



Tourism Sector Diagnostic Tool

Supporting Responsible Tourism Development

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WHAT IS THE TSD TOOL?

- A standardized and replicable process for identifying and measuring key impediments to sustainable tourism development which:
 - guides IFC / WBG interventions in partnership with clients;
 - can be used to achieve measurable improvement in investment attractiveness and to appraise development readiness for the tourism sector.



WHY DO WE NEED THIS TOOL?

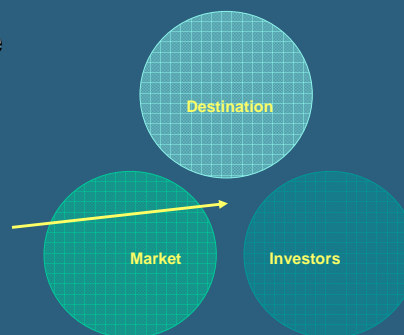
1. To inform interventions aimed at:
 - building investment attractiveness
 - improving sustainable tourism development preparedness
2. To build the relationship between IS and AS
3. To improve knowledge management
4. To build on existing tools (eg. Doing Business, WEF)



WHAT DOES IT DIAGNOSE?

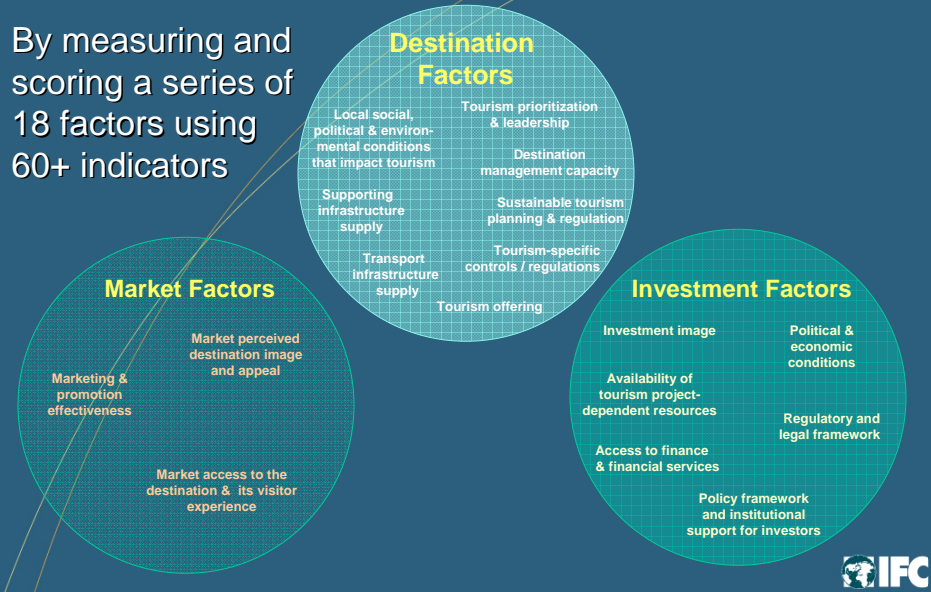
- The investment attractiveness and development readiness of a destination according to 3 critical, interdependent drivers:
 - the destination - supply and management
 - the market demand
 - the investment climate

Objective to Maximize
Tourism Development
Opportunity



HOW DOES IT DIAGNOSE?

By measuring and scoring a series of 18 factors using 60+ indicators



HOW WAS IT DEVELOPED?

IFC PEP-Pacific and MPDF tourism program needs identified

Sustainable Tourism Development 'three drivers' model created

Existing indicator approaches researched

Panel of Asia Pacific tourism experts convened to identify key factors of & indicators for sustainable tourism dev'pt

Government and industry in EAP client countries consulted

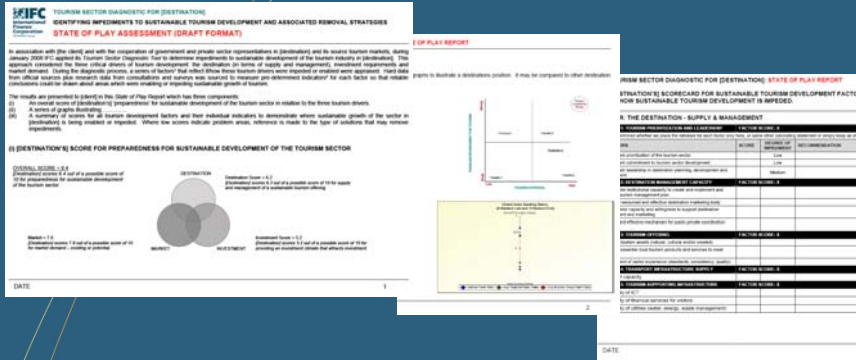
- Draft tool framework identified including:
- > customised factors, indicators and measures
 - > proposed approach for applying the tool
 - > suggested outputs



WHAT ARE THE KEY OUTPUTS?

1. A 'State of Play Assessment'

- the factors impeding sustainable tourism development
- the type of interventions to be considered by IFC or others



WHAT ARE THE KEY OUTPUTS?

2. Proposed IFC Intervention Report

- the assistance IFC can provide according to its mandate and in agreement with the client
- to be used as the basis for subsequent detailed program design

PROBLEM AREA & REGULATORY & LEGAL FRAMEWORK	OVERALL FACTOR SCORE
PROBLEM AREA 1: REGULATORY & LEGAL FRAMEWORK Regulatory Framework Specific Impediments: Lack of clear regulatory framework for tourism development. Proposed IFC Intervention: Support in developing a clear regulatory framework.	1.5
PROBLEM AREA 2: REGULATORY & LEGAL FRAMEWORK Regulatory Framework Specific Impediments: Lack of clear regulatory framework for tourism development. Proposed IFC Intervention: Support in developing a clear regulatory framework.	4.5
PROBLEM AREA 3: REGULATORY & LEGAL FRAMEWORK Regulatory Framework Specific Impediments: Lack of clear regulatory framework for tourism development. Proposed IFC Intervention: Support in developing a clear regulatory framework.	5

3. A substantiated case for IFC's future tourism programs

4. A mapping and ranking of countries

- to assist with M&E and prioritization of resources



WHAT ARE THE KEY OUTPUTS?

5. A global tourism benchmarking database

- online, interactive reference tool to consolidate and present results with live data



HOW IS IT APPLIED?

1. Need identified → MOU with government agency in client country



2. Diagnostic team established



3. Study mobilized according to set 'Practitioners Manual' guidelines



4. Preparatory desk study to collect preliminary indicator hard data based on identified measures



HOW IS IT APPLIED?

5. Design and implementation of the survey program component of data gathering



6. In-country investigation mission to collect indicator data through further research and consultation.



7. Data analysis and scoring based on TSD Tool system



HOW IS IT APPLIED?

8. Data summary for client and IFC in 'State of Play Assessment'.

This will lead to:



- i) Development of action plans by client, IFC and/or other (eg. 'Proposed IFC Intervention Report') → detailed program design



- ii) Data to a Global Tourism Benchmarking Database



WHO BENEFITS?

- Client Governments
- IFC
- WBG
- Other DFOs
- Local Tourism Industry



WANT TO KNOW MORE?

Standby

The TSDT is currently in final stages of development.

A peer review is underway, and feedback on the proposed factors, indicators and measures is invited during / following Responsible Tourism Days.

The tool will be refined in the coming months, and ready for roll out by FY09.

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