

Creating opportunities for communities through market-based tourism



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Netherlands

Development

Organisation



Connecting People's Capacities

Presentation Topics

- SNV
- SNV and Pro-Poor Sustainable Tourism
- Community development – Community Tourism – Tourism Development
- Lessons learned and new approaches
- Mekong Discovery Trail, Cambodia

SNV Netherlands Development Organisation

- Capacity-building organisation
- Poverty alleviation through:
 - creating production, income and employment opportunities
 - access to basic services
- Emphasis on governance and inclusive development
- 1,600 professionals in 32 countries
- Five regions of the world – Asia, Balkans, West and Central Africa, East and Southern Africa, Latin America
- Works with private, government, and NGO actors
- A mix of process-oriented and technical expertise
- A strong local presence
- Nine strategic areas of work

SNV and Tourism

- SNV works in tourism in 20 countries of the 32 we work in worldwide
- 65 tourism advisers/100 advisers involved

STEP Partnership

- Tripartite partnership UNWTO/SNV/STEP Foundation
 - 7 mechanisms poverty reduction, not just CBT
 - 16 projects in 15 countries
 - SNV advisers have UNWTO/STEP representative role
-
- Largest tourism programmes for SNV in Asia
 - “Pro-Poor Sustainable Tourism”
-
- Two strategic choices:
 - Destination development and management
 - Corporate Social Responsibility

SNV, communities and tourism

1994 - 2000

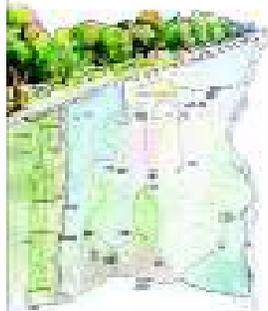
- SNV has been engaged in tourism since 1994; projects started in Tanzania, Albania and Botswana;
- Tourism as a tool for sustainable **rural development**, community development and natural resources management
- Implementation of projects in small rural communities
- **Community-Based Tourism**

2000-2004

- **Advisory services**, process facilitation with communities but also capacity-building of local organisations
- **Pro-Poor Tourism**, ecotourism
- Still relatively narrow impact, and involvement of private sector
- 2004 Pro-Poor Sustainable Tourism (PPST) was chosen as a focus area

Developing Sustainable Communities

A TOOLKIT FOR DEVELOPMENT PRACTITIONERS



PARTICIPATORY LEARNING AND ACTION TOOLS

Social Mobilization

Appreciative Participatory Planning and Action

Market Analysis and Development

Entrepreneur Support Services

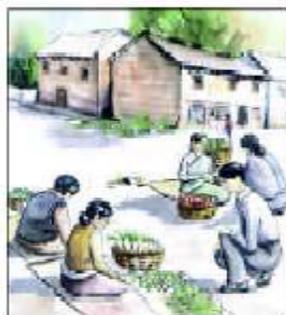


SNV

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List of PLA Tools

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SNV, communities and tourism (cont'd)

- 2004-2007
- Capacity-building of local actors at **meso-level** (not directly in communities) and institutional development
- More direct involvement of the **private sector**
- Pro-poor sustainable tourism
- STEP Partnership

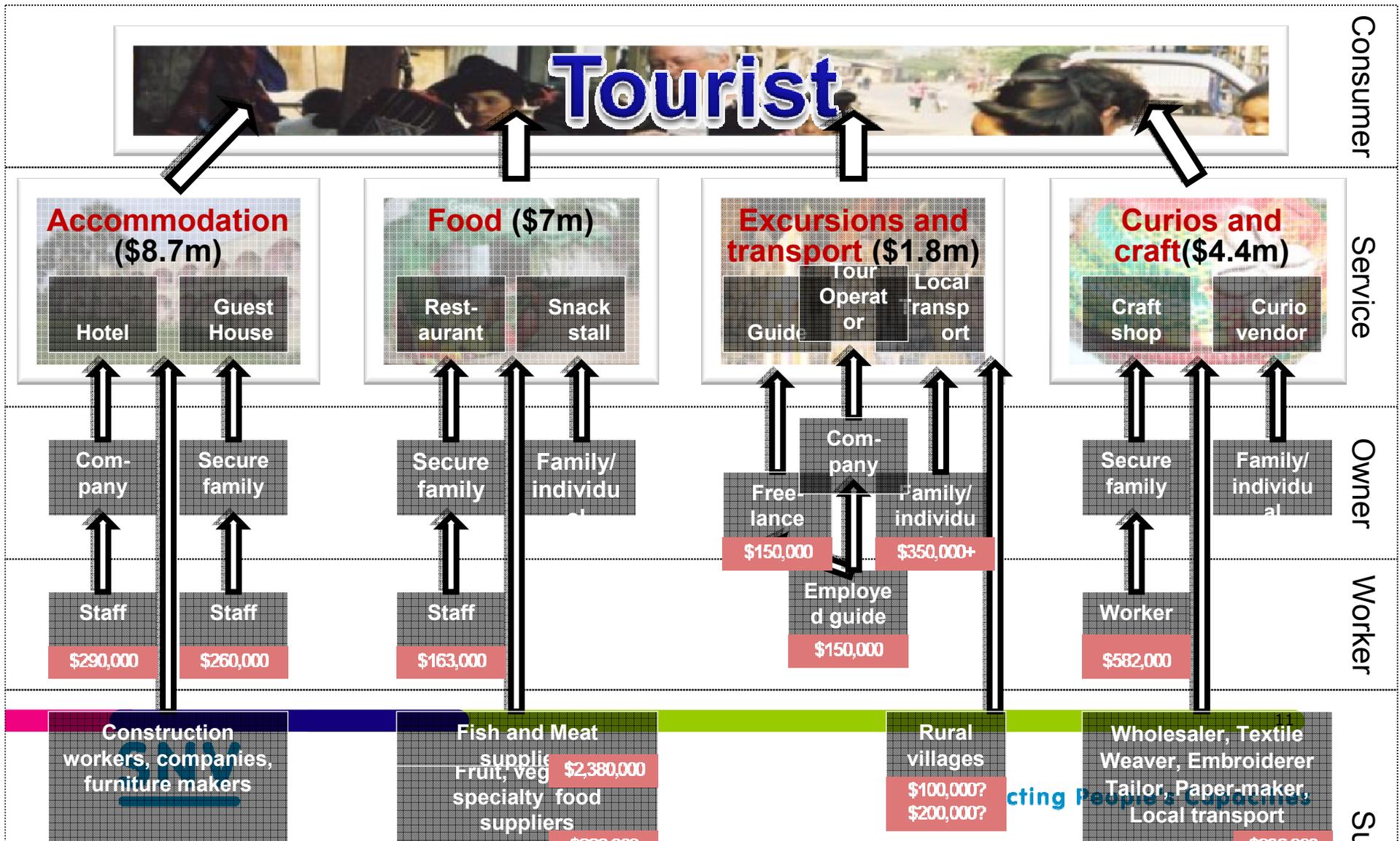
Now:

- Pro-poor Sustainable Tourism that is **market-driven**
- Wider range of SNV clients, especially **tourism associations** and businesses
- **Broader impacts** through **value chain development** and improvement in destination management

Lessons Learned

1. Communities won't benefit if there are no tourists
2. Tourism is a business – profit is not evil
3. Recognition of the key role of the private sector as tourism enablers and not 'the bad guys'
4. Tourism resources may be communally owned, but tourism activities do not have to be
5. Opportunities to increase tourism benefits to communities and the poor through improving employment, supply of goods and services in current tourism destinations – not just developing new products

In what ways do the poor participate in the tourism economy? (Luang Prabang tourism and opportunities for poor)



Four different types of pro-poor changes in the performance of a tourism value chain

1. Increase returns to current low paid activities of the poor via **upgrading**.
2. Expanding the **relative share of products provided by the poor** within the overall chain.
3. Developing **new links** in the value chain to new supply inputs or tourism products that the poor can provide.
4. Expanding **the overall market size** and thus the entire value chain.



ផ្លូវជីវិតស្បែកទាបេតង្គ

River life adventures
in Northeast Cambodia

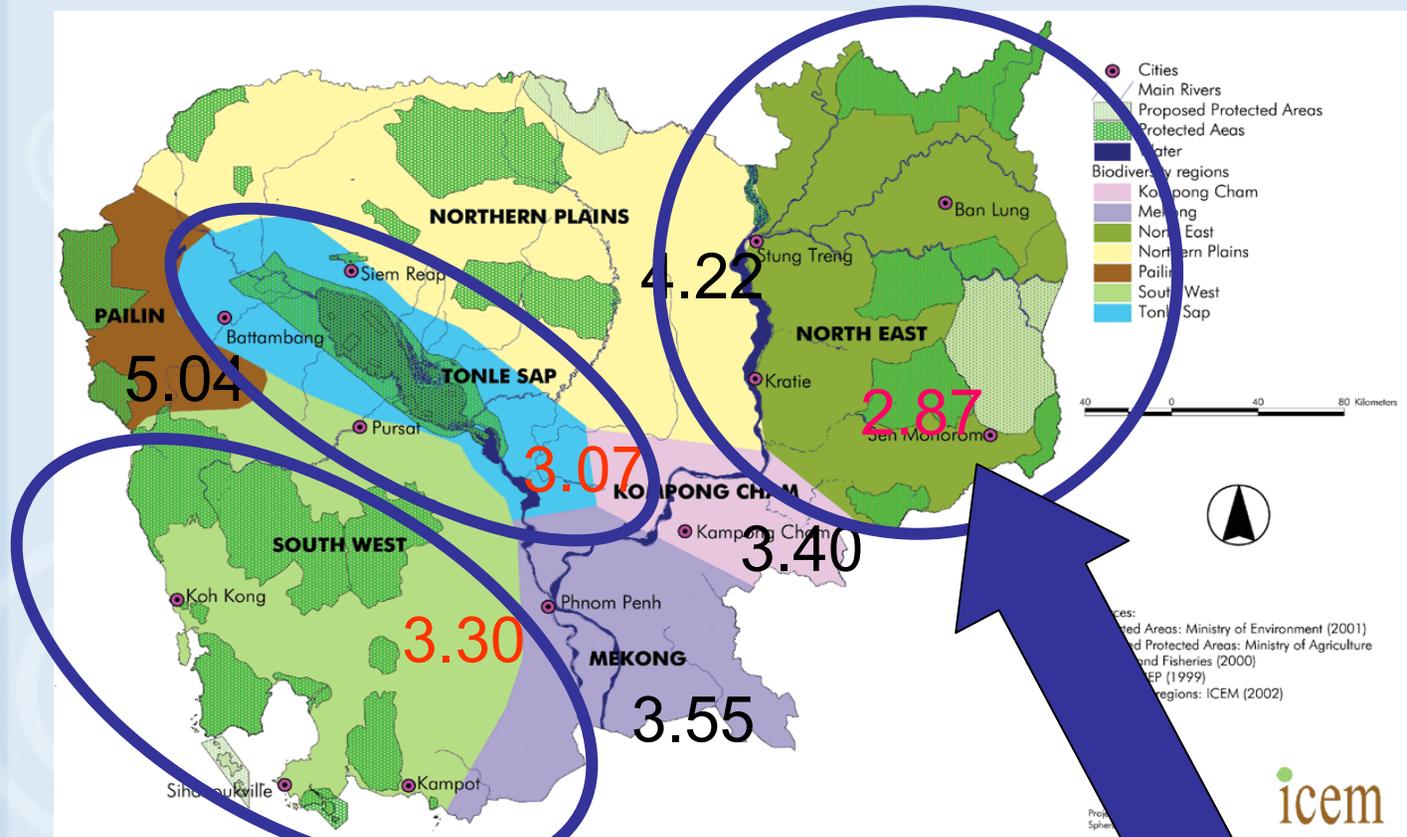


Potential ecotourism areas

Ecotourism potential according to the Private Sector

1= highest potential
7= lowest potential

From the Draft Ecotourism Policy, Strategy and Action Plan for Cambodia (SNV 2007)



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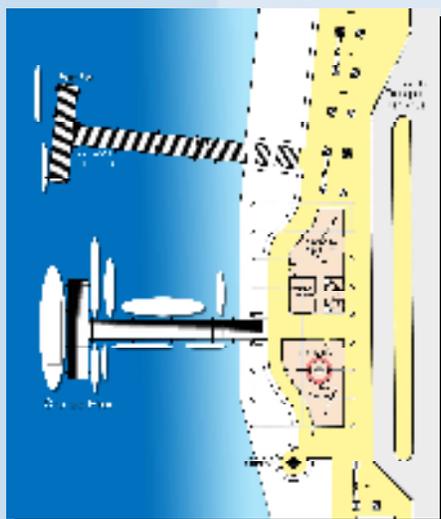
The Main objectives of the project

- Alleviate poverty and diversify rural incomes
- Protection of cultural and natural heritage
- Build capacity of provincial stakeholders
- Diversify Cambodian tourism product and to expand the international image of Cambodia
- Increase visitor numbers, length of stay and revenue
- Support development of upper market tourism infrastructure
- Expand project scope to Lao PDR



MDT Project Phases

Phase 1: Tourism Master Plan for Kratie



Completed September 2007

Phase 2:
Mekong Discovery Trail Development Plan



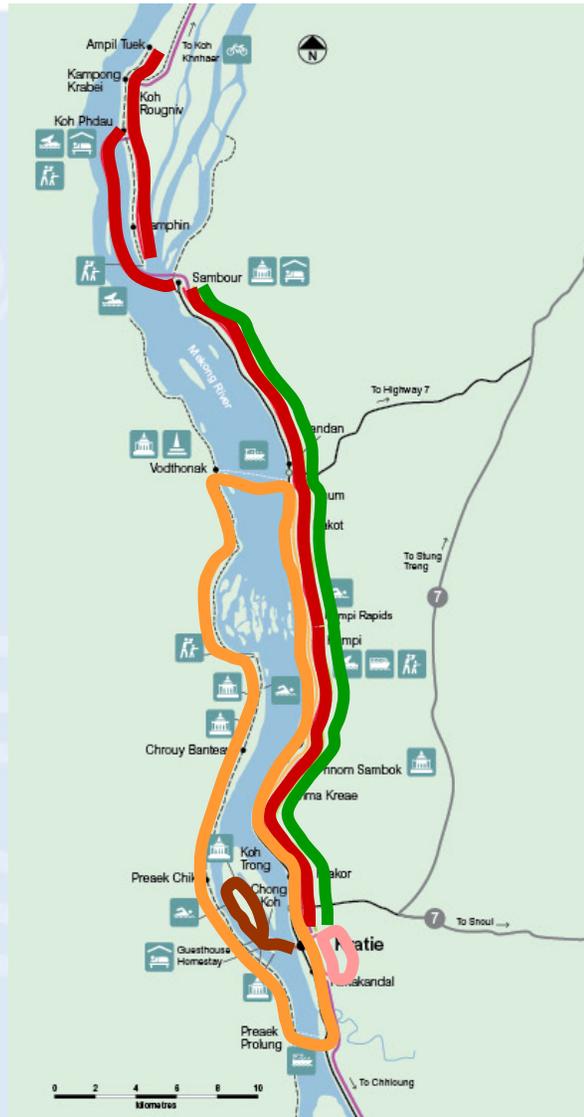
Completion June 2008

Phase 3 :
Mekong Discovery Trail Implementation



Completion September 2009





The Mekong River Discovery Trail

- Series of local and regional attractions are connected with a themed visitor route and marketed as a package.
- Smaller trails linked to major provincial centres.
- Encourage visitors to stay longer in the major centers and allow them to venture out into surrounding villages

Community challenges and solutions

Challenge

- Increasing the overall tourism pie to provide benefits to the poor

Solutions

- Start development from the locations that have or are able to attract critical mass of visitors

Challenge

- Business concepts lacking

Solution

- Attract right type of investors

Community challenges and solutions

Challenge

- Economic feasibility of CBT sites generally missing

Solution

- Prioritize CBT sites with economic feasibility
- Link with national tour operators to ensure greater success in exposure to reduce reliance on small, individual marketing and promotional efforts, and to pilot the creation of successful community/private sector partnerships

Success Factors

- Marketing and branding:
 - Logo and website
 - Guidebook launched to the private sector and tourists, resulting in increase in length of stay by 1 night
- Famtour and the guidebook have gained the interest of the private sector
 - Trail was clearly featured and marketed by 12 tour operators at the end of 2008. A total of 28 tour operators are exploring opportunities in the region, several for the first time.
- Potential investors are attracted to the destination due to 1) the itineraries developed, 2) base created through the capacity building activities, 3) interest raised by the marketing and promotional activities.

Conclusion

- Tourism offers opportunities for the poor and communities to benefit, but interventions are not always at the community level
- We can challenge ourselves to have a broader impact for more communities through more innovative ways of including the poor in tourism
- Must perform due diligence in exploring market-demand for tourism development, at the risk of making communities and poor more vulnerable
- Must recognise the profit-oriented business that tourism is and the important role of the private sector in enabling tourism benefits
- However, we do need to recognise the negative impacts that tourism can have on local communities and the poor, and safeguard their interests.

Thank you

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