



REPUBLIC OF CONGO
Ministry of Tourism
and Leisure's



NATIONAL CONFERENCE OF SUSTAINABLE TOURISM FOR DEVELOPMENT IN THE REPUBLIC OF CONGO

PANEL 2

TERMS OF REFERENCES

Job Refence	
Project	Nationals Conferences of Sustainable Tourism for Development in the Republic of Congo-Brazzaville
Job title	<i>What are the difficulties meeting by tourism operators in the Republic of Congo-Brazzaville (private sector)</i>
Place	Brazzaville
Activity sector	
Service	Two days
Deadline for submission	

I. CONTEXT

Tourism is recognized as one of the largest industries in the world, offering a tremendous potential for developing countries in terms of sources of income, foreign exchange earnings, employment and economic development. It accounts for 4.3% of world GDP and 30% of world exports of services. It accounts for 9.4% of global investment and employs about 8% of the global workforce.

Tourism is also an important promoter of awareness, support and income for the natural and cultural heritage. It can also be a very valuable tool for sustainable development, also in rural areas of developing countries, where most of poor people live and where there are very few development options.

With the rapid progress of ecotourism, a rapid growth could be generated, respecting the carrying capacity of each ecosystems. This growth creates great opportunities but also great challenges. It is necessary to manage this growth in a sustainable manner while respecting the carrying capacity of ecosystems.

The tourism impacts on the environment, economy, culture and the society could be positive or negative. Depending on how tourism is planned, developed and managed.

A good tourism policy must necessarily incorporate a sustainable development and poverty reduction approach. It must also demonstrate a commitment by all actors, from national and decentralized authorities to consumers, to private operators and civil society organizations. All the actors should have common objectives for integrated tourism management, to protect the national resources and better guarantee the long-term benefits of tourism.

The Republic of Congo has adopted a National Development Plan (NDP) and a Strategic Document for Growth, Employment and Poverty Reduction (DSCERP according to its French acronym) covering the period 2012-2016. One of the strategic pillars of NDP and DSCERP is the Economic diversification through seven economic clusters, including tourism and hospitality.

With the aim to realize this strategic choice, the Government decided to draw up and adopt a "Sustainable Tourism Development Master Plan" (P3DT DSCERP according to its French acronym) to lay the foundations for planned tourism. It's including a high contribution of the achievement of the economic diversification and the development of the country as stipulated by the PND and the DSCERP.

Beginning in 2013, a consultation framework is implemented with the UNDP Representative Office in the Republic of Congo. The objective is to ensure the efforts for the tourist activity development in the Republic of Congo. The project "Development of the strategy and of the master plan for the sustainable tourism development" was launched in December 2014 and were made throughout the following year.

The Master Plan will be the tool for the implementation of the Government's vision for the tourism sector. The principal interest has been to define the main orientations of the sector and fix the medium and long-term objectives, by describing the programs and projects to be implemented to achieve these objectives in a coordinated, synergistic and coherent way. The goal is to build a touristic industry, which may better contribute to the Republic of Congo's economic and social development.

The success of the master plan implementation is largely dependent on the involvement of other sectors of the economy, the process considered the following aspects:

- The tourism statistics
- The institutional and regulatory aspects of tourism
- Financing and investment in the sector
- The development of tourist sites
- The installation and promotion of the tourist sites
- The transport and infrastructure equipment
- The tourism education

The country holds a remarkable physical potential and, sometimes exceptional. This is constituting his main touristic attractions. These assets could contribute to improve the population living conditions, if they are developed and marketed in a sustainable development perspective.

Like the other CEMAC countries, that shows the desire the Government should diversify the economy, particularly in tourism. A very ambitious objective to ensure this diversification is this sector tends to contribute to the national economy, around 10% of GDP.

II. OBJECTIVES

II.1. Global Objective

The first national tourism conferences in the Republic of Congo-Brazzaville aims to provide a privileged moment of exchange and discussion between the main actors, both national and international, interested in the sector with the view to allow the government to put the bases of the implementation of its politics.

II.2. Specific Objectives

In a specific way, it is a question of:

- Identify the factors and determinants of competitiveness
- Recommend a positioning for the brand Congo-Brazzaville in a global environment
- Propose the necessary support measures of the private sector
- Propose the best way to involve the actors in the new dynamic emergence of the private sector
- Discuss the role of the private sector in the implementation and the main touristic project development
- Discuss the role and the support of the Government in the implementation and the main touristic project development
- To present good practices adaptable to the Congo-Brazzaville brand
- To propose partnerships for the development
- Discuss the best implication of banks and the Congolese insurance companies for the tourism development
- Discuss the promotional actions for the positioning of the Congolese eco-touristic destination

- To highlight in the communication the elements of positioning of our country as eco-touristic destination
- To show that skill enhancement contributes to professional development, to meet the future needs of the company and the person
- To show participants, what the interest for a productive system to have access to competent human resources by the capacity building
- To demonstrate the driving role of "capacity building" in order to improve the competitiveness of service delivery.

III. GOAL OF THE PANEL

The aim of the panel is to propose an approach to improve the tourist Congo-Brazzaville's destination competitiveness to ensure the sustainable development of tourist enterprises.

IV. EXPECTD OUTCOMES

- The factors and the determiners of competitiveness are identified
- Mechanisms to be used to raise the obstacles of the positioning of the Congo brand in a global environment are proposed
- Ways to accompany the financing of the sector are mentioned
- Tthe best approach susceptible to integrate those mechanisms into sectoral development plans is proposed

V. RESPONSIBLE BODY

Ministry of Tourism and Leisure's

VI. PANELISTS'S MISSIONS AND TASK

The selected panelists will have to achieve the following tasks

- Taking part in the debate
- Make proposals going to the direction of the competitiveness improvement of the Congo destination
- Share experiences of touristic structure management and their mode of financing
- Propose recommendations.

VII. TIMETABLE

The panelists should send their opinion of interest before the conference's opening date.

VIII. PANELIST PROFIL

Panelists should be responsible of tourist structure, bank, insurance companies and tourism and hotels training schools.