

HANDOUT 4-1

EXERCISE 4-1: SAMPLE ENABLING ENVIRONMENT-RELATED AND ENTERPRISE – LEVEL ECONOMIC GROWTH INTERVENTIONS

Enabling Environment:

Sample Policy and Legal Environment intervention areas:

- Stable policy environment (monetary, fiscal, trade)
- Competitive environment for tourism investment
- “Open sky” policy
- Tourist-friendly customs and immigration policy
- Efficient and transparent commercial regulation

Sample Governance and Sectoral Planning intervention areas:

- National or regional tourism strategy, master plan for tourism development
- Institutional strengthening of national tourism promotion agency, national and regional tourism organizations, tourism chambers
- Advocacy training for CBO's, NGO's and other tourism stakeholders
- Facilitation of multi-stakeholder destination planning and management
- Land use management planning

Sample Infrastructure intervention areas:

- Access to destinations and attractions
- Private financing and ownership of utilities
- Internationally competitive communications and information technology
- Basic services for visitors, workers and local community (health, etc.)

Sample Financing/Capital intervention areas

- Removal of barriers for an efficient financial system
- Easing access to capital (microcredit, credit, investment, collateral)
- Public financing mechanisms

Enterprise-level interventions:

- Organizational development and business planning
- Marketing and promotion
- Product development
- Value chain and cluster development
- Training and capacity-building for the enterprise and its input suppliers
- Financing