

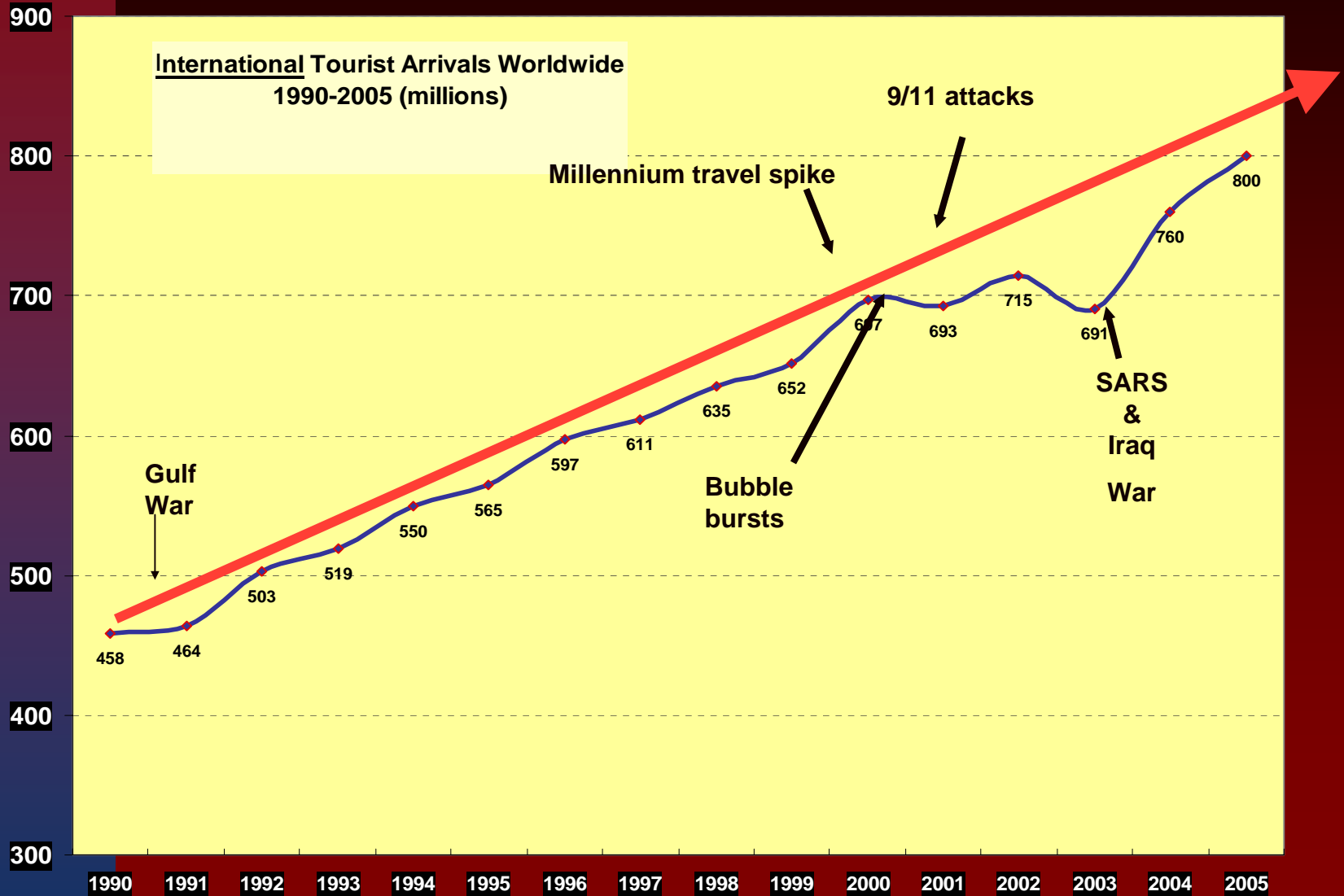
**Advancing the Contribution of Tourism to Poverty Reduction and
Socio-Economic Development:**

The Role of the World Bank

May 22nd, 2007

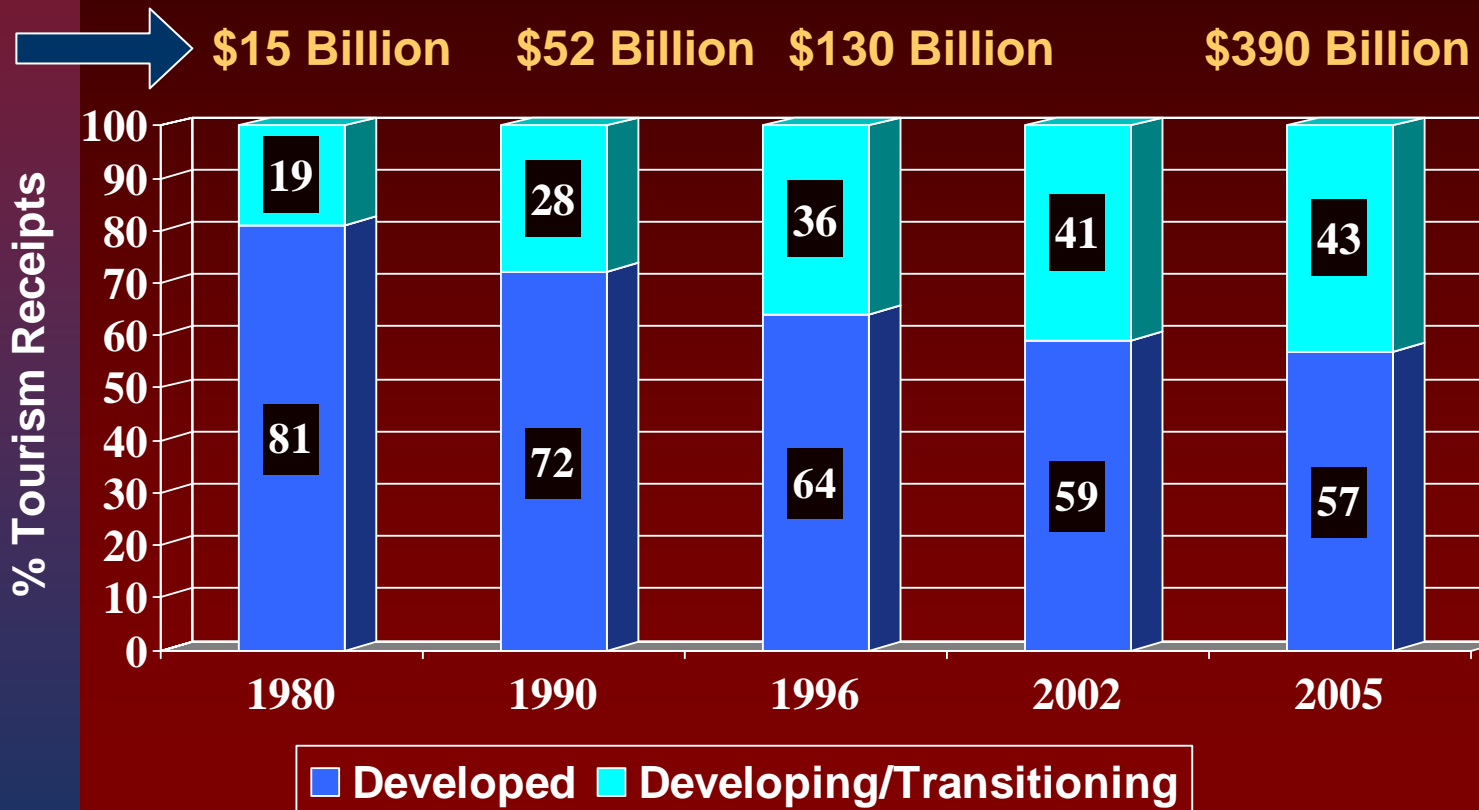
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World Bank, Africa Region,
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TREND 1. Tourism Growth is NOT Slowing Down

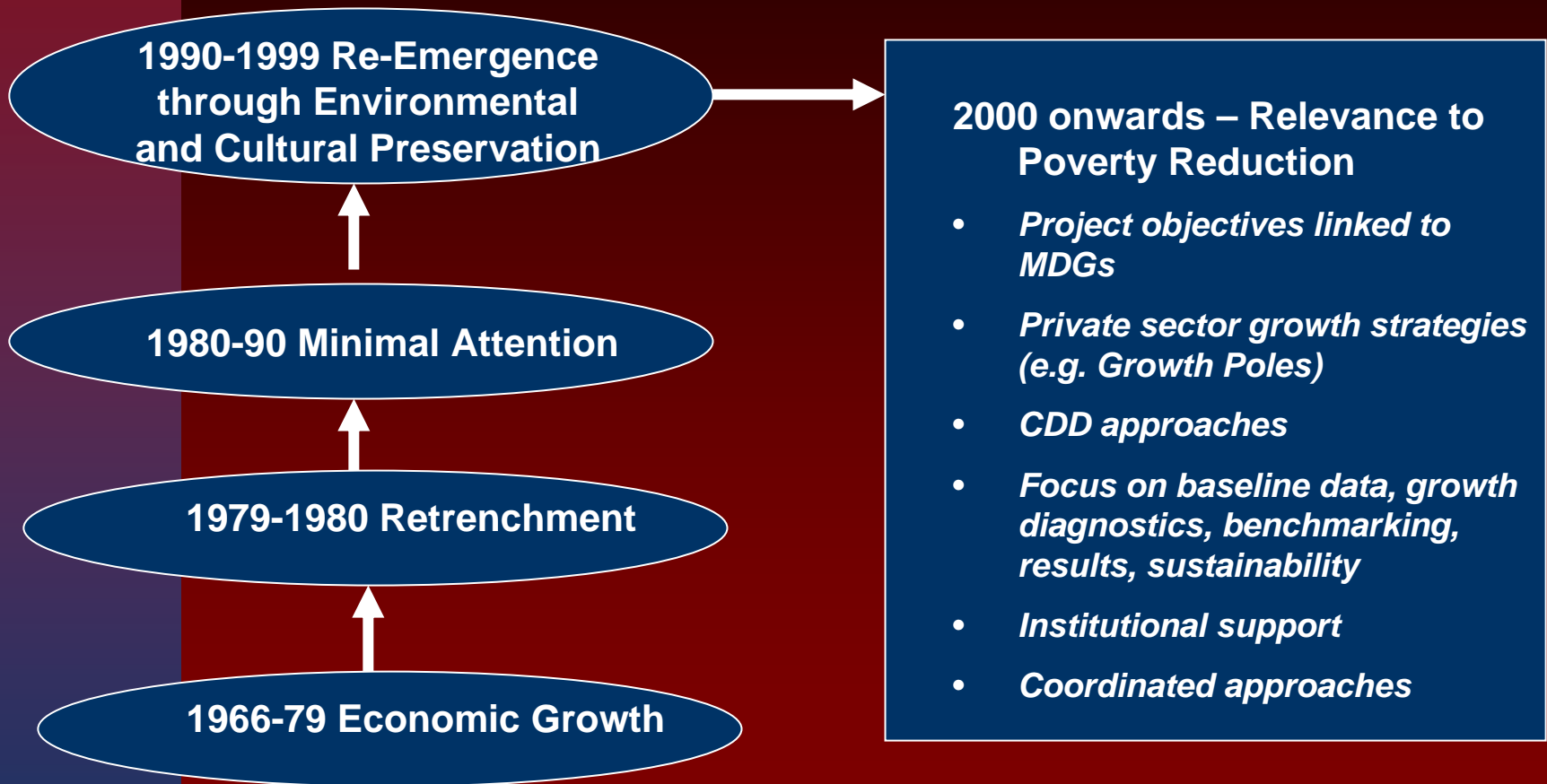


TREND 2. Developing Countries are Getting a Bigger Share

Tourism receipts are growing



TREND 3. The Bank's Perspective is Evolving



TREND 4. Client Demand is Growing

- **80% of PRSPs cite tourism as a key growth opportunity**
- **The Bank Group is being approached for tourism advice and lending, to date 79 countries**
- **Sub-national governments are focusing on tourism as an opportunity for local economic growth**
- **Ministries of Finance want economic growth from tourism assets**

LESSON 1. Learn from Successes

In Many Developed Countries Tourism is a Proven Mechanism for Sustained Economic Development

But, it takes...

- **Political will**
- **Participatory planning (local, regional & national)**
- **Legal & regulatory environment that levels the field for investment & employment**
- **Human resources at all skill levels**
- **Investments from the public sector (infrastructure platform, public goods)**
- **Private sector Investment**

These are the areas for intervention in developing countries

LESSON 2. Everybody Needs Access

- **For tourism to be a genuine tool for socio economic growth and poverty reduction, people need access to:**
 - **Land or a place to do business**
 - **Finance or credit**
 - **Skills**
 - **Markets**

These are areas where the Bank has the skills to help, because these are not that different to other economic sectors.