

PROJECT INFORMATION FORM

Project title: ECOTOURISM DEVELOPMENT FEATURING ELEPHANTS IN THE REGION OF GOURMA	
Country: MALI	Region: AFRICA
Current status: <input type="checkbox"/> Ongoing <input checked="" type="checkbox"/> Concluded	Duration (est.)/dates: June 2011 – March 2012
Category: <input checked="" type="checkbox"/> Tech. Cooperation <input type="checkbox"/> MDG-F	
Partner entities: National Tourism Office (OMATHO)	
<p>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.</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/Legislation and Regulation <input type="checkbox"/> Physical Planning/Infrastructure/Resort Development <input type="checkbox"/> Institutional Strengthening & Public-Private Partnerships/Value Chain Analysis & Local Development <input type="checkbox"/> Human Resource Development <ul style="list-style-type: none"> <input type="checkbox"/> Manpower Planning <input type="checkbox"/> Capacity Building Programmes in 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 type="checkbox"/> Marketing & Promotion Planning <input type="checkbox"/> Product Development & Diversification 	
<p>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.</p>	