



ST-EP Initiative

Working lunch on ST-EP

UNWTO Commission for Africa
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Challenges for Tourism & Poverty Alleviation

Tourism is one of the strongest drivers of world trade and prosperity.

In spite of the **potential of tourism for poverty alleviation**, disadvantaged groups in developing countries do not always benefit from the economic impacts of tourism due to a high level of **leakages** in the tourism economy, and limited experiences and capacities at local level.

Poverty alleviation is one of the greatest global challenges.

Launch of the ST-EP Initiative

UNWTO's commitment to the achievement of Millennium Development Goals (MDGs) and the new Sustainable Development Goals (SDGs)



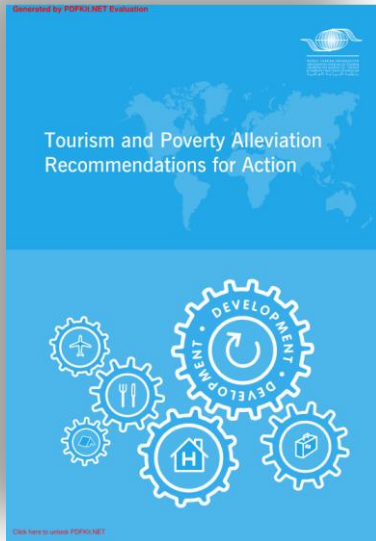
The ST-EP Initiative was launched at the World Summit on Sustainable Development in Johannesburg, in 2002.



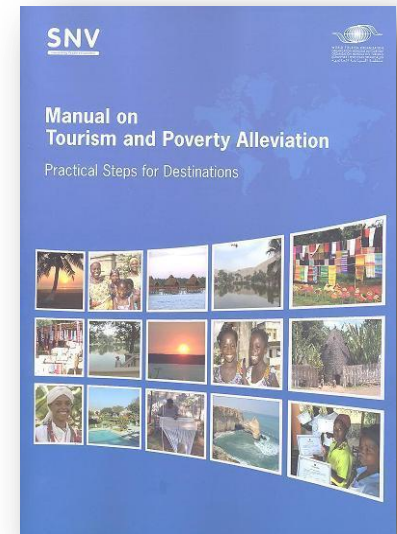
Sustainable
Tourism
Eliminating
Poverty

Objective: Reduce poverty levels through developing and promoting sustainable forms of tourism.

Research and Capacity building



Five reports provide evidence of **the impact of tourism** in reducing poverty levels, as well as **recommendations** on how to maximize these impacts →
7 ST-EP Mechanisms



Since 2004, 26 ST-EP seminars organized attended by over 2000 officials.

The 7 ST-EP Mechanisms



"Tourism and Poverty Alleviation:
Recommendations for Action" UNWTO, 2004

ST-EP Foundation & International ST-EP Organization

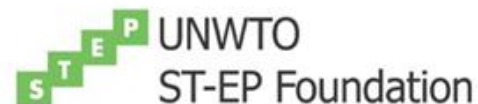
The Government of the Republic of Korea was a pioneer partner in the launching of the ST-EP Initiative, by offering an initial contribution of US\$ 5 million to host and establish the ST-EP Foundation in Seoul.



The 20th session of the UNWTO General Assembly in August 2013 approved the proposal to **transform the ST-EP Foundation** into an independent organization, the new **International ST-EP Organization**.

So far, **almost 50 countries** have already expressed their **interest to join** the International ST-EP Organization, and participated in different milestone events in the transformation process.

ST-EP Partners



Flemish government



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ST-EP Projects Worldwide

- ✓ As of April 2017, **118 ST-EP projects** have been approved for implementation in **45 countries** and **3 regional areas**.
- ✓ 100 projects have been successfully completed.

AMERICAS (31)

Bolivia
Colombia
Costa Rica
Ecuador
Guatemala
Haiti
Honduras
Nicaragua
Peru
Central America*

EUROPE (3)

Albania
Bosnia and Herzegovina

ASIA (21)

Bhutan
Cambodia
China
Lao PDR
Nepal
Mongolia
Timor-Leste
Vietnam

AFRICA (60)

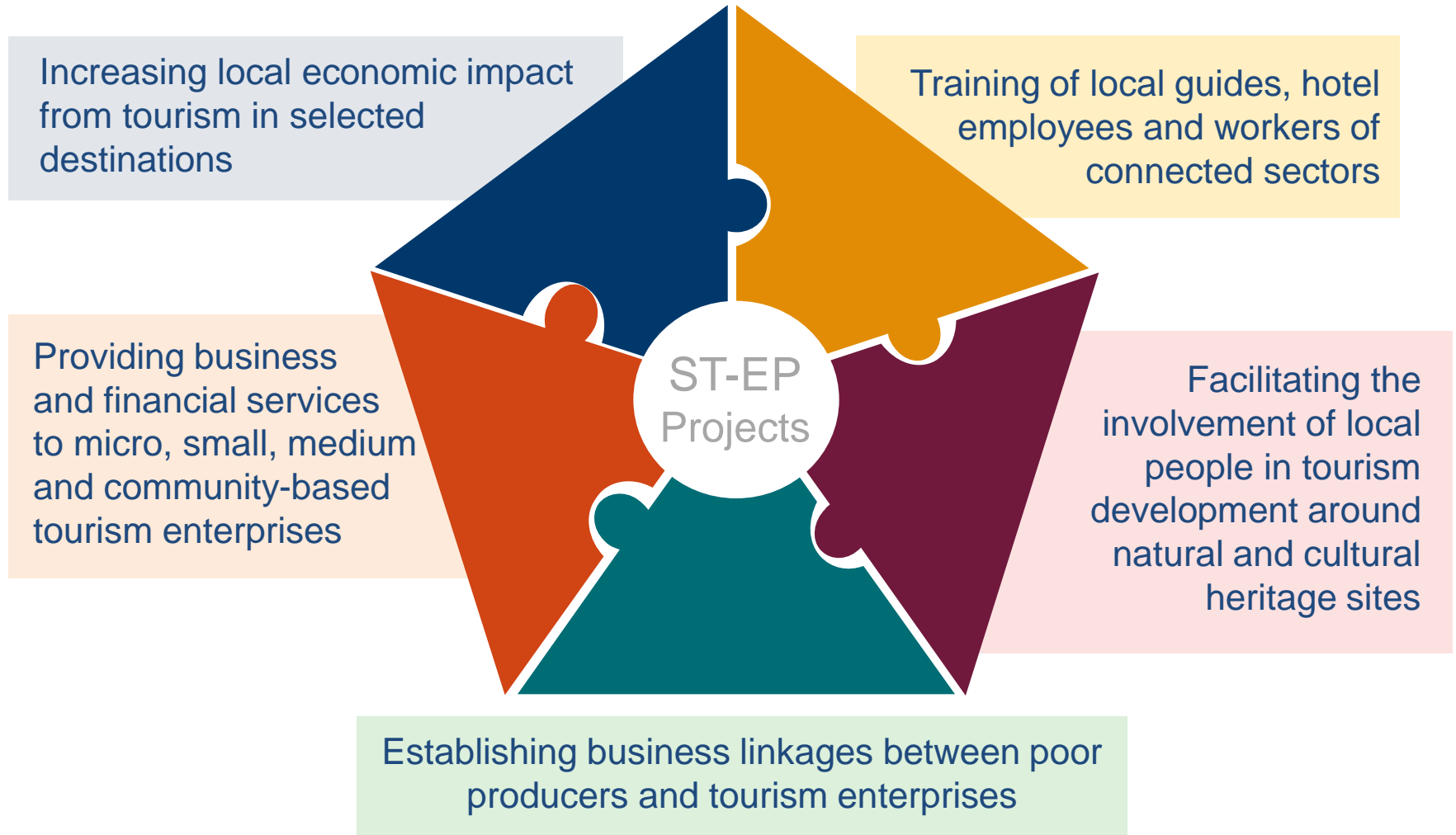
Benin, Burkina Faso, Burundi, Cameroon, Ethiopia, Gambia, Ghana, Guinea, Kenya, Lesotho, Madagascar, Mali, Mozambique, Namibia, Niger, Rwanda, Senegal, South Africa, Tanzania, Tunisia, Uganda, Zambia, Zimbabwe, and West* and Southern Africa*

MIDDLE EAST (3)

Jordan
Lebanon
Yemen

* regional project

Focus of ST-EP Projects



Ethiopia: Konso Community Tourism Project



Enhance the local economic impact, and in particular community benefit, from sustainable tourism in Konso



MAIN ACTIVITIES (2007 – 2010):

- Awareness raising meetings and training local guides (13)
- Training on customer care and business management to owners and staff of 26 hotels and restaurants
- Use of tourism district fee for development projects
- Tourist information centre established
- Active marketing and promotion



IMPACT:

- Number of international tourist arrivals increased from 1,833 in 2006 to 8,293 in 2010
- Guides earning US\$ 2,000 per quarter (2009-excluding tips)
- Income generated for development projects increased from US\$ 7,000 in 2007 to US\$ 26,500 in 2009
- Positive feedback tour operators and tourists (Tripadvisor)



Tanzania: Cultural Tourism Enhancement and Diversification

 **Higher visitor spending and benefits to rural communities through the Tanzania Cultural Tourism Programme**

 UNWTO
ST-EP Foundation

SNV
Connecting People's Capacities



MAIN ACTIVITIES (2008 – 2014):

- Development of guidelines & quality control
- Training on business planning, and product improvement and diversification
- Identification and development of new cultural tourism enterprises
- Active marketing and promotion

IMPACT:

- 32 new cultural tourism enterprises established (*from 25 to 57*)
- 20% annual growth in number of tourists visiting CT enterprises (*30,000 → 60,000*)
- Income generated by over 3,000 local people + contributions to community development projects



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Final Remarks

UNWTO intends to raise interest and build capacities to replicate and expand ST-EP activities in Member States

- ✓ UNWTO endeavors to gain experience and expertise through the implementation of ST-EP projects, show best practices, and disseminate lessons learned.
- ✓ UNWTO remains committed to further developing ST-EP as an inclusive initiative, accessible to Members, and we will continue working with our partners, including the new International ST-EP Organization, to consolidate and expand the ST-EP activities





UNWTO
Technical Cooperation

step.unwto.org