

Tourism and the Bilateral Agreement on Sustainable Development

Action plans for the tourism programme based on the Tourism Programme 1997-2000

The Costarican and Dutch technical committees on tourism

San Jose, January 1998

1. Introduction

This document is the result of close cooperation between the Costarican en Dutch technical committees on tourism within the framework of the Bilateral Agreement on Sustainable Development (BASD) and consists of three action-programmes for the type 1,2 and 3 projects within the BASD, based on the tourism programme of May 1997, as conceived by the two technical committees on tourism.

This cooperation resulted in a tourism programme identifying central themes and fields of action for the period 1997-2000. From this programme three action-plans are derived which offer the framework for selection of projects, focussed on themes and priorities for the first project cycle 1998-1999. These three action plans are interrelated and coherent and cannot be seen apart from each other. Monitoring and evaluation of executed projects in the first project cycle could lead to adaptation of the original tourism programme 1997-2000.

After this introduction, Chapter 2 offers an executive summary of the tourism programme. In Chapter 3 a Costarican Action Plan for type 1 projects is introduced. In Chapter 4 the same is done for type 2 projects (Dutch Action Plan). Finally in Chapter 5 an Action Plan for Bilateral Projects (type 3) is proposed.

The tourism programme of May 1997 and these action plans of January 1998 are the result of a close cooperation process of three years, consisting of several rounds of consultation in which many people participated. We would like to thank all the people that participated in the Technical Committees, in the national and bilateral meetings and those who reacted to previous texts.

The two technical committees on tourism within the BASD

San Jose, January 1998

2 Executive Summary of the Tourism Programme 1997-2000

For the period from 1997 to 2000 three main themes were selected (criteria and accreditation; community development and professionalisation), which offer the most efficient opportunities to intervene in the tourism process. Consequently fields of action were defined which have priority within these themes for 1997-1998. In this process of identification a few factors were decisive.

* Tourism is a dynamic, complex and ongoing process which is managed and directed by forces beyond the control of the BASD. Projects resulting from the BASD will not structure tourism in Costa Rica, nor in the Netherlands. However, if and when designed and implemented strategically, at the right moment in the right place, they can act as examples and have a guiding influence, adjusting and improving the ongoing process.

* It is clear from the outset that this tourism programme should identify the strategies to ensure that tourism contributes to the targets of the BASD including special attention to social and gender issues. This tourism programme aims at identifying the areas where there is a mutual interest for social and gender issues on the one hand and the interests of (one of) the four sectors involved, on the other. It believes that in order to guarantee long term effects for social and gender interests it is necessary to involve the four sectors in projects.

* Since the approach in this programme, in which not sustainable tourism itself, but the contribution of tourism to sustainable development is the central focus, is new, the focus of the programme will be on learning. The reciprocity within the tourism process will consist of learning from each other and of integrating and increasing the global impact of the projects.

The deliberations between the Technical Committees of Costa Rica and the Netherlands have resulted in several fields of action, for each of the themes.

A: Criteria and accreditation

- 1 Development of criteria and accreditation system.
- 2 Implementation/application of the developed accreditation system.

B: Tourism as an instrument for community development

3. Establishment of community based tourism networks.
4. Development of (methodologies for) Community Based Sustainable Tourism and pilot projects.
5. Development of a credit fund for small community based/micro-entrepreneurial investments.

C: Professionalisation

6. Structuring and matching of labour market and the educational system.
7. Professionalisation of small entrepreneurs.

The selection of relevant projects should be guided by the following principles:

- * projects should aim at integrating the 3 themes;
- * all issues should be approached from two perspectives: top down and bottom up;
- * dissemination of the physical and learning effects of the projects should also be directed at groups outside the direct participants in the process;
- * concentration on projects, focusing on only three main themes, should lead to an efficient use of resources;
- * the projects resulting from this programme should be coherent with and complementary to each other;
- * projects should have an impact on the functioning of all four sectors active in the BASD;
- * projects in tourism that have already been started under the BASD should be integrated in the programme;
- * opportunities to cooperate with non-tourism projects under the BASD should be seriously assessed;
- * in the first two years the programme will concentrate on the areas where tourism has reached a certain degree of development.

This programme is the basis for the elaboration of three action programmes in the three next chapters.

3 Costarican Action Plan (CRAP)

3.1 Introduction

The aim of this Costarican actionplan is to identify the opportunities for communities by generating and supporting projects in the field of community development and tourism, which will lead to specific and tangible results and to improvement of the quality of tourist services.

3.2 Central theme

Tourism as an instrument for community development

3.3 Priorities

- Development, support and integration of sustainable productive initiatives in tourism activities (for example handicrafts, food & beverage, transportation, equipment, information, organic agriculture etc. etc.)

Objectives

Projects submitted should aim at:

- Improvement of standard of life of communities, specifically related to increasing income and jobs
- Promoting local (gender) participation in tourism development
- Strengthening of management skills in the community (marketing, accounting, human resource and environmental management)

Link to the tourism programme 1997-2000 (see Chapter 2)

The central theme and priority of the Costarican action plan is directly related to the fields of action identified in the tourism programme

Link to the other two programmes (Environmental management and AGROSIL/VOPASTORIL):

- productive initiatives have a relation with the other two programmes by nature;
- selection of productive initiatives should take into account environmental criteria from the start

3.4 Criteria

- projects should lead to self-sustaining (economic) activities
- projects should be innovative
- projects should be intersegmental
- projects should be environmentally responsible

4 Dutch Action Plan (DAP)

4.1 Introduction

In connection to the type 1 and 3 action plan, in the Netherlands an action plan will be formulated aiming at creating greater awareness of changing international relations and the role of tourism within these relations in general, as well as the role of tourism within the BASD more specifically.

4.2 Central themes

Creating awareness on the role of tourism in sustainable development in North-South relations through executing projects aiming at the dissemination of information and experiences in the Netherlands.

Secondly, the Dutch action plan is focussing on changing behaviour of Dutch actors involved in the tourism process towards sustainability in tourism.

Finally, the actionplan should also be directed to creating support in various segments of the society for the BASD in general and the tourism programme within the BASD in particular.

4.3 Priorities and Criteria

Priorities and criteria will be discussed and assessed through deliberations within the Dutch technical committee and between this committee and other relevant organizations (like Ecooperation, NCDO, the Dutch Initiative Group Tourism and the Environment etc. etc.)

5 Bilateral Action Plan (BAP)

5.1 Introduction

The aim is to generate actions that support and strengthen and create opportunities for projects related to the Costarican (type 1) and the Dutch (type 2) tourism action plans.

5.2 Central theme

Instruments for community development through tourism which can be transferred

5.3 Priorities

- Development of transferable methodologies. Linking the experiences related to community development through tourism in the Netherlands and Costa Rica in general and those under the Costarican and Dutch actionplans in particular, with the aim to solve problems and accumulate knowledge through learning-by-doing.
- Identification of criteria for sustainable tourism: development of criteria and the outlines of an accreditation system for small entrepreneurs and community projects, based on experiences gained in Costa Rica and the Netherlands and in other comparable systems.
- Development and implementation of train-the-trainer programmes: training the intermediaries who are or should be involved in transferring knowledge to the people involved.

Objectives

Projects submitted as result of this action plan should aim at:

- developing transferable and applicable methodologies;
- identification of an applicable set of criteria;
- trained intermediaries;
- transferable education materials and methods for formal, as well as informal learning.

Link to the Tourism Programme 1997-2000 (see Chapter 2)

The priorities are directly derived from the three main themes in the programme (see Chapter 2)

Links to the other programmes under the Bilateral Agreement (Environmental management and AGROSIL VOPASTORIL) :

- Exchange of experiences leading to input in identification of criteria from the results of the two other programmes
- Community development in tourism should aim at sustainable development as reflected in the other programmes
- Methodologies should reflect the knowledge and results gained in the other programmes
- In the trainings relevant knowledge gained in the other programmes shall be included

5.4 Criteria for eligibility of projects

- Projects should be supportive to the Costarican and Dutch action plan
- * There should be participation of both Costarican and Dutch parties
- Projects should integrate elements from the three programmes
- Projects should integrate a top-down and a bottom-up perspective
- Dissemination of the physical and learning effects should also be directed at groups outside the direct participants in the tourism process
- Projects should be coherent with and complementary to each other
- Projects should have an impact on the functioning of all four sectors active in the Bilateral Agreement