

e-Tourism



Knowledge Management

Development

The Role of Knowledge Management in Pro-Poor Tourism

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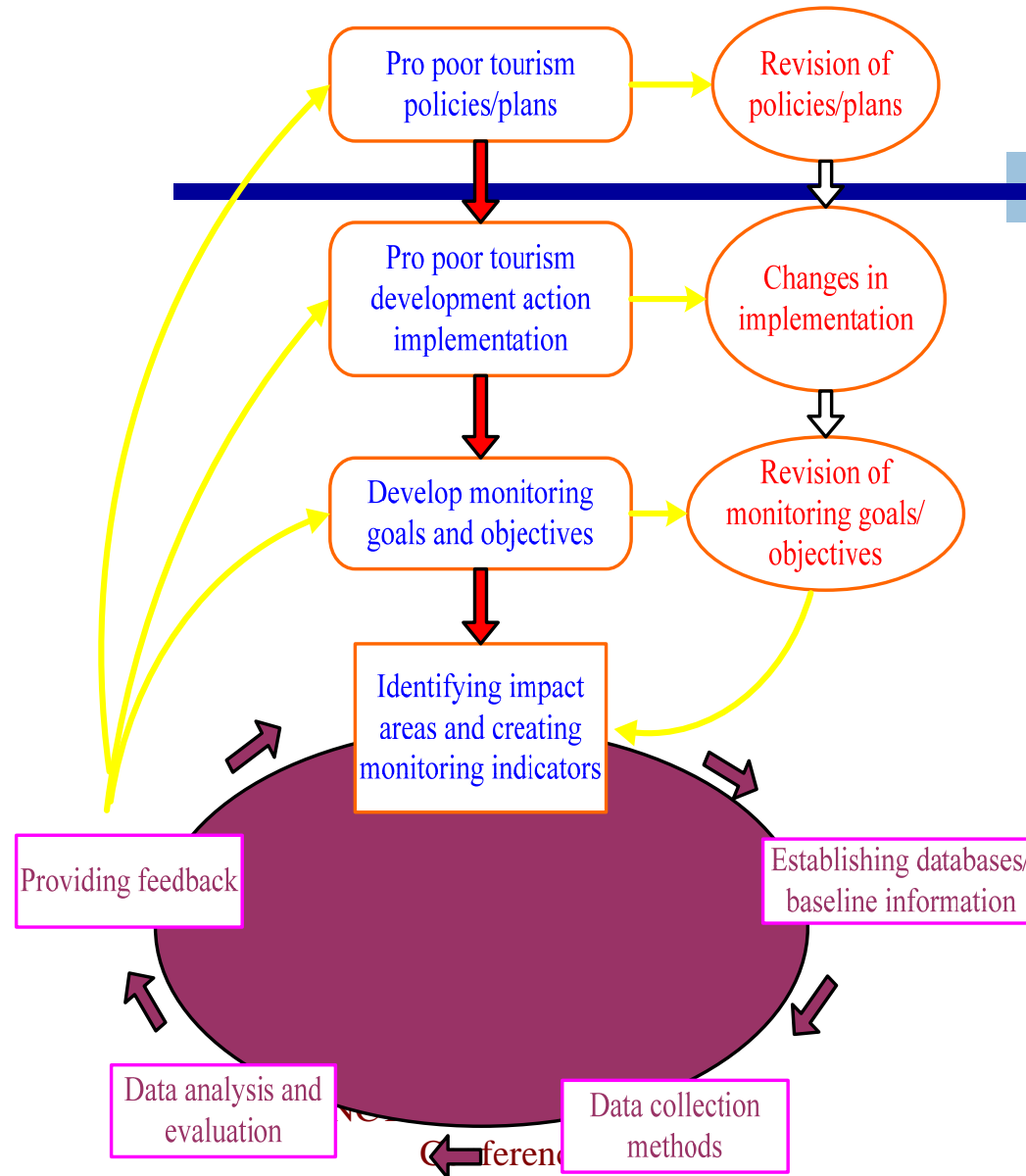


What is Pro-Poor Tourism?

- ◆ Pro-poor tourism (PPT) refers to interventions that specifically focus on addressing poverty – which move beyond ‘trickle-down’ theory and generates net benefits for the poor.
- ◆ Pro-Poor Tourism is not a specific tourism product or sector, it is an overall approach designed to unlock opportunities for the poor.



PPT Monitoring Mechanism (Jamieson, 2006)





Semantics

Information v/s Knowledge

Information

- ◆ structured data
...inert/passive, until deployed by those who possess knowledge to interpret/process them
- ◆ can be disseminated seamlessly, provided infrastructure exists

Knowledge

- ◆ endows the possessor with cognitive capability for action (intellectual or physical)
- ◆ transfer of cognitive skills...a challenging proposition

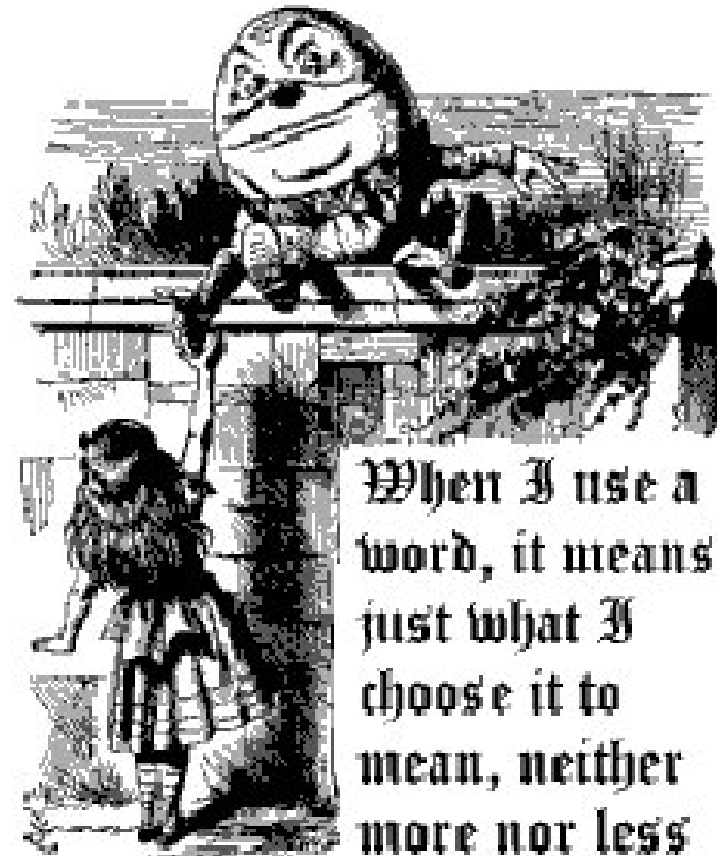
We know more than we can say (Polanyi, 1967)



Is Knowledge 'manageable'?

Knowledge Management refers to a range of practices used by organisations to identify, create, represent, and distribute knowledge for reuse, awareness, and learning across the organisations.

Wikipedia





Knowledge Economy Vectors

- ◆ *the economic incentive and institutional regime*
- ◆ *education*
- ◆ *information and communication technologies (ICT)*
- ◆ *the innovation system*

Source: The World Bank



KM as a Driver in Pro-Poor Tourism (PPT) Interventions

Key Issues

- ◆ Capacity building
- ◆ Last mile connectivity
- ◆ Sustainability



Capacity Building through Knowledge...

- ◆ Creation
- ◆ Retention
- ◆ Exchange
- ◆ Devolution
- ◆ Interpretation
- ◆ Treatment



Open Educational Resources for Capacity Building

Open Educational Resources (OER) are defined as “technology-enabled, open provision of educational resources for consultation, use and adaptation by a community of users for non-commercial purposes”.

UNESCO (2002)



OER footprint...

...covers a wide range of disciplines/subject areas

...but not Tourism!





Tourism Open Educational Resources (TOER) –An APETIT Initiative

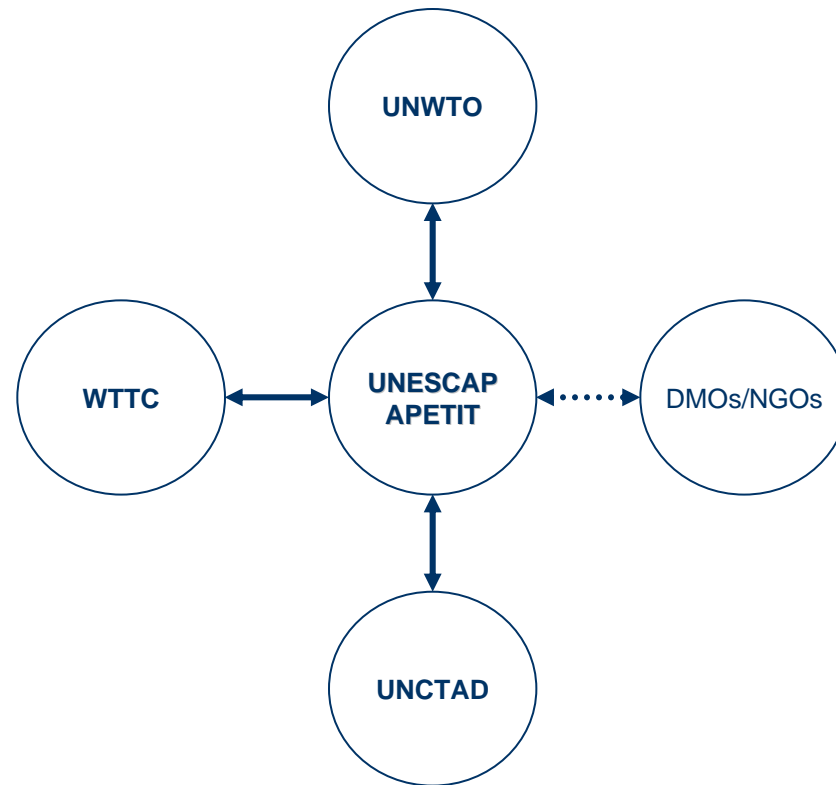
- ◆ conceptual framework
- ◆ infrastructure
- ◆ quality assurance

**Implications for Pro Poor
Tourism**

UNCTAD e-Tourism for Growth
Conference 2007



Conceptual Structure





Infrastructure

- ◆ FOSS
- ◆ On-demand Capacity
- ◆ Low cost Last Mile Connectivity Solutions



Quality Assurance/Due Diligence

- ◆ Content Development by UNWTO-TEDQUAL certified institutions
- ◆ Endorsement of Tourism Open Educational Resources (TOER) by UNWTO/UNCTAD/APETIT/CED



IP/Copyright Issues

This is open source!

Creative Commons licence and/or Freed
Documentation licence



Free Open Source Software...

- ◆ What is FOSS?
 - The source of the software is open to public
- ◆ So what is a source?
 - The making of a software, “raw material” + “formula”

Example: Microsoft Office source code is proprietary
OpenOffice.org source code is free to share/modify

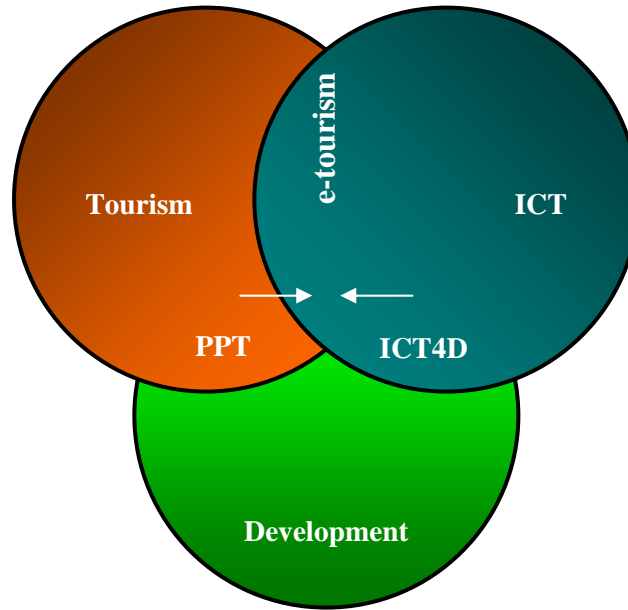


...Free Open Source Software

- ◆ MS Office: ~ US\$400 for a licensed (legal) copy
- ◆ OpenOffice: **FREE** license
- ◆ Anyone can 'make' their own copy of or modify OpenOffice legally



e-Tourism for Social Inclusion in Economically Disadvantaged Geographies



ICT4D+PPT Convergence Space



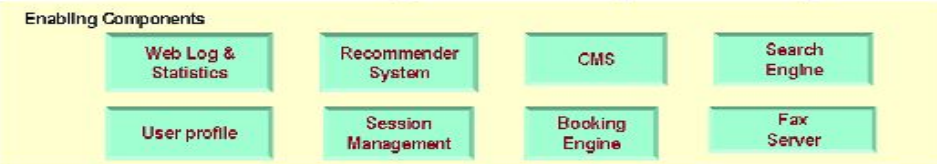
Critical Success Factors for **K-CREDIT** Interventions

- ◆ Visibility
- ◆ Credibility
- ◆ Viability



Knowledge Management

UNCTAD e-Tourism platform



GTE

Tourist



UNCTAD e-Tourism for Growth Conference 2007





Stakeholders in the Pro-Poor Tourism Value Chain

- ◆ NGOs / Non-profits
- ◆ Donors / Investors
- ◆ DMOs / NTOs / RTOs
- ◆ International/Regional Organizations



Stakeholder Responsibilities

NGOs/Non-Profits	Donors / Investors
DMOs / NTOs / RTOs	International Organizations



Thank You!

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