

The International Labour Office
Toolkit On Poverty Reduction through Tourism
Training Package Teaching Notes

INTRODUCTION

Introduction Teaching Notes

Estimated time to complete Module 1:

- Ice-breaking exercise: 15 minutes
- Interactive workshop and discussion: Total 27 slides. 22 content slides approximately 45 minutes
- Total: 60 minutes (1 hour)

Slide 1 – ILO Poverty Reduction through Tourism Training Program

Welcome everyone.

*Clearly articulate the name of the training program which is the **International Labour Organization Poverty Reduction through Tourism Training Program.***

Slide 2 - Let's get to know each other!

This is a 15 minute exercise for everyone to get to know each other and for the instructor to get a feel for the participants.

The instructor should start off by introducing himself/herself first.

Slide 3 - ILO a Tripartite UN Agency

As the participants settle down after the welcome ice-breaker, introduce ILO in case there are some participants who are not clear who the sponsoring agency is and what ILO stands for.

The ILO is the international organization responsible for drawing up and overseeing international labor standards. **It is the only 'tripartite' United Nations agency that brings together representatives of governments, employers and workers to jointly shape policies and programs** promoting Decent Work for all. This unique arrangement gives the ILO an edge in incorporating 'real world' knowledge about employment and work by giving an equal voice to workers, employers and governments to ensure that the views of the social partners are closely reflected in labor standards and in shaping policies and programs

Currently, ILO has 185 *(this number needs to be checked and verified for each presentation. As of September 2012, the number is 185)*, member states, a Bureau for Workers' Activities that coordinates all the activities of the Office related to workers and their organizations, and a Bureau of Employers' Activities to coordinate employers' organizations around the world.

It is devoted to promoting social justice and internationally recognized human and labor rights, pursuing its founding mission that labor peace is essential to prosperity. Today, the ILO helps advance the creation of decent work and the economic and working conditions that give working people and business people a stake in lasting peace, prosperity and progress.

Slide 4 –ILO Services

ILO serves society by:

- 1. Formulation of international policies and programs to promote basic human rights, improve working and living conditions, and enhance employment opportunities**
- 2. Creation of international labor standards backed by a unique system to supervise their application**
- 3. An extensive program of international technical cooperation formulated and implemented in an active partnership with constituents, to help countries put these policies into practice in an effective manner**
- 4. Training, education and research activities to help advance all of these efforts**

Slide 5 - UN Millennium Development Goals (MDGs)

ILO is part of the United Nations and in September 2000, world leaders endorsed the Millennium Declaration, a commitment to work together to build a safer, more prosperous and equitable world. The Declaration was translated into a roadmap setting out eight time-bound and measurable goals to be reached by 2015, known as the **Millennium Development Goals**.

Briefly point out the 8 goals and go to next slide to focus on goal 1, which is well served by what ILO does.

Slide 6 - Millennium Development Goal 1

Point out that Goal 1 was further elaborated based on recognition of the importance of employment and decent work.

The recognition that employment and decent work are the main routes for people to escape poverty led to the inclusion in 2005 of a new MDG Target (1.B): **“achieving full and productive employment and decent work for all, including women and young people”**. Within the UN system, the ILO takes the lead in reporting on trends concerning the achievement of this MDG Target

Slide 7 - ILO and Sustainable Tourism

Explain that ILO has a strong interest in “sustainable” tourism.

Why tourism? Because tourism is one of the fastest growing economic sectors in the world for job creation. It forms the entry point into the world of work for non or low qualified worker especially for females and youth and provides job opportunities within the supply and demand chain (agriculture, textile, furniture, IT, other services)

Slide 8 - Tourism means Development and Employment

Use the figures to illustrate why ILO is so interested in tourism - its economic importance. These figures should be checked on a yearly basis to keep the information up to date.

Tourism was the 4th largest export category in the world, after fuels, chemicals and food.

It is **expected to generate about 9% of the total GDP, tendency rising**

This **sector’s investment is estimated to be 9% of total investments** globally including travel and transport

It is **among the world’s lead sectors for creation of jobs requiring varying degrees of skills**

It **allows for quick entry into the workforce for youth, women and migrant workers**

One job in the core tourism industry creates roughly one and a half additional (indirect) jobs in the tourism related economy

These figures are from UNWTO, WTTC and ILO.

Slide 9 - Tourism Impact on Development and Employment

Go through the figures on the slide.

Definition of foreign export: Merchandise re-exported in substantially the same form in which it was imported.

Definition of service exports: services traded in an economy, excluding government services. This includes travel, transportation services and other commercial services.

Main Source used for data: http://www.wttc.org/eng/Tourism_Research/Economic_Research/

Slide 10 - Job Creation and Poverty Reduction through Tourism

To recap, tourism is growing. It is the most **dynamic industries in the global economy**. It is important to LDCs because the industry is **labor intensive**, provides **employment** not only for the well trained and educated but also for many **workers with little or no formal training**, and also offers positions to **young** and **female workers**. As a result, it has huge potential to help to reduce poverty in LDCs.

Slide 11 - Characteristics of Tourism Employment

However, while a leading creator of jobs, allowing for quick entry into the workforce by the young and relatively untrained, the sector is highly fragmented, with lots of differences in performance and competence.

It features **difficult working conditions**. The characteristics and economics of the industry is such that it requires workers to spend long hours at work, doing split shifts and menial work in servicing roles at low pay and poor career prospects, resulting in **high staff turnover**, impacting the cost and industry profitability. This sector also features many types of workplace contracts (full-time, part-time, temporary, casual and seasonal employment). Left un-managed, this can create a vicious circle that will negatively impact business expenses, **productivity, competitiveness, service quality**. In many cases, **lack of social dialogue** often aggravates the situation, resulting in further deterioration of working conditions.

Hence it has been recognized that while it is good thing to develop tourism there is also a need to recognize the pitfalls and manage them for the benefit of society, the businesses and the workers. A key consideration is long term “sustainability”

Slide 12 - Sustainable Tourism

Sustainable tourism development meets the needs of the present without compromising the ability of future generations to meet their own needs.

Sustainable tourism is built upon social justice, economic development, and environmental integrity. This concept will be covered in more detail in Module 1.

Slide 13 - What is Decent Work?

Another concept that is central to ILO's philosophy is **Decent Work**.

Slide 14 - Decent Work A four pillar approach

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

The four pillars of Decent Work cover

- 1. Rights at work**
- 2. Employment**
- 3. Social protection**
- 4. Social dialogue**

Slide 15 - Pillar 1 - Standards and Rights

Briefly go through the slide

Slide 16 - Pillar 2 - Employment Promotion and Enterprise Eevelopment

Briefly go through the slide.

In case the question arises, SCORE is an international non-profit organization specializing in community development through sports and recreation. SCORE's vision is to "Change lives and build stronger communities through sport". Targeting Children and Youth, Women and Girls and Rural Communities, SCORE achieves its vision by building strong partnerships , especially at community level, and through the capacity provided by SCORE volunteers and the volunteer community sports leaders trained and supported by the organization in the communities where SCORE operates

Fair Trade in Tourism South Africa (FTTSA) is a non-profit organization that promotes sustainable tourism development. They do this through awareness raising, research and advocacy, capacity building and by facilitating the world's first tourism Fair Trade certification program. FTTSA awards the use of special label to qualifying businesses as a way of signifying their commitment to Fair Trade criteria including fair wages and working conditions, fair purchasing, fair operations, equitable distribution of benefits and respect for human rights, culture and environment. By electing to stay at or use the services of an FTTSA-certified establishment, tourists are assured that their travel benefits local communities and economies, and that the business is operated ethically and in a socially and environmentally responsible manner.

Slide 17 - Pillar 3 – Social Protection

Briefly go through the slide

Slide 18 - Pillar 4 – Social Dialogue

Briefly go through the slide

Slide 19 - Addressing Labour Needs in Tourism

This is a vision of how the 4-pillared Decent Work framework helps to develop a sustainable labour marketing environment and addresses labour needs in tourism.

First, promote and implement the ILO Convention 172 on Working Conditions in Hotels and Restaurants. Then focus on training and development of workers with career prospects, then create social dialogue and raise the prospects of the industry. The final objective is poverty reduction through local empowerment and job creation.

Slide 20 – On-going ILO action

Briefly go through the slide.

In case the question arises, HCT stands for Hotel, Catering and Tourism and SME stands for Small and Medium-Sized Enterprises

Slide 21 – Toolkit on Poverty Reduction through Tourism

The need to establish the four pillars in poor and developing destinations has given rise to this toolkit

Slide 22- Toolkit on Poverty Reduction through Tourism

It is produced in cooperation with UNWTO and WTTC to assist developing and LDCs to benefit from sustainable tourism development in a way that directly leads to local empowerment, economic development and poverty reduction.

Slide 23 – Objectives of the Toolkit

The objectives of this toolkit are to:

- **Share knowledge of the tourism industry and how it can reduce poverty**
- **Promote understanding of the characteristics of the industry and how the principles of decent work and social dialogue can be applied to maximize return of tourism development to the local community**
- **Help participants master the fundamentals of promotion and marketing in tourism, tourism markets and tourism businesses**

Slide 24 - Target groups for the Toolkit

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

Within this framework, it aims to be useful for:

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

Slide 25 – Structure of the Toolkit

The toolkit is organized around five modular chapters

Chapter 1. The tourism industry and poverty reduction – general overview

Chapter 2. Human resources, decent work and social dialogue

Chapter 3. Promotion and marketing in tourism

Chapter 4. Tourism market

Chapter 5. Tourism business

The following paragraph may vary depending on each training program, the length and the participants.

This training program will cover **XX** chapters. In fact the chapters can be used together or independently, fully or in part, according to the training needs of participants and trainers. After completion of this program, the Toolkit can be made accessible to participants for reference or for other purposes such as further training and rollout to other colleagues and associates, advocacy, awareness raising and information, and a background source.

Slide 26 - Workshop Agenda

This slide needs to be filled in by the instructor according to the planned agenda.

Print out the Toolkit content and Workshop Agenda and have them displayed in a visible place in the training room over the two days' duration

Slide 27 – For more information

For more information on this, please consult the sectoral webpage at the address given on the slide.

Thank you for your attention and let's take a break!