



Israel's Agency for International
Development Cooperation
Ministry of Foreign Affairs



State of Israel
Ministry of Tourism



WEITZ
CENTER
for Development
Studies - CERUR

Sustainable Tourism Development as a Tool for Regional Development in Sub Sahara Africa 8.2 - 4.3.2010

Introduction

Sustainable tourism development meets the needs of the present tourists and locals while protecting future opportunities. It is based on local assets, it is inclusive (provides job and income opportunities to different groups in the community) and it is targeting to ensure that maximum benefits remain by local community and businesses.

Another aspect of sustainability relates to the contribution of tourism to local and regional sustainable development. This requires an integrated local and regional approach focusing on the inter-relations between tourism and other aspects – economical, social, environmental and organizational.

The course is designed to present the experience gained in Israel in tourism development and in tourism as a tool for local and regional development, its relevancy to Sub-Saharan African countries; and to provide participants with practical tools to promote tourism planning and development in a comprehensive development context based on local assets.

Objectives of the Course

- To highlight the possible contribution of tourism enterprises to local and regional sustainable development in Africa;
- To expose participants to relevant Israeli and international tools and platforms for promoting local sustainable tourism
- To create local sources of employment and income through the activation of sustainable tourism enterprises
- Selection and planning of supporting tools for tourism enterprises

Program of Studies

1. Introduction

- The development process: description and definition
- Indicators of local and regional development and underdevelopment
- The concept of Integrated Rural Regional Development (The “Rehovot Approach”)
- Integrated Rural Development Methodology
- Sustainable development
- Approaches to strategic planning as a tool for sustainable local development

2. Introduction to Tourism and Travel Industry

- Definitions of basic concepts of tourism
- Patterns of behavior of tourists
- Environmental impacts on tourism
- Economic impacts on tourism
- "Carrying capacity" in tourism planning
- Patterns and types of tourism
- Sustainable tourism

3. Tourism in Israel

- Urban, rural and integrated regional tourism – Introduction
- National and local policies and practices
- Development policies and strategies
 - Ministry of Tourism – planning and supporting infrastructure development
 - Ministry of Agriculture and Rural Development – planning and supporting infrastructure development
- Tools and organizational platforms for tourism development and management at local level (Partnerships for tourism development: PPP, local – national partnerships, partnerships between municipalities and networks of businesses)
 - Municipal corporations
 - Regional marketing associations
 - Regional tourism incubators
 - Tourism businesses forums

4. Tourism Planning and Methodology

- Approaches to tourism planning
- Processes and stages

5. Formulation of Tourism Projects

- Introduction - components and stages in tourism projects, technical assistance
- The Project Cycle
- Project Design and Formulation
- Project Evaluation Techniques
- Implementation and Follow-up

6. Marketing and Branding

- Local and regional competitiveness
- Place branding
- Crisis communication management

7. Tourism in a Comprehensive Development Context

- Political dimensions in tourism
- Social dimensions
- Tourism and other economic activity
- Tourism and the environment

8. Physical Planning and Tourism Projects

- The approach to physical planning on different levels (regional, local)
- The importance of location for tourism development
- Examples of tourism program projects in different environments
- A practical example of tourism development

9. Professional Field Trips

10. Seminars and panels on tourism plans and projects as presented by participants on the basis of their country experience.

11. Project Formulation

Participants are advised to bring with them documents and related material on local economic development in their countries as well as background information (economic, political, and cultural) for use in the presentation of country reports.

12. Admission Requirements

The course is geared for professionals from Sub Sahara Africa having practical experience in the field of tourism and development.

13. Application Process

Candidates must complete the appropriate application forms (including health certificate, declaration etc.) available at the Israeli Diplomatic Representative in your area not later than **January 17th, 2010**.

Arrival and transportation

A Taxi Company called "MONI - SITTON" will transport the participants from the Airport to "**Reisfeld Residence**" of the Faculty of Agriculture, near the Weitz Center in Rehovot, where the students will stay during the course. The transportation will be free of charge

The MONI - SITTON counter is located at the Arriving Passengers' hall, after the customs, at the gallery of floor 1, near gate 2.

Accommodations

Participants are accommodated in the Reisfeld residence within the Faculty of Agriculture complex. The rooms are comfortable single rooms. 4-5 rooms per apartment. Each apartment is equipped with a kitchenette including refrigerator and toaster oven and 2 shower/toilet units.

Responsibilities during the stay

The official responsibility of MASHAV to the participants is limited to the period of their stay in Israel during the course.

Insurance of personal belongings

The Weitz Center and the Reisfeld Residence are not responsible in case of lost or stolen personal belongings. It is the responsibility of the participants to make their insurance coverage in their respected countries.

Medical Insurance

The participants will have a medical insurance for the duration of their stay in Israel, except for dental treatments, eyeglasses and chronic illnesses.

Additional Information

Any additional information is available at:

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The Weitz Center for Development Studies

The Weitz Center is an NGO, dedicated to social-economic local and regional development, according to an integrated approach – “**The Rehovot Approach**”

The main activities of the Weitz Center include:

- Training programs: courses and seminars in Israel and abroad
- Development planning and project formulation
- Institutional assistance and consulting
- Applied Research