



# Destination 2030

Tourism changes people | regions | the world

As a federally owned enterprise, GIZ supports the German Government in achieving its objectives in the field of international cooperation for sustainable development.

Published by:  
Deutsche Gesellschaft für  
Internationale Zusammenarbeit (GIZ) GmbH

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Responsible:  
Sektorvorhaben „Zusammenarbeit mit der Wirtschaft“  
(Sector Project „Private Sector Cooperation“)

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Design/layout:  
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Photo credits/sources:  
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Bonn, April 2021



# WORKING TO ACHIEVE SUSTAINABLE DEVELOPMENT

IN OVER 60 PROJECTS  
BEING IMPLEMENTED  
AROUND THE WORLD BY THE  
DEUTSCHE GESELLSCHAFT  
FÜR INTERNATIONALE  
ZUSAMMENARBEIT (GIZ)  
GMBH, TOURISM PLAYS A  
ROLE IN THE SUSTAINABLE  
DEVELOPMENT OF ENTIRE  
REGIONS. DISCOVER FIVE OF  
THESE PROJECTS IN THIS  
MAGAZINE. HERE ARE THE  
PEOPLE BEHIND THEM:



## **Benjamin Mohr**

GIZ North Macedonia

"It's the end of the day and there's deep snow outside. I enter an inn, exhausted, but happy after a long tour. There's a woman in the kitchen wearing an apron from one of our training courses. She recognises me, comes out of the kitchen with a wooden spoon still in her hand and gives me a warm hug. Our training course helped her to find this job. The unfamiliar becomes unforgettable in the Western Balkans. I'm fascinated by the diversity and friendliness of the people, the wealth of natural and cultural treasures and the unspoilt, stunning mountainous regions."

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Hiking tours create prospects for mountain villages and remote regions along the border between North Macedonia, Kosovo and Albania.



## **Ziad Maayta**

GIZ Jordan

"To see tourism businesses apply what they have learnt in our training programmes in the real world, always reminds me of the importance of our work and its impact on beneficiary families. Jordan has so much to offer for travellers: the rock city of Petra, one of the 'new seven wonders of the world', the Dead Sea, the lowest point on earth, and the baptismal site of Jesus, plus the great hospitality of the people and the moderate climate."

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GIZ is assisting small and medium-sized enterprises in Jordan with digitalising their operations and developing their IT skills.



## Carmen Nibigira

GIZ Rwanda

"A few weeks after she attended our training, I met an entrepreneur and aspiring chef who runs her own food delivery service from her home. She told me how the new skills she learned helped her turn a profit and to run her kitchen more efficiently. When I get feedback like this, I know that we are making a significant impact to the livelihoods and to the communities of the young women which the Rwandan hospitality industry largely depends on. I seek to create positive change and tangible impacts in whatever I do through skills and knowledge."

---

**Training of trainers prepares professionals in Rwanda to pass on their knowledge effectively to young colleagues.**



## Sebastian Ploetzgen

GIZ Palestinian territories

"The Palestinian tourism sector has been hit hard by COVID-19. The small land bridge between the Mediterranean coast and the Jordan Valley has been attracting travellers and pilgrims since ancient times. At long last, a new task force is now enabling Palestine to plan its future as a tourist destination and I'm proud that we're playing a part in this. I'm impressed by the way our local partners are carrying on with their work and developing ideas in this difficult situation, and, despite all the uncertainty, preparing for the revitalisation of this key sector. Tourism will be back. Our job now is to help our partners and, in particular, our employees to hang in there."

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**A virtual learning platform is preparing stakeholders in the Palestinian territories for tourism in the age of coronavirus.**



## Lutz Scharf

GIZ Togo

"I was particularly impressed by the drive shown by many local stakeholders. Far removed from the mainstream tourism sector, Togo is a place where tradition and modernity co-exist, and the balance between them must be re-established time and again. For instance, when a spectacular waterfall and tourist landmark is reduced intermittently to a trickle by the nearby power plant, then creative solutions are called for. Visitors to the falls are now guaranteed a special experience every time thanks to the varied hiking trail that we built. In this way and with a great deal of enthusiasm on the part of the local guides and population, a problem was turned into an opportunity to enhance the tourism portfolio."

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**The community and civil society are being supported with developing the tourism sector of an entire region, the "green pearl of Togo".**

# TRAVEL AS A DRIVER OF DEVELOPMENT?

HOW TOURISM CAN PROMOTE SUSTAINABLE DEVELOPMENT

Today's world is more mobile than ever. Prior to the COVID-19 pandemic, the number of international visitors had doubled in the space of just 15 years. Tourism is one of the most important sectors in the world economy, accounting for over 10 per cent of global economic output. Consequently, at least one in ten jobs internationally is in the tourist industry, which is more than in the automotive industry. Developing countries and emerging economies play a particular role here. Firstly, the growth of the industry has been disproportionately rapid in these nations and, in many places, tourism represents one of the key economic sectors. Secondly, for a long time now, travellers have also been coming from countries other than rich industrialised nations. In both the international and domestic tourism sectors, the number of visitors from economically less developed countries has been rising rapidly in recent times.





This trend is the result of, among other things, effective strategies in development cooperation. Tourism is a cross-sectoral industry which has an impact on many other areas. The tourist industry aids infrastructure development, can promote local production cycles, and contribute economically to the conservation of natural treasures. The sector is employment-intensive, with women and disadvantaged population groups more likely to find a job than elsewhere. The barriers to starting small businesses are also comparatively low. In this way, tourism can make a significant contribution to sustainable development across regions and countries.

By adopting the 2030 Agenda for Sustainable Development, the United Nations introduced a programme in 2015 to pave the way for a more

equitable and sustainable world. The 17 Sustainable Development Goals (SDGs) mention tourism multiple times. Great importance is attached to the sector as an instrument for promoting local production cycles and culture, and as a driver of the labour market. This approach of driving sustainable economic and social development through tourism is also being pursued by the German Federal Ministry for Economic Cooperation and Development (BMZ).

As the implementing organisation of German development cooperation, the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH has a key role to play in the tourism industry as well. GIZ is implementing over 60 projects with a link to tourism in developing countries and emerging economies around the world, most of them on behalf of BMZ. These measures were worth a total of EUR 33.5 million in 2020.

The maxim for all the projects is to use tourism as the driver of employment creation, income generation, and the conservation of nature, biodiversity and culture. Tourism development and all supporting measures must align with socially responsible, ethical principles in the process, respecting cultures and being environmentally friendly in design.

A key approach to implementation, both for BMZ and GIZ, is to work shoulder to shoulder with the German tourism industry. The tourism sector is virtually unparalleled in terms of global networking. Consequently, sustainable development must always be taken into account jointly by all stakeholders, all of whom bear social responsibility, in Germany and around the world.

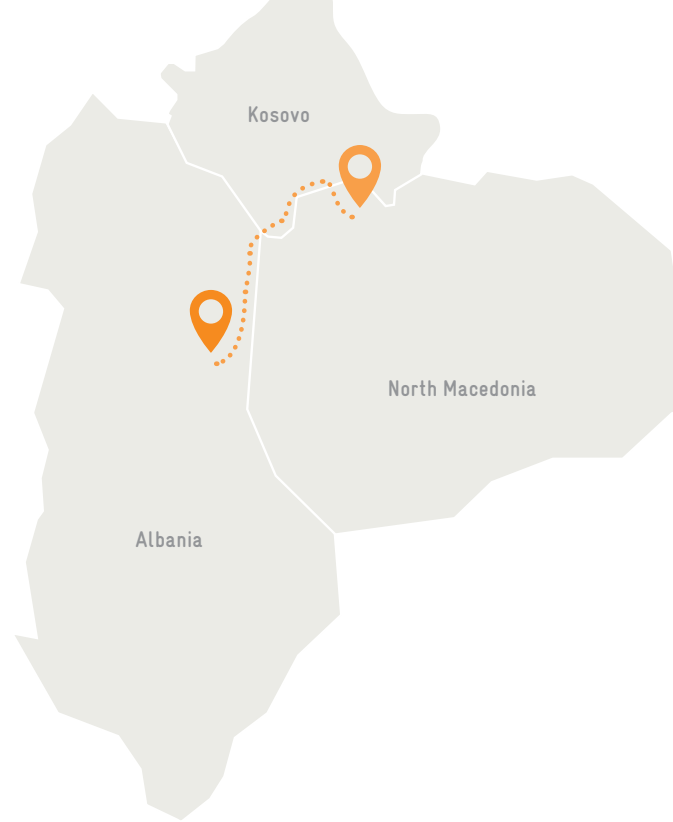


IN THE MEDIUM TERM,  
THE TRAIL SHOULD  
BECOME THE FLAGSHIP  
TOURISM PRODUCT OF  
THE ENTIRE REGION.

Benjamin Mohr, Project Leader

# PROMOTING SUSTAINABLE DEVELOPMENT ON WILD MOUNTAIN TRAILS

THE »HIGH SCARDUS TRAIL« IS BRINGING OUTDOOR TOURISM TO THE SPECTACULAR  
BORDER REGION BETWEEN NORTH MACEDONIA, ALBANIA AND KOSOVO.



The Šar Mountains and their southward extension are one of the regions of Europe that have remained relatively wild, not least as a result of the eventful history of the 20th Century. The extensive ridges punctuated by rugged rock faces run from the Kosovo-North Macedonian border, along the mighty Korab mountain range, through Albania to the crystal clear waters of Lake Ohrid in the heart of the Western Balkans. They form a green belt along what was once a hermetically sealed border. This stunning landscape is characterised by a harsh mountain climate, dry summers and traditional grazing practices. So far, the region has barely benefited from the economic growth in South-East Europe.

Generating incomes for as many families as possible in the mountain villages is a challenge, especially when it is necessary to conserve natural treasures and avoid endangering traditional grazing activities at the same time. Tourism offers one option in this regard. As part of GIZ's Support to Economic Diversification of Rural Areas in Southeast Europe (SEDRA) project, a total of 495 kilometres of hiking trails have been opened up in the remote region since 2017, crossing borders and cultural barriers. "For many generations, these mountains have separated the region's population," explains Project Leader Benjamin Mohr. "By making them accessible for tourism, the mountains are now bringing people together."



At the heart of the project is the High Scardus Trail, a 289 kilometre long-distance hiking trail passing through six nature conservation areas, five mountain massifs and three countries. “In the medium term, the trail should become the flagship tourism product of the entire region,” says Mohr. “This will benefit a wide range of other local services and offerings in the surrounding area and give rise to new ones, most recently two spectacular via ferratas.” As part of the SEDRA project, GIZ has run six training programmes, training over 150 participants as mountain guides, in guest management, environmental education and other areas. The project worked with more than 50 tour operators on marketing and improving the products. Over 30 restaurants and numerous accommodation providers and hotels along the marked trails will profit from the new attraction. At least three seasonal jobs were created directly, while 153 jobs were significantly upgraded.

“With the High Scardus Trail, we intend to create prospects in remote rural areas, giving the local population a reason to stay in the area and returnees a means of securing a livelihood,” explains Benjamin Mohr. The rural regional development expert has his eye in particular on the subsequent effects of the long-distance trail. “It’s not only about hiking. We’re creating other offerings in the vicinity of the trail, including mountain biking, horse riding, climbing and ski and snowshoeing tours in winter,” says Mohr. Cultural destinations, such as the historic city of Prizren and the city of Ohrid, are also located along or close to the newly designated trails. In the area of gastronomy, the project is working with the Slow Food movement to promote authentic local cuisine and local produce.

International tour operators have already added the High Scardus Trail to their catalogues, which also benefits the region, as guided tours create employment and income for tour guides and other local service providers. The trail is unlikely to remain an insider’s tip for long now that the Lonely Planet guide has listed it as a top travel destination. The High Scardus Trail is building a bridge between local development and spectacular natural environments. It creates prospects across historical borders in a structurally disadvantaged region.



- ◀ The High Scardus Trail offers perfect terrain for mountain biking, too.
- ▲ The high plateaus around Mount Korab are impressive. Countless bunkers still bear witness to the once insurmountable borders.
- ▶ In the villages along the trail, many people benefit from the growing number of guests in the region.





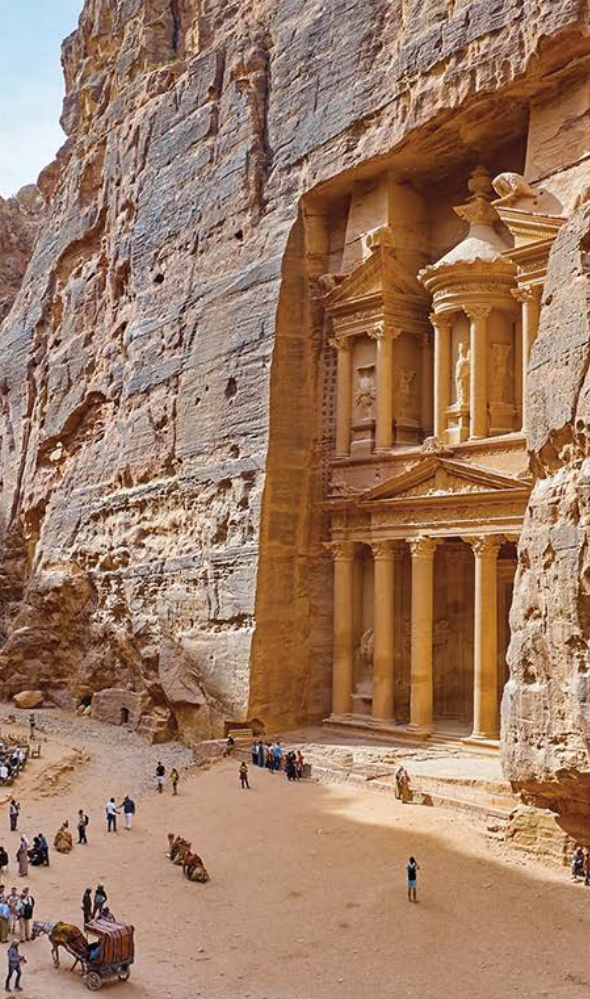
Jordan

# NEW JOBS FOR JORDAN'S MICRO ENTREPRENEURS

MICRO, SMALL AND MEDIUM-SIZED  
ENTERPRISES DRIVING  
THE TOURISM SECTOR

The unemployment rate in Jordan has been rising steadily since 2014. The Jordan Economic Growth Plan 2018–2022 points out that the private sector offers significant potential for growth, having been previously neglected in favour of the strong public sector. Accounting for over 10 per cent of the country's gross domestic product, the Jordanian tourism industry holds particular potential that has been untapped to date.

For micro, small and medium-sized enterprises, the tourism sector offers tremendous development opportunities, being especially reliant on local providers and workers. As part of the national tourism strategy, Jordan intends to encourage investment in the sector and strengthen it as the driver of the labour market, and thus to promote economic growth.



## DEVELOPMENT FACTS AND FIGURES

### JORDAN

Hashemite Kingdom  
of Jordan

### GERMANY

Federal Republic  
of Germany

#### Amman

population of  
approximately  
2.3 million



Capital

#### Berlin

population of  
approximately  
3.75 million

**10.1 million**

(2019)



Population

**83.1 million**

(2019)

**89,320 km²**

(2018)



Area

**357,580 km²**

(2018)

**102**

out of 198 (2018)



Human Development Index  
(HDI) ranking

**4**

out of 198 (2018)

**USD 4,300**

(2019)



Gross national product  
per capita per annum  
in US dollars

**USD 48,520**

(2019)

**2%**

(2019)



Economic growth  
per annum

**0.6%**

(2019)

**21%**

(2020)



Unemployment  
rate

**3%**

(2020)

In order to increase competitiveness in general and create new jobs at the same time, GIZ is working to leverage synergies between the IT sector and the tourism industry in Jordan. The project is developing the digital skills of workers and digitalising access to information on the one hand, while intentionally promoting digital transformation in the tourism sector on the other. This transformation is seeing workflows digitalised and links established between global and local platforms and service providers. GIZ is facilitating active dialogue within the industry through regular exchange between chambers of commerce and private sector business associations and through focus groups. The support is designed to raise the profile of the sector as an attractive investment area, facilitating the creation of new jobs in existing companies and the establishment of small new enterprises.

\*Human Development Index: a statistic composite index of life expectancy, education and per capita income of a country

Source: BMZ

# HANGA AHAZAZA

## CREATE THE FUTURE WITH TRAINING

PROMOTING YOUNG PROFESSIONALS' SELF-CONFIDENCE  
AND CAREER OPPORTUNITIES IN RWANDA

GIZ has been working with the Mastercard Foundation since 2018 to implement a broad-based training programme for tourism professionals in Rwanda. A key component of this endeavour is the "Training of Trainers" programme. Over 200 vocational college lecturers have now received didactic and subject-specific training to enable them to share their skills and expertise in training young people as effectively as possible with other lecturers. More than 2,400 young hospitality professionals also completed short courses specifically designed to enhance their skills in their area of responsibility.

In order to safeguard initial training for entrants into the hotel industry in the long term, some 240 hotel employees trained as instructors. Technical and vocational education and training (TVET) is key to unlocking long-term prospects for young people in the tourism sector of the East African nation. The fact that the country's tourism offering is improving is a welcome side effect of the improvement in training quality.

The participants themselves explain the difference such training can make:



I always knew that the tourism and hospitality industry offered great opportunities and career paths. This was one of the reasons I entered the industry. But when I started my job as a room

attendant, there was a lot of discouragement, especially from my friends. Often, I was criticised for being a man and working as a room attendant, making beds. I had my moments of doubts and despair. However, in the last four years my perspective changed:

I was recommended to participate in the short courses for housekeeping offered as part of the Hanga Ahazaza programme at Lemigo Hotel. Not only did I learn new skills, I created a clear

vision for my future career path to be an executive supervisor in housekeeping operations and to transfer skills to young people who want to join the industry. Currently, I am transitioning to be a supervisor. This means I am moving one step closer to my dream and will be more financially stable, too."

**Alphonso Muhiro**  
Room Attendant  
(Hospitality short courses participant)



**Zephahine Mujawamariya**  
Front Office Manager  
(Hospitality short courses participant)

“

I had no experience and limited knowledge about the hospitality sector before entering into this field. My passion has always been in front office management. I started, however, as a waiting-staff under a professional internship. After that, I worked in housekeeping operations until I got promoted to front office reception. I was extremely lucky to be selected as a participant for the short courses in front office management. The training exposed me to new skills that I had lacked previously. This job requires a high level of professionalism, excellent interpersonal skills, and effective decision-making ability along with the understanding of registering and processing guest information, accommodating guest requests, and promoting hotel services amongst so many other responsibilities. Post-training, I have improved tremendously in the areas of guest-relations, as per the feedback from my supervisor. I am now even ready to train interns or trainees.

“

I not only learnt new things in culinary arts, but also acquired the understanding of how to teach students using both theory and practice. Three months ago, when I taught students, I took charge of the kitchen entirely and the students watched. Now, I form groups and assign them tasks and they prepare everything. What I learnt from the training was that you need to trust your students. They will make mistakes, but they will learn and sometimes even create something unique. My students are surprised by the change in my training method, but in a very positive way.



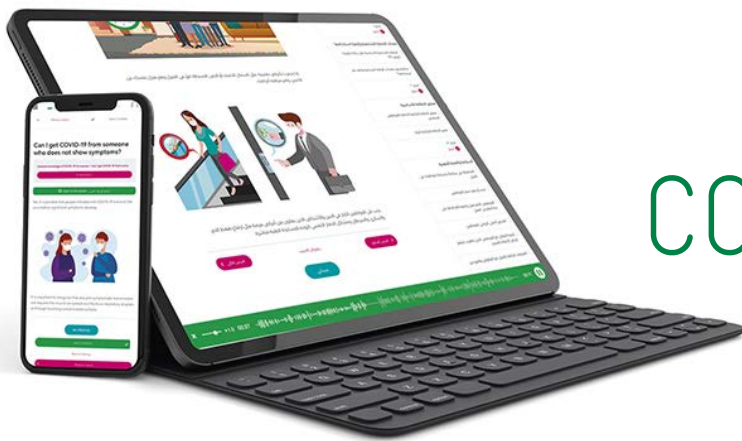
**Thomas Munyaneza**  
Culinary Arts Trainer at the  
Kigali Leading TVET School  
("Training of Trainers"  
programme participant)



**Sabine Izere Immaculée**  
Tourism Trainer at the  
Kigali Leading TVET School  
("Training of Trainers"  
programme participant)

“

The training was extremely important for me, because I can now encourage my students to enrich their view on the tourism opportunities that the country offers and to think beyond conventional methods in order to develop products that will appeal to both domestic and international tourists. During the training, the facilitators motivated us to develop unique business ideas and we also received practical understanding for product development as we were required to develop products in the areas of our interest. The product that I developed is an online tourism knowledge platform application for travel in Rwanda. Prior to the training, it was all theory-based, basically book-knowledge, and the focus was on getting good results during students' exams. But after the training, I realised that I must provide more in terms of practical experiences. I need to motivate my students to think beyond the box, to be innovative, share ideas for unique products and to be confident. And in this process, I have progressed as a trainer.



# COMBATING THE IMPACT OF THE VIRUS WITH E-LEARNING

**JAHZEEN  
HAS OVER  
1.100  
USERS ALREADY**

HOW A VIRTUAL LEARNING PLATFORM IS PREPARING THE TOURISM SECTOR IN THE PALESTINIAN TERRITORIES FOR A PERIOD IN WHICH TOURISM AND COVID-19 WILL EXIST SIDE BY SIDE.

When it comes to the impact of the coronavirus pandemic on the tourism sector, the Palestinian territories are no exception: some 35,000 employees and, according to estimates, an equal number of informal workers are directly affected by the situation.

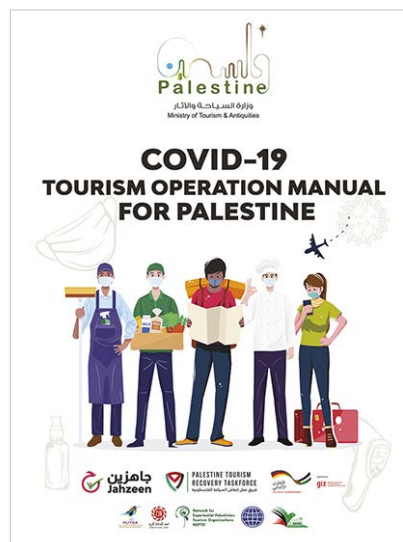
GIZ has a strategy for combating the crisis that allows stakeholders to deal with the new COVID-19 reality throughout the sector. One of the prerequisites for this is that all employees are trained to work with the new hygiene and occupational health and safety standards in order to ensure their own safety and that of guests.

Here, in the heart of the Holy Land, GIZ has set up a virtual learning platform that is the first of its kind in the region. Jahzeen is aimed at entrepreneurs, employees and service providers working in hotels, the transport sector, at tourist destinations and in other areas of the tourism industry. Based on a user's area of employment, the platform puts to-

gether a personalised curriculum, guides them through the different lessons and provides them with direct feedback on their learning progress at the end of each training course.

The Jahzeen learning platform went live in late October 2020 and now has over 1,100 registered users. It was already averaging 6,000 page views a day in December. The platform currently offers 65 different courses with a total of over 480 lessons. More than 700 courses have been successfully completed since Jahzeen's launch, including online tests and the issuing of certificates recognised throughout the sector. Early on in the pandemic, the Ministry of Tourism declared the training courses mandatory for all employees in the sector. In addition to requiring their employees to undergo the training, companies must also designate a COVID-19 Response

► A new manual offers clear guidelines for hygiene requirements in the course of the pandemic.





◀ Auditors commissioned by the Ministry of Tourism check compliance with hygiene and safety standards in the participating hotels and advise on the implementation of COVID 19 requirements.

Officer, who is responsible for ensuring that all employees complete the relevant basic course and a specialisation course. Specialist risk analyst for the hotel industry, Hotel Resilient, assisted with training up an independent national team, which checks several aspects, including course participation by tourism employees, as part of a general company audit.

Jahzeen was expanded in early 2021 to include the first non-COVID-19-specific courses. In a course developed by the Siraj Center in Bethlehem, municipalities learn how to organise and run lockdown-compliant cycle tours for the local population. A second course teaches families running homestays to communicate more effectively and professionally with tour operators and guests.

The course selection can always be adapted or expanded flexibly and at short notice, allowing it to respond quickly to new conditions. This offers an opportunity for Jahzeen, the first learning platform of its kind in the Palestinian territories, to become a key instrument for the sector as a whole even after the COVID-19 pandemic has passed.

## TOURISM IN THE PALESTINIAN TERRITORIES

218

Tourism and travel agencies



114

Antique stores

1,250

Tourist buses in Jerusalem and the West Bank



\*\*\*\*\*



210

Hotels and other forms of accommodation

including host families, unofficial accommodation, hostels, campsites, etc.



650

Tour guides



600

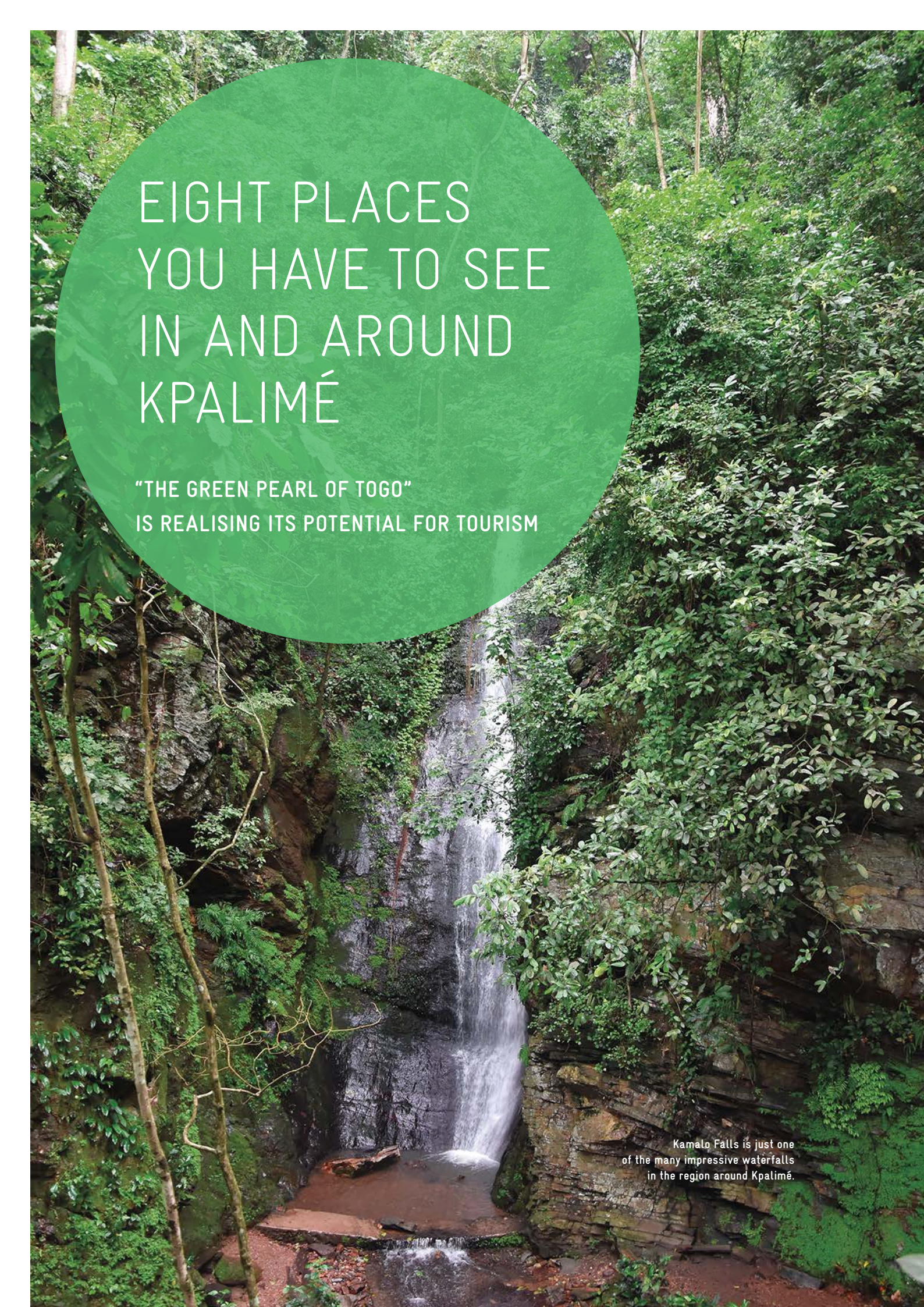
Craft workshops



250

Tourist restaurants

Source: BMZ

A full-page photograph of a waterfall in a dense tropical forest. The waterfall is the central focus, cascading down a series of dark, wet rock formations. The surrounding vegetation is thick and vibrant green, with various types of trees and foliage visible. A large, semi-transparent green circle is overlaid on the upper left portion of the image, containing white text.

# EIGHT PLACES YOU HAVE TO SEE IN AND AROUND KPALIMÉ

"THE GREEN PEARL OF TOGO"  
IS REALISING ITS POTENTIAL FOR TOURISM

Kamalo Falls is just one  
of the many impressive waterfalls  
in the region around Kpalimé.



#### YIKPA FALLS

Situated right on the border between Ghana and Togo, the Yikpa Falls are considered to be the largest waterfall in West Africa. Following their hike, visitors to the falls can take a refreshing dip at the foot of the thundering torrent.



#### BENEDICTINE ABBEY OF DZOGBÉGAN

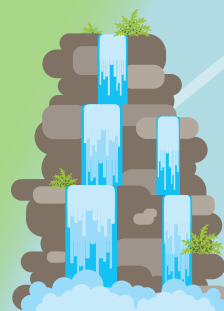
Situated on the Danyi plateau with its stunning vegetation, the abbey was established in 1963 and is run by an active community of nuns and monks.

#### KPIMÉ FALLS

Especially during the rainy season from July to September, this dizzyingly high waterfall cascades down the rock faces overgrown with wild vegetation.

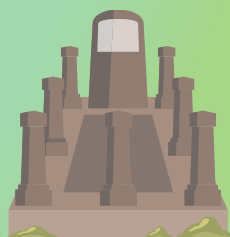
#### CHÂTEAU VIALE

This imposing colonial château sits atop a secondary summit of Mount Kloti, towering over the Kpalimé PLATEAU.



#### MISSAHOE

Established as an administration and research station by the German colonial government on the "Misahöhe" hill, remnants of its old colonial buildings can still be found in the tropical rainforest, along with a colonial cemetery restored with the assistance of the German Embassy.



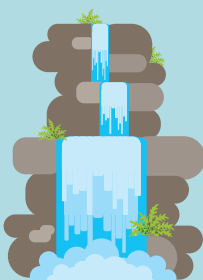
#### MOUNT AGOU

At a height of 964 metres, Mount Agou is Togo's highest mountain and dominates the landscape of the Plateaux region. A hike to the summit is no mean feat in the tropical climate, but is always worthwhile on account of the luscious rainforest, picturesque villages and the stunning view.



#### KPALIMÉ – THE ARTISANAL CITY

Batik fabrics, wood carvings, woven textiles and pottery – Kpalimé is the artisanal capital of Togo. The workshops and boutiques offer more than could fit into any suitcase. The Centre Artisanal near the city centre trains up artists, who also put their works up for sale there.



#### WOMÉ FALLS

Deep in a rock basin, this stunning waterfall has dug out a picture-postcard tropical paradise.



THE WEST AFRICAN NATION OF TOGO IS NOT ONE OF THE MOST RENOWNED HOLIDAY DESTINATIONS ON THE AFRICAN CONTINENT, AND YET THE SMALL COASTAL STATE IN THE GULF OF GUINEA IS A FASCINATING PLACE TO SPEND A VACATION.



At the heart of the country is Kloto Prefecture, with its capital Kpalimé. The “green pearl of Togo”, nestled between Mount Agou and Mount Kloto and not far from the border with Ghana, offers significant untapped potential for tourism. The Good Governance and Decentralisation programme aims to better leverage this potential and support local stakeholders with effectively marketing their destination. Co-financed by BMZ and the EU and implemented by GIZ, the programme is assisting the Kloto 1 municipality and the “Plate Forme des Organisations de la Société Civile de Kloto” (platform of civil society organisations in Kloto), with tapping tourism potential in the context of sustainable economic development. To this end, hotels, restaurants and other tourism service providers are brought around one table at different events in order to jointly draft a development plan for tourism in the region. Around 1,200 tourism professionals were equipped to meet the requirements of quality-focused tourism as part of 20 training courses and workshops. 51 hotels and 57 catering businesses participated in the programmes, which represents a significant step forward for Togo in becoming a forward-looking destination. Travellers can discover and enjoy many sights of interest in and around Kpalimé.



▲ Over countless steps you will reach the well-hidden Womé waterfall.

▲ The Château Viale used to be the residence of the country's presidents, today it is a tourist attraction.

▲ Women from Kpalimé offer Sodabi, a regionally produced liqueur, for sale.

◀ Magnificent butterflies like *Euphaedra neophron* are not rare in the region.

▼ The colours, which are important for local handi-crafts, are still produced by hand from tree seeds, tubers and other natural materials.

▼ Around Kpimé Eco-Camp it is easy to see why the area around Kpalimé is often referred to as the "green pearl of Togo".



# THE PROJECTS

## **Support to economic diversification of rural areas in Southeast Europe (SEDRA)**

P. 8 - 11

On behalf of the German  
Federal Ministry for Economic Cooperation  
and Development (BMZ)

Partner: Standing Working Group for  
Regional Rural Development in South Eastern  
Europe (SWG RRD)

## **Beschäftigungsorientierte KKMU-Förderung durch die GIZ**

P. 12 - 13

On behalf of the German  
Federal Ministry for Economic Cooperation  
and Development (BMZ)

Partner: Jordan Ministry of Industry,  
Trade and Supply

## **Private Sector Development Programme (PSDP)**

P. 14 - 15

On behalf of the German  
Federal Ministry for Economic Cooperation  
and Development (BMZ),  
co-financed by EU

## **Projet d'Appui aux Collectivités Territoriales de Kloti pour la dynamisation du secteur de tourisme et la mobilisation des Recettes Touristiques**

P. 16 - 17

On behalf of the German  
Federal Ministry for Economic Cooperation  
and Development (BMZ),  
co-financed by EU



Bundesministerium für  
wirtschaftliche Zusammenarbeit  
und Entwicklung

## **Hanga Ahazaza – Create the Future**

P. 18 - 21

In collaboration with Mastercard Foundation  
Partners: Rwanda Polytechnic (RP),  
Workforce Development Agency (WDA),  
Rwanda Chamber of Tourism, Rwanda  
Development Board







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