Inclusive tourism, an approach of the International Trade Centre Process and case studies

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Outline

- ITC: An Overview
- Tourism industry
- Reducing Poverty through Tourism
- Community-based Tourism
- Inclusive Tourism
- Project examples
- UN Steering Committee on Development for Tourism
- Questions & Answers
International Trade Centre (ITC)

Established in 1962 as the joint implementing agency of the WTO and UNCTAD, ITC specializes in trade development and export promotion activities in developing and transition economies.

Mission

ITC's mission is to foster sustainable economic development and contribute to achieving the Millennium Development Goals in developing countries and economies in transition through trade and international business development.
ITC Business Lines

- **Policymakers**  Support policymakers in integrating the business sector into the global economy
- **TSIs**  Develop the capacity of trade service providers to support businesses
- **Enterprises**  Strengthen the international competitiveness of enterprises
The Tourism Industry, some figures:

- Fastest growing industry worldwide
- Accounts for 9% of the world’s GDP
- Tourism exports account for as much as 30% of the world’s services exports and 6% of overall exports
- International tourist arrivals have grown from 25 million in 1950 to 1,035 million in 2012
- 1 in 11 jobs worldwide
- Principal export for 1/3 of developing countries
- Asia and the Pacific recorded the strongest growth with a 7% increase in arrivals, followed by Africa (+6%) and the Americas (+5%).
Tourism provides a wide range of economic opportunities, especially for developing and least developed countries:

Transport, communications, infrastructure, education, security, health, immigration, customs, accommodation, agriculture and creative industries
Opportunities linked to tourism

• Job creation
• Income increase
• Foreign Exchange earnings
• Encourages Investment
• Potential for Economic Growth
• Test products with foreigners before exporting
Tourism development issues addressed from a trade development perspective

Tourism provides a wide range of economic opportunities, but often without inclusion of poorer segments of the population.

Example **handicrafts**: products sold to tourists are imported due to lacking local supply capacity and quality.

Example **cultural performances**: loss of cultural heritage because its income potential is not used.

Example **agrifood**: local supply of fruits, vegetables and fishery to tourism industry not developed, Hotels and Restaurants rely on imports.
Rationale for identifying and developing business linkages for poverty reduction

Increasing interest by hotel chains, restaurants and tour operators to invest more in local sourcing and provide their clients with an “authentic experience”

Limited capacities and skills of entrepreneurs to meet the quality requirements of tourism industry

Difficult access to local product and services providers
Project example Vietnam Community-based Tourism
Background

Hoi An
- One of the main tourism attractions
- UNESCO WH site
- Many tourism activities and facilities
- Over 550’000 visitors

Kim Bong Village
- Key Location
- Carpentry village
- Traditional crafts
- Existing tourism product
- Limited tourist out of pocket expenditures
Objective:
Develop a community-driven, sustainable tourism product in the village of Kim Bong to generate employment and income of the local community.

The project:
- Creation of new tourism attractions (walking tour, bicycle tour, boat ride, etc.)
- Establishment of a tourism cooperative
- Creation of a visitor centre
- Entrance fee – generate income
- Capacity building
- Market links
- Upgrade the quality & design of the crafts
Community-Based Tourism (CBT): Benefits

Direct and indirect benefits:

- Revenue from sales of goods and services to tourists
- Improved infrastructure (e.g. roads, sanitation, etc.)
- Local traditions and culture are (re-)valued
- Environmental preservation
- Products bought locally are cheaper for local tourism operators
# Community-based tourism & Inclusive tourism

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<th>CBT</th>
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<td>Based on narrow definition of tourism</td>
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<td>Empower as a linear</td>
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Inclusive Tourism

Aim?
• to foster linkages and interaction between the different actors in the tourism industry
• to form partnerships with private actors and stimulates the local economy
• to promote the integration of women and the active involvement of local communities
• to emphasise sustainability by taking environmental, social and economic factors into account

How?
• by integrating poor local communities in tourism value chains through active entrepreneurial participation
• by ensuring tourism products/services meet international requirements
• by providing market expertise, capacity building, policy advocacy, and formal market linkages
• by working with existing tourism destinations and supply sectors
In-depth feasibility assessment identifying products and services currently sourced from abroad by the tourism industry that could also be sourced locally.

Facilitate stakeholder meetings to identify business opportunities for the tourism industry and how a demand-driven approach can link them with local producers and services providers.

Enhance supply capacity, consistency and quality characteristics of local products and services to meet demand requirements of tourism industry and their customers.

Provide market expertise and formal market linkages, assist in business negotiation and contracting.
The Tourism value chain

The 4 main tourism sub-chains:

- Accommodation (Hotels)
- Food (Restaurants, intermediaries, farmers)
- Excursions (Tour operators, transports, communities)
- Handicraft (producers, vendors)
ITC Inclusive Tourism Opportunity Study Guidelines

Value chain based needs assessment

- identification of local tourism products and services with market potential
- identification of local producers that produce or could produce the selected products and services

PHASE 1: Diagnosis of current situation and context

PHASE 2: Project opportunities, prioritization and feasibility

PHASE 3: Development of project idea
Assessment of Tourism Value Chain & Service providers

Tourists
- Holiday Planning
- Transportation
- Accommodation
- Food
- Entertainment
- Shopping
- Visit Experience
- Transportation

Domestic Tourist
International Tourist

Non-Tourism Sectors
- Construction
- Construction Material
- Agricultural & Aquacultural Suppliers
- HCM Food Suppliers
- All Markets
- Metro
- Wholesalers
- Marble Supply
- Stone Arts Craft Vill.

TOUR OPERATORS
- Travel Agents
- Airplane
- Taxi
- Hotel
- Restaurant
- Night Market
- Festivals
- Shops
- Night Market
- Beach
- Water Park
- Airplane
- Railway
- Cyclo
- Resort
- Food stall
- Bar
- Bar
- Souvenir Shops
- Craft Villages
- HCM Museum
- Railway
- Bus
- Car
- Guesthouse
- Fastfood
- Coffee Shop
- Disco
- Shopping Center
- Super Market
- Son Tra
- Bana Mountain
- Bus
- Ship
- Pagodas
- Han Market
- Historical Relics
- Temples
- Car
- Taxi
- Ship
- Marble Mountain
- Cham Museum
- Taxi
- Bana Mountain
- Historical Relics
- Temples
- Car
- Taxi

Support Institutions
- Tourism Promotion Center
- Immigration Agency
- Transport Dept.
- Port Authority
- Customs Office
- Business Service Providers
- Tourism Association
- Banks
- Tourism Training Centers / Schools
- Nat Res Dept.
- Cultural & Info Dept.

Department of Tourism
- Construction Department

Department of Planning & Investment
- Security & Market Control

Tourism Management Board
A simplified Tourism Value Chain (ex. Uganda)

**Accommodation**
- Hotels/Lodges/camps /etc.

**Food & Beverages**
- Restaurants,
- Markets,
- Wholesalers, retailers
- Producers, farmers

**Souvenirs**
- Souvenir shops, markets, sellers
- Craftsmen, local producers

**Transportation**
- Regional & Local
- Bus, taxi, car rental, etc.

**Excursions**
- Guides, tour operators, travel agencies, etc.
Pro-poor income mapping

**Accommodation**
- Resort
- Hotel
- G.house

**Food**
- Rest.
- Stalls
- Markets

**Tours /Excursions**
- TO
- Guide
- Transp
- Private
- Farm

**Handicraft**
- Shops
- Stalls

**Service Provider**

**Owner**
- Company
- Private invest
- Foreign/local
- local

**Worker**

**Fairly poor**
- WsP

**Direct supplier**
- Construction & equipment companies

**Indirect supplier**
- Construction workers
- Furniture Makers
- Transport companies

**Owner**
- Family/ Individual
- Family/
- Individ.

**Worker**
- Family/ Individual
- Family/ Individ.

**Direct supplier**
- Fruit & veg Vendor – wholesalers – distributors
- Markets
- Meat producer / vendor
- Fisherman
- Local transport
- Bread/noodle/rice supplier
- Food (dry) vendor
- Coffee/tea grower

**Indirect supplier**
- Individual Farmers
- Farmers groups
- Thai /Vietnam/Laos

WsP: woman a significant proportion
WiM: Women in majority
EM: Ethnic minority

Villages / tourist sites / transport companies/
Homes
Sufficient or fairly poor

Wholesalers
Producers
Local transport
WiM
EM

**Fairly poor**
- WsP

**Sufficient/ Fairly poor/ Poor**
- WsP

**Fairly poor/rural p.**
- Raw silk producer,
- Cotton producer, Raw material intermediary

WiM: Women in majority
EM: Ethnic minority
Next steps

• Validation roundtable with stakeholder and government to refine and validate project

• Submission of proposal to donors

• Implementation
Inclusive Tourism Training Modules:

- Linking Business Sectors to Tourism Markets
- Environmental Management and Climate Change
- Building Local Capacity for the Tourism Job Market
- Linking Agricultural Sector to Tourism Markets
- Linking the Handcraft Sector to Tourism Markets
- Linking Artists to Tourism Markets
## ITC project development & implementation

### LATIN AMERICA
- Brazil
- Bolivia
- Colombia (PD)
- El Salvador
- Jamaica (PD)

### AFRICA
- Benin
- Gambia (PD)
- Mozambique
- Senegal (PD)
- Uganda (PD)
- Uganda (PD)

### ASIA
- India (PD)
- Lao PDR
- Maldives (PD)
- Philippines (PD)
- Samoa (PD)
- Tonga (PD)
- Vietnam

**PD:** Opportunity Study & Project Development
ITC project examples
Inclusive Tourism
Uganda: linking craft and handcrafted food products to tourism industry

Provide capacity building for artisans and local food producers on how to adapt their products to tourism requirements (quality, trends, design…)

Develop sustainable business linkages to Hotels, Lodges, Shops and Business tourism.

Beneficiaries:
• Micro, small and medium-sized enterprises
• Producer groups and associations

Partners:
• Ministry of Tourism, Uganda Tourism Board, Uganda Export Promotion Board
• Craft Associations, Tour Organizers, Hotel Association, University
• NGOs supporting the craft sector
Mozambique: cultural tourism tours - linking artists to tourism markets

Provide capacity building to develop, promote and manage cultural tourism tours in Inhambane and Mozambique island

Stakeholders:
• Local tourism authorities
• Municipalities
• Artist associations/organizations
• Private tourism sector  
  (Tour operators, Hotels, etc.)
• Musicians, dancers, services providers
• NGOs supporting the artistic sector

Partners: UNESCO, ILO
A cidade de Inhambane tem uma longa história, serviu de porto estratégico para o comércio de ouro, marfim, leitéis e escravos durante séculos. Através da fascinante mistura de culturas Africanas, dos comerciantes Asiáticos e dos exploradores Europeus que chegaram ao início do século dezessete, Inhambane tornou-se num mosaic de influências diferentes que são ainda visíveis nos edifícios e na cultura actual.

Situa-se na fronteira norte da região setentrional do sul de Moçambique, e é limitada pela baía de Inhambane na costa ocidental da península. Em 1498, com a chegada do Vasco da Gama, encantou-se com o carácter simpático do seu povo e chamou-a “a terra de boa gente”, e o nome permanece até hoje. Andando a pé, desfrute da tranquilidade e dos tesouros inesperados e confirme a verdade.

Informação:
Ponto de Partida: Praça da Marinha
Ponto de Chegada: Mercado Central
Início e fim: 8h00 - 12h30
Percuso: Caminhada

Information:
Starting Point : Marine Square
Ending Point: Central Market
Tour starts & ends: 8am – 12:30pm
Mode of Transport: Walking

Preço do Itinerário: 1,200 Meticais
Tour Price: 1,200 Meticais

Reserva o roteiro na: / Book your tour at:
Loja Dathonga (Casa de Cultura / Culture House)
Rua da OUA
Tel.: +258 84 24 48 919/ +258 82 46 16 054

Traga: / Bring:
Protetor Solar & Óculos / Sunscreen & Sunglasses
Água & Chapéu / Water and Cap

E-mails: info@dathonga.com/dathonga@gmail.com

Web site: www.dathonga.com

Inhambane

Passeio Guiado à “Terra de Boa Gente”
Guided Walk in the “Land of Good People”
Bem Vindo a Nossa Cidade Histórica e Cultural
Welcome to Our Historic and Cultural City

Local de partida: praça da Marinha 8 hrs
Meeting point at Marine Square at 8 am

VISITA AO CONTADOR DE HISTÓRIAS
VISIT A STORYTELLER

MESQUITA VELHA
OLD MOSQUE

MUSEU
MUSEUM

PORTECO DE DEPORAÇÕES DOS ESCRAVOS
PORTICO OF THE DEPORTATION OF SLAVES

CINE TOFO
CINEMA TOFO

VISITA À CASA DA CULTURA, E ACTUAÇÃO DO GRUPO CULTURAL
VISIT THE CULTURAL HOUSE AND CULTURAL PERFORMANCE

A excursão começa nas tranquilas ruas e nos becos da Inhambane. Rica pela sua história e religiões, e o surpreende Cidade oferece-lhe a um futuro e presente. Durante a visita visitará o colorido Mercado de Inhambane e assistir à dança ao vivo na Casa de Cultura.
Brazil – Linking local communities to resorts

Objective:
Integrate poor communities along the 200 kilometers of the Coconut Coast in Brazil in the tourism value chain, to generate employment and income of the local communities.

The project:
• Agreements were signed with major resorts to increase sourcing of local products and services.
• Two tourist resorts «Costa do Sauípe» and «Reserva Imbassá» have received ITC’s technical assistance:
  • Development of the agricultural sector (Organic and recycling plant).
  • Capacity building in the hospitality sector (training).
  • Creative industries development (community centre and artisan shop).
• The Instituto Imbassá was created to develop and manage projects geared towards capacity building and skills enhancement for direct employment in resort hotels and local restaurants.
Brazil - Impact on the Poor

New jobs
• 2,000 new jobs at hotels through preferential hiring policy for community members
• 40 new jobs at waste recycling plant
• local unemployment fell from 30% to 5%

New markets
• 500 farmers, using subsidized organic fertilizer, supply fruits and vegetables to tourist markets
• Increase in production: more sales to hotels and restaurants

Higher salaries
• 3 to 10-fold increase in artisan income

More education
• 8-fold increase in primary school attendance
UN Steering Committee on Tourism for Development
The SCTD is an innovative approach to Delivering as One: Delivering as One for Tourism, as a sectoral approach.

**SCTD Priorities:**

1. **Support developing countries’ needs for implementing tourism for development in an integrated approach, building on the strengths of each UN agency**
2. **Monitor progress of development**
3. **Mobilize necessary financial resources**
4. **Mainstream tourism in the global development agenda, as an instrument for development, poverty reduction and a green growth.**
The SCTD provides specialized tourism assistance aimed to maximize tourism’s capacity to support countries in reaching their development goals, while preserving their cultural and environmental assets. The *Services Portfolio on Tourism for Development* compiles the services available to LDCs and developing countries around four pillars:

**Areas of intervention**

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<th>Building good governance and sustainability in tourism</th>
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<td>Promoting investment in the tourism economy</td>
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<td>3</td>
<td>Fostering the poverty reduction impact of tourism</td>
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<tr>
<td>4</td>
<td>Encouraging human resources development</td>
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**Implementing agencies**

- UNWTO
- ITC
- UNDP
- UNEP
- ILO
- UNESCO
- UNIDO
- UNCTAD
- WTO
Lessons learnt

• Scaling up: shift from Community-based Tourism to Inclusive Tourism
• Economic sustainability:
  • Focus on income generating backward linkages
  • Create corporate linkages on local and international level to achieve win-win situation (Cruise ship companies, Hotel chains, etc.)
  • Tap on existing tourism destinations
  • Work only with commercially viable and already existing sectors
• Coordinated assistance by involving several UN agencies (SCTD)
• Use enhanced tourism supply capacity as spring board for exports
Thank You!

Website:  www.intracen.org/tourism
          www.intracen.org/jobs

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