

# Community Based Ecotourism Development



## Background

Tourism development can involve many different types of businesses, projects, and targeted markets, but CBET is not only the area of highest growth in this global industry, but it is also becoming recognized and utilized as the most effective way to harness the tourism business in a way that directs its economic benefits toward the generation of equitable and sustainable livelihood opportunities.

In PNG, the National Government Tourism Policy seeks to increase PNG's tourism market by 50% by the year 2009 in order to contribute an estimated half a billion Kina annually to the country's GDP. To reach this goal, the National Policy specifically seeks to achieve the sustainable development of social and environmental resources in the communities to assist in improving standards of living and to enhance personal ambitions, pride, and self worth.

## Purpose of project

UNDP will work with the Tourism Promotion Authority of PNG to conduct a 12 month Preparatory Assistance Project for the implementation of a subsequent 4-5 year Community Based Eco-Tourism Project. Three provinces will be targeted for developing and improving tourism opportunities.

## Key results and Reports

1. Improve existing and develop new nature and culture based tourist activities and services
2. Help local businesses to provide tourist services to visitors and tour operators
3. market these services through new, improved ad existing systems

## Main activities

1. Conduct market research studies
2. On site research to determine feasibility, demand and what needs exist amongst local people and tourists
3. A stakeholder consultation process
4. Project document preparation
5. Security risk assessment and mitigation strategy

## Contributing donor(s)

UNDP

## Duration

2008 - 2009

## Total budget

USD 90,000

## Project Partners

### Implementing Partner:

Tourism Promotion Authority of PNG

### Responsible Parties:

Tourism Promotion Authority of PNG

### Other Partners:

N/A

## Project Delivery

N/A

## Location

Port Moresby

## Thematic Area

Corporate Thematic Area: Energy & Environment

## Millennium Development Goal

Goal 7: Ensure Environmental Sustainability

## Contact

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