**PROJECT INFORMATION FORM**

<table>
<thead>
<tr>
<th>Project title:</th>
<th>ECOTOURISM DEVELOPMENT FEATURING ELEPHANTS IN THE REGION OF GOURMA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country:</td>
<td>MALI</td>
</tr>
<tr>
<td>Region:</td>
<td>AFRICA</td>
</tr>
<tr>
<td>Current status:</td>
<td>[ ] Ongoing   [x] Concluded</td>
</tr>
<tr>
<td>Duration (est.)/dates:</td>
<td>June 2011 – March 2012</td>
</tr>
<tr>
<td>Category:</td>
<td>[x] Tech. Cooperation  [ ] MDG-F</td>
</tr>
<tr>
<td>Partner entities:</td>
<td>National Tourism Office (OMATHO)</td>
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</tbody>
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**Main project objectives:**
Gourma is located between the river Niger, Mopti, Gao and Timbuktu and is endowed with some of the most beautiful landscapes of Mali, as well as with picturesque Dogon and Peulh villages, with rich fauna and avifauna and a population of over 400 elephants, which is the most northern population of pachyderms in Africa. The project aims develop an Ecotourism Plan that will provide guidance to the National Tourism Office (OMATHO) to position Gourma as an ecotourism destination within Mali’s main tourism circuit by enhancing and diversifying the existing offer while contributing to the conservation of the last population of elephants in Mali.

**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:**
Results achieved at 31/12/2012: After a series of field visits to the region and a wide range of stakeholder consultations, a feasibility study and a socio-economic and environmental impact assessment were formulated by a team of national consultants. Subsequently, an Ecotourism Plan was completed and validated during a multistakeholder workshop. The Plan includes the following components: 1) conservation of natural heritage; 2) training and organization of tourism stakeholders; 3) product development and quality standards; and 4) marketing.
Only the 1st phase of the project was conducted. The 2nd phase did not come to completion due to unforeseen circumstances.