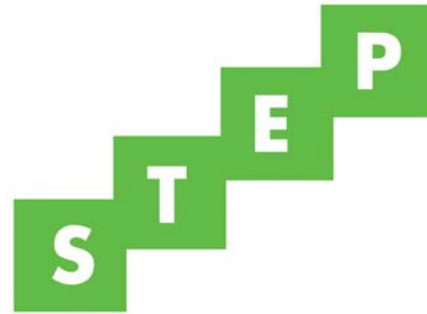


SUSTAINABLE TOURISM AN EFFECTIVE TOOL FOR ELIMINATING POVERTY



WHY **ST-EP** WAS LAUNCHED?





A UNWTO RESEARCH IN 2000 SHOWED THAT:



- **INTERNATIONAL TOURISM INCREASE IN DEVELOPING COUNTRIES WAS 9,5%**
- **WORLDWIDE 4.6%**
- **FOR MORE THAN FIFTY OF THE WORLD'S LEAST DEVELOPED COUNTRIES, TOURISM IS RANKED FIRST SECOND OR THIRD IN TERMS OF THEIR ECONOMIES.**
- **TOURISM IS THE ONLY SERVICE INDUSTRY TO SHOW A POSITIVE BALANCE OF TRADE WITH FLOWS FROM THE FIRST WORLD COUNTRIES TO DEVELOPING ONES.**



TOURISM EARNINGS AS A SHARE OF ALL SERVICES FOR:



- **DEVELOPING COUNTRIES** 43,3%
- **LEAST DEVELOPED COUNTRIES** 70,6%
- **EUROPEAN UNION** 28,6%
- **OECD** 28,1%



WHEN **ST-EP** WAS LAUNCHED?

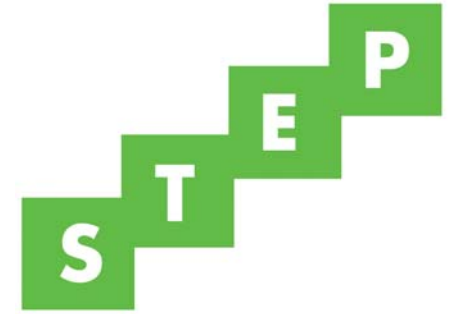


- **AT THE WORLD SUMMIT ON SUSTAINABLE DEVELOPMENT IN JOHANNESBURG 2002 BY WTO SUPPORTED BY UNCTAD**
- **FIRST PRESENTATION AND APPROVAL DURING THE XV WTO GENERAL ASSEMBLY IN BEIJING 2003**





WHAT IS **ST-EP**?

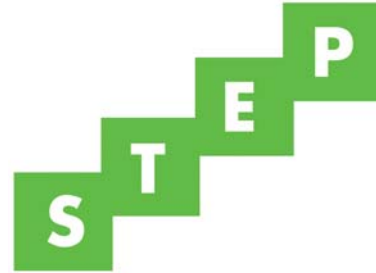


- **ST-EP** IS NOT A NEW FORM OF TOURISM
- IT IS AN INNOVATIVE APPROACH TO TOURISM DEVELOPMENT AND MANAGEMENT IN WHICH THE BENEFITS ARE SPECIFICALLY DIRECTED TOWARDS THE POOR
- **ST-EP** WILL TAKE INTO CONSIDERATION THE PRESERVATION OF CULTURE AND THE NATURAL ENVIRONMENT
- **ST-EP** SHOULD NOT BECOME AN ECO LABEL TOURISM ECO LABEL ORGANIZATIONS SHOULD THOUGH INCORPORATE **ST-EP** PRINCIPLES INTO THEIR SYSTEMS.





ST-EP HAS FOUR COMPONENTS



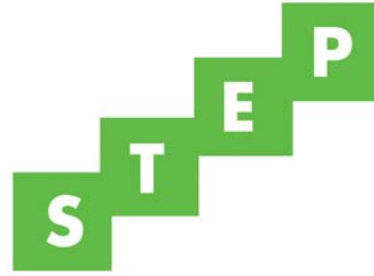
- 1. AN INTERNATIONAL NON PROFIT FOUNDATION**
- 2. A RESEARCH BASE**
- 3. AN OPERATING FRAMEWORK**
- 4. AN ANNUAL FORUM**



FOLLOWING STEP BY STEP

- THE **ST-EP** FOUNDATION'S HEADQUARTERS ARE IN SEOUL.
- WTO AND THE REPUBLIC OF KOREA SIGNED THE AGREEMENT IN 2004
- THE CONSTITUTION OF THE FOUNDATION WAS APPROVED AT UNWTO'S GENERAL ASSEMBLY IN DECEMBER 2005.
- KOREA HAS FINANCIALLY SUPPORTED THE FOUNDATION WITH FIVE MILLION US DOLLARS
- THE FOUNDATION IS PROVIDING SUPPORT TO COUNTRIES AND ORGANIZATIONS WHICH IMPLEMENT SUSTAINABLE TOURISM DEVELOPMENT PROJECTS WITH THE SPECIFIC AIM OF REDUCING POVERTY





- **A RESEARCH NET WILL IDENTIFY LINKAGES BETWEEN **ST-EP**, PRINCIPLES AND MODELS**
- **THE **ST-EP** OPERATING FRAME WORK PAPER CAN NOW BE FOUND IN THE LINK <http://www.world-tourism.org/step/step.htm>**
- **THREE STAKEHOLDER FORUMS WERE HELD IN MARCH OF 2003, 2004 2005, TWICE IN 2006.**



THE **ST-EP** STRATEGY

REQUIRES PARTNERSHIP WITH:

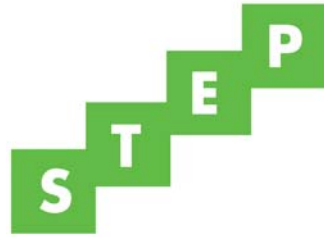
- **INTERNATIONAL DEVELOPMENT ASSISTANCE AGENCIES**
- **GOVERNMENTS**
- **NON GOVERNMENTAL ORGANIZATIONS**
- **DESTINATIONS**
- **MANAGEMENT ORGANIZATIONS**
- **PRIVATE SECTOR**
- **TOURISM ENTERPRISES**



(MoU) MEMORANDUM OF UNDERSTANDING TO PROMOTE SUSTAINABLE INITIATIVES HAVE BEEN SIGNED BETWEEN WTO AND:

- **THE WORLD BANK**
- **AND THE INTER-AMERICAN BANK**
- **THE NEVERLANDS DEVELOPMENT ORGANIZATION (SNV)**
- **THE ITALIAN GOVERNMENT**
- **GERMANY (GTZ)**
- **FRANCE (DGCID)**





Pilot missions



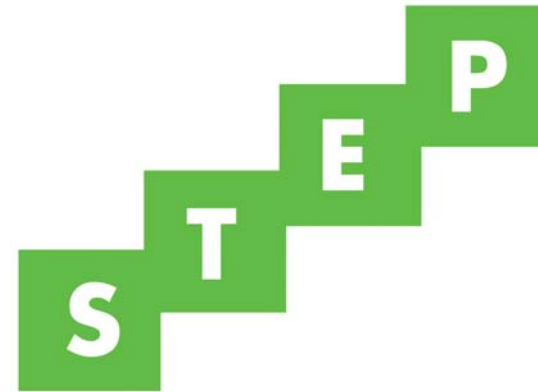
TECHNICAL ASSISTANCE MISSIONS FOR IDENTIFICATION OF PILOT PROJECTS

- **Cameroon: March 2004**
- **Ethiopia: June 2004**
- **Zambia: December 2004**
- **Vietnam: March 2005**
- **Mali: March 2005**
- **Haiti, Dominican Republic**

2005 PILOT PROJECTS IN:

- CAMBODIA

- TANZANIA



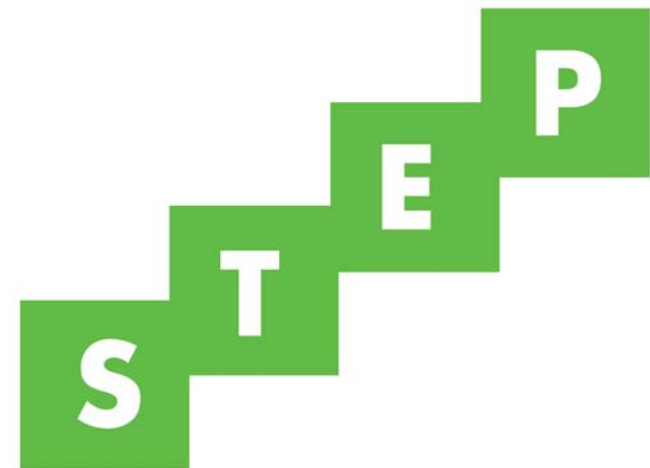
- TWO **ST-EP** REGIONAL COORDINATORS FOR EAST AND WEST AFRICA HAVE ALREADY STARTED THEIR ACTIVITIES



SINCE 2004 THE **ST-EP FOUNDATION
AND THE **ST-EP** TRUST FUND**

PROJECT IDENTIFICATION MISSIONS HAVE BEEN

FIELDDED TO SOME 30 DEVELOPING COUNTRIES



SINCE 2006 13 PROJECTS HAVE BEEN APPROVED FROM THE **ST-EP** FOUNDATION

- 9 IN AFRICA
- 2 IN THE AMERICAS
- 2 IN ASIA AND THE PACIFIC

24 THROUGH THE SNV CONTRIBUTION

- 9 IN AFRICA
- 8 IN THE AMERICAS
- 6 IN ASIA AND THE PACIFIC
- 1 IN EUROPE

11 THROUGH THE ITALIAN CONTRIBUTION

- 6 IN AFRICA
- 5 IN THE AMERICAS



SINCE 2004 13 SEMINARS ON TOURISM AND POVERTY ALLEVIATION TOOK PLACE IN

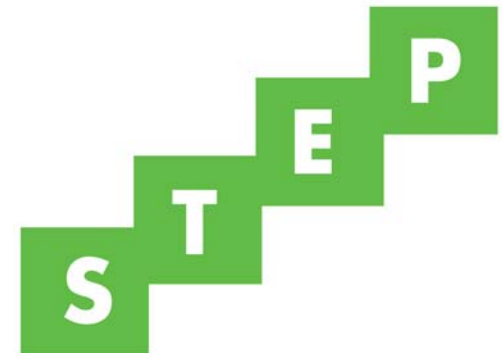
- **BENIN FOR WEST AND CENTRAL AFRICA**
- **TANZANIA FOR EASTERN AFRICA**
- **CAMBODIA FOR SOUTH EAST ASIA**
- **PAKISTAN FOR THE SOUTH ASIA REGION**
- **MALI FOR AFRICA**
- **ECUADOR FOR THE ANDEAN COMMUNITY COUNTRIES**
- **NICARAGUA FOR CENTRAL AMERICAN COUNTRIES**
- **PARAGUAY FOR SOUTH AMERICA**
- **MOROCCO FOR AFRICA**
- **TANZANIA FOR AFRICA**
- **HONDURAS FOR CENTRAL AMERICA**
- **NICARAGUA**
- **GHANA**



PARTICIPANTS IN THESE SEMINARS

- **MORE THAN 1,000 GOVERNMENTAL OFFICIALS AND DECISION MAKERS, NGO's AND OTHER ORGANIZATIONS**

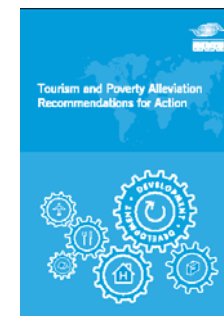
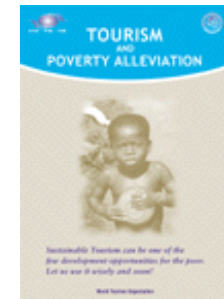
- **FROM MORE THAN 60 COUNTRIES**



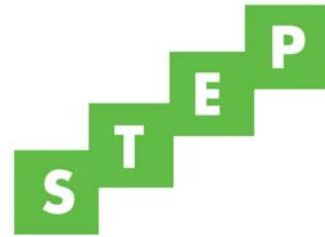
WTO PUBLICATIONS ON THE SUBJECT



- **“TOURISM AND POVERTY ALLEVIATION” IN 2002**
- **“TOURISM AND POVERTY ALLEVIATION-RECOMMENDATIONS FOR ACTION” IN 2004**
- **“TOURISM MICROFINANCE AND POVERTY ALLEVIATION” IN 2005**
- **A “FRAME WORK FOR ACTION” 2006**



HOW TO SUPPORT THE **ST-EP** INITIATIVE



- **FINANCIAL CONTRIBUTION TO THE **ST-EP** FOUNDATION**
- **IN KIND CONTRIBUTIONS ARE ENCOURAGED**
- **TECHNICAL ASSISTANCE MISSIONS BY COUNTRIES OR ORGANIZATIONS**
- **COLLABORATION OR PARTNERSHIP WITH FUNDING OR TECHNICAL INSTITUTIONS AIMING PROJECT IDENTIFICATION, APPRAISAL AND EXECUTION**

NON GOVERNMENTAL ORGANIZATIONS CAN:

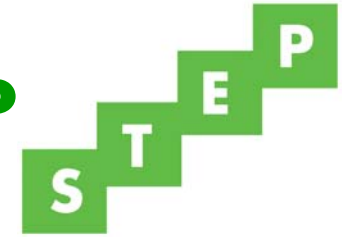


- **REPRESENT THE POOR AND BUILD LINKAGES BETWEEN BODIES**
- **BUILD THE CAPACITY OF POOR COMMUNITIES TO TAKE DECISIONS ABOUT TOURISM**
- **SUPPORT MSMEs, COMMUNITY- BASED TOURISM ENTERPRISES AND THE INFORMAL SECTOR**
- **IDENTIFY SOCIAL PROJECTS THAT COULD BE SUPPORTED BY TOURISM ENTERPRISEES AND VISITORS**
- **IDENTIFY AND PROMOTE GOOD PRACTICE**





HOW SKÅL CAN HELP **ST-EP**



- **BY FINANCIAL SUPPORT IF POSSIBLE**
- **BY DISSEMINATING INFORMATION OF **ST-EP** TO ALL OUR MEMBERS**
- **THROUGH OUR ECOTOURISM AWARDS PROJECT**
- **BY ALL THE WAYS MENTIONED FOR NGOs**



UNWTO • OMT • IOHBTO

Doing Business among friends



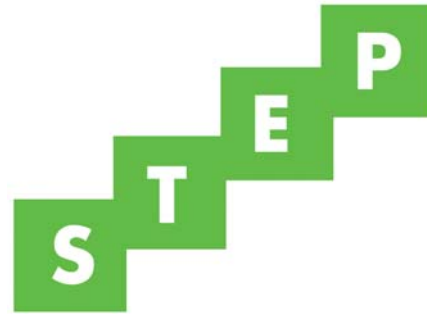
SKÅL INTERNATIONAL

- **SKÅL AS AN INTERNATIONAL ORGANIZATION OF PROFESSIONALS IN TOURISM IN 90 COUNTRIES, EMBRACES DEVELOPED, DEVELOPING AND LEAST DEVELOPED COUNTRIES.**

THEREFORE SKÅL IS AN IDEAL PLATFORM FOR SUCH A PRACTICE AS **ST-EP NEEDS A BROAD COLLABORATION IN ORDER TO HAVE SUCCESS.**

- **SKÅL CAN AND SHOULD SHOW ITS HUMANE FACE RESPONDING TO THIS IMPORTANT PROJECT WHICH HELPS IN REDUCING POVERTY IN OUR WORLD AND IT IS CONTRIBUTING TO PEACE!**

SKÅL---ST-EP



**SPECIAL THANKS TO MR. EUGENIO YUNIS
HEAD OF SUSTAINABLE DEVELOPMENT OF TOURISM UNWTO**

