

PROJECT SUMMARY

Project title: Community-based Tourism Development Plan for Junba Village and Tourism Marketing Development Plan for Tibet

Country: CHINA

Region: EAST ASIA AND THE PACIFIC

Current status: Ongoing Concluded

Duration (est.)/dates: January 2010 – March 2010

Category: Tech. Cooperation MDG-F

Partner entities: China International Center for Economic and Technical Exchange – Ministry of Commerce

Main project objectives:

The main goal to be accomplished in this Tourism Planning was to produce in-depth assessment and fishing village planning report for community-development pilot programme with priority on local community involvement, income generation, environmental conservation, cultural preservation, as well as tourist attractions and products. Activities were to include study and analysis of relevant local-level regulatory and management structures; involvement of local stakeholders; tourism products and attractions; infrastructure and services; human and institutional capacity; cultural, socioeconomic and environmental hazards; market demand and supply competitiveness; cost-benefit analysis; promotion and marketing.

Project focus (Choose all applicable):

- Policy Planning & Economic Development**
 - Tourism Policy/Master Plans & Strategic Development Plans/Legislation and Regulation
 - Physical Planning/Infrastructure/Resort Development
 - Institutional Strengthening & Public-Private Partnerships/Value Chain Analysis & Local Development
- Human Resource Development**
 - Manpower Planning
 - Capacity Building Programmes in Hospitality Skills & Tourism Business Development
- Statistics**
 - Statistical Strengthening
 - Development of Tourism Satellite Account (TSA)
- Quality Standards**
 - Hotel Classification
 - Destination Quality Performance
- Product Development, Marketing and Promotion**
 - Marketing & Promotion Planning
 - Product Development & Diversification

Main project outputs/deliverables:

The expected results from the above activities were an in-depth assessment and strategic development plan for the exceptional fishing village, including a full assessment of the village relevance to community development and tourism activities. Also a detailed plan for the development of tourism and the local community at the site. The report included a brief outline of the type of promotion and marketing envisioned for the site as well as the type of revenues that might be expected. It also included a detailed and long-term plan for the training and local capacity building necessary to make the site truly beneficial to the local community.