

PROJECT SUMMARY

Project title: FORMULATION OF A TOURISM POLICY	
Country: BOTSWANA	Region: AFRICA
Current status: <input type="checkbox"/> Ongoing <input checked="" type="checkbox"/> Concluded	Duration (est.)/dates: February 2008 – August 2008
Category: <input checked="" type="checkbox"/> Tech. Cooperation <input type="checkbox"/> MDG-F	
Partner entities: Ministry of Environment, Wildlife and Tourism of Botswana; UNDP	
<p>Main project objectives: The Government of Botswana identified tourism as a priority sector to stimulate economic development. In order to achieve this goal, the country's tourism policy needed to be reviewed to ensure current and future development challenges and tourism trends are taken into account. UNWTO's endeavour was to ensure that the new tourism policy addressed the following: (1) acceleration of the tourism product development and diversification process; geographical spread of tourism development; sustainable utilisation of tourism-related resources; structured and efficient approach to land allocation for tourism development; conducive environment for investment in the tourism industry; opportunities for local entrepreneurs, availability and enforcement of measures to protect the right of tourists, employers and employees in the tourism industry; measures to ensure the greater involvement and participation of the people of Botswana in all aspects of the tourism industry; and methods to monitor and guarantee the constant maintaining and upgrading of quality tourism products and tourist services.</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 and Regulation <input checked="" type="checkbox"/> Physical Planning/Infrastructure/Resort Development <input type="checkbox"/> Institutional Strengthening & Public-Private Partnerships <input type="checkbox"/> Economic Impact/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/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 checked="" type="checkbox"/> Product Development & Diversification 	
<p>Main project outputs/deliverables: UNWTO provided technical assistance in the formulation and drafting of the new tourism policy according to the objectives laid out, as well as organizing a national conference to discuss the draft policy. As part of the policy formulation process, UNWTO prepared an Issues Paper covering, among other, policy constraints and challenges, and visions and strategies to guide the development of the industry. Consequently, a regional conference was organized to allow for an open discussion on the Issues Paper. Based on these extensive stakeholder consultations, UNWTO prepared the final draft of Tourism Policy, availing it to the Government of Botswana for approval and dissemination.</p>	