

Global Development Alliance & Tourism

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GDA BACKGROUND

- Fundamental shift in resource flows.
 - For US - from 85% ODA in 70's to only 15% ODA. Currently **85% private flows** (FDI, Remittances, Faith Based Organizations, Universities, Foundations etc)
- Acknowledgment of private sector role in development
- USAID established Global Development Alliance (GDA) Initiative in mid 2001.



THE GLOBAL DEVELOPMENT ALLIANCE (GDA)

Deliberate initiative to leverage non-public (private sector) ideas, resources and efforts in addressing mutual development issues

- **Four key Precepts**
 - **Joint definition of the development problem and its solution.**
 - **Sharing of resources, risks and results**
 - **Looking toward innovative approaches.**
 - **Leveraging significant cash & in-kind resources at least on a 1:1 match.**

WHY PARTNERSHIPS?

- Desire to increase impact and scope of development initiatives
- Leverage skills and resources
- Common development concerns that require combined efforts
- Enhanced private sector Corporate Social Investments

WHAT DO PARTNERS CONTRIBUTE?

Private Sector

- Resources
- Access to Markets
- Ideas & innovative approaches
- Technology
- Skills



USAID

- Resources
- Development Expertise
- Local knowledge
- Technical skills
- Network of local & global partners

PARTNERSHIP BENEFITS

Major beneficiaries of alliance programs are the targeted communities

Private Sector

- Focused CSI approach
- Opportunity to greatly impact on the community
- Excellent PR and image building
- Long term competitive advantage
- Access to USAID strengths

USAID

- Opportunity to enhance development programs
- Sharing of innovative ideas with private sector
- Good image
- Collaboration with New partners

USAID Experience in PPP's – Overall Perspective

- Globally, > 350 alliances to date, leveraging > \$3.7 billion in resources from USAID's \$1.1 billion
- Alliances across all sectors
 - Health, Economic Growth, DG, Environment, Agriculture, ICT, Tourism etc.

Region	# of GDA's	\$ Leveraged (Billions)
Global	350	3.7
Africa	120	1.2

Tourism GDA's

Alliance Name	Initial Year	Country	Program Objective	USAID (\$'000)	Partner Contribution (\$'000)	Leverage Ratio
Tourism Sector Workforce Skills Development	2003	Namibia	2 year program to improve the technical skills and knowledge of Namibians in the tourism sector	274	276	1.0
Eco-Tourism Guide Training	2003	Namibia	2 year program to: 1. Train eco-tourism tour guides (approx 400); 2. Support the development of field tour guide courses for Namibia	40	48	1.2
At-Risk Youth in the Tourism Sector	2003	Brazil	2 year program to promote the self-development of at-risk youth through basic professional training in hospitality and tourism specializations	472	668	1.4
Reef Check -- Enhancing Tourism Competitiveness	2004	Dominican Republic	This three-year project works to strengthen the DR economy by achieving a 10% increase in tourism revenue over three years, based on lengthier stays and increased visitor satisfaction	300	600	2.0

Tourism GDA's (con't)

Alliance Name	Initial Year	Country	Program Objective	USAID (\$'000)	Partner Contribution (\$'000)	Leverage Ratio
SCOTIA	2004	Philippines	3 year project: SCOTIA will work with hotels, resorts, dive shop operators to implement measures to reduce the damage from tourism to sensitive coastal ecosystems	1,479	3,000	2.0
Mesoamerican Reef Alliance	2002	LAC	2-year project : Improved sustainable use and management of the Mesoamerican Reef through the introduction of best practices in Agriculture, tourism and fisheries	1,000	1,000	1.0
Ecotourism (SENCE)	2003	Sri Lanka	2-year project to integrate environmental best practices on energy use, waste and noise and minimize impacts to biodiversity, greater community development and provide research opportunities from the planning stage	900	1,980	2.2

Potential areas for tourism GDA's?

- Facility development
 - Collaboration with local communities
- Development of tourism circuits
- Management of ecosystems
 - Waste management
 - Natural resource management
- Training & educational opportunities
- Policy & regulation development
- Tourism promotion activities
- Others?

Potential GDA partners in tourism

- Communities and local government
- Facility operators
- Educational institutions
- Private investors
- Local, national and regional associations in the tourism industry
- Local and international NGO's focused on tourism
- Corporations interested in the industry
- Foundations
- Other development partners



What's in the horizon for tourism GDA's?

- GDA in Mozambique with the CARR foundation
 - who have a long term agreement with the Mozambique Government to rehabilitate and revitalize Gorongosa National Park
- Some GDA proposals in response to the 2006 APS
 - looking mainly looking at supporting sustainable tourism in fragile, post-conflict and high biodiversity states.
- The potential is huge.
 - Are we ready to capture these and enhance our development effectiveness?

GDA Partnership Experience - Challenges

1. Identifying the appropriate partners with not just common objectives, but a common vision
2. Ensuring the minimal hitches in the GDA development process –involvement of contracts and legal officers critical.
3. Challenges in managing expectations both from USAID and for the other partners.
4. Managing diverse interests in a multi-partner alliance

GDA Alliances – Lessons Learned

1. Sustained commitment from top leadership is critical
2. Partnership building takes time, but well worth the efforts
3. Partnerships facilitate sharing of experiences and replicating of the successes
4. Use experienced implementing partner with a relatively good understanding of local environment

So what can you do?

1. Integrate partnership and alliance building as an approach in your strategies and tourism project.
2. Deliberately and proactively seek out potential partners for tourism GDA's
3. Formalize any existing partnerships
4. Be creative in the use of existing instruments to craft new partnerships
5. Champion the GDA cause and share experiences

Your Thoughts?

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