

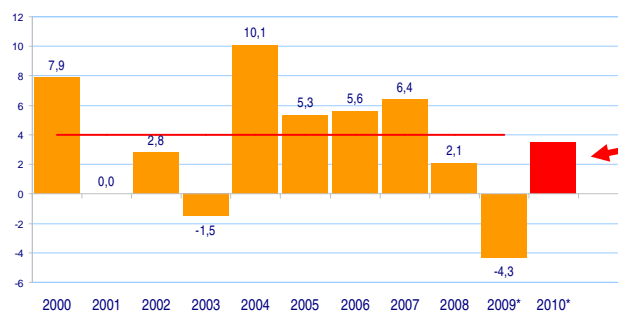
COAST STEERING COMMITTEE MEETING

Ecotourism and alternative livelihoods

Cameroon
26 August 2010

Presentation by Mr. Marcel Leijzer
Technical Cooperation and Services Programme

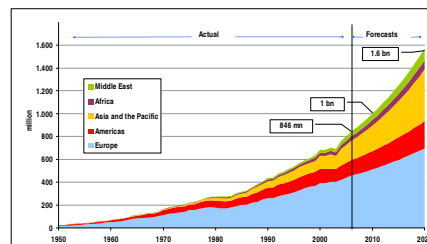
International Tourist Arrivals



International
Tourism:
back to growth in
2010

Forecast 2010:
3% to 4%

Current
situation and
forecasts
UNWTO
Tourism
2020 Vision

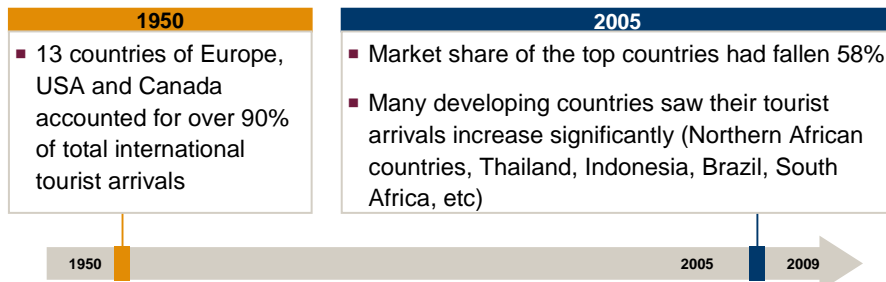


Total International Arrivals
are expected to rise to 1.6
billion by 2020:

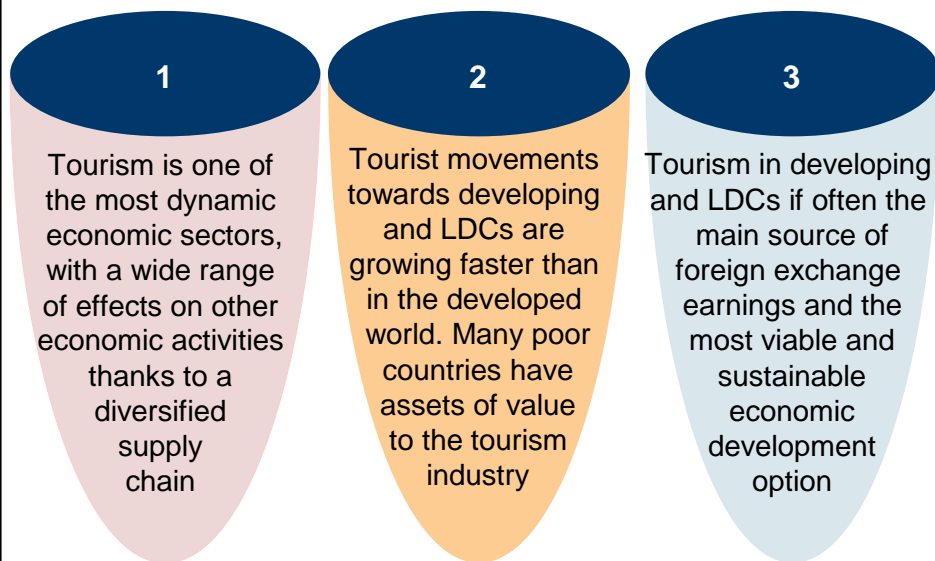
- Resilience of the tourism sector
- Desire of travel as a central aspect to people's lives

Tourism Main Trends

- Tourism growth in the past decades characterised by:
 - the consolidation of traditional tourism destinations (Western Europe, North America, Caribbean)
 - a pronounced geographical expansion
- There has been a substantial diversification of destinations during the last 50 years:



Tourism's Potential for Poverty Alleviation



ST-EP Programme: Launch



Sustainable
Tourism
Eliminating
Poverty

UNWTO's commitment to the achievement of the Millennium Development Goals:

- MDG 1: Reducing extreme poverty
- MDG 3: Promoting gender equality
- MDG 7: Promoting environmental sustainability, and

the awareness of the enormous benefits that tourism can have for the poor, lead to the launch of the ST-EP Programme at the Johannesburg World Summit on Sustainable Development in 2002

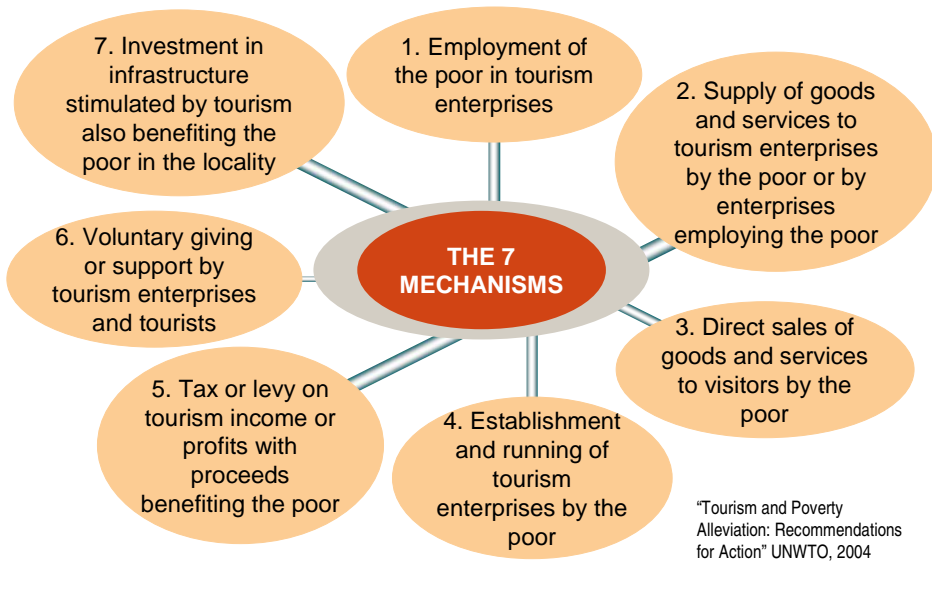
ST-EP : Seminars and Research

◆ **SEMINARS:** Since 2004, UNWTO has organized 18 training seminars to raise awareness and build capacities among public officials, NGOs, the private sector and communities (Participation: 1500 officials)

◆ **RESEARCH:** Five reports provide evidence of the impact of tourism in reducing poverty levels, as well as recommendations on how to maximize these impacts.



ST-EP: Recommendations for Action



ST-EP: Partners

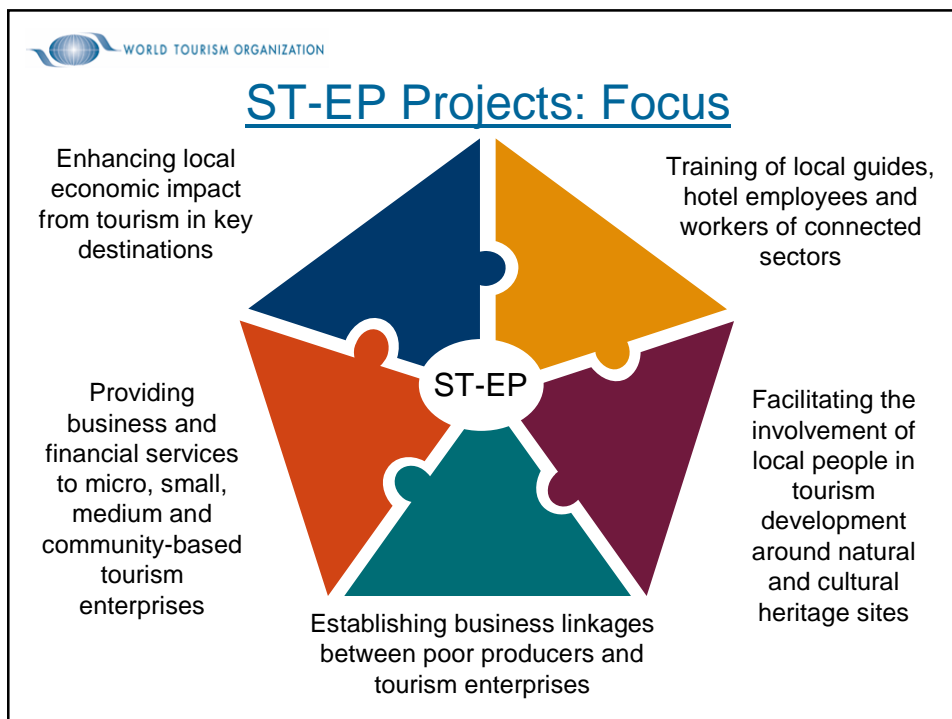
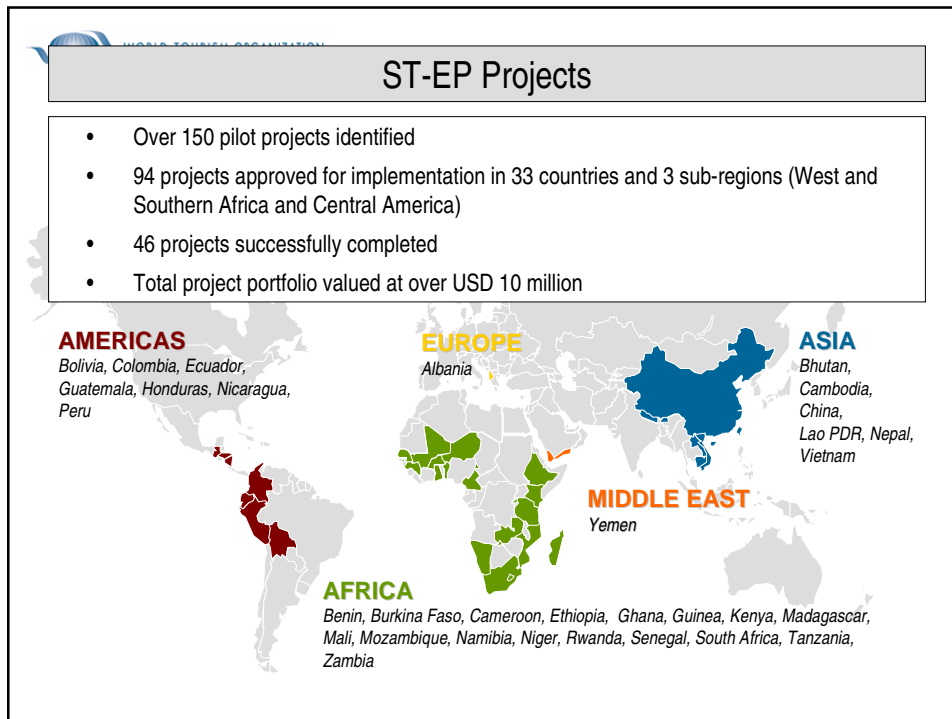


National Committee of The Netherlands



Flemish government







WORLD TOURISM ORGANIZATION

Ecotourism Project Cycle

1. ST-EP Training Seminars

- 3 Regional ST-EP training seminars (East Africa, West Africa French, West Africa English) for key stakeholders in ecotourism project, presenting:
 - 7 Mechanisms
 - Multi-stakeholder collaboration
 - Value chain analysis

2. Value chain analysis

- Assessing current contribution tourism to poverty reduction
- Identifying priority areas for action
- Demo coordinators prepare report (5-10 pages) using format prepared by UNWTO

4. Implementation and Monitoring

- Technical and financial reports prepared quarterly by Executing Agency
- Feedback and technical advice provided by UNWTO
- Quarterly Steering Committee meetings with participation NTA and other stakeholders from the sector

3. Project Launch

- Selection of Executing Agency in the field (NGO, DMO, etc) in consultation with NTA
- Identification partners (co-funding)
- Participatory formulation of workplan including logframe, timeframe (1-2 year) and budget
- Signature of agreement



WORLD TOURISM ORGANIZATION

Rapid Value Chain Analysis

Carried out by demo-coordinators based upon lessons learned during the ST-EP training seminars

1. Local economy: overview of main economic activities and poverty levels
2. Tourism product: overview of tourism facilities and services, and involvement of local people
3. Tourism markets: type of tourists visiting the destination
4. Earnings of poor and disadvantaged households from tourism
5. Main opportunities for the poor to increase their earnings from tourism
6. Priority recommendations to the COAST project

Example ST-EP Project: Tanzania

Pangani – Saadani Coastal Protection



Enhancing the local economic impact from sustainable tourism development and preserving the coastal area

ACTIVITIES

- Establishment of Tourist Information Centre
- Development and marketing of new attractive local tours
- Training for local tourist information officers and local guides
- Handicraft training and agricultural extension services
- Training to local guest houses, home stays and caterers
- Establishment of a revolving fund for tourism SME's
- Turtle watch and conservation component



EXPECTED IMPACT

- 20% increase in annual tourism income for 5 years
- Annual increase of 100 families benefiting from tourism

Final Considerations

- UNWTO endeavours to use the expertise gained in the ST-EP programme for the formulation and implementation of COAST ecotourism projects
- ST-EP projects & COAST ecotourism projects can be replicated in other areas

