

Vincenzo ZAPPINO

1. **Family name:** ZAPPINO
2. **First names:** Vincenzo
3. **Date of birth:**
4. **Nationality:**
5. **Children:**
6. **Education:**

Institution [Date from - Date to]	Degree(s) or Diploma(s) obtained:
University of Bologna, Italy – Faculty of Economics (November 1990 – March 1996)	Master's degree in Economics
<ul style="list-style-type: none"> • CNA: National Confederation for Craft Sector and Small and Medium Enterprise of Italy • ECIPAR: Ente Confederale Istruzione Professionale Artigianato Regione Emilia Romagna • PROFINGEST: Management school (June-December 1996) 	Project Manager for Small and Medium Enterprises

6. **Languages:**

Language	Reading	Speaking	Writing
Italian	Mother tongue		
Spanish	Excellent	Excellent	Excellent
English	Good	Good	Good
French	Good	Good	Good
Portuguese	Fair	Poor	Poor

7. **Membership of Professional Associations:** --

8. **Other Training:** --

9. **Countries of Work Experience:**

Country	Date from – Date to
Europe	
France	2003 – 2006 (several field missions)
Germany	2004 (several field missions)
Italy	1994 – 2007
Norway	2017
Romania	2004 (several field missions)
Spain	2004 (several field missions)
Slovenia	1995 (two field missions)
United Kingdom	2009-2010 (different field missions)
Asia	
Azerbaijan	February – June 2002
Cambodia	March 2003
China	June 2005 <i>and</i> August 2006
India	March 2009 – March 2010 (n. 7 field missions) January – October 2013 (n.3 field missions)
Indonesia	September 2004 – February 2005 (n.3 field missions)
Uzbekistan	July 2006

Middle East	
Oman	2018-2019 (several field missions)
UAE	2019-2020 (n.2 field missions)
Central and Latin America and Caribbean	
Argentina	2005 (several field missions)
The Bahamas	June 2005 (n.1 field mission)
Bolivia	2005 and 2011 (several field missions)
Brazil	2004 – 2007 (several field missions)
Colombia	2005 – 2007 (several field missions)
Dominican Republic	2010 – 2011 (n.4 field missions)
Ecuador	2004 – 2007 (several field missions)
Guatemala	2005 (several field missions)
Honduras	2010, 2012 & 2013 (n.4 field missions)
Jamaica	2005 (several field missions)
Mexico	2009 (n. 5 field missions)
Nicaragua	April 2003 (n.1 field mission)
Panama	November 2008 – April 2009 (n. 2 field missions)
Paraguay	2005 - 2006 (several field missions)
Turks and Caicos Island	2022 (n.3 field missions)
Venezuela	2005 (several field missions)
Africa	
Ethiopia	2012 - 2015 (n.9 field missions)
Lesotho	2019 (n.1 field mission)
Tanzania	2014 – 2015 (n.2 field missions)

10. Employment Record

Economist, with more than 26-years experience in development projects, with an emphasis on sustainable tourism, rural, culture and economic development. He has actively participated in over 80 development projects, working with both public bodies (central and local governments, municipalities, international Donors, various public corporations) and the private sector (NGOs, consulting firms, corporations and associations, etc.) overall. As project manager, he has directed more than 40 tourism development projects, and managed multidisciplinary groups composed of 3 to 20 international experts.

He mainly worked on macro and micro development and his fields of expertise include:

- *Economic Development*: focus on Tourism, Cultural and Natural Heritage and socio-economic planning and development strategies. Services provided include: (i) tourism planning; (ii) impact assessment of the tourism industry (Carrying Capacity, Limited Acceptable Changes, tourism projections, definition of development scenarios, etc.); (iii) formulation of economic and tourism development policies and strategies for public and private stakeholders; (iv) definition of development policies and strategies related to the cultural economy and creative industry; (v) definition of public and private fund regulations especially referred to tourism SMEs development; (vi) coordinating and conducting macroeconomic research and analysis; (vii) analysis involving local stakeholders (focus-groups with local stakeholders in order to identify needs, expectations and duties in the social-economic and tourism development), (viii) conceptualization, organization and implementation of SME incubator; (ix) project identification, evaluation and monitoring; (x) revitalization of rural and historical centers; (xi) promoting collaborations and exchanges between private and/or public tourism stakeholders (cooperatives, associations etc.)
- *Capacity building*: it is mainly focused on Tourism and SME Development and the services provided include: (i) analysis and development of tourism and SME legislation for local, regional and national public stakeholders; (ii) identification of strengthening programs for public institutions and mixed public/private entities; (iii) conception and organization of tourism destinations; (iii) definition of tourism quality classification systems for hotels and other tourism services; (iv) definition of tourism development fund and program regulations.
- *Project identification, implementation and evaluation*: focus on the European Commission, World Bank, UNESCO and InterAmerican Development Bank financing programs in order to assist public and private stakeholders to formulate technical and financial proposals for financing and to evaluate project's impacts. Main duties include: i) identification of the project idea; ii) identification and selection of partners; iii) writing of the technical and financial proposals; iv) identification of project / financing opportunities; v) evaluation of project feasibility; vi) evaluation of project implementation, etc.
- *International Cooperation Policies*: familiar with the operational models of the major multi-lateral aid agencies (European Commission, The World Bank Group and Inter-American Development Bank) and their procedures, policies, and funding mechanisms, especially regarding economic and environmental development and cultural heritage projects.

11. Professional experience

Date from - Date to	Location	Company	Position	Description
<p>1997 – 2007</p> <p>2009 - to date</p>	<p>World</p>	<p>Target Euro Srl (Cosenza, Italy)</p>	<p>Senior Partner SMEs Tourism Development Expert</p>	<p>He has actively participated in more than 40 projects carried out by the firm during the last 10 years. His main duties has been as follows:</p> <ul style="list-style-type: none"> ▪ Project manager ▪ Coordinator of working groups ▪ Project identification and evaluation (urban and rural tourism development, impact assessment projects related to the tourism and cultural industry, etc.) ▪ Technical assistance to public administrations in order to identify economic development policies, strategy and tourism legislations and regulations ▪ Definition of policies and strategies for the development of culture tourism and creative industry ▪ Identification of SME development strategies ▪ Organization of linkages between private and public sector (rural and urban stakeholders) in order to develop local economies. <p>Selected projects carried out by Target Euro and managed by Vincenzo Zappino are as follows:</p> <ol style="list-style-type: none"> 1. Consultancy for the Definition of a Tourism Carrying Capacity Model for Turks and Caicos Islands. Ministry of Tourism of TCI, 2023 2. Consultancy Service for the Development of a Tourism Destination Management Organization and a Tourism Regulatory Authority. Turks and Caicos Island – Ministry of Tourism, 2022-2023 3. Tourism Strategy and Action Plan for Jamaica: Promoting Resilience, Sustainability, Innovation and Entrepreneurship. 2020-2022, InterAmerican Development Bank. 4. Market Segment Identification and Long List of Key Segments for Tajikistan and Kyrgyzstan. 2019-2020 The World Bank Group 5. “Hili Archeological Park: Design consulting services”, 2019-2020, Gover. of UAE 6. Regional Destination Management, development & marketing: Formalizing the Essequibo Circuit in Guyana”. 2019, Ministry of Tourism, Guyana. 7. “Consultancy to develop technical components for feasibility studies for the revitalization program of the historical centers of Lima and Ayacucho”. 2019, Inter American Development Bank 8. “Tourism Development Master Plan of Muscat Governorate”. 2018-2019, Ministry of Tourism, Sultanate of Oman 9. Consultancy for the structuring, implementation and strengthening a network of actores for the development of nautical and cultural tourism in the Bahia de todos os santos”. 2018-2019, Ministry of Culture, State of Bahia, Brazil. 10. “Definition of the Tourism and Territorial Development Plan of Guatemala”, Guatemala 2016-2017 (Pronacom – Government of Guatemala). IDB project. 11. EU-Colombia Cooperation On Regional Policy: Capacity Building For Urban Cross-Border Cooperation Actors - Detailed Action Plan To Support Sustainable Tourism In The Metropolitan Area Of Cúcuta – May 2015 – December 2015, European Commission Directorate General Regional and Urban Policy (Colombia) (European Comission)

				<p>12. Definition of the Tourism Strategy of the Dominican Republic – June 2014 – April 2015, Ministry of Tourism (Dominican Republic) (IDB project)</p> <p>13. Definition of the Tourism Development and Marketing Strategy for the Southern Circuit of Tanzania Oct2014 – March2015) (UNDP)</p> <p>14. Enhancing Tourism Statistics Management System of Ethiopia – Oct.2013 – Oct.2014. Ministry of Culture and Tourism (Ethiopia) (World Bank project)</p> <p>15. Baseline Survey of the Ethiopian Sustainable Tourism Development Project – April– Oct2012. Ministry of Culture and Tourism, Ethiopia (World Bank project)</p> <p>16. Promoting the usage e-marketplaces by exporting SMEs, Colombia and Peru – April – December 2011. Inter-American Development Bank</p> <p>17. Cultural Tourism Product Development in Puerto Plata, Dominican Republic – January – May 2011</p> <p>18. Cultural and Natural Tourism Development of the Chiquitania (Bolivia) – February</p> <p>19. June 2010, CIANCO and CEPAD</p> <p>20. Tourism Development Strategy for Hampi World Heritage Site, India. March – October 2009, Government of Karnataka</p> <p>21. Definition of a Rural Tourism Development Strategy for Panama, 2008, 2007.</p> <p>22. Inter-American Development Bank</p> <p>23. Program for Culture and Tourism integration in Bahia, Brazil. March – December 2007. <i>Inter-American Development Bank</i></p> <p>24. Tourism SME Network in the Estrada Real, Minas Gerais, Brazil 2007, <i>UNDP</i></p>
December 2021 – June 2023	Saudi Arabia	The World Bank Group	Tourism and Cultural Heritage Development Specialist	<p>The DGDA (Diriyah Gate Development Authority) is seeking World Bank support in the areas of setting up governance structures, socioeconomic impact measurement, culture, heritage, regional planning, environment & social assessments, and community engagement. This would support DGDA in developing a successful tourist destination, which in turn would impact the short term KPIs and targets of DGDA in opening Atturaif in line with international standards, as well as long term KPIs in terms of socioeconomic impact, employment and economic growth.</p> <p>I am member of the group of experts organized by the World Bank to assist the DGDA and my duties are more referred to:</p> <ul style="list-style-type: none"> - Identification of a set of indicators to measure the impacts generated by the cultural activities - Identification and analysis of international best practices about tourism and cultural development of heritage sites to be applied by the DGDA - Collaboration with the working team to identify the engagement priorities and strategy to involve local communities in the tourism development

November 2010 – September 2022	Europe – Latin America	Inter American Development Bank	Program Coordinator / Economist	The assignment consists in the conceptualization, organization and implementation of a network called “URBELAC – Sustainable Cities”. Its objective is to facilitate and promote exchange of best practices among mayors and staff members of both Latin American and European cities. Participants can be public and private stakeholders and dedicated political roundtable will organized in order to discuss issues related to urban sustainable development, with the aim of promoting concrete collaboration and joint initiatives among their local governments and of identifying integrated and innovative urban development strategies and programmes. URBELAC started in November 2010 and it is actually at its fifth edition counting with the participation of 47 cities from the European Union (22 cities) and Latin America (25 cities).
October 2014 – December 2016	Italy	The Italian Ministry of Cultural Heritage, Activities and Tourism	Representative of Ministry of Education, Universities and Research for the Permanent Sustainable Tourism Committee	Acting as Tourism Policy Development Expert, I attended regular round table meetings for the definition of the “Strategic Plan for Tourism in Italy”. The Plan has been approved by the Italian Government on December 2016.
April 2012 – December 2015	Honduras	Canaturh (Camara Nacional de Turismo de Honduras)	Tourism Development Specialist	Canaturh is implementing an IDB funded project for the tourism development of the Northern coast of Honduras. The assignment consisted of assisting the Project Implementation Unit (PIU) for the regular implementation of project’s activities. Main duties were: i) advise the Project Director about the implementation of the project; ii) monitoring the logical framework indicators; iii) assists the PIU for the selection of the national and international experts to be contracted for the implementation of project activities; iv) supervision for the organization of the regional tourism observatory and definition of the set of indicators to be used to monitor the tourism impact on the local economy.
March 2011 – March 2015	World	UNESCO	Cultural and Tourism Development Specialist	Member of a group of experts organized by the UNESCO to provide technical assistance to development countries in the field of cultural and creative industry. The technical assistance is focused on needs and priorities identified by the beneficiary countries and take the form of missions carried out by the group of experts. The aim of technical assistance is to maximize the quality of project implementation and impact by supporting administration, management, policy development, capacity building, etc.
April – June 2014	Dominican Republic	Inter American Development Bank	Economist / Tourism Development Specialist	The assignment consisted in the mid-term evaluation of a tourism development project in Dominican Republic funded by IDB. The mid-term project evaluation had the aim to analyses the impacts of the project on the local economy at this stage of the project implementation and to certify if the project objectives have been reached.
June 2011 – August 2011	Dominican Republic	Inter American Development Bank	Economist / Tourism Development Specialist	The assignment consisted in the conceptualization and design of a tourism development project in Punta Cana (Dominican Republic) to develop a new tourism sustainable model related to the preservation of the coral reefs, involvement of local fishing population and tourism stakeholders.