



Sustainable Tourism : The Future that Madagascar wants through its Challenge 2020

**Expert Group Meeting on Sustainable Tourism
United Nations Secretariat, New York, 29-30 October 2013**

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Context and challenges

Political

4 years of unrest
Presidential election

Economical

Jobs destruction
Business climate at risk

Social

90% of poverty
50% under 35

Focus on Tourism in 2012
14% of GDP
17% of total Jobs



Source : Tourism Ministry of Madagascar

Demography Booming - Urbanisation
School Drop - Preservation of Fauna and Flora

Challenge 2020

a shared vision: Sustainable Tourism for Madagascar

DEFIS 2020

Diversification , Emplois (Employments) , Formations (Trainings), Investissements (Both Local & International Investment) et Synergie Sectorielle

5 pillars :

1. Air Transport
2. Environment
3. Culture & (Handi)craft
4. Training
5. Awareness

3 guidelines :

1. Governance
2. GPECN5 (gestion prévisionnelle des emplois et des compétences nationales sur 5 ans = national forecast & planning next 5 years on jobs/competencies needs)
3. Local Business Entrepreneurship

4Ps approach – Public, Private and Population Partnership

Challenges & Objective

Challenges :

- To alleviate poverty
- To create jobs especially in favor of youth and women
- To generate foreign currencies and tax revenue

Objective

For the period 2014 => 2020

- To double « number of jobs »
- To double « investments »

Caen, France 2010



Sustainable Tourism
LDC expert meeting

Istanbul, 2011



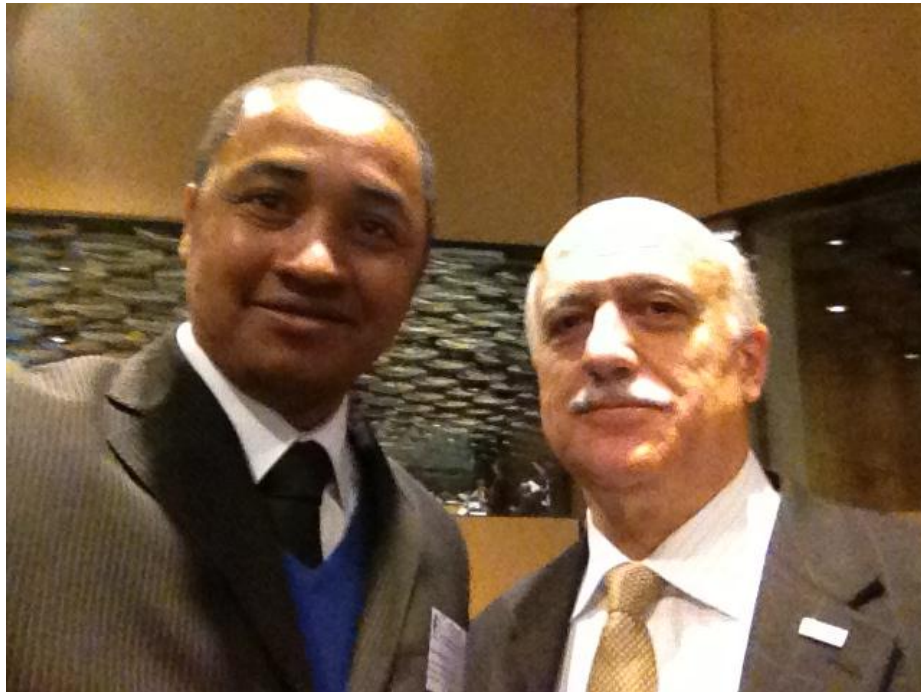
Sustainable Tourism
LDC4 UN conference

Rio+20



Tourism Conference
WTO

Bonn, 2013



Sustainable Tourism
Global Partnership Symposium

Geneva, 2013



Sustainable Tourism
UNCTAD expert meeting



To summarize Challenge **2020**

1 vision shared : Sustainable Tourism for Madagascar

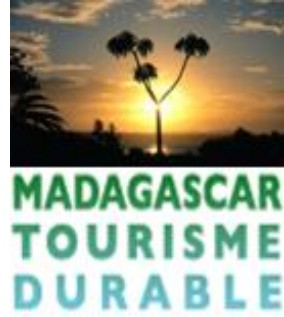
2 Strategic Plans merged : GATO + DEFIS 2017

**3 Guidelines : Governance, GPECN5, Local
Business/Entrepreneurship**

4 Ps – approach – Public, Private and Population Partnership

**5 Pillars : Air Transport , Environment, Culture/
Handicraft, Trainings, Awareness**

Let's shape the future!



Questions?



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