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Community Based Tourism and Development:

Consultative Meetings with Industry Practitioners

**COMMUNITY BASED TOURISM AND DEVELOPMENT:
CONSULTATIVE MEETINGS WITH INDUSTRY
PRACTITIONERS**

May 23 – 24, 2000

AGENDA

TUESDAY, MAY 23

- 8:30 - 9:00 **Registration and Continental Breakfast**
- 9:00 - 9:15 **Welcome and Context**
Kreszentia Duer, Leader - Culture and Sustainable Development, World Bank
The Significance and Benefits of Community Based Tourism
Niche Markets
Preparation of Community Based Tourism Loans
- 9:15 - 9:30 **Overview**
Frank Penna, Managing Director, Policy Sciences Center, DGF for Culture
Pilot Experiences - The Development Grant Facility (DGF) for Culture and Sustainable Development
Overview of Agenda
- 9:30 - 10:00 **Discussion**
- SESSION I COMMUNITY BASED TOURISM**
- 10:00 - 10:15 **The Community Based Tourism Industry in Context**
Frank Penna, Policy Sciences Center, DGF for Culture
The Size of the Community Based Tourism Industry
Significance for Development
Tourism Trade Associations and Networks
- 10:15 - 10:30 **Discussion**
- 10:30 - 10:45 **Impacts of Tourism in Ireland**
Matthew McNulty, Director of Tourism Services, International Development, Ireland
Emphasis on Bed and Breakfast and Small Family Owned Hotels
Contribution to Gross Domestic Product and Employment Generation
Rate of Return on Investment
- 10:45 - 11:00 **Discussion and Coffee Break**

SESSION II ADVENTURE TOURISM

11:00 - 11:15

Overview of Adventure Tourism Industry

Jerry Mallett, President, Adventure Travel Society, Colorado
Adventure Travel Society, Membership and Function
Adventure Tourism Types and Market
Industry Structure
Optimum Investment Climate

11:15 - 11:30

Adventure Travel Company Experience, GAP Travel

Bruce Poon Tip, President, G.A.P. Adventures, The Great Adventure People, Toronto
Typical Tours and Sales Volume
Coordination with Inbound Tour Operators and Travel Agents
Optimum Investment Climate

11:30 - 12:00

Discussion

SESSION III

CULTURAL TOURISM

12:00 - 12:15

**Cultural Tourism, Overview and Company Experience,
Geographic Expeditions**

James Sano, President, Geographic Expeditions, California
Typical Tours and Sales Volume
Coordination with Inbound Tour Operators and Travel Agents
Optimum Investment Climate

12:15 - 12:30

Cultural Tourism Industry

Mara DelliPrescoli, Educational Travel Specialist, Managing Director, Travel Learning Conferences (TLC), Montana
TLC Network and Non-Profits, Membership and Function
Cultural Tourism Types and Market
Industry Structure
Optimum Investment Climate

12:30 - 1:00

Discussion

1:00 - 1:15

Working Lunch (15 min. break for self-serve buffet)

SESSION IV

ECO TOURISM

1:15 - 1:30

Overview of Eco Tourism Industry

Edward Sanders, Director, Eco Tourism International & Board Member, Eco Tourism Society
Eco Tourism Society, Membership and Function
Eco Tourism Types and Market

Industry Structure
Optimum Investment Climate

1:30 - 1:45 **Eco Tourism Company Experience, Nuevo Mundo**
Oswaldo Munoz, President, Nuevo Mundo, Ecuador and Board Member, Eco Tourism Society
Typical Tours and Sales Volume
Role as Inbound Tour Operator
Optimum Investment Climate

1:45 - 2:15 **Discussion**

SESSION V BED AND BREAKFAST ACCOMODATIONS

2:15 - 2:30 **The Irish Experience and Methodology**
Matthew McNulty, International Development, Ireland
Bed and Breakfasts vs. Small Family Owned Hotels
Capital Investments Required
Cooperative Marketing
Niche Marketing

2:30 - 2:45 **Discussion**

SESSION VI FEASIBILITY MISSIONS

2:45 - 2:50 **Overview of Feasibility Missions in Project Preparation**
Frank Penna, Policy Sciences Center, DGF for Culture
Evaluating Local Interest and Market Potential
Assessing Inbound and NGO Counterparts
Recommendations for Community Preparation and Investment
Climate Improvements
Mission Participants and Costs

2:50 - 3:00 **DGF Feasibility Mission to the Crimea**
Mara DelliPrescoli, Travel Learning Conferences, Montana
Mission Experiences and Lessons Learned
Limits on the Foreign Independent Traveler

3:00 - 3:15 **Discussion**

3:15 - 3:30 **Coffee Break**

SESSION VII COMMUNITY PREPARATION

3:30 - 3:35 **Overview of Community Preparation**
Frank Penna, Policy Sciences Center, DGF for Culture
Community Decisions on Type and Size of Tourism Activity

Community Decisions on Use of Tourism Revenues
Preparation for Provision of Lodging, Sanitation, Water and Food
Local Guide Training
Entertainment/Cultural Activities
Preparation Team Participants and Costs

3:35 - 3:45 **Community Preparation Experience**
Fernando Ochoa, Director of Eco Tourism, DANA. AC, Chiapas, Mexico
Experiences in Chiapas
Lessons Learned

3:45 - 4:00 **Discussion**

SESSION VIII BROKERAGE WORKSHOPS

4:00 - 4:05 **Overview of Brokerage Workshops**
Frank Penna, Policy Sciences Center
Business Agreement Options
In-depth Investment Climate Recommendations
Estimating and Scaling Up of Costs

4:05 - 4:15 **Brokerage Workshop Experience, Bolivia**
Jerry Mallett, Adventure Travel Society, Colorado
Development of Industry Delegation
Community Discussions
Lessons Learned in Community Preparation

4:15 - 4:30 **Discussion**

SESSION IX SCALING UP TO BANK LOANS

4:30 - 4:45 **Components of Scaling Up**
Frank Penna, Policy Sciences Center
Extrapolation of Costs
Investment Climate Improvements as Part of Bank Loans
Critical Number of Brokerage Workshops
Project Preparation Manual

4:45 - 5:00 **Discussion**

5:00 - 5:15 **Closing and Consultation Sign-Up for Wednesday, May 24**

WEDNESDAY, MAY 24

9:00 - 12:30 **Task Manager / Tourism Industry Consultations**
12:30 - 1:30 **Closing Luncheon and Networking**