



PROJECT SUMMARY

Project title: DEVELOPMENT OF COMMUNITY-BASED TOURISM THROUGH THE COMMUNITY-RESILIENCE PROGRAMME

Country: BOTSWANA

Region: AFRICA

Current status: Ongoing Concluded

Duration (est.)/dates: October 2008 – May 2009

Category: Tech. Cooperation MDG-F

Partner entities: UNDP, The Government of Botswana - Ministry of Local Government (MLG)

Main project objectives:

The Government of Botswana, through the MLG, and the UNPD, joined forces for the implementation of a programme in support to the National Strategy for Poverty Reduction (NSPR). A key component of the Programme was the Community Resilience Project (CPR), aimed at stimulating community-driven development. UNWTO engagement, based on its knowledge and expertise on tourism development, focused on providing technical and advisory services pursuant to the objectives in communities that have identified tourism as their potential driver of local economic development (Lerala, Chobokwane, Old Naledi and Maunatalala). The agreement between UNWTO and UNDP served to carry out an assessment of the tourism assets of these communities, in particular natural resources and local culture, in order to give the concerned communities an informed advice on whether and how to pursue tourism amongst the suite of actions that are emerging from the CPR.

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
 - Economic Impact/Value Chain Analysis & Local Development
- Human Resource Development**
 - Manpower Planning
 - Capacity Building Programmes/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:

UNWTO prepared guidelines for community-based tourism development in Botswana and provided tourism expertise in the delivery of the Community Resilience Programme, working directly with the pilot communities. The project output resulted in a guideline for the development of community-based tourism, including product development, marketing and promotion, and management for Botswana. In this context, a framework for effective co-ordination amongst key players in the development of community-based tourism and the provision of market-based support to communities was also developed. Quality technical assistance was provided to the Government of Botswana and CPR beneficiary communities towards the development of Community-based Tourism as a viable source of livelihood.