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

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

Difficult working conditions contribute to high staff turnover

High staff turnover is has consequences on the businesses’ expenses

Impacts productivity, competitiveness, service quality, and a lack of social dialogue
Sustainable tourism is built on social justice, economic development, and environmental integrity.
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 Work
A four pillar approach

1. Standards and rights at work.
2. Employment promotion and enterprise development
3. Social Protection
4. Social Dialogue
Pillar 1 - Standards and rights

- 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

- 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

- 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

- Guide for Social Dialogue in the Tourism industry
- Working Paper on Migrant workers
- Working Paper on Women
- Working Paper on Youth (end 2013)
Toolkit on Poverty Reduction through Tourism
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).
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For more information

http://www.ilo.org/tourism

weinz@ilo.org

Thank you !!