

MARTIN TAMPE

**Development Adviser
for the German Technical
Cooperation (GTZ)**

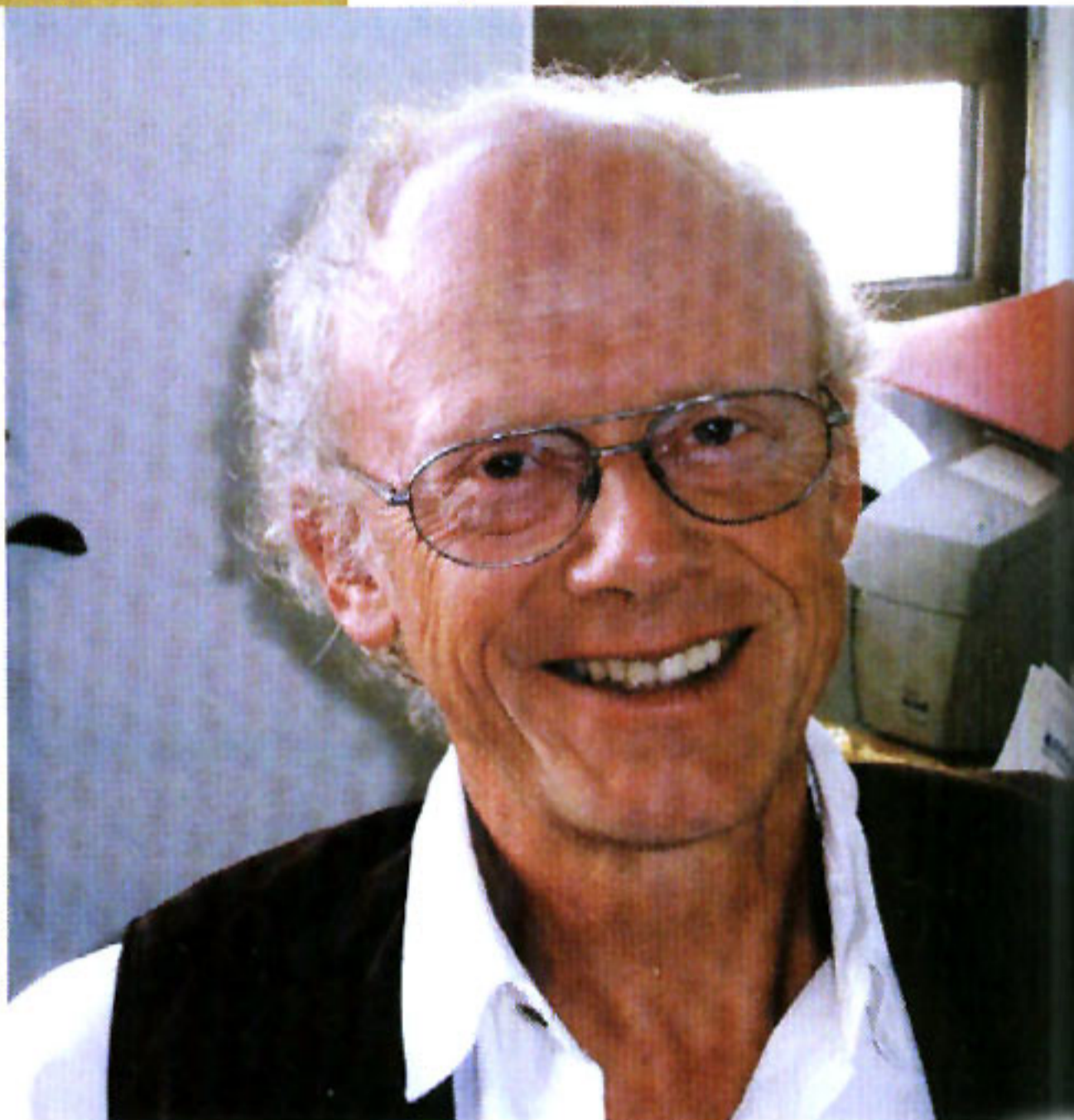
Well planned tourism development needs well educated and skilled personnel in the fields of entrepreneurship and marketing in combination with a strong service orientation.

MARTIN TAMPE

El Dr. Martin Tampe, asesor de desarrollo de la Cooperación Técnica Alemana (GTZ), conversa con la revista *TedQual* sobre el papel del turismo en el desarrollo. El Dr. Tampe ha dedicado los últimos doce años de su carrera a trabajar en la ayuda para el desarrollo, colaborando activamente con la OMT y promoviendo una intensa cooperación internacional en turismo sostenible. En esta entrevista, el Dr. Tampe se sirve de su formación y experiencia profesional en desarrollo comunal y regional, educación medioambiental y preservación de la naturaleza y del turismo para dar respuesta a las preguntas que la revista *TedQual* plantea.

MARTIN TAMPE

Le Dr. Martin Tampe, conseiller en développement de la société allemande en Coopération Technique (GTZ mbH), discute avec la revue *TedQual* au sujet du rôle du tourisme dans le développement. Le Dr. Tampe a dédié les douze dernières années de sa carrière à travailler à l'aide pour le développement, en collaborant activement avec l'OMT et en promouvant une intense coopération internationale dans le tourisme durable. Lors de cet interview, le Dr. Tampe se sert de sa formation et de son expérience professionnelle dans le développement local et régional, dans l'éducation environnementale et dans la préservation de la nature et du tourisme pour répondre aux questions de la revue *TedQual*.



Martin Tampe, Development Adviser for the German Technical Cooperation (GTZ).

Dr. Martin Tampe, a development adviser for the German Technical Cooperation (GTZ), responds to *TedQual* magazine questions concerning the role of tourism in development. Dr. Tampe has been working for the last 12 years in development assistance, actively collaborating with WIO and promoting a close international cooperation in sustainable tourism. In this interview, Dr. Tampe makes use of his professional background and experiences on communal & regional development, environmental education, and nature conservation & tourism to respond at length to *TedQual* Magazine questions.

TQ. To what extent do you think that tourism can be conceived in your agency as an instrument of economic, social and cultural development?

MT: Tourism gets increasing attention in German Technical Cooperation, especially in the discussion on the UN Millenium Development Goals (MDGs). Its impact on economic growth, the effects on social and cultural development and its potential to contribute to nature conservation give tourism an importance in many destinations in developing countries which can not be neglected. However, the threats for nature and culture by ruthless practices exist. GTZ is therefore

working on two levels: Promotion and assistance to responsible and sustainable tourism initiatives and, on the other hand, contribution to the development and implementation of certification systems and social and ecological standards of sustainability.

GTZ focuses all its efforts, including the promotion of tourism, on contributions to achieving the United Nations' Millennium Development Goals and implementing the "Action Programme 2015" of the German Federal Government: economic development and reduction of extreme poverty, conservation and sustainable use of natural resources, safeguarding human rights. To achieve these goals, GTZ promotes two different tourism approaches with viable prospects. On the one hand, local, small and medium-sized tourism products are fostered that meet social and environmental standards and marketing access; on the other hand, catering for a social, cultural, ecological and economic viability of mainstream tourism is enhanced.

TQ. *In your opinion, what have been the major achievements of your agency regarding the development of countries through tourism?*

MT: Currently, around 50 GTZ development projects promoting institutional building, regional economic development, vocational training, and natural resource management or advising policy making at national level contain a tourism component. Generally the projects aim at generating sources of income for local people through ecotourism or community-based tourism. GTZ mainly supports small and medium-sized enterprises in order to create the economic framework for sustainable tourism development.

Public private partnerships also play a role in promoting sustainable tourism development within

our work. Successful examples include cooperation with tour operators which have included visits to GTZ projects in their journey itineraries. With internationally operating companies, the social and economic impact of big resorts is in some examples evaluated and improvements of economic and social parameters are discussed. More and more, the positive coherence of development factors favourable for tourism success is recognized by operators as well as by communities: security, functional infrastructure, sound natural environment, sufficient local economic level.

TQ. *What do you see as current deficiencies in the management of tourism as an instrument of development? How can they be remedied?*

MT: Tourism projects often promote small and medium size companies in rural areas where local people have excellent local knowledge but often lack the necessary business expertise and demand knowledge. Well planned tourism development needs well educated and skilled personnel in fields of entrepreneurship and marketing in combination with a strong service orientation. Overcoming this situation will be a long process, and technical cooperation has to focus primarily on capacity building.

In general it is still difficult for starting entrepreneurs to get the necessary investment capital. Therefore more cooperation with development banks and local banks needs to be built up. Well working examples already exist.

An advanced sensibility is emerging on social aspects of tourism, as the ecological impact of tourism was in the focus of attention and critique in the eighties. Several organizations are working on an internationally recognised system

of social and ecological standards for the tourism business and on a certification system for sustainable tourism practices. Consumers are asking for such a transparent basis of their market decisions. We could see some advantages in such an approach.

TQ. *As you know, WTO is a specialized agency of the United Nations. How can WTO improve relationships with your agency in ways that would help development through tourism?*

MT: An active cooperation between WTO and GTZ began in 2002 with common activities in the year of sustainable tourism. The Secretary-General Francesco Frangialli, was opening the International Tourism Forum in Hannover. The cooperation efforts increased in 2005 with reflections about a network of development assistance agencies including international bodies like the World Bank and the WTO. Such a network could become a valuable basis for common approaches and the fostering of sustainable tourism strategies.

Another field of cooperation already advanced is the exchange of information and experiences. GTZ is interested to expand this common knowledge management and to contribute to remove still existing knowledge and information lacks.

Concerning the main focus in tourism in developing countries, poverty elimination and a sustainable use of environment and natural resources, GTZ hopes to increase joint activities and coordinated strategies. According to the commitment of the German Government for contributing to the achievement of the UN Millennium Development Goals, GTZ is looking forward to bring in its experiences and competence in finding solutions at the political, strategic and technical levels. ■