



ENVIRONMENT FOR PEOPLE in the Dinaric Arc

A Western Balkans
Environment & Development
Cooperation Programme

International Conference

Transboundary
Cooperation
in the Dinaric Arc

29 June - 1 July, 2010 Capljina, BiH



MINISTRY FOR FOREIGN
AFFAIRS OF FINLAND



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TOURISM SUPPORTING LOCAL LIVELIHOODS



- **Tourism development**
 - tourism product developed, marketed and managed
 - based on local resources (cultural, natural, heritage, contemporary, tangible, intangible)
- **Backward linkages to tourism sector**
 - increase in production of local products that meet market needs of tourism industry



MODEL 1 – TOURISM DEVELOPMENT

- Higher potential for linkages with other local enterprises because customers come to the destination
- Products can be built on natural resources and culture, assets that local communities have
- Relatively labour intensive and employs a high proportion of women
- Potential in rural and remote areas with few other competitive exports

(UNWTO)



SUSTAINABLE TOURISM DEVELOPMENT

- Links to market – economic sustainability
- Justification for conservation / protection – environmental sustainability
- Pride in local cultures, representation of heritage, presentation of contemporary landscapes, connection with ‘outsiders’ – cultural sustainability
- **TAKES TIME AND MONEY**



Isabel Beasley

MEKONG DISCOVERY TRAIL PROJECT

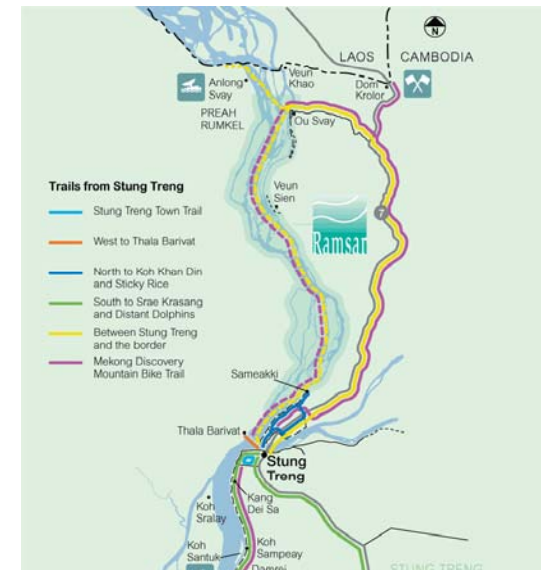
- To alleviate poverty and promote conservation of the Mekong River Dolphin and river habitat through appropriate and sustainable tourism development.



MEKONG DISCOVERY TRAIL PRODUCT

- 'Heritage Trail' concept
- local and regional attractions connected with a themed visitor route
- a series of smaller trails emanating from the major gateway towns
- clustering will initially encourage visitors to stay longer

(Mekong Discovery Trail Project, Phase II final report, 2008)



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PHASE 1:

- Started in 2007
- Tourism Master Plan for Kratie
- identified potential 'trails' around the town.



PHASE 2:

- In 2008
- concentrated on community based tourism and
- resulted in plans to develop thematic trails in Kratie and Stung Treng provinces



PHASE 3

- 2009
- developed and marketed the trails
- developed tourism services along the trails.
- capacity building activities, (hospitality, English)
- Constructed small scale infrastructure
- facilitated large scale investments and
- supported cultural and natural heritage protection and management.



PHASE 4

- Current
- capacity development,
- infrastructural improvements,
- business development,
- Product development, and marketing,
- expand to bordering provinces with Lao PDR



KEY ISSUES IN CROSS BORDER TRAIL DEVELOPMENT

- Access – convenience of border points and regulations
- Price
- Consistency and standards (accommodation, guides etc)
- Communication (language, systems)
- Legal systems (visas, contracts, registration)
- Image – seamless delivery of image across products, single destination brand across both countries





MODEL 2: BACKWARD LINKAGES

- Linking communities to the tourism system elsewhere
- through production of goods that tourists want (market led product development)

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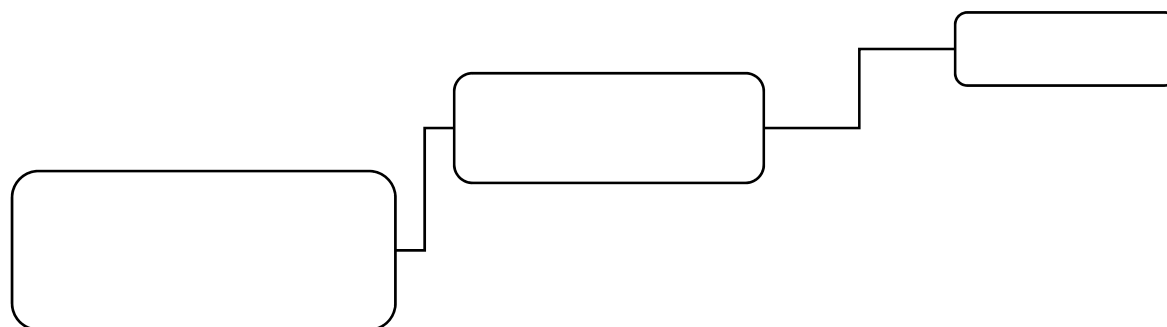
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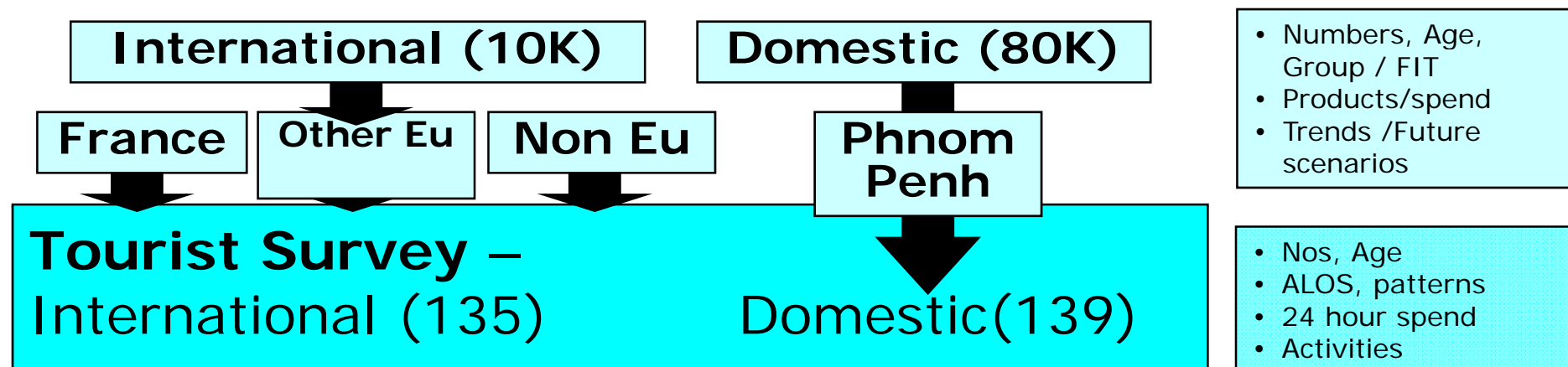
Tourism Value Chain Analysis

- Following the flow of goods and services
- Following the flow of expenditure
 - How the money flows
 - Why the money flows the way it does
- Understanding opportunities, spreading the benefits





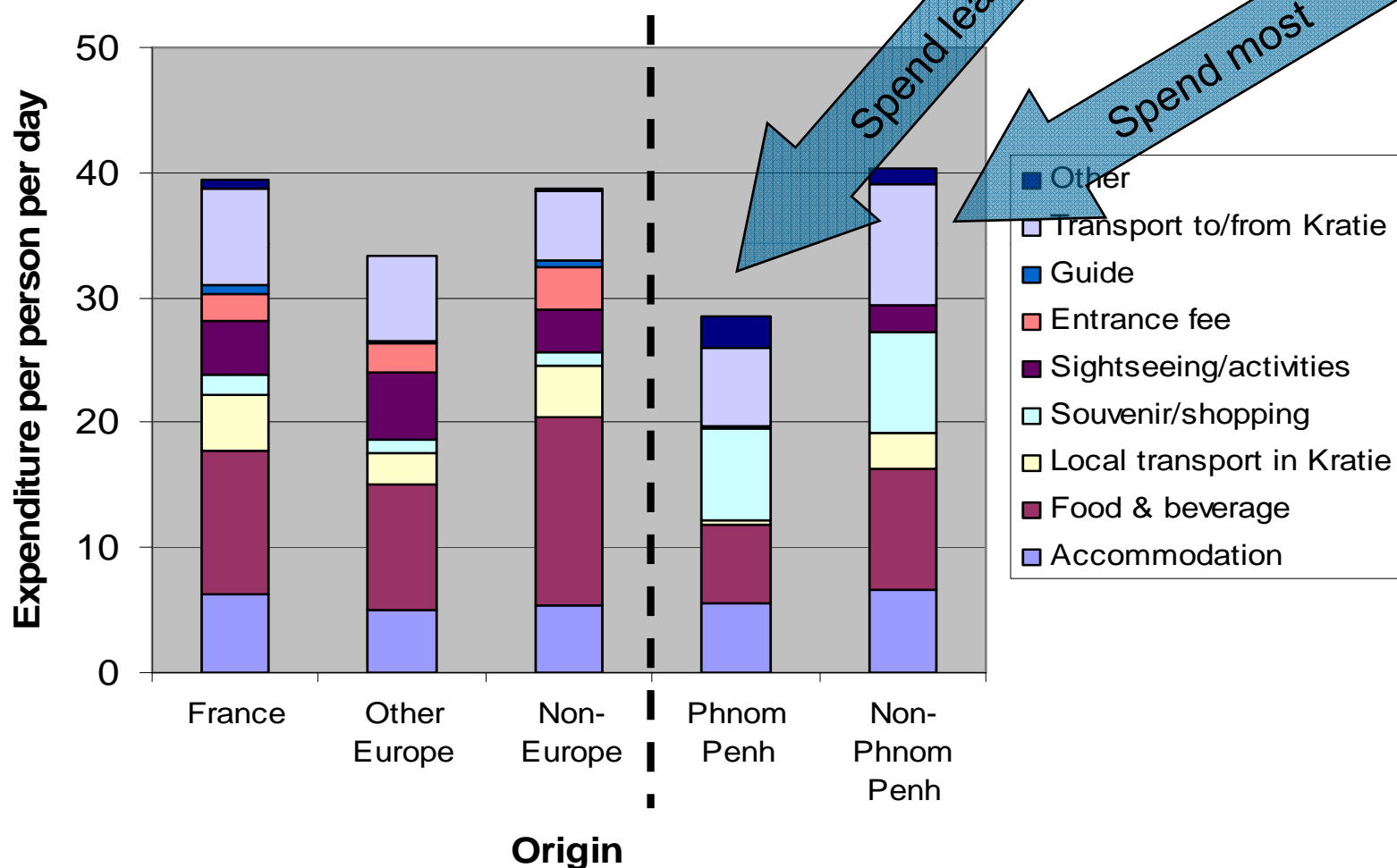
Data collected



	Key Segments	
Accommodation	Spending Surveys	<ul style="list-style-type: none"> ALOS Spending patterns Which supply chains..? Local Impact?
Food and beverage	<ul style="list-style-type: none"> Domestic Business 	
Attractions		
Transport and tours	<ul style="list-style-type: none"> Domestic holiday 	
Tours		
Handicrafts and specialty products	<ul style="list-style-type: none"> European FIT 	<ul style="list-style-type: none"> Ownership Employees Markets Cost breakdown Local Sourcing

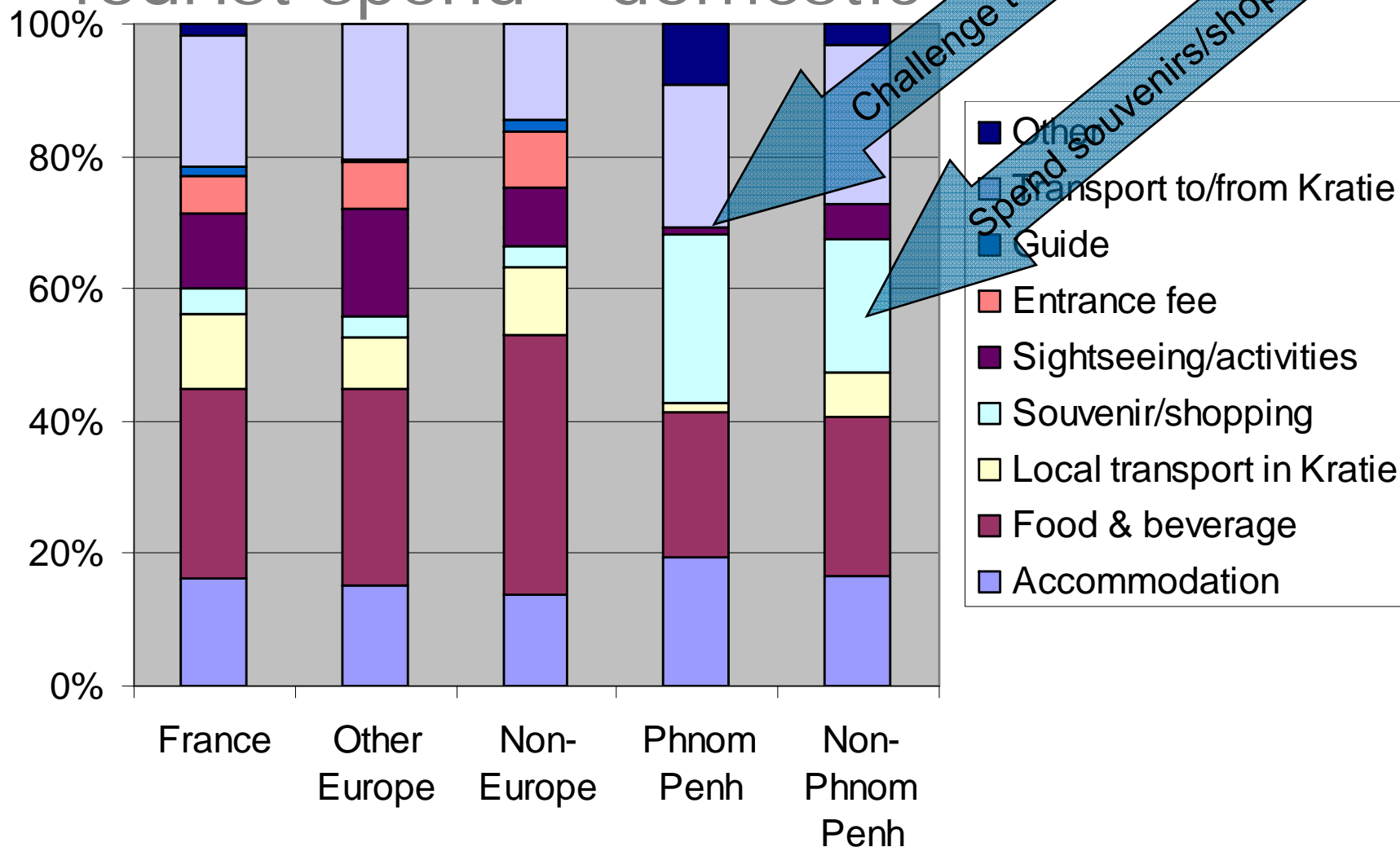


Tourist spend



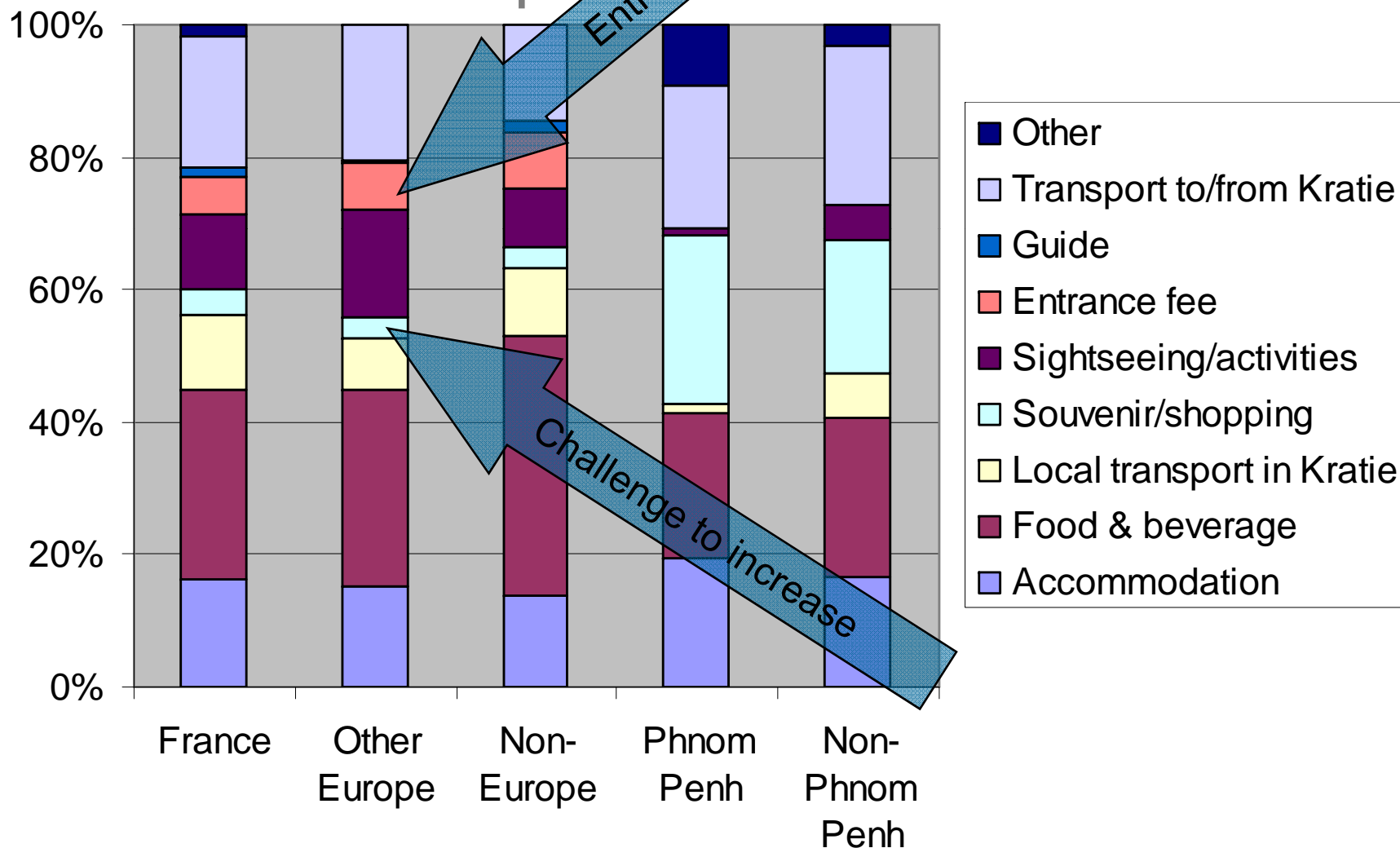


Tourist spend - domestic



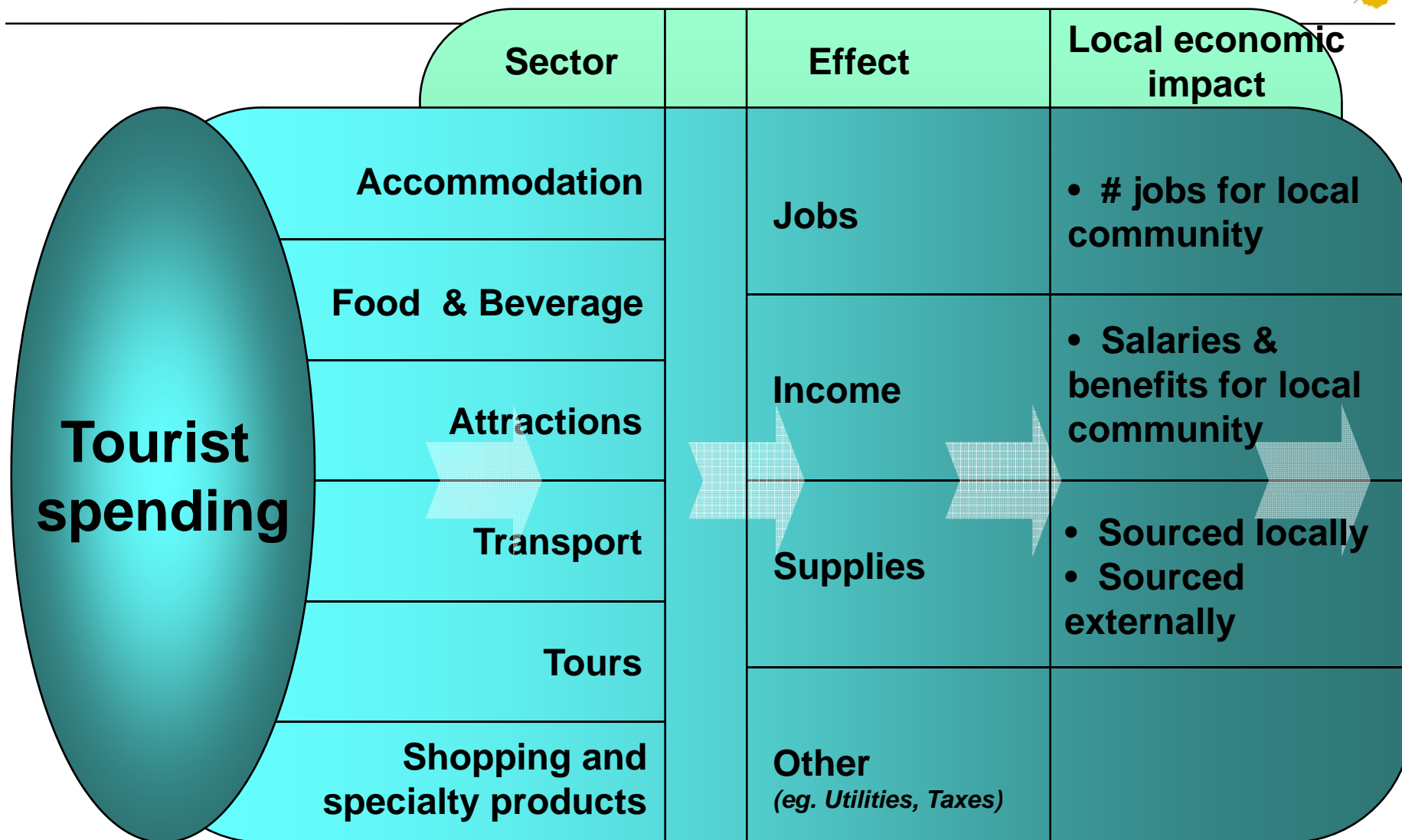


Tourist spending – international



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		Sector	Effect	LEI	
<div>Tourist spending</div>	Accommodation	RESTAURANT & NIGHT MARKETS	Jobs	• 115	• 103
	Food & Beverage			• 4	• 4
	Attractions		Income	• \$58 500	• \$52 680
	Transport			• \$960	• \$960
	Tours		Supplies	• Kratie 37%	
	Shopping and specialty products			• \$220 000*	• Non-Kratie 62%
			Other (eg. Utilities, Taxes)		

*Restaurants only

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		Sector	Effect	LEI
Tourist spending		Accommodation	Jobs	• 75
		Food & Beverage		• 81
		Attractions	Income	• \$31 200
		Transport		• \$99 000
		Tours	Supplies	• \$21 000* • Kratie 27%
		Shopping and specialty products	Other (eg. Utilities, Taxes)	• \$182 000 • Kratie 87%
		HANDICRAFTS, KRALARN & NEM		

*wood carving only