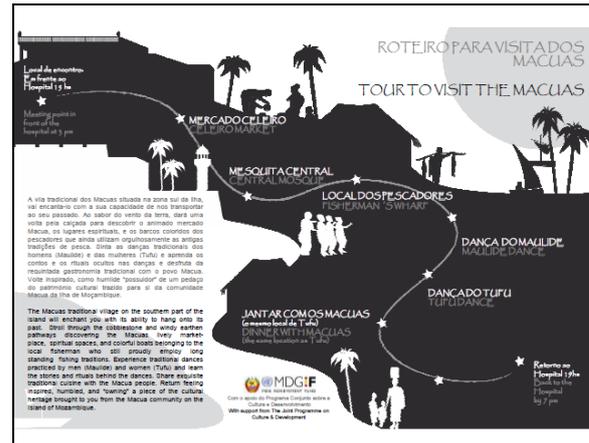


PROMOTING CULTURAL TOURISM IN MOZAMBIQUE



MDG-F JOINT PROGRAMME IN MOZAMBIQUE: CULTURAL TOURISM COMPONENT

Funded by the Spanish Millennium Development Goals Achievement Fund (MDG-F), the Joint Programme for Strengthening Cultural and Creative Industries and Inclusive Policies was implemented from August 2008 to February 2012. UNESCO as the lead agency joined forces with several UN agencies, namely ITC, ILO, FAO, UNHCR, and UNFPA. The programme covered 3 geographic areas: Maputo, Nampula and Inhambane provinces.

Cultural tourism is a specific type of tourism that embraces the culture of people, including their history, traditional practices, dance, music, art, craft, architecture, religious beliefs and other elements that define a community's unique way of life. In this context, a cultural tourism initiative was led by UNESCO, ITC and ILO in partnership with the Ministry of Tourism, Culture, Industry and Trade and the Municipalities of Inhambane, Maputo and Nampula. ITC provided technical assistance for the development of local cultural tourism tours that involved and integrated local entrepreneurs and communities into the tourism value chain, improved the economic well-being of the local poor, fostered the country's creative industries and enabled tourism growth and protected the environment.

THE CONTEXT

Until the early 1970s, Mozambique was a premier tourism destination, rich in cultural heritage, natural beauty and wildlife. Decades of armed conflict destroyed much of Mozambique's tourism infrastructure and wildlife resources. Since the 1992 peace treaty, investment in the tourism sector has increased and tourist arrivals have continued to rise. However, most of the country's tourism potential exists within poor rural areas where participation of local communities and local entrepreneurs in the tourism value chains are weak.

ACTIVITIES

As a first step, an assessment on national stakeholder priorities was undertaken in order to identify cultural tourism itineraries. Additionally, interviews were undertaken with governmental bodies, tourism operators and hotels to establish typical client itinerary and the potential for the cultural tourism activities and service structures. Based on ITC's findings, UNESCO undertook a mapping of local cultural assets from culinary culture to music and dance performance to crafts. ITC assisted local stakeholders to identify and improve cultural products and services in selected locations of the three project provinces Inhambane, Nampula and Maputo City that could be integrated into a tourism tour. The constantly applied bottom up approach by the agencies achieved the full involvement of the local concerned actors. Linkages and synergies between stakeholders were fostered and activities were defined and prioritized together with local authorities, private sector and direct beneficiaries. With the objective of assuring the sustainability and long-term impact of the project, capacity was built and awareness created.

A series of workshops were conducted in the three project provinces to make the government (local municipality, culture, tourism, youth, directorates), the private sector (tour operators, guides and craft entrepreneurs) and the educational institutions aware of the importance and potential of cultural tourism for the socio-cultural development of the beneficiary communities and poverty reduction. The aim was to recognize cultural tourism as an economic driver and include it into development planning. Selected local communities were encouraged by ITC to proactively participate in the design of new tourism tours to bring tourists in the villages and familiarize them with local culture and skills. Criteria to select the communities involved in the tourism itineraries were defined at workshops facilitated in cooperation with the Mozambican tourism consultancy PROSERV. Pilot tours were elaborated and test run in order to make a final selection. In parallel, a study on receptive tourism operators and tourist profiles for each area was conducted to better target the new tourism product to potential tourists. Technical workshops to enhance local skills in craft production to meet tourists' expectations were implemented through the Mozambican craft association CEDARTE.

RESULTS ACHIEVED

The assessment study on national stakeholder priorities identified cultural tourism itineraries. A report integrating mapping, ranking and profiling of potential cultural tourism partners, and a shortlist of cultural tourism itineraries has been made available in English and Portuguese. This work has supported the industry and the Government beyond the project to develop and implement a promotion plan for the development of community-based cultural tourism tours along selected cultural itineraries, in a manner to integrate and extend existing tourist itineraries.

Poor communities in Inhambane and Nampula were trained to develop and manage cultural tourism tours together with tour operators and local government. In parallel, the Government, namely the Ministry of Culture and Ministry of Tourism and INATUR, the National Tourism Institute in charge of tourism promotion in the country, was assisted to develop a promotion plan for cultural tourism and help the communities to market the tours. Four pilot tours were developed, in Maputo and in Inhambane, including marketing brochures for each of the tours, strategies to market cultural tourism through local tourism operators and tourism websites. Training material was compiled into a pilot Training Model for the development of Tourism packages and handed over to INATUR – who was also trained in the replication and support requirements for ongoing and additional tour development. An introduction paper on Sustainable Tourism Certification Standards was completed to provide advice on tourism standards to meet the strategic needs of the tourism industry, consistent with safe and efficient tourism management and with minimal impact on the environment.

IMPACT ON THE POOR

Impact on the poor resulting from this project was awareness of the income potential tourism represents as well as increased income of farmers, artisans, music and dancing groups selling now their products and services to tourists. The replication of this project in rural areas increased the scope for improving the living standards of the poor by providing local communities with the required capacity to effectively serve and supply the tourism industry and operators in their respective areas.

FUTURE DEVELOPMENTS AND SUSTAINABILITY OF THE INTERVENTION

Documentation of good practices and lesson learnt has been published, widely disseminated and will be fundamental to expand and replicate the pilot. The involvement of local stakeholders and country ownership of the project assured its sustainability. The good results achieved entailed, on request of the Mozambican Government, the replication of this project in the framework of the Spanish MDG-F, which provided support to the creation of new itineraries in the provinces of Catembe and Vilankulo.

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