed by more than 200 tourism-related businesses in Montenegro in September 2006.

GTZ Convention Project "Protection of Minors Against Sexual Exploitation" (KVSA)



Our Services

GTZ's services include the preparation, support, implementation and evaluation of activities, initiatives and projects in international cooperation for sustainable development. In this context we offer the following types of service:

- **Political consulting** to the tourism sector, associations, ministries and NGOs; consulting services supporting the implementation of multilateral and international resolutions
- **Concept development**, including master plans, product development, market analyses, concepts for the compensation of adverse environmental impacts and certification systems
- **Business management and economic promotion**, including community-based tourism (CBT); promotion of small and medium enterprises; cooperation with leading tourism companies; promotion of in-house environmental management; public-private partnerships
- **Regional Development and resource management**, including regional planning and development; tourism as a contribution to financing protected areas; involvement and strengthening of local value chains
- **Training and Further education and Capacity Development** to facilitate governments to control sustainable development, and to enable the private sector to improve quality and environmental management, profitability and marketing

Forms of cooperation

Our potential partners from the public and private sectors can choose between two methods of cooperation:

1. Private enterprises, public institutions and development organisations may commission us directly with the planning and implementation of projects or specifically tailored service packages. Combining many years of experience with excellent know-how, we provide result-oriented services in the international market through our **GTZ International Services division**.
2. Private enterprises can also establish cooperation with us through so-called **Public-Private Partnerships (PPP)**, which are also known as development partnerships with the private sector. For this purpose, GTZ cooperates with enterprises and associations in developing and transition countries in the implementation of the Millennium Development Goals. In PPP programmes the public and private partners combine their respective strengths. PPP projects are jointly planned, financed and implemented. The following criteria are relevant for a PPP project:
 - **Compatibility with the development policy objectives and standards of the German Federal Government**
 - **Common goals**
 - **Financial contribution from the private partner**
 - **Subsidiarity instead of subvention**

Further information about possible cooperation is available at <http://www.gtz.de/en/leistungsangebote/2090.htm>

gtz Profile

CORPORATE PROFILE

The Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) is an international cooperation enterprise for sustainable development with worldwide operations. It provides viable, forward-looking solutions for political, economic, ecological and social development in a globalised world. Working under difficult conditions, GTZ promotes complex reforms and change processes. Its corporate objective is to improve people's living conditions on a sustainable basis.

GTZ – OPERATING WORLDWIDE

GTZ employs some 9,300 staff, including 8,200 national staff, in more than 130 countries in Africa, Asia, Latin America, the transition countries in Eastern Europe and the New Independent States. GTZ maintains its own offices in 67 countries. 1,000 people are currently employed at the head office in Eschborn. An additional 350 staff work for supra-regional projects based at various locations within Germany.

WHO WE WORK FOR

GTZ is a federal enterprise based in Eschborn near Frankfurt am Main. It was founded in 1975 as a company under private law. The German Federal Ministry for Economic Cooperation and Development (BMZ) is its major client. The company also operates on behalf of other German ministries, the governments of other countries and international clients, such as the European Commission, the United Nations and the World Bank, as well as on behalf of private enterprises. GTZ works on a public-benefit basis. All surpluses generated are channelled back into its own international cooperation projects for sustainable development.

If you are interested in cooperation with us, please do not hesitate to contact us:

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Internationale Weiterbildung und Entwicklung gGmbH Capacity Building International, Germany



WORLD TOURISM ORGANIZATION
ORGANISATION MONDIALE DU TOURISME
ORGANIZACION MUNDIAL DEL TURISMO
ВСЕМИРНАЯ ТУРИСТСКАЯ ОРГАНИЗАЦИЯ
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