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Direktion für Entwicklung und Zusammenarbeit DEZA
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FEDECATUR

Federación de Cámaras de Turismo
de Centro América



Proposed Regional Networks & Multi-Donor Funds:
*Roadmaps for Increasing the Capacity of Governments and the
Private Sector to Advance Regional Integration*

GPN – RETCA

Mercedes de Mena

Central American Tourism Integration Secretary

Launching the FfD Toolkit: Mobilizing the Private Sector for Development
sponsored by the Swiss Agency for Development and Cooperation

**UN Follow-up International Conference on Financing for Development to Review the
Implementation of the Monterrey Consensus**

Doha, Qatar; November 2008

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Agenda

- ❖ **Importance of Tourism in Central America**
- ❖ ***Background of the First Regional Network Pilots:***
Government-Private Sector Network (GPN) and Central American Tourism Business Network (RETCA)
- ❖ ***Benefits from GPN and RETCA***
- ❖ ***Examples of success stories***
- ❖ **Design of the network**

Central America Tourism Regional Institutions

CCT (Central America Tourism Council)

Maximum tourism authority of Central America. Conformed by the 7 Ministers of Tourism.

FEDECATUR (Central America Tourism Chambers Federation)

Counterpart of tourism in the private sector. Conformed by the
7
Chambers of Tourism.

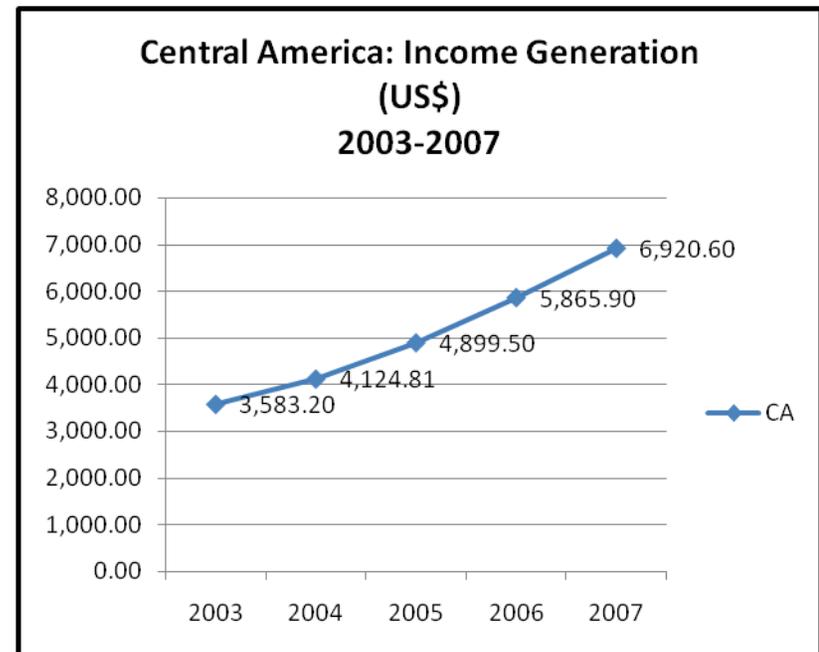
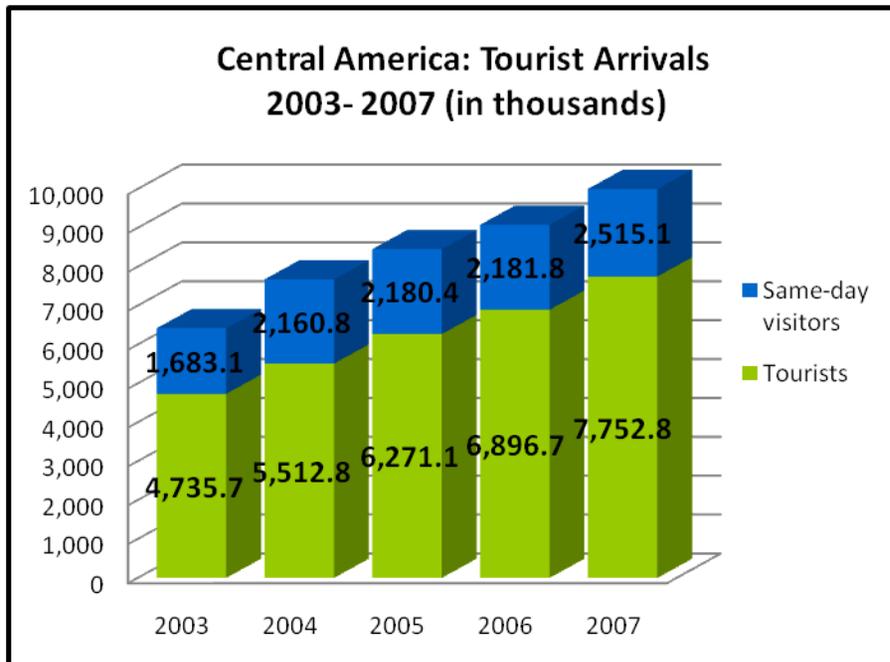
SITCA (Central American Tourism Integration Secretariat)

Executive CCT office that coordinates regional projects to enhance tourism in Central America.

Importance of Tourism in Central America

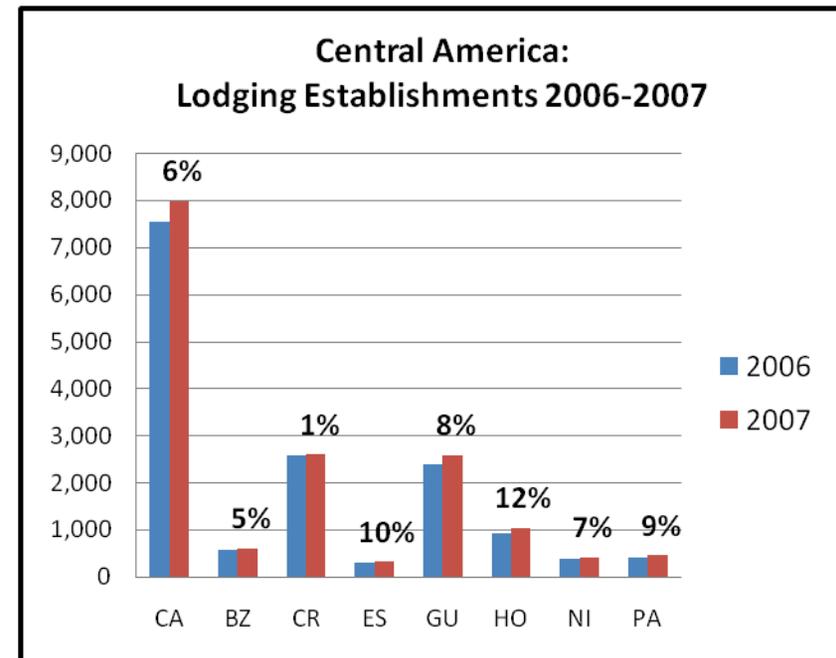
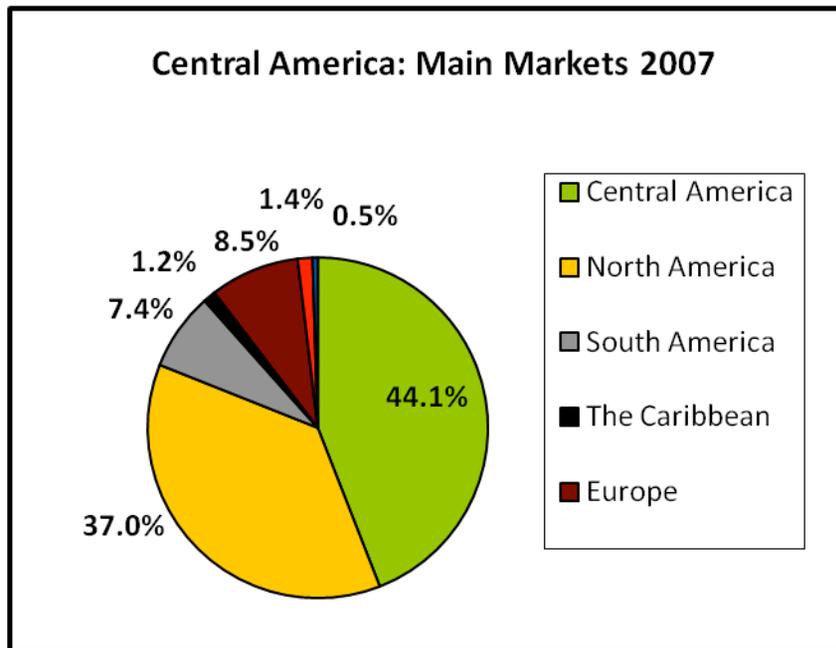
Tourism Regional Sector for Central America: motor for economic growth, job creation, poverty reduction:

- 11.2% Average Annual Growth in Central American Tourism from 2000 to 2007
- In 2003: there were 4.8 million tourists. In 2007 almost 8 million
- US \$ 6,920.6 million income generation in 2007



Sources: Central America *Tourism Statistic Bulletin 2007*, CCT, SITCA

Importance of Tourism in Central America



Multi-Destination Tourism will help to strengthen the positive trends that region is experiencing, by offering diverse culture and natural products, facilitating cross-border trips and excursions (CA-4), thus increasing length of stays and average expenditures.

Background: GPN and RETCA

- ❖ *The Purpose of Monterrey Consensus: Advancing Regionalism and Economic Growth in Developing Countries*
- ❖ National network in Nicaragua: Government Investor Network (GIN)
- ❖ SITCA and FEDECATUR developed Government-Private Sector Network (GPN) and Central American Tourism Business Network (RETCA)
- ❖ Launch: December 2007 – January 2008

Background: GPN and RETCA

- ❖ Regional Networks approved by 7 Ministers of Tourism & 7 Presidents of National Tourism Chambers gathered in FEDECATUR
- ❖ Membership determined by SITCA (GPN) and FEDECATUR (RETCA):
 - Designated Government Officials Responsible for advancing regional promotion strategies and multi-destination tourism products
 - Regional and National Tourism Associations
 - 55 GPN members and more than 300 RETCA members
- ❖ Networks based on internet
- ❖ Transparency Consultation
- ❖ Initial consultations focused on advancing Regional Tourism Promotion

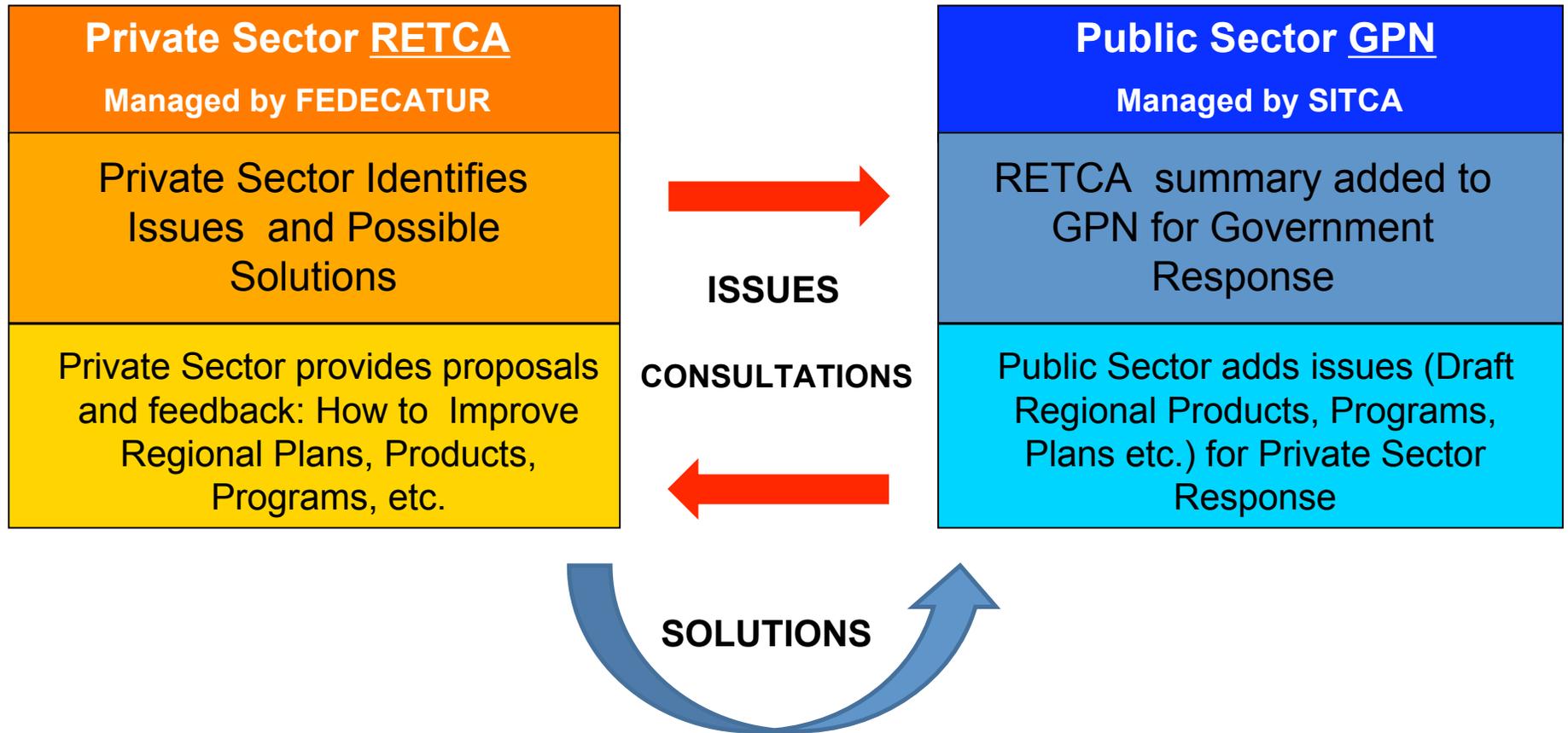
Benefits from GPN and RETCA

- ❖ *Greater Interinstitutional and Intersectorial Integration*
- ❖ *Cost-effective and Enhanced Communication in 3 levels: Private Sector, Public Sector, Public and Private Sector*
- ❖ *Improved ability to Advance Regional Tourism*
- ❖ *Greater Access and Improved Participation Process*
- ❖ *Support Regional promotion*
- ❖ *Facilities accessibility to Critical Information Resources*

Examples of Success Stories

1. Enhanced Regional Government Coordination: Sharing of Information on Proposed Regional Promotion Strategy, Draft Agendas and Summaries of **Regional Meetings**
2. Enhanced Regional Business Cohesiveness: Regional and National Tourism Associations **Share Ideas** and Viewpoints; Successful Regional Trade Fair including **North American Market**
3. Increased Government Capacity for Open Consultations: Asking Private and Public Sectors for Ideas on **Training Programs**
4. Enhanced Government Responsiveness to Private Sector: Providing Information on **New Marketing Activities** in North America
5. Coordinated Actions on Developing Regional Projects: Defining Images for Marketing Materials; Contact Information and Design of Promotional Material to Be Distributed in Regional Airports; Feedback on Colonial Trail Catalog; Definition of Primary and Secondary Tourism Products by Country; Developing Guidelines for Private Sector Use of Central American Logo

Design: Relation between both Networks





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