



TRANSFORMING **DESTINATIONS.**  
EMPOWERING **COMMUNITIES.**  
SUSTAINING **FUTURES.**





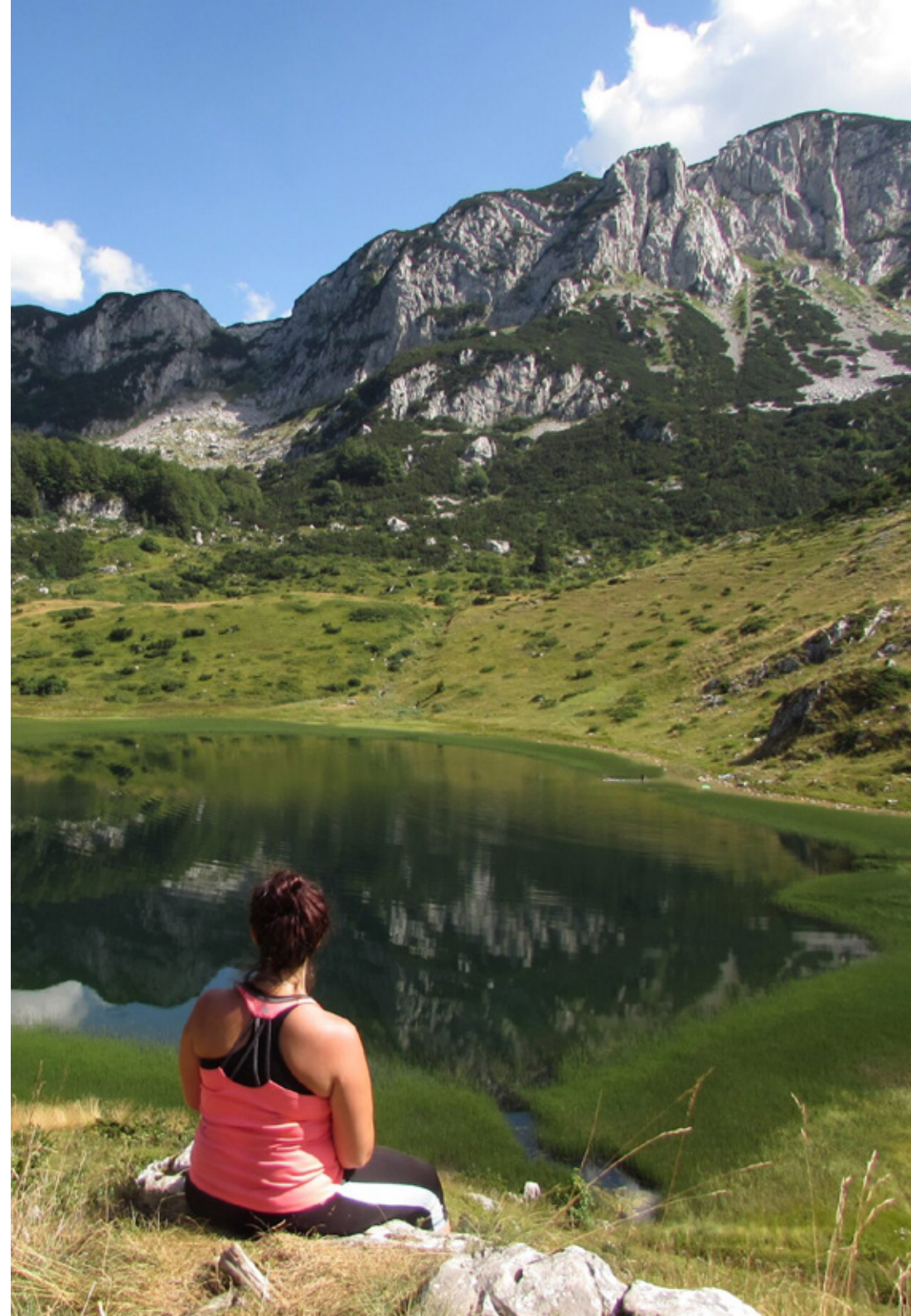
Chemonics International is a global leader in sustainable tourism and development. With **over five decades of experience developing tourism in over 60 countries**, we guide destinations from vision to reality, crafting inclusive tourism systems that drive economic opportunity, protect cultural and natural assets, create jobs, and grow enterprises while building local capacity for long-term success.

## **NOT JUST CONSULTANTS. DEVELOPMENT EXPERTS.**

Chemonics International brings **hyper-specialized expertise** in tourism and integrated local development.

Unlike traditional management consultancies, we are grounded in implementation. We work in diverse and complex environments to deliver sustainable solutions that are technically sound, community-centered, and results-driven.

We deliver full value-chain support, from master planning and tourism legislation to SME development, climate resilience, workforce development, and service innovation. Our work is backed by a global team and enhanced by local talent and partners, ensuring everything we do is locally owned, skill-transferred, and legacy-oriented.





# WHERE WE'VE WORKED IN TOURISM



## TOURISM DEVELOPMENT FOCUS AREAS



TOURISM-DRIVEN  
ECONOMIC GROWTH



EMPLOYMENT AND WORKFORCE  
DEVELOPMENT



RESOURCE EFFICIENCY,  
ENVIRONMENTAL PROTECTION  
AND NATURE CONSERVATION



CULTURAL AND HERITAGE  
PROTECTION AND INTERPRETATION

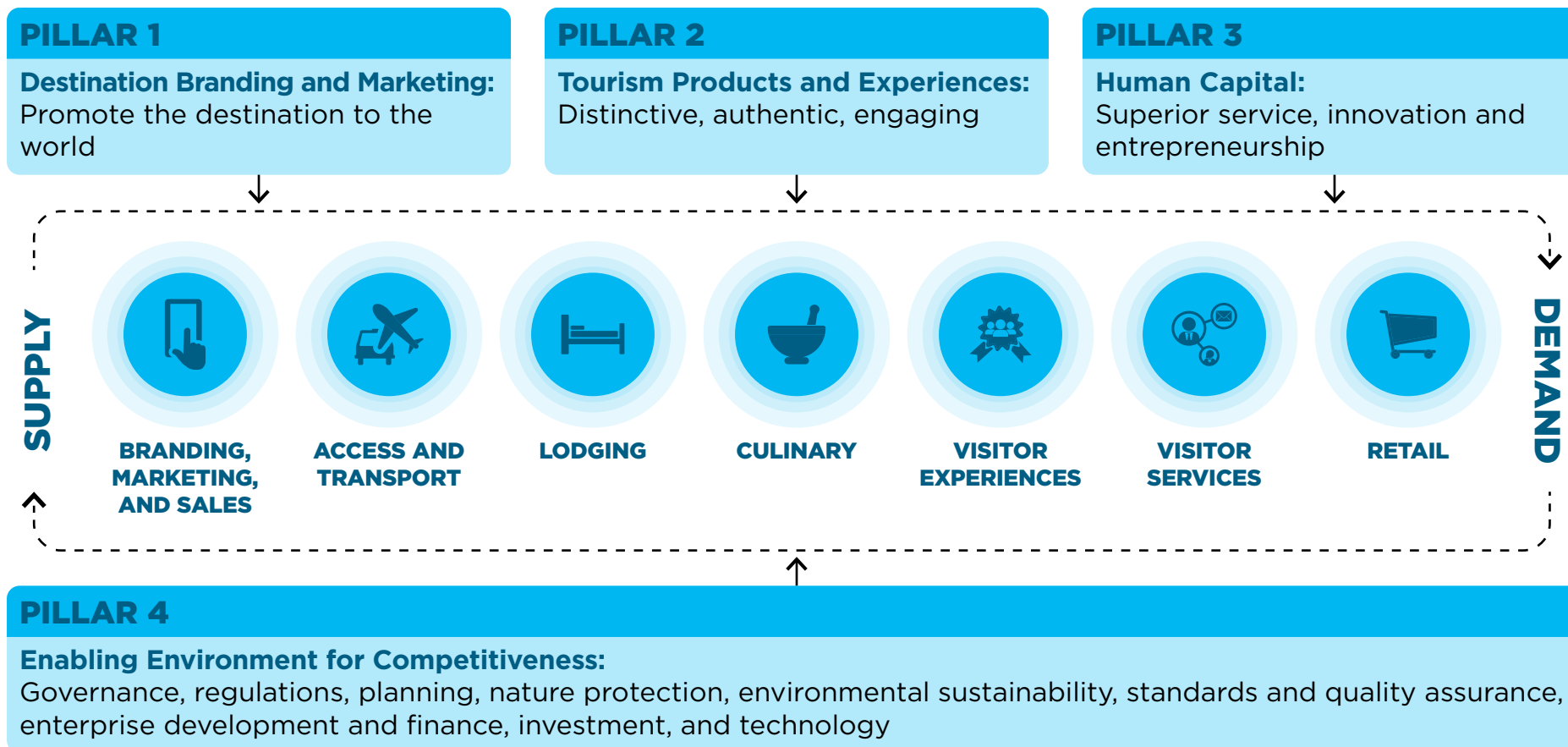


DESTINATION RESILIENCE  
AND CRISIS MANAGEMENT



# THE CHEMONICS APPROACH: CONSERVATION-LED, PEOPLE-CENTERED DEVELOPMENT

## ACHIEVING HOLISTIC DEVELOPMENT THROUGH TOURISM VALUE CHAIN COMPETITIVENESS



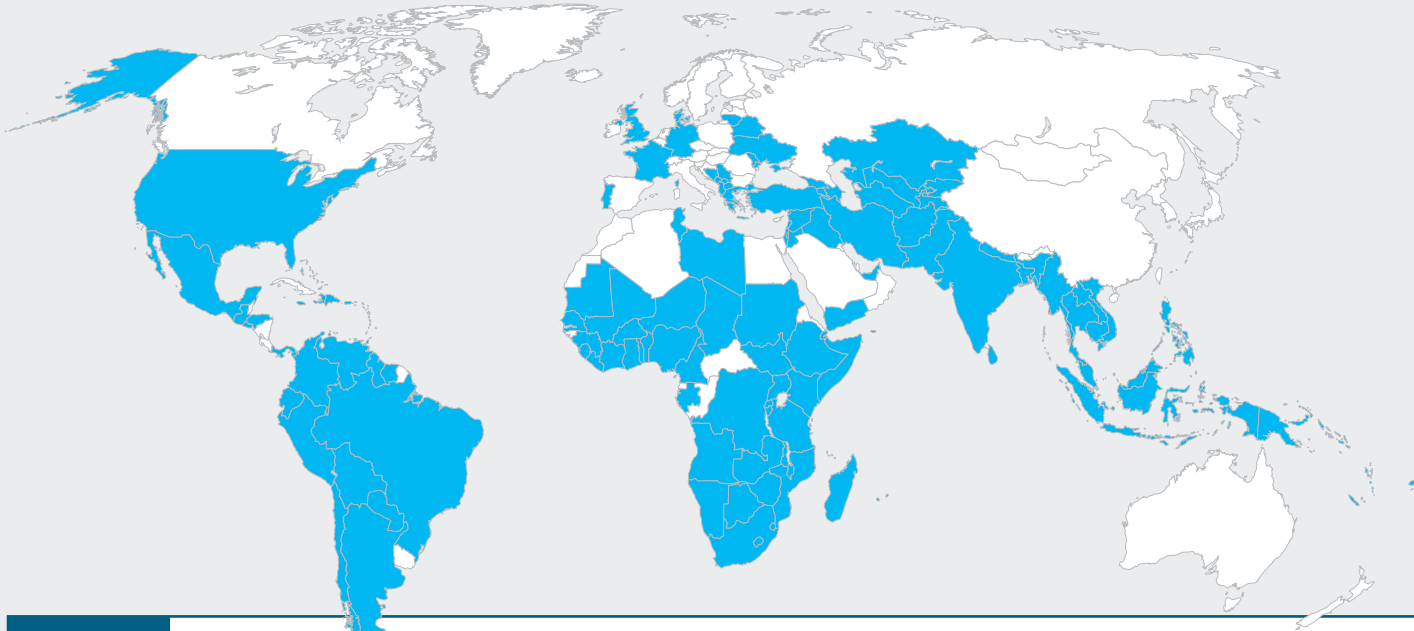
### GDP IMPACT.

#### Tourism-Connected Industries:

Agriculture, construction, equipment, fast moving consumer goods, logistics, business and financial services



# EXTENSIVE GLOBAL EXPERTISE



## INDUSTRIES



Sustainable  
Tourism



Business and  
Trade



Energy



Public Sector



Education



Health



Human  
Development



Environment &  
Sustainability



Agriculture and  
Agribusiness



Supply Chain

## Our Added Value

**Project Delivery Excellence:** World-class project management, ensuring complex initiatives are delivered efficiently, effectively, on time, and achieve sustainable impact --- and within budget.

**50 years**  
achieving results in more than  
**160 countries**  
across diverse economic and  
cultural contexts.



**In 2025**

Present in

**100 countries,**

with supply chain operations in

**91 countries**



**Corporate Offices in**

Washington, DC, London, Berlin,  
Bogota, Dubai, and Manila



Able to operate

**any time, anywhere**









**OUR TOURISM  
DEVELOPMENT PRACTICE  
AREAS**



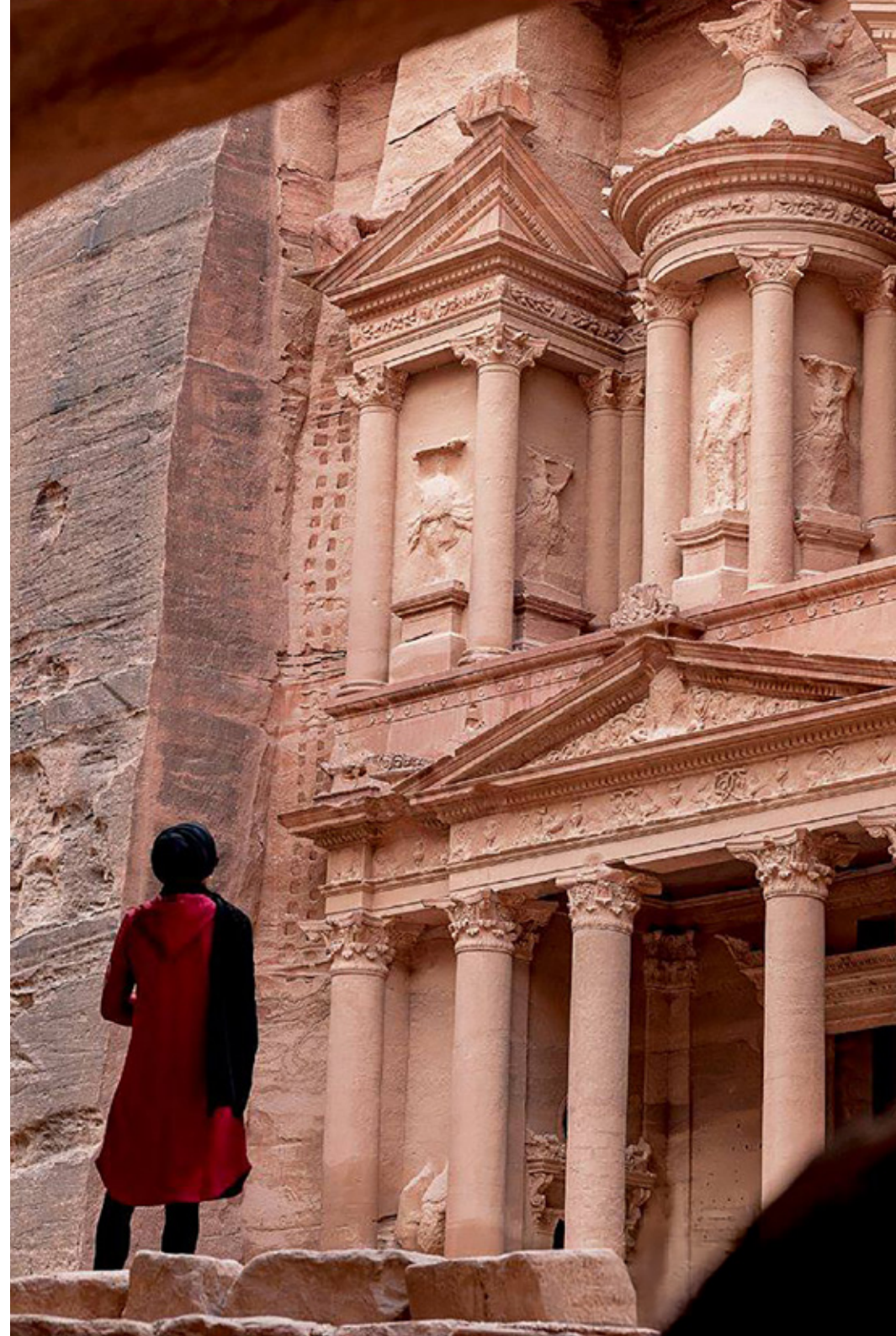
**01**

## STRATEGIC PLANNING AND DESTINATION MANAGEMENT

**WE HELP DESTINATIONS MOVE FROM VISION TO STRATEGY TO REALITY.** Chemonics International leads the development of tourism policies, legal frameworks, land use plans, and governance structures that ensure long-term, sustainable, and inclusive growth. We build and strengthen Ministries of Tourism, cultural and heritage management agencies, and Destination Management Organizations (DMOs), guide institutional reform, and set foundations for investment, coordination, and growth.

### SERVICES INCLUDE:

- National, regional, and city tourism strategies
- Policy, legislative, and regulatory reform
- Land use planning, zoning, and master planning
- Governance models and institutional design
- Destination management planning
- Tourism strategies, policies, and regulatory frameworks
- Tourism zoning, master planning, and land use regulation
- Destination Management Organization (DMO) setup and strengthening
- Market competitiveness assessments
- Quality assurance and classification systems







02

## SUSTAINABLE PRODUCT DEVELOPMENT & EXPERIENCE DESIGN

### WE TURN DESTINATIONS INTO LIVING EXPERIENCES.

Chemonics International designs and activates high-value, culturally authentic, and environmentally responsible visitor experiences, from rural trails and gastro routes to heritage circuits, artisan clusters, adventure and adrenaline thrills, and immersive festivals.

### SERVICES INCLUDE:

- Cultural trails and storytelling-based itineraries
- Rural tourism (agritourism, villages, gastro-tours)
- Revitalization of historic villages, forts, and religious sites
- Antiquities sites conservation, management and adaptive reuse
- Interpretation planning and visitor experience curation
- Community-based tourism and home experiences
- Handicrafts and creative economy development
- Adventure tourism product development and certification
- Market-readiness support for tourism MSMEs







03

## ENVIRONMENTAL STEWARDSHIP & CLIMATE RESILIENCE

**TOURISM CAN BE A FORCE FOR ENVIRONMENTAL PROTECTION.** We integrate sustainability into every project through climate-smart destination planning, biodiversity management, and support for low-impact infrastructure. Chemonics ensures that fragile ecosystems, from coral reefs to national parks, are protected, while remaining accessible and engaging for visitors.

### SERVICES INCLUDE:

- Environmental Impact Assessments (EIAs)
- Biodiversity management (land and marine)
- Buffer zone planning and protected area frameworks
- Circular economy principles for tourism
- Climate adaptation and mitigation in tourism development
- Waste, water, and energy resource management
- Nature park planning and visitor flow systems
- Eco-labeling and sustainability certification advisory







04

## INVESTMENT & FINANCIAL STRUCTURING

**WE UNLOCK CAPITAL AND BUILD INVESTOR CONFIDENCE.** Chemonics International supports destinations and businesses in identifying investable opportunities, structuring public-private partnerships (PPPs), developing SME finance solutions, and bringing impact investors and commercial banks into the tourism space.

### SERVICES INCLUDE:

- Investment promotion and deal structuring
- PPP and blended finance modeling
- Business modeling and investor matchmaking
- SME financing and tailored lending schemes
- Grants, loan guarantees, and blended finance structuring







## 05 DESTINATION BRANDING, MARKETING & SALES

**WE HELP DESTINATIONS FIND THEIR VOICE AND THEIR MARKET.** Our work includes brand architecture, storytelling, content development, and market activation across digital platforms, media channels, and trade networks. We also support domestic and international sales channel development, positioning destinations for success in a competitive global marketplace through effective B2B and B2C channels.

### SERVICES INCLUDE:

- Destination marketing strategy, campaigns, and digital platforms
- Destination, place and product branding and rebranding strategies
- Digital and influencer marketing campaigns
- Content development and storytelling
- Consumer targeting and segmentation research
- Tour operator, OTA, and B2B sales channel development
- DMMO marketing systems
- Aviation route development and air access improvement







06

## WORKFORCE DEVELOPMENT & HUMAN CAPITAL CAPACITY BUILDING

**WE PARTNER WITH DESTINATIONS TO SKILL YOUTH, SUPERVISORS, AND LEADERS TO DELIVER ON THE BRAND PROMISE AND LEAD GROWTH.** Chemonics improves tourism and hospitality education systems, trains service providers, and builds pathways into the workforce for youth, women, and underrepresented groups. From vocational school reform to hotel staff certification, we raise the bar on quality and inclusion.

### SERVICES INCLUDE:

- Institutional support for tourism education ministries and boards
- Tourism and hospitality vocational training and certification
- Curriculum modernization for high schools and universities
- On-the-job apprenticeships and industry-based learning systems
- Gender- and youth-inclusive workforce programs
- Hotel and restaurant training in service, language, and cultural sensitivity
- Hospitality vocational training (secondary and postgrad)
- University curriculum reform and certifications
- Tourism and labor force awareness campaigns





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LET'S BUILD  
SOMETHING  
ENDURING.



[Chemonics.com/Tourism](https://Chemonics.com/Tourism)



LET'S  
TALK

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