

# INCLUSIVE TOURISM

## LINKING ARTISTS TO TOURISM MARKETS





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## Abstract for trade information services

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**Inclusive Tourism: Linking Artists to Tourism Markets.**

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Training module aiming to promote local creative industries in developing countries through the tourism value chain, with a view to poverty reduction – explains how fostering artistic and cultural activities within tourism business chains can contribute to poverty reduction in a given location or region; presents a framework to support local artists via the tourism sector; addresses the key aspects to be considered by the supply side (artists and their representatives), within this framework; addresses the corresponding issues of the demand side (the tourism sector); appendices include: a checklist of documents and procedures for artists and tourism entities; the case of Costa dos Coqueiros (Bahia/Brazil); and how to extend this module in order to cover additional training requirements for distinct groups of interest.

**Descriptors: Tourism and Travel Services, Value Chain, Creative Industries, Poverty Reduction.**

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English

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## Preface

### Background to the International Trade Centre (ITC)

The International Trade Centre (ITC) initiated the Export-led Poverty Reduction Programme (EPRP) in 2002 as a means towards achieving the Millennium Development Goals (MDGs), specifically to contribute to reducing extreme poverty and hunger by 2015. The programme aims to assist poor producers in developing countries gain access to international markets and participate in global trade so as to improve their economic circumstances and contribute to improving their livelihoods, particularly through inclusion in export supply chains (ITC, 2006). EPRP projects have so far been implemented in 27 countries in three main sectors: agriculture, handicrafts and tourism (ITC, 2008a). Lessons learned from implementation of EPRP projects over the past few years include the need for commitment from community leaders and private sector partners (ITC, 2008a).<sup>1</sup> ITC's Tourism-led Poverty Reduction Programme (TPRP) is a component of the EPRP. More information can be found in appendix I.

TPRP was established as a means to further develop tourism's potential to contribute to development and poverty reduction. It aims to reduce the potential negative impacts of tourism and capitalize upon the positive impacts of tourism, specifically through enhancing linkages between local people living in and adjacent to tourism destinations and the tourism sector. The programme promotes interventions that create inclusive tourism business models in tourism, that promote stakeholder partnerships and participation of local people, and the inclusion of more local people in supply chains to provide goods and services in the tourism and related sectors. The aim is to expand opportunities for local people to enable them to participate in the tourism sector, and enable local producers and suppliers to provide the required goods and services and reduce the amount that is imported from external suppliers. The programme also facilitates capacity building to enable such inclusion and access to the market. TPRP projects are currently being implemented in Brazil, India, Mozambique, Philippines, and Senegal (ITC, 2008a).

Opportunity study guidelines are used by TPRP to guide the identification of suitable projects that can be implemented approximately over a five-year period. These interventions facilitate the expansion of tourism supply chains and enable local people to become involved in the tourism sector (ITC, 2008b).

The opportunity study which is undertaken in potential project areas, determines 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.

A detailed summary of the TPRP programme is annexed along with details of these modules in appendix I.

For further information about the TPRP, please visit:

[www.intracen.org/poverty-reduction/TPRP\\_Tourism-led\\_Poverty\\_Reduction\\_Programme/Inclusive-Tourism.pdf](http://www.intracen.org/poverty-reduction/TPRP_Tourism-led_Poverty_Reduction_Programme/Inclusive-Tourism.pdf)

### This module

This artistic-cultural training module aims to develop local artistic and cultural talents as well as better trade services in developing countries through the tourism value chain. The target audience of the module includes representatives of public sector offices, private sector associations (particularly those from the tourism segment), non-governmental organizations, artists' associations/organizations, as well as tourism businessmen and individual artists themselves, in a given region or country.

A train-the-trainer approach has been adopted in the conception of the module.<sup>2</sup> The language used is colloquial, objective and direct. Whenever possible, graphical illustrations and recipe-like summaries have been introduced. In addition, exercises in the form of 'hands-on' questions have been included at the end

<sup>1</sup> Please refer to appendix I for more information on the EPRP.

<sup>2</sup> Particularly considering that many artists the initiative seeks to reach out will require an intermediating reader/tutor.

of each section of the module. Other modules in this series relate to agricultural and handicraft linkages and hospitality in the tourism sector.

**Focus of the module**

It is not feasible to think that a 2 to 3-day course will be able to cover all dimensions (technical, managerial, etc.) and phases (project planning, activities budgeting, steady-state operation, etc.) of a complex initiative such as a TPRP project.

Thus, the focus adopted in the conception and elaboration of this module was to concentrate the discussion on the awareness raising, the feasibility analysis, and (a tiny part of) the project specification phases of a typical project life-cycle, as shown in the illustration below.

|  |   |  |  |  |
|--|---|--|--|--|
| <p><b>Project phases</b></p> <p><b>Project stakeholders</b></p>                      | <p><b>Feasibility analysis</b><br/> <b>Project specification</b><br/> <b>Planning and budgeting</b><br/> <b>Implementation take-off</b><br/> <b>Awareness raising</b><br/> <b>Steady-state operation</b><br/> <b>Impact measurement</b></p> |  |  |  |
| <p><b>Trainers</b></p>   | <p style="text-align: center;"><b>FOCUS OF THIS MODULE</b></p>  |  |  |  |
| <p><b>Policymakers, Government leaders, Private sector leaders, NGO leaders</b></p>  |   |  |  |  |
| <p><b>Tourism organizations and associations, Tourism managers and operators</b></p> |   |  |  |  |
| <p><b>Artist organizations, artists (themselves)</b></p>                             |   |  |  |  |

**Structure of the module**

The module has been structured in four sections and five appendices, namely:

1. Introduction: presenting the challenge
2. The supply side: what artists should consider
3. The demand side: what tourism stakeholders should consider
4. The complete framework and its implementation

- Appendix I: Summary of EPRP
- Appendix II: Checklist of documents and procedures for artists and tourism operators
- Appendix III: Prospects for TPRP in Brazil
- Appendix IV: The case of Costa dos Coqueiros (Bahia/Brazil)
- Appendix V: Extending the contents of the module

As mentioned, this module provides a broad coverage of the main aspects which must be considered when discussing whether or not to launch a poverty reduction initiative by promoting artistic activities in the tourism sector of a specific place or region in a given country.

Section 1 introduces the central challenge (poverty reduction) motivating TPRP and raises the possibility that it can be met by local artists operating in the tourism sector. For such a possibility to become concrete, a new framework is proposed.

Section 2 addresses the key aspects of the Supply side (artists and their representatives) will have to consider within this new framework: formalization of activities, association and representation, capacity building, information and communication requirements, etc.

Section 3 addresses the corresponding issues of the demand side (the tourism sector).

Section 4 pieces together the most important aspects that a TPRP initiative will have to include, so that the general idea and correspondingly good intentions may materialize in a concrete, executable project.

### **One section in detail**

All sections are structured in the same way. Each one contains:

- Main text;
- To learn more; and
- Exercises.

The main text in a section discusses its topics in a very straightforward and plain-speaking form, trying to raise issues and showing their interrelations, as befits a general introduction course. The instructor should be aware that a feeling of 'false easiness' permeates the text: enormously complex and/or hard to solve/implement topics are touched upon in a very casual manner, often in a couple of short sentences. The idea is not to evade the complexity of any single issue, but to 'downplay' it in favour of looking at the big picture, within which every individual issue will gain tractability.

Following the main text, exercises will allow trainees to apply the concepts presented in the main text to further discuss a specific case, which is introduced in section 1, that is, at the outset of the course.

Finally, the instructor is provided with a short list of references to learn more. These references are typically from entities such as the UN, ITC, etc., and address topics and aspects elicited by the section in question. The instructor should complement these more generic references with reading materials, targeting the specific country, region or case his course will be covering.



### Use of the module in a course

The module has been designed to support a three full-day course, ideally with the programme outlined below:

#### Day one

- Morning: Opening session and presentation of the challenge.
- Objectives of the course, self-presentation of participants, distribution of supporting materials, coverage of Section 1 of module.
- Afternoon: Case to be discussed.
- Presentation by trainer and group discussion of case to be adopted and discussed throughout the course. Basic guideline for the work during the session will be exercise 1.

#### Day two

- Morning: The supply side.
- Coverage of section 2, including group work based on exercise 2.
- Afternoon: The demand side.
- Coverage of section 3, including group work based on exercise 3.

#### Day three

- Morning: The complete framework and its implementation.
- Coverage of section 4, and preparation for the final discussion of the case, following the guidelines in exercise 4.
- Afternoon: final session.
- Final discussion of the selected case, and wrap-up debate about TPRP, future paths, etc.
- Closure of course.

预览已结束，完整报告链接和二维码如下

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