INCLUSIVE TOURISM

LINKING BUSINESS SECTORS
TO TOURISM MARKETS

International
Trade
Centre

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Abstract for trade information services

Training module providing people involved in the tourism sector with the necessary skills to expand opportunities for enhaning local community involvement in this sector – provides an introduction to the tourism sector, and how it can contribute to poverty reduction; discusses potential involvement of local people and ways to expand the tourism supply chains with respect to socially and environmentally sustainable practices; deals with the linkages that can be created between local people and the tourism sector, and the potential costs and benefits.

Descriptors: **Tourism and Travel Services, Sustainable Development, Supply Chain, Training, Manuals**.

English

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About the International Trade Centre
and its Inclusive Tourism Programme

The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations. ITC's mission is to enable small business export success in developing and transition-economy countries, by providing, with partners, sustainable and inclusive development solutions to the private sector, trade support institutions and policymakers.

The Inclusive Tourism Programme was established to foster the tourism industry's potential to contribute to development and poverty reduction. It aims to reduce the negative impact of tourism and instead enhance linkages between local vulnerable men and women living in and adjacent to tourism destinations and the tourism sector. The programme promotes interventions that create inclusive tourism business models, promoting stakeholder partnerships and the inclusion of local producers and service providers into tourism supply chains. It enables local producers and service providers to supply the required goods and services and provides buyers with the skills to develop sustainable partnerships with local producers. The programme assesses potential local supply capacity and facilitates access to markets, thus reducing the amount of products and services imported from external suppliers.

The Programme emerged from the Export-led Poverty Reduction Programme (EPRP) that was initiated in 2002 and has been implemented in 27 countries in three main sectors: agriculture, crafts, and tourism. EPRP assisted vulnerable producer communities in developing countries in gaining access to international and tourist markets so as to increase pro-poor income, create jobs and contribute to improving livelihoods.

The potential value chains are numerous and relate to all the products and services that an international tourist may require while enjoying holidays. By matching labour-intensive products and services in demand with the capacities of poor communities, the Programme creates new job and income opportunities, develops a basis for the accumulation of capital and technology and provides the foundations for fostering other dimensions of economic and social development in the beneficiary communities.

Adopting a local approach to economic development, it works directly with the poor to integrate them into the tourism value chains. In this context it has a focus on 'mainstreaming', that is, to link poor communities to major tourism destinations in contrast to community-based tourism (CBT) that tend to deal with isolated rural communities which have little or no prior tourism development. Economies of scale indicate that such 'mainstreaming' has a greater capacity to reduce poverty than the pro poor tourism approach of much rural CBT development.

The **Inclusive Tourism Opportunity Study Guidelines** are used to guide counterparts and consultants to reveal suitable inclusive tourism project opportunities, using a value chain approach to identify linkages with tourism stakeholders and to integrate key sectors such as agriculture, crafts, artistic performance and services into the tourism value chain.

The **Inclusive Tourism Training Modules** are used in a train-the-trainer scheme at the implementation stage of projects to capacitate project stakeholders in the areas of agriculture, hospitality services and creative industries product development and linkages to the tourism industry as well as managing environmental impact.

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

The **Opportunity Study**, which will be undertaken in potential project areas, will determine where the training modules should be implemented, which of the modules (if not all) should be implemented, and to whom the training should be offered.

The Opportunity Study Guidelines and the training modules help facilitators in different project phases:

Project design

● **Opportunity study guidelines**

Facilitated by:

– National and international ITC consultants
– Government and/or project partner

Project implementation

● **Training modules**

Facilitated by:

– ITC project coordinator
– Project partner(s)
– National and international ITC consultants
– Resource persons

Project expansion/replication

Facilitated by:

– Government
– Project partner(s)
– Trade promotion organizations

The target audience includes micro, small and medium-sized enterprises (MSME's), producer groups, association representatives, governmental bodies, community institutions and non-governmental organizations (NGOs) and the tourism industry (tour operators, Hotels, Restaurants) who will find useful information for developing their businesses.

> For further information about the Inclusive Tourism Programme, please visit:
> http://www.intracen.org/exporters/tourism/

Inclusive Tourism Programme Modules

Module on Artistic and Cultural Performance:

LINKING ARTISTS TO TOURISM MARKETS

Module on Tourist Hospitality Management:

BUILDING LOCAL CAPACITY FOR THE TOURISM JOB MARKET

Core Training Module:
LINKING BUSINESS SECTORS TO TOURISM MARKETS

Module on Agriculture:

LINKING AGRICULTURAL SECTOR TO TOURISM MARKETS

Module on Handicraft Products:

LINKING THE HANDICRAFT SECTOR TO TOURISM MARKETS

Module on Environmental Management:

ENVIRONMENTAL MANAGEMENT AND CLIMATE CHANGE

The **Core Training Module** provides an introduction to the tourism sector, and how it can contribute to poverty reduction. It provides an overview of the 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 **Module on Environmental Management** 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 **Module on Tourist Hospitality Management** 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 **Module on Artistic and Cultural Performance** shows ways to develop local artistic and cultural talents as well as trade services in developing countries through the tourism value chain.

Acknowledgements

Contents

Symbols

Briefly stating the goals and **objective** of the following segment. Pointing out the knowledge that should be obtained at the end of the session.

Indicating the **heading;** how will the subject be covered and the links between this subject and others.

Providing **key definitions** and **reference** of issues.

Providing the **"recipe"** of concepts or instruments. Listing the different steps to be taken in the implementation of the concept.

Giving **examples** to illustrate statements and showing experiences, or introducing **exercises** for the practical application of subject.

Formulating a **summary** of the principal statements having been covered in a session in an effort to stress the most important facts in a checklist format.

Acronyms

The following abbreviations are used:

CBTE	Community-Based Tourism Enterprise
CITES	Convention on International Trade of Endangered Species
DMO	Destination Management Organization
ECPAT	End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes
EIA	Environmental Impact Assessment
EMS	Environmental Management System
EPRP	Export-Led Poverty Reduction Programme
ISO	International Organization for Standardization
ITC	International Trade Centre
IUCN	International Union for Conservation of Nature
NGO	Non-governmental organization
MDG	Millennium Development Goal
TPR	Tourism-Led Poverty Reduction
UNESCO	United Nations Educational, Scientific and Cultural Organization
VFR	Visiting Friends and Relatives
WTO	World Tourism Organization

Module outline

The following section:

- Provides an introduction to tourism and how it can be used to support local development
- Is aimed at people working on the ground with tourism in destinations, in government, communities, companies, and a range of support institutions
- Is designed to be delivered in a 4 day training course, for which PowerPoint presentations are also available
- Aims to enable stakeholders to better understand
  - How the sophisticated tourism sector works;
  - What kind of interventions can work to boost local benefits from tourism;
  - Why some interventions fail.

1. About the tourism training module

This core manual on *Enhancing Local Community Involvement in the Tourism Sector* 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 aims to impart an understanding of the tourism sector in general, and the potential linkages that can be created between local people and the tourism sector, and potential costs and benefits.

This module can be used in destinations where the ITC works, in conjunction with 5 other relevant training modules in the series (see figure 1).

2. Target audience

The aim of the module is to provide everyone involved in the local tourism sector with the necessary skills to expand opportunities for inclusion of poor and marginalized members of society in tourist destinations. The target audience therefore comprises everyone involved or potentially involved in the sector in a given destination. Module participants may include:

- Representatives of local community institutions (e.g. Trusts and Associations) and local traditional authorities;
- Representatives of support institutions (e.g. NGOs);
- Local and national government officials involved in tourism and poverty reduction strategies and related tourism sector such as agriculture;
- Representatives of the local tourism industry and entrepreneurs and representatives of small-scale enterprises (e.g. hotels, tour operators, shops, taxi services, vendors, crafters, guesthouses, etc.);
- Other institutions with which the ITC has agreements.

The target audience will vary depending upon the tourist destination. Studies conducted by the ITC in tourist destinations (as in the Opportunity Study Guidelines) will provide information on specific audiences as well as the best manner in which to provide the training materials.

3. Role of the trainer

The trainer is the person who uses these materials and adapts them for their audience. They play a key role, in helping course participants to acquire knowledge through active engagement with material from this module and from the local context. Moreover, they must be clear and understandable. The trainer must be responsible and capable of establishing good communication and a nurturing atmosphere within their training sessions. Above all the trainer should gain a high level of attention from the audience so that their explanations are understood (Baltadzhiev and Sofield, 2004).

The trainer should apply the core training manual according to the background knowledge of course participants. Trainers are encouraged to include personal professional experiences, and to supplement the material with local examples to make the course more relevant and understandable in different countries. This includes adapting the PowerPoint presentations provided as visual aids.

The exercises provided in the module will provide trainers with useful feedback on whether participants understand material in the course, and may also be modified as necessary. Asking and answering questions from students with an interactive approach will also encourage learning.

This module and training materials may be offered in the following ways:
Presented by an ITC Trainer;

- Presented by a member of the tourism sector within a destination;

- Presented by an independent trainer; or

- The target audience may work through the module independently (as these materials will be available online).

4. Course materials

The module materials include:

- The module text (this document).

- A PowerPoint presentation based on the module text, which can be used by trainers to illustrate the learning points.

Trainers should adapt the information to suit their specific tourist destination and participants.

5. Indicative teaching schedule

The tourism module should take between 4 to 6 days to teach. Depending on the availability of the course participants, the module may be broken into sections, and taught over a longer period of time. This core module may also be taught in a summarized form, over 2 days and then complemented by one of the other ITC modules (see figure 1). Depending on how easily students understand the materials, more exercises or examples can be introduced.

Module contents	Estimated time (4 day duration)	Estimated time (2-day duration)	Module page / section number
Module outline: About the training module; target audience, role of the trainer, course materials, outcomes	1 hour	-	8
Section 1: Introduction What is tourism? What is poverty? Tourism and poverty reduction; Why should tourism and poverty reduction matter to you?	Day 1 2 hours	Day 1 2 hours	12
Section 2: Overview of the tourism industry Overview of the tourism industry; Reducing poverty through tourism interventions	Day 1 1 hour	Day 1 1 hour	18
Section 3: Linking tourism with poverty reduction and local economic development Two main routes by which tourism affects the poor; Economic participation of the poor in tourism: where, who and how; Dynamic impacts of tourism on the poor. Factors that shape participation of the poor in different parts of the sector.	Day 2 6 hours	Day 1 3 hours	52
Section 4: Implications of tourism for the environment Tourism and environmental resources; the impact of tourism on environmental resources; Positive impacts of tourism; tourism and environment in conflict; Tourism and infrastructure and services; Tourism and waste production; Reducing environmental impacts; Addressing damage to the natural environment; Ways to boost positive environmental impacts and mitigate negative ones through project interventions	Day 2 3 hours	Day 2 2 hours	26
Section 5: Implications of tourism for culture and society Overview of cultural and social effects of tourism; Positive outcomes of tourism for culture and society; Negative outcomes of tourism for culture and society; Ways to maximize positive impacts and mitigate negatives ones	Day 2 3 hours	Day 2 2 hours	39
Section 6: Interventions to boost impacts of tourism on poverty, while conserving the environment and conserving culture and society Types of interventions and their challenges, principles and pitfalls; Factors that influence how much the poor can participate; what different stakeholders can do; Case studies; Synergistic impacts of initiatives; Challenges	Day 4 6 hours	Day 2 2 hours	62

6.   Outcomes of the module

 By the end of the course, participants should be able to understand:
The tourism industry and development

● The structure of the tourism industry, the role of marketing channels in bringing tourists to destinations, and the different types of tourist and tourist products that exist.

● The different ways in which tourism affects poor communities and local development, both through financial flows, and through longer term impacts on the economy, environment, or culture.

- How the money spent by tourists reaches different service providers in accommodation, food, shopping and excursion nodes, and how shares off spending reach the poor.

- Where, who and how the poor participate in tourism: directly and indirectly, and what influences how much the poor can participate.

- The range of positive and negative impacts that tourism can have on local culture and the environment.

Intervention issues on tourism and poverty reduction

- Reasons why different stakeholders are interested in tourism as a development tool.

- Problems of past interventions in tourism that did not deliver significant impact, or were not commercially sustainable, or were too isolated from the market, or ignored environmental and social issues.

- The range of interventions that boost the economic impact of tourism, reduce environmental and social costs, or increase environmental and social benefits.

- Critical issues to address in designing interventions, such as scale and sustainability of impact, integration of environmental and economic issues, working with the market and with other partners in destination management.

They will also have had the experience of working small groups and individually to:

- Describe key elements of the tourism industry in a particular destination.

- Describe the economic steps in a tourism value chain, and how the poor can participate in tourism.

- Explore how a tourism enterprise can be designed to conserve natural resources, and reduce negative impacts on the environment.

- Evaluate the social and cultural benefits that tourism can have in a community, and establish how tourism can be planned to maximize positive impacts.

- Consider what social and cultural threats tourism can cause, and how to minimize them.

Section 1   Introduction

The aim of this section is to explain:

- What tourism is, and what tourists do
- Who the poor are, and different ways they can benefit from tourism
- Why different stakeholders are interested in using tourism as a tool for poverty reduction

1.   What is tourism?

Exercise 1.   What is a tourist?

Discuss within the class have a discussion about what defines a tourist.

(1)   List the different characteristics that make up a tourist.
(2)   Describe different types of tourist.

At the end of this unit, come back to your lists and change them where necessary.

Many of us think of tourism as holiday-makers staying in a hotel or enjoying local facilities. In fact it is much more than that. Tourism involves the movement of people for business, recreational, health, religious or for cultural purposes (WTO, 2001) – so goes well beyond just holiday-makers, as highlighted in the definitions provided below in box 1. Accommodation in a holiday destination is just one part of the complex sector that makes up tourism. The tourism industry stretc.hes from travel agents with reservation systems serving clients in their home towns, to international airlines, to a range of services within a destination. Essential elements of tourism include accommodation, transport, food and drink, entertainment and leisure. Beyond these, tourism affects many sectors including communications, infrastructure, education, security, health, immigration, customs, agriculture and culture.

Tourism is defined as an export, because the product is sold to foreigners who pay in (or convert) foreign exchange. It is an unusual export because in this industry the customer comes to the product instead of the product being shipped to the customer. It is also defined as a 'service' rather than a 'good' because the product is a package of services that are consumed on the spot, rather than a product that can be wrapped, packaged and stored.

Tourism is a growing industry, and it increased from 25 million international tourists in 1950 to 903 million in 2007. It is predicted that the sector will further grow to 1 billion international tourists by 2010 and 1.6 billion by 2020 (WTO, 2008).

This movement of people generates a great deal of revenue. In 2007, international tourism generated more than for US$ 1 trillion. In fact, tourism is the fourth largest export sector in the world and a primary source of income for many developing countries (WTO, 2008).

Box 1.   Definitions of tourism and tourists

Tourism is defined as the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

- A domestic tourist is a resident of a country visiting their own country (e.g. someone from Durban in South Africa visiting Cape Town for a night).
- An international tourist is a visitor who stays in the country visited for at least one night (e.g. someone from Germany visiting Cambodia).
- A same-day visitor is someone who does not spend the night in a place visited (e.g. taking an afternoon trip to a lake to go fishing).
- A resident of a country is someone who has (i) lived for most of the last year there, or (ii) has lived there for a shorter period and intends to return within 12 months to live in that country.

So the key point is that a tourist in statistical definitions is not the same as what many local people perceive as a tourist – someone on holiday! Business tourists and people popping over the border to do shopping or trading also count. So be careful when using local statistics. And most statistics do not include domestic tourists because they are hard to measure – though they may be important to local efforts to harness tourism.

Sources: WTO and UNSTAT, 1994; UNSC, 1993.

2.   What is poverty?

Globally, 1.2 billion people live in extreme poverty. More than 800 million people (15% of the world's population) suffer from malnutrition, and the life expectancy at birth in the world's least developed countries is less than 50 years (27 years less than in developed countries) (UNDP, 2003). Poverty is defined in many ways, but is generally considered to be "*a human condition characterized by the sustained or chronic deprivation of the resources, capabilities, choices, security and power necessary for the enjoyment of an adequate standard of living and other civil, cultural, economic, political and social rights*" (United Nations, 2001). Given that many of these factors are difficult to evaluate consistently, development agencies often employ simpler financial measures, such as the threshold of US$ 1 per person per day (UNHCHR, 2002).

Box 2.   Who are 'the poor'?

In most countries the national poverty line is much lower than the international poverty line of US$ 1 per person per day (at 1995 purchasing power parity). So this makes it difficult to answer the question 'how many 'poor' people participate in tourism?'

Take the example of Rwanda – which workers in tourism count as poor?

1. The Rwandan Government's own upper poverty line is consumption of RwF 250 per adult per day, equivalent to just under US$ 0.50 per person, or a family income of around US$ 68 per month for a family of five. So tourism can benefit these 'poor' through, for example, an unskilled job in a mid market hotel in a rural area paying around US$ 65 per month in salary.
2. If instead we take the international poverty line of US$ 1 per day, this translates into a monthly income for a household of five of US$ 150. With this boundary, even waiters in a 4 or 5 star Kigali hotel (who earn more than teachers) are 'poor'.

If you take the international US$ 1 per day definition, many people working in tourism are 'poor' so tourism seems to be a very 'pro-poor industry'. The tighter the definition, the less pro-poor tourism seems to be.

Source: Ashley, 2008.

3. Tourism and poverty reduction

In the past, different people have viewed tourism as having quite different roles in development. The problem is that each view has been partial and incomplete. Government planners and economists in developing countries focused on tourism as a means to bring in foreign exchange, but not as a sector directly relevant to the poor. Meanwhile communities and non-governmental organizations focused on direct participation of poor people in small enterprises, such as campsites and craft centres. They used to pay little attention to the other ways that tourism can reduce poverty.

Today we know that there are many different ways that tourism can engage poor people, boost local economic development, or affect their physical and social environment. It is important to be aware of them all, to see which links can be strengthened in different circumstances. Both immediate and long-term changes, both financial and non-financial, need to be considered. There are three main types of impact to take into account:

- Poor participants **earn income** by participating in tourism and related sectors. Thanks to tourism, cash flows into the pockets of poor households (see **Table 2**).

- Tourism has many longer-term dynamic impacts to **develop local economies and poor people's livelihoods**. This may affect their income, opportunities, or security.

- Tourism **affects the natural environment** in which people live, **and their social and cultural environment**. Whether or not these directly affect their livelihood, they affect their well-being.

Table 2. Opportunities for local people to be involved in tourism

Direct participation in tourism	Indirect participation in tourism through related sectors
- Accommodation - Restaurants - Tour guiding (birding, walking tours, game viewing, hunting etc.) - Employment (managers, receptionists and waiters) - Cultural activities (tours, performances, events) - Transport (taxi services)	- Food and beverage supply - Handicrafts - Laundry - Gardening - Security - Conservation - Pampering services with a local flair (massages, hairdressing) - Game meat sales and distribution - Construction and maintenance

4. Why should tourism and poverty reduction matter to you?

If you work in development, whether as a tourism practitioner or someone working directly on reducing poverty, then the linkage between the tourism industry and poverty reduction is important. Tourism is an export sector with a number of advantages that enable it to contribute to economic development and poverty reduction in developing countries, which are important to different stakeholders, for a number of reasons:[1]

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[1] Ashley, Roe and Goodwin, 2001; Ashley, Boyd, Goodwin, 2001; WTO, 2002; WTO, 2004; Robinson and Picard, 2006.

⊚ **Government** representatives in developing countries should be interested in because:

Tourism is a **large and growing** service sector, which generates foreign exchange.

– **Less infrastructure** is required for tourism compared to some other industries. The Infrastructure needed for tourism (e.g. roads, sewerage, electricity) can benefit local people too.

– Tourism can be used to **develop destinations** with a diverse range of businesses to support it (e.g. transport, communications, guiding, accommodation, retail, catering). So it can become a vehicle for a local economic development approach, and for upgrading the destination.

⊚ Development agencies and donors may be interested because:

– There is a wide **range of opportunities for involvement and income generation** in the tourism sector – as employees, as small-business owners providing goods (such as agricultural produce or crafts) and services, such as transport or guiding.

– Tourism is generally **labour intensive** compared to other non-agricultural sectors and can support a number of part-time and full-time employees, skilled and unskilled, and a substantial female workforce.

Tourism can be less environmentally damaging than other industrial sectors.

⊚ **Non governmental organizations** are often interested because:

– Tourism can provide useful markets for local small and micro enterprises to develop.

– Tourism is **highly dependent upon natural capital** (e.g. wildlife, scenery) and culture. These are assets that some of the poor have.

– Tourism can **promote gender equity** through the employment of a high proportion of women.

– Tourism in protected areas can generate revenue to **help conserve biodiversity** make protected areas economically viable and/or generate benefits that provide incentives for local people to **support and value protected areas**.

⊚ The **private sector** is interested in tourism and reducing poverty because:

– Unlike other export products, **the customer (the tourist) travels to the product (the destination)**, providing opportunity for local people in small-enterprises and employment.

– Reducing poverty in tourism destinations may help **reduce crime** (and so make the destination more attractive to tourists), and also improve the living situation for local employees (making happier staff who are retained).

– Responsible tourism holidays (i.e. those where the holiday benefits the environment, society and local people) are **increasingly attractive to tourists**, who are interested in more than sun, sea and sand. It can also encourage **repeat visits.**

⊚ Small businesses and entrepreneurs may find it attractive because:

– Tourism is a **diverse industry,** which increases the scope for wide participation, including the participation of the informal sector.

– **Costs** to establish a small-scale tourism business are lower than in some other industries.

⊚ **Community representatives** get interested in tourism because:

– It can provide a motor for development of the local area as a destination.

– It can provide opportunities for local small businesses to develop new products and markets.

– Tourism **can provide collective income** for communities resulting from initiatives on their communal land (For example, concession fees from a private sector operator for a lodge or hunting concession).

– Tourism can grow **pride** within a local community of their natural and cultural assets, and well-managed tourism can contribute to conservation of these assets.

However, it is important to recognize that the benefits and costs of tourism vary enormously from place to place. It is a mistake to assume it will always be beneficial.

It is important to understand your objectives and whether tourism can meet them, so you can make a correct decision on whether to invest effort – or not – in developing tourism. Deciding when not to invest wasted effort is just as important as deciding how to invest it.

The Inclusive Tourism, through initiatives such as this training manual series, aims to remove the barriers that may restrict people from accessing the tourism sector, such as lack of knowledge of the sector, and skills to unlock the opportunities presented by the sector.

Messages to take away
- The definition of a tourist is not the same as a person on holiday. The technical definition includes many other people away from home for a night or more, and excludes day visitors. So watch out when using 'tourism statistics'.
- Whether tourism benefits 'the poor' depends a lot on how you define the 'poor'.
- Many actors are interested in harnessing tourism for local development because it is large, or growing, or offers new opportunities for local people and employment, or to help diversify the product offer.
- There are three types of impact that tourism can have on the poor:
    1. earning income
    2. development of local economies and people's livelihoods
    3. impacts on the natural and cultural environment in which they live

Section 2 Overview of the tourism industry

The aim of this section is to explain:

- Different reasons why tourists travel, including holiday, business and visiting friends and relatives
- Elements of the tourism system: destinations, tourist generating regions, and transit routes
- The role of different stakeholders in tourism planning and destination management
- How a tourism destination changes over time, with more travellers and more development
- The different ways in which tourists buy their trips, through distribution channels
- Supply and demand for trips, including those that promote poverty reduction
- How money is distributed through the tourism value chain

1. Why do people travel?

Tourists may travel for a variety of reasons, including (Cooper et. al, 2008):

- Leisure and recreation – including visiting friends and relatives (VFR), holidays, sports and cultural tourism;

- Business and professional – including meetings, conferences, exhibitions, missions, incentives and business tourism; and

- Other tourism purposes – including study and health tourism.

More information about these types of tourism is given, below in table 3.

Table 3.   Types of tourist

Type of tourists	Description
Visiting Friends and Relatives (VFR)	Travelling to see friends and / or relatives, and may include visits to attend weddings, family reunions, or school reunions[2]. These tourists may often stay with their friends or family, however the money spent within the sector by their friends or family hosting them should not be discounted, as they may accompany the tourists to the various tourism attractions, thus increasing the money spent in the destination.[3]
Holiday tourist	Travelling for leisure and recreation, and may participate in activities like shopping, entertainment, sport (as a non-professional activity), cultural and nature trips and attending theatres.[4]
Business tourist	Travelling for work-related reasons, such as meetings, events, buying stock for sale, to participate in sport in a professional capacity, or training.[5] See also MICE, below.
Meetings, Incentives, Conferences and Exhibitions (MICE)	MICE travel is mostly work-related, where delegates travel to a destination to attend meetings, conferences or exhibitions. Incentives are 'rewards' given for good work however the actual travel element is usually leisure or entertainment orientated.[6]
Study tourism	Travelling for educational purposes to improve knowledge of the destination, culture and / language, or to obtain skills at a course offered in the destination. This can include formal or informal types of study, and can also include attending short courses as part of one's work.[7]
Health tourism	Travel to use health facilities or undergo health treatments away from home.[8] This can vary from visiting a health spa to undergoing surgery, and may be undertaken because it is cheaper, the health facilities in the destination are superior to those at home, or because the tourist wants to retain anonymity.[9]

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[2]   UNSD and UNWTO (2008). International Recommendations for Tourism Statistics, 2008 (IRTS 2008). ST/ESA/STAT/SER.M/83/Rev.1. UN Department of Economic and Social Affairs Statistics Division and UNWTO. Madrid, New York, 2008.

3 Backer, E. (2008). VFR Travel – the forgotten tourism marketing opportunity. Research findings on VFR (Visiting Friends and Relatives) Travel. School of Business, University of Ballarat, Ballarat, Victoria, 3353 August 2008. Available on:

http://ballarat.academia.edu/documents/0009/9218/Research_findings_on_VFR_tourism_August_2008.pdf.

4 UNSD and UNWTO (2008). International Recommendations for Tourism Statistics, 2008 (IRTS 2008). ST/ESA/STAT/SER.M/83/Rev.1. UN Department of Economic and Social Affairs Statistics Division and UNWTO. Madrid, New York, 2008.

5 Tourism New South Wales (undated). Business Tourism. Facts and Figures. 'Facts and figures' available on: http://corporate.tourism.nsw.gov.au/Sites/SiteID6/objLib40/BusinessTourismUpdate_YEDec07.pdf.

6International Congress & Convention Association. Available on: http://www.iccaworld.com/aeps/aeitem.cfm?aeid=29.

7 UNSD and UNWTO (2008). International Recommendations for Tourism Statistics, 2008 (IRTS 2008). ST/ESA/STAT/SER.M/83/Rev.1. UN Department of Economic and Social Affairs Statistics Division and UNWTO. Madrid, New York, 2008.

8 Hajioff, S. (2007). Health Tourism. University of Mauritius, November 2007. Available on: www1.imperial.ac.uk/resources/4042628D-B846-4531-BB7D-0F8293266C76/.

9 UNSD and UNWTO (2008). International Recommendations for Tourism Statistics, 2008 (IRTS 2008). ST/ESA/STAT/SER.M/83/Rev.1. UN Department of Economic and Social Affairs Statistics Division and UNWTO. Madrid, New York, 2008.

2. Three elements of the tourism system: destinations, generating regions and transit routes

The three major elements of the tourism system shown in figure 1 are:

1. The **Tourist Destination Region** (where the tourists go to). The destination is the reason for tourism, it offers something different from what the tourist can experience at home. Destination types include coastal (sun and sea), urban (museums) and rural (wildlife or nature) destinations.

2. The **Traveller Generating Regions** (where the tourists come from, their homes).

3. The **Transit Routes** (the route of travel between the destination and his / her home and the different means of transport used to do this).

There is a constant flow between the destination and the market – of tourists coming to the destination, of investment and expenditure in the destination, and of experiences and souvenirs out of the destination and back to the tourist generating region (WTO, 2006).

Figure 1.   A basic tourism system
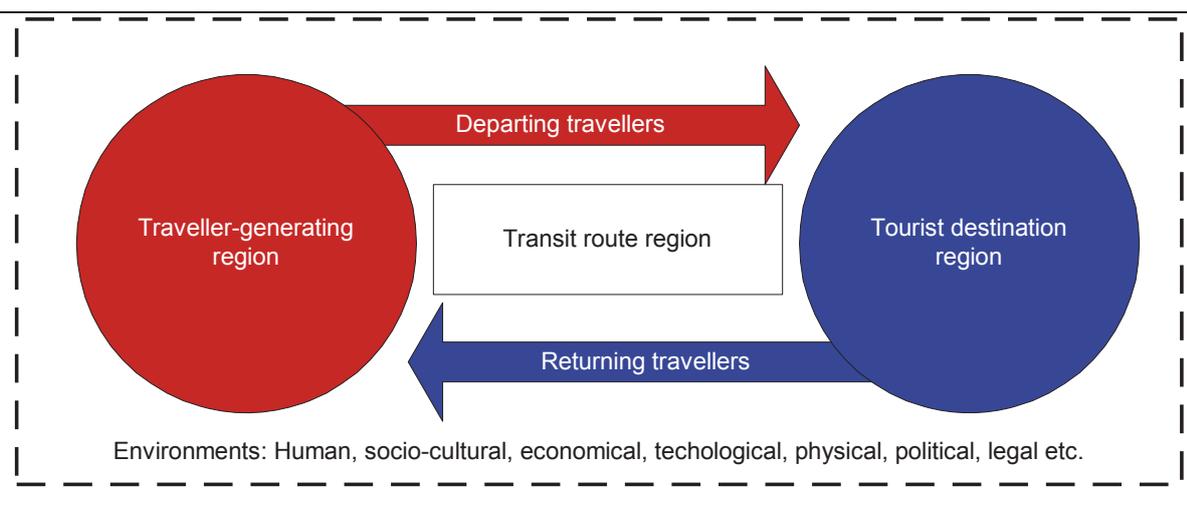
Source: Leiper, 1990.

3. Destination planning and management

The tourism sector includes all the business and organizations that are involved in providing the tourism 'experience'. The tourism experience comprises the five 'A's (Baltadzhief and Sofield, 2004):

1. **Attractions** (e.g. natural or cultural),
2. **Activities** (e.g. hiking or shopping),
3. **Accommodation** (e.g. hotels, guesthouses or camping sites),
4. **Amenities** (e.g. shops or restaurants),
5. **Access** (e.g. distance, suitable means of getting there such as flights, roads).

To ensure that a tourism destination develops in a sustainable way, there must be good **destination planning** and **management** from environmental, social and cultural perspectives.

- **Destination planning** needs to involve relevant stakeholders in a participatory way, to make sure that plans developed are relevant to both residents and tourists. Stakeholders that should be involved in planning include government, local communities, the private sector, non-governmental organizations (NGOs), research and education facilities, and development agencies (see Figure 2):

  - National level tourism planning requires appropriate policy, marketing strategies, tax structure, incentives, infrastructure development, transport systems, education programs, legislation (i.e. health and safety, employment, investment, repatriation of profits) (Cooper et. al, 2008);

  - Local level planning needs to be aligned with the national plan, and to include zoned areas in the destination for different land uses, visitor and tourist information centres, access to finance, business support, infrastructure, communication, transport and tourist facilities and services (Cooper et. al, 2008).

- **Destination management** includes marketing, quality of service and experiences, visitor management, providing information and interpretation, infrastructure development, capacity development, funding, preserving and maintaining natural and cultural resources. Destination Management Organizations (DMOs) can be established to manage the different aspects of tourism within a destination and to guide collaboration between the different stakeholders (Cooper et. al, 2008).

Figure 2. How different stakeholders are involved in tourism planning

Stakeholders	Roles and tasks
Government (national/regional)	Setting goals and standards, regulatory framework, spatial planning, stakeholder facilitation, supportive measures (e.g. education), central infrastructure, supply & disposal facilities
Local communities (local governments, SHOs)	Local planning and decision-making, operation of local enterprises
Parastatal organizations	Implementation of regulations, area/project management, facility operation (e.g. protected areas, national monuments)
Mixed organizations (public-private partnerships)	Supportive measures to the private sector, e.g. destination marketing, market research, investments into tourism infrastructure, capacity building
Private sector associations	Participation in planning and policy development; supportive measures to individual companies
Private sector (individual companies)	Investments into tourism businesses (hotels, tour operators, transportation), business operation
NGOs (conservation, social, cultural)	Participation in planning and policy development; area/project management, facility operation
Universities, research institutions, consultants	Education, training, research, studies, consulting
Development cooperation agencies	Technical and financial assistance

Source: Strasdus, 2002.

Tourism is a sophisticated dynamic industry, in which commercial businesses have to constantly adapt to meet changing consumer needs and keep their share of the market against sharp competition. By necessity, destinations change over time. How they change is a key question. One theory is that a tourism destination evolves similarly to a product: moving through various stages of development, ending in decline (see figure 3). The destination life-cycle is relevant to the ITC aim of developing *sustainable* destinations and tourism products. To achieve sustainable destinations initiatives must aim to avoid the potential *stagnation* and *decline* phases of the life-cycle by emphasising the *stabilization* of tourism; economically, environmentally, socially and culturally (Spenceley, 2003).

Figure 3.   Tourism resort life-cycle

Source: Butler, 1980.
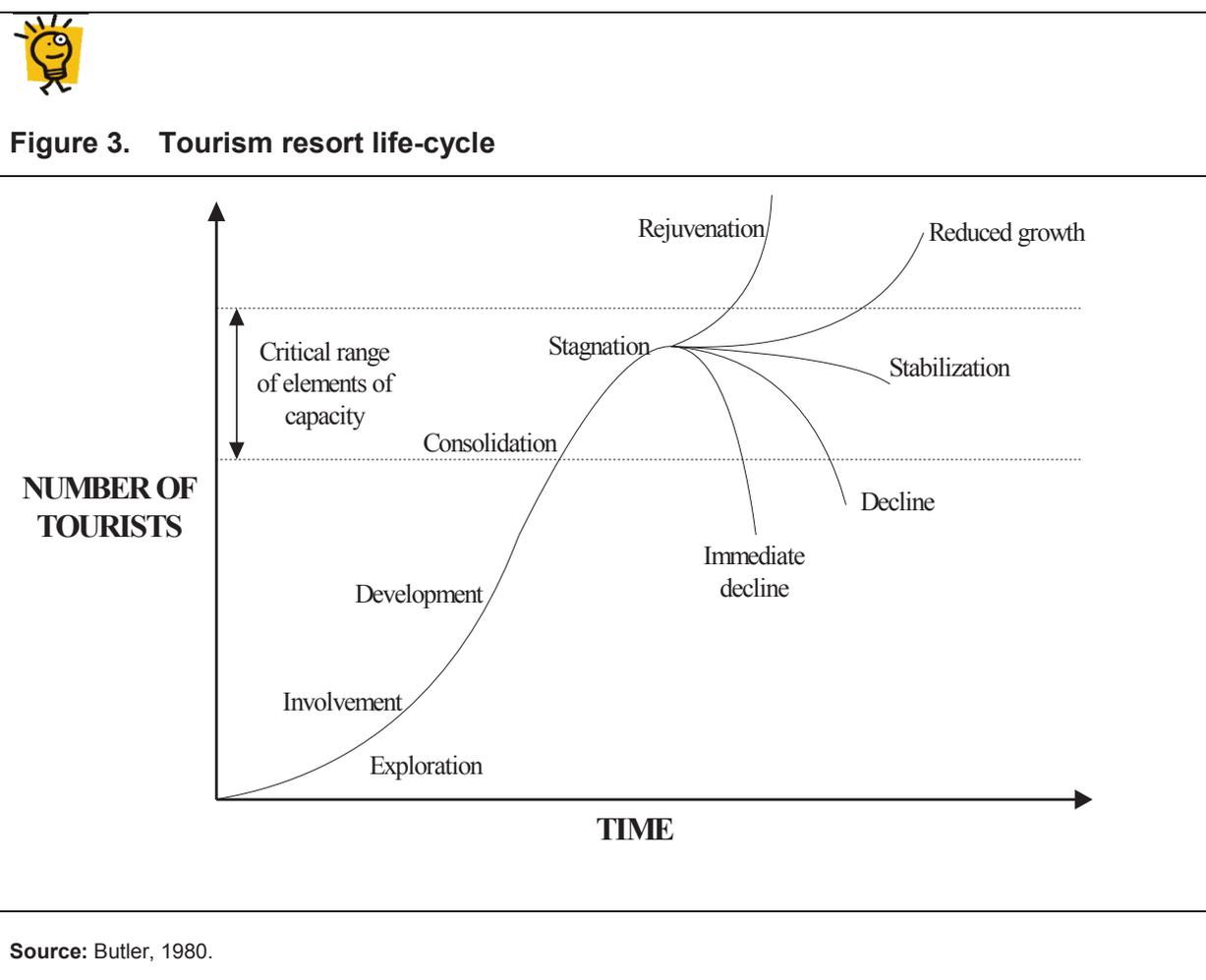
4.   Distribution channels for tourism

Tourism enterprises are 'service' businesses and the 'product' is a service that is provided to the consumer. Service businesses are very different from production business (where a product is made and then sold to the consumer). In the tourism industry, the consumer (the tourist) travels to the product (see figure 4).

Figure 4. How tourists reach the tourism product

DIFFERENCE BETWEEN PRODUCTIVE GOODS AND TOURISM SERVICES

HOW PRODUCTS GET TO THE CONSUMER

FACTORY   MARKETPLACE   CONSUMER

HOW CONSUMERS GET TO THE PRODUCT

ACCOMMODATION   INTERMEDIARY   TOURIST

Source: Rozga and Spenceley, 2007.
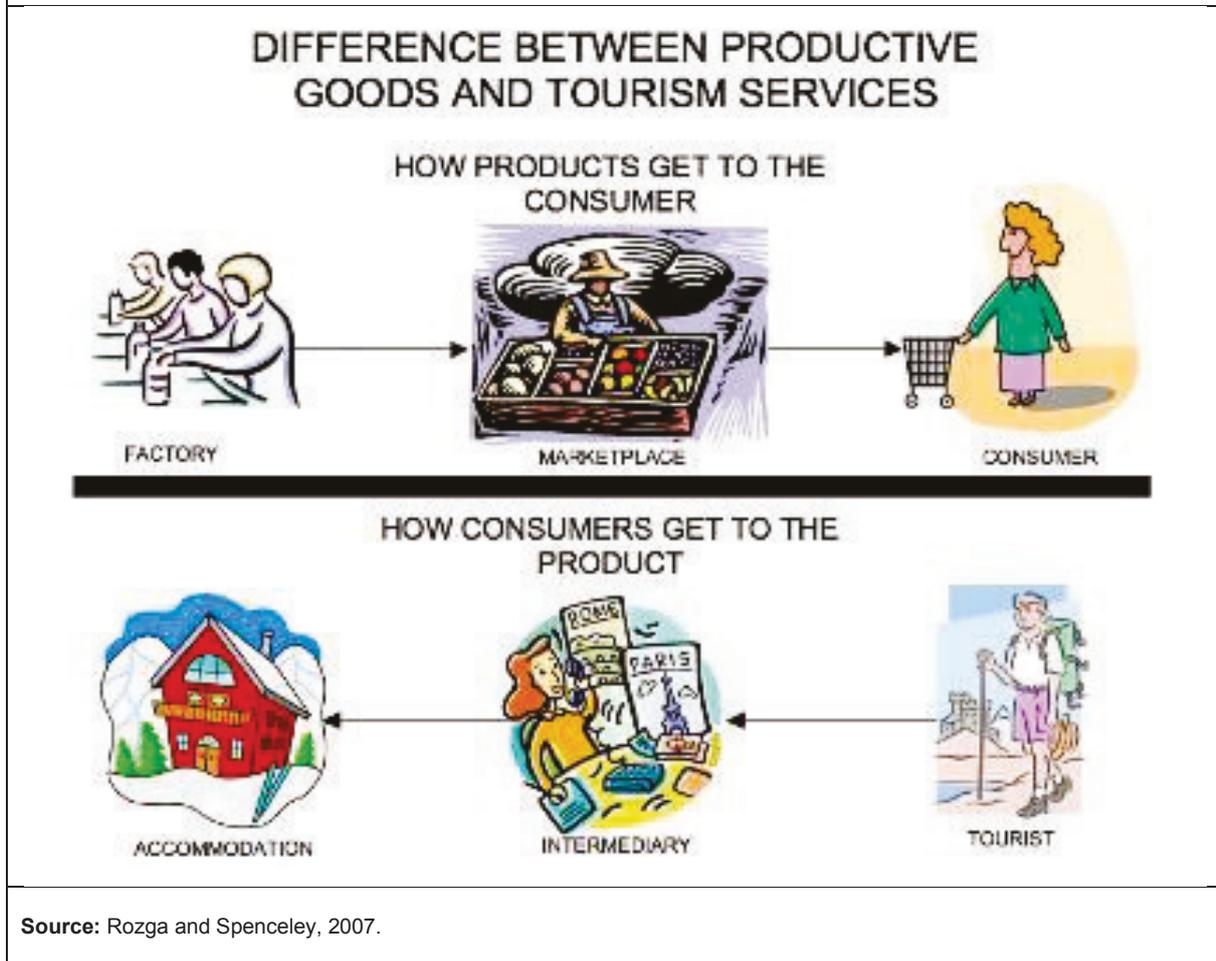
Tourists purchase their travel products in different ways. The range of distribution channels are summarized in figure 5. Tourists who like a lot of help with organizing their trip purchase their holidays through a retail agent (e.g. a travel agent), while more independent travellers may work directly with the tourism product (e.g. a direct booking with a Bed and Breakfast over the internet). These distribution channels are not evident to people working in the destination, but it is very important to understand them and their influence. If people in destination want to influence how many come, who comes, for what purpose, they need to engage with these channels.

Figure 5. Distribution channels in tourism
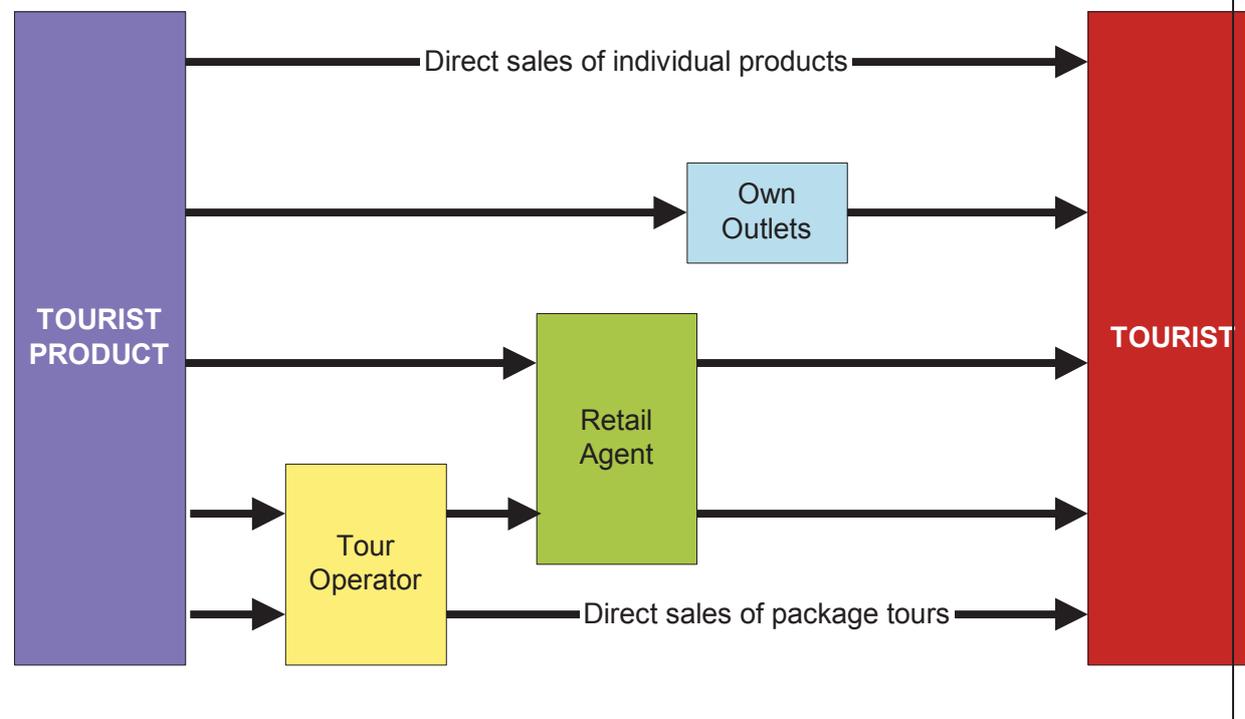
Source: Adapted from Cooper et. al, 2008.

5. The market demand for holidays that promote poverty reduction and sustainable tourism

The tourism system is based upon supply and demand:

- The supply of tourism services includes attractions, activities, amenities, and accommodation that are available for tourists to use.

- Demand for tourism services depends on the total number of people who travel, how long they stay for, and what they want to do while away from their normal work and residence.

Perhaps one of the most compelling reasons for tourism businesses to endorse sustainable tourism has been the *increasing* demand for environmentally and socially responsible holidays from consumers over time. For example, between 2000 and 2002 the number of the United Kingdom residents who were more likely to book a holiday that benefited people in the destination through jobs and business opportunities rose by 5% (Goodwin and Francis, 2003). Between 1999 and 2001 the proportion of English adults who were more likely to book a holiday that provided good working conditions, protection of the environment and support of local charities in the tourist destination, rose by 7%! (Tearfund, 2001, 2002). Of 2032 adults interviewed in the United Kingdom in 2001, 29% were willing to pay more for their trip if workers in the destination are guaranteed good wages and working conditions.

For an inclusive and sustainable tourism destination, it is important that tourists have a good experience during their visit; otherwise they are not likely to return or to encourage other people to come. Their experience will be determined by the quality of service they experience at accommodation facilities, on tours and also the state of the natural and cultural attractions (i.e. whether they are well-maintained etc.). Some will be outside the destinations control (such as the weather) but others need to be managed if tourism is to be further developed and encouraged.

Exercise 2.   The tourism system

The aim of this exercise is to strengthen understanding of the concepts discussed in the previous section by applying the information in a local context. Work in a small group to discuss:

- ➢ Which countries, or which part of your country, do most tourists visiting your area come from? What are the major transit routes where you are? (e.g. airports, ports, roads)
- ➢ Why do the tourists visit your destination? (e.g. What attractions are there?)
- ➢ What are the competing destinations: if they don't come to you, where do they choose to go instead?
- ➢ What are the marketing channels: how do they book?
- ➢ What can the tourists do? (e.g. activities)
- ➢ Where do they stay? (e.g. accommodation)
- ➢ What amenities do they use? (e.g. restaurants, hairdresser, internet cafes, etc.)
- ➢ What are the main means of transport? (e.g. access by air, road or sea)

6.   Tourism supply chains, and how money is distributed through the value chain

A supply chain is a system of organizations, people, technology, activities, information and resources involved in moving a product or service from a supplier to a consumer (Andreas Springer-Heinze, 2006). In the case of tourism, this means all of the companies and people that contribute to making a holiday experience (see figure 7).

Figure 7 shows how travel agents, transport companies, hotels and entertainment groups can participate in the tourism supply chain.

For more detail, figure 8 shows the links in the supply chain that allow a tourist to purchase a wooden sculpture from a local artisan.

Figure 6.   A tourism supply chain

17.12.2006   6

Figure 7.   A supply chain for craft production
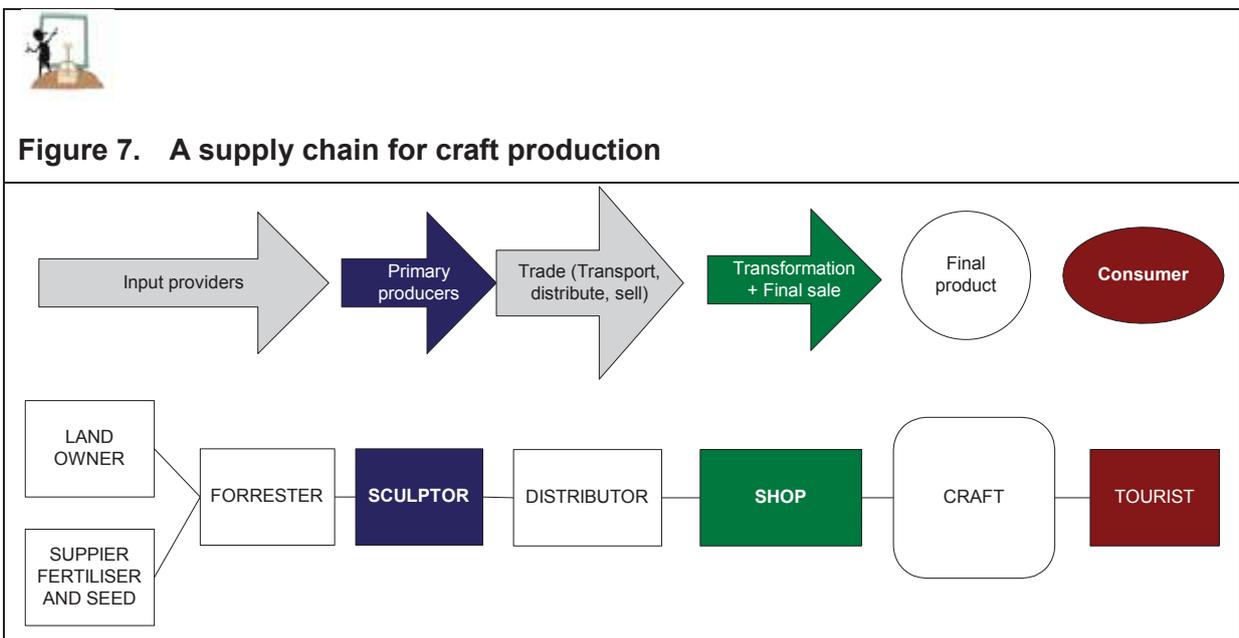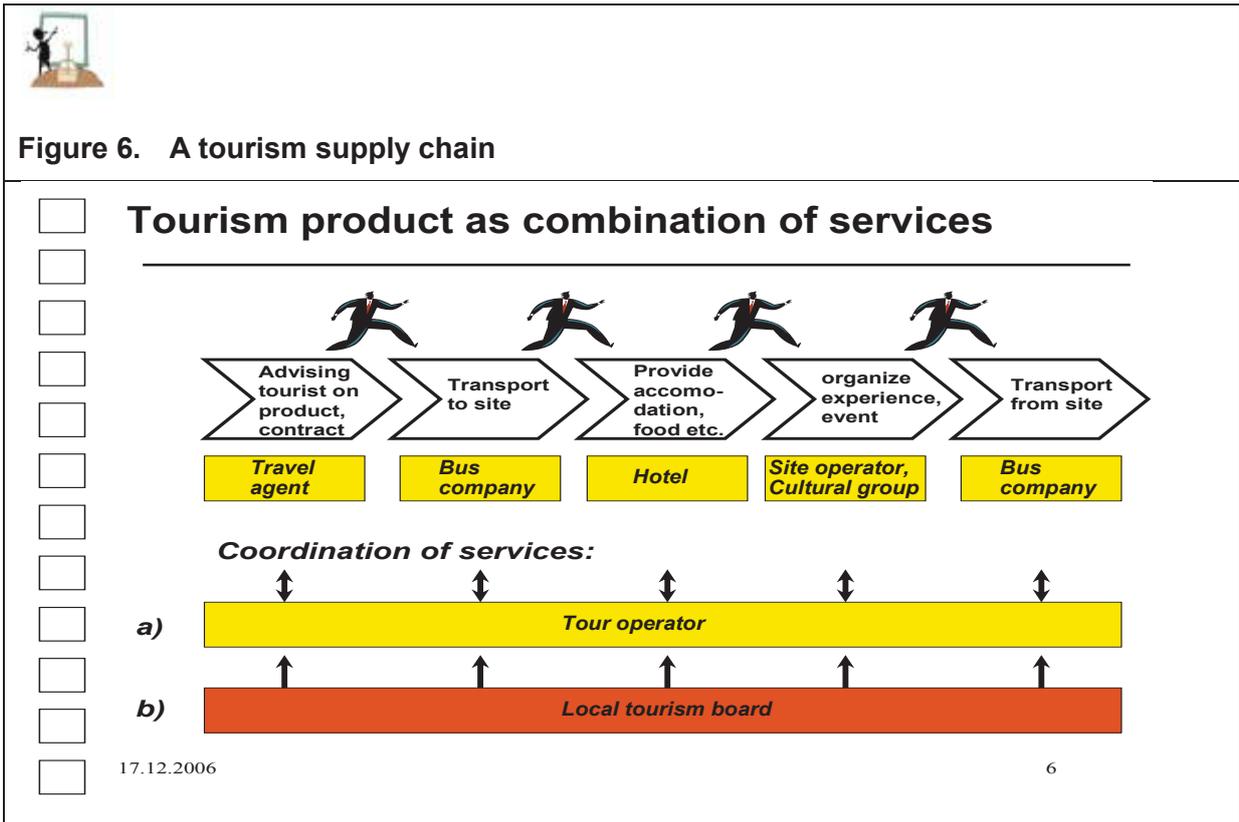
When we talk about the value chain of activities we look at all of the economic activities undertaken in the supply chain, and in particular consider the types of expenditure involved at each stage – between production and sale of the product or service. By analyzing the value chain it is possible to see how a tourist's expenditure is shared between the many different services providers through – both at home, and in the holiday destination.

For example, a typical traveller from Lisbon in Portugal, to the Bazaruto islands in Mozambique on a 7-night trip will spend €2,000 in total, and about half of this is spent in the destination, on accommodation, ground transport and local purchases. These local purchases might include shopping, meals at restaurants or local tours (see figure 8).

Figure 8.   Distribution of a tourist's money for a package tour: a value chain

Tourism Itinerary: Lisbon – Maputo – Vilankulos - Bazaruto

Typical Package: 3 Nights Maputo+ 4 Nights Bazaruto

	Total Tourist Expenditure on Travel Experience = € 2,000							
	Published Price of Travel Package = €1,490							
				Cost of Inputs for Travel Package = €1,180				
	€ 210	€ 310	€ 0	€ 600	€ 200	€ 0	€ 380	€ 300
	10.5%	15.5%	0%	30.0%	10.0%	0%	19.0%	15.0%
				Negotiated Costs With Service Providers				Out of Pocket Expenses
	Fees/Taxes	Commissions	Commissions					
Portuguese Tourist	Frontier Services	Foreign Intermediaries	Domestic Intermediaries	Int. Air Transport	Domestic Air Transport	Ground/Other Domestic Transport Logistics	Accommod ation	Ancillary Service Providers

Source: Foreign Investment Advisory Service, 2006.

One of the objectives of the Inclusive Tourism programme is to increase the proportion of money from a tourist that remains in the local destination, and specifically, reaches poor people in the destination. This may include using transport services operated by the poor; staying at accommodation owned and staffed and supplied by the poor; and spending out of pocket expenses on items produced by the poor, or on services they offer.

Messages to take away:

- There are different types of tourists who travel for different reasons including leisure and business.
- There is an interaction between tourists in traveller-generating regions, transit routes, and destinations that they visit.
- Planning and managing destinations for sustainability requires the involvement of a wide range of stakeholders, and for linkages to be made between attractions, activities, accommodation, amenities and access.
- Tourism resorts and destinations move through a life cycle, that typically rises as a destination gets more visitors, then reaches stagnation. Whether it moves to decline or rejuvenation after this depends on how the destination responds to changing demand and visitation.
- There are many ways that tourists can buy their trip – including directly from the hotel or tour guide, or indirectly through a travel agent or tour operator.
- There is an increasing demand for travellers to take holidays that benefit local people in destinations, and particularly the poor.
- Looking at tourism supply chains and value chains provides a way to see how different stakeholders are involved in tourism, and also much money benefits different stakeholders (including the poor) at different stages of the trip.

Section 3 Linking tourism with poverty reduction and local economic development

The aim of this section is to explain:

- The different approaches used to reduce poverty through tourism.
- The main routes by which tourism affects poverty reduction and development.
- Where, who and how the poor participate in tourism: directly and indirectly.
- How the poor participate in tourism by providing excursions, transport, entertainment, shopping, food and drink, and accommodation.
- Dynamic impacts of tourism on local economic development: positive and negative impacts.

1. Approaches used to reduce poverty through tourism

A number of different approaches to tourism and poverty reduction have been applied over the years, where different stakeholders across the world have tried to tackle the same questions you have discussed in exercise 3. Some of these approaches are summarized in box 3 below.

Exercise 3. Thinking about how the poor can gain more income from tourism

Start this section of the course by discussing the following questions with other members of your Class. List the answers that your group thinks of:

- What types of products and services can poor people provide to tourists?
- What can tourists do to make sure that more of the money they spend reaches the poor?

When you finish this section of the module, come back to these questions and see if you can add any more ideas.

Box 3. An overview of poverty reduction approaches to tourism

Inclusive tourism is an approach promoted by the ITC for tourism development that fosters links and interaction between the different actors in the tourism industry, partnership with private actors, stimulation of the local economy, integration of women, and involvement of local communities to better understand their needs and wants. It is a sustainable approach that includes the environment, social and economic factors (ITC, 2008).

Sustainable tourism is defined as tourism which is developed and maintained in an area (i.e. a community environment) in such a manner and at such a scale that it remains viable over an indefinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and wellbeing of other activities and processes (Butler, 1993). The 'triple bottom line' of sustainable development suggests that companies not only need to be commercially viable, but also need to invest in the future and be socially responsible (Elkington, 1997): to reflect environmental, social and economic sustainability.

Responsible tourism:

- Minimizes negative economic, environmental and social impacts;
- Generates greater economic benefits for local people and enhances the wellbeing of host communities, improves working conditions and access to the industry;
- Involves local people in decisions that affect their lives and life chances;
- Makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity;
- Provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues;
- Provides access for physically challenged people, and;
- Is culturally sensitive, engenders respect between tourists and hosts, and builds local pride and confidence.

(Cape Town Declaration, 2002).

Pro-poor tourism is tourism that results in increased net benefits for poor people. Pro-poor tourism is not a specific product or niche sector but an approach to tourism development and management. It enhances the linkages between tourism businesses and poor people, so that tourism's contribution to poverty reduction is increased and poor people are able to participate more effectively in product development *(www.propoortourism.org.uk/what_is_ppt.html)*

Fair trade tourism is about ensuring that the people whose land, natural resources, labour, knowledge and culture are used for tourism activities, actually benefit from tourism. The Fair Trade movement started in Europe in the 1960s to help producers in developing countries receive a better deal for international trade in commodities and other goods. Since then Fair Trade has grown in influence and power. The movement has created trading partnerships and ethical trading initiatives. It has improved working conditions, remuneration and market access for producers in the global South (www.fairtourismsa.org.za/fairtrade_overview.html; www.fairtourismsa.org.za/fairtrade_intourism.html)

Community-based tourism is tourism in which local residents (often rural, poor and economically marginalized) invite tourists to visit their communities with the provision of facilities and activities. Community, by definition, implies individuals with some kind of collective responsibility, and the ability to make decisions by representative bodies. Community-based tourism is often 1. located within a community (e.g. on communal land, or with lease fees paid to the community); or 2. owned by one or more community members (i.e. for the benefit of one or more community members); or 3. managed by community members (i.e. community members can influence decisions made with regards to running the business). (www.responsibletravel.com/copy/copy901197.htm; www.community-tourism-africa.com*)*

Many organizations have been seeking ways to enhance the impacts of tourism on poor people in destinations. While the initial focus of interventions were generally micro-level 'community projects', our understanding of the opportunities provided by mainstream tourism to benefit the poor has grown. For example (Mitchell and Ashley, 2009):

- Where local supply chains and local enterprises are strong, and out-of-pocket tourism expenditure high, incomes to the poor can equate to as much as ¼ to $\frac{1}{3}$ of destination-level tourist expenditure (Mitchell and Ashley, 2007);

- Strong impacts on reducing poverty are not automatic – positive and deliberate interventions can significantly enhance the impact of tourism on poor people. Building market access for the poor requires the private sector, practitioners and poor people, together with government, to work together at destination level;

- Achievements in community-based tourism enterprises (CBTE) have often been disappointing;

- In order to achieve poverty impacts at scale, development practitioners need to engage with mainstream tourism.

A diverse set of organizations (including multilateral, bilateral, NGO and research) are now re-evaluating their approach to tourism along the lines of this 'new thinking' above. They are developing interventions that consider the *entire tourism value chain* and boost *market access* of the poor, often to *mainstream tourism.* At the same time there is change within the private sector, where good practice is no longer just the domain of the small owner-operated or niche companies. Hotel chains, international tour operators and a range of NGO or commercial networks are now developing more socially-oriented practices, or what is often called 'inclusive business'. Inclusive business explicitly incorporates engagement with the local economy, but organizations may engage in the arena under the terms sustainable tourism, responsible tourism, or corporate social responsibility/investment (Mitchell and Ashley, 2008).

Box 4.   Moving on from community-based tourism towards tourism-led poverty reduction

Many development and conservation organizations have invested in community-based tourism enterprises over the decades. However, there is growing concern that there is little benefit to show. The common problems identified in a series of evaluations and lesson-learning exercise include (Mitchell and Ashley, 2008):

● Commercially unsustainable products that are isolated from the private sector and thus the market and viable flows of tourists;

● Reliance on a collective to business management, rather than an entrepreneurial one; and

● Requirements for long-term and expensive inputs for a product that can only ever generate a tightly constrained benefit flow for one community.

Evidence from southern Africa, South America and Asia

For example, in a review of 218 Community-Based Tourism Enterprises (CBTEs) operating in 12 southern African countries, Spenceley (2008) identified severe business capacity constraints. Limitations reported by CBTEs included accessibility (among 91% of enterprises), market access (72%), advertising (70%) and communications (57%) – despite more than half of the CBTEs receiving some form of external support from a third party. Also in southern Africa Dixey (2008) found that only 9 of 25 CBTEs in Zambia evaluated had sufficient information on their income to compare their level of donor investment, visitor numbers, gross revenue and net income. Key determinants of success were linkages to tourism companies, proximity to main tourism routes, competitive advantage, financial management, visitor handling and community motivation. In looking for reasons why these problems occur, Häusler (2008) found that in CBTE funding proposals in South America and Asia, donor agencies frequently considered participation, gender, empowerment and capacity building in their criteria. However, proposals have not been required to address business plans, administration, marketing strategies, product development, target groups, cooperation with private sector or communication channels.

Changing the terms of engagement

The ITC's Inclusive Tourism Programme is now taking the goals of community-based tourism, namely changing the extent and terms of engagement between tourism and the poor, to a more market-led approach within the tourism value chain.

Source: Ashley, Mitchell and Spenceley, 2008.

2.   Economic participation of the poor in tourism: where, who and how

As indicated earlier, there are two main routes by which tourism affects poverty. The first is through poor people earning cash income from their participation in tourism and related sectors.

There are so many different places in the tourism economy where poor people can participate. It is important to think about where they participate *directly* in tourism, and also *indirectly*:

● **Direct participation** in tourism is when poor people provide goods and services to tourists. They may work in a hotel or restaurant, sell crafts on the pavement, run rickshaws or boats for tourists, or host them in their village. Figure 9 illustrates this direct participation.

● **Indirect participation** is when poor people work in the sectors that *supply* tourism. They may grow and sell vegetables that are served up in tourist hotels, or work for the construction or soft furnishing sectors that provision hotels. Figure 10 adds in this indirect participation.

Figure 9. Direct economic participation of poor people in tourism

Tourism

Employment, e.g. in hotels
Micro-Entrepreneurs, e.g. guides
Vendors, e.g. craft makers

Income: Wages, earnings, profits

Poor households
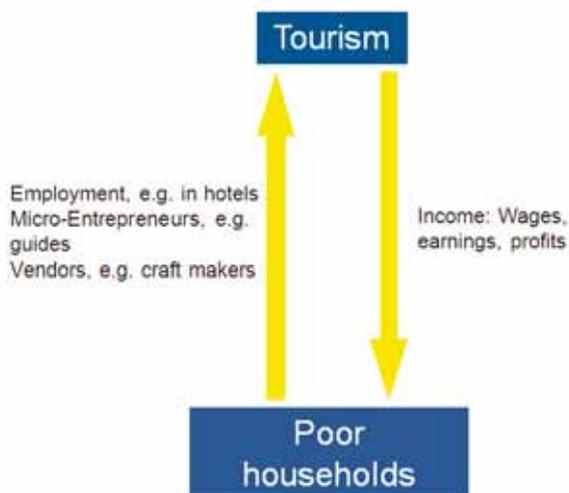
Source: adapted from Mitchell and Ashley forthcoming.

Figure 10. Indirect participation in supply chains and direct participation in tourism

Tourism

Supply chains, related sectors

Income

Income

Sales, e.g. vegetables

Employment, e.g. construction

Poor households
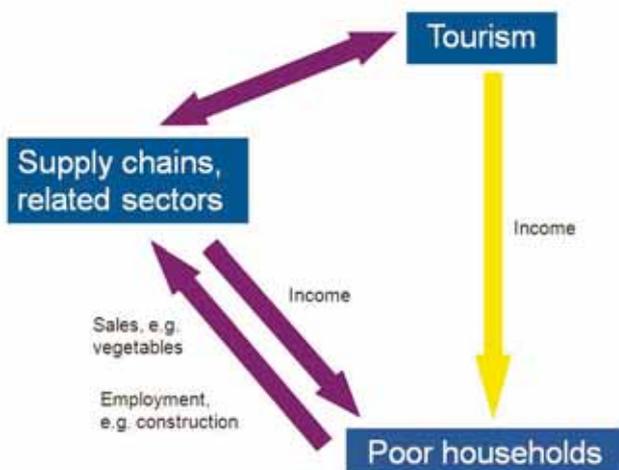
Source: Adapted from Mitchell and Ashley forthcoming.

Of course when we walk around a tourism destination considering options for the poor, we don't look at people as direct and indirect participants. What we probably see is poor people taking different roles, sometimes as employees, sometimes as micro-entrepreneurs or family producers. We also see them work in different parts of tourism, which can usually be divided into the '5 A's' we discussed earlier:

- Attractions (e.g. conservation areas, cultural villages, traditional festivals);

- Activities (e.g. excursions, shopping, hiking);

- Accommodation (e.g. in hotels or guest houses);

- Amenities (e.g. shops selling craft, or restaurants selling food and drink);

- Access (e.g. providing transport).

We can refer to the whole tourism economy as the 'tourism value chain' – as we discussed earlier, a value chain is the combination of *all* the economic activities involved in production and sale of a product or service. Excursions (including transport and entertainment), shopping, food and drink, and accommodation are the four main 'sub-chains' of the tourism value chain. In any destination you can map out these sub-chains, and use that to identify the different places where the poor participate. Figure 11 provides such an example. It maps out key actors in the tourism economy in the Lao People's Democratic Republic and then highlights where the poor are engaged.

Poor people often participate at the bottom of the chains, providing the labour and inputs needed. Sometimes these inputs are not so visible – perhaps the silk for crafts or rice for restaurants comes from poor people in other provinces. Sometimes NGOs and policy makers focus more on enterprises that the poor run themselves (crafts and camping) than the employment they have in bigger businesses, even thought the latter might generate more cash. This is why it is useful to consider all points in the value chain and all the ways poor people engage.

Income to the poor might account for a much larger *share* of tourist spending in the shopping and excursion sub-chains. On the other hand, the total flow of *income* to the poor might be larger in the food or even the accommodation sub-chains, because they often account for the bulk of tourist spending. So none of the options can be ignored.

Figure 11. Where the poor participate in the tourism economy of Luang Prabang, Lao People's Democratic Republic
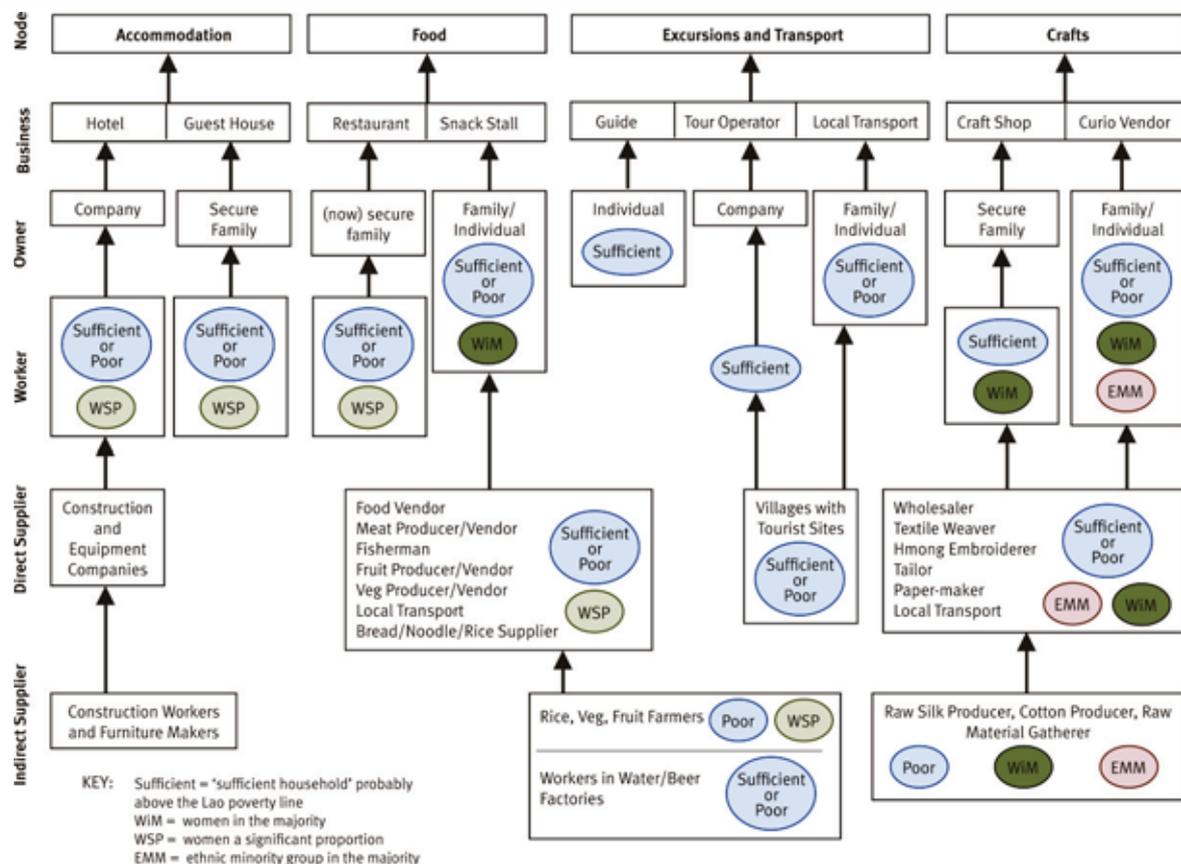
Source: Ashley 2006.

2.1. Excursions, transport and entertainment

There are many ways the poor may participate in tourist excursions and transport including:

- Operating cultural, historical and rural sites;

- Operating boats, rickshaws and taxis and other local transport;

- Working as guides – employed or self-employed;

- Story-telling, dancing, and other entertainment drawing on local skills and culture.

They are often working in the informal sector, with low pay and insecurity, and minimal collective organization. Therefore one way to help these workers is to help them upgrade their skills and organization, and gain formal recognition from government, tour operators, and in tourism marketing material.

When tourists visit ethnic villages or cultural sites, they may pay little or nothing to the people who live there and protect the site. In such a situation collective action involving communities, government and tour operators is needed to formalize a system through which everyone can gain. For example, with a

system of fees or tickets, residents secure a return on their assets, tourists and tour operators get a better maintained product, and government is confident of a sustainable product. The role of the tour operators – whether domestic or international – is essential here, as they largely determine the itinerary and fees of the high-volume excursions.

Box 5.   A wide diversity of small operators participating in Kenyan beach tourism

In Kenya, vetting by the Ministry of Tourism and Wildlife had previously only recognized 4 kinds of small operators at the Kenyan beach: curio sellers, boat operators, safari sellers and fishermen. In 2006 an initiative aiming to enhance beach management identified operators engaged in diverse activities, including fishing, curios, boat operators, vendors of various goods especially food stuffs, safari sellers, massage operators, tube renters, photographers, the renting of tables, beds and chairs, money changers, translators, drugs traffickers and commercial sex workers (Liaison Development Consultants, 2006). This shows how some organizations of small operators that include tour operators can really work.

Curio sellers outside tourism resorts on the beach in Mombassa, Kenya

© Anna Spenceley

2.2. Shopping: handicraft, natural gifts

When tourists buy imported plastic souvenirs it does nothing for poverty reduction. But in destinations where they buy locally made products, and where distinctive local products are a key part of the holiday experience, then shopping can be a major channel of pro-poor benefit.

There are many different local products that may be made by poor people and sold to tourists, including handicrafts, foods, jewellery, clothes and fabrics. The key issues that affect whether tourist shopping boosts local economic development are:

- How much shopping tourists do: what access to they have to shops, and to local currency, and to products that fit their tastes and weight allowance. The example of Luang Prabang (box 6) shows how significant local shopping can be.

- How much of the produce is locally made rather than imported or mass manufactured. The Ethiopian example (box 7) shows what a difference this makes.

Box 6.   Handicrafts generate significant income flow in Luang Prabang

In Luang Prabang in Lao People's Democratic Republic (the), the Night Market is as important attraction and routine part of a visit to the town. Each tourist spends around US$ 31 on craft. The handicraft sector is dominated by local, ethnic minority women – traditionally one of the poorest sectors of society. Although some silk, cotton and silver is imported, much is produced locally and almost all fabrication is local. The estimated retail value amount to around US$ 4.5m per year.

Source: Ashley, 2006.

Box 7.   Imports vs. local production of crafts in Ethiopia

In Ethiopia, there are striking differences between the poverty impact of craft sales in two small towns on the Northern Cultural Circuit of Ethiopia. Craft sales to tourists in both Axum and Lalibela are both about US$ 300,000 per year. However, in Lalibela very little craft is produced locally – retailers earn a small margin from their sales but that is all. In nearby Axum, however, the impact of the craft industry on the poor is very significant. Almost all craft sold at the destination produced locally. Furthermore the craft sector exports a large proportion of its output to the much larger market in Addis Ababa.

Source: Mitchell and Coles (forthcoming).

2.3. Food and drink

The food sub-chain can be a significant route for pro-poor income from tourism. This is mainly via the supply of locally grown food to restaurants and hotels. Poor people may also sell food and drink directly to tourists, from small shops, pavement stalls or juice bars.

The reason the food chain is so important is that:

- It is big. Food and beverage purchases constitute about one-third of hotel expenditure. As Table 4 shows, big hotels can spend just as much on domestic food as they do on domestic wages.

- Many poor people depend on food production, and higher demand for food can stimulate rural development.

Table 4.   Food spending is almost as large as the wage bill for hotels

Location	Hotel spend on domestic items US$ million p.a.		%
	Food	Wages	Food expenditure as % wage expenditure
Dominican Republic	72	78	93%
Tunisia	140	160	88%

Source: Extracted from Mitchell and Ashley forthcoming. **Sources:** SRI International 1997, author data collected for UNCTAD 2007a.

However, we cannot assume that the food chain is driving local development because:

- Often food supplies are imported or purchased from large wholesalers who source from large commercial suppliers or from imports.

- Although the whole food bill is large, the share spent on low-value products (fruit and vegetables) produced by poor farmers may be much lower. Fresh meat and fish are large items, so it depends if these are bought from poor producers.

- There are a number of practical reasons why hotels and restaurants don't source from the poor, concerning the problems of quality, quantity, reliability and market access. Where they can be tackled, success is significant, as in the Jamaican example in box 8. However, this is difficult, as discussed further in the ITC Module on agriculture.

Box 8.   Melons sales boost farmer income

A clear example of how farmers benefit from improved food sales to hotels comes from Jamaica (Lengefeld and Stewart 2004). The Sandals Resort Farmers Programme, initiated and supported by the Sandals Group, began in 1996 with ten farmers supplying two hotels. By 2004, there were 80 farmers supplying hotels across the island. Impacts for farmers are clear:

- Purchases of watermelon and cantaloupe by just one Sandals resort of US$ 7,200 per month translates into a monthly income of US$ 100 for 70 families, taking them above the poverty line.

- As a result of the overall programme, farmers' sales increased over 55 times in three years, from US$ 60,000 to US$ 3.3 million.

2.4. Accommodation

Hotels, guesthouses, campsites and resorts are a critical part of the tourism economy, providing the basic infrastructure that facilitates the flow of tourists. Accommodation is usually the largest in-country item of tourists spending (for mid and upper tourists at least). In terms of financial flows that reach poor households, the shares might be quite small. The poor earn income from:

- Wages from working in hotels, resorts and guest houses. Jobs done by people who usually count as 'poor' including chambermaids and other cleaning, cooking, security, gardening, and maintenance.

- Profits from operating their own budget accommodation, such as campsites and homestays. Sometimes it is a whole community that acts as owner, sometimes an individual.

It is important to be aware of the accommodation sector because it helps shape the overall tourism destination, and has other dynamic impacts on local economic development).

3.   Summary of economic participation of the poor

When summarizing the economic participation of the poor in tourism, there are four points to note:

- The variety of roles of the poor
- The significance of different routes varies from context to context
- The importance of 'out-of-pocket' spending by tourists
- The importance of linkages with the private sector

Variety of roles

Poor people earn income from tourism in different roles as workers, entrepreneurs, owner, partner and farmers. They usually earn income as individuals, and only occasionally as a community business.

Variation by context

In which bit of the tourism economy will most poor people participate and most pro-poor income be generated? That depends. It depends on the structure of tourism and the strength of local linkages.

Out-of-pocket spending

Tourist spending on accommodation is often part of the fixed cost of their holiday, it they bought via a tour operator or the Internet in advance. At least some meals may also be pre-paid. But many of the activities that involve the poor are funded from 'out-of-pocket' spending, or discretionary spending. This is true for all shopping, many excursions transport and entertainment services, and some food and drink particularly snacks and drinks. This is a fundamental advantage of tourism compared to other export sectors: the customer doesn't just enter a far away shop in their home country, but comes to the destination with potential to spend a great deal more.

This is important because when we come to plan how to *expand* the participation of the poor in the economy, facilitating tourists to spend more is an important theme.

Links with private operators

An essential point to note is that economic participation of the poor depends on their linkages with the private sector. It depends on how tour operators channel their clients to excursions and shops, and on the systems for fees and commissions that are in place. It depends on how restaurants and hotels buy their food, and the practical obstacles that discourage them from local purchases. Economic participation does not just depend on how many enterprises communities themselves run.

This is important because when we come to plan how to *expand* the participation of the poor in the economy, strengthening links with private operators and engaging them in efforts to expand opportunities is an important theme.

4. Dynamic impacts of tourism on local economic development

Aside from the income that poor people earn from tourism, there are many other ways in which tourism affects poverty reduction and local economic development over time. Figure 12 outlines this additional route.

Tourism can **positively** affect local economic development by:

- Stimulating the creation and growth of new enterprises: laundrettes, massage services, juice bars, sign painters, construction firms, transport operators, etc.. Tourism brings an export market right to the doorstep of many sectors. Businesses that start selling new products to tourists and find success can end up as exporters, so helping the economy diversify. This has happened to producers of jams, artwork, silk fabrics and clothes.

- Tourism can stimulate the development of new infrastructure and transport services, which in turn are used by local people. For example in Rwanda, the new tar road leading up to Parc Nacional des Volcans (home to mountain gorillas) is a valuable benefit to local farmers and traders.

- Tourism development can go hand in hand with upgrading workforce skills. It provides incentives for local people to earn new languages and customer service skills. In turn, skills developed through tourism work are transferable to other sectors.

Figure 12. Dynamic affects of tourism on local development and poverty reduction

Source: Adapted from Mitchell and Ashley (forthcoming).

- Tourism contributes to the tax base of national government, and sometimes also pays fees or licenses to local government. However, the actual payment of tax (particularly by companies, rather than the sales tax paid by tourists) is variable depending on tax holidays, investment incentive and the strength of the governance system.

- Tourism can provide incentives and funds for natural, cultural and historical resources to be managed in a more sustainable manner. The fact that tourists value them and are willing to pay to visit them provides motivation for sustainable management that will also benefit residents in future.

However, tourist can also have **negative** knock-on effects, which particularly affect the poor:

- Tourism can increase competition for water, land, and other natural resources. Coast and land may be set aside for exclusive use, or water tables drop. Where tourists' wants are prioritized over residents' needs – because of the economic benefits they bring – then residents lose out. So this directly affects poverty, and can also have knock-on effects on growth. The next section of this module covers a wider range of environmental impacts of tourism interventions in more detail.

- As tourism increases demand for local goods (food, land, construction), so local prices will rise. If these goods and services are also purchased by the poor, the value of their small income goes down. On the other hand, demand for labour can help push up non-agricultural wages too, which is good for the poor.

- In a small economy with a large tourism sector, it will affect the exchange rate of the country too. Just as when a country becomes an oil exporter, as the value of its currency goes up, it gets harder for other exporters to remain competitive. This can hit agricultural exports in particular, so hurting poor farmers.

- Tourism can aggravate social tension and cultural disruption. The section of this module on social and cultural impacts of tourism considers this in more detail.

These types of impacts are hard to quantify. But it does not mean they should be ignored, as they can be very significant. If a negative impact can be mitigated, or a positive one enhanced, then that could be as important as boosting the direct participation of the poor in the economy. Addressing these dynamic impacts may or may not involve direct work with producers or small enterprise. It may involve close work with government planners or the managers of the main hotels and incoming tour operators in a destination.

Exercise 4.   Mapping economic steps in a tourism value chain

Stage 1: Divide participants into groups of 6-8 people. Each group needs a set of cards and the following instructions:

- On each card, write down a type of enterprise or entrepreneur that is active in tourism in your destination. Try to cover the full range of businesses.
- Start mapping the enterprises, showing how they cluster together. Usually this means clustering them by 'node' such as accommodation, food and drink, shopping, etc., but you can choose what works in your destination.
- Think beyond the businesses that serve tourists directly and add in other businesses that supply goods and services to the tourism businesses.
- Look back and see what is missing.
- Once everyone is agreed that they have a map of the businesses involved in tourism, add to the map (e.g. with stickers) to show where poor people participate in this map. In which businesses do they work (e.g. as restaurant staff), and which do they run (e.g. as farmers selling into the supply chain.

Stage 2: When each group has finished, they present their map to other groups, then:

- Discuss the differences between the maps, and how people see it differently.
- Explore what participants have learnt about where in the tourism sector poor people participate.
- Each participant should identify something they learnt from someone else in the process of building the map, or learning about other group's maps.

In conclusion, participants can discuss which parts of the map they think offer potential for *increased* benefits to poor people, and why they think this.

Messages to take away

- Poor people can earn income from tourism, either by working directly in tourism services, or by working in related sectors and supply chains.
- Tourism also affects poverty and local development by catalyzing dynamic changes – positive and negative. These can affect people's livelihoods, the local economy, environment, or national economy.
- The share of tourism expenditure that reaches poor people varies enormously from destination to destination. It can be as little as 5% or as much as 25% in a destination. The share also varies a lot between nodes of activity: the food supply chain and the craft sector can be proportionately pro-poor, but this depends on how they are structured.
- In seeking to boost impacts of poverty it is important not to simply act on assumptions. The wide variety of impacts and types of participation need to be considered, and it is essential to work with the private sector.

Section 4   Implication of tourism for the environment

The aim of this section is to explain:

- What the environment is, and what natural resources are used for tourism.
- Impacts of tourism on the environment, including positive and negative impacts.
- How impacts on the environment can be managed and reduced by appropriate planning, design, construction, and by working with key stakeholders such as tourists and the private sector.
- How action can be taken to reduce poverty through tourism in ways that are environmentally responsible.

1. Tourism and environmental resources

1.1. What is 'the environment'?

Most people think of plants and animals when they hear the word environment. This is incorrect, because the word includes much more than plants and animals. The environment not only consists of natural elements, but also includes cultural, social, economic, historical and political elements (Spenceley and Keyser, 2008).

Environmental features and qualities attract tourists to destinations. These features may include scenic and unique landscapes, the climate, unique historical buildings and cultures, wildlife and nature. The environment has an important influence on the popularity of tourism destinations, regions and countries.

1.2. What is the role of the environment in tourism?

Tourism is almost totally dependent on the environment. Resources such as beaches, the sea, mountains, lakes, and forests, form the natural resource base. The human-made resource base includes historic buildings, cities, and monuments. These resources are essential parts of the tourism product base of a destination. If they were to be degraded in a destination, it is likely that tourism will decline (Sinclair and Stabler, 1997).

Ironically, tourism in many instances contributes to the degradation of the very resource on which it is based. Tourism has been described as a non-consumptive and non-polluting industry. For this reason, many governments in developing countries see tourism as a more appropriate type of development to locate in sensitive environmental areas than, for example, heavy industry or mining. However, many studies show that tourism can consume and destroy environmental resources in the same way as a chemical factory might. The difference is that the destruction caused by tourism is often not as obvious and happens over a longer time. Various phrases have been used to describe this contradiction, such as 'tourism carries the seed of its own destruction' and 'killing the goose that lays the golden eggs' (Spenceley and Keyser, 2008).

A tourism enterprise can affect the local environment and its biodiversity values in a number of ways – both positive and negative. Responsible operators will recognize this inter-relationship and attempt to manage their impacts (see figure 13) in such a way that they leave a net positive impact on the environment. To determine how a particular enterprise impacts on the natural world, it is necessary to examine all aspects of the operation over the life cycle of the enterprise (Spenceley et. al, 2002).

Figure 13. Life cycle of environmental impact issues of tourism operations

Planning
- Location
- Design
- Footprint
- Access

Construction
- Materials used
- Waste disposal

Operation
- Activities
- Water use and disposal
- Energy use
- Materials use and disposal

Decommissioning
- Waste disposal
- Remediation

Source: Spenceley et. al, 2002.
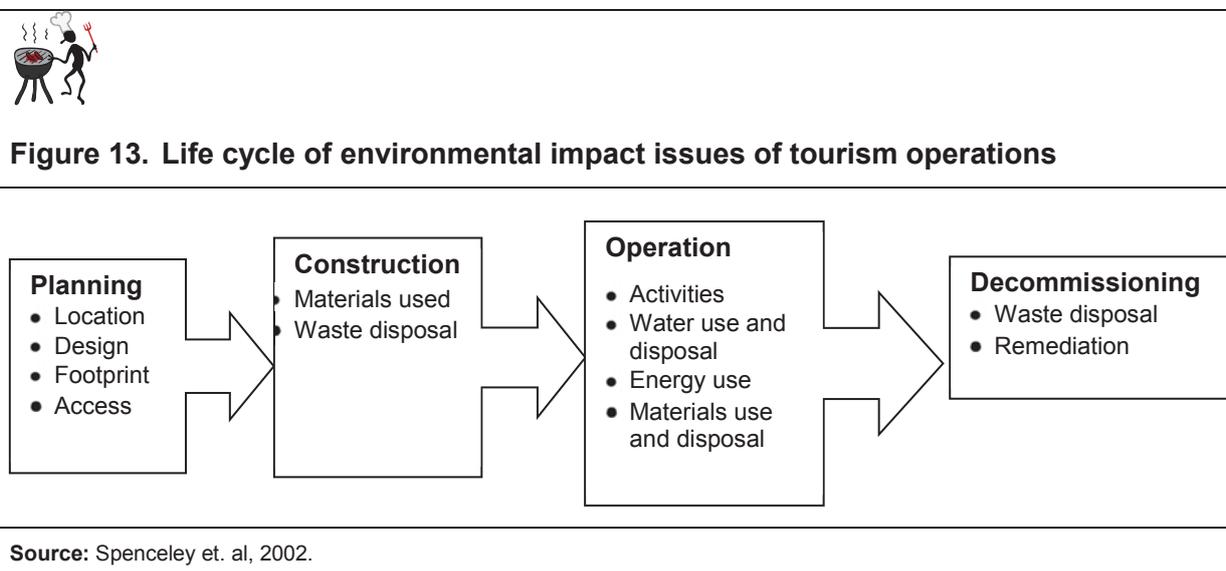
Although tourism certainly introduces change into the environment in a destination, the relationship need not be destructive. Fortunately, many cases of tourism contributing positively to the environment also exist.

There are practical difficulties evaluating how tourism impacts on the environment, including the:

- Extent to which the environment can recuperate after experiencing an impact are poorly understood; and

- Direct causal links between human activities and natural influences on changes in biodiversity are difficult to determine (van der Duim and Caalders, 2002).

Tourism is a focus on critical attention in debates on global climate change, and on how to shift to low-carbon economies. The airline travel itself is a polluter, and tourism destinations have to take account of this as they promote visits by international tourists. At the destination level, the need to control carbon emissions is growing in importance, though this is not so much for the sake of the local environment but the global one (e.g. the use of solar power to heat water rather than electricity generated by burning coal).

2. The impact of tourism on environmental resources

Table 5 summarizes a number of the environmental impacts that have been described by researchers working on tourism impacts worldwide. The first step that tourism enterprise must take towards environmental responsibility is to make a firm commitment to managing its impacts on the natural world.

Table 5.   Recorded examples of environmental impacts of tourism

Environmental component	Tourism activities	Environmental Impacts
Landscape	Formal and informal development	• Visual impact of settlements on the landscape • Potential improvement in the landscape's appearance through preservation of heritage structures
Water	Disposal of waste into the sea, lakes and rivers	• Contamination and potential health hazards • Introduction of minerals, nutrients, sewage, petrol and toxins to the environment
	Increased consumption	• Reduced water availability for human and ecosystem function
Atmosphere	Increase in transport activity and facility power requirements	• Air and noise pollution from vehicles • Pollution from facility power source relying on non renewable energy sources (e.g. diesel generators)
Habitats	Clearing for construction and tourism facility. Increased use of natural resources by facility	• Decrease of natural habitat, due to resource use and/or tourism construction • Visitor activities and associated infrastructure • Transportation (e.g. roads) • Loss of vegetative habitat due to competition with invasive weed species from tourism landscaping • Increased fire frequency leading to habitat change and loss
	Collection of plants, flowers, and fungi	• Changes in species composition • Disappearance of rare species
Geology and soil	Collection, vandalism, erosion	• Removal of minerals, rocks, fossils and items of archaeological interest • Graffiti on rock outcrops • Poorly designed walking paths causing erosion • Associated transport impacts of road development (e.g. soil compaction, transport and spread of pollutants)
Wildlife	Hunting and fishing	• Changes in species composition and social behaviour (e.g. elephants, lions); disappearance of rare species
	Pollution	• Habituation of wildlife to waste disposal areas as sources of food. Effect on health including; psychological stress, behavioural changes, reductions in productivity due to noise pollution
	Potential Wildlife harassment resulting from viewing and photography	• **Behavioural changes:** Habituation, resulting from feeding and interaction with humans • **Physiological changes:** Change in heart rate, affects on growth rates and abundance • **Species composition and distribution:** Changes in species composition, diversity and abundance and interspecific interactions • **Disruption of feeding:** Found in birds, rhinoceros, hunting behaviour in cheetah and lions, wolves and bears • **Effect on breeding success:** Direct destruction or abandonment, and increase predation on bird nests. Decreased hatching success in birds. Disruption of reproductive behaviour in antelope
	Development of highways and trails in natural areas	• Species-specific disturbance caused by roads, buildings and plantations. Barrier effects to carnivores, collisions, increased accessibility to wild areas by poachers
Aesthetics	Traffic congestion, overcrowding	• Increases the risk of all impact mentioned above • Changes in 'sense of place'

Tourism can have fundamental positive impacts on the environment and biodiversity conservation for a number of reasons, including the following:

- *Tourism can generate revenue in areas of high biodiversity* such as protected areas, and help to make them economically viable (IUCN, 1993; UNEP, 1996, 2000; Weaver 1999).

- *Tourism can raise public support for conservation* since it can provide environmental education to visitors and local people. Tourism can also generate direct employment and catalyse economic opportunities for local people. Beneficiaries may consequently perceive a direct value from biodiversity, which may provide incentives to conserve natural areas (Goodwin, 1996).

- *Tourism can be less environmentally damaging than other revenue generating industries* based on natural resource use, including forestry, slash and burn agriculture, pastoral farming and wood collection (Collins, 1998; Ross and Wall, 1999).

- *Tourism may be one of the few economic activities suited to take place within conservation areas located on marginal land* (Netboy, 1975); and

- *Tourism based on natural resources can theoretically be sustainable* if its impacts are managed and mitigated. Other industries based on non-renewable resources have a limited life span that may only continue until the exploited resource is exhausted (e.g. mining) (Spenceley, 2003).

Tourism can also have a positive effect on the wider environment by providing infrastructure. Sometimes, infrastructure is upgraded or new infrastructure built in order to support the development of tourism. For example, governments many invest in tarring a gravel road leading to the coast in order to improve access for tour coaches. The local communities living in villages along this road, benefit from improved access to schools, better water and sewage facilities, and other community facilities in the region (Spenceley and Keyser, 2008).

Tourists viewing white rhino in Kruger National Park, South Africa	Photographing lions in the Massai Mara, Kenya
© Anna Spenceley, 2005	© Anna Spenceley, 2005

The relationship between tourism and the environment can also be one of **conflict** when tourism:

- Contributes to or results in the **destruction** of environmental resources,

- Contributes or results in the **depletion** of environmental resources, or

- **Pollutes** and alters the air, water, soils through waste products or through visual and noise impacts.

Destruction: There are many examples where environments change completely because of the impacts of tourism. The change is not only in the appearance of the environment; very often ecosystems and habitats are permanently damaged (Spenceley and Keyser, 2008).

A special note should be made regarding on atmospheric impacts of tourism, with consideration of global climate change. How the tourism industry adapts to global changes in temperature and weather, and how destinations try to mitigate (or reduce) their greenhouse gas emissions, will have major impacts on travel and tourism (see box 9).

Box 9.   Climate change and tourism

The Intergovernmental Panel on Climate Change (IPCC) declared that 'warming of the climate system is unequivocal' (IPCC 2007a). The global mean temperature has increased by 0.76°C between 1850–1899 and 2001–2005 and the IPCC concluded that most of the observed increase in global average temperatures since the mid-20th century is 'very likely' (> 90% probability) the result of human activities that are increasing greenhouse gas (GHG) concentrations in the atmosphere. The IPCC (2007b) predicts that the pace of climate change is 'very likely' (> 90% probability) to accelerate with continued GHG emissions at or above current rates, with globally averaged surface temperatures estimated to rise by 1.8°C to 4.0°C by the end of the 21st century.

This change in climate will affect tourism in four main ways:

- **Change in climate:** Changes in the amount of sun or snow in tourism destinations, in addition to extreme events like droughts, floods, or cyclones, will affect where and when people travel.

- **Indirect impacts:** Changes in water availability, biodiversity loss, altered agricultural production and disease will affect the attractiveness of destinations.

- **Mitigation policies on tourist mobility:** Countries looking to reduce their GHG emissions may look at increasing transport costs, which will affect international travel.

- **Indirect impacts on society**: The economic growth and political stability of some countries may be affected, which will impact on the likelihood of people to travel there.

Source: Simpson et. al, 2008.

Depletion: Tourism is sometimes seen as a 'non-consumptive' industry. It is argued that tourists do not use up the animals, buildings or the views they look at. However, in reality tourism can and does lead to the depletion of natural resources if resources are over-consumed. These resources can include water, habitats and vegetation (e.g. trees for firewood and construction) and wildlife (e.g. through unsustainable hunting or fishing) (Spenceley and Keyser, 2008). See box 10 for an example on water use.

Box 10.   Water use by tourists

Domestic water consumption by residents is less than 15 litres per day in the Barbados, where not on an articulated system and about 75 litres where water was in the house. The tourism industry uses far more, and hotels in the same area averaged over 200 litres per person per day (e.g. for showers, laundry, grounds, golf courses).

For ACCOR hotels monitored in 2006, actual litres used per day per occupied room varies according to part of chain:

• Formula 1:	245 litres/day
• Etap:	187 litres/day
• Motel 6:	624 litres/day
• Studio 6:	604 litres/day
• RRI:	577 litres/day
• Ibis:	257 litres/day

Overall the ACCOR hotel chain has reduced litres used per room day from average of 478 in 2005 to 472 in 2006.

Some tourism properties in arid areas or on islands have been able to keep fresh water consumption under 70 litres per person day. This requires grey water recycling, spring taps to prevent anyone leaving water on, low pressure showerheads, low water toilets, and xerophytic vegetation. The big users of water are the laundry, kitchen and cleaning, and showers.

Source: Pers. Com. Ted Manning, Tourisk, 2008.

Pollution: This is where people introduce substances or energy into the environment (Hunter and Green, 1995) and they contaminate the quality of the natural resource (e.g. oil pollution in the sea; sewage spills into rivers)

The three main types of waste produced by tourism are:

- Waste water,
- Emissions of gas, and
- Solid waste.

Waste water: Perhaps one of the most widespread problems created by tourism development is water pollution through the discharge of inadequately treated sewage effluent. The unfortunate result is the dumping of raw or semi-treated sewage into water bodies such as lakes, rivers, lagoons and the sea. The use of pesticides, herbicides and fertilizers in resort and golf course landscaping are also major causes of pollution (Spenceley and Keyser, 2008). Increasingly tourism developments in protected areas are developing constructed wetlands, which can clean sewage and waste water to the extent that it can be safely returned to the environment (see box 11).

Box 11.   Using wetlands to clean waste water

Constructed wetlands provide a way to treat waste water. Ngala Private Game Reserve in the Timbavati, Sabi Sabi in the Sabi Sands, and also Pretoriuskop camp in Kruger National Park have constructed wetland wastewater purification systems using different designs in order to treat grey- and black-water waste. The reed beds at Pretoriuskop are heavily engineered, with a series of six evaporation ponds and two reed beds. The septic tanks and wetlands at Sabi Sabi are carefully designed to treat wastewater to such an extent that it can effectively be recycled back to the environment. Monthly water quality testing at Pretoriuskop and Sabi Sabi permits the release of treated water back into natural wetlands. Sabi Sabi purchases biodegradable detergents and soaps (including guest soaps and shampoos) in order that harsh chemicals do not adversely impact on the natural purification process. Artificial wetlands are preferable to chemical treatment plants because they require little maintenance, no chemical inputs and no electricity to operate.

Source: Spenceley, 2005.

Sewage treatment reedbed systems at Pretoriuskop Camp, Kruger National Park, South Africa	Using banana trees to treat sewage at Bulungula, South Africa
© Anna Spenceley, 2003	© Margaret McKenzie, 2008

Gasses and air pollution: *Most of the environment impacts of tourism occur at the destination. However, there are also impacts in areas of origin and while tourists are travelling. For example, the output of aircraft, ferries, coaches, cars, and promotional material consumes resources and energy resources, and generates waste. Travel generates pollution in the atmosphere and adversely affects the environment of the areas that are travelled through. Transport is a major source of both air and noise pollution, and holiday travel accounts for seventy per cent of air transport. Incineration of waste is also a polluter (see box 12).*

Box 12.   The problem with incineration

It is one of the fundamental principles of science that matter can never be destroyed; it can only ever be transformed. Incinerators do not destroy waste. They simply turn it into ash, gases and particulate matter. Our rubbish still exists. We may see less of it. But we're breathing it in instead. Significantly, incinerators are a prime source of nitrous oxide, dioxins and furans, and also of volatile metals such as mercury, cadmium and lead.

Solid waste: Tourism facilities and tourists produce solid waste in the form of food and vegetable waste, tins, bottles, paper and metal. The management of materials and waste has critical implications with regard to nature conservation. This includes mechanisms to reduce, re-use and recycle waste products and to create a system for monitoring waste production (Spenceley et. al, 2002).

Sorting waste for recycling	Using reclaimed waste cans for furniture, Maleleala, Lesotho
© Anna Spenceley, 2003	© Anna Spenceley, 2005

3. Ways to boost positive environmental impacts and mitigate negatives ones through project interventions

There are ways to boost the positive environmental impacts, and reduce negative impacts during interventions that are helping to reduce poverty. These include activities at the project planning stage, and also when interventions are operating.

3.1. Planning interventions

Potential risks and side effects, which may have negative consequences on the social, cultural and natural environment of the poor communities (e.g. reduced access to natural resources) and therefore on the project success. Therefore they have to be assessed with scrutiny. If these risks constitute potential bottlenecks of a Tourism-Led Poverty Reduction (TLPR) project, they must be properly managed and controlled so that poor communities are not made more vulnerable by undesirable effects on their livelihoods (ITC, 2005). Things to consider are environmental impacts of interventions might have the environmental characteristics summarized in table 5.

New tourism enterprises that involve developing infrastructure should undertake to design, plan and build the operation in an environmentally sensitive manner at the planning, **design, construction and operational** phases (Spenceley. et. al, 2002):

(a) Planning: There are a number of legal and planning requirements that must be fulfilled as a matter of course when developing a new tourism enterprise. Information that is gathered during the planning stage can be very valuable to the enterprise during subsequent phases of its operations. More specifically:

- Plan a destination so that development does not damage environmentally sensitive areas (e.g. wetlands, primary dunes on the coast, locations where rare species live).

- When planning infrastructure development, work with an Environmental Impact Assessment (EIA) expert to develop the operation in an environmentally-friendly way that considers use of water and local community resource needs.

- Consult with government conservation agencies and relevant NGOs in relation to the broader context of impacts the tourism enterprise might have.

- Use the EIA report to make responsible, informed decisions in planning the location of the enterprise, its design, footprint and access to the site.

Box 13.   Responsible building design

The **Southern African Wildlife College** (www.wildlifecollege.org.za**)** lies west of the Kruger National Park's Orpen Gate. The College's construction involved extreme care in minimizing environmental impact. Its functional areas are spread over 700 m^2 of pristine South African lowveld. The buildings are thatched, ochre coloured structures that blend into the natural surroundings. The buildings have been kept low, mostly beneath the treetops, to minimize visual obstruction, with only one major tree sacrificed during the entire building operation. Plumbing was designed for stringent water conservation, with low-volume dual-flush toilet systems installed, and shower and bath water supplying water to the gardens. The gardens are mainly natural, and rainwater is collected in tanks. No indigenous hardwoods were used in the building, roofing or furniture selection; all materials came from exotic and invasive alien plantations. The contractors were sourced from local communities, and the builders made on site most of the bricks used, built all of the structures, and cut and combed 1 700 000 bundles of thatching grass for roofing.

Source: Qualitour, 2001.

(b) Design: Based on the environmental information contained in the EIA, the developer can request that the architect responsibly design buildings in relation to the local environment. For example:

- Maximize the use of sustainably harvested, local materials in their design. This minimizes transportation of materials, decreases costs, while having a positive economic impact on the revenue and employment of local enterprises.

- Consider design in relation to minimising operational water use, energy use, and materials use to reduce future environmental costs.

- Design buildings to take advantage of natural light and warmth, and wind for ventilation and cooling. Shade provided by existing mature trees can reduce the amount of air conditioning needed to cool a building.

- Installing equipment that uses water efficiently can save water over time (e.g. toilets with small cisterns; grey-water recycling; collection of rainwater for use in gardens).

- Consider the impact of the location, size, construction and features of the buildings on local people, other visitors and wildlife in relation to noise and light pollution.

- Incorporate local architectural styles to improve the aesthetic impact of the development and emulate local cultural styles.

- Plan landscaped areas to contribute to the biodiversity of the area by planting and conserving local indigenous species.

(c) Construction: Responsible design and planning will facilitate environmentally responsible.E construction, which should include:

- Prior to construction, state what proportion of the building materials should be locally produced by sustainable means, and giving architects a feasible percentage target to aim for (e.g. 30% of construction materials to be sourced from communities and resources within 50 km).

- Ensure that quantity surveyors have correctly addressed the volumes of resources required to construct buildings to minimize wastage.

- Minimising the transformation of the environment around the enterprise – try to maintain existing mature trees and avoid clearing nearby vegetation**.**

Participatory planning in Madagascar	Using local materials and design, and training local craftsmen to create Makalali in South Africa
© Anna Spenceley, 2005	© Anna Spenceley, 1999

(d) Operation: The environmental impacts of different interventions will vary depending on what is done, and where it will take place. Some general principles that should be considered are to work internally, ensure that products come from sustainable sources, and work with other key players (Tapper et. al, 2008: pp24-25):

Work internally to introduce management practices and procedures that contribute to biodiversity conservation. In particular:

- Appoint a senior manager and/or 'green team' to take responsibility for your biodiversity actions;

- Set clear, simple and realistic targets, monitor and report on progress towards reaching those targets;

- Provide staff with any necessary training, and ask them for their ideas and suggestions for environmental actions that the enterprise could support;

- Integrate the principles and recommendations in this guide into any existing Environmental Management System; and

- Monitor and evaluate progress in all areas.

Ensure that, wherever possible, **products come from sustainably harvested and/or sustainably produced sources** and, if relevant, are certified and labelled under certification schemes that include biodiversity criteria:

- Do not use any items that are obtained from threatened species or populations (either on the IUCN Red List of Threatened Species, http://www.iucnredlist.org, or on the CITES Appendices, http://www.cites.org).

- Do not use resources that are produced or harvested by methods that are unregulated or particularly damaging to biodiversity, some of which, such as dynamite fishing, may also be illegal.

Work with other key players, including:

- **Suppliers:** Choose suppliers based on whether they meet company standards, and by specifying requirements for the goods and services that are obtained from them. Work with suppliers and other partners to improve the sustainability of the resources purchased from them.

- **Public authorities and local organizations**: Tourism enterprises can influence stakeholders in the destination, including other businesses, public authorities, conservation organizations, local communities and managers of protected areas, by raising awareness about the contributions of the enterprise, the importance of biodiversity conservation and what each stakeholder can do to contribute to the protection of biodiversity.

Strategies to address the issue of damage to the natural environment can include educating users, providing alternatives, controlling activities, restricting numbers, enforcing penalties and developing environmental management systems (Spenceley and Keyser, 2008):

- **Educating users:** Advising and educating tourists and the tourism industry about appropriate environmental conduct is becoming increasingly popular. Many tour operators now have codes of conducts that they give to their customers – these codes of conduct help tourists to know what type of behaviour they should avoid in a particular environment. Destinations may also have codes of conduct on public display for visitors (see box 14).

  Leading English Tour Operators, responsible for sending millions of tourists overseas each year, are now actively encouraging their contracted hotels to address their impact on the environment. They are rolling out a scheme known as Travelife, which involves an audit of a range of environmental and socio-economic measures for each hotel. Hotels initially do a self-audit, and can then move onto independent audit and classification. As another example, a new guide has been developed on 'Biodiversity: My hotel in action' to show managers and owners of small and large hotels to use biological resources sustainably on a day-to-day basis (Tapper et. al, 2008).

Box 14.   Examples of Codes of Conduct for visitors
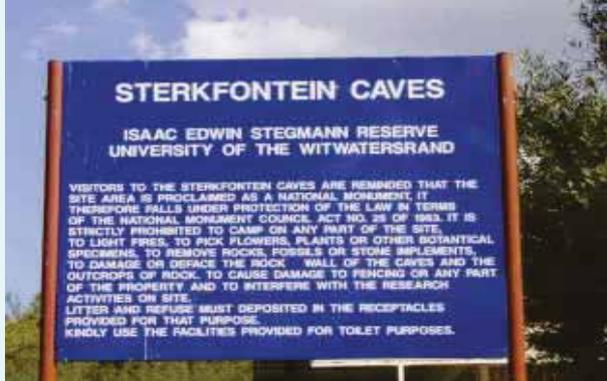
- **Providing alternatives:** Sometimes a site is simply too sensitive to allow visitor use. This may be because of seasonal conditions, e.g. when penguins are nesting or when human use has already caused too much damage. When a resource is closed for public use, resource managers sometimes provide alternatives. For example, a replica of the famous Lascaux caves in France makes it possible for tourists to 'see' the rock art without doing further damage to the actual site.

- **Controlling types of activities:** Some tourism areas use a system of zoning that allows different types of use in different areas, ensuring that some areas (normally the most sensitive) are allocated very little or no use. This strategy is used in nature reserves throughout the world, but also at historical places and museums. For example, certain parts of a historical house may be roped off, which is a form of zoning.

- **Restricting numbers:** Another strategy is to allocate permits and licences for resource use. Destination managers and planners usually decide on the maximum number of people who can use or be at a site at any one time. For example, the number of people on a hiking trail is restricted. This protects the environment from over-use, and ensures that huts and overnight stops are not overcrowded. During the holiday season, tourists are advised to book well in advance for a day visit to popular national parks, such as the Kruger National Park, as only a certain number of cars are allowed into these parks on a daily basis.

- **Penalties:** Resource managers can also introduce fines and other penalties. Individual tourists caught littering or feeding animals could receive spot fines, whereas tour operators who break the rules of conduct may be denied access to the resource.

- **Developing environmental management systems.** For larger operations, it is worthwhile considering the development of an Environmental Management System (EMS) for the enterprise. An EMS (e.g. ISO14001) is a mechanism that is applied to a business to audit its environmental performance. The EMS systematically examines the amount of consumption (e.g. energy, water, packaging resources, food) and waste production (e.g. sewage, waste water, organic and inorganic waste) within a company, and tries to find ways of reducing these amounts. Audits assess the magnitude, level and importance of environmental impacts caused by development as a continual exercise. The audits not only have environmental benefits, but also allow improvements in efficiency to reduce unnecessary costs.

Exercise 5.   Reducing environmental impacts of tourism

Pretend that you are running a bed and breakfast in a rural area of the country. What could you do to make the operation of your enterprise more environmentally friendly? In particular consider your use of energy, how you dispose of waste, things that you buy, and your garden (if any).
Then discuss the following in groups:

- What are the habitats of conservation importance in your country, and which are visited by tourists?

- What is being done to minimize any negative impacts of tourism in those areas?

- What other things could be done to conserve natural resources in those areas?

- What are the major environmental issues relating to tourism in the country?

- How can local businesses providing products and services to tourism be encouraged to have more positive environmental impacts?

Messages to take away

- The environment consists of natural elements, but also includes cultural, social, economic, historical and political elements.

- Tourism is almost totally dependent on the environment – from the climate, to natural and cultural areas, to using water.

- Impacts on the environment can be positive (e.g. better conservation) and negative (e.g. solid waste, waste water, gas emissions).

- Positive impacts on the environment can be boosted by good planning, design, construction and operation of tourism enterprises.

- Strategies to address the issue of damage to the natural environment can include educating users, providing alternatives, controlling activities, restricting numbers, enforcing penalties and developing environmental management systems.

Section 5 Implications of tourism for culture and society

The aim of this section is to explain:

- Social and cultural diversity as tourism attractions
- That tourism can potentially benefit or negatively impact culture and society in a destination
- The types of social and cultural benefits and negative impacts of tourism
- The activities / situations that can result in these benefits or impacts
- Ways to increase benefits and to reduce negative impacts

1. Overview of cultural and social effects

Tourism brings unavoidable change to a destination and the local society and culture. The key is to make sure that the change it is a change for the better. Stakeholders in the tourism sector should seek ways in which to enhance the positive impacts whilst limiting negative ones.

The society and culture of a community can be attractions for tourists (Robinson and Picard, 2006). Tourism is about experiencing something different from what you are used to, seeing new sites, learning new languages, seeing different ways of life and clothing, eating different foods, experiencing different cultural traditions and festivals. Tourists often travel to experience diverse cultures, societies and activities.
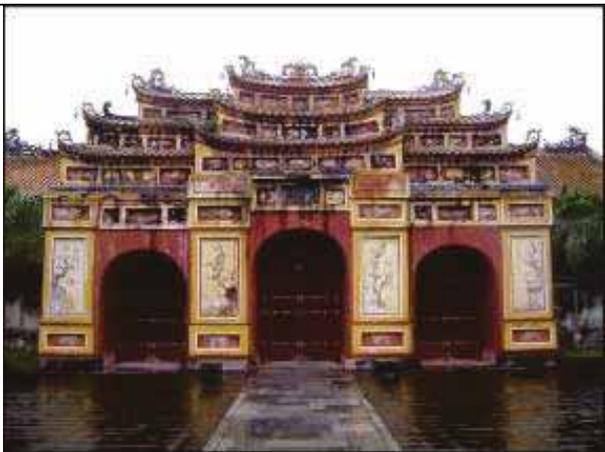
Imperial Palace, Hue, Viet Nam	Moais on Easter Island, Chile
©Melissa de Kock	©Melissa de Kock
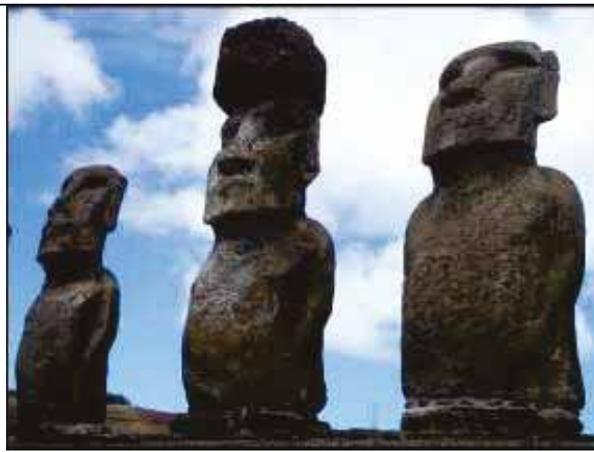
Tourists are likely to be different from the local populations of the destinations they visit. These differences may include:

- Language;
- Clothing;
- Lifestyles and behaviour;
- Religion;
- Values;
- Attitude to strangers.

Exposure to these differences can cause impacts on society and culture (see box 15). However, it is unrealistic to isolate the effects of tourism from other aspects of globalization and modern communication. Often tourism is just one of many drivers of change.

Box 15.   Definitions of social and cultural impacts of tourism

- **Social impacts** are those that impact on life in an organized community; such as crime, employment, prostitution, religion, gambling, demonstration effect, xenophobia, disruption of community bonds, migration, changes in clothing and language, overcrowding of infrastructure, accommodation, services, and standards of health.

- **Cultural impacts** are those that affect the patterns, norms, rules and standards which find expression in behaviour, social relations and artefacts. It includes items of handicrafts, language, traditions, food, art, music, history, architecture, education, dress and leisure activities.

Source: Mathieson and Wall, 1982.

When developing tourism it is important to be aware of the differences between local people and tourists and the potential impacts they may have on the local society and culture. These impacts may include those summarized in table 6.

Tourism can be developed so that it brings positive change to a culture and a society and reduces potential negative impacts. The type of tourism developments, changes wished for by a community, and any potential negative impacts should be identified by the local people who may be affected by tourism. We will come to participatory planning a little later.

Interactions between locals and tourists, where people can come face to face with the differences between them, can take place in the following situations (Cooper et. al 2008):

- At points of sale between tourists and local salespeople (vendors, staff in hotels and restaurants).

- Where locals and tourist are using the same amenity (shopping, public transport).

- At an arranged event (traditional dancing).

Table 6.   Impacts of tourism on society and culture

Society	Culture
Positive impacts	
- Improved infrastructure and increased access to infrastructure and amenities. - Increased access to information (through improved infrastructure and communications). - Capacity building and education. - Empowerment. - Strengthening of community institutions. - Gender equity. - Tolerance and respect. - Gaining knowledge about world views and experiences. - Learning about other societies and cultures and increasing tolerance for people from different cultures.	- Increased pride in culture. - Revitalization of culture. - Improved conservation and restoration of cultural heritage sites. - Increased sales of local crafts and associated increase in pride and self-confidence.
Negative impacts	
- Erosion of societal values. - Crime, prostitution and exploitation of children. - Local resentment when excluded from tourism or amenities and obvious disparities in wealth between the tourists and the locals. - Loss of access to resources. - Inappropriate behaviour for the local society causing distress amongst the locals.	- Erosion of local culture. - Loss of culture. - Degradation of cultural sites.

Sources: Kreag, 2001; WTO, 2002; UNEP and WTO, 2005; WTO, 2006, Robinson and Picard, 2006; Mbaiwa, 2008; Cooper et. al, 2008.

Interactions between tourists and members of a rural community in Rwanda	Interaction between a tourist and a local vendor, Hue Market, Viet Nam
© Anna Spenceley	©Melissa de Kock

Local people's attitudes to tourism can change as tourism grows in a destination. Residents may become more critical and antagonized as tourism grows and seems to 'take over' (see figure 14).

Figure 14. Doxey's index of tourist irritation

1. **Euphoria**
   - Enthusiasm for tourist development
   - Mutual feeling of satisfaction
   - Opportunities for local participation
   - Flows of money and interesting contacts

2. **Apathy**
   - Industry expands
   - Tourists taken for granted
   - More interest in profit making
   - Personal contact becomes more formal

3. **Irritation**
   - Industry nearing saturation point
   - Expansion of facilities required
   - Encroachment into local way of life

4. **Antagonism**
   - Irritations become more overt
   - The tourist is seen as the harbinger of all that is bad
   - Mutual politeness gives way to antagonism

5. **Final level**
   - Environment has changed irreversibly
   - The resource base and the type of tourist has changed
   - If the destination is large enough to cope with mass tourism, it will continue to thrive.

Source: Doxey, 1975.

Tourism should be developed in relation to the needs of local people, and with the local natural and socio-cultural environment (e.g. facilities that are available). A good relationship between local people and tourists can contribute to the sustainable development of a tourism destination.

2.   Positive outcomes of tourism for society and culture

There are a number of ways in which tourism can contribute to improving social conditions as well as to enhancing cultural attributes of host populations.

Social improvements include:

- **Improved infrastructure:** Local people can gain access to improved infrastructure and services. The government can provide infrastructure for tourism destinations which is also beneficial for the local populations, such as water provision or recreational facilities (Kreag, 2001; WTO, 2002) or collective community revenue generated from enterprises can be used to improve infrastructure (Mbaiwa, 2008).

- **Capacity building and education:** People working within the sector can learn skills 'on the job' or though skills development opportunities offered by employers, support organizations or the government. Tourism can also contribute to education of both local people and hosts, for example learning new languages (Mbaiwa, 2008).

- **Empowerment:** Local people's participation in decision-making in tourism can result in their empowerment (WTO, 2006), as well as enhanced pride and self-confidence within the community (Mbaiwa, 2004).

- **Strengthening of community institutions:** NGOs and other support organizations often provide technical support and capacity building for local community institutions.

- **Gender equity:** Tourism employs a high proportion of women, which results in women gaining new opportunities and skills (WTO, 2002).

- **Tolerance and respect:** Tourism interactions can foster respect and tolerance amongst people through increased experience, knowledge and understanding of other cultures and societies (Robinson and Picard, 2006).

Cultural benefits from tourism can include:

- **Increased pride in culture:** Increased tourist interest in local culture can engender increased pride (WTO, 2006).

- **Revitalization of culture:** Cultural customs, crafts or events may be revived by tourist interest and tourism can preserve cultural traditions that were being forgotten (Mbaiwa, 2004; WTO, 2006; Cooper et. al, 2008). In Botswana, tourists have the opportunity to stay overnight in traditional villages, where they can partake in traditional meals, activities and entertainment. This allows tourists to experience the traditional way of life of the local villagers, whilst at the same time preserving local culture (Mbaiwa, 2004).

- **Improved conservation and restoration of cultural sites:** Cultural heritage sites can be preserved through tourism in the following ways (Kreag, 2001; Cooper et. al, 2008):

    – Through funding generated by tourism (see box 16).

    – Where enhanced local pride leads people to take better care of the sites.

    – When the government recognizes the value of the site as a result of tourism, and provides funding to restore and maintain them.

    – When, as a result in the increased demand for cultural tourism, further sites are identified that can be restored for tourism purposes (see box 17).

Box 16.   Sarica Church, Cappadocia, Turkey

A Tour Operator, VASCO Travel, funded the restoration of an ancient Orthodox Christian church cut into the rock in the underground city of Cappadocia, Turkey which was eroding and would soon be destroyed. This support prevented the destruction of a church of historical and cultural significance in an area of great cultural significance and it is now also included on tourist itineraries.

Source: Tour Operators Initiative for Sustainable Development, 2003.

Box 17.   Shigar Fort-Palace in Pakistan

Shigar Fort-Palace in Pakistan, which is being restored to enhance cultural tourism and benefit the local community, is revitalising traditional values and culture. Its policy is also to ensure equitable employment and locals are considered for employment first. Twenty of the 22 workers are local people. Goods and services such as transport is procured from local people. The project is encouraging gender equity within the community through its good relationship with the traditional authorities founded upon respect and transparency. Locals are being trained in a number of disciplines, not restricted to tourism. For example, local women have received training to enable them to participate in social assessments and surveys for one of the donor organizations.

Local culture is respected in terms of the types of activities offered at the palace. The development has received the sanction of the conservative traditional leaders, who were initially concerned that 'hedonistic' tourism activities would occur.

Source: www.shigarfort.com.

- **Increased sales of local crafts:** Increased tourism can also lead to an increased demand for local handicrafts, cultural performances or exhibits. This results in increased economic opportunities and increased awareness of the culture amongst other potential tourists (Kreag, 2001; WTO, 2006; Mbaiwa, 2008). This can also engender pride and increase self confidence amongst the crafters (Suich and Murphy, 2002).

Exercise 6.   Social and cultural benefits of tourism in a destination

In groups discuss:

- ➢ What are the existing or potential social benefits of tourism in your community? And what are the negative social impacts?
- ➢ What are the potential positive and negative cultural benefits of tourism in your community?
- ➢ Which ones do you think matter most? If participants disagree about the priority issues, explore why.
- ➢ How can tourism be planned to maximize social and cultural benefits of tourism?

3.   Potential negative impacts on culture and society

If tourism is not well planned, developed and managed, it can have profoundly negative impacts on local society and culture.

Social impacts include:

- **Erosion of value systems:** Tourism can result in increased crime within a community, sometimes caused by the observed disparity in wealth between the tourists and the locals. It can also lead to the development of prostitution in some countries, including child prostitution and sexual abuse. Child sex tourists exploit or actively facilitate opportunities to engage in sexual acts with children.

Box 18.   Combating sexual exploitation of children

End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes International

is working to combat sexual exploitation of children and works with governments, tourism authorities, private sector tourism companies, community organizations and supporting NGOs. It raises awareness of children's sexual exploitation and lobby for the development of legislation that will reduce this activity. See http://www.ecpat.net/EI/Programmes_CST.asp for more information.

Increased wealth in a society can lead to changes in the local value system, community structures and even family relationships. Observing or imitating tourist behaviour can also lead to changes, where local values or behaviour are replaced by foreign ones (Mbaiwa, 2004).

- **Exclusion of local people:** Exclusion of local people from the tourism sector can result in mistrust, anger, resentment and antagonism towards the tourism operators and even the tourist. Examples include (Kreag, 2001; Mbiawa, 2004; Cooper et. al, 2008):

    – Exclusion from amenities: either through not allowing locals to use them (private beaches for example), or by making the amenities unaffordable.

    – Exclusion from equitable benefits and senior-level employment and foreign domination of tourism products. This can happen if few or no benefits are received by the local population, foreigners are employed rather than locals, or goods or services are imported to supply the tourism sector.

    – Exclusion from decision-making and planning and not taking the needs and views of locals into consideration.

    – Exclusion from communication about tourism development: This can lead to raised expectations amongst community members about potential benefits of tourism.

    – Loss of access to resources. This can either occur through the relocation of communities to enable tourism development, or by restricting access to resources.

Sticker on the helmet of a tuk-tuk driver, Phnom Phen, Cambodia	Inappropriate dress at the Temples of Anghor, Cambodia
©Melissa de Kock	©Melissa de Kock

Cultural impacts of tourism can include:

- Erosion of local culture:

    − Commercialization and commodification (see box 19) of culture can occur if cultural activities or traditions become artificial tourist events to generate income, and nothing more. However, even this can have the positive effect of preserving the traditions and heritage and generating revenue for local people (Robinson and Picard, 2006; Cooper et. al, 2008).

Box 19.   Commercialization and commodification

When a social or in this case cultural good, which was not previously considered in economic terms, is given an economic value. It merely becomes a product or service traded in exchange for financial gain, and in the process loses its original meaning. This can also happen when customs or events are adapted to meet the requirements of tourism, in terms of content or duration, for the sake of generating an income, for example, to make them more 'exciting' or accessible for tourists.

Rows of bottles of traditional medicine sold as curios at a tourist shop, Halong City, Viet Nam

©Melissa de Kock

    − Standardization of cultural products can occur, where local culture is changed to suit the perceived wishes of the tourist, and cultural diversity is lost. The tourism product becomes no different from that the tourist can experience at home or in another country, local culture is eroded, and ultimately the tourist visits another destination to experience cultural diversity (WTO, 2006) (see box 20).

Box 20.   Tourism in the Costa Brava, Spain

The initial growth of tourism in the Costa Brava in Spain in the 1950s created jobs and greater opportunities for economic development for the local population. However, with time and development of mass tourism, the local Spanish culture was being eroded and the cultural diversity diluted. Local meals and specialities were replaced by fast food restaurants. Traditional singing became events put on mainly for tourists in exchange for revenue. The scenery was also spoiled – by the construction of high-rise accommodation that were not designed with traditional architecture and local styles in mind. This led to the decline in the quality and attractions in the destination and fewer tourists visiting the area. In 2005, a leading English tour operator stopped running tours to the area.

However, on the positive side, this destination is currently being revived by local authorities who are trying to develop a more sustainable tourism product based upon the natural and cultural attractions of the area. http://www.coloursofspain.com/.

–   Tourism that is poorly planned or managed can result in degradation of cultural sites, including vandalism and people removing artefacts as souvenirs. It can also result in the illegal trading of cultural products such as antiquities (WTO, 1993).

–   Exposure to tourists' customs can lead to changes in traditional ways of life and customs and an erosion of local culture (Mbaiwa, 2004; Cooper et. al, 2008).

Exercise 7.   Social and cultural threats caused by tourism in a destination

In groups discuss:

*   What are the existing or potential threats to your society from tourism?
*   What are the potential threats to your culture from tourism?
*   How can tourism be planned to minimize social and cultural threats of tourism?

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4.   Ways to maximize positive impacts and mitigate negatives ones

The following measures can assist to reduce the negative impacts of tourism and contribute to enhancing the positive impacts. **Local participation** is a common thread in all of them.

4.1. Planning, impact assessment and monitoring

There are a range of ways that planning, impact assessment and monitoring can be used to reduce negative impacts of tourism on society and culture. These include:[10]

*   Take time to develop tourism appropriately, for example to develop partnerships and facilitate skills development.

*   Strategies should be developed to monitor and mitigate potential impacts on society and culture throughout the tourism life-cycle (in a participatory manner).

*   If a cultural site is potentially of significant world heritage value, it could be promoted with the relevant government authority for inclusion on the World Heritage Convention list (Refer to appendix III.

Participatory planning workshop, Sioma Ngwezi National Park, Zambia

© Melissa de Kock

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[10] Cape Town, 2002; DEAT, 2002; WTO, 1993; UNEP and WTO, 2005; WTO, 2006; Robinson and Picard, 2006; WTO, 2007.

4.2. Stakeholder engagement and collaboration

Engagement, participation and collaboration of all stakeholders during planning and operation can ensure that:[11]

- Socio-cultural factors are taken into consideration in tourism development.

- Expectations are managed and they are realistic.

- There is transparency and open communication, which can lead to trust between stakeholders.

- Conflicts are resolved (through the development of conflict resolution mechanisms such as stakeholder forums).

- Community institutions are established or strengthened to enable them to manage tourism activities and development.

More information on participatory planning is contained in appendix II.

4.3. Equitable benefit distribution and respect for local people

Respect for local people and their culture and ensuring equitable benefit sharing should be entrenched in tourism development initiatives. This includes the following:[12]

- Involvement of local people as employees, owners, entrepreneurs, producers and suppliers.

- Assistance to local people to enable them to gain access to the tourism sector. Assistance may include capacity building, access to credit and access to information.

- Education of local communities about tourism, strengthening of community institutions and skills development.

- Granting of rights over resources where possible to enable local people to benefit from tourism (See box 21).

- Respect and observation of local customs by tourists, for example, regarding dress codes and behaviour. If necessary, inappropriate or disturbing behaviour should be stopped through regulation and enforcement.

Box 21.   Communities rights over resources and tourism in Namibia

In 1996, the Namibian Government granted local communities the rights to use, manage and benefit from the wildlife through tourism if they registered as a Conservancy. Local communities are thus able to benefit directly from tourism through joint ventures with private sector companies for lodge developments, through hunting concessions or through community-based tourism initiatives such as campsites. The community decides who can develop tourism on their land, and on what conditions. The security of land tenure enables them to benefit from tourism, as they deem fit. However, these rights must be accompanied by support from local NGOs and the government and capacity building to assist them to negotiate on an equal footing with private sector investors.

Source: www.met.gov.na.

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[11] UNEP and WTO, 2005; WTO, 2006; Robinson and Picard 2006; Cooper et. al, 2008.

[12] WTO, 2004; UNEP and WTO, 2005; WTO, 2005; WTO, 2006; WTO, 2007.

4.4. Information and interpretation

Increased awareness about tourism and the destination and local culture and society can enhance positive interactions between the host population and tourists (WTO, 2006) and combat many of the negative impacts of tourism (Cooper et. al, 2008). This can be achieved by means of the following:[13]

- Accommodation establishments, travel agents and tour operators can provide tourists with appropriate information about the local communities and their culture.

- Guidelines should be developed for appropriate visitor behaviour.

- Cultural tours should be lead by well-trained, knowledgeable, and ideally local, guides.

- Interpretative programmes and events should be developed to promote awareness and better understanding of local culture.

Means of communication include: brochures, guidebooks, information given by tour guides, travel agents, tour operators and by the Internet.

4.5. Maintain and encourage social and cultural diversity

Maintaining socio-cultural diversity of a community can be done in the following ways):[14]

- Provide tourism operators with information about the local culture and society to pass on to their guests.

- Incorporate local culture into accommodation establishments and restaurants (local foods, sales or display of local cultural products, etc.).

- Raise awareness within the community about the importance of preserving social and cultural diversity.

- Develop innovative products for tourists, whilst retaining cultural uniqueness. For example, wood crafters in southern Africa who carve wooden Land Rovers for the 4x4 travellers.

- Offer interpretation of local culture and products.

The UNWTO Global Code of Ethics gives the tourism industry a series of guidelines to ensure that tourism is ethical and beneficial to local cultures and societies (see appendix IV).

Messages to take away

- Travel by tourists to places where society and culture is different, can bring about unavoidable changes in destinations.
- Experiencing new cultures is a major attraction for tourists. This can include learning about languages, clothes, lifestyles, behaviour, religion and values.
- Tourism can have positive and negative impacts on culture and society.
- Positive impacts can include better social infrastructure, education, stronger local institutions, gender equality, respect, pride, and conservation of heritage.
- Negative impacts can bring about changes in attitudes that residents have towards visitors – from being happy to see them, to being antagonized. They can also include erosion of values, exclusion of local people from resources, erosion of culture.
- Good planning, impact assessment and monitoring with local participation and education can be used to avoid negative social and cultural impacts from tourism.

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[13] WTO, 1993; UNEP and WTO, 2005; WTO, 2006; Robinson and Picard, 2006.

[14] Kreag, 2001; UNEP and WTO, 2005; WTO, 2006.

Section 6 Interventions to boost the impacts of tourism on poverty, while conserving the environment culture and society

The aim of this section is to explain how interventions can:

- Reduce poverty, conserve biodiversity and culture
- Learn from past experiences
- Develop initiatives at scale, that have wider impacts
- Explain what influences how much the poor can participate
- What different stakeholders can do, including government, the private sector, support programs and organizations, tourists and communities
- Address synergistic impacts of initiatives

There are many different types of interventions that can boost the contribution of tourism to local development, while conserving the local environment and culture. But it is important to be aware that there is a good handful of failures too.

1. Mistakes of past approaches

A number of projects have sought to benefit communities via tourism but have been unable to demonstrate success at any scale. While the problems vary from place to place, broadly speaking there are 7 types of problems:

- *Focusing on community-owned enterprise to the exclusion of other parts of the value chain*

  Most donor interventions in tourism, from either a development or conservation perspective, have helped communities to set up tourism enterprises. But as indicated earlier, there are many other ways in which the poor engage in tourism, and through which they earn considerably more. Community-run enterprises often generate very low returns because they are small and barely commercially viable (see box 22).

- *Developing tourism enterprises that do not have a market*

  Often community-owned enterprises are established without any market research or business planning. This means that many remain commercially un-viable for years and years, only to be supported by donations and the activities of donor agencies. The 'build and they will come' approach rarely works, without substantial long term support and promotion.

Box 22.   Weakness of the past approach and potential of the new initiatives

Example of a commercially unsustainable approach: Wild Coast community-based tourism

This project (2002-2005) developed community-based accommodation (lodges and campsites) at three sites along this very rural stretch of the South African coast. It supported hospitality training; craft development; community empowerment; hiking trail development; environmental management and tourist promotion. It established community trusts to manage receipts from tourists.

- **Cost:** Funded by EU at cost of €12.9 m
- **Impact:** created 87 jobs for the 3 years the project was running – none of them sustainable. Thus average cost per job per year was US$ 50,000. It generated about US$ 20,000 in a community trust much of which did not benefit anticipated beneficiaries. The private sector concessions collapsed due to community conflict and local government resistance. A major beneficiary was a European consultancy company.

Example of working with the mainstream market: Barambah project in Brazil

The Berimbau project took place in 2006 in North East Brazil near Salvador. Private sector owners of the Costa do Sauipe 1,800 bed resort jointly financed a training initiative with the United Nations to raise local community access to jobs in the hotel.

- **Cost:** US$ 1m from resort owner and US$ 340,000 from United Nations Export Led Poverty Reduction Programme (including support for craft and agricultural links).
- **Impact:** US$ 1.3 m additional income yearly into poor community from 1,100 additional local people accessing jobs at resort (10% to 40% total workers raising average household income from US$ 100 to US$ 200 per month.

Sources: European Commission 2003, Mitchell and Ashley 2008.

- *Focusing on developing products and producers but not market linkages.* A great local product is no use if it is not connected to the market. Whether it is a campsite, fine jam, or reliable mangos, working with producers seems obvious but is not enough. Often the real challenge is making the links between poor producers and a sophisticated market, and ensuring that the product is the correct size, shape, colour, price, quality, volume and consistency.

- *Avoiding working with the private sector and the mainstream market.* For a long time it was assumed that only niche tourism – eco/responsible tourism could be pro-poor. Mainstream tourism does not have explicit objectives related to sustainability or impact. But nevertheless, it can be a driver of local development and there is much to be done to help the mainstream adapt their business model.

- *Muddling social welfare objectives and business development objectives.* Projects have tended to focus on isolated rural communities, who have few other business options. A beautiful setting is seen as a justification for tourism, and a rural community as a reason for a cooperative approach. But tourism is a sophisticated industry and may not be most appropriate to the most marginalized. The target group chosen for social welfare reasons might be quite different to the target group chosen for an objective of enterprise development. Both objectives have their place, but do not impose an enterprise development solution on a community chosen for its social position, rather than its business potential.

- *Providing heavy development inputs but not commercial expertize.* There have been heavy donor and NGO inputs into developing local tourism, which often significantly outweigh any local benefits that flow. But because tourism is a business, commercial inputs are needed – on pricing, marketing and business management.

- *Ignoring deep-set constraints in the business environment.* Lack of access to finance, the regulatory environment, racial discrimination, corruption in licensing or limitations on flights arriving may be fundamental constraints to participation of the poor in tourism. But these are rarely addressed in tourism-poverty projects.

- *Doing pro-poor tourism as a separate 'add-on' to destination development.* Sometimes mainstream development plans do include an objective for pro-poor impact. But if it is done with separate projects, budget and staff, it becomes another project. More impact comes from assessing the zoning, hotel licensing, shopping development, entertainment plans, and all other aspects of development with a pro-poor lens.

- *Excluding local people from tourism assets.* Where authorities consider that the tourism (or conservation) attraction is too sensitive, local people are often excluded from the area. The exclusion may be to prevent hunting, or the collection of firewood and water, or the opportunity to graze livestock. Exclusion may also be by pricing, where it is too expensive for local people to pay the same prices as foreigners. Exclusion may also be from planning processes, which have implications for the places where residents live, work and play.

- *Failing to recognize the environmental impacts of tourism.* All tourism products and services produced have environmental consequences. From the rare mahogany used to create a beautiful traditional mask in Africa, to the wetland that is drained to provide solid ground for a luxury lodge, to creating access roads in remote areas that bring more development, and the green house gas emissions generated by flying between home and a holiday destination. Undermining the natural environment jeopardizes tourism assets, can ultimately threaten the continuation of a tourism destination, and therefore the pro-poor income generating activities that rely on it.

2.   Emerging approaches that seek impact beneficially at scale

Current thinking in tourism focuses on interventions that are more strategic, based on an open-minded assessment of where impact can be created at scale. They try to:

- Engage the **private sector** in expanding opportunities for poor people, and take advantage of the growing business case for the tourism sector to demonstrate its commitment to destination development.

- Link poor people to opportunities in **mainstream** tourism, not just niche tourism.

- Try to **assess** and then tackle the main market blockages that limit participation of the poor.

- Are open to working at any different point in the tourism value chain, **wherever there is greatest potential** for pro poor change.

- **Evaluate the potential environmental, cultural, social impacts** of the intervention and type of enterprise being developed. Do this during the planning stage in participation with local stakeholders, to ensure that overall the impacts will be beneficial (see box 23).

What does this mean in practice? It could mean tackling transport of tomatoes, tourist information about excursions, illegally-low wages paid in hotels, controlling felling rare hardwood trees for craft, combating child-sex tourism, or simply the absence of cash point machines for tourist wanting to do their shopping. The point is that it should tackle a blockage or create new market linkages in a sustainable way:

- In the Dominican Republic, mainstream tour operators have developed excursions that visit local communities and build in fair returns. The operator has now tasked its destination managers across the world to develop 'sustainable excursions'.[15]

- In Ethiopia, a major recommendation from a pro-poor analysis of tourism is to increase the airline capacity to Lalibela, a cultural destination. This is major blockage limiting incomes that the poor can earn (Mitchell and Coles forthcoming).

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[15] http://www.id21.org/id21ext/insights62art1.html.

- In Luang Prabang, the establishment of the Night Market has proved to have been very effective at providing a channel for tourists to spend more and local producers to earn more (Ashley 2006).

- In the Gambia, donor funds supported a project that helped local producers to organize themselves into self-regulated groups, addressing their service quality and pricing, and also linking them up with hotels and tour operators. Incomes of juicers, crafts and guides multiplied as a result (Bah and Goodwin 2003).

- In the Caribbean, a tour operator/resort owner, agricultural NGO, government and farmers have worked together to boost supplies from local farmers to resorts.[16]

- In Namibia, NGOs work with communities to develop partnerships with private investors in luxury lodges. Income from such partnerships has proved to be the most substantial component of community income from tourism, and has promoted the rejuvenation of populations of rare wildlife (see box 23).

Box 23.   Torra Conservancy, Namibia

Torra Conservancy is a operated by a community in Namibia. The institution representing the community has negotiated concession agreements with two private sector partners, one to establish a lodge and the other to operate hunting safaris.

The Conservancy members benefit through collective income from the concession fees paid to the Conservancy by the private sector partners, employment, skills development enabling some of the community members to obtain jobs in other lodges, and further income from the provision of associated tourism services such as laundry and sale of firewood. The lease agreement with the lodge concessionaire decrees that the lodge will revert to the Torra Conservancy at the end of the 15 year lease. The collective income is used to fund the operating costs of the Conservancy and other communal projects such as improvements to local schools.

Tourism has resulted in increased wildlife numbers in the Conservancy, the community members see value in wildlife and conserving natural resources as a result of the benefits generated by it, and they are directly involved in decision-making in terms of how to use the resource (hunting and / or lodge development), and how to use the collective income.

The initiative has empowered local people, and enhanced their skills and organization. They are responsible making for making decisions about the conservancy and the community has established a representative social structure to manage conservancy operations, including budgeting and staff management. The community, through this committee has negotiated and entered into agreements with private sector partners, undertaken land-use planning activities for the area, and collaborates with the government on wildlife management. Local craft production has increased from tourism, increasing income and awareness of local culture. Craftswomen have also expressed an increased sense of pride and identity resulting from the sale of their crafts.

Sources: Suich and Murphy, 2002; Nott, Davis and Roman, 2004; Nott and Jacobsohn, 2004; MET.

What is appropriate in your situation depends on the local context, environment and society. If you want to plan a tourism intervention, do not just take the first idea. Work out roughly which part of the tourism economy is ripe for intervention – where there are opportunities for the poor to engage more if only it is viable, and if the local environment and context is supportive. Then work out the blockage to be tackled or linkage to stimulate. ITC has written a guideline on how to do an Opportunity Study to plan a project along these lines. Table 7 gives an example for the food chain, of how quite different approaches might be needed or need to be combined.

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[16] http://www.thetravelfoundation.org.uk/assets/project%20summaries/dr%20programme%20summary%20may%2008.pdf.

Table 7.   Different types of interventions that could enhance the food chain

Broad area of focus	Blockages and opportunities to address	Target group of intervention	Possible interventions
Increase local food supplies	Seasonality of production Unaffordable transport Chefs prefer a single wholesale contract Cheap imports Lack of access to fertile land Lack of education on sustainable agriculture, and how to improve production Lack of information about the products, quality, reliability and price demanded Poor access to finance Few linkages between farmers and hotel/restaurant buyers	Fruit and vegetable farmers	Farm extension on seasonality Shared transport Financing of transport Farmer association for shared marketing Work with chefs on logistics of local sourcing Work with tax and trade authorities on regulations that favour cheap imports to make local produce more affordable Hotels and restaurants give information to farmers on the type and quality of products they need, and mentor them over time. Chefs develop local menu items that reflect seasonal local produce that is readily available.

There are many different ways in which the poor can gain from a change in the tourism economy.

● More poor people enter the value chain

● Current participants earn more from what they do now

● They move up to better paid things

Some interventions achieve more of one and some another. Any can be right. But do check how *many* poor people will gain, and to make sure that the environmental and social consequences are acceptable. Some examples are below in box 24.

Box 24.   Top tips when thinking about interventions

● Don't just focus on supply of tourism goods by the poor. Look across the different options.

● A good product with no market helps nobody.

● Focus on removing barriers to participation.

● There need to be commercial drivers for private sector to be involved or to motivate their tourists.

● Think about how the intervention will impact on the local environment (including biodiversity, waste, water, and energy).

● Address how the intervention will impact on society and culture, and consider gender, transparency, equality, crime, and traditions.

3.   What factors influences how much the poor can participate?

Assessment of a number of different tourism destinations reveals enormous differences in the share of benefits reaching poor people. Figure 15 illustrates differences in the share of tourist spending (in-country) that reaches poor people, ranging from 25%-30% at best, down to around 5%-10%.

Figure 15. Pro-poor tourist expenditure by destination

Source: Mitchell and Ashley 2009.
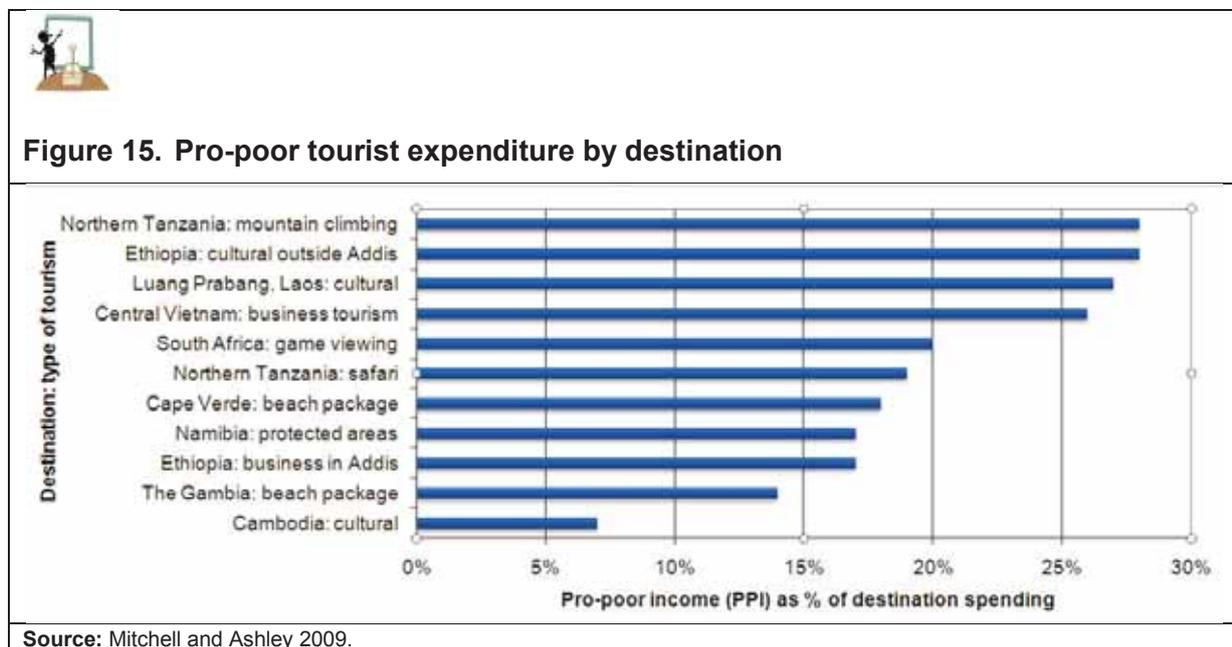
There are many differences in the nature of the product, the structure of the local economy and the market context that explain these. Where the share of the poor is over 25% it is for different reasons:

- At Kilimanjaro in the United Republic of Tanzania the core product is climbing the mountain, which is extremely labour intensive. With a high ratio of porters to tourists, and relatively little other expenditure, this product emerges as one of the most pro-poor.

- In Luang Prabang, Lao People's Democratic Republic, the estimated share of the poor is so high because of high spending on shopping, much of which is locally made and using raw materials provided by poor people, and also because half of fresh food expenditure is estimated to reach poor producers or traders.

- In Central Viet Nam, it is high because hotel wages are relatively high due to the tight local labour market and there is significant spending on food, transport and craft – all of which have generate high flows to poor people.

The **structure of the product** will influence how the poor can engage. Gorilla viewing in Central Africa is the opposite of trekking in Kilimanjaro: tourists pay hundreds of dollars per day in park fees for an activity that involves one guide, one porter and lots of wilderness. So the government's share of revenue is bound to be high and that of the poor low.

But the **nature of local enterprise** and opportunities for tourists to spend their own money also mater: in the Gambia, linkages are higher than would be expected in a beach resort dominated by all-inclusive resorts supplied by 7 tour operators. This is because of vibrant enterprise and access to tourists.

A key set of factors is the **skills and assets of the poor, and their access to markets**. Do poor people have language skills and basic business skills? Do they have access to credit for a small business, or to information about available jobs? Can they transport their goods and do they know about the tourists' needs and markets they could serve?

Another set of factors is around the **motivation of governments and companies** in opening up opportunities for the poor. Do governments consider how to adapt commercial developments to simultaneously open up access to poor workers and vendors? Do they create incentives for business to strengthening their linkages with the local economy?

Destinations vary considerably in which sub-chain is a major source of pro poor income. Table 8 highlights some factors that can make a sub-chain more pro poor.

Table 8.   When food, accommodation, shopping and excursions are more likely to generate high income flows to the poor

Sub-chain	Likely to be a big source of income for considerable numbers of poor people when:
Food and drink	Majority of fresh food is domestically produced. Hotels and restaurants buy vegetables meat and fish – directly or indirectly – that is produced by small-holder farmers.
Accommodation	Prevalence of high end accommodation with high staff: room ratios (i.e. over 1:1). Prevalence of budget accommodation largely operated by poor households – hostels, homestays, guest houses, camping etc.
Handicrafts and shopping	A wide range of high quality and locally distinctive souvenirs that are locally produced and easily accessed by tourists. Shopping is a core tourist activity of the destination facilitated by the itinerary, physical layout, access to local money etc.
Excursions transport and entertainment	A high % of tourists enjoy excursions and entertainment based on local skills and culture, and use low-tech transport. Systems for fees and ticketing, supported by residents, tour operators, hoteliers and government, are in place. Local providers have skills, plus recognition in and access to the market.

4.   What can different stakeholders do?

Different types of stakeholder have different options for action that can promote poverty reduction through tourism, while benefiting the environment and society. Listed below are a series of suggestions for government, the private sector, tourism support programs, tourists and communities can do,

4.1. What government can do

Governments can:

Establish priorities:

- Set the tone of discussion, the expectations of the destination: that local linkages matter, that local people will be consulted, that development results will be measured.

- Design destination-planning systems that take into account local views, biodiversity and culture.

Influence the private sector:

- Take into account companies' efforts to develop local linkages when allocating concession, marketing support, or choosing between bids – and announce clearly that this is the intention.

- Make it easier for tourism business to link with local people: provide databases of small and micro business, convene business groups and facilitate exchange of information, bring actors together at destination level, invest directly in the skills needed locally.

- Raise awareness of environmental, social and cultural guidelines that support sustainable tourism development.

Help small and micro business:

- Assess how markets are working and whether facilitation if needed, such as in finance, transport, insurance, business services etc.

- Reduce excessive regulation and corruption that pose burdens on small business.

Boost the employability of the poor:

- Invest in education and workforce skills, particularly for poor households.

Collaborate:

- Find out what companies and communities need, help bring them together and pool resources.

4.2. What private companies can do

Companies can:

Adapt their procurement and linkages with local business

- Assess current patterns of procurement and set targets to improve local and environmentally responsible sourcing.

- Share information with local producers of their needs and service standards.

- Find out about local businesses and ways to exchange information.

- Mentor new suppliers to help them reach necessary standards.

- Use their convening power to help potential suppliers reach others– such as banks, technical experts.

- Allow professional staff times to share their expertize with local suppliers (e.g. in financing, marketing).

Build their local employment

- Prioritize recruitment among local residents: ensure jobs are advertized locally.

- Develop training for unskilled staff to progress to skilled jobs.

- Ensure good employment practice, including working hours, time off, and employment security.

Collaborate

- Work with destination managers, with government, NGOs and communities to add their business, environmental and cultural expertize to new initiatives.

- Be open to partnerships with NGOs and others and add value to their initiatives.

4.3. What tourism support programs and organizations can do

Tourism support programmes and non-governmental organizations can tourism initiatives that reduce poverty by:

- Ensuring that initiatives are commercially viable. They should have a viable business plan, and have established that there is a market for the tourism product or service to be offered.

- Providing access to finance that has fair interest rates and repayment schedules.

- Measure the level of poverty in the target group at the beginning, during the initiative, and at the end of support.

  - Use this information to learn lessons about the successes and limitations of the approach, and distribute information on the findings.

- Consider the track record of the people and institutions involved in the initiative. Have they shown good performance in the past?

- Support initiatives that promote:

  - Local employment, training and promotion;
  - The development of entrepreneurs and small businesses;
  - The development of marketable products and services;
  - Fair treatment of workers, and do not exploit women and children;
  - Promote hiring women and people from minority groups;
  - A living wage;
  - Local conservation of natural resources;
  - Conservation and enrichment of local heritage.

4.4. What tourists can do

Tourists can make a major impact on the poor through their travel decisions, and on the activities they do on holiday, and what they buy when they are in a destination. Tourists can:

- Use a tour operator that uses responsible enterprises (e.g. tour operators on www.its4travel.com; or http://www.fairtourismsa.org.za/holiday_touroperators.html) that are working to support local people, benefit the environment, and conserve traditional culture and society.

- Stay at accommodation facilities that benefit local people and the environment. These can include holidays certified as responsible (e.g. by Fair Trade in Tourism South Africa www.fairtourismsa.org.za; Green Globe 21 www.greenglobe21.com), or promoted on responsible tourism websites (e.g. holidays on responsibletravel.com).

- Get out of the hotel and buy crafts and gifts directly from local artisans.

- Tourists should not bargain excessively, but pay a fair price for the item they want to buy. Low prices paid will mean a low income for the maker.

- Only buy crafts and gifts that are made from sustainably harvested natural resources, and are not made from endangered species.

- Visit a local restaurant offering traditional food and entertainment. Restaurants busy with lots of local people will often have the best, most hygienic food.

- Take a tour offered by a local guide, to experience local culture, heritage and wildlife. A tour offered by someone local may have more detailed local knowledge.

4.5. What communities can do

Members of local communities have many roles in the tourism sector, that of producers, suppliers, employees, owners of businesses, and also as active participants and decision makers (WTO, 2002). To improve benefits of tourism, communities can:[17]

- Increase their understanding of the tourism industry;

- Raise awareness of tourism within the community by passing on any knowledge and information to other community members through meetings and discussions;

- Identify tourism opportunities and attractions and potential partners;

- Explore and take opportunities to improve skills that can be applied in tourism related small business or in other areas of the tourism sector;

- Engage with other stakeholders such as the private sector and the government and be honest and transparent in this collaboration;

- Prepare for business interactions with the private sector and organize a representative community organization to be able to negotiate and enter into joint venture agreements and to engage with other stakeholders in creating awareness of, and planning and development of tourism;

- Identify ways in which to improve the capacities of the community representative organizations;

- Develop mechanisms to equitably manage and distribute collective benefits arising from tourism;

- Identify opportunities for incorporating cultural heritage and products into the tourism sector;

- Be realistic in terms of the expectations of the opportunities and costs of the tourism sector;

- Support tourism that is responsible to society, culture and the environment;

- Respect and preserve the natural and cultural resources to protect the product that attracts tourists to the destination and prevent destruction of the environment and of local culture for short-term economic incentives.

  For example:

  - Where natural resources are used in the production of products or services, ensure they are used sustainably and employ sustainable harvesting techniques for natural resources required in products such as basket weaving or wood carvings.

  - Look after the environment in terms of littering, as this will not only contribute to an improved quality of health and life for local people, but will preserve the natural attraction of the destination.

  - Maintain cultural identity.

  - Maximize opportunities that are presented by conserving culture and the environment.

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[17] WTO, 2002; DEAT, 1996; WTO, 2006.

- Work with the community to ensure that tourists are not harassed in terms of product sales, or begging, as this will reduce the quality of the destination and reduce the number of visitors;

- Ensure good quality and reliability of service and products in direct sales to tourists as well as in the supply chain to hotels and restaurants;

- Inform other stakeholders of the community's needs, wishes concerns and aspirations in terms of tourism development;

- Participate in setting of indicators and of monitoring of impacts of tourism.

5. Synergistic impacts of initiatives

Tourism can impact on all aspects of people lives – economic, social, cultural, and environmental – simultaneously. For example, a tourism initiative aimed at enhancing local economic development through nature-based tourism can have the added benefits of empowering the local people through their involvement in decision-making, contributes to a sense of ownership over the resource and an associated sense of pride, which in turn can improve conservation of the natural resources through increased protection and reduced harvesting. Tourism activities can also result in improved access to infrastructure, which is beneficial for the community (see box 25).

Box 25.   Combining ecotourism, conservation, culture and economic development

The Turtle Conservation Project (TCP), Sri Lanka is a synergistic initiative that combines eco-tourism, conservation of turtles and enhancement of local culture and contributes to the socio-economic development of local people.

Local community members are employed as tour guides and to protect the nests of turtles that many of them were previously raiding for eggs. Local people also produce and sell local crafts to tourists and have taken enthusiastic and proud ownership of the initiative in conjunction with the conservationists.

This initiative has resulted in the establishment of a marine sanctuary. Tourism income has funded infrastructure such as improved roads and the provision of electricity. Local culture is also being promoted through the establishment of a cultural group who will be able to put on performances at the planned visitor centre, which will generate additional income for local people.

Source: www.tcpsrilanka.org.

There are also tourism initiatives that encourage both the use of local suppliers in their supply chain as well as maintaining environmental standards in order to contribute to local economic development as well as reduce the impacts of tourism on the environment. See box 26.

Box 26.   TUI Nordic: Enhancing local economic development, reducing social and environmental impacts

This tour operator uses hotels that:

- Give priority to local suppliers to enhance local economic development.
- Adhere to the Code of Conduct against Commercial Sexual Exploitation of Children in Travel and Tourism.
- Inform their guests of Responsible Tourism guidelines.
- Use non-polluting products, recycle, reduce their water usage, sort solid waste, treat wastewater.
- Adhere to WWF codes of conduct for the tourism industry.
- Have Environmental management Systems in place.

Source: Tour Operators' Initiative for Sustainable Tourism Development, 2003.

Messages to take away

- Interventions have failed in the past, largely because they were not sufficiently commercial and were isolated from the mainstream market.
- Delivering poverty impact at scale means helping poor people engage with the tourism market, including the mainstream tourism.
- Removing barriers to participation can help current poor participants to earn more. Or it can help other poor people to enter tourism. Barriers may not be the quality of production (supply). They may be in the regulations, tourist expectations, or behaviour of private operators.
- Many different factors affect how much benefit the poor get from tourism. They need exploring in each destination.
- Action to expand opportunities needs collaboration at destination level amongst private operators, governments, communities, and service providers.

FURTHER CASE STUDIES REGARDING PRIVATE SECTOR INVOLVEMENT

Box 27.   Nkwichi Lodge / Manda Wilderness Project, Mozambique

The Nkwichi Lodge is built on the banks of Lake Niassa / Malawi Lake and was constructed using local materials. It was constructed so as not to be visible from the lake and thus does not impact visually at all. It accommodates a maximum of only 14 people at a time and uses solar power. It also makes use of energy efficient stoves, which are now becoming popular with local people. Only local people are employed at the lodge and the lodge facilitate interactions between guests and local people, either through village tours or performance by local groups at the lodge.

Proceeds from the lodge been used to initiate the Manda Wilderness Project which, in collaboration with the local community, has developed a community conservation area close to the lodge site. The project has initiated a number of community development projects (including six primary schools and a clinic), and provided training for local farmers in improved farming methods. The Project has also assisted in securing land tenure for local authorities.

Source: www.mandawilderness.org.

Box 28.   Jungle Bay Resort and Spa, Dominica

This boutique hotel is contributing to poverty reduction through the employment of 60 local people to work in the Hotel. Eighty-five percent of the payroll goes to local people. The hotel has supported the development of local enterprises and obtains organic produce from the local farmers. Crafters sell their products to the hotel tourists, and local cultural groups perform at the Hotel. The Hotel promotes ecotourism activities such as walking trails and was constructed by local people, many of whom were farm labourers or farmers prior to the collapse of the banana industry, using rocks and recycled wood. The hotel also supports a number of community projects such as an orphanage.

Source: www.junglebaydominica.com.

Box 29.   Community Action Treks and Community Action Nepal, Nepal

This private sector trekking company that ensures equitable wages and working conditions, including suitable equipment for employees who have to endure freezing temperatures and at times difficult conditions portaging clients supplies on the mountains.
A charity branch was established to use profits from the trekking company to support community projects, such as schools and water provision, established in collaboration with local people. The organization is also supporting the improvement of health services in the area, including funding nurses and construction of clinics.

Source: www.catreks.com.

Appendix I   The International Trade Centre's Export-led Poverty Reduction Programme

What is the EPRP?

> "making trade work for the poor"
> EPRP Mission and Vision
> **Vision:**
> Poor women and men in developing countries are autonomous, develop themselves
> and their communities through trade.
> **Mission:**
> Link through technical support promising products/services from poor communities to markets,
> in order to achieve a direct impact on their economic development

The Export-Led Poverty Reduction Programme (EPRP) was initiated in 2002 by the International Trade Centre, a joint agency of the World Trade Organization and the United Nations to promote sustainable development, enhance economic development and reduce poverty by improving the links between local producers in developing countries and export markets. The focus is on products and services offered by small-scale enterprises that can be exported (ITC, 2006).

The EPRP aims to enable people in developing countries to improve their socio-economic circumstances through access to trade opportunities and expanding the supply chains to include local people as producers and service providers. The EPRP links people in developing countries with world markets through integration in supply-chains and the development of products and services. EPRP projects are implemented at the formal request of countries and ITC works in conjunction with local partners to ensure the sustainable implementation of the projects. Projects have been implemented in 27 countries in three main sectors: agriculture, textile, and tourism (ITC, 2008a). Benefits to date have included increased income and employment opportunities, improved self-confidence amongst producers and the promotion of environmentally friendly production methods (ITC, 2006).

The ITC works with the following groups to implement EPRP interventions:

● Producers and producer groups.

● Trade support institutions and NGOs.

● Micro-finance institutions.

● Exporters, subcontractors, and investors (to link producers to market demand, requirements, product adaptation, quality, pricing and delivery schedules).

● National project counterparts (ITC, 2002).

ITC EPRP, in conjunction with local partners, provides the producers with the support and information required to enable to participate in the export market. This includes providing market information, access to credit, production techniques and quality management, marketing tools, management skills and networking opportunities. EPRP also creates a support network for the producers by raising awareness of their needs amongst trade organizations, support organizations and government authorities (ITC, 2006).

The development of the ITC's Inclusive Tourism Programme results from the EPRP and focuses upon expanding the product and service supply chain in the tourism sector to enhance opportunities for local economic development. This programme will be rolled-out over the next five years and will include the provision of technical askance and training to link local communities to the tourism markets (ITC, 2008a).

Building blocks

Ten "building blocks" have been identified as critical to the success of EPRP interventions. The sequence of these 'building blocks' varies from case to case.

- **Identifying products and markets:** Assessment of potential products and markets.

- **Identifying and organizing producers:** Identifying producer groups, assessing production capacities, skills, organizational capacity, and environmental and social considerations.

- **Matching products markets and producers:** Product development and determining whether the producers can sustain production under competitive conditions.

- **Developing the appropriate product for the community:** And identifying the support required to enable them to participate in the market.

- **Developing human resources:** Providing training and skills development in key areas, such as management production.

- **Linking producers and buyers:** Ensuring a proven track record of the export partner and formalising contractual arrangements.

- **Micro-finance and credit:** Providing access to finance to assist producers.

- **Support Service providers:** Identifying the needs for support services and working with local NGOs and government to provide these.

- **Gender:** Promoting involvement of women.

- **Environment:** Assessing environmental impact and promoting environmentally sensitive production methods.

Inherent in the implementation of these building blocks is strong project coordination by the involved partners, where each partner has an assigned role (ITC, 2002).

For more information, visit: http://www.intracen.org/poverty-reduction/en/welcome.htm

Appendix II   Participatory and collaborative approaches to tourism development

Tourism development and management should be based upon participatory planning and collaboration between different stakeholders.

Aspects of a participatory approach:

- Stakeholders should be identified before the process starts, and could include local community representatives; government representatives, private sector representatives, and support organizations.
- A multi-stakeholder representative organization, representative of all of the stakeholders, can be established to facilitate the effective participation of all stakeholders, information exchange and can encourage collaboration and partnerships between different stakeholders.
- Clear roles and responsibilities for each stakeholder / stakeholder group should be identified;
- An overall vision for the sustainable development of tourism activities and objectives to implement the vision should be developed jointly.
- Participatory assessment of the potential impacts of tourism projects and participatory monitoring of impacts should be undertaken.
- Local community members should be provided with adequate information, in a suitable and accessible format, to enable them to participate effectively.
- Local people should also be given adequate time in which to digest information, disseminate it to the broader community and provide feedback on plans.
- Communications between the various stakeholders is crucial.
- Recognition that local community representatives may need financial support in order to participate in the process, in terms of, for example, transport, accommodation, and resources should be made available for this.

The benefits of a participatory approach include:

- Empowerment;
- Improved identification of local people's needs and priorities;
- Improved communication on tourism development and activities;
- Resolution of conflicts;
- Development of a common vision acceptable to all stakeholders;
- Improved understanding of the local context amongst the broader stakeholder group, enabling improved decision-making;
- The development of local solutions for local issues;
- Building of trust and confidence amongst all the stakeholders involved;
- Reducing tensions and concerns within the community regarding the development through information sharing and communications;
- Enhanced effectiveness of the proposed development as a result of appropriate choice and means of development, based upon local information and priorities;
- Improved relationships between different stakeholders;
- Development of a sense of ownership for the proposed intervention and thus enhanced potential for sustainability.

Participatory planning tools include:

- Participatory mapping, focus groups, observation and interviewing, ranking and scoring by the local people, storytelling and role-playing.

There may be barriers restricting local people from participating effectively in planning processes. These may include poverty, communication, transport issues and low levels of education, literacy, language, gender issues, power issues, having to take time out from their daily subsistence activities, culture, access to information, and the need to empower community members to participate effectively.

Sources: Cornwall and Jewkes, 1995; Norton *et. al*, 2001; Taylor, 2001; Berkes, 2003; Bhandari, 2003; Vanclay, 2004; CBD, 2004; du Pisani and Sandham, 2006; Corbett and Keller, 2006; Lynman *et. al*, 2007.

Appendix III   World Heritage Sites

In 1972 the United Nations Educational, Scientific and Cultural Organization (UNESCO) World Heritage Convention was signed by member countries to ensure the identification, protection and conservation of world heritage, both cultural and natural. Through this Convention, cultural and natural sites of "outstanding universal value" are included on a World Heritage List. The World Heritage Convention defines the kind of sites that can be included on the World Heritage List.

The criteria for inclusion on the World Heritage List include being an outstanding or unique example of:

- A cultural tradition or a civilization, living or one that has disappeared.
- Architecture that depicts a significant time in history.
- Human creativity.
- A traditional human settlement, land-use, or sea-use, which is representative of a culture (or cultures), or human interaction with the environment.
- The history of the earth's geological development.
- Natural phenomena, or spectacular natural beauty or importance.
- Events, living traditions, ideas, beliefs, artistic and literary works of outstanding universal significance.
- Significant on-going ecological and biological processes in the evolution and development of terrestrial, fresh water, coastal and marine ecosystems and communities of plants and animals.
- An area containing important and significant natural habitats for conservation of biodiversity.

(For the full list please refer to the Operational Guidelines for the Implementation of the World Heritage Convention available on http://whc.unesco.org/en/guidelines/.

There are currently almost 800 sites on the World Heritage List, including the Pyramids of Egypt, the Great Barrier Reef in Australia and the Serengeti in East Africa. The process for inclusion on the World Heritage List is as follows:

- A country, which must be a signatory to the World Heritage Convention, identifies possible sites for inclusion on a tentative list and decided which of these to nominate for World Heritage Listing. The country prepares the nomination, including a management plans for the site(s), and submits it to the World Heritage Centre.
- The World Heritage Centre, which coordinates all world heritage activities within UNESCO, assists the countries to prepare the nominations in line with UNESCO requirements.
- When the nomination is complete, the World Heritage Centre forwards the nominations to Advisory Bodies.
- The Advisory Bodies evaluate the site and decide if the site is of "outstanding universal value" according to the criteria.
- Following the evaluation of the site, the World Heritage Committee, which meets once a year, makes the final decision about whether the site should be included on the list or not.

After inclusion on the list, the sites must be well maintained to the standards determined by the UNESCO and regular reports on the state of the site need to be submitted by the country.

Benefits of inclusion on the World Heritage List include:

- International recognition of the site's value;
- Prestige at having a site included on this distinguished list;
- Increased international awareness of the site and increased tourism;
- Increased and internationally acknowledged protection of the site; and
- Access to funding for conservation and management activities through the World Heritage Fund.

In order to find a balance between tourism and conservation at these sites the World Heritage Committee established the World Heritage Sustainable Tourism Programme in 2001. This programme has developed policies for improved management and protection of the sites, and aims to enhance ways in which local people can benefit from tourism and conservation at these sites.

Sources: UNESCO, 2008a; UNESCO, 2008b. For more information, visit: http://whc.unesco.org/en/about/.

Appendix IV   WTO Global Code of Ethics for Tourism

Article 1: Tourism's contribution to mutual understanding and respect between peoples and societies

1. The understanding and promotion of the ethical values common to humanity, with an attitude of tolerance and respect for the diversity of religious, philosophical and moral beliefs, are both the foundation and the consequence of responsible tourism; stakeholders in tourism development and tourists themselves should observe the social and cultural traditions and practices of all peoples, including those of minorities and indigenous peoples and to recognize their worth;

2. Tourism activities should be conducted in harmony with the attributes and traditions of the host regions and countries and in respect for their laws, practices and customs;

3. The host communities, on the one hand, and local professionals, on the other, should acquaint themselves with and respect the tourists who visit them and find out about their lifestyles, tastes and expectations; the education and training imparted to professionals contribute to a hospitable welcome;

4. It is the task of the public authorities to provide protection for tourists and visitors and their belongings; they must pay particular attention to the safety of foreign tourists owing to the particular vulnerability they may have; they should facilitate the introduction of specific means of information, prevention, security, insurance and assistance consistent with their needs; any attacks, assaults, kidnappings or threats against tourists or workers in the tourism industry, as well as the wilful destruction of tourism facilities or of elements of cultural or natural heritage should be severely condemned and punished in accordance with their respective national laws;

5. When travelling, tourists and visitors should not commit any criminal act or any act considered criminal by the laws of the country visited and abstain from any conduct felt to be offensive or injurious by the local populations, or likely to damage the local environment; they should refrain from all trafficking in illicit drugs, arms, antiques, protected species and products and substances that are dangerous or prohibited by national regulations;

6. Tourists and visitors have the responsibility to acquaint themselves, even before their departure, with the characteristics of the countries they are preparing to visit; they must be aware of the health and security risks inherent in any travel outside their usual environment and behave in such a way as to minimize those risks;

Article 2: Tourism as a vehicle for individual and collective fulfilment

1. Tourism, the activity most frequently associated with rest and relaxation, sport and access to culture and nature, should be planned and practiced as a privileged means of individual and collective fulfilment; when practiced with a sufficiently open mind, it is an irreplaceable factor of self-education, mutual tolerance and for learning about the legitimate differences between peoples and cultures and their diversity;

2. Tourism activities should respect the equality of men and women; they should promote human rights and, more particularly, the individual rights of the most vulnerable groups, notably children, the elderly, the handicapped, ethnic minorities and indigenous peoples;

3. The exploitation of human beings in any form, particularly sexual, especially when applied to children, conflicts with the fundamental aims of tourism and is the negation of tourism; as such, in accordance with international law, it should be energetically combated with the cooperation of all the States concerned and penalized without concession by the national legislation of both the countries visited and the countries of the perpetrators of these acts, even when they are carried out abroad;

4. Travel for purposes of religion, health, education and cultural or linguistic exchanges are particularly beneficial forms of tourism, which deserve encouragement;

5. The introduction into curricula of education about the value of tourist exchanges, their economic, social and cultural benefits, and also their risks, should be encouraged.

Article 3: Tourism, a factor of sustainable development

1. All the stakeholders in tourism development should safeguard the natural environment with a view to achieving sound, continuous and sustainable economic growth geared to satisfying equitably the needs and aspirations of present and future generations;

2. All forms of tourism development that are conducive to saving rare and precious resources in particular, water and energy, as well as avoiding so far as possible waste production, should be given priority and encouraged by national, regional and local public authorities;

3. The staggering in time and space of tourist and visitor flows, particularly those resulting from paid leave and school holidays, and a more even distribution of holidays should be sought so as to reduce the pressure of tourism activity on the environment and enhance its beneficial impact on the tourism industry and the local economy;

4. Tourism infrastructure should be designed and tourism activities programmed in such a way as to protect the natural heritage composed of ecosystems and biodiversity and to preserve endangered species of wildlife; the stakeholders in tourism development, and especially professionals, should agree to the imposition of limitations or constraints on their activities when these are exercized in particularly sensitive areas: desert, polar or high mountain regions, coastal areas, tropical forests or wetlands, propitious to the creation of nature reserves or protected areas;

5. Nature tourism and ecotourism are recognized as being particularly conducive to enriching and enhancing the standing of tourism, provided they respect the natural heritage and local populations and are in keeping with the carrying capacity of the sites.

Article 4: Tourism, a user of the cultural heritage of mankind and a contributor to its enhancement

1. Tourism resources belong to the common heritage of mankind; the communities in whose territories they are situated have particular rights and obligations to them;

2. Tourism policies and activities should be conducted with respect for the artistic, archaeological and cultural heritage, which they should protect and pass on to future generations; particular care should be devoted to preserving and upgrading monuments, shrines and museums as well as archaeological and historic sites which must be widely open to tourist visits; encouragement should be given to public access to privately-owned cultural property and monuments, with respect for the rights of their owners, as well as to religious buildings, without prejudice to normal needs of worship;

3. Financial resources derived from visits to cultural sites and monuments should, at least in part, be used for the upkeep, safeguard, development and embellishment of this heritage;

4. Tourism activity should be planned in such a way as to allow traditional cultural products, crafts and folklore to survive and flourish, rather than causing them to degenerate and become standardized.

Article 5: Tourism, a beneficial activity for host countries and communities

1. Local populations should be associated with tourism activities and share equitably in the economic, social and cultural benefits they generate, and particularly in the creation of direct and indirect jobs resulting from them;

2. Tourism policies should be applied in such a way as to help to raise the standard of living of the populations of the regions visited and meet their needs; the planning and architectural approach to and operation of tourism resorts and accommodation should aim to integrate them, to the extent possible, in the local economic and social fabric; where skills are equal, priority should be given to local manpower;

3. Special attention should be paid to the specific problems of coastal areas and island territories and to vulnerable rural or mountain regions, for which tourism often represents a rare opportunity for development in the face of the decline of traditional economic activities;

4. Tourism professionals, particularly investors, governed by the regulations laid down by the public authorities, should carry out studies of the impact of their development projects on the environment and natural surroundings; they should also deliver, with the greatest transparency and objectivity, information on their future programmes and their foreseeable repercussions and foster dialogue on their contents with the populations concerned.

Article 6: Obligations of stakeholders in tourism development

1. Tourism professionals have an obligation to provide tourists with objective and honest information on their places of destination and on the conditions of travel, hospitality and stays; they should ensure that the contractual clauses proposed to their customers are readily understandable as to the nature, price and quality of the services they commit themselves to providing and the financial compensation payable by them in the event of a unilateral breach of contract on their part;

2. Tourism professionals, insofar as it depends on them, should show concern, in cooperation with the public authorities, for the security and safety, accident prevention, health protection and food safety of those who seek their services; likewise, they should ensure the existence of suitable systems of insurance and assistance; they should accept the reporting obligations prescribed by national regulations and pay fair compensation in the event of failure to observe their contractual obligations;

3. Tourism professionals, so far as this depends on them, should contribute to the cultural and spiritual fulfilment of tourists and allow them, during their travels, to practise their religions;

4. The public authorities of the generating States and the host countries, in cooperation with the professionals concerned and their associations, should ensure that the necessary mechanisms are in place for the repatriation of tourists in the event of the bankruptcy of the enterprise that organized their travel;

5. Governments have the right – and the duty – especially in a crisis, to inform their nationals of the difficult circumstances, or even the dangers they may encounter during their travels abroad; it is their responsibility however to issue such information without prejudicing in an unjustified or exaggerated manner the tourism industry of the host countries and the interests of their own operators; the contents of travel advisories should therefore be discussed beforehand with the authorities of the host countries and the professionals concerned; recommendations formulated should be strictly proportionate to the gravity of the situations encountered and confined to the geographical areas where the insecurity has arisen; such advisories should be qualified or cancelled as soon as a return to normality permits;

6. The press, and particularly the specialized travel press and the other media, including modern means of electronic communication, should issue honest and balanced information on events and situations that could influence the flow of tourists; they should also provide accurate and reliable information to the consumers of tourism services; the new communication and electronic commerce technologies should also be developed and used for this purpose; as is the case for the media, they should not in any way promote sex tourism.

Article 7: Right to tourism

1. The prospect of direct and personal access to the discovery and enjoyment of the planet's resources constitutes a right equally open to all the world's inhabitants; the increasingly extensive participation in national and international tourism should be regarded as one of the best possible expressions of the sustained growth of free time, and obstacles should not be placed in its way;

2. The universal right to tourism must be regarded as the corollary of the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay, guaranteed by Article 24 of the Universal Declaration of Human Rights and Article 7.d of the International Covenant on Economic, Social and Cultural Rights;

3. Social tourism, and in particular associative tourism, which facilitates widespread access to leisure, travel and holidays, should be developed with the support of the public authorities;

4. Family, youth, student and senior tourism and tourism for people with disabilities, should be encouraged and facilitated.

Article 8 Liberty of tourist movements

1. Tourists and visitors should benefit, in compliance with international law and national legislation, from the liberty to move within their countries and from one State to another, in accordance with Article 13 of the Universal Declaration of Human Rights; they should have access to places of transit and stay and to tourism and cultural sites without being subject to excessive formalities or discrimination;

2. Tourists and visitors should have access to all available forms of communication, internal or external; they should benefit from prompt and easy access to local administrative, legal and health

services; they should be free to contact the consular representatives of their countries of origin in compliance with the diplomatic conventions in force;

3. Tourists and visitors should benefit from the same rights as the citizens of the country visited concerning the confidentiality of the personal data and information concerning them, especially when these are stored electronically;

4. Administrative procedures relating to border crossings whether they fall within the competence of States or result from international agreements, such as visas or health and customs formalities, should be adapted, so far as possible, so as to facilitate to the maximum freedom of travel and widespread access to international tourism; agreements between groups of countries to harmonize and simplify these procedures should be encouraged; specific taxes and levies penalizing the tourism industry and undermining its competitiveness should be gradually phased out or corrected;

5. So far as the economic situation of the countries from which they come permits, travellers should have access to allowances of convertible currencies needed for their travels.

Article 9: Rights of the workers and entrepreneurs in the tourism industry

1. The fundamental rights of salaried and self-employed workers in the tourism industry and related activities, should be guaranteed under the supervision of the national and local administrations, both of their States of origin and of the host countries with particular care, given the specific constraints linked in particular to the seasonality of their activity, the global dimension of their industry and the flexibility often required of them by the nature of their work;

2. Salaried and self-employed workers in the tourism industry and related activities have the right and the duty to acquire appropriate initial and continuous training; they should be given adequate social protection; job insecurity should be limited so far as possible; and a specific status, with particular regard to their social welfare, should be offered to seasonal workers in the sector;

3. Any natural or legal person, provided he, she or it has the necessary abilities and skills, should be entitled to develop a professional activity in the field of tourism under existing national laws; entrepreneurs and investors – especially in the area of small and medium-sized enterprises – should be entitled to free access to the tourism sector with a minimum of legal or administrative restrictions;

4. Exchanges of experience offered to executives and workers, whether salaried or not, from different countries, contributes to foster the development of the world tourism industry; these movements should be facilitated so far as possible in compliance with the applicable national laws and international conventions;

5. As an irreplaceable factor of solidarity in the development and dynamic growth of international exchanges, multinational enterprises of the tourism industry should not exploit the dominant positions they sometimes occupy; they should avoid becoming the vehicles of cultural and social models artificially imposed on the host communities; in exchange for their freedom to invest and trade which should be fully recognized, they should involve themselves in local development, avoiding, by the excessive repatriation of their profits or their induced imports, a reduction of their contribution to the economies in which they are established;

6. Partnership and the establishment of balanced relations between enterprises of generating and receiving countries contribute to the sustainable development of tourism and an equitable distribution of the benefits of its growth.

Article 10: Implementation of the principles of the Global Code of Ethics for Tourism

1. The public and private stakeholders in tourism development should cooperate in the implementation of these principles and monitor their effective application;

2. The stakeholders in tourism development should recognize the role of international institutions, among which the World Tourism Organization ranks first, and non-governmental organizations with competence in the field of tourism promotion and development, the protection of human rights, the environment or health, with due respect for the general principles of international law;

3. The same stakeholders should demonstrate their intention to refer any disputes concerning the application or interpretation of the Global Code of Ethics for Tourism for conciliation to an impartial third body known as the World Committee on Tourism Ethics. WTO, 2001.

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