

The International Labour Office
Toolkit on Poverty Reduction through Tourism
Training Package

TRAINING PACKAGE FOR THE TOOLKIT ON POVERTY REDUCTION THROUGH TOURISM

Background

The importance of tourism for job creation and poverty reduction in rural areas of developing countries should not be underestimated. Tourism is increasingly recognized as a major source of economic growth all over the world.

Its value chain and its significant connections to other sectors such as agriculture, construction, utilities and transport can contribute to poverty reduction. With regard to the supply chain in the sector, one job in the core tourism industry indirectly generates 1.5 additional jobs in the related economy. In 2011 the sector's global economy accounted for more than 254 million jobs, equivalent to about 8.7 per cent of the overall number of jobs (direct and indirect), or one in every 11.5 jobs. In 2011 travel and tourism were estimated to have generated about 9 per cent of global GDP, while tourism investments were estimated at 9 per cent of total global investments.

Poverty reduction through tourism is an important part of the ILO's mission to promote decent work. The ILO's Decent Work Agenda directly relates to poverty reduction through an integrated approach that has four pillars: rights at work, employment, social protection and social dialogue.

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The Toolkit and Training Package

The Toolkit for Poverty Reduction outlines approaches to poverty reduction and how the ILO is involved within the context of decent work and the United Nations Millennium Development Goals. Recent developments in tourism and a vision for an inclusive, pro-poor tourism industry are summarized.

The training package is a set of PowerPoint presentations with Teaching Notes (not to be confused with this Trainer's Guide) to enable trainers to conduct workshops with the target audience and bring them through the content of the Toolkit. Participants to the workshop will be guided by the trainers to

- Explore how tourism can help their economies
- Understand possible positive and negative consequences of tourism development
- And reflect on their own operations to develop concrete ideas or actions that can be taken to enhance the positive impacts and minimize the negative impacts

Target Audience

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 Training Package

The training package is organized into seven modules.

1. Introduction to the Millennium Goals and the work of the International Labour Organization
2. The Tourism Industry and Poverty Reduction – General Overview
3. Human Resources, Decent Work and Social Dialogue
4. Promotion and Marketing in Tourism
5. Tourism Market
6. Tourism Business
7. Wrap-Up

The training package is set up in such a way that it can be presented as an entire course of seven modules but each of the modules can also be presented independently. Each module consists of a PowerPoint presentation with lecture material and group participation / activities. Each module is made up of:

- Learning objectives for each session
- Content condensed and extracted from the Toolkit
- Group or individual exercise(s) from the Toolkit

Duration

Most modules include lectures and exercises and require between 1 -3 hours respectively for completion. The entire package will take two to three full days of lecture and exercises, longer if translation is required.