

PRE-PROGRAMME

Content of the FITS

“Extract from the minutes of the 3rd sitting of the International steering Committee FITS, January 2008, Bamako”.

The main purpose of the FITS 2008 must take the advances of the previous FITS into account. The Committee thinks that the FITS 2008 must focus on on-site actions and especially make way for tools that members could reuse.

The structure of working days may be the following:

- An introduction in plenary with each speaker presenting a workshop theme, so that every members may have the same information
- A spreading out of members into the thematic workshops
- Workshops will be held each day, allowing to examine deeply 12 themes
- A summary written at the end of each day

The Committee notes it is important to limit speeches during meetings in plenary and workshops. The proposal would be to restrict the number of workshops and thus, the number of speakers in meetings, to choose carefully the leader so that a real participation is possible during debates. Nevertheless, the role of reporters is essential as well. It will be necessary to find a way of submitting the main information of workshops as debates.

A main thematic will be adopted every day:

- 1) Policies and strategies
- 2) Territorial approaches
- 3) Marketing issues

Day 1

Opening of the forum

The first day will start with the official opening of the forum (time: 1h30). The following addresses are proposed:

- Mayor of Bamako
- Minister of Tourism and Handicraft
- General coordinator of FITS
- UNWTO
- UNESCO
- French Minister delegate for tourism
- President of the Republic or his official representative

A general framework will come after the official opening, in the second part of morning (time: 1h30):

- Introductory conference
- Speech of the International task force on sustainable tourism: works submission of the Executive Committee
- Report submission of on-site workshops

Theme 1: National policies and strategies for the development of responsible tourism

This day will allow to present policies of regions or countries involved in the support to fair and responsible tourism. Themes adopted by the Committee until now will be the following:

- 1) Policies
- 2) Legislative and regulation framework

An important issue should be raised during this day, concerning the legal recognition, by the states, of fair and responsible tourism (legislative and regulation framework).

Malian authorities plan to invite the sub-region Ministers of Tourism on FITS' occasion.

This meeting may also be the place to mention this specific aspect.

Day 2

Theme 2: The territorial steps integrating tourism

All along this day, 4 themes will be discussed and a moment will be reserved for workshops by geographical area.

Themes will be the following:

- 1) Methodologies of territorial development
- 2) Partnerships between territorial communities
- 3) Heritage and culture
- 4) Increase in value of industries by tourism

Within this topic, the leadership aspect of the territorial dynamic is important

The approach:

Sub-theme 1: A theme concerning the methods of territorial development could be suggested. It will mainly focus on the identification of stakeholders of the territory, the linkages between stakeholders. The follow-up – assessment must not be forgotten. Analysis scales could be proposed with, at least, common criteria.

For instance, some local cases of Agenda 21 may be interesting (cf. Martinique).

Linkages between the different territorial levels shall be presented (some cases in Morocco are relevant).

Sub-theme 2: It will point out partnerships of local communities. This theme will allow to deal with the various initiatives undertaken by local communities to support responsible tourism. The theme of the cross-boarder cooperation could be included in this workshop. The Committee notes numerous initiatives between Mali, Niger, Mauritania, Senegal, Burkina Faso, and Ivory Coast. The reflection on the setting up of cross-boarder parks (for instance between South Africa, Mozambique and Zimbabwe) can be highlighted on FITS' occasion. The Committee notes as well the proposition of the French regions *Auvergne and Centre* to gather French and Malian communities concerned by the cooperation "river to river" (*Loire and Niger*). Other French regions will be invited to this workshop (*Rhône-Alpes*). Concerning Mali, invitations will concern the regions of Mopti, Tombouctou and their different circles, cities (Bamako, Mopti, Segou, Djenné) and the association of Mali's Municipalities.

Sub-theme 3: It will underline the role of responsible tourism in the conservation and increase value of heritage, notably cultural (cultural diversity) and natural (biodiversity).

Sub-theme 4: It will be dedicated to the tourism industry and its branches with the other industries. It will allow to deal particularly with the increase value of local products by tourism. Besides, a moment will be reserved for workshops by geographical area in order to respond

to a members' demand during the various FITS. Workshops could be proposed to the Sahara, the Mediterranean, the Andine area, Amazonia, Central America, West Africa, etc.

Day 3

This third day will allow to deal with the 3rd theme and to close the FITS.

Theme 3: Organisation of the offer and destination marketing

The themes discussed may be the following:

- 1) Appropriate technologies
- 2) Business development services, accompanying measures and training
- 3) Development of local market
- 4) Marketing tools

Sub-theme 1: Among the themes discussed, the one concerning appropriate technologies seems important.

This theme is a recurring members' demand present at the different FITS. It concerns construction with local materials, renewable energy use, water savings, waste management and ecological techniques of cleaning up, bio-agricultural production.

ADEME, France, would be interested in this topic. GTZ with Bandiagara and Teriyabougou may present their experience. Other experiences could be identified in Africa. The great experience of Mali in terms of soil construction may be highlighted as well (Terra 2008 takes place in Bamako).

Sub-theme 2: It could deal with business development services, accompanying measures and training, public awareness campaign, training of populations to the reception of tourists and support role of NGOs.

Sub-theme 3: The theme of local, national or regional tourism shall be dealt within this forum. The example of France, where 90% of French holidaymakers spent their holidays at home, or the case of Mexico could be used.

Sub-theme 4: Concerning the fourth theme on marketing, a moment shall be reserved for distribution tools such as Internet and tourist guides which are multiplying (*Guide du Routard, Le Petit Futé*). It concerns the setting up and the strengthening of networks: on the one hand, the networks of organisations which gather the on-site offer and on the other hand, those which gather the agencies capable of selling these destinations. An essential issue must be dealt within this theme on marketing, i.e. the linkage between the association and the private sector, notably the local one.