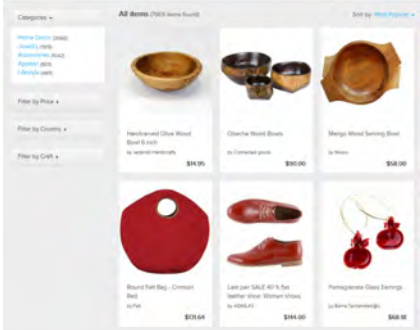


INCLUSIVE TOURISM

LINKING THE HANDICRAFT SECTOR TO TOURISM MARKETS



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LINKING THE HANDICRAFT SECTOR TO TOURISM MARKETS

Abstract for trade information services

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Inclusive Tourism: Linking the Handicraft Sector to Tourism Markets – 2nd Edition.

Geneva: ITC, 2014. vi, 41 pages

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The second edition of the training module provides facilitators with the know-how to develop sustainable business linkages between handicraft producers and tourism markets - presents a detailed analysis of the tourism-related handicraft value chain; explains how to further develop a tourism-related handicraft value chain through vertical business linkages; producer groups and associations (horizontal business linkages); increasing producer competitiveness on product design, quality, timeliness and quantity; training producers on costing and pricing; improving sales promotion; and supporting government initiatives. Includes case studies from Ethiopia, Cambodia, the Lao People's Democratic Republic, Viet Nam, Mongolia, Myanmar, Uganda and Mozambique and a bibliography.

Descriptors: Tourism and Travel Services, Poverty Reduction, Artisanal products, Value Chain, Case Studies, Manuals.

Author: Alfons Eiligmann. For further information on this technical paper, contact Marie-Claude Frauenrath, frauenrath@intracen.org

English

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