



Project Outline

Inter American Development Bank



Country: BELIZE
Project Number: BL-L1003
Project Name: SUSTAINABLE TOURISM
As of 05-Jun-2007

GENERAL INFORMATION

Country: BELIZE
Project: SUSTAINABLE TOURISM
Borrower: REPUBLIC OF BELIZE
Total Cost: \$15,000,000.00
Responsible Division: EN2 - ENVIRONMENT & NATUR RESOURCES MGMT
DIV 2
Executing Agencies:

Number: BL-L1003
Type of Operation: Specific Investment Operation
Approval Date: 28-Nov-2007

DESCRIPTION

The Program will finance investments and activities considered priorities given the sector's existing situation and planned activities, promising markets being targeted (i.e., experiential tourism, including cultural/heritage tourism and geotourism) and overall sustainability (financial, economic, institutional, environmental). The scope of the Program will focus on 2 to 3 geographic areas to ensure measurable economic impacts and coherence of the investments. Geographic areas could include, for example, the Southern Corridor (South Stann Creek to Punta Gorda), the Northern Cayes (San Pedro and Caye Caulker), the Mayan Corridor (Belize and Cayo Districts) and Belize City. Investments would be grouped in the following components: (a) public sector investments for sustainable tourism, including, for example, improvements in basic services (water, solid waste) in existing towns and villages, access, urban improvements, community development initiatives and small scale improvements to natural and heritage sites that help consolidate circuits; (b) promotion of private sector investments for sustainable tourism, including, for example, extension of services to new destinations, power supply and airstrips; and (c) strengthening institutions and building capacity for destination management, including for example, capacity building of the public and private sector, country branding strategy, skills training and institutional strengthening of the BTB in such areas as planning and management. The investments will fit within an integrated approach to destination management for the geographic areas selected. As such, the Program will provide an input to the formulation of the National Tourism Master Plan. It would also seek to promote public/private partnerships in the achievement of these objectives, thereby ensuring an effective allocation of public resources.

Team

Project Leader: LEMAY, MICHELE H.
Members: ARZU, HAROLD; BELMONTE, DIEGO; KRIVONOS GONZALEZ, EKATERINA; NORHEIM, TROND; SIBAY, CINTHYA ROMINA;
Lawyer:
Consultants:

CLASSIFICATIONS

Poverty Target Investment Social Equity Poverty Reduction
Head Count
Sector
Geographic

FINANCING PLAN

| | Currency | Amount |
|-----------------|----------|----------------------|
| INVESTMENT LOAN | USD | 15,000,000.00 |
| COUNTERPART: | | |
| | | Total: 15,000,000.00 |

BANKS COUNTRY STRATEGY

The operation is in line with the Bank's Country Strategy in that it contributes to Strategic Area I: Improvement of the Public Sector's Capacity to Foster Private Sector Development. The Country Strategy emphasizes the need to consolidate the tourism sector as the driving force for long-term economic growth and development, given the strategic importance of tourism for the economy in terms of income, employment and foreign exchange.

OBJECTIVES

The Program would have the following objectives: (a) the promotion of local economic development and the equitable distribution of the benefits of sustainable tourism growth; (b) improvements in infrastructure and the quality and consistency of basic public services in order to attract private sector investments in sustainable tourism; and (c) strengthening local capacity for destination management.

EXPECTED RESULTS

The expected results of the Program are: (a) consolidation of local benefits from sustainable tourism in selected geographic areas as a model that can be replicated in other areas of the country as part of the National Tourism Master Plan; (b) improved climate for private sector investment in sustainable tourism in line with local carrying capacity (physical,





Project Outline

Inter American Development Bank



Country: BELIZE
Project Number: BL-L1003
Project Name: SUSTAINABLE TOURISM
As of 04-Jun-2007

environmental, social); and (c) strengthened institutions capable of monitoring and responding to the needs of the sector and improved quality of training.

Vo.Bo:

Sergio Ardila
Jefe de Division a.i.
RE2/EN2

Lionel Y. Nicol
Subgerente
RE2/RE2

Approved By :

Maximo Jeria
Gerente
RE2/RE2

