

Factsheet



Guideline for Organizing Workshops to Green the Tourism Value Chain

Background of Guideline

The Guideline is an output of a collaboration between three projects supported by GIZ, the Promotion of Green Economic Development (ProGED) in the Philippines, the Sustainable Regional Economic Growth and Investment Program (SREGIP) in Indonesia, and the Regional Economic Integration of Laos into ASEAN, Trade and Entrepreneurship Development (RELATED) in Laos. The three projects jointly embarked on developing a Training-of-Trainers (TOT) for program partners and other stakeholders on how to prepare for, conduct and



follow-up on workshops to green value chains with special emphasis on the tourism sector. The TOT methodology on Greening Tourism Value Chains was pilot tested in the Philippines (September 2014) and further improved through the actual application in Indonesia (February 2015) and also, to a certain extent in Laos by participation of trainees from Laos in the initial Negros Occidental training and workshop in the Philippines.

Objectives of Guideline

The Guideline aims to support a participative and action oriented process to initiate and promote sustainable destination development and green tourism business practices to improve the competitiveness of enterprises through the adoption of climate smart and environment friendly strategies. The guideline presents a way to mobilize local stakeholders to cooperate at destination level, jointly and strategically dis-

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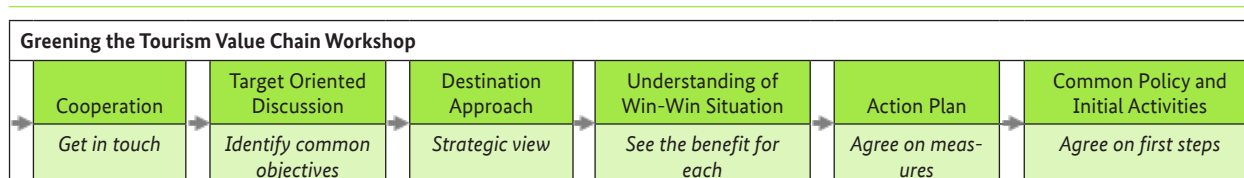
cuss and agree on measures for greening the tourism value chains and achieve agreed results with least amount of time spent (two days only) and to agree on activities and their way forward.

Guideline for Whom

Main target groups are decision makers in tourism at destination management level, be it organizations, institutions or individual destination managers at regional or even national level. The guideline also aims at moderators from the destination who should be enabled to guide the decision making process and those who play a certain and continuous role in developing the tourism sector in the respective destination.

Key Elements of the Guideline

The first component of the Guideline sets out the process of preparing and facilitating a training of moderators which focusses on orienting and training moderators on GTVC concepts to facilitate and guide discussions and introduction to and preparation of workshop tools to support the conduct of the workshop.



The second component of the Guideline presents the Greening the Tourism Value Chain Workshop Tools. The Guideline details the specific tools for each step of the workshop process. It also highlights interventions in preparing for the workshop and supporting monitoring activities afterwards.

Step 1	Understand the destination and challenges for greening in tourism <i>The tourism destination: initial situation and impacts</i>	Destination Mapping
Step 2	Identification/Prioritization of value chains/products for greening <i>Tourism products/destination: opportunities for development</i>	Value Chain Mapping
Baseline		
Step 3	Prioritize themes and activities needed for improvement <i>Criteria and relevance, current performance and action needed</i>	Destination Appraisal
Step 4	Analyse opportunities for greening of related tourism value chains <i>Key constraints/ opportunities for greening per value chain sector</i>	Hotspot Analyses
Analysis		
Step 5	Define goals for greening the tourism product <i>Strategic development objective/ one or more tourism products</i>	Strategic Objective
Step 6	Agree on a stakeholder based action plan <i>Key constraints/ upgrading and development of tourism value chain</i>	Action Planning
Strategy		

Lessons Learned Applying the ToT and Workshop

The agency that has been identified to take the lead in coordinating the implementation of the ultimate outcome of a Workshop to Green the Tourism Value Chain is advised to also coordinate the organization of a training for moderators prior to the workshop and the workshop itself to ensure ownership and follow-up in implementation of action plans after the workshop.

The organization of a training for moderators before the actual hosting of a workshop supports not only an efficient workshop process with enhanced outputs of the actual workshop, it also supports a possible interest with the lead implementing agency to replicate such workshops in other destinations.

About GIZ

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is a federally-owned firm that supports the German Government in international development cooperation. GIZ has been cooperating with Philippine partners in strengthening people through institutional capacity for more than 40 years now. Together, we work to balance economic, social and ecological interests via multi-stakeholder dialogue, participation and cooperation.

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Author(s)	Nanda Ritsma
Layout	Renemae Cuerda
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As such, it is advised that the trainees of the training of moderators are identified by the lead implementing agency.



In preparing for the workshop, moderators need to take time out to level off understanding of terminology in tourism and greening topics and the tourism destination, its tourism products and related

markets so that the same can be done with the participants at the start of the workshop. Therefore it is beneficial to the learning process of both the moderators in the training as well as the participants in the workshop to include learning visits or at least a presentation from a frontrunner in greening tourism operations to create a common understanding on 'what is greening'.

Another important lesson learned is that a GTVC Workshop should certainly also address more general constraints that hamper the value chain to become more competitive (such as coordination, business quality and efficiency, etc).



Lastly, successful follow-up and implementation of the workshop output (the action plan) could be facilitated with additional organizational strengthening of the lead implementing agency to support a process of sector specific consultation after the kick-off planning workshop.

About ProGED

The Promotion of Green Economic Development (ProGED) project is a development cooperation project between the Republic of the Philippines and the Federal Republic of Germany that aims to support MSMEs' green and climate resilience initiatives to enhance competitiveness. It works in 16 provinces in partnership with the Department of Trade and Industry (DTI) and GIZ on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

In cooperation with	Department of Trade and Industry Regional Operations Group 6F Trade & Industry Building T +63 2 751-3336; +63 751-3334 F +63 2 751-3335	
On behalf of	Federal Ministry for Economic Cooperation and Development (BMZ)	
Division	220	
Addresses of the BMZ offices	BMZ Bonn Dahlmannstraße 4 53113 Bonn, Germany T +49 (0)228 99 535-0 F +49 (0)228 99 535-3500	BMZ Berlin Stresemannstraße 94 10963 Berlin, Germany T +49 (0)30 18 535-0 F +49 (0)30 18 535-2501
	poststelle@bmz.bund.de www.bmz.de	