



# INCLUSIVE TOURISM PROGRAMME

TOURISM HELPS LOCALS LEAVE POVERTY BEHIND



## THE CONTEXT

Tourism is an export sector and one of the largest employers and greatest contributors to Gross Domestic Product (GDP). In effect, it is the fastest growing industry worldwide. Tourism is a top-five export for 83% of developing countries and the principal export for around a third.

The tourism industry is dependent on the goodwill of the local hosts. Since people choose their travel destination based on clean and pristine settings, authentic local culture and friendly people; it is essential to develop, maintain and strengthen effective partnerships with the local community. All partners must play their role in creating a conducive environment not just for tourists but for the locals as well.



Inclusive Tourism is a means of tourism development that fosters links and interaction between the different actors in the tourism industry, forms partnerships with private actors, stimulates the local economy and promotes the integration of women and active involvement of local communities. It emphasises sustainability, while taking environmental, social and economic factors into account.

## THE APPROACH



ITC's Inclusive Tourism programme serves as an instrument for achieving the United Nations Millennium Development Goals (MDGs).

The approach starts with an opportunity studies that uses a value chain methodology, delivers technical assistance and capacity building interventions so as to link poor micro producers to tourism markets. The programme's objective is to increase the income of poor men and women and improve their livelihoods through active participation in tourism value chains. There are numerous potential value chains relating to products and services that an international tourist is likely to require while on holiday.

The programme identifies blossoming tourist destinations surrounded by poor communities and adopts a local approach to economic development, which works directly with poor men and women to integrate them into the export process.

ITC's inclusive tourism projects help tourists meet their expectations. Indeed, they are able to access high quality products and services delivered by hotels that maintain international standards, thus guaranteeing a positive and unique experience for guests, while simultaneously seeking to achieve socio-cultural and environmental sustainability.

In this way, both hotels and tourists can contribute to accomplish "inclusive tourism", by combining customer satisfaction and the wellbeing of the local population. In effect, Inclusive Tourism offers new opportunities for resorts to source products and services locally, while developing human capital. The experience of tourists is greatly enhanced thanks to the "authenticity" of the destination and the ability to capitalize on the growing trend of "giving back to the community".



This programme, with its focus on the creation of inclusive business models, aims to involve the poor directly (as employees, contractors, entrepreneurs, suppliers and innovators), and helps them achieve financial viability and sustainability.



Inclusive Tourism helps to ensure supply quality and competitiveness as well as environmental sustainability in the context of tourism. In order to achieve this, ITC assists LDCs to build the necessary infrastructure and to develop a range of other services including education and training (for both management and staff), health services, professional services, construction and a broad range of environmental services.

The approach aims to reduce leakages and create and strengthen linkages. This is achieved by integrating local producers into existing tourism value chains and by reconfiguring value chains to source increasingly from the local

economy. In this way, industries related to tourism can grow, become more competitive and contribute to a more dynamic economy. ITC provides market expertise, capacity building, policy advocacy, and formal market linkages with tourism operators, hotels, wholesalers, exporters, NGOs as well as Trade Support Institutions (TSIs).

ITC, as an international agency, helps to establish partnerships between the private sector, national and international tourism authorities and NGOs, and collaborates with the major players in the tourism industry, including tour operators and hotel chains.

The programme accounts for the different 'poor': staff, neighbouring communities, producers of food, fuel and other suppliers, micro tourism businesses, craft-makers as users of tourism infrastructure and



groups of land-holders, operators of well as other resources.

The approach does not only advise how to source products and services locally, implement field projects that complement the development of inclusive business hotels, tour operators and other actors in the

companies on but also to and spearhead strategies of market.

The Inclusive Tourism approach requires the development of services, which are in high demand in a modern economy, and the modernization of banking environment, finance, publishing and the setting-up of computer centres and Internet access.

The programme provides a number of options for scaling-up impact, such as involving more direct beneficiaries per project, focusing on existing tourism resorts, replicating the project in-country by partnering with other organizations in the same country and engaging with policy-makers in project countries.



Several projects have been conducted successfully, using this approach, on three continents: Brazil and Colombia in Latin America, Senegal and Mozambique in Africa, and Lao PDR and the Philippines in Asia. Pilot projects have led to expansion and even nation-wide replication.

The main beneficiaries of the project are poor communities neighbouring tourist destinations.

## ASSESSMENT, TRAINING AND IMPACT MEASUREMENT TOOLS

The Inclusive Tourism **Opportunity Study Guidelines** explains how to carry out a value chain based Inclusive Tourism needs assessment. It provides indication of the type of information to be gathered fundamentally for conducting an Inclusive Tourism pilot project, namely: the identification of "winner" tourism products and services with market potential as well as the community that produce or could produce the selected tourism products and services; building partnerships with the tourism industry players as Tour operators, Hotels and Restaurants, as well as with tourism support institutions fully committed with the Inclusive Tourism objectives and capable of replicating the pilot project; explains how to develop a work plan and project document.

The **Core Training Module - linking business sectors to tourism markets** provides an introduction to the tourism sector, and how it can contribute to poverty reduction. It provides an overview of potential involvement of local people and ways to expand the tourism supply chains, while recognising socially and environmentally sustainable practices.

The Module on **Agriculture** uses international examples to provide a realistic account of what interventions and partnerships are possible between agro products and the tourism industry, including the challenges that both producers and buyers may face. The aim of the module is to provide farmers and fishermen with the tools they need to assess the viability of accessing tourism markets, and buyers with the skills to develop sustainable partnerships with local producers.

The **Environment Management and climate change** module is a tool on how to manage tourism developments optimally in terms of the environment, especially in the context of climate change and global warming, with the need for governments, businesses, communities and people to 'act locally while thinking globally'.

The Module on **Handicraft** products indicates ways for handicraft producers in developing countries on how to become better integrated in the tourism value chain in order to increase their income, and to provide facilitators with the know-how to develop sustainable business linkages between handicraft producers and tourism markets.

The **Local Capacity for the Tourism Market** manual is a tool to train employees in the hospitality sector. It describes how the hospitality and catering industry operates optimally while fulfilling guest expectations and needs.

The Linking **Artists** to Tourism Markets module shows ways to develop local artistic and cultural talents as well as trade services in developing countries through the tourism value chain.

The **Impact Measurement Tool (IMT)** measures the impact of inclusive tourism project in terms of economic, community, social and project-specific indicators. Data is collected by community surveys - usually inquired by a national consultant or the project partner at three project stages: beginning, intermediate and final. While the survey is undertaken by standardized questionnaires, data entry and analysis is done in an Excel and SAS tool. The data collection process allows the project partner furthermore to interact with the beneficiaries, especially at the beginning of the project and to learn more about their situation, strengths, weaknesses and needs.

FOR FURTHER INFORMATION, PLEASE CONTACT



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