



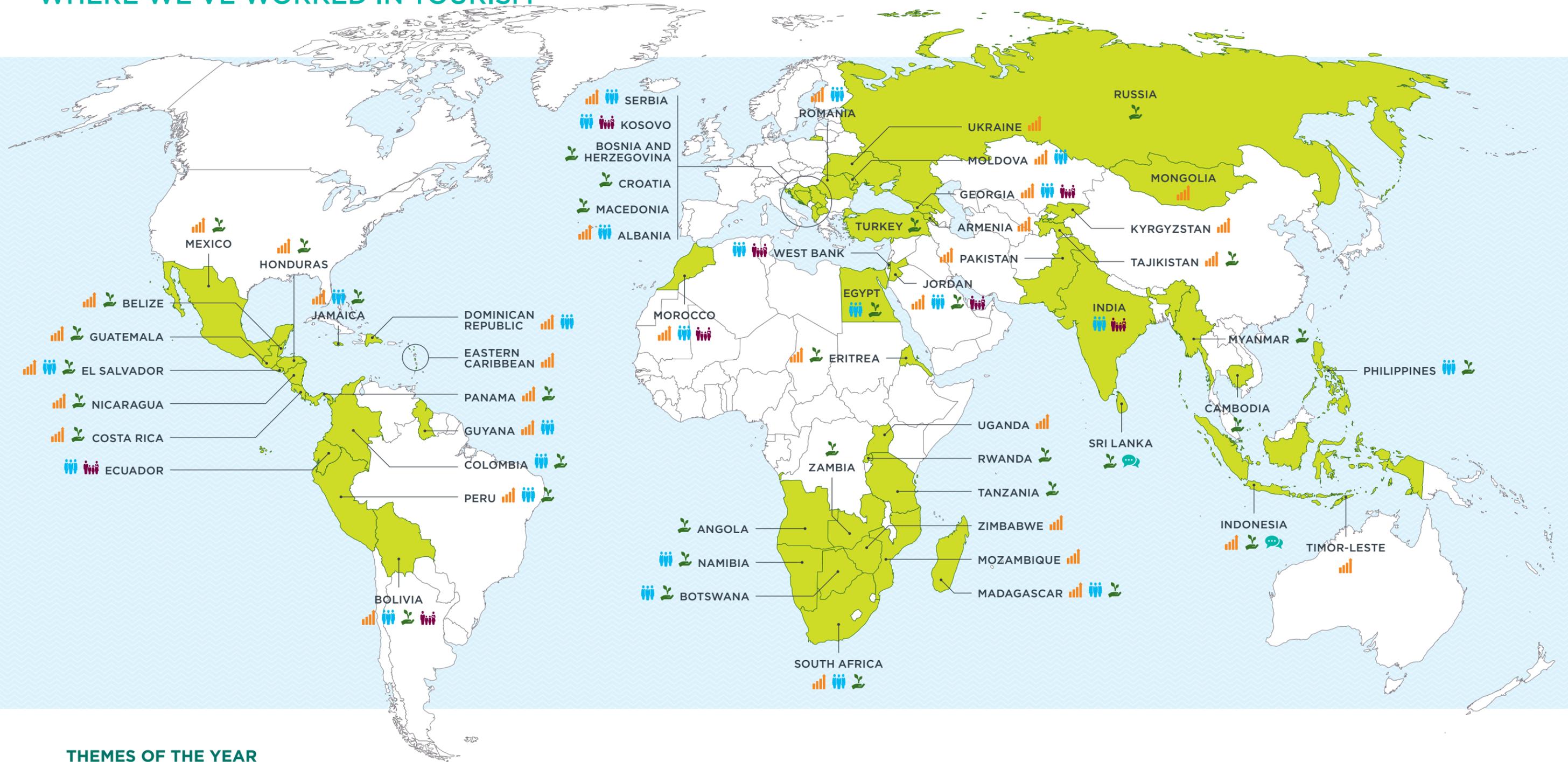
OUR APPROACH TO SUSTAINABLE TOURISM FOR DEVELOPMENT

According to the UN World Tourism Organization (UNWTO), tourism is one of the fastest growing industries, contributing to employment and stability in almost every part of the world. Since 1975, Chemonics' inclusive and sustainable development has strengthened tourism in more than 56 countries. Our tourism activities touch upon all five of the UNWTO themes for sustainable tourism for development. We have supported small tourism enterprises with accessible finance, created stable careers through skills-based training for women and youth, increased cultural understanding using foreign investment and travel, and promoted environmental conservation by protecting natural tourist sites. We understand tourism's potential to advance employment and stability significantly, and we draw from our experience across all sectors in the programs we implement to make what is possible a reality.

ABOUT CHEMONICS

Founded in 1975, Chemonics is an international development consulting firm. In 73 countries around the globe, our network of approximately 4,500 specialists share a simple belief: those who have the least deserve our best. So we pursue a higher standard every day to help clients, partners, and beneficiaries achieve results.

WHERE WE'VE WORKED IN TOURISM



THEMES OF THE YEAR



INCLUSIVE AND SUSTAINABLE
ECONOMIC GROWTH



SOCIAL INCLUSIVENESS,
EMPLOYMENT, AND POVERTY
REDUCTION



RESOURCE EFFICIENCY,
ENVIRONMENTAL PROTECTION,
AND CLIMATE CHANGE



CULTURAL VALUES,
DIVERSITY, AND HERITAGE



MUTUAL UNDERSTANDING,
PEACE, AND SECURITY

OUR WORK ACROSS THE THEMES



INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH. We prioritize inclusive and sustainable economic growth in the tourism sector by providing work opportunities for all citizens — particularly youth and women — and enhancing professional skills. We have strengthened Jordan’s tourism facilities and services and encouraged vocational training within tourism. In Moldova, we have used marketing campaigns to increase the demand for tourism-related goods and services, simultaneously building the capacity of small organizations to respond to this demand.



SOCIAL INCLUSIVENESS, EMPLOYMENT, AND POVERTY REDUCTION. Social inclusion is an integral part of our approach to tourism: By bringing together local communities, governments, and private sector partners, we ensure that economic benefits are shared equitably. In Colombia, we strengthened ecotourism community organizations by engaging remote indigenous reserves (resguardos), Bogota investment bankers, artisanal gold miners, and world-class scientists. In the Dominican Republic, we established regional and industry-level public-private partnerships in the tourism sector that created local economic opportunities, enhanced competitiveness, and improved the lives of vulnerable populations.



RESOURCE EFFICIENCY, ENVIRONMENTAL PROTECTION, AND CLIMATE CHANGE. We put environmental protection and sustainability at the forefront of our tourism work to reduce tourism’s environmental impact and raise awareness about conservation. From Honduras to Madagascar, our programs in this sector have created local environmental stewardship councils, launched Eco-Tourism Investment Zones, crafted ecotourism economic development plans, and supported local businesses to become more “green.” Through these activities, we encourage eco-friendly enterprises that still appeal to tourists’ interests and imaginations.



CULTURAL VALUES, DIVERSITY, AND HERITAGE. By acknowledging cultural heritage, we maintain the identity of sites and products for an authentic and immersive tourist experience. We supported community-based tourism in Agra, India, around the four-kilometer Mughal Heritage Trail that passes through five monuments. Women and youth from nearby communities learned how to be tour guides and launch handicraft businesses to generate income. In Morocco, we designed a rural tourism strategy to drive up traffic to destinations with high tourism potential. These strategies involved market-ready itineraries highlighting unique characteristics of each site. Public-private partnerships further promoted these rural tourism sites and local products.



MUTUAL UNDERSTANDING, PEACE, AND SECURITY. We design tourism activities to strengthen mutual understanding across visiting and local communities with the broader goal of long-term peace. In Indonesia, we strengthened indigenous rights by showing local organizations how to resolve territorial disputes and counter negative perceptions of indigenous populations. Establishing tourist sites in these indigenous communities encouraged visitors to find common ground. After almost 30 years of conflict between the Indonesian government and Aceh Separatists, Chemonics rebuilt citizens’ trust in local governments by delivering public services and promoting mutual understanding. By establishing a tourist site in Pulau Weh, the government showcased its dedication to preserving Aceh culture.