

ALLIANCES IN ACTION

GLOBAL SUSTAINABLE TOURISM ALLIANCE

DEVELOPMENT CHALLENGE

Global tourism is one of the world's largest industries, providing powerful impetus to create new jobs and new businesses, particularly in developing countries. Rapid growth in global tourism over the past twenty years has led many developing nations to explore this industry as a way to promote economic growth. A well-planned tourism industry has the potential to reduce poverty, protect biodiversity, manage natural resources, and improve gender equity, global health, education, and local governance.

INDUSTRY CHALLENGE

Within emerging markets, sustainable tourism represents a new industry and opportunity for growth. Increasingly, however, a destination's competitiveness in the global marketplace depends on its ability to understand and utilize new innovations and existing knowledge as well as benchmarks, best practices, and models of tourism development.

APPROACH

USAID has teamed up with leading tourism development institutions, conservation organizations and tourism industry leaders to create the Global Sustainable Tourism Alliance (GSTA). The alliance designs, finances, and carries out sustainable tourism development in emerging economies, fragile states and high biodiversity countries. GSTA provides USAID missions, partners and practitioners with a process to identify tourist destinations, assess local needs, and then help develop a market-based approach to sustainable tourism development. Partners support these activities by providing training, improving value chain linkages, fostering a business-enabling environment, and actively marketing the tourist destination. As a result, this alliance stimulates new employment opportunities and provides incentive for responsible stewardship of natural resources and cultural heritage among local populations.

PARTNERS



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RESULTS

- GSTA is now active in six countries: Ecuador, Mali, Dominican Republic, Ethiopia, Montenegro, and Uganda.
- GSTA has generated \$2.39 million in cost share and has leveraged \$1.53 million through local public and private stakeholders.
- In Ecuador, development of a Secoya eco-lodge generated jobs and income, which in turn financed and promoted conservation and local health and education initiatives.
- Network of 9,000 business professionals from the private sector engaged in mentoring youth.

FAST FACTS

START: 2006 END: 2012

PARTNER CONTRIBUTIONS:

\$1,600,000

October 2009