Proposed Regional Networks & Multi-Donor Funds:
Roadmaps for Increasing the Capacity of Governments and the
Private Sector to Advance Regional Integration

GPN – RETCA

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Launching the FfD Toolkit: Mobilizing the Private Sector for Development
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Implementation of the Monterrey Consensus
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Agenda

- Importance of Tourism in Central America

- Background of the First Regional Network Pilots: Government-Private Sector Network (GPN) and Central American Tourism Business Network (RETCA)

- Benefits from GPN and RETCA

- Examples of success stories

- Design of the network
Central America Tourism Regional Institutions

CCT (Central America Tourism Council)
Maximum tourism authority of Central America. Conformed by the 7 Ministers of Tourism.

FEDECATUR (Central America Tourism Chambers Federation)
Counterpart of tourism in the private sector. Conformed by the 7 Chambers of Tourism.

SITCA (Central American Tourism Integration Secretariat)
Executive CCT office that coordinates regional projects to enhance tourism in Central America.
Importance of Tourism in Central America

Tourism Regional Sector for Central America: motor for economic growth, job creation, poverty reduction:

- 11.2% Average Annual Growth in Central American Tourism from 2000 to 2007
- In 2003: there were 4.8 million tourists. In 2007 almost 8 million
- US $ 6,920.6 million income generation in 2007

Sources: Central America Tourism Statistic Bulletin 2007, CCT, SITCA
Multi-Destination Tourism will help to strengthen the positive trends that region is experiencing, by offering diverse culture and natural products, facilitating cross-border trips and excursions (CA-4), thus increasing length of stays and average expenditures.
Background: GPN and RETCA

❖ The Purpose of Monterrey Consensus: Advancing Regionalism and Economic Growth in Developing Countries

❖ National network in Nicaragua: Government Investor Network (GIN)

❖ SITCA and FEDECATUR developed Government-Private Sector Network (GPN) and Central American Tourism Business Network (RETCA)

Background: GPN and RETCA

- Regional Networks approved by 7 Ministers of Tourism & 7 Presidents of National Tourism Chambers gathered in FEDECATUR
- Membership determined by SITCA (GPN) and FEDECATUR (RETCA):
  - Designated Government Officials Responsible for advancing regional promotion strategies and multi-destination tourism products
  - Regional and National Tourism Associations
  - 55 GPN members and more than 300 RETCA members
- Networks based on internet
- Transparency Consultation
- Initial consultations focused on advancing Regional Tourism Promotion
Benefits from GPN and RETCA

- Greater Interinstitutional and Intersectorial Integration
- Cost-effective and Enhanced Communication in 3 levels: Private Sector, Public Sector, Public and Private Sector
- Improved ability to Advance Regional Tourism
- Greater Access and Improved Participation Process
- Support Regional promotion
- Facilities accessibility to Critical Information Resources
Examples of Success Stories

1. **Enhanced Regional Government Coordination**: Sharing of Information on Proposed Regional Promotion Strategy, Draft Agendas and Summaries of Regional Meetings

2. **Enhanced Regional Business Cohesiveness**: Regional and National Tourism Associations Share Ideas and Viewpoints; Successful Regional Trade Fair including North American Market

3. **Increased Government Capacity for Open Consultations**: Asking Private and Public Sectors for Ideas on Training Programs

4. **Enhanced Government Responsiveness to Private Sector**: Providing Information on New Marketing Activities in North America

5. **Coordinated Actions on Developing Regional Projects**: Defining Images for Marketing Materials; Contact Information and Design of Promotional Material to Be Distributed in Regional Airports; Feedback on Colonial Trail Catalog; Definition of Primary and Secondary Tourism Products by Country; Developing Guidelines for Private Sector Use of Central American Logo
Design: Relation between both Networks

Private Sector RETCA
Managed by FEDECATUR

Private Sector Identifies Issues and Possible Solutions

Private Sector provides proposals and feedback: How to Improve Regional Plans, Products, Programs, etc.

PUBLIC SECTOR GPN
Managed by SITCA

RETCA summary added to GPN for Government Response

PUBLIC SECTOR GPN
Managed by SITCA

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SOLUTIONS

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ISSUES
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