

PROJECT SUMMARY

Project title: MOBILIZATION OF THE DAHSHOUR WORLD HERITAGE SITE FOR COMMUNITY DEVELOPMENT	
Country: EGYPT	Region: MIDDLE EAST
Current status: <input type="checkbox"/> Ongoing <input checked="" type="checkbox"/> Concluded	Duration (est.)/dates: April 2009 – April 2013
Category: <input type="checkbox"/> Tech. Cooperation <input checked="" type="checkbox"/> MDG-F	
Partner entities: Tourism Development Authority of the Ministry of Tourism (Egypt)	
<p>Main project objectives: Within the framework of the UN Millennium Development Goal Fund (MDG-F), the objective of the project is to support the reduction of human development disparities, with special reference to addressing the gender gap and achieving environmental sustainability. The project strategy works in two dimensions; first to reduce poverty of the local communities in Dahshour (an agricultural community comprising five villages to the south of Cairo), and second to enhance the national institutional capacities so as to better protect and manage the archaeological and natural resources of the area (the Sneferu pyramids and Birket wetland). Tourism development is central to all the main project activities as it was determined that tourism can play a fundamental role in creating sustainable livelihoods for the local communities, and provide the framework for the sustainable use and management of cultural and natural resources, as well as fostering the practice of local lifestyles.</p>	
<p>Project focus (Choose all applicable):</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Policy Planning & Economic Development <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Tourism Policy/Master Plans & Strategic Development Plans <input checked="" type="checkbox"/> Legislation & Regulation <input checked="" type="checkbox"/> Physical Planning/Infrastructure/Resort Development <input checked="" type="checkbox"/> Institutional Strengthening & Public-Private Partnerships <input checked="" type="checkbox"/> Economic Impact/Value Chain Analysis & Local Development <input type="checkbox"/> Human Resource Development <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Manpower Planning <input checked="" type="checkbox"/> Capacity Building Programmes/Hospitality Skills & Tourism Business Development <input type="checkbox"/> Statistics <ul style="list-style-type: none"> <input type="checkbox"/> Statistical Strengthening <input type="checkbox"/> Development of Tourism Satellite Account (TSA) <input type="checkbox"/> Quality Standards <ul style="list-style-type: none"> <input type="checkbox"/> Hotel Classification <input type="checkbox"/> Destination Quality Performance <input type="checkbox"/> Product Development, Marketing and Promotion <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Marketing & Promotion Planning <input checked="" type="checkbox"/> Product Development & Diversification 	
<p>Main project outputs/deliverables: Results achieved at 31/12/2012: An audit of existing skills in the tourism sector was conducted, which served as the basis to prepare a training needs analysis (TNA). On the basis of the TNA, Train-the-Trainer courses were conducted (82 local people trained: 43 men and 39 women) and the subsequent training was held on: Waste Management; English Language; Tour Guiding/Customer Service; Basic Hospitality Skills; Tourism Awareness; and Tourism M/SME development (3,243 local people trained: 2,067 men and 1,176 women). The Strategic Spatial Framework for Sustainable Tourism Development, which is in line with the National Sustainable Tourism Development Plan and the Greater Cairo Development Project, was formulated (and officially approved in May 2011) in a consultative process, including the Ministry of Tourism, the local government, the local community and other stakeholders. An inventory of existing tourism attractions, resources and services was created. Design and development of a Tourism Circuit in Dahshour including signage, landscaping, small support infrastructure, training of tourism service providers and local tour guides and setting up of a community-led Tourism Coordination Unit which will continue to oversee the implementation of tours to Dahshour once project activities have completed. Design of a Dahshour tourism logo and brochures as well as guidance for the Dahshour tourism website (this activity is being undertaken by the national partner – Tourism Development Authority of the Ministry of Tourism). Organization of a familiarization tour of international and domestic tour operators and travel writers to Dahshour.</p>	