

PM4SD[®] European Summer School

**Project Management for Sustainable Development
Leadership and Governance for Sustainable Tourism**

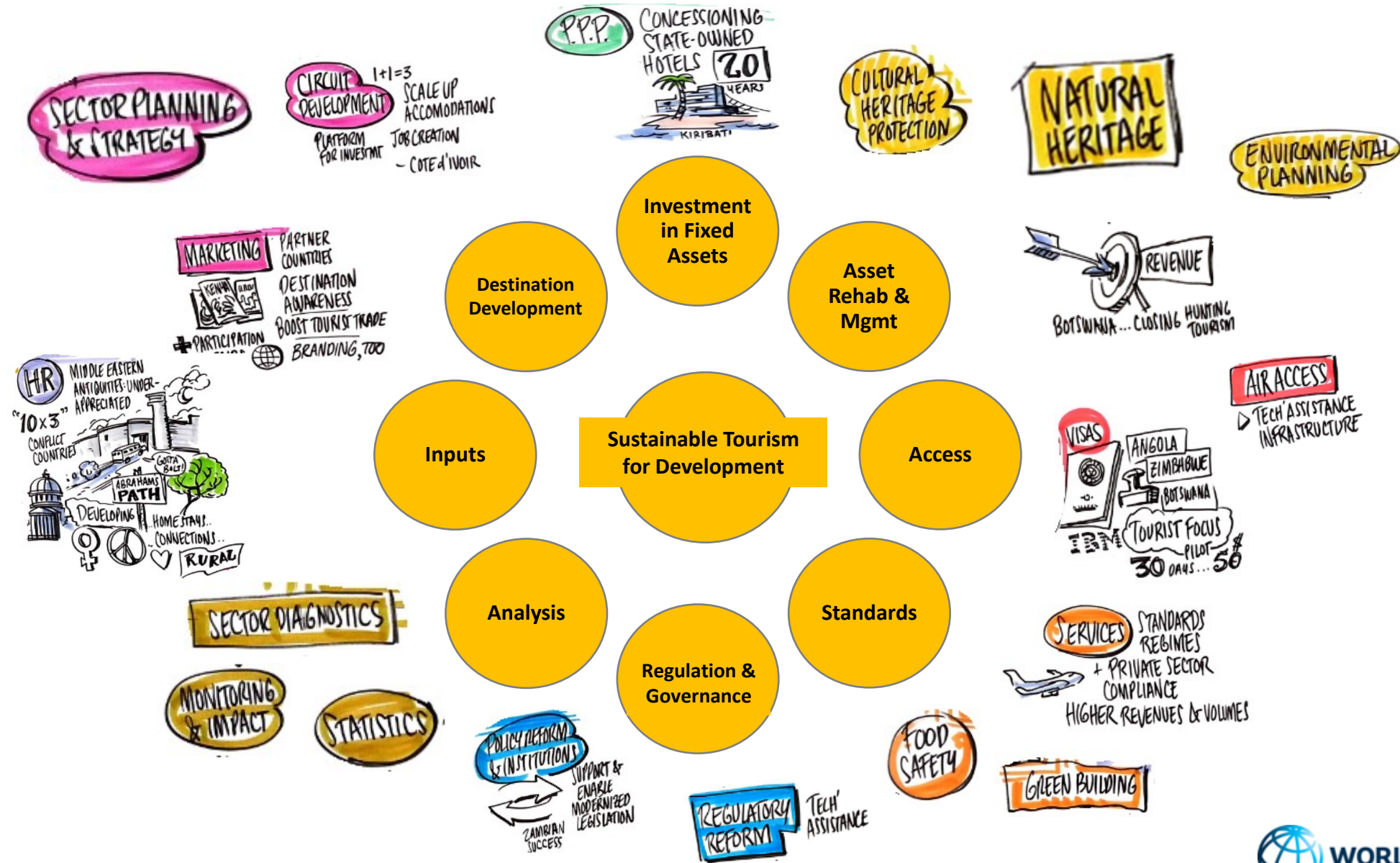
Designing and Delivering Sustainable Tourism Projects

Shaun Mann
Senior Tourism Specialist, World Bank Group
October 7th, 2016

Our View of Sustainable Tourism – a work in progress

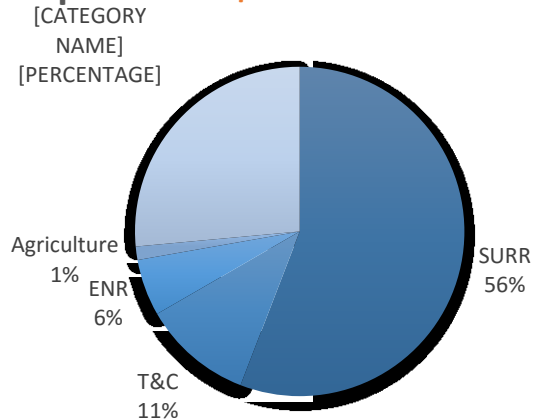
Tourism delivers economic development that enables our clients to leverage natural and cultural endowments to achieve prosperous, livable, inclusive and resilient communities.

What We "Do" in Tourism?

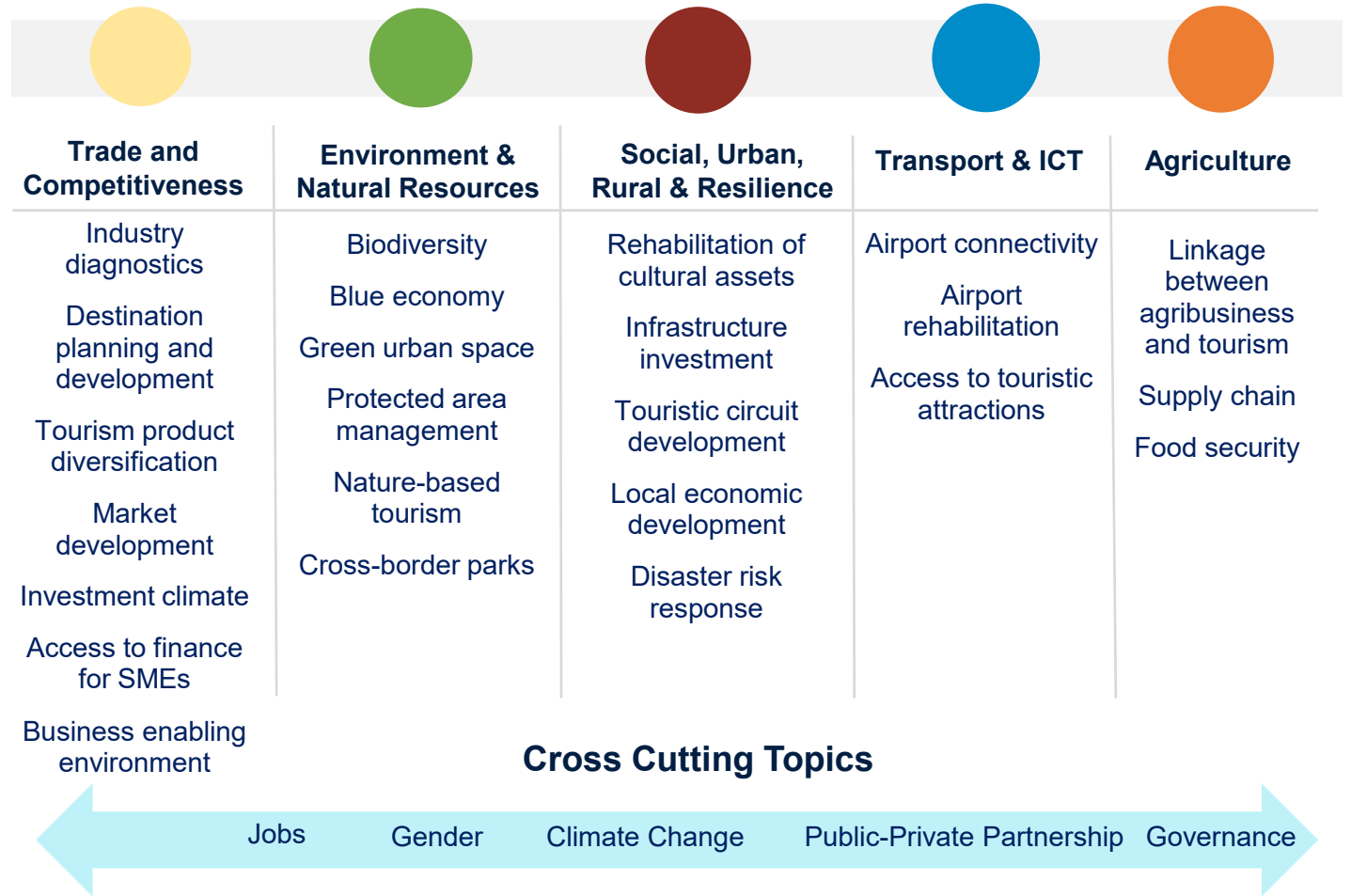
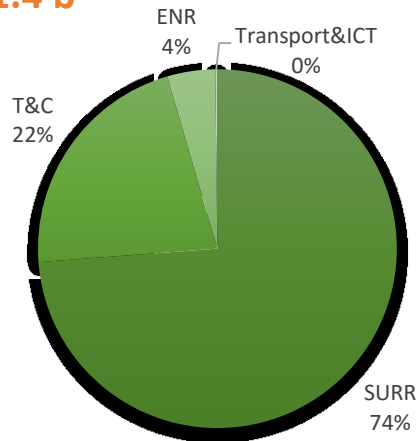


Lending Portfolio and Pipeline Related to Tourism

Active portfolio \$1.1b



Pipeline \$1.4 b



WBG Tourism Overview

- The aggregate WBG tourism portfolio and pipeline currently stand at approximately **\$3.6 billion** – representing **186** projects that were executed across the WBG and delivered through a range of instruments*
- In the Bank’s active portfolio and pipeline, the estimated amount of specific support for tourism activities totals **US\$2.5b**.
- On the knowledge side, there are **16** tourism related active ASAs
- **69** IFC investments (hotels & related infrastructure) for approximately **\$1b** & **20** advisory projects
- In last 10 years, MIGA has executed 10 projects for **\$127m**

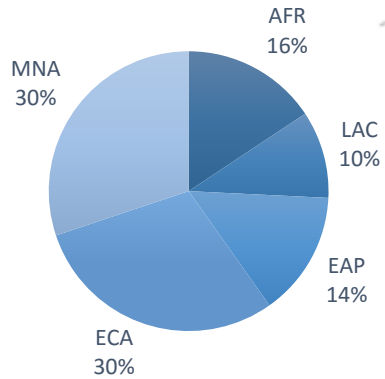
Global Practice and IFC	Project Count (active portfolio and Pipeline)	Comm Amt on Tourism (\$million)
Social, Urban, Rural and Resilience	21	1,659.8
Trade & Competitiveness	24	423.81
Environment & Natural Resources	33	131.44
Agriculture	4	15
Transport & ICT*	8	304.3
Water	3	-
Finance & Markets	1	-
IFC Investment and Advisory	92	1,044.19
Total	186	3578.54



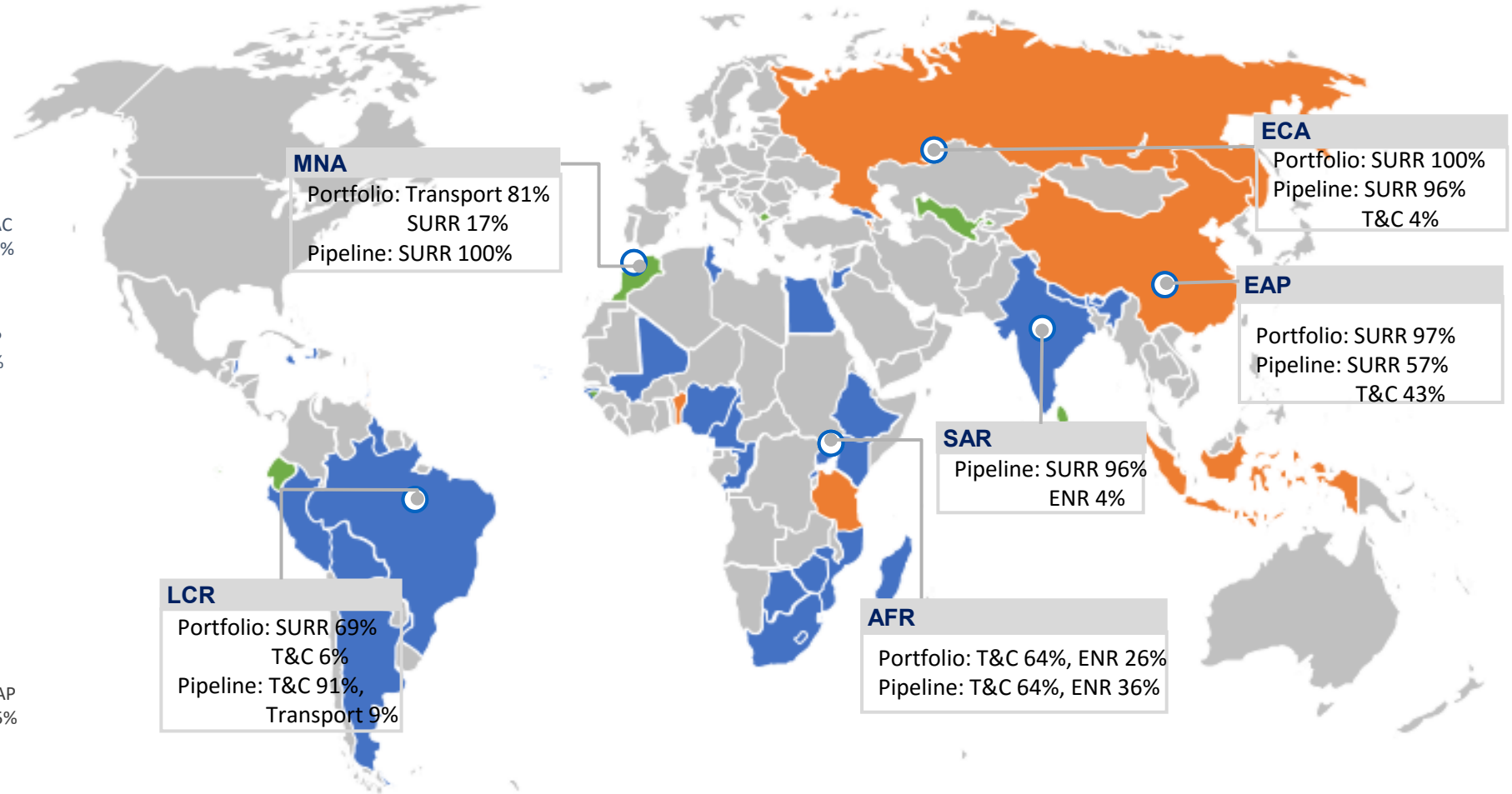
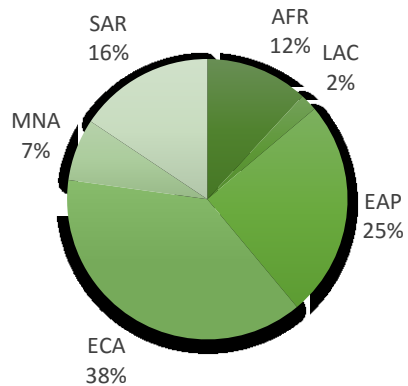
*As of October, 2015

Lending Portfolio and Pipeline: Where We Are

Active portfolio



Pipeline



- Active portfolio
- Pipeline
- Both active portfolio and pipeline

The biggest challenges for Sustainable Tourism projects are outside the domain of the line ministry:

Getting going

- Political economy around the tourism sector
- Governance; National/Local
- Social and economic inclusion
- In-country capacity/infrastructure

Implementing

- Whole of government approach
- National, regional, local connections and champions
- Public private dialogue
- Quick wins



Vision
Sector Policy
Sector Strategy



Sector Management

Platform/vehicle for Public/Private Dialogue	Environmental & Cultural Management	Planning and Monitoring Results Framework	Community-based & Civil Society Involvement	Private Sector Institutions	Public Institutional Arrangements
---	--	--	--	------------------------------------	--

Enabling Platform

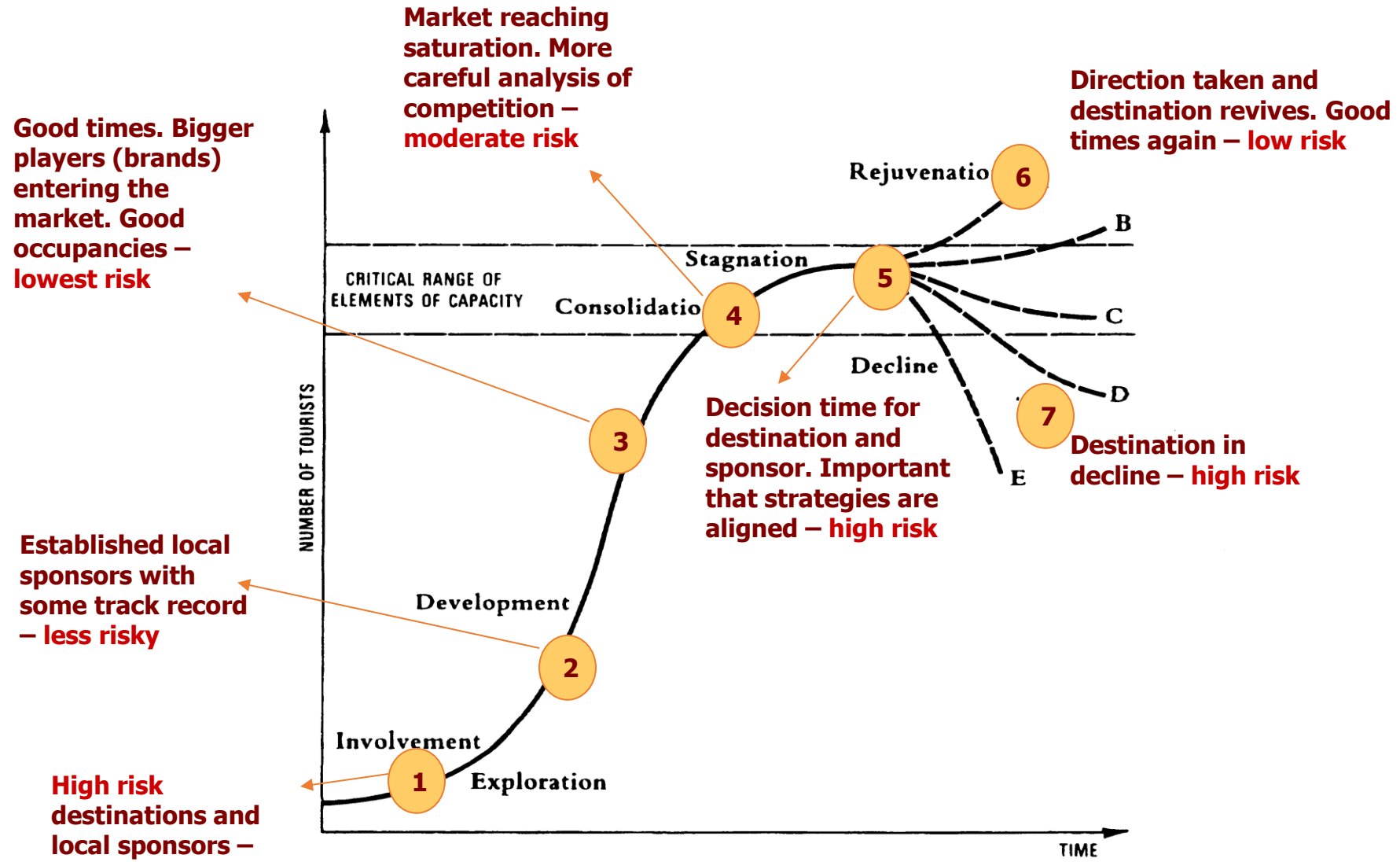
Training & Education	Legal and Regulatory	Licensing and Standards	Security, Health and Safety	Information and Statistics	Physical Infrastructure	Investments and Access to Finance	Image and Marketing
---------------------------------	-----------------------------	--------------------------------	------------------------------------	-----------------------------------	--------------------------------	--	----------------------------

Resource Base (Sustainability)			Tourism Enterprises Cluster (Jobs and Growth & Competitiveness)			
Natural Environment	Culture and Heritage	Urban Areas	Goods and Services Supplying Tourism	Access and Transport	Accommodation	Activities, Facilities & Attractions (including built environments)



OUTCOMES & IMPACTS
Sustainable Jobs and Investments, Inclusive Growth, Improved Quality of Living for Host Communities, and Improved Sustainability of Endowments

The Right Advice and Investments at the Right Time



Moving Forward

An Integrated Sustainable Tourism Solution



- The “**Resilient Natural Resources for Growth (REGROW)**” Project focuses on developing and conserving nature-based tourism assets, enhancing local economic benefits in Southern Tanzania, and improving landscape management. (**\$100+m**, pipeline)
- Recently approved Development Policy Operation (DPO) aims to **establish an enabling environment for competitive, job-creating industries with including tourism**. Prior actions focused on streamlining the regulatory framework for the tourism sector, and reducing the regulatory burden of government interventions.
- Private Sector Competitiveness Project currently supporting the development of a **National Tourism Strategy for Tanzania**.
- Program on **business investment climate** advisory services currently under preparation.

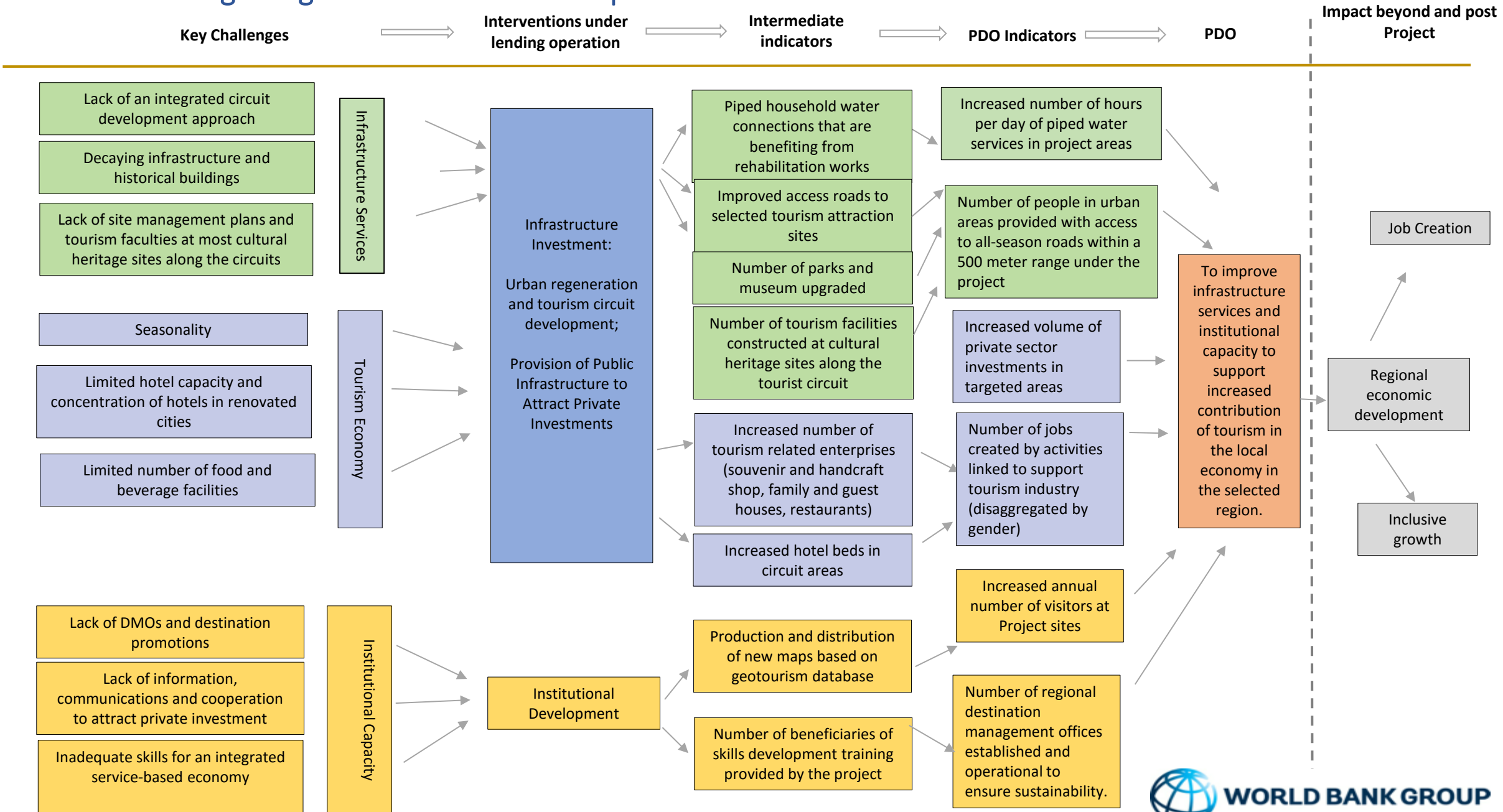


- **Regional Development Program** targeting four regions (**\$200m**)
- **IFC credits to investors** incentivized under the project (Pi4Pi)
- Joint WB-IFC advisory analytical work
- Rolling out of the Georgia program in **Armenia and Azerbaijan**

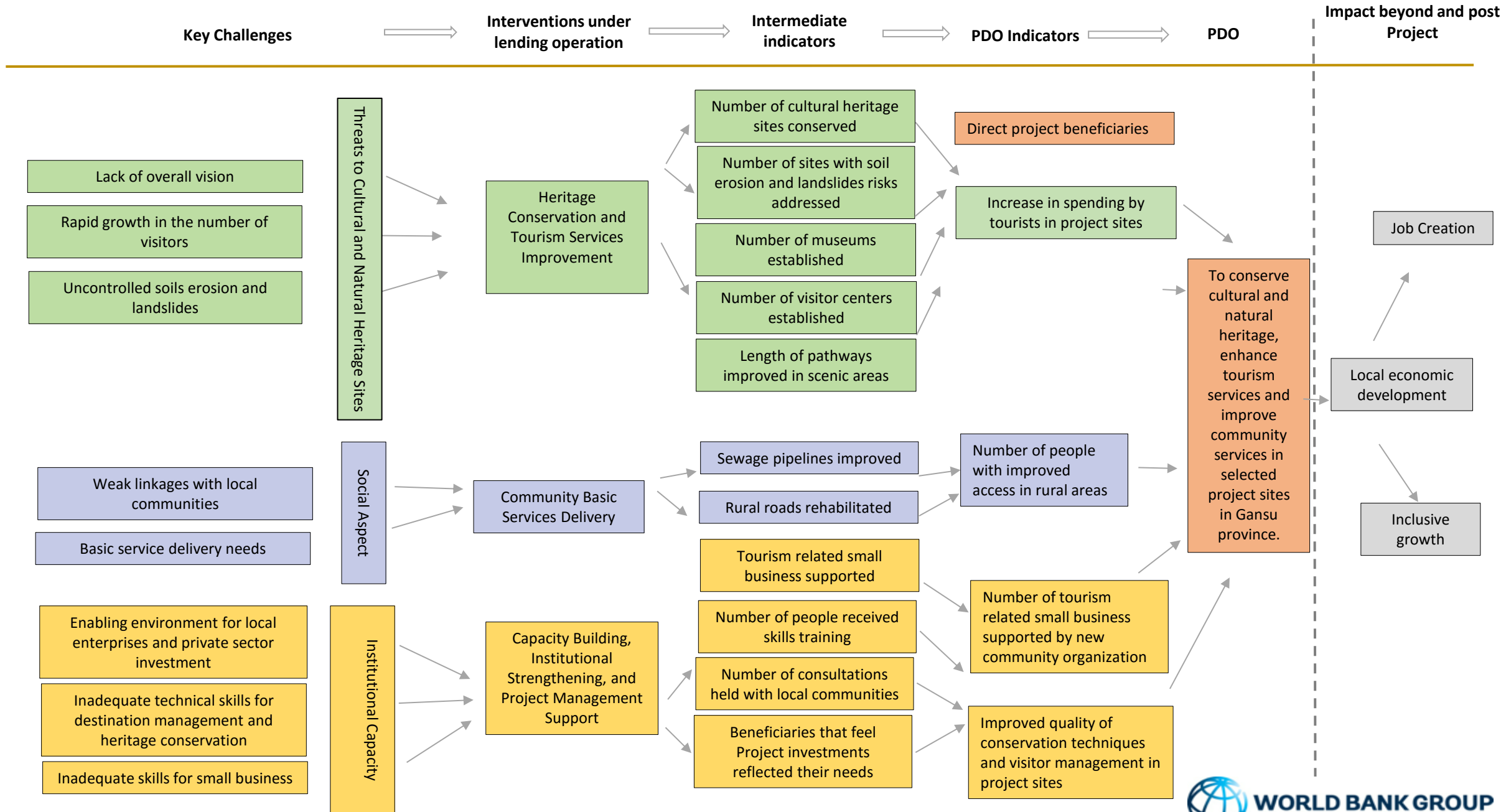


- Albania Project for Integrated Urban and Tourism development. (**\$70m**, pipeline)
- WB Skills Development Project (**\$12m**)
- **CIIP Grant (\$1m)** to link & mobilize stakeholders at the destination level.
- GIZ, SECO, DfID, USAID, World Bank, working on a National Tourism Strategy

Recent Case: Georgia Regional Economic Development III



Recent Case: China Gansu II



Recent Case: Mozambique Conservation Areas for Biodiversity and Development

