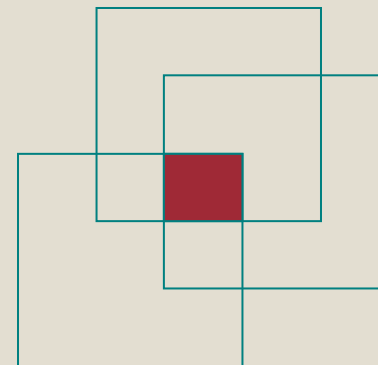


# Policy recommendations for enhancing poverty reduction in developing countries through tourism

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EXPERT GROUP MEETING ON ENHANCING  
SUSTAINABLE TOURISM  
UN SECRETARIAT  
NEW YORK  
29-30 OCTOBER 2013

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ILO, GENEVA



# Tourism impact: Development and Employment (1)

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- With regard to the supply chain in the sector, one job in the core tourism industry indirectly generates 1.5 additional jobs in the related economy.
- In 2012 the sector's global economy accounted for more than 260 million jobs, equivalent to about 8.7 per cent of the overall number of jobs (direct and indirect), or one in every 11 jobs.

## Tourism impact: Development and Employment (2)

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- In 2012 travel and tourism were estimated to have generated about 9 per cent of global GDP, 5 per cent of total economy investment and 5 per cent of world exports.
- Women account for 60 to 70% of the sector's labour force.
- Half of the sectors' workers are aged 25 or below.

## Tourism impact: Development and Employment (3)



- Tourism is increasingly a major, if not the main, source of growth, employment, income and revenue for many of the world's developing countries.
- The sector is currently ranked first or second in the export earnings of 20 of the 48 least developed countries (LDCs) and is demonstrating steady growth in at least 10 others.

# Labour and Tourism

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Tourism is one of the largest and most dynamic industries in the global economy.

Tourism is a labour-intensive interface between workers and customers and a quality driven service profession.

Tourism provides employment to workers with little or no formal training.

Tourism has a huge potential for job creation for young and female workers and can contribute inter-sectorally to poverty reduction.

# Consequences

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Difficult working conditions contribute to high staff turnover



High staff turnover has consequences on the businesses' expenses



Impacts productivity, competitiveness, service quality, and a lack of social dialogue

# Sustainable Tourism

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- Sustainable tourism is built on social justice, economic development, and environmental integrity



# Decent Work

## A four pillar approach

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- **Decent work** means that the workers have a voice and are protected by fundamental rights at work, that employment creates sustainable income opportunities and career perspectives, and finally minimum standards on social protection and social security can be ensured.

### Decent and productive work

1.  
Standards  
and rights  
at work.

2.  
Employment  
promotion  
and  
enterprise  
development

3.  
Social  
Protection

4.  
Social  
Dialogue



# Pillar 1 - Standards and rights

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- Ratify/Implement ILO Convention No. 172 on Working Conditions in Hotels and Restaurants and Recommendation No. 179, 1991  
**The Convention and its Recommendation covers:**
  - hours of work and overtime;
  - the progressive elimination of split shifts;
  - the number and length of meal breaks;
  - uninterrupted weekly rest of not less than 36 hours;
  - average daily rest of 10 consecutive hours;
  - taking steps to move towards annual paid leave of 4 weeks;
  - and recommends that governments promote training for skills development and career enhancement.

## Pillar 2 - Employment promotion and enterprise development

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- Study review of socially responsible HR and labour relations practice in international hotel chains,
- Reducing Poverty through Tourism (Working paper, fact sheet, training toolkit)
- Good Practices Guide for Guesthouses and small Hotels
- Green Jobs Module

# Pillar 3 – Social protection

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- 75 OSH Standards in Tourism and web based self assessment  
<http://shstandards.com/english/Home.asp>
- Guidelines on HIV/AIDS in tourism

# Pillar 4 – Social Dialogue

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- Guide for Social Dialogue in the Tourism industry
- Working Paper on Migrant workers
- Working Paper on Women
- Working Paper on Youth (end 2013)



International  
Labour  
Office  
Geneva

**Toolkit on**



Poverty  
Reduction  
through  
**Tourism**

# Toolkit on Poverty Reduction through Tourism

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The ILO in cooperation with UNWTO and WTTC produced a “Toolkit on Poverty Reduction through Tourism”.

→ It is aimed at assisting developing and LDCs to benefit from sustainable tourism development in a way that directly leads to local empowerment, economic development and poverty reduction.

→ It explains how tourism can contribute to local / regional economic development and regional integration, how to promote a tourist destination and how to set up a tourism business.

# Target groups



While local/rural communities and small enterprises are the primary target group, the toolkit is directed towards a wide range of actors that share an interest and are involved in reducing poverty through tourism.

Within this framework, it aims to be useful for:

- national government representatives;
- local/rural authorities representatives;
- local/rural community organizations' representatives;
- representatives of employers' organizations;
- trade union representatives;
- representatives of support institutions (e.g. NGOs); and
- representatives of the local/rural tourism industry.

## How can the toolkit be used?



- The toolkit can be used as a tool at regional, national or local level to establish a sustainable, competitive and productive tourism sector, with full and productive employment and decent work.
- It is part of the ILO's wider effort to promote decent work in the tourism industry and aims to contribute to poverty reduction through tourism and the promotion of employment in rural areas.



# Structure



**The toolkit is organized around five modular chapters.**

1. The tourism industry and poverty reduction – general overview
2. Human resources, decent work and social dialogue
3. Promotion and marketing in tourism
4. Tourism market
5. Tourism business

The chapters can be used together or independently, fully or in part, according to the training needs of participants and trainers.

Some parts can also be used for other purposes (for advocacy, awareness raising and information, and a background source).

# Table of Contents

## CHAPTER 1: The tourism industry and poverty reduction – general overview

UNITS	CONTENTS
1. The tourism industry	<ul style="list-style-type: none"><li>● Definition</li><li>● Sector characterization and growth trends</li><li>● Tourism and poor/developing countries</li><li>● Globalization and tourism</li><li>● Globalization and informal economy</li><li>● Diversification, change and today's challenges in the sector</li></ul>
2. Tourism, poverty reduction and development	<ul style="list-style-type: none"><li>● Tourism and the Millennium Development Goals</li><li>● Multiple relations between tourism and poverty</li><li>● Poverty reduction strategies and plans</li><li>● Different (not mutually exclusive) poverty-reduction approaches to tourism</li></ul>
3. Effects of tourism on local/rural development	<ul style="list-style-type: none"><li>● Effects on local/rural economic development</li><li>● Impacts on society and culture</li></ul>
4. Sustainability issues	<ul style="list-style-type: none"><li>● Sustainable development</li><li>● Sustainable tourism</li></ul>
5. Key actors, sectors and inequalities	<ul style="list-style-type: none"><li>● Women</li><li>● Sexual harassment, sex tourism and HIV/AIDS</li><li>● Migrant workers</li><li>● Children</li></ul>

## CHAPTER 2: Human resources, decent work and social dialogue

UNITS	CONTENTS
1. Tourism and employment	<ul style="list-style-type: none"><li>● General patterns</li><li>● Working conditions</li><li>● Occupational safety and health (OSH)</li></ul>
2. Tourism and decent work	<ul style="list-style-type: none"><li>● Definition</li><li>● Decent work, poverty reduction and the MDGs</li></ul>
3. Human resources	<ul style="list-style-type: none"><li>● Human resource development (HRD)</li><li>● Vocational training</li></ul>
4. Legal frameworks	<ul style="list-style-type: none"><li>● Conventions and recommendations</li><li>● Fundamental conventions</li><li>● The World Tourism Organization Code of Ethics</li></ul>
5. Social dialogue	<ul style="list-style-type: none"><li>● Definition</li><li>● Strategic importance</li><li>● Benefits of social dialogue</li></ul>

## Chapter 3: Promotion and marketing in tourism

UNITS	CONTENTS
1. Marketing tourism destinations	<ul style="list-style-type: none"><li>● Basic definitions</li><li>● Destination Marketing Organizations (DMOs)</li><li>● Branding a tourism destination</li><li>● “If a destination does not flourish how can Pro-Poor Tourism thrive?”</li></ul>
2. Tourism marketing plan	<ul style="list-style-type: none"><li>● Definitions and components</li><li>● Product<ul style="list-style-type: none"><li>■ Concept</li><li>■ Product factors</li><li>■ Categories of tourism products (examples)</li><li>■ Product lifecycle</li></ul></li><li>● Place (distribution)<ul style="list-style-type: none"><li>■ Key concepts and definitions</li><li>■ Types of distribution channels</li><li>■ Distribution strategies</li></ul></li><li>● Price<ul style="list-style-type: none"><li>■ Definition and components</li><li>■ Setting prices</li><li>■ Price management</li></ul></li><li>● Promotion<ul style="list-style-type: none"><li>■ Definition and key elements</li><li>■ Main distribution and promotion channels</li><li>■ Communication and advertising</li></ul></li><li>● People</li></ul>

## Chapter 4: Tourism market

### UNITS

### CONTENTS

- | UNITS                         | CONTENTS   |
|-------------------------------|--|
| 1. The market                 | <ul style="list-style-type: none"><li>● Key concepts and definitions</li><li>● Stakeholders in the tourism market</li><li>● Competitive advantage and competitiveness</li><li>● Cooperation as a means to increase competitive advantage</li></ul> |
| 2. Market research            | <ul style="list-style-type: none"><li>● Key concepts and definitions</li><li>● How to perform market research</li></ul>  |
| 3. Identifying a market niche | <ul style="list-style-type: none"><li>● General guidelines</li><li>● Research plan and resources</li><li>● Profile of potential consumers</li><li>● Tourism in the community/region</li><li>● My competitors</li></ul>                             |

## Chapter 5: Tourism business

### UNITS

### CONTENTS

- | UNITS  | CONTENTS  |
|--|---|
| 1. The potential of local, rural and community businesses            | <ul style="list-style-type: none"><li>● Tourism sector and tourism experience</li><li>● Tourism value chain</li><li>● Linkages with other sectors and wider impacts</li></ul>   |
| 2. The diverse world of businesses                                   | <ul style="list-style-type: none"><li>● Concept and principles</li><li>● Types of tourism businesses</li></ul>  |
| 3. Ensuring your tourism business is sustainable                     | <ul style="list-style-type: none"><li>● Building a bridge between tourism business and sustainability</li><li>● Sustainable enterprise development</li></ul>  |
| 4. Identification, classification and ranking of tourist attractions | <ul style="list-style-type: none"><li>● The concepts of heritage and resources</li><li>● Diagnosis of local/rural tourism</li><li>● Inventory of touristic attractions<ul style="list-style-type: none"><li>■ Definition and preparation of an inventory of attractions</li><li>■ What does ranking of attractions mean? – and how to do it</li></ul></li></ul> |
| 5. Business plan – concept, usefulness and application               | <ul style="list-style-type: none"><li>● Key concepts and definitions</li><li>● What is the use of a business plan?</li><li>● Components of a business plan</li></ul>  |

# For more information

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<http://www.ilo.org/tourism>

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Thank you !!

