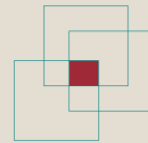


**ILO  
Poverty Reduction through Tourism  
Training Program**

1

**WELCOME AND  
INTRODUCTION**



*Welcome everyone.*

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

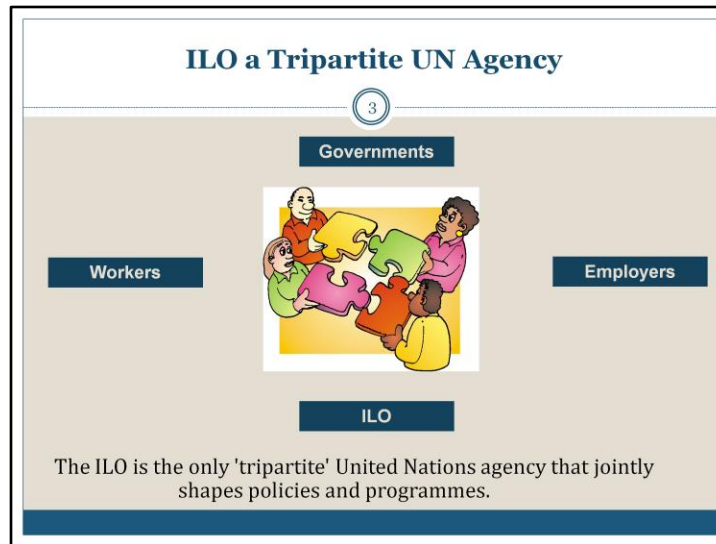
## Let's get to know each other!

2

- Name, title, organization
- Reason for participating in today's program
- One interesting fact about yourself

*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.*



*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 labour 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.

## ILO Services

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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

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**

## UN Millennium Development Goals (MDGs)

5

- Goal 1: eradicate extreme hunger and poverty
- Goal 2: achieve universal primary education
- Goal 3: promote gender equality and empower women
- Goal 4: reduce child mortality
- Goal 5: improve maternal health
- Goal 6: combat HIV/AIDS, malaria and other diseases
- Goal 7: ensure environmental sustainability
- Goal 8: develop a global partnership for development

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.*

## Millennium Development Goal 1

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### Goal 1:

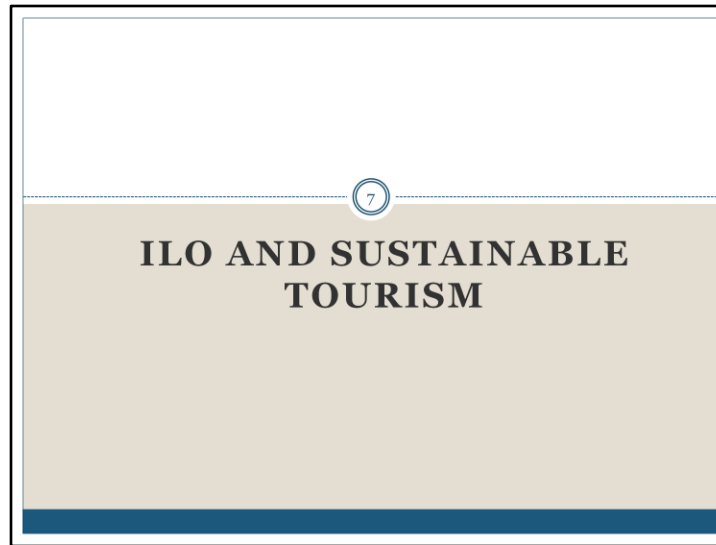
To eradicate extreme hunger and poverty

### Target 1B:

To achieve full and productive employment and decent work for all, including women and young people

*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 route 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



*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)

**Tourism means  
Development and Employment**

8

- Tourism is the 4<sup>th</sup> largest export category in the world
- expected to generate about 9% of the total GDP, tendency rising
- sector's investment is estimated to be 9% of total investments
- among the world's lead sectors for creation of jobs requiring varying degrees of skills
- 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

*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 4<sup>th</sup> 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.*



## Tourism Impact on Development and Employment

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- The sector's global economy created (directly and indirectly) more than 254 million jobs, equivalent to about 8.7% of the global workforce, or one in every 11.5 jobs
- Women account for 60 to 70% of the sector's labour force
- Half of the sectors' workers are aged 25 or below
- Export earnings from international visitors reached over USD 1.2 trillion or 30% of the world's service exports
- Tourism has become the #1 export category for many developing countries and among one of top 3 foreign exchange earners, it's been identified as a powerful engine for economic growth, employment and poverty reduction

*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/](http://www.wttc.org/eng/Tourism_Research/Economic_Research/)*

## Job Creation and Poverty Reduction through Tourism

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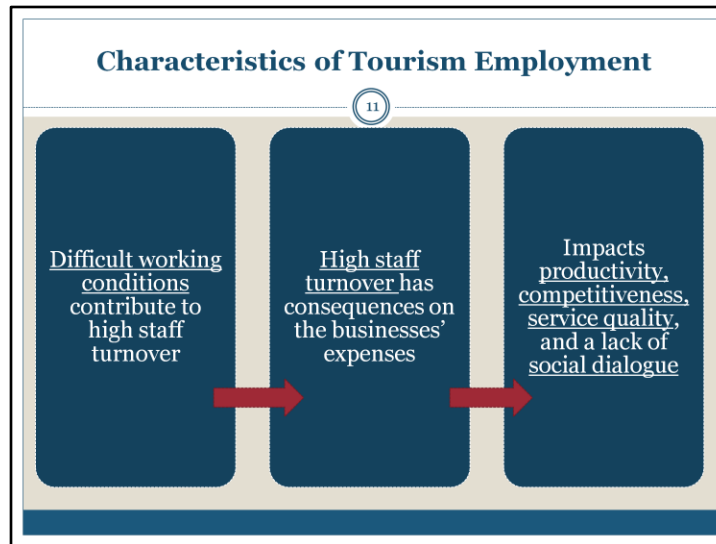
Tourism is one of the largest and most dynamic industries in the global economy.

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

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

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

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.



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.

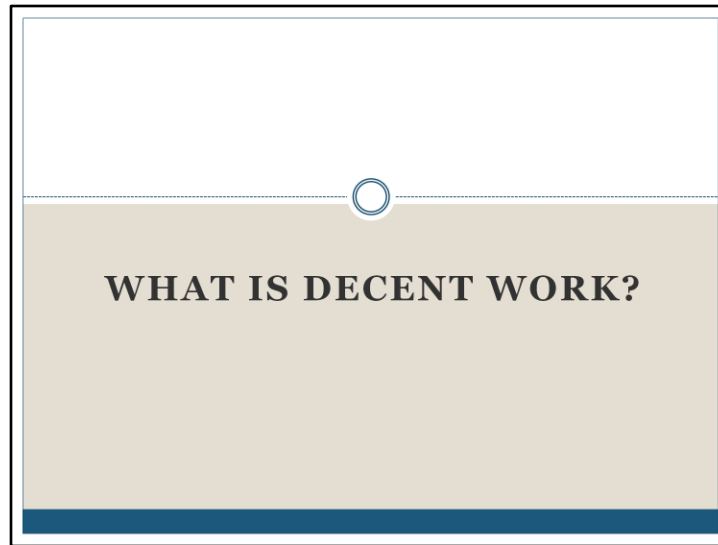
It features **difficult working conditions**. The characteristics and economics of the industry is such that it requires workers to spend long hours at work, doing split shifts and menial work in servicing roles at low pay and poor career prospects, resulting in **high staff turnover**, impacting the 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”

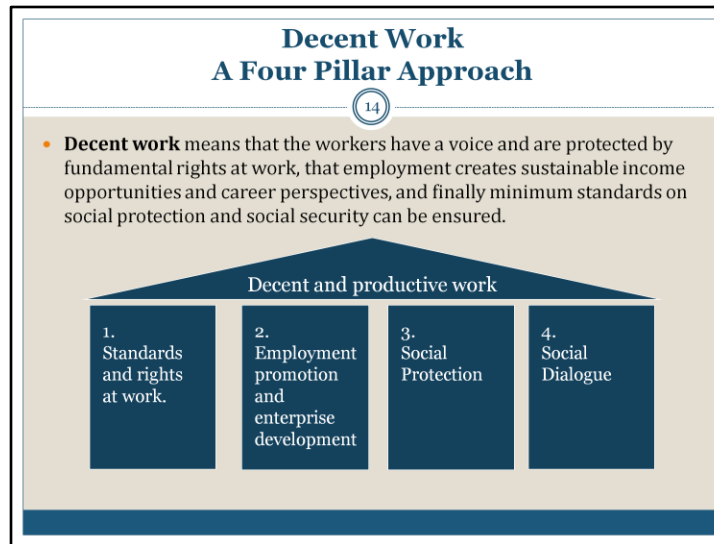


Sustainable tourism development meets the needs of the present without compromising the ability of future generations to meet their own needs.

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



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



**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**

## Pillar 1 - Standards and Rights

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ILO Convention No. 172 on Working Conditions in Hotels and Restaurants and Recommendation No. 179, 1991

The Convention and its Recommendation covers:

- hours of work and overtime;
- the progressive elimination of split shifts;
- the number and length of meal breaks;
- uninterrupted weekly rest of not less than 36 hours;
- average daily rest of 10 consecutive hours;
- taking steps to move towards annual paid leave of 4 weeks;
- and recommends that governments promote training for skills development and career enhancement.

*Briefly go through the slide*

## Pillar 2 - Employment Promotion and Enterprise Development

16

- Promote socially responsible HR and labour relations practice in international hotel chains
- Reducing Poverty through Tourism (Working paper, fact sheet, training toolkit)
- Sustaining Competitive and Responsible Enterprises (SCORE) project in South Africa
- <http://www.fairtourismsa.org.za/index.html>

*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.*



### Pillar 3 – Social Protection

17

75 Occupational Safety and Health (OSH) Standards in Tourism

- web based self assessment  
<http://shstandards.com/english/Home.asp>
- Guide on HIV/AIDS in tourism

*Briefly go through the slide*

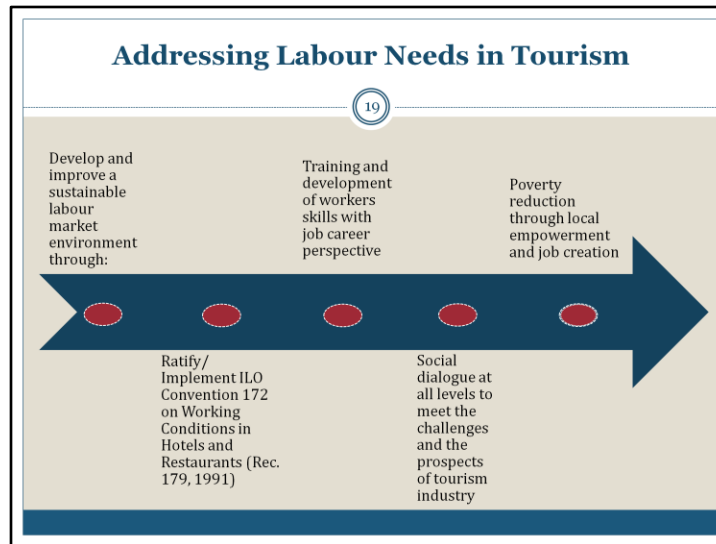
## Pillar 4 – Social Dialogue

18

Guide for Social Dialogue in the Tourism industry:

- Social dialogue at all levels to meet the challenges and the prospects of tourism industry
- Effective social dialogue can enhance the potential for employment growth, address changing demographics, promote sustainable tourism, skills development, job career perspective and decent work

*Briefly go through the slide*



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. With the final objective being poverty reduction through local empowerment and job creation.

## On-going ILO Action

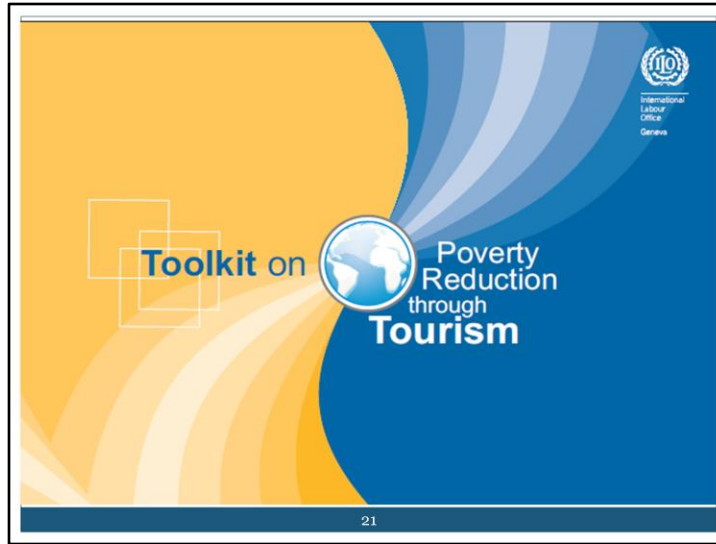
20

- Collection of data on best practices, monitoring and analyse of trends in employment, business and ownership
- Promote the ratification/implementation of C172
- Provide technical support to member States and social partners to promote poverty reduction through tourism and development of sustainable tourism
- Undertake research on gender, migrant, youth employment, SME issues within the HCT industries
- Regional/national workshops on Decent Work and Sustainable Tourism through Social Dialogue
- Organize activities to assist constituents in the HCT sector to ensure that training is closely aligned to the needs of the industry and its workforce and to support labour-management-relations.

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*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*



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

## Toolkit on Poverty Reduction through Tourism

22

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.

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.**

## Objectives of the Toolkit

23

- 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

**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**

## Target groups for the Toolkit

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- 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

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

Within this framework, it aims to be useful for:

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



## Structure of the Toolkit

25

### **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

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

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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.

A slide template for a workshop agenda. The title "Workshop Agenda" is centered at the top in a dark blue font. Below the title is a small circular icon containing the number "26". The main content area is a large, light beige rectangle with a thin blue border at the bottom. To the left of this area, there are two bullet points: "• Day 1" and "• Day 2".

## Workshop Agenda

26

- Day 1
- Day 2

*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*


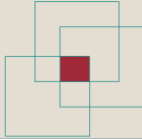
**For more information**

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<http://www.ilo.org/public/english/dialogue/sector/sectors/tourism.htm>

or

[www.ilo.org/sector](http://www.ilo.org/sector)

 Let's take a break! 

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

Thank you very much for your attention and let's take a break.