



USAID
FROM THE AMERICAN PEOPLE

Implementing Sustainable Tourism in the USAID Context

Arusha, Tanzania

February 2006



USAID
FROM THE AMERICAN PEOPLE

MODULE 1: INTRODUCTION TO TOURISM





USAID
FROM THE AMERICAN PEOPLE

Objectives

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

Describe the workings of the tourist industry

- Identify international trends in tourism
- Know the principles of sustainable tourism
- Identify the opportunities and pitfalls of tourism as a development tool



USAID
FROM THE AMERICAN PEOPLE

Why Tourism?

- It is global in extent
- It is important to the economy of many developing countries
- It can be utilized to help achieve several Agency pillar objectives
- It can be used in an economic diversification strategy



USAID
FROM THE AMERICAN PEOPLE

What is Tourism?

Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for the purpose of leisure, business, and other purposes.

What are the different categories of tourism?

- Leisure
- Cultural
- Nature-based
- Scientific/Educational
- Business Traveler
- Service



USAID
FROM THE AMERICAN PEOPLE

What is the Contribution of Tourism to the World Economy?

- In 2004, travel & tourism directly accounted for 1.54 trillion USD in Gross Domestic Product (GDP) and 74 million jobs.
- Indirectly, travel & tourism accounted for 4.22 trillion USD (10%) of the world's GDP and 215 million jobs (8%) of the world's employment.

Source- WTTC 2004



USAID
FROM THE AMERICAN PEOPLE

International Tourist Arrival Projections (millions) – 2010 and 2020

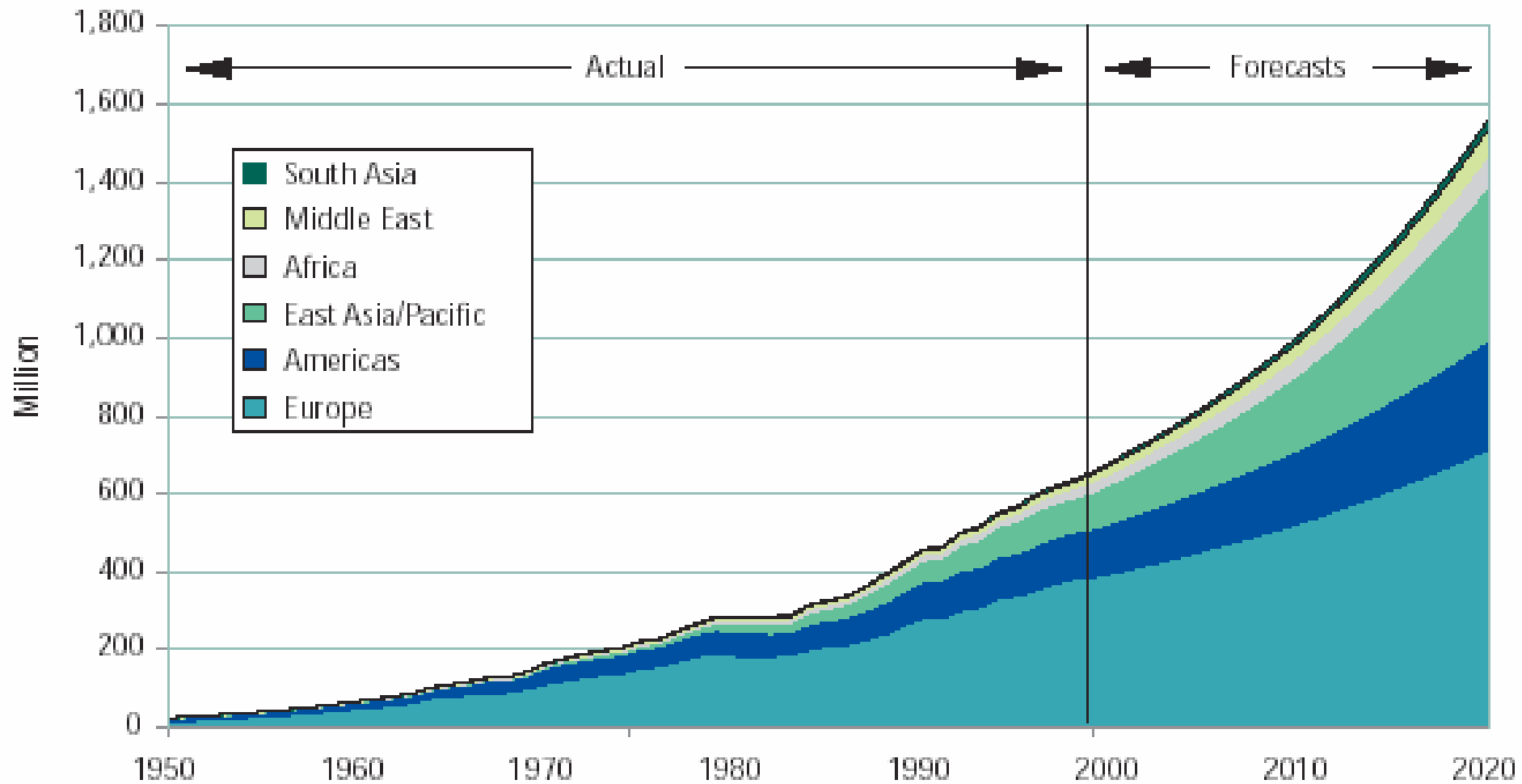
	Base Year		Forecasts		Market Share (%)		Average annual growth rate (%)
	1995	2010	2020	1995	2020	1995-2020	
World	565	1006	1561	100	100	4.1	
Africa	20	47	77	3.6	5	5.5	
Americas	110	190	282	19.3	18.1	3.8	
East Asia and the Pacific	81	195	397	14.4	25.4	6.5	
Europe	336	527	717	59.8	45.9	3.1	
Middle East	14	36	69	2.2	4.4	6.7	
South Asia	4	11	19	0.7	1.2	6.2	

Source: WTO (2005) Projections based on reported data.



USAID
FROM THE AMERICAN PEOPLE

International Tourist Arrivals, 1950-2020



Source: World Tourism Organization (WTO)



USAID
FROM THE AMERICAN PEOPLE

Tourism and the Developing World Economy

- 80% of the world's poor live in 12 countries, of which 11 have a significant and growing tourism industry
- In 2000, tourism was the second highest combined source of foreign exchange earnings in 46 of the 49 Least Developed Countries, and ranks behind only petroleum in Angola, Equatorial Guinea and Yemen
- Tourism is a major export for 83% of all developing countries, and the primary export for one third of them

Source: WTO (2002)



USAID
FROM THE AMERICAN PEOPLE

Tourism in Your Country: Exercise 1-1

Based on your research, how important is tourism in your country?

0 — 1 — 2 — 3



What types of tourism are important for our purposes?...

- Leisure
- Cultural/historical/archaeological/architectural
- Nature-based
- Adventure
- Scientific/educational
- Family



USAID
FROM THE AMERICAN PEOPLE

From Tourism to Sustainable Tourism

- Agenda 21 (Rio de Janeiro, 1992)
- UN Commission on Sustainable Development (CSD7, 1999)
- Canary Islands Declaration (2001)
- U.N. Millennium Development Goals (MDG, 2000)
- World Summit on Sustainable Development (Rio +10, 2002)
- Declaration on Tourism and MDG (2005)



USAID
FROM THE AMERICAN PEOPLE

What is Sustainable Tourism?

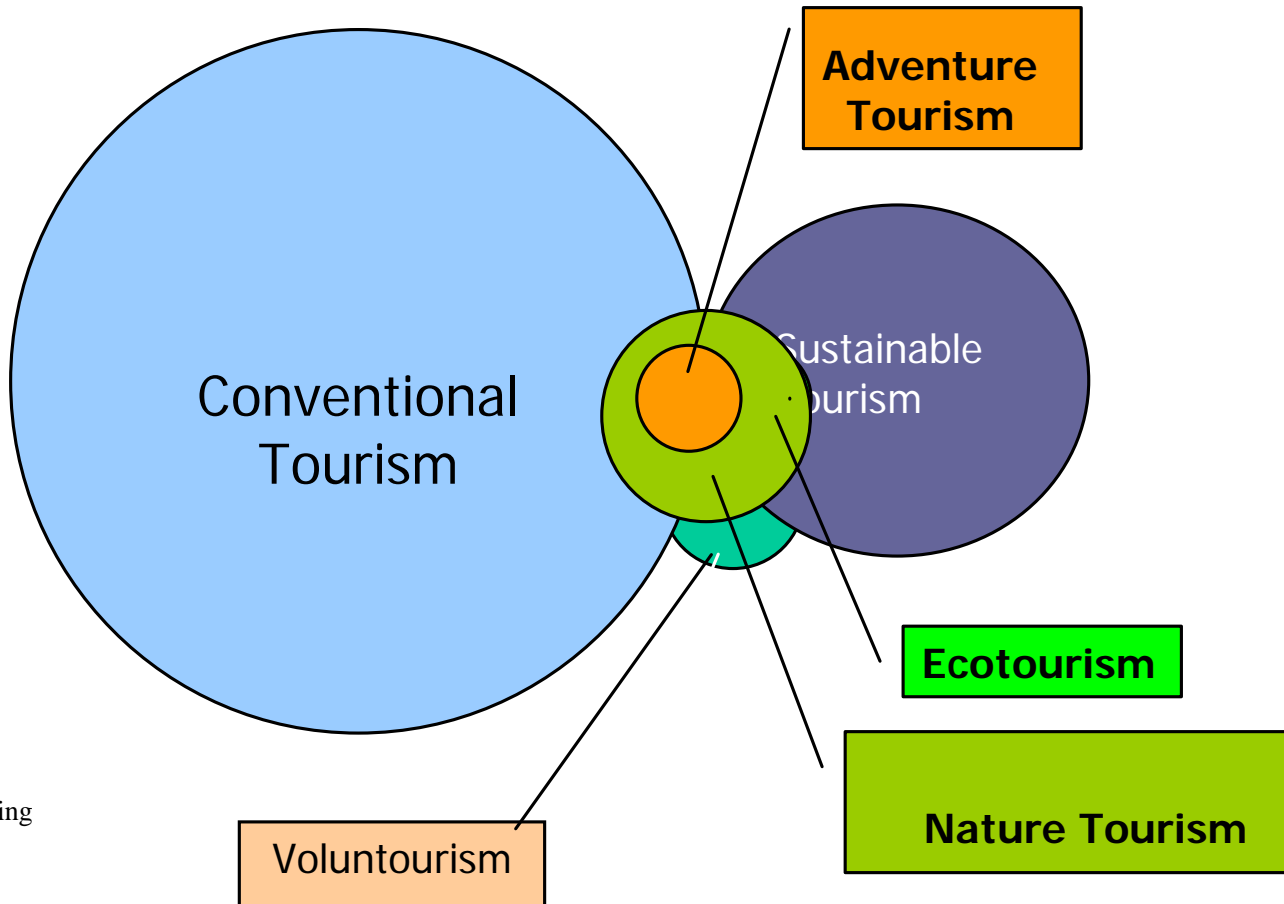
***Sustainable tourism* development meets the need of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes and services, and biological diversity.**

Source: World Tourism Organization



USAID
FROM THE AMERICAN PEOPLE

Relationships Among Tourism Categories



c Green consulting



USAID
FROM THE AMERICAN PEOPLE

Based upon the Millennium development goals, additional emphasis has been placed on the economic as well as environmental benefits of Sustainable Tourism. Sustainable Tourism should:

- Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes, and helping to conserve natural heritage and biodiversity.
- Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
- Ensure viable, long-term economic operations, providing socioeconomic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.



USAID
FROM THE AMERICAN PEOPLE

Environmentally Sustainable Development and Tourism

What is Ecotourism?

Responsible travel to natural areas that conserves the environment and improves the well being of local people.

The International Ecotourism Society



USAID
FROM THE AMERICAN PEOPLE

Relationship of Ecotourism to Sustainable Tourism





USAID
FROM THE AMERICAN PEOPLE

Tourism Industry Stakeholders: Exercise 1-2

What is involved in a tourism experience?

- Mr. and Mrs. Jones from the U.K. want a one-week safari experience in Southern Africa.
- What is the sequence of steps that Mr. and Mrs. Jones would probably take?
- Who are the players (or service providers) involved with each step?
- What is the role of each player?



USAID
FROM THE AMERICAN PEOPLE

International Tourism Industry First Order (Direct) Service Providers

ORIGIN	TRAVEL	DESTINATION
Travel Agencies Outbound Operators Information Services	Cruise Lines Airlines Rail Bus Boat	Inbound Operators Tour Buses Hotels/Motels/Lodges Operators of Attractions Tour Guides Information Services Arts & Crafts Restaurants/Food services Nightlife/Entertainment



USAID
FROM THE AMERICAN PEOPLE

Tourism Value Chain: Exercise 1-3

What other suppliers help support these key tourism service providers?

ORIGIN

TRAVEL

DESTINATION



USAID
FROM THE AMERICAN PEOPLE

Tourism Support: Exercise 1-4

Who supports tourism in other ways?

- The Community
- The Government
- Public/Private Partnerships
- NGOs and Educational Institutions
- Donors





USAID
FROM THE AMERICAN PEOPLE

Tourism as a Development Tool

- 1970s – Infrastructure Development
- 1980s – Departure from Tourism (left to private sector)
- 1990s – Emphasis on Environment
- 2000s – Increased emphasis on Local Communities and Economic Growth





USAID
FROM THE AMERICAN PEOPLE

Benefits of Tourism: Exercise 1-5

What are the potential benefits of tourism for a developing country?





USAID
FROM THE AMERICAN PEOPLE

Benefits of Tourism: Exercise 1-5

What are the potential benefits of tourism for a developing country?

- Utilizes natural capital advantages to provide an internationally competitive industry for developing countries that can be more sustainable than extractive industries
- Provides opportunities to diversify a local economy
- Supports the formation of small and micro enterprises
- Is labor intensive and offers jobs with different levels of skills
- Provides employment opportunities for women and youths
- Promotes rural development
- Promotes local governance
- Introduces technology and basic infrastructure



USAID
FROM THE AMERICAN PEOPLE

Benefits of Tourism: Exercise 1-5, continued...

What are the potential benefits of tourism for a developing country?

- Promotes health and general welfare
- Generates revenue for natural resources management and protection
- Provides incentive for local people to protect their natural environmental assets and maintain their cultural diversity – provides value (is important both financially and socially)
- Reduces the severity of conflicts between people and wildlife
- Supports cultural heritage
- Strengthens linkages with the outside world



USAID
FROM THE AMERICAN PEOPLE

Pitfalls of Tourism: Exercise 1-6

What are the potential pitfalls of tourism?





USAID
FROM THE AMERICAN PEOPLE

Pitfalls of Tourism: Exercise 1-6

What are some potential pitfalls of tourism?

- Encourages cultural alienation and crime
- Corrupts and displaces societal norms and traditions
- Encourages prostitution and human trafficking
- Facilitates the spread of diseases
- Overburdens infrastructure systems
- Destroys fragile terrestrial and marine habitats
- Damages cultural and archeological sites
- Provides low paid, seasonal employment, poor living conditions for workers, and indentured servitude
- Is sensitive to world economic downturns and other events
- Habituation
- Increased cost of living
- Disproportionate benefits to some and not others



USAID
FROM THE AMERICAN PEOPLE

RECAP

- How the tourism industry works
- Recent international growth trends
- Principles of sustainable tourism
- Benefits and pitfalls of tourism

