

Standards Implementation in Developing Countries: An E-Tourism Research Project

Juan Jose Martínez Badillo
UNCTAD, Geneva

Henk de Vries and Frank Go
Rotterdam School of Management, Erasmus
University

13th EURAS Workshop
Skövde, 17 Jun 2008

Standards Implementation in Developing Countries: An E-Tourism Research Project

- Why standards?,
- Because standards may contribute to:
 - Level the playing field
 - Help organize network members
 - Overcome dilemmas of national identity

Standards Implementation in Developing Countries: An E-Tourism Research Project

- Why is it relevant?
- Because of lack of studies on standards implementation in developing countries:
 - Studies address mostly use of trade standards and its impact
 - The few studies on implementation concentrate in China
 - ISO's activities are on developing countries' participation on standards only
 - ITC's (UNCTAD/WTO) study underlines the need for continued technical assistance on standard implementation

Standards Implementation in Developing Countries: An E-Tourism Research Project

Why is it important?:

- Lack of studies on standards implementation in developing countries
- Tourism constitutes a development-driver, although structural constraints need to be addressed
- Globalization demands a more pro-active approach from firms and countries

Standards Implementation in Developing Countries: An E-Tourism Research Project

Tourism represents:

- 10% of the world's GDP
- 230 million jobs
- Involvement of local communities
- Opportunities for SMEs
- Employment opportunities for women, the unskilled and youth
- Sense of ownership, thus environmental awareness and dignity
- Opportunities for public-private partnerships
- Development of infrastructure
- A natural comparative advantage and source of foreign income for developing countries

Standards Implementation in Developing Countries: An E-Tourism Research Project

However:

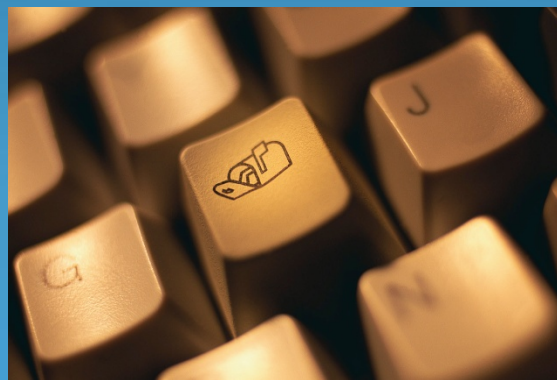
- 85% of “leakages” in African LDCs; 80% in the Caribbean; and 70% in Thailand



Standards Implementation in Developing Countries: An E-Tourism Research Project

Common branding and direct distribution:

- Importance of web presence
- www.hotelry.com vs. www.florida.com
- Integration will enable for more efficient management, interaction and flows of information



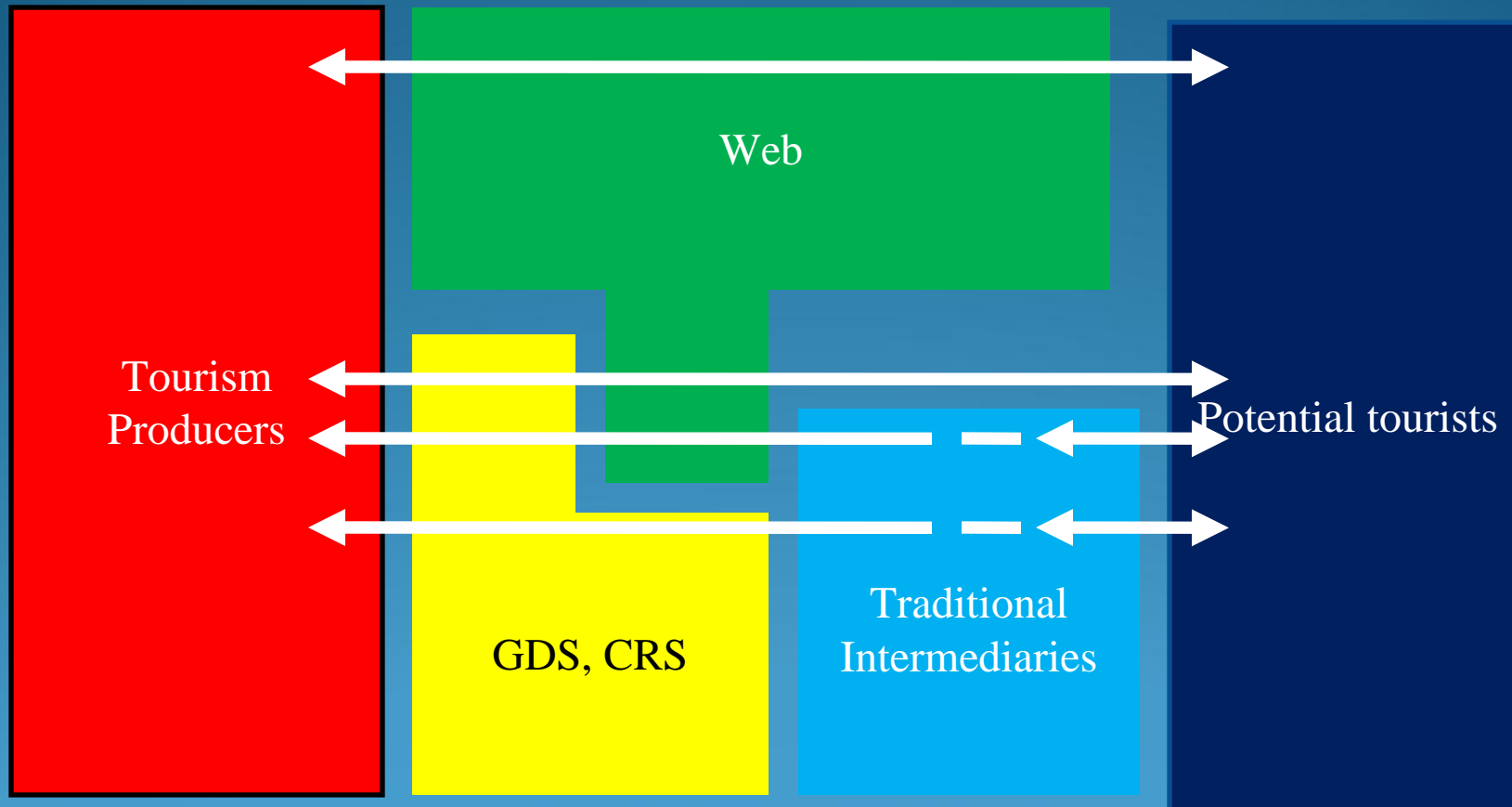
Standards Implementation in Developing Countries: An E-Tourism Research Project

It's necessary to take into account:

- Importance of tourism globally, particularly in developing countries
- ICT as a means of accessing international markets.
- Increasing number of people booking vacations online and buying “responsibly”
- The need to empower tourism SMEs

E-TOURISM

Standards Implementation in Developing Countries: An E-Tourism Research Project



Source: UNCTAD (2006)

Martinez Badillo, De Vries & Go,
17/06/2008

Standards Implementation in Developing Countries: An E-Tourism Research Project

- The E-Tourism Initiative
 - Capacity-building
 - Public-private partnership
- E-Tourism technical assistance package:
 - Country-case studies
 - Capacity building workshops on ICT and e-marketing
 - Development of the Electronic tourism platform (ETP)

Standards Implementation in Developing Countries: An E-Tourism Research Project

- The E-Tourism technical assistance package as a case of standards implementation
- Standards implementation approach serves the need for evaluation of impact
- Action research providing feedback for the revision of the standard
- Initial stage of the research project, no results to report yet

Standards Implementation in Developing Countries: An E-Tourism Research Project

THANK YOU

juan.martinezbadillo@unctad.org

Martinez Badillo, De Vries & Go,
17/06/2008