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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

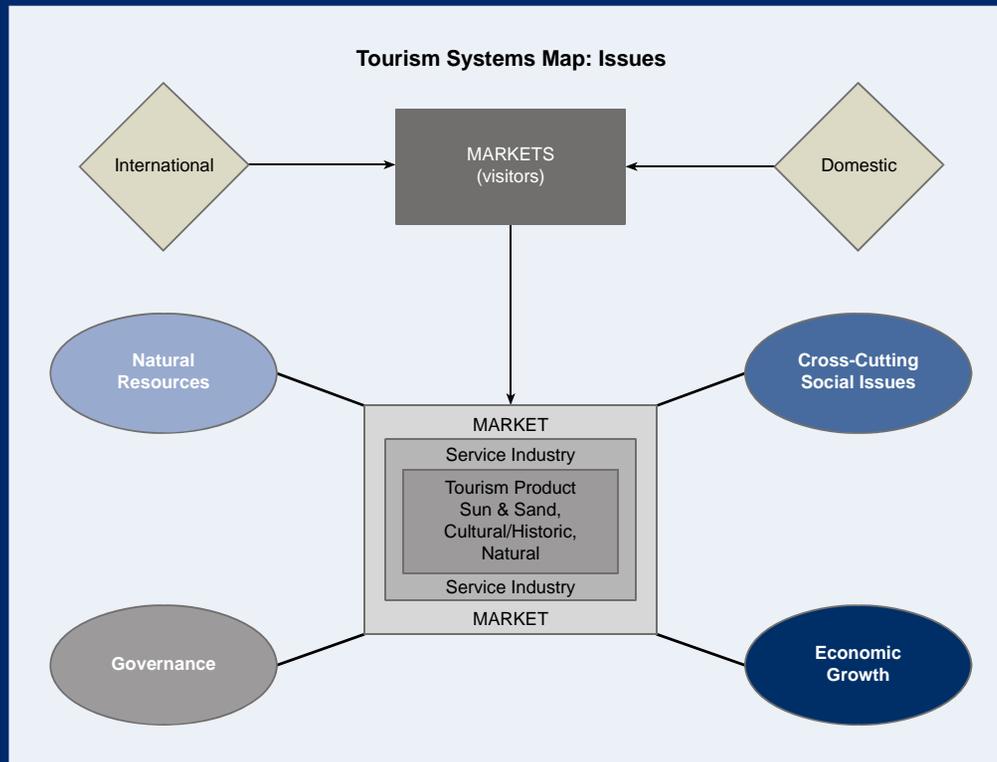
**By the end of the session, participants will be able to:**

- 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?





## Exercise 2-1

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

*Ex: NRM - visitor damage to resources*

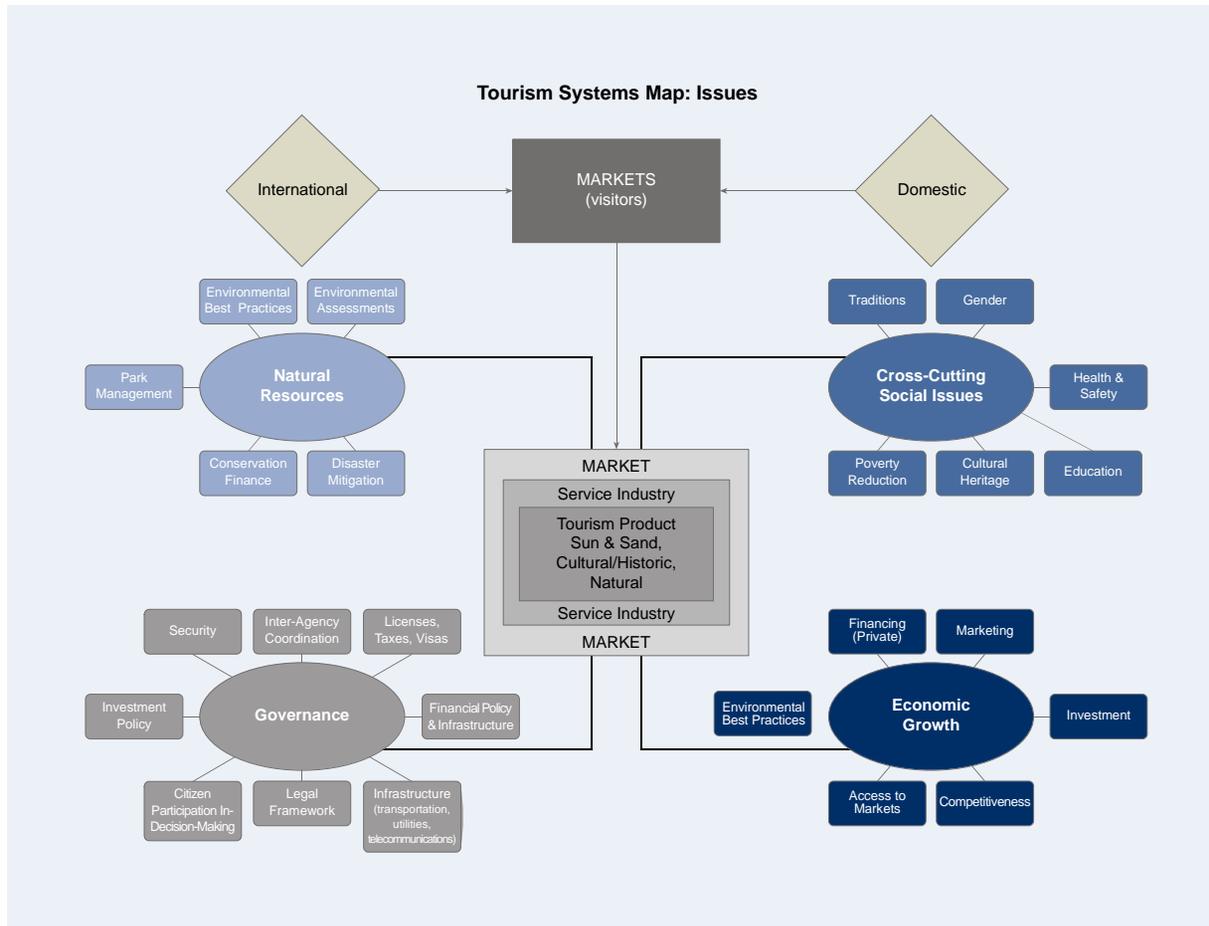
*GOV – open skies policy*

*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
<b>TOTAL</b>	<b>29</b>	<b>33</b>	<b>18</b>	<b>18</b>	<b>98</b>

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

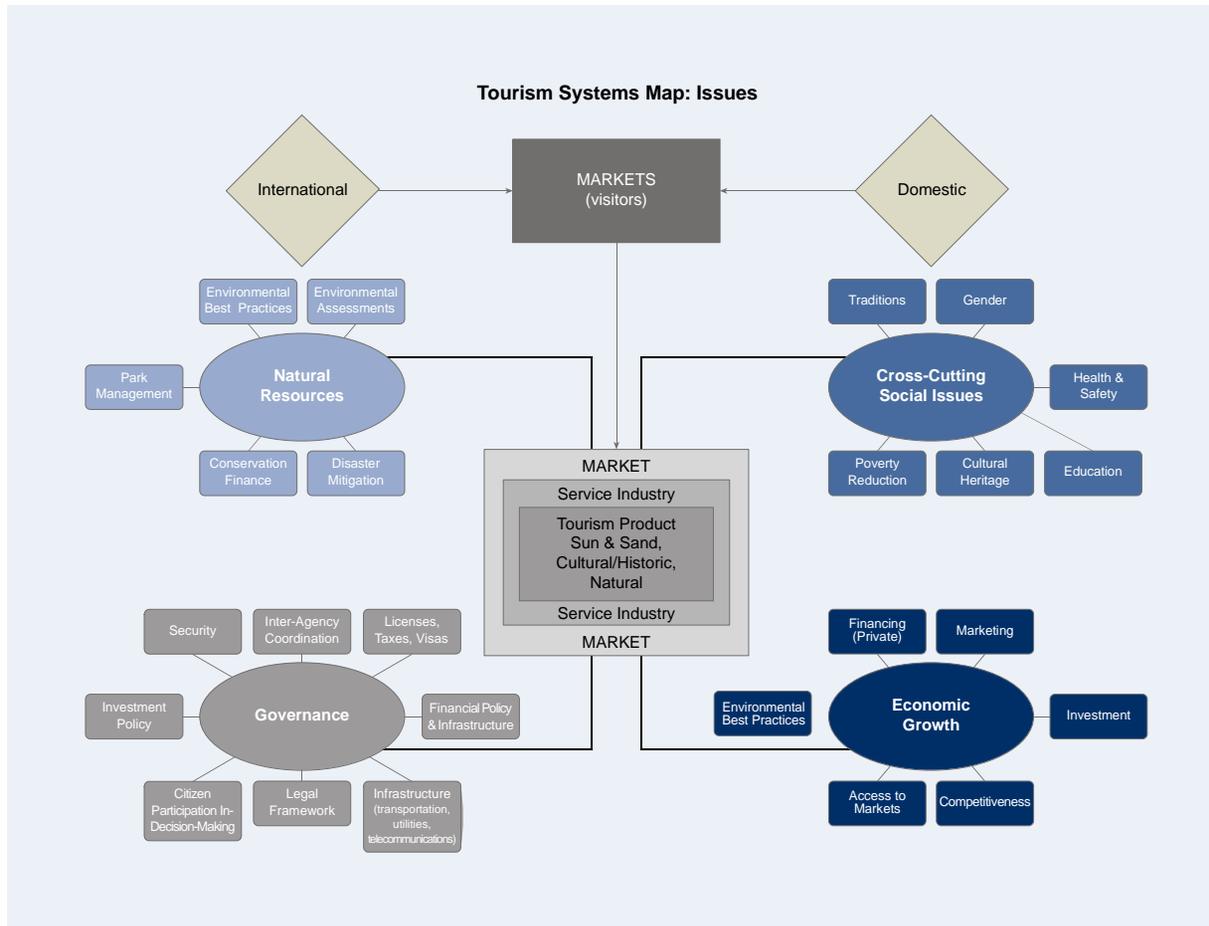
### Environmental Audits for Sustainable Tourism (EAST), Jamaica

- 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.***



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## 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.

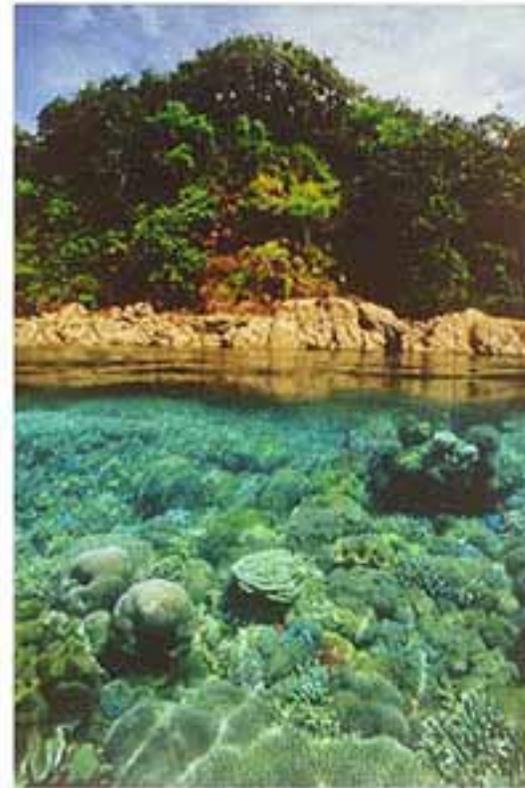


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## IR-3: More environmentally sustainable rural enterprises

### 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

