

SNV – NETHERLANDS DEVELOPMENT ORGANISATION

Presentation for the 3A-STEP Meeting

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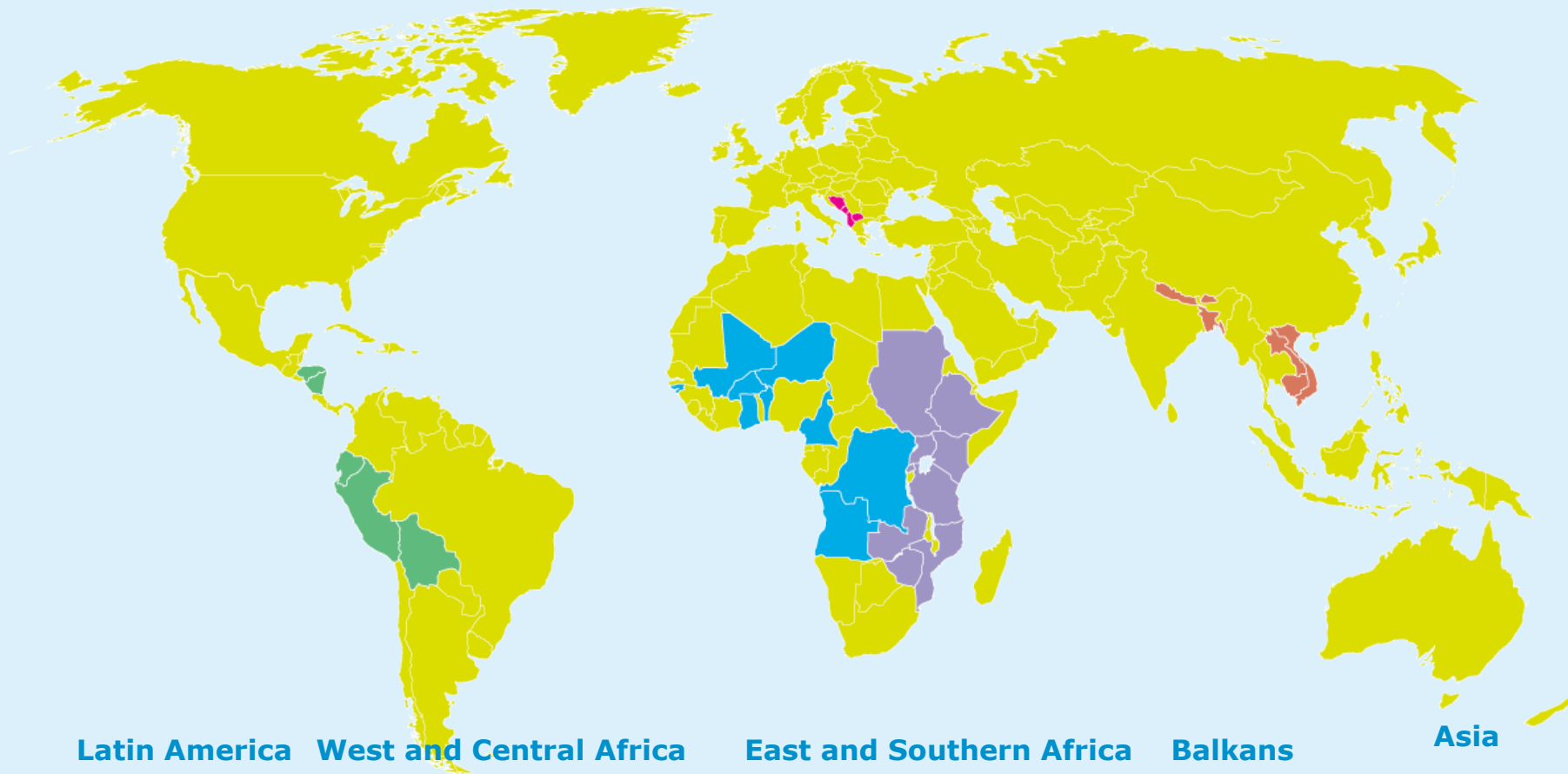
Structure of Presentation

- SNV short introduction
- Why is SNV in Sustainable Pro-poor tourism?
- SNV's Approach in SPPT
- SNV's Contribution to 3A-STEP
- SNV's expectations from 3A-STEP

SNV's Mission Statement

SNV - Netherlands Development Organization

SNV is dedicated to a society where all people enjoy the *freedom* to pursue their own *sustainable development*. We contribute to this by *strengthening* the capacity of *local organizations*



Latin America

Honduras
Nicaragua
Ecuador
Bolivia
Peru

West and Central Africa

Mali
Niger
Guinea Bissau
Burkina Faso
Ghana
Benin
Cameroon
Angola
DR Congo

East and Southern Africa

Sudan
Ethiopia
Uganda
Kenya
Rwanda
Tanzania
Zambia
Mozambique
Zimbabwe

Balkans

Albania
FYR Macedonia
B Herzegovina
Montenegro

Asia

Nepal
Bhutan
Lao PDR
Vietnam
Cambodia
Bangladesh

Who and what is SNV?

- An advisory organization – not a project implementing international NGO
- Capacity strengthening of national/local organizations is the main focus
- Two main focus areas; Economic development and delivery of Basic Services
- Works in tourism in Ethiopia, Kenya, Mozambique, Rwanda, Tanzania, and Zambia in ESA region

Why is SNV in tourism?

- Diverse and complex economic sector offering a multitude of pro-poor opportunities
- Sustainability and Pro-Poor aspects are not automatically present
- To increase Pro-Poor benefits of local populations
 - Active involvement, not passive beneficiary
 - In tourism value chain and basic services.

SNV's Main Approach in Tourism

Destination Management
Approach



Value Chain analysis &
Development

Getting people to visit
the destination

Delivery of services on
the ground

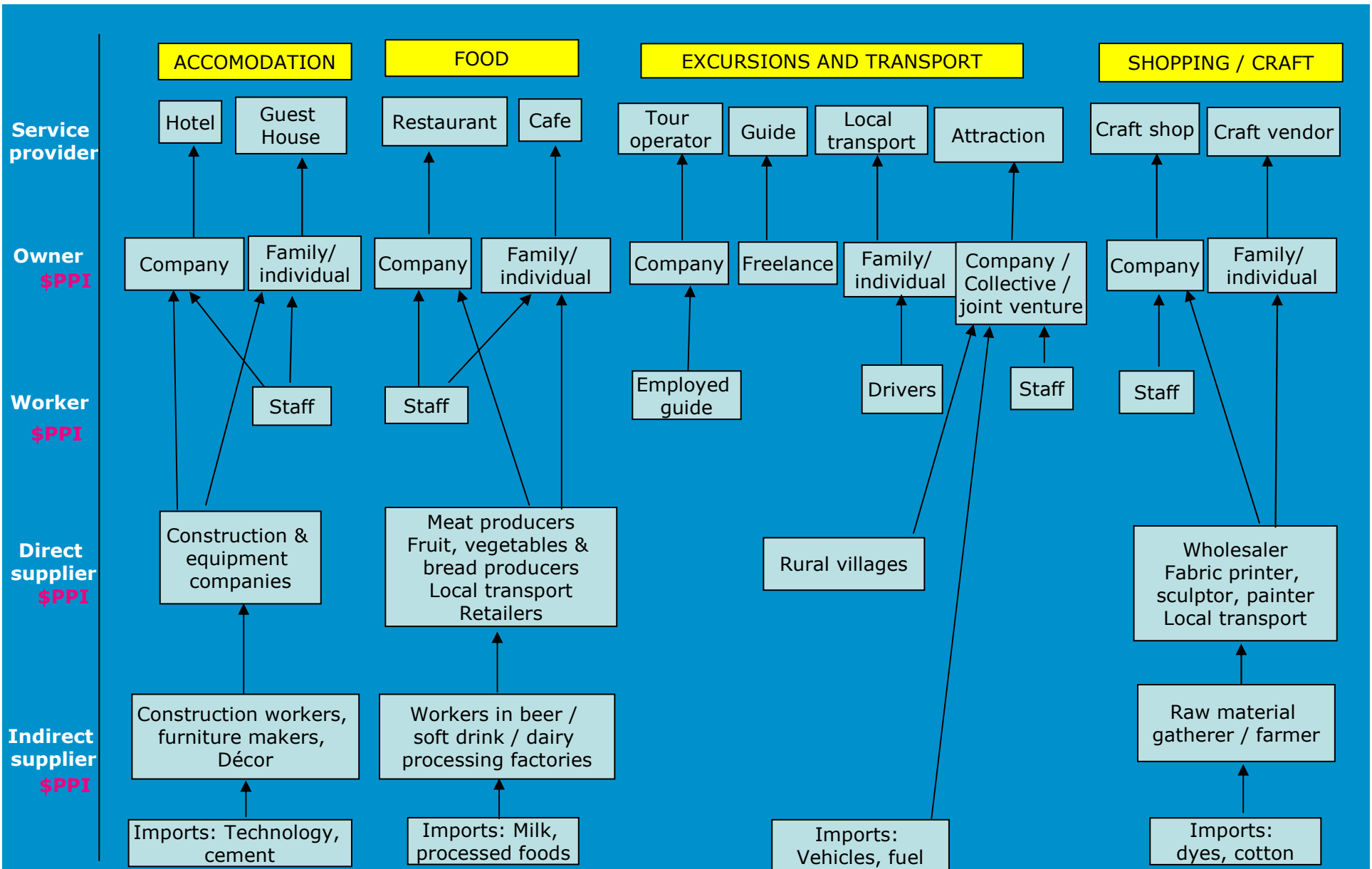
Creating enabling
environment

accommodation

food & drink

excursions/activities

shopping



Adapted from Ashley, 2006

Destination Management

Getting people to visit the destination area.

This includes;

- Destination promotion (branding, image, pricing)
- Information services
- Booking system
- Physical accessibility
- Customer relationship management

Destination Management

Delivery of tourism services on the ground.

This involves;

- Destination coordination and management
- Value for money, availability of tourism service providers
- General hospitality
- Local information
- Available human resources, training and education facilities
- Supporting services (basic services, business services)
- Supply chains (maintenance, construction, furnishings, agriculture, catering, retail outlets, laundry, transport)

Destination Management

Creating an enabling environment for sustainable tourism development;

- Policy, legislation & regulations (including environmental and social impact assessments)
- Incentives, taxes & levies (and the distribution thereof)
- Planning & infrastructure
- Licensing regime
- HR development
- Investment climate

SNV's Main Approach in Tourism

VCA&D → Pro-Poor entry points and actions

- increase part of the cake for the poor through;
 - Capacity development services
 - Brokering/linking
 - Networking and lobbying

DMA → Sustainability and enabling environment

- Increase size of the cake; organization and functioning of destination
 - Platform of public/private/civil society stakeholders

Our Contribution to 3A-STEP

- Our Strengths
 - Hands-on-Experience with Sustainable Pro-poor Tourism.
 - TVCAD approach, analysis of supply chains, and the pro-poor participation in these chains;
 - Production and management of field based knowledge;
 - Working with strategic partners on SPPT.

Our Contribution to 3A-STEP

- Our contribution to 3A-STEP
 - Make available to 3A-STEP researchers our SPPT programs as field of work
 - Get the TVCA promoted as main tool in SPPT research;
 - Gather and share knowledge based on both field work and research to influence policy making and sustainable tourism practice.
 - Help 3A-STEP link with other strategic partners in the field of SPPT as UNWTO, ODI, ITC and others.

Expectations from 3A-STEP

- Our Weaknesses
 - Limited scientific basis to validate our approaches and hypotheses on SPPT.
 - More evidence of PPT impact necessary.
 - More resources necessary to increase # of SPPT actors and their influence
- Our Expectations from 3A-STEP
 - Increased research activity, research output and better underpinning of the importance, possibilities, challenges, successes and problems of sustainable tourism development in ESA.

KE A LEBOGA!

AHSANTE SANA!



OBRIGADO!

KANIMAMBO!

THANK YOU!