



Your ticket to the future of economic development...

- Carrier: Citizens Development Corps

- Departure: Zambia

- Arrival: Sustainable & Equitable Economic Development

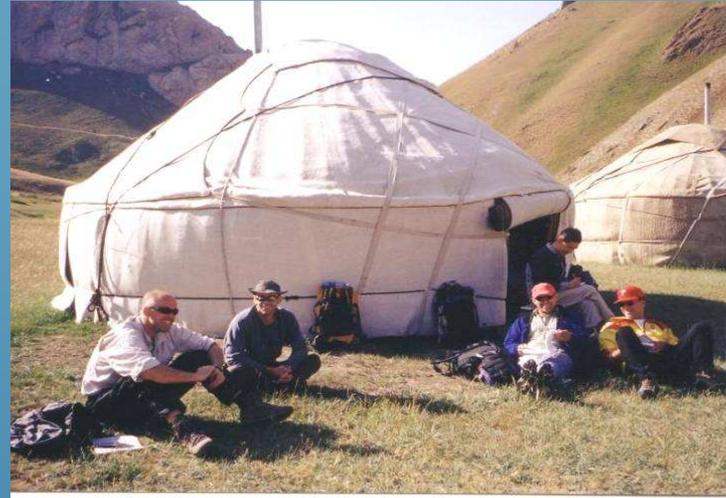
- Time: 2:10pm

Michael Levett
President, Citizens Development Corps
1726 M Street NW; Suite 1100
Washington, DC 20036

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Your ticket to the future of economic development...

Tourism has unique
value as a tool for
economic growth
and opportunity



<http://www.cdc.org>

Your ticket to the future of economic development...

TDC's Mission is to assist individuals, business, regional and national governments, NGOs, and other stakeholders to take full advantage of the opportunities presented directly and indirectly by the tourism sector.

TDC's Methodologies ensure that tourism development is undertaken in a responsible and sustainable manner, supports cultural heritage, environmental stewardship, and benefits the local communities.



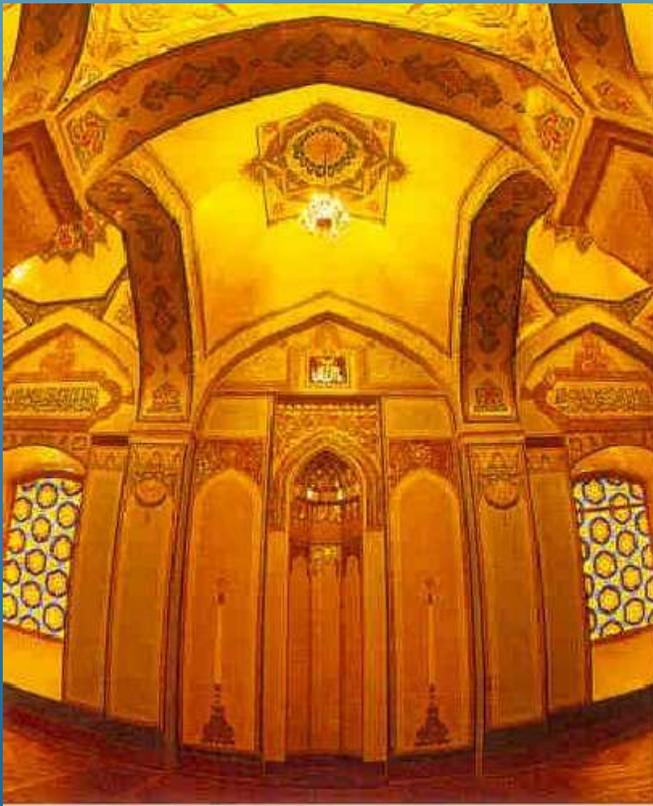
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The goals of TDC are ambitious, but attainable.
They include:

- Creating business opportunities for small and medium sized enterprises and entrepreneurs
- Enhancing environmental and cultural well-being
- Creating good and lasting jobs
- Encouraging family and national wealth
- Creating jobs with low barriers to entry
- Increasing access to finance for businesses and NGOs
- Fostering social and political stability and empowerment through increased prosperity.

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To meet the demands for quality tourism development and to provide innovative, wise-use-without-abuse programming, TDC has built a remarkable alliance of implementing partners, including



- Top universities with tourism management programs
- Tourism marketing companies
- Travel publications
- Environmental organizations
- Associations and organizations with skills and know-how in tourism-related fields
- A global Advisory Board of leading professionals from a wide range of sectors

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The tourism industry encompasses nearly every sector of an economy...



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...including traditional tourism industry sectors...

Hotels, restaurants, cafes

Cultural preservation

Travel and tour operators

Destination Management Orgs.

Sites and attractions

Recreation and entertainment

Handicrafts and souvenirs

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...and all of the industries that support them.

Construction and Infrastructure
Transportation

Agriculture and agribusiness

Retail Businesses

Finance and financial management

Business service providers



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SMMEs in all of these industries face a number of challenges, including:

- Barriers to market entry
- Poor quality control
- Low access to finance
- Difficulty exporting
- Insufficient access to information



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To help SMMEs overcome the obstacles they face, it is important to work *with and through* BSPs to build local capacity and develop appropriate approaches and solutions in business areas such as...

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- Organizational development, strategic planning, HR and contract management, financial planning;
- Quality control and international certification assistance;
- Marketing, advertising, and product development
- Updating IT and other technology;



continued...

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...continued

- Infrastructure development and maintenance;
- Obtaining and utilizing financing;
- Business networking, including fostering national and international linkages, developing trade networks, and holding industry-specific trade fairs.



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It is also crucial to identify all of the links on the tourism supply chain, and to build capacity on each link of the chain.



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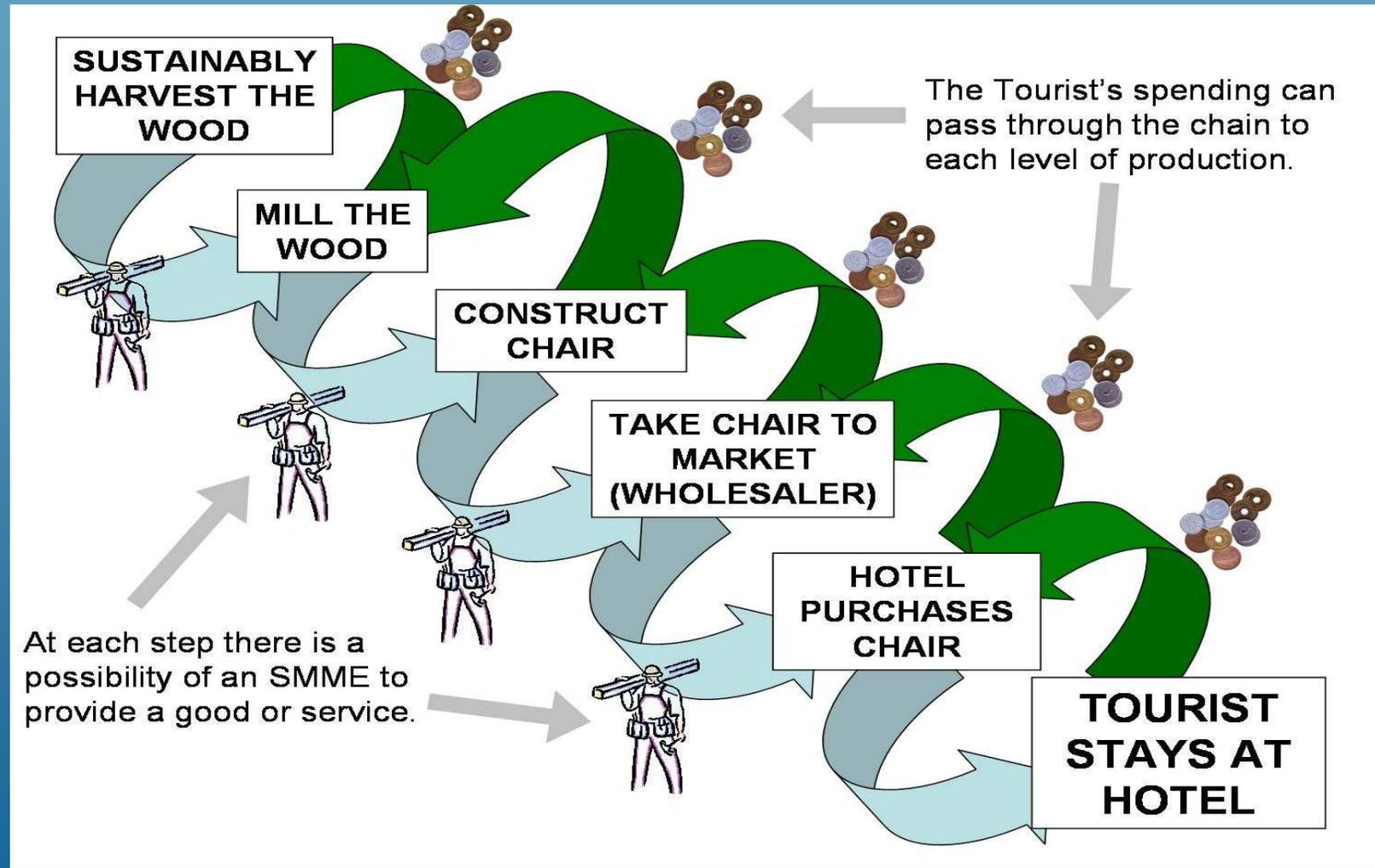
Supply chain capacity-building activities include:

- Creating chains among clients;
- Improving quality of goods and services for clients already in a supply chain;
- Improving quality of goods and services for clients to qualify for a supply chain;
- Improving capacities of supply chains;
- Improving access to finance for clients;
- Developing procurement processes for chain end-users.



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One example of a tourism supply chain:



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A Success Story in Africa from one of our implementing partners:

Dwars River Escape Route
and Imbali Live Craft and Art
Center. Kylemore, South
Africa



- Increased employment
- Expanded markets
- Small firms producing more goods
- Most money stays in the community
- 47 people employed
- Exported goods internationally

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Contact Information:

Michael Levett
Citizens Development Corps, Inc.
1726 M Street NW; Suite 1100
Washington, DC 20036

Phone: 1-202-872-0933 Fax: 1-202-872-0923
E-mail: mlevett@cdc.org