



Tourism Sector Diagnostic Tool

Supporting Responsible Tourism Development

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WHAT IS THE TSD TOOL?

- A standardized and replicable process for identifying and measuring key impediments to sustainable tourism development which:
 - guides IFC / WBG interventions in partnership with clients;
 - can be used to achieve measurable improvement in investment attractiveness and to appraise development readiness for the tourism sector.



WHY DO WE NEED THIS TOOL?

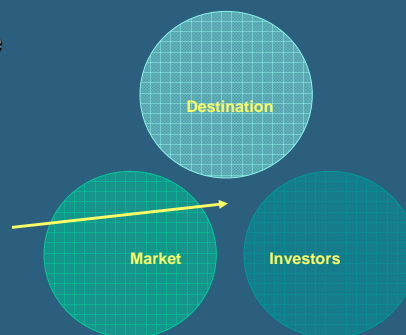
1. To inform interventions aimed at:
 - building investment attractiveness
 - improving sustainable tourism development preparedness
2. To build the relationship between IS and AS
3. To improve knowledge management
4. To build on existing tools (eg. Doing Business, WEF)



WHAT DOES IT DIAGNOSE?

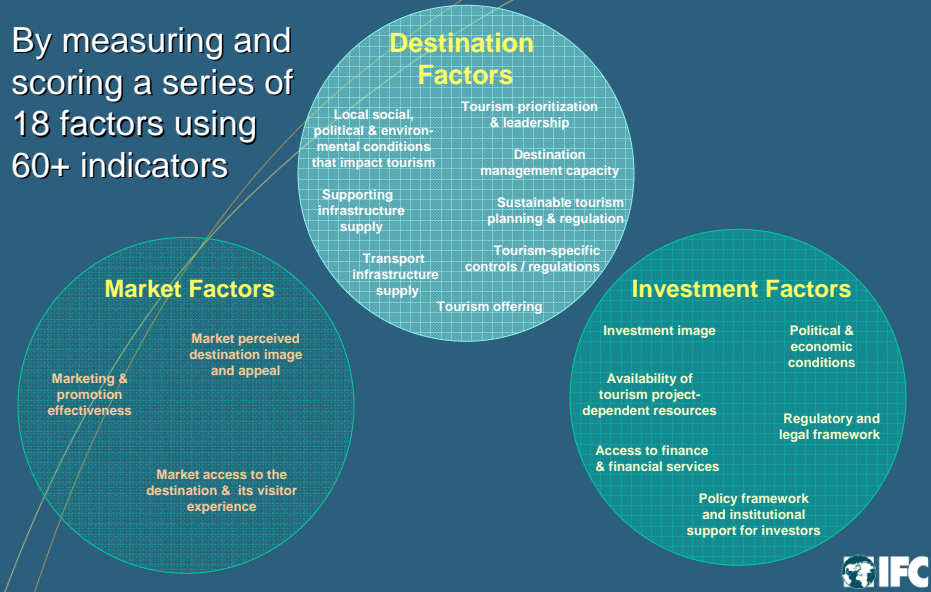
- The investment attractiveness and development readiness of a destination according to 3 critical, interdependent drivers:
 - the destination - supply and management
 - the market demand
 - the investment climate

Objective to Maximize
Tourism Development
Opportunity



HOW DOES IT DIAGNOSE?

By measuring and scoring a series of 18 factors using 60+ indicators



HOW WAS IT DEVELOPED?

IFC PEP-Pacific and MPDF tourism program needs identified

Sustainable Tourism Development 'three drivers' model created

Existing indicator approaches researched

Panel of Asia Pacific tourism experts convened to identify key factors of & indicators for sustainable tourism dev'pt

Government and industry in EAP client countries consulted

- Draft tool framework identified including:
- > customised factors, indicators and measures
 - > proposed approach for applying the tool
 - > suggested outputs



WHAT ARE THE KEY OUTPUTS?

1. A 'State of Play Assessment'

- the factors impeding sustainable tourism development
- the type of interventions to be considered by IFC or others

The collage shows three pages from the IFC Tourism Sector Diagnostic for Destination. The first page is the title page, the second is the 'STATE OF PLAY REPORT' section which includes a diagram of the tourism sector, and the third is the 'PROPOSED IFC INTERVENTION REPORT DRAFT FORMAT' table.

PROBLEM AREA & REGULATORY & LEGAL FRAMEWORK	OVERALL FACTOR SCORE
PROBLEM AREA 1: REGULATORY & LEGAL FRAMEWORK	1.0
PROBLEM AREA 2: REGULATORY & LEGAL FRAMEWORK	1.0
PROBLEM AREA 3: REGULATORY & LEGAL FRAMEWORK	1.0
PROBLEM AREA 4: REGULATORY & LEGAL FRAMEWORK	1.0
PROBLEM AREA 5: REGULATORY & LEGAL FRAMEWORK	1.0
PROBLEM AREA 6: REGULATORY & LEGAL FRAMEWORK	1.0
PROBLEM AREA 7: REGULATORY & LEGAL FRAMEWORK	1.0
PROBLEM AREA 8: REGULATORY & LEGAL FRAMEWORK	1.0
PROBLEM AREA 9: REGULATORY & LEGAL FRAMEWORK	1.0
PROBLEM AREA 10: REGULATORY & LEGAL FRAMEWORK	1.0
PROBLEM AREA 11: REGULATORY & LEGAL FRAMEWORK	1.0
PROBLEM AREA 12: REGULATORY & LEGAL FRAMEWORK	1.0
PROBLEM AREA 13: REGULATORY & LEGAL FRAMEWORK	1.0
PROBLEM AREA 14: REGULATORY & LEGAL FRAMEWORK	1.0
PROBLEM AREA 15: REGULATORY & LEGAL FRAMEWORK	1.0
PROBLEM AREA 16: REGULATORY & LEGAL FRAMEWORK	1.0
PROBLEM AREA 17: REGULATORY & LEGAL FRAMEWORK	1.0
PROBLEM AREA 18: REGULATORY & LEGAL FRAMEWORK	1.0
PROBLEM AREA 19: REGULATORY & LEGAL FRAMEWORK	1.0
PROBLEM AREA 20: REGULATORY & LEGAL FRAMEWORK	1.0



WHAT ARE THE KEY OUTPUTS?

2. Proposed IFC Intervention Report

- the assistance IFC can provide according to its mandate and in agreement with the client
- to be used as the basis for subsequent detailed program design

The table is titled 'PROPOSED IFC INTERVENTION REPORT DRAFT FORMAT'. It has columns for 'PROBLEM AREA & REGULATORY & LEGAL FRAMEWORK', 'OVERALL FACTOR SCORE', 'SPECIFIC IMPEDIMENTS', and 'PROPOSED IFC INTERVENTION'. It lists various interventions such as 'Develop a tourism master plan', 'Develop a tourism strategy', 'Develop a tourism business plan', etc.

3. A substantiated case for IFC's future tourism programs

4. A mapping and ranking of countries

- to assist with M&E and prioritization of resources



WHAT ARE THE KEY OUTPUTS?

5. A global tourism benchmarking database

- online, interactive reference tool to consolidate and present results with live data

The image displays two screenshots from the Global Tourism Database. The left screenshot shows the 'WBG / IFC TOURISM DIAGNOSTIC TOOL' interface, which includes a header with the IFC logo and a globe icon, followed by a descriptive paragraph about the tool's purpose. Below the text are four tabs: 'Select the Tourism Sector Diagnostic Tool', 'Tourism Sector Diagnostic Results', 'Other WBG', and 'Other IFC'. The right screenshot shows the 'SAMOA' dashboard, featuring a header with the IFC logo and a globe icon, a central diagram of a pyramid, and a table of data with columns for 'Country', 'Year', 'Indicator', and 'Value'.



HOW IS IT APPLIED?

1. Need identified → MOU with government agency in client country



2. Diagnostic team established



3. Study mobilized according to set 'Practitioners Manual' guidelines



4. Preparatory desk study to collect preliminary indicator hard data based on identified measures



HOW IS IT APPLIED?

5. Design and implementation of the survey program component of data gathering



6. In-country investigation mission to collect indicator data through further research and consultation.



7. Data analysis and scoring based on TSD Tool system



HOW IS IT APPLIED?

8. Data summary for client and IFC in 'State of Play Assessment'.
This will lead to:



- i) Development of action plans by client, IFC and/or other (eg. 'Proposed IFC Intervention Report') → detailed program design



- ii) Data to a Global Tourism Benchmarking Database



WHO BENEFITS?

- Client Governments
- IFC
- WBG
- Other DFOs
- Local Tourism Industry



WANT TO KNOW MORE?

Standby

The TSDT is currently in final stages of development.

A peer review is underway, and feedback on the proposed factors, indicators and measures is invited during / following Responsible Tourism Days.

The tool will be refined in the coming months, and ready for roll out by FY09.

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