



Sustainable Tourism Sector Development and Institutional Strengthening



Timor-Leste

Project Title:

Sustainable Tourism Sector Development and Institutional Strengthening

Proposed Duration:

2 years

Estimated Start Date:

August 2005

Total Budget:

USD 1,000,000

Donor:

Not yet identified

Background

Timor-Leste has a rich and diverse range of natural landscapes, languages, cultures and heritage sites that is highly attractive to niche markets in ecotourism and adventure travel, appealing to international beach-goers, marine sport enthusiasts, and those interested in cultural and historical sightseeing. If properly developed, the tourism sector will:

- promote equitable and sustainable economic growth by generating new sources of income;
- assist in reducing poverty throughout the country;
- enhance the value of and promote the sustainable use of the country's natural and cultural resources;
- promote local community participation by encouraging ownership, operation, and conservation of natural and cultural tourism resources;
- develop capacity in the tourism and hospitality sectors; and
- build the institutional capacity of government entities, private enterprises and individuals to manage the development of the tourism sector in a sustainable and strategic way.

Timor-Leste needs assistance to tap tourism's full potential. The following issues need to be addressed to ensure a strategic approach for the short, medium, and long-term:

- Capacity development at the national, district and community level to manage the planning and promotion of the tourism sector;
- Awareness of tourism's potential to contribute to economic development at the national and district government level -- particularly the capacity to create additional livelihood opportunities among local communities in rural areas;
- Lack of the necessary long-term policy framework to support the development of the sector.



Programme Objectives

The overall objective of the project is to support and contribute to the government's goals of:

- reducing poverty in all sectors and regions of the nation; and
- promoting equitable and sustainable economic growth and improving health, education and the well-being of the people of Timor-Leste;



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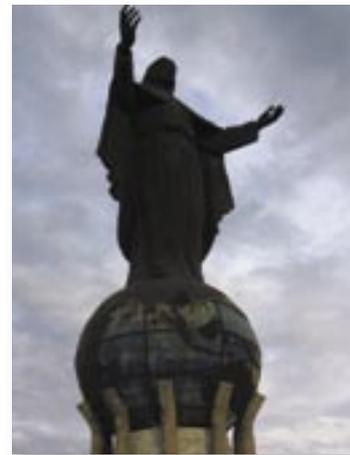


The project envisages the development of a tourism sector that balances development of priority destinations and markets (designed to attract larger scale tourism investment with foreign participation) with locally owned community-based tourism. The project will have the following components:

- Institutional capacity building at the national and district level to manage the sustainable planning, development, and promotion of the tourism sector
- Training local communities to effectively participate in the development and operation of tourist services, and awareness of issues relating to conservation of resources;
- Implementation of a selected pilot community tourism project to develop local knowledge and best practices for replication throughout the country; and
- Formulation of a comprehensive long-term tourism policy framework, giving special attention to local community participation in the development and conservation of tourism resources.

Expected Outputs

- A detailed situational analysis of the tourism sector.
- A long-term national tourism policy reflecting the priorities of the Government of Timor-Leste and its National Development Plan.
- A communications plan which identifies the market and develops an image promotion program.
- A plan to mitigate negative impacts on the natural, cultural, and economic environments.
- A tourism labor development programme focusing on improving technical skill levels and tourism education and training to establish a highly competitive qualified labor base.



Implementation Arrangements

The World Tourism Organization (WTO) will be the executing agency for the programme and will be responsible for the recruitment and supervision of qualified international consultants. The UNDP (with the assistance of the WTO) will be responsible for the recruitment and supervision of national consultants, ensuring the overall technical quality of project work. The Tourism Division of the Secretary of State for Tourism, Environment, and Investment will be the cooperating government agency and will be responsible for identification and provision of qualified counterpart staff at the local level to work with the international and national consultants for the duration of the programme.

Resources Outlook

A total of USD 1,000,000 is required for this project. Donors have not been identified.

Contact Information

UNDP Timor-Leste

UN Agency House, Caicoli Street

Dili, Timor-Leste

Tel: +670 3312 481

Fax: +670 3312 408

Email: environment.tp@undp.org

