

Investment Advisory Series
Series A, number 5

United Nations Conference on Trade and Development

**PROMOTING FOREIGN
INVESTMENT IN TOURISM**



**United Nations
New York and Geneva 2010**

Note

As the focal point in the United Nations system for investment, and building on three and a half decades of experience in this area, UNCTAD – through the Division on Investment and Enterprise (DIAE) – promotes understanding of key issues related to foreign direct investment (FDI) and enterprise development. DIAE also assists developing countries in enhancing their productive capacities and international competitiveness through the integrated treatment of investment and enterprise development.

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UNCTAD/DIAE/PCB/2009/16
ISSN 1995-6088
United Nations Publication

Preface

The *Investment Advisory Series* provides practical advice and case studies of best policy practice for attracting and benefiting from foreign direct investment (FDI), in line with national development strategies. The series draws on the experiences gained in, and the lessons learned through, UNCTAD's capacity- and institution-building work in developing countries and countries with economies in transition.

Series A deals with issues related to investment promotion and facilitation and to the work of investment promotion agencies (IPAs) and other institutions that promote FDI and provide information and services to investors. The publications are intended to be pragmatic, with a how-to focus, and include toolkits and handbooks. The prime target audience for Series A is practitioners in the field of investment promotion and facilitation, mainly in IPAs.

Series B focuses on case studies of best practices in policy and strategic matters related to FDI and development arising from existing and emerging challenges. The primary target audience for Series B is policymakers in the field of investment. Other target audiences include civil society, the private sector and international organizations.

The *Investment Advisory Series* is prepared by a group of UNCTAD staff and consultants in the Division on Investment and Enterprise, under the guidance of James Zhan.

Preface

This guide was prepared by a team of UNCTAD staff and international experts led by Paul Wessendorp, comprising Kai Partale, Jan Smit and Andreas Wigren. The report benefited from inputs and comments by Natalia Guerra, Massimo Meloni and Mike Pfister.

The publication was prepared in cooperation with the World Association of Investment Promotion Agencies (WAIPA) and its members. It was made possible by generous funding from the Swedish International Development Cooperation Agency.

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Abbreviations

CRM	customer relationship management
FDI	foreign direct investment
GDS	global distribution system
ICT	information and communications technology
IPA	investment promotion agency
IRS	Integrated Resort Scheme (Mauritius)
IT	information technology
M&As	mergers and acquisitions
NTO	national tourism organization
OLI	ownership, location, internalization
PPP	public–private partnership
SWOT	strengths, weaknesses, opportunities and threats
SRRP	Silk Road Regional Programme
SMEs	small and medium-sized enterprises
TNC	transnational corporation
UNCTAD	United Nations Conference on Trade and Development
UNESCAP	United Nations Economic and Social Commission for Asia and the Pacific
UNWTO	World Tourism Organization
WTTC	World Travel and Tourism Council

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