



Third Global Summit on Peace through Tourism

Millennium Development Goals, Economic Development, Tourism Industry, & IESC

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Pattaya, Thailand
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Millennium Development Goals (MDGs)

- In September 2000, the UN introduced MDGs.
- All the 191 UN member states have pledged to meet the goals by 2015.



MDG Goals That Can Be DIRECTLY Supported by Tourism Industry

MDG 1) Eradicate extreme poverty and hunger

MDG 7) Ensure environmental sustainability

MDG 8) Develop a global partnership for development





MDG Goals That Can Be INDIRECTLY Supported by the Tourism Industry

- MDG 2)** **Achieve universal primary education**

- MDG 3)** **Promote gender equality and empower women**

- MDG 4)** **Reduce child mortality**

- MDG 5)** **Improve maternal health**

- MDG 6)** **Combat HIV/AIDS, malaria and other diseases**



IESC & Tourism

- For the last 41 years IESC has undertaken international “economic” development work in 120 countries and has completed over 25,000 assistance projects.
- We deliver technical assistance more effectively in the tourism industry than virtually any other sector.
- Our experience has demonstrated that tourism can address world poverty by bringing sources of income into the heart of some of the poorest communities

This is generally **NOT** true of most other sectors.



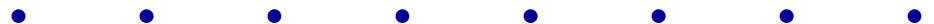


The IESC Bias

IESC is fundamentally a business development organization.





Today, we will highlight what we have done in the Tourism Industry through business development delivered to the public and private sectors in the developing world.

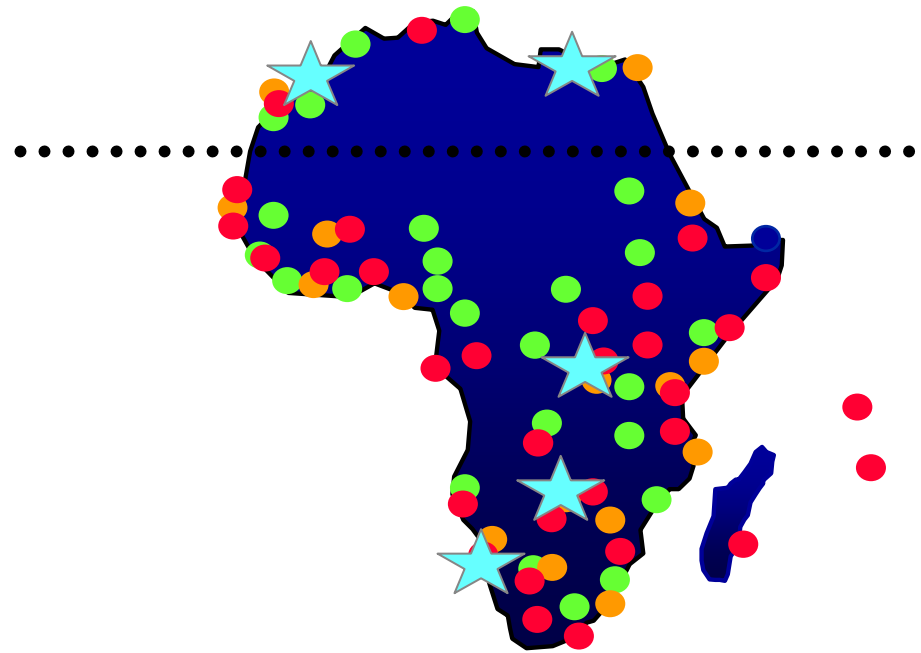
... We Facilitate Growth!



IESC Programs in Africa

Tourism Development Through Cross Sectoral IESC Assistance

-  **Historical** [1964]
-  **Today** [2005]
-  **Tourism**
-  **Stars**

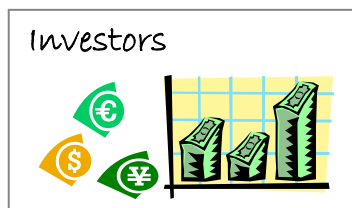
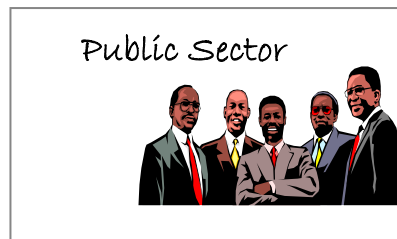
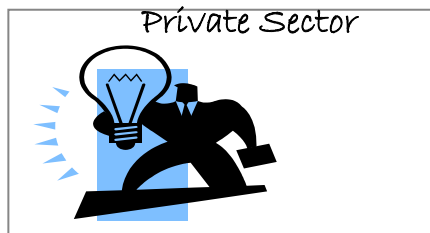




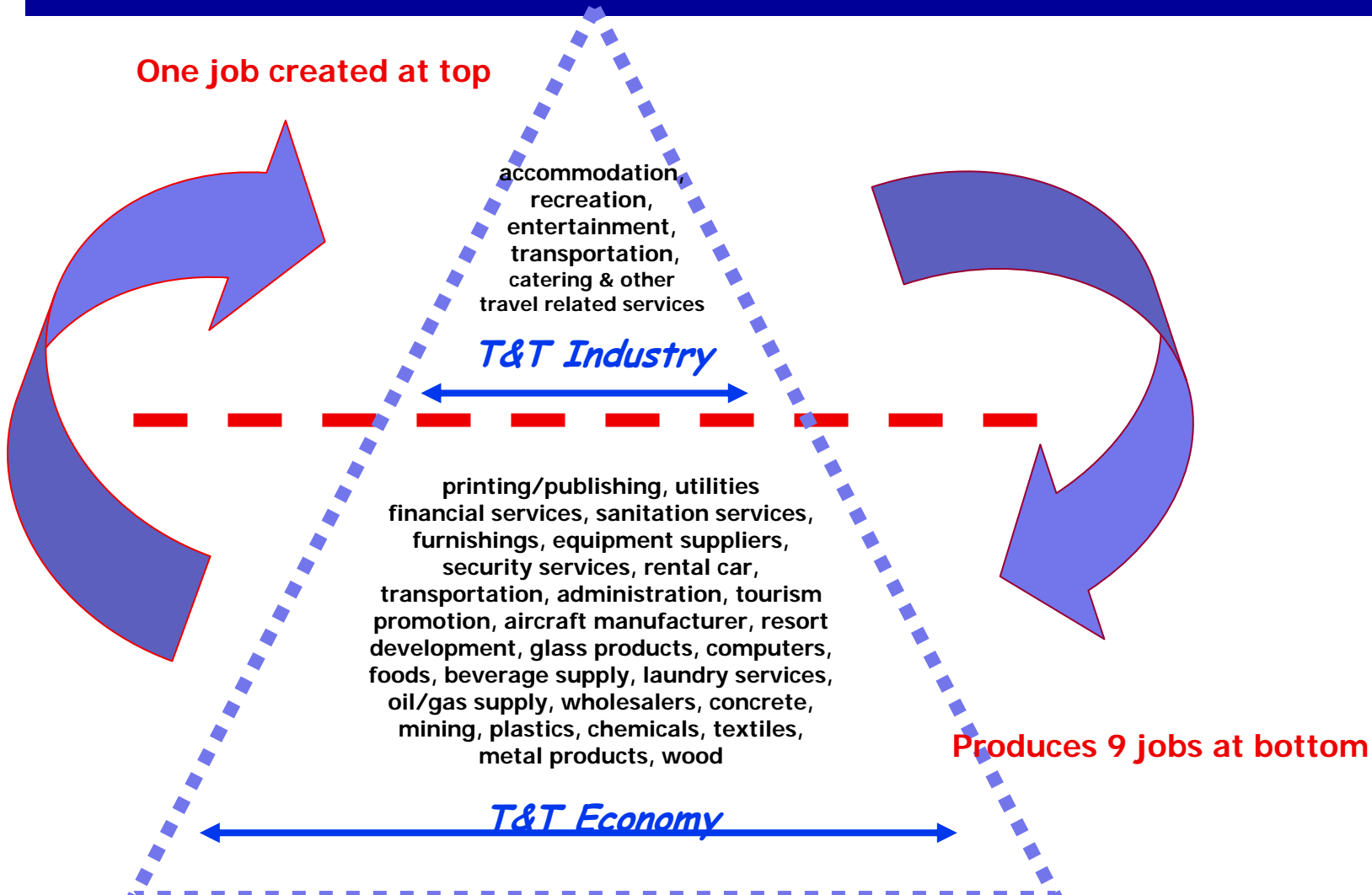
IESC Expertise



The Partners in Every Country



Business/Tourism Linkages



Why Tourism Can Play a Central in Economic Development

It offers more GOOD: “Jobs” – Stability – Growth

- As an activity it has grown by around 25% in the past 10 years
- Now accounts for around 10% of world’s economic activities
- One of the main generators of employment. In 2005, it will be 222M jobs – or 1 in every 12 employees.

Than BAD:

- Major impacts on the natural and built environment
- Major impacts on well being and culture of host populations

- Source : Making Tourism More Sustainable, UNDP, 2005

Other Benefits from Tourism

In 2004, the “Visitor Exports” from tourism industry was \$ 605.1B.

Also, in 2004, the capital investment on tourism industry was \$ 730.9 B.

Source : Blueprint for New Tourism, World Travel & Tourism Council

Tourism is An Unique Industry

Tourism is versatile —Leisure to Surgery

Unlike manufacturing industries in developing countries that are highly vulnerable to competitiveness factors (*e.g., new technologies*) and changing trade rules), well-developed tourism destinations **DO NOT** lose their competitiveness factors (*e.g., Egypt isn't likely to lose the pyramids.*)



Don't View Tourism As Just One-Way Trade

In 2004, the value of goods imported by direct and indirect Travel and Tourism industry establishments was \$ 1,138.4 B

Source : World Travel & Tourism Council, 2005





IESC & MDG (8)- Develop a global partnership for development

IESC strongly believes that Tourism as an economic development tool is much more sustainable than any other industry...

- ❖ **Could be easily expand to rural areas;**
- ❖ **Diverse employment opportunities to local community;**
- ❖ **Does not require immediate massive infrastructure.**

IESC assistance is designed to increase a nation's competitive advantage and accelerate economic growth through sustainable Tourism development



Poorer Nations Need More Foreign Exchange

IESC Can Assist Nations to:

a) attract and receive more tourists, i.e.,

Promote the location, introducing new products and services.

b) earn more income from each tourist i.e.,

Provide higher quality products associated with high quality service

c) change the enabling environment i.e.,

Policies must be complementary to an effective private and public sector development strategy.





Attracting More Tourists

Promote the location

i.e., Media Fam trips, international marketing and sales events, advertising, etc.

Introduce New Products

i.e., eco-tourism in Sri Lanka, surgical travel to the Caribbean, etc.

Change the Enabling Environment

i.e., build and/or strengthen local tourism associations and support groups to have a louder voice in the policy process of the nation, (Armenia Tourism Association.)





Earn More from Each Tourist

Meeting Customer Expectations Requires Upgrading the Industry Through...

- Training and upgrading of human resources
e.g., Egyptian Tourism Federation
- Technical assistance in hotel and tourism management
- Meet International standards (*ISO 9000 and ISO 14000 in Sri Lanka and HACCP in Egypt, etc.*)





IESC Technical Assistance

From “Mystery guest” concept to “Swiss Kitchen”

Offer IT support Across the Sector– Geekcorps

- Cyber Cafes in Senegal
- Information kiosks; e-registrations, e-advertising, etc.

Tap the resources of other partners...

Continuing Alliances

- Virginia Tech
- Cornell University
- IIPT

Volunteers from other developed nations

- Australia (AESOP), UK (BESO), etc.

Others

- TII
- East West Center



Some IESC Tourism Development Programs

Egypt

Through IESC's Centre for Business Support (IESC/CBS) assistance to Egyptian owned and managed hotels., eg in 2 years, 64 hotels direct grant clients of 247 interviewed.,

Armenia

Training, consulting and mentoring to small businesses

Zambia

Helping a local institute to enhance community outreach and promote sustainable tourism

Cypress

Delivering marketing and tourism expertise to small and medium-size enterprises (SMEs) and business service organizations in the Turkish Cypriot Community. (TCC)

Bulgaria

Reviewing of the Bulgarian tourism sector and delivering training and other technical assistance interventions

Kazakhstan

Exploring adventure tourism by strengthening regional facilities





Working at the National Level

Around the world, IESC implements cluster-development programs designed to increase the regional and international competitiveness of developing nations.

Tourism, often the most promising growth sector in developing countries, is a major focus of IESC competitiveness strategies.

- IESC builds and strengthens Tourism industry associations and support groups allowing them to play a more important role in the decision-making process of their country's development strategy. IESC has played a significant role in strengthening the following organizations:

Egypt – Egyptian Tourism Federation

Armenia: Armenian Tourism Association

Sri Lanka – ISO 14000 User Association, Eco Tourism Society of Sri Lanka)

Jordan – Jordan Hotel Association





A Way Forward

The Role of Development Agencies

In the 1990s, tourism was not seen as an industry to be supported by international donor groups. Today, it is seen as an important tool for socio-economic development by those same donors—one that can generate new jobs, foreign exchange, domestic growth, rural access and sustainable development. IESC assistance supports Tourism as a development strategy worldwide.

The Role of Governments

Government spending on tourism industry is an investment. In 2005, \$285 billion will be spent by the governments. IESC assistance can work with governments to help to maximize the return on these investments.

The Role of the Tourism Industry

- The industry should focus on identifying and exploiting niche opportunities in a few target countries –such as surgical tourism, adventure tourism, heritage tourism, etc.
- The industry should create private/public partnership programs/alliance that can leverage intellectual capital and attract the financial resources needed to accelerate the pace of growth in target countries with high-potential for near-term success.
- *IESC offers its experience and resources to assist the Tourism industry in developing high- impact public-private global programs and partnerships.*



How Can We Do Better?

Avoid approaches that “stovepipe” initiatives.

Pursue an enabling environment strategy that can be implemented simultaneously in conjunction with private sector development initiatives.

– Benefits

- Time
- Synergy



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