

INCLUSIVE TOURISM

LINKING AGRICULTURE TO TOURISM MARKETS



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TO TOURISM MARKET**

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Inclusive Tourism: Linking Agriculture to Tourism Market

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Training module focusing on the agricultural sector and the potential linkages that can be created between poor farmers and the tourism sector, with prospective costs and benefits - covers accessing tourism markets and identifying the needs of buyers; selling products to tourism businesses; understanding the agricultural supply chain to tourism market; identifying potential constraints to the business; learning from the experiences and challenges of producers; presents the ITC-EPRP Berimbau Programme, Brazil, as a case study; includes bibliography (pp. 67-69).

Descriptors: **Tourism and Travel Services, Agriculture, Supply Chain, Case Studies, Brazil**

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English

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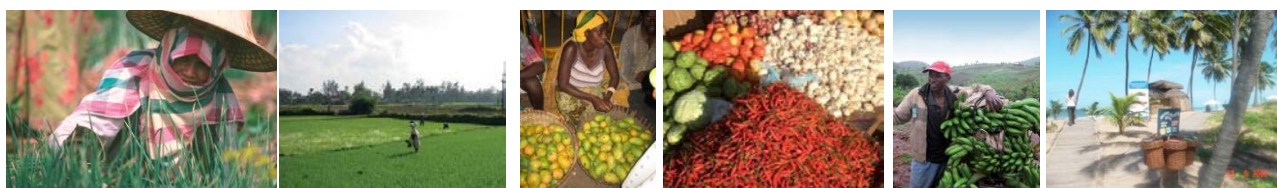
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About the International Trade Centre and its Inclusive Tourism Programme



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

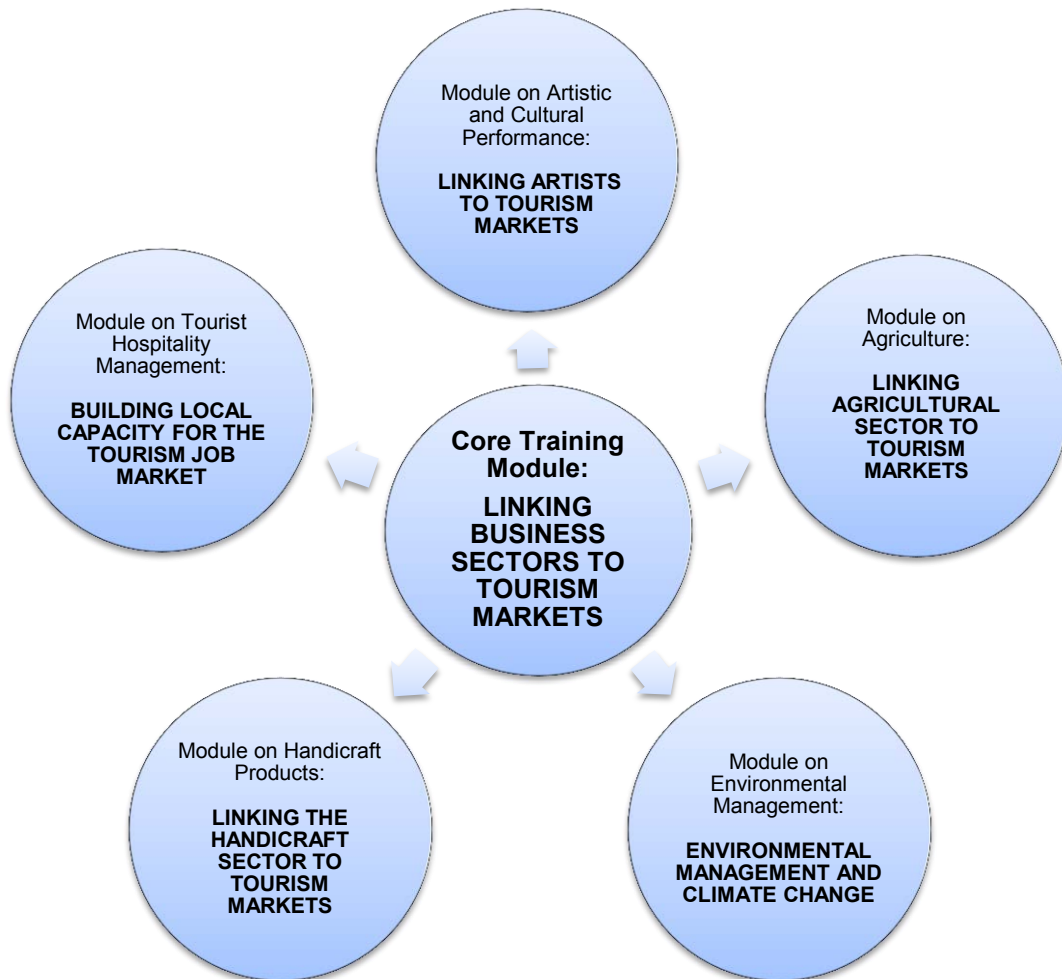
Facilitated by:

- 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



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.

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