



PROJECT SUMMARY

Project title: FORMULATION OF A SUSTAINABLE TOURISM DEVELOPMENT MASTER PLAN

Country: RWANDA

Region: AFRICA

Current status: Ongoing Concluded

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

Category: Tech. Cooperation MDG-F

Partner entities: The Government of Rwanda - Ministry of Trade and Industry

Main project objectives:

In its efforts to diversify its economy, the Government of Rwanda identified tourism as a priority sector for development. The Government approached UNWTO for assistance in the formulation of a Sustainable Tourism Master Plan which would guide tourism planning, development, management, marketing and promotion; ensure that tourism development is integrated with the development of other sectors; enhance socio-cultural, environmental and economic benefits of tourism; and, mitigate the negative impacts of tourism. Furthermore, the Government also requested UNWTO's assistance in the formulation of a Tourism Policy which would serve as the overarching vision for the Government on tourism development and serve as the umbrella under which the implementation of the Master Plan could then proceed.

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:

A tourism policy and Master Plan were formulated by UNWTO. This was achieved by undertaking a detailed review and analysis of the tourism sector and providing recommendations for a national tourism planning framework which would include the selection of priority Tourism Development Areas, diversifying Rwanda's tourism product offer; revising the regulatory framework for tourism; evaluating the institutional arrangement for the management, development and promotion of the tourism sector; formulating marketing plans; enhancing the economic impact of tourism on the local economy and society; improving the investment climate for tourism; development tourism and hospitality human resources; developing SMEs and community-based tourism initiatives; and, raising awareness of the importance of tourism amongst the Rwandan society.