

# COLLECTIVE INTELLIGENCE: DOCUMENTING TOURIST ATTRACTION SITES AND DEVELOPMENT OF A NATIONAL PHOTO BANK



1

A COLLABORATIVE  
EFFORT TO GROW  
TOURISM IN  
LESOTHO



**UNDP LESOTHO  
ACCELERATOR LAB HOSTED  
STAKEHOLDERS IN THE  
TOURISM INDUSTRY TO  
GATHER INSIGHTS ON HOW  
TOURIST ATTRACTION SITES  
IN LESOTHO CAN BE  
DOCUMENTED.**



# 2

## BUILDING CONSENSUS WITH DIVERSIFIED ACTION GROUPS

**STAKEHOLDERS SHARED  
IDEAS ON HOW TO  
MARKET TOURIST  
ATTRACTION SITES  
THROUGH DIGITAL  
TECHNOLOGIES &  
LIFESTYLE INFLUENCERS.**



**LESOTHO TOURISM  
DEVELOPMENT  
CORPORATION (LTDC) TO  
CONNECT TOUR OPERATORS &  
HOTELS WITH TRAVEL  
INFLUENCERS WHO WILL  
MARKET LESOTHO AS A  
TRAVEL DESTINATION OF  
CHOICE.**

3

CAPACITY BUILDING IN  
TOURISM MARKETING



UNDP COMMITTED TO  
COLLABORATING WITH  
LIMKOKWING  
UNIVERSITY TO ASSIST  
LTDC WITH CREATING A  
MARKETING STRATEGY.

LIMKOKWING  
UNIVERSITY OFFERED  
SUPPORT TO LTDC STAFF  
MEMBERS ON TRAINING  
IN PHOTOGRAPHY SKILLS  
& PHOTOGRAPHY  
EQUIPMENT.



# 4

## GUIDELINES ON THE PRESERVATION OF HERITAGE SITES



**MINISTRY OF TOURISM, ENVIRONMENT AND CULTURE WILL COLLABORATE WITH TOUR OPERATORS TO DRIVE COMMUNITY AWARENESS CAMPAIGNS ON THE PRESERVATION OF HERITAGE SITES.**

**AWARENESS CAMPAIGNS WILL ALSO FOCUS ON BUILDING A RELATIONSHIP BETWEEN PRODUCT DEVELOPERS AND LOCAL COMMUNITIES.**



5

A THRIVING  
PRIVATE SECTOR TO  
UNEARTH A  
SUSTAINABLE  
TOURISM INDUSTRY



THE PRIVATE SECTOR IS  
ADVOCATING FOR ITSELF  
THROUGH THE LESOTHO  
COUNCIL FOR TOURISM  
(LCT) WHERE  
MEMBERSHIP IS MADE UP  
OF DIFFERENT TOURISM  
ASSOCIATIONS.

