

MCR-ZTDC project

progress to date

XXV Sustainable Tourism Special Committee Meeting
Guatemala - May, 23rd, 2014

MCR-ZTDC recent development

- **May to September 2013** : second review of the project and updating of the project components (*necessary to facilitate a change in the Administration of the Directorate of Sustainable Tourism of the ACS*)
- Intensive work between ACS & CRM to finalize terms of references for consultancy
- **October 28th 2013** : launch of consultation
- **November 14th, 2014**: date for receipt of proposals
- **February 11, 2014** : review of the proposals and selection of the team of consultants in collaboration with CMT /ACS /CRM
- **April 1st 2014** : signing of the contract with selected company
- Teleconferences ACS-CRM – Consultant + physical meetings CRM-Consultant
- **April 23rd 2014** Reception of Inception report
- Preparation of Workshop on past experiences and good practices in sustainable with consultant

MCR-ZDTC plan of action

Phases and activities description		Planification			Execution						finalisation				
Year		2014										2015			
Month		April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	
	Scoping mission														
	First meeting (Conference call)														
	Inception report														
1	PHASE I - Inventory and Identification of potential STZC														
1.1	Preparation of work plan and time frame to be approved by RC and ACS														
1.2	Preparatory work and documentation														
1.3	25TH MEETING OF THE SPECIAL COMMITTEE ON SUSTAINABLE TOURISM														
1.4	Identifying initiatives for the development of sustainable tourism														
1.5	Identification of relevant partners for the establishment of RCM														
1.6	Preparation of a report														
1.7	Executive Committee														
2	PHASE II - Analysis and elaboration of a strategy for the operation of RCM-STZC														
2.1	Documentation review														
	Contacts with Countries representatives and partners.														
2.2	Review of policies and strategies of Member States														
	Analysis of progress and expectations of partners.														
2.3	Marketing and promotion methods														
	Meta analysis of political marketing.														
	Surveys.														
2.4	Structure and operating strategies of RCM-STZC														
	Development of recommendations.														
2.5	Preliminary report and recommendations														
	Executive Committee														
3	PHASE III - Creation tools RCM-STZC														
3.1	Presentation of the preliminary results of the inventory														
	Feedback to partners.														
3.2	Preparation of documents for the management, marketing and promotion STZC														
	Redaction brochures.														
3.3	Development, testing and launch of the website														
	Pre-test with a sample of partners														
	Validation of the overall structure and functioning of the weebsite.														
3.4	Development of teaching documents														
	Development aid system and support.														
3.5	Preparation of the interim report														
	Executive Committee														
4	PHASE IV - Development and full implementation of tools for promotion of STZC														
4.1	Preparation of a draft final report														
4.2	Preparation of PPT presentation														
	Executive Committee														

End of project : June 2015