Sustainable Tourism : The Future that Madagascar wants through its Challenge 2020

Expert Group Meeting on Sustainable Tourism

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Context and challenges

**Political**
- 4 years of unrest
- Presidential election

**Economical**
- Jobs destruction
- Business climate at risk

**Social**
- 90% of poverty
- 50% under 35

**Focus on Tourism in 2012**
- 14% of GDP
- 17% of total Jobs

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**Demography Booming - Urbanisation**
**School Drop - Preservation of Fauna and Flora**

**Source**: Tourism Ministry of Madagascar

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Challenge 2020

a shared vision: Sustainable Tourism for Madagascar

DEFIS 2020

Diversification, Emplois (Employments), Formations (Trainings), Investissements (Both Local & International Investment) et Synergie Sectorielle

5 pillars:
1. Air Transport
2. Environment
3. Culture & (Handi)craft
4. Training
5. Awareness

3 guidelines:
1. Governance
2. GPECN5 (gestion prévisionnelle des emplois et des compétences nationales sur 5 ans = national forecast & planning next 5 years on jobs/competencies needs)
3. Local Business Entrepreneurship

4Ps approach – Public, Private and Population Partnership

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Challenges & Objective

Challenges:
- To alleviate poverty
- To create jobs espacially in favor of youth and women
- To generate foreign currencies and tax revenue

Objective
For the period 2014 => 2020
- To double « number of jobs »
- To double « investments »
Caen, France 2010

Sustainable Tourism
LDC expert meeting

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Istanbul, 2011

Sustainable Tourism
LDC4 UN conference

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Rio+20

Tourism Conference
WTO

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Bonn, 2013

Sustainable Tourism
Global Partnership Symposium

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Geneva, 2013

Sustainable Tourism
UNCTAD expert meeting

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To summarize Challenge 2020

1 vision shared: Sustainable Tourism for Madagascar

2 Strategic Plans merged: GATO + DEFIS 2017

3 Guidelines: Governance, GPECN5, Local Business/Entrepreneurship

4 PS – approach – Public, Private and Population Partnership

5 Pillars: Air Transport, Environment, Culture/Handicarft, Trainings, Awareness

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Let’s shape the future!