

Deserts in the Range of Vision: International Cooperation towards Destination Development

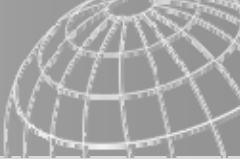
Burghard Rauschelbach

Programme Coordinator, Tourism and Sustainable Development,
German Technical Cooperation (GTZ), Eschborn

ITB Berlin 2009

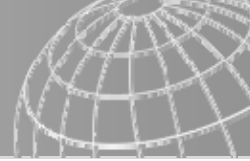
Rendezvous with the Desert! Desert, Desertification & Sustainable Tourism
Issues, Challenges & Development

March 12th, 2009



content

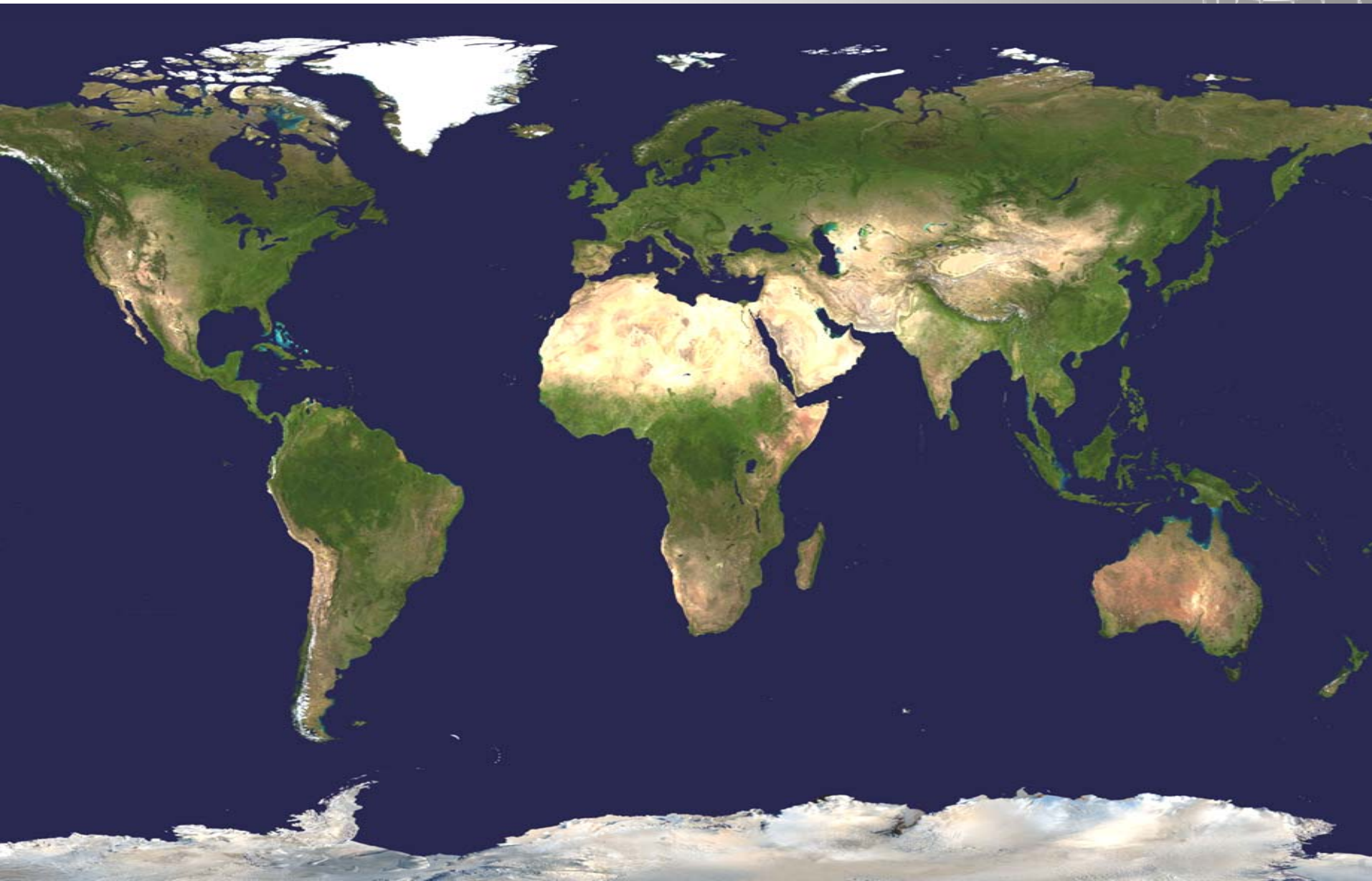
- GTZ – German Technical Cooperation
- Tourism and Development Cooperation: focal areas
- Programme on Tourism and Sustainable Development
- Examples: Service Sectors, Tools in Tourism Development
- Desertification
- Programme to Combat Desertification
- Examples: Turkmenistan, Morocco, Yemen
- Actual concerns, recent topics

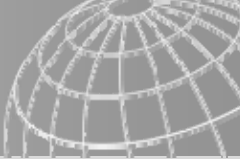


GTZ – company profile

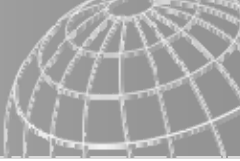
The German Technical Cooperation ...

- ... is an international cooperation enterprise for sustainable development.
- ... supports in achieving development-policy objectives.
- ... operates on behalf of governmental and international clients and the private sector.
- ... supports and facilitates complex development and reform processes.
- ... provides services for political, economic, ecological and social development.

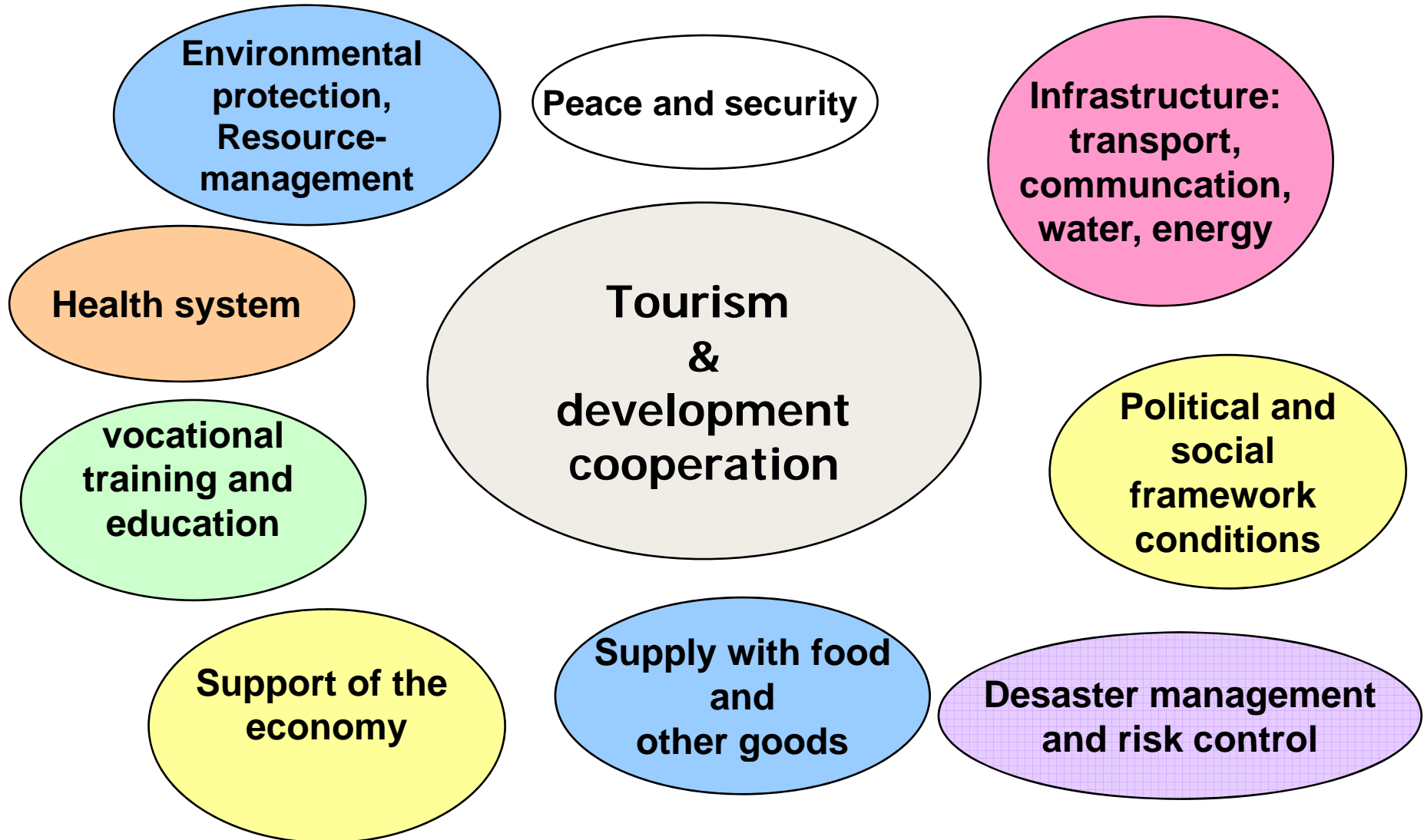


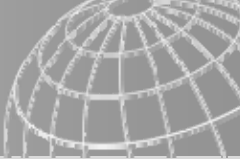


Tourism and development cooperation: focal areas



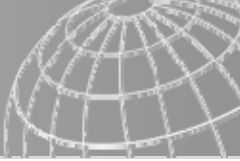
Tourism and development cooperation: focal areas



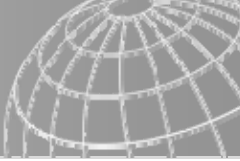


The Millenium Development Goals (MDG)

1. Eradicate Poverty and Hunger
2. Achieve Universal Primary Education
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



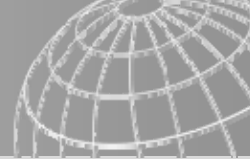
Programme on Tourism and Development



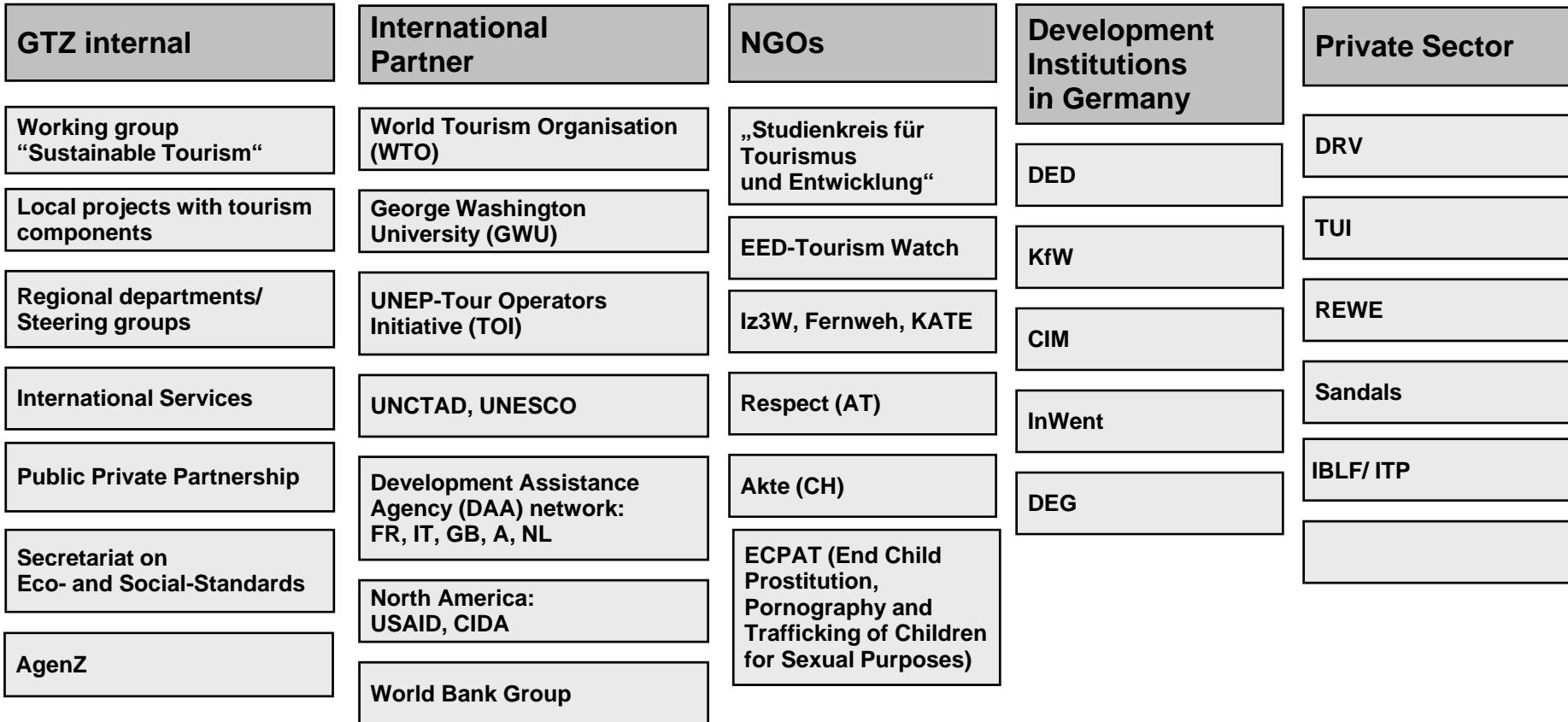
Programme: “Tourism and Sustainable Development”

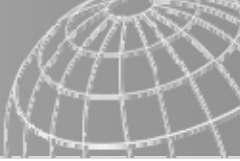
Target:

- “cooperating with governmental institutions and local authorities, non-governmental organisations and the private sector
- in opening-up the potentials of tourism for sustainable development and
 - in mitigating ecological and social risks of tourism“.



Tourism and Sustainable Development: Networks

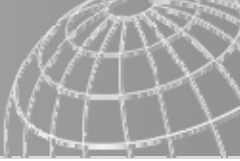




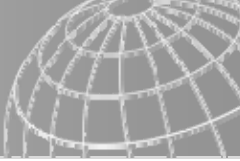
Tools for Tourism Development

- Tourism masterplans
- Development of criteria for sustainable tourism
- Guidelines for tourism marketing
- Manuals for trade fairs
- Knowledge storage and exchange tools
- Co-financing studies etc.
- Experiences and evaluations...





Desertification



Definition von Desertification

Desertification:

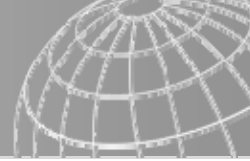
“land degradation in arid, semi-arid and dry sub-humid areas,

resulting from various factors, including climatic variations and human activities”

→ excludes hyper-arid areas

(UNCCD 1992)



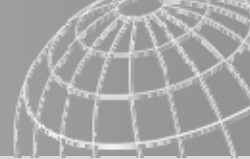


Definition von Desertification, Land degradation

“The reduction or loss of the biological or economic productivity of drylands, resulting from land uses or from processes, arising from human activities and habitation patterns “

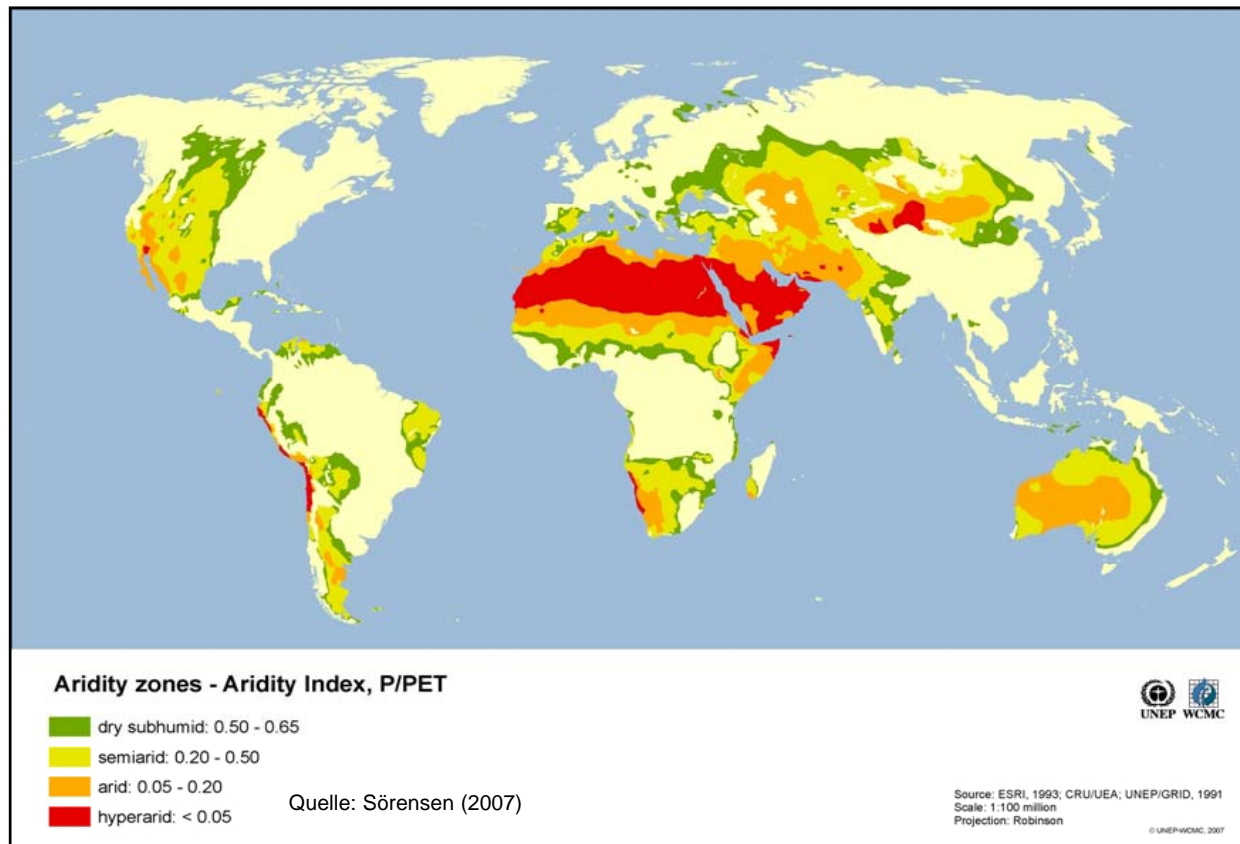


(UNCCD 1992)



Drylands

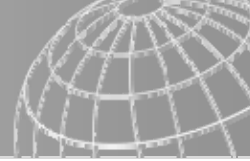
- Dryland areas cover 41,3 % of the earth's surface (including the hyper-arid regions)
- 38 % of the world population (= 2.5 Billion / (=Mrd.)) live in these areas, 90 % of which belong to developing countries.))



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noch einfügen: bei diesen Zahlen/auf dieser Seite sind auch hyperairde Gebiete mit inbegriffen

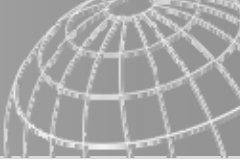
Levke Soerensen; 03.03.2009



Conserving resources for nutrition

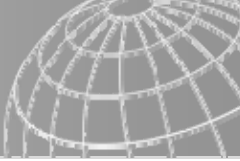
“The geography of poverty and hunger in rural areas coincides with that of degraded lands.” (UNCCD)

- Loss of productivity by soil erosion: 20 Mio mto grain per year.
- Loss of area under cultivation by soil erosion: almost 40% in the last 40 years.
- Degradation and loss of area under cultivation by soil erosion: 200,000 km² per year.
- 40% of the population of Africa and Asia live in regions, which are endangered by desertification (in Latin America 30%)

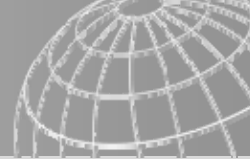


Results from desertification

- Diminishing agricultural production
- Scarcity of water
- Poverty
- Nutritional and health problems
- Migration
- Conflicts and wars



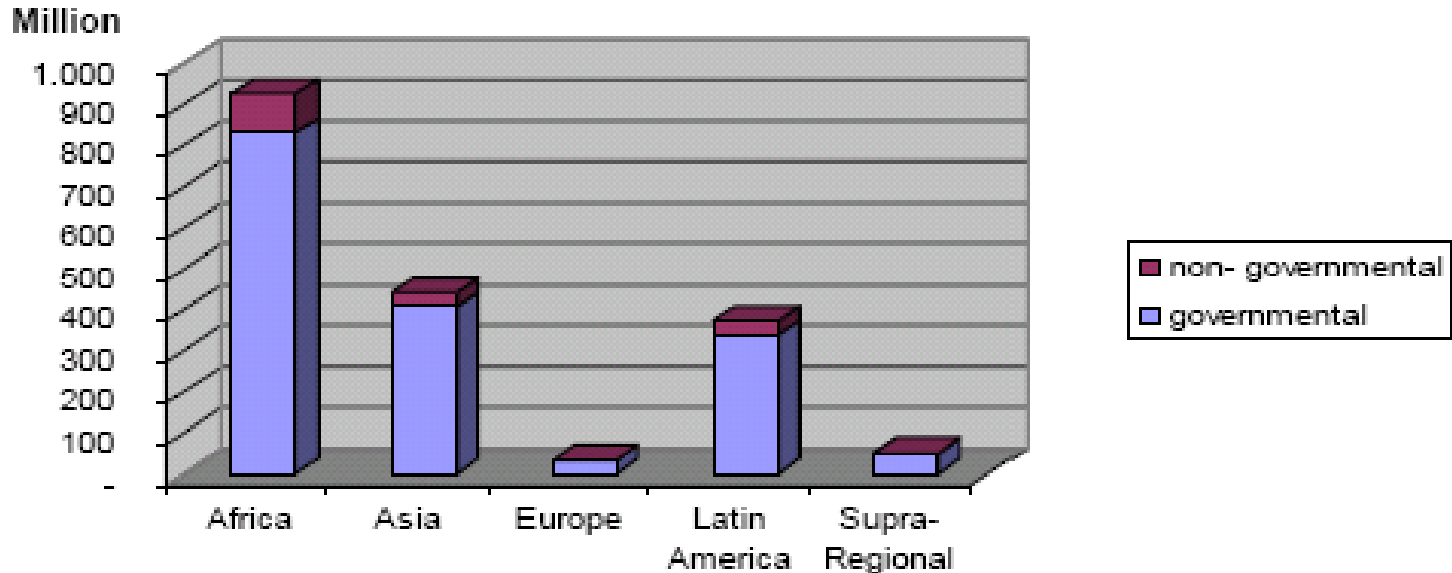
German Development Politics towards combating desertification



German Development Politics towards combating desertification (1)

(Report by the Federal Republic of Germany on Measures Taken to Assist Implementation of the United Nations Convention to Combat Desertification (UNCCD) in 2006)

Total sums of funding by the German federal government for UNCCD-related projects ongoing in 2005 (1.8 Mrd EUR).

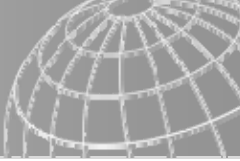




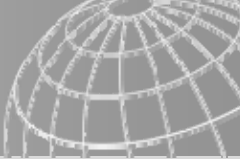
German Development Politics towards combating desertification (2)

Distribution by sector of the funding volume of ongoing projects aimed at combating desertification.

Sector	EUR	%
Water	76,351,008	5%
Agriculture	388,219,875	26%
Forestry	147,355,000	10%
Rural development	197,822,153	13%
Environmental policy and management	109,318,876	7%
Other sectors	96,146,000	6%
Not possible to allocate to any sector (e.g. poverty reduction)	482,599,547	32%
Total	1,497,812,459	



Programme to Combat Desertification

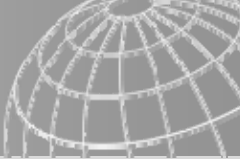


GTZ's Contribution to Combat Desertification (1)

- 180 projects
- Convention Project to Combat Desertification (CCD Project)

Main Tasks of the CCD-Project:

- Political and strategic consultancy, networking, development of concepts, public relations, project support



Contribution to Combat Desertification (examples of the CCD-project)

- Monitoring of national action programmes for combatting desertification
- Networking with other implementation projects worldwide; advisory
- Co-founder of CACILM - Central Asian Countries Initiative for Land Management
- Development of instruments to measure effectiveness of national action programmes



Projects with tourism inside...

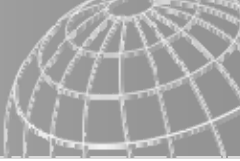
Some examples:

Namibia Strengthening the Capacity of the Ministry of Environment and Tourism in the field of Sustainable Natural Resource Management (2005-2007) 1,5 Mio € (GTZ)

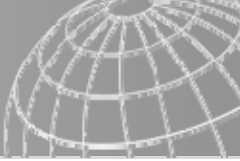
Yemen: Environment and Tourism Ministry Mougama Al-Bounook, Sanaa-Assignment: 1 Environmental Protection Engineer (2002-2005) 145.000€ (CIM)

Ethiopia: Taltale Agro-Tourism Industry Project-Assignment: 1 Consultant for Organic Farming (2002-2004) 140.000 (CIM)

Morocco Protection de la Nature et Lutte contre la Desertification (*Conservation of Nature and Combat against Desertification*) (2005-2011) 3,7 Mio € (GTZ)



Project Examples



Example from practice: Turkmenistan

„Capacity building and on-the-ground investments for sustainable land management“

- Joint implementation with UNDP, GEF & the Turkmenistanic Minister of the Environment
- Part of the regional central Asian for Landmanagement (CACILM)

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Goal:

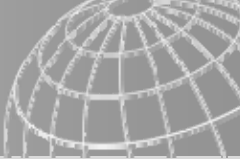
- Creating partnerships for sustainable landuse;
- involvement of all decision-making stake-holders on all decision making levels.



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Abkürzungen ausschreiben

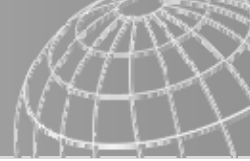
Levke Soerensen; 03.03.2009



Example from practice: Turkmenistan

The main problems are:

- 24,000 Goat and 3,000 cattle on grazing areas, the carrying capacity of which is below 8,000.
 - Degradation of forests and pastures by overgrazing and wood cutting
 - Erosion by mountain areas, seasonal soil avalanches, gorges
- >>less water infiltration and water availability
- >>loss of fertile soil



Example from practice: Turkmenistan



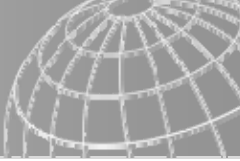
Activities in the mountainearous regions of Kopet Dag (one from 3 project regions):

- Enhancement of the water retention capability.
- Re-forestation
- Reduction of cattle, and extension of fruit and vegetable.

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CACILM habe ich gestrichen und auf die vorige Seite gepackt

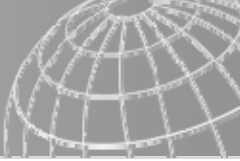
Levke Soerensen; 03.03.2009



Project Example Yemen

Goals

Strengthening Yemen as a tourism destination for sustainable tourism, fight poverty and pursue an environmental policy.



Example Yemen (in detail)

Situation

One of the poorest countries; geo-political relevance; rich cultural heritage; natural attractions; hospitable inhabitants; liberal tourism politics

Approach

Following a political initiative of the Yemeni minister for tourism, GTZ initiated a self-financed action with the following activities:

- Financing a market analysis on tourism development in Yemen (focus: mountain tourism).
- Analysis of the potential of tourism facilities for mountain tourism.
- Education and training for Yemeni tourism specialists (e.g. mountain guides).
- Promotion of the project as good practice example for mountain ecotourism.

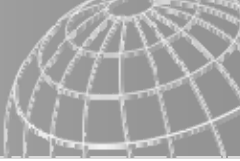
Goals

Strengthening Yemen as a tourism destination for sustainable tourism, fight poverty and pursue an environmental policy.

Results

Improvements in service quality, knowledge transfer for sustainable management, improved destination attractiveness.

Due to security reasons travel warnings were expressed and incoming tourism declined.



Urheberrechtlich geschütztes Material

Yemen: Haraz Mountains

Nature - Culture - Trekking



Yemen General Tourism Development Authority
Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH

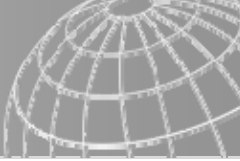
Urheberrechtlich geschütztes Material

Yemen: The Haraz Mountains A hiking and trekking guide

The Haraz Mountains are home to one of the most attractive terraced landscapes in Yemen. Between the Red Sea Lowlands and the mountain peaks of up to 3.000 m visitors can get to know a region with unspoilt nature and a rich variety of landscapes. The friendly inhabitants reside in compact fortified villages reminiscent of the Middle Ages and have retained many of their old customs and practices. The region is ideal for easy and semi-difficult hiking and trekking. Customised and trialled hiking and trekking tours, practical travel tips, and a 1:25,000 scale map provide the traveller with a vivid portrait of the special features of the region.

2007, 88 pages, 13,5 x 21 cm, many photographs and illustrations; trekking map. Published on behalf of GTZ & YGTDA.

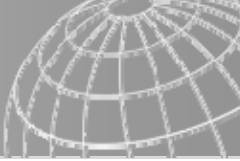
ISBN 978-3-925064-46-3. Price: Euro 16.00



Project Example Morocco

Management and Protection of Natural Resources and combat of desertification

Capacity building for the planning and management of Tazekka, Toubkal, Souss-Massa, and Bas-Drâa national parks.

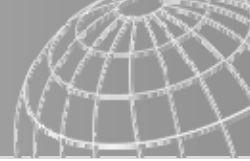


Project with tourism inside...

Example Morocco

Gentle safari in one of Morocco's National Parks

- Safaris of the gentle kind are now offered in southern Morocco in Souss Massa National Park. A partnership between GTZ, international tourism experts and the Moroccan Government had led to this environmentally friendly attraction.
- The safari's main attraction is a trip to two animal reserves set up to reintroduce endangered animal species in the park, where tourists can see large Saharan animals, including several species of antelope and the red-necked ostrich.



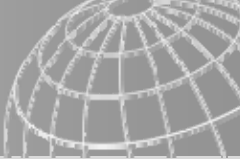
Tourism and Climate Change

„Aviation is responsible for approximately 2% of global CO₂ emissions, but considering the harm it does it must be calculated by a factor of about 2-4“.



Intergovernmental Panel on Climate Change (IPCC) demands:

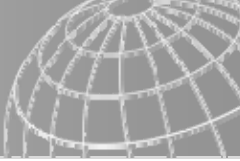
- Higher emissions standards
- Reduction of environmentally harmful subsidies
- Market instruments: 1) ecotaxes or 2) emission trading
- Substitution of air travel by other forms of transportation



Actual concerns, recent topics:

- Financial crisis
- Safety
- Climate change
- Masterplans
- Social exploitation
- Promotion of SME
- Certification and standards
- Corporate Social Responsibility
- Cross-border tourism
- Hunting tourism
- Tourism in conflict areas
- Regional Marketing
- ...





www.gtz.de/tourism

www.gtz.de/desert

tourismus@gtz.de