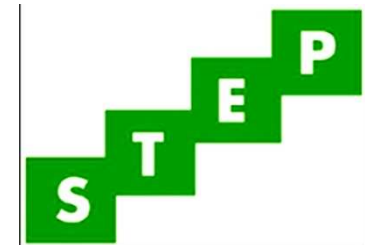


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# The ST-EP-Initiative of the UNWTO

(United Nations  
World Tourism Organization)

An instrument for  
poverty reduction in  
developing countries?



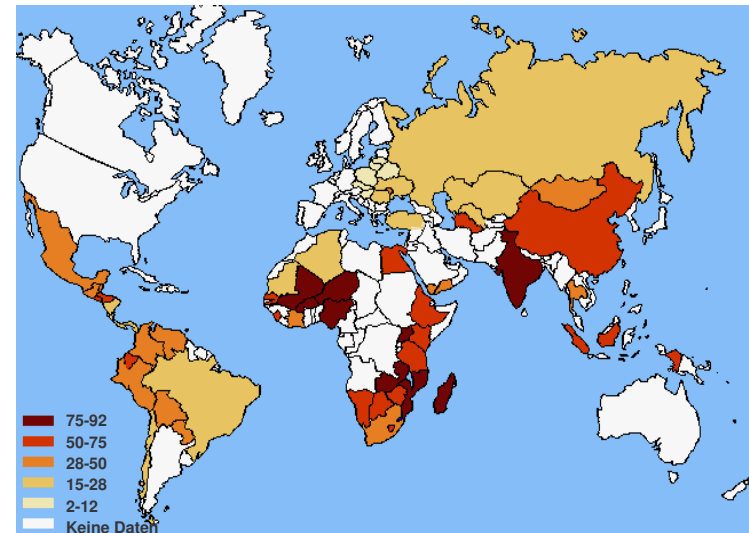
# The ST-EP-Initiative of the UNWTO

- **ST-EP: Sustainable Tourism – Eliminating Poverty**
- Foundation: „World Summit of Sustainable Tourism 2002“ in Johannesburg
- Goal: Development of 5.000 sustainable tourism projects to combat poverty until 2015

→ until now:

Africa	21
Central- and Southamerica	16
Asia	8
Europe	1

People with less than 2 Dollars/day (%)



• 1,3 Mrd. are poor

• poverty reduction = first goal of the Millennium Development Goals (MDGs)

- 7 Mechanisms to let the poor benefit from tourism:
  1. Employment of the poor in tourism enterprises
  2. Supply of goods and services by the poor
  3. Direct sales of goods and services to visitors
  4. Establishment of tourism enterprises by the poor
  5. Tax and levy on tourism income benefiting the poor
  6. Voluntary giving and support by enterprises and tourists
  7. Investment in infrastructure benefiting the poor in the locality
- Responsibility: 2 coordinators worldwide
- Funding: ST-EP-Foundation (Korea) and Multi-Donor-Trust-Fund of the UNWTO

# The ST-EP-Initiative in Ethiopia



## The „Bishangari“-“Eco“-Lodge“

- Target Groups: ethiopian upper-class and foreign high earners
  - No individual tourism/backpackers
- Foods: foreign imports
  - No demand of regional products (honey, pepper, chilis, bananas, tomatoes) or handicraft products)
- employment: ca. 96% local
  - but: low positions of management, sweat jobs (maid, groom, waiter/waitress)
- usage of energy: solar power and biogas
  - No use of the water pump for the locals benefit

## The ST-EP-Initiative in Ethiopia

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*„We hope that the owner of the lodge will speak with us in the future. Until now, nothing happened. Some of us have a working place now, but a lot are not benefiting. Why?“*

Comment of the parish council of the Bishangari-community

# The ST-EP-Initiative in Colombia

## The tourism project on the Island „Providencia/Santa Catalina“

- beneficiaries:

→ A travel agency, tourism experts, a handicraft association, a horse renting agency, a special trail (guides), a hairdresser, a sailing and kayaking school, bed and breakfast places etc.

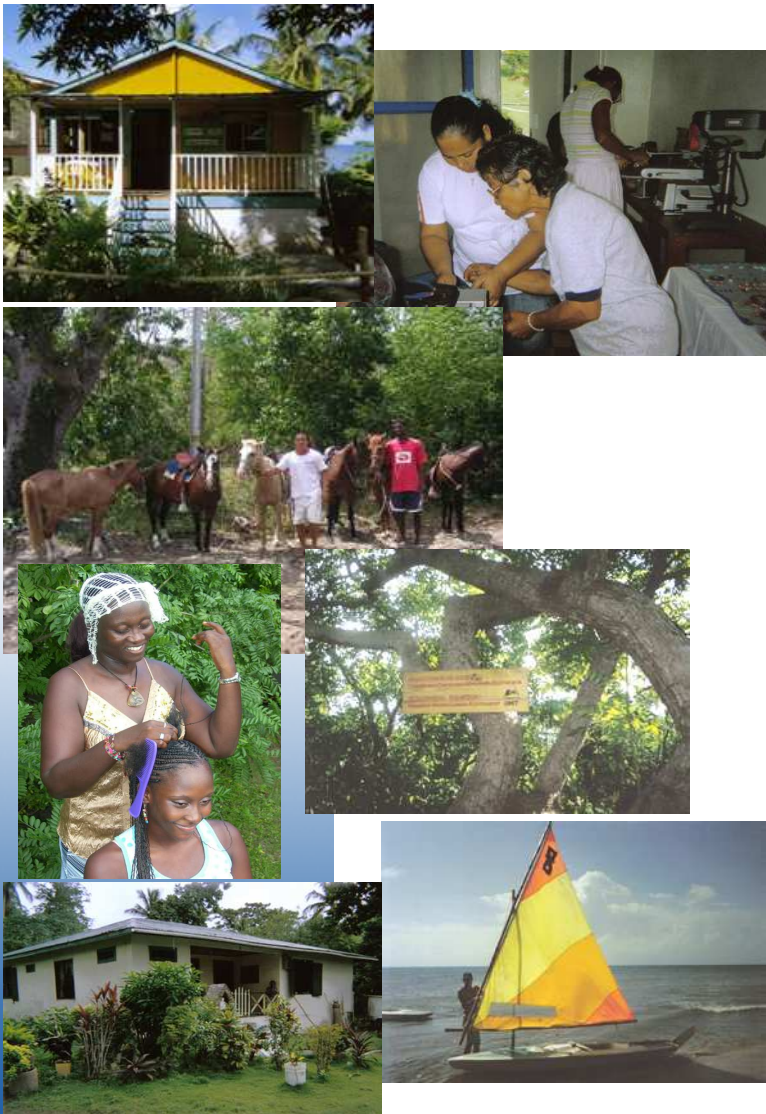
- target groups: colombian upper-class and foreign (individual) tourists

- employment: 100% local

→ but: principle of „Top-Down“, some are excluded, f. ex. the fishermen

- trainings: no

→ neither the beneficiaries know about the contents of the project nor the travelers know anything about it





*The price of the fish became very low. We have to bother ourselves for alternative ways of having an income. In addition to my work as a fisherman, I`m working as a freelance in measuring streets. But most of my colleagues, fishing is their only income. With the project of the World Tourism Organization, we could offer trips with tourists and brochures too. We don`t have enough money for that. We have to pay the gas, ice, oil and the maintenance of our boats. There is not much money to live...“*

Comment of the president of the fisher union

## Ethiopia

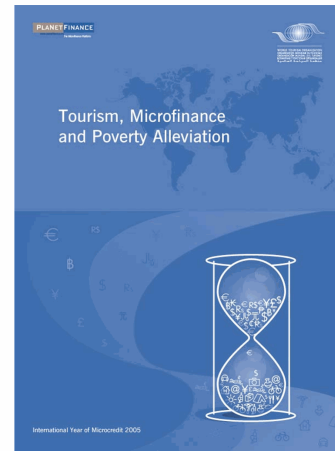
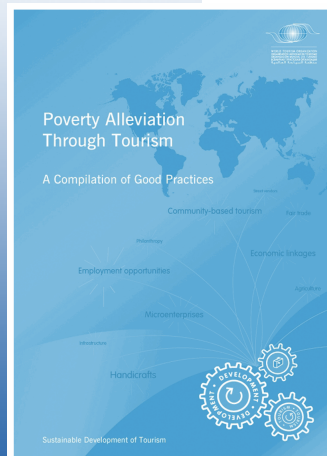
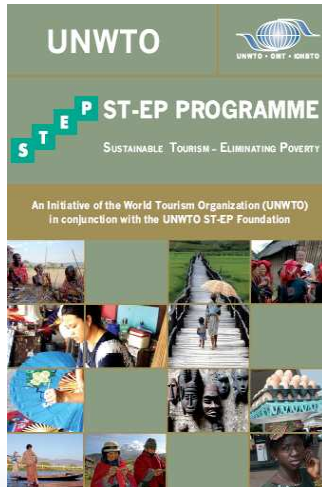
- **Consideration of participation rights**
  - no participation of local communities of the lodge
- **Creation of a basis of communication**
  - no willingness of communication of the lodge owner
- **Encouragement of the regional economy**
  - no regard of regional products
- **Representation through more transparency**
  - the contents of the project is neither clear for the enterprise nor for the UNWTO

## Colombia

- **Consideration of participation rights**
  - just partial participation, the fishermen association "*Asociación de pescadores artesanales de Providencia y Santa Catalina Isla*" is not benefiting
- **Establishment of an objective application procedure**
  - here: subjective selection
- **Representation through more transparency**
  - low degree of popularity of the project: lack of further support to „Start-Up“, f. ex. through marketing campaigns



## Publications



## ST-EP-Panels at the ITB



UNWTO, ST-EP-Foundation and GTZ

