

## PROJECT SUMMARY

**Project title:** NATIONAL STRATEGY FOR THE SUSTAINABLE DEVELOPMENT OF TOURISM (NS-SDT) AND THE ACTION PLAN FOR THE NS-SDT (PHASE I and II)

**Country:** BURUNDI

**Region:** AFRICA

**Current status:**  Ongoing  Concluded

**Duration (est.)/dates:** 2009 - 2013

**Category:**  Tech. Cooperation  MDG-F

**Partner entities:** Government of Burundi, UNDP

**Main project objectives:**

The Government of Burundi has identified tourism as a priority sector for development and requested a long-term tourism development strategy which would guide the sustainable development, marketing and promotion of tourism to the country. As a result, between 2009 and 2011, UNWTO and the United Nations Development Programme (UNDP), prepared a National Strategy for the Sustainable Development of Tourism which was approved in April 2011 and formally launched in September 2011. UNWTO's technical assistance contributed to the formulation of a long-term (10-year) Strategic Tourism Development Plan which would guide the sustainable development and promotion of the tourism sector.

**Project focus** (Choose all applicable):

- Policy Planning & Economic Development**
  - Tourism Policy/Master Plans & Strategic Development Plans
  - Legislation & 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:**

**Results achieved at 31/12/2012:**

The National Strategy for the Sustainable Development of Tourism was finalised and approved by the Government of Burundi in April 2011. The main recommendations of the Strategy revolve around the need for a strengthened institutional and regulatory framework; the creation of a consolidated and diversified tourism offer; the strategic positioning of Burundi within East Africa tourism; quality tourism services and enhanced tourism management; and, creating an enabling environment for tourism investment in the country. Apart from the formulation of the Strategy, the project also implemented the formulation of a new Tourism Law for Burundi; created a national platform for the establishment an implementation of a harmonized system of tourism statistics (a new Entry/Exit card was launched under the project); pilot tourism development projects were formulated including a proposal for a coastal management plan for Lake Tanganyika. In the second phase of the project, the formulation of a detailed Action Plan was undertaken for the implementation of the NS-SDT which identifies priority actions for the first three years of implementation, possible sources of funding, lead implementation agencies, and, a coordination, monitoring and evaluation framework for the implementation process.