



International
Labour
Organization

*Sectoral Activities
Department*



International Training Centre

Experts Validation Workshop TOOLKIT ON TOURISM AND POVERTY REDUCTION

Dates: **29 August – 31 August 2011**
Duration: **3 days**
Venue: **ITC/ILO, Turin (Italy)**
Participating countries: **Bangladesh, Gambia, Laos, Lesotho, Nepal**

BACKGROUND

The contribution made by the tourism industry to employment and poverty reduction in rural areas of developing and least developing countries is significant. Its value chain and important linkages to other sectors such as agriculture, utilities, transport, infrastructure etc. strongly contribute to poverty alleviation.

The travel and tourism sector is one of the world's biggest industries creating vast economic growth, especially for poor countries. It accounts for more than 235 million jobs and more than one third of the total global services trade. As the key income source and main source of foreign exchange in 46 out of the 49 Least Developed Countries (LDCs), it is the major services export in many developing countries.

In this context, the ILO (the Sectoral Activities Department) has developed a Toolkit on Tourism and Poverty Reduction. This Toolkit focuses on poverty reduction through tourism employment in rural areas of LDCs. It includes information on the sector itself and explains the meaning and steps to follow to set up and implement tourism businesses based on decent work as a frame for sustainable tourism.

Conceived as a practical and operational instrument, the Toolkit combines the materials mentioned below in a didactic way, adopting a participatory education and learning approach. It is oriented towards local, small size enterprises and local communities in rural areas of LDCs taking into account their context and needs.

OBJECTIVES

The main objective of the Workshop is to validate the Toolkit on Tourism and Poverty reduction and receive from participants useful inputs for revising and finalizing the draft version.

At the same time, the workshop will provide to participants the opportunity to strengthen their knowledge in the field of labour relations in the public service and share good practices and experiences.

PARTICIPANTS' PROFILE

Senior Experts from the Tourism Sector from the following countries: Bangladesh, Gambia, Laos, Lesotho, Nepal.

CONTENTS

The workshop will follow the structure of the Toolkit:

Chapter 1: The tourism industry

- This chapter provides an introduction and overview of the tourism industry. It covers different definitions on the role of the industry in providing global employment.

Chapter 2: Human resources, decent work, Occupational Safety and Health, Millennium Development Goals (MDGs)

- This chapter outlines the ILO's understanding of decent work and the links between the decent work agenda, poverty reduction and MDGs in the particular context of sustainable tourism in rural communities.
- It emphasizes vocational education and training is a key element for the promotion of individual development and decent employment.
- It provides information on ILO legal framework: The Working Conditions (Hotels and Restaurants) Convention, 1991 (No.172) and the Working Conditions (Hotels and Restaurants) Recommendation, 1991 (No.179).

Chapters 3-5: Tourism businesses, tourism market, promotion and commercialization

- The concept of tourism businesses is explored. Brief explanations of the understanding of a sustainable tourism business are provided, followed by exercises.
- The tourism market section outlines the importance of required market studies and the understanding of the market place, the tourism product and potential clients. It is followed by exercises.
- This chapter deals with the promotion and commercialization of a sustainable tourist destination. It is followed by exercises.

The chapters will include case studies, best practices and exercises linking the tourism industry with poverty reduction through employment creation in rural areas.

METHODOLOGY

It will be based on full participation and open exchange of views, knowledge and experience among participants. ILO experts and international experts will illustrate the contents of the Module, while ITC trainers will facilitate the experience-sharing process.

Participatory discussions and knowledge sharing sessions will take place with the aim of improving the format, content and examples of the Toolkit.

Experts will be provided with the toolkit in advance in order for them to be familiarized with its content; they are kindly required to bring any relevant information that could be useful for improving the Toolkit.

LANGUAGE

Participants are expected to communicate fluently in English.

VENUE

The Workshop will be held at the International Training Centre of the International Labour Organization (ITC/ILO) located in Turin, Italy.

Located in an attractive park on the banks of the Po River, the ITC/ILO campus provides a very pleasant environment for training. It includes fully equipped modern classrooms and meeting rooms fitted out for multilingual simultaneous interpretation; computer laboratories; a documentation centre linked to various international data banks.

The ITC/ILO campus has over 300 bedrooms with private bathroom and equipped with telephone and cable television. In addition, the following services are available in the campus: reception (open 24 hours a day); restaurant, cafeteria, bank; travel agency; convenience shop; post office; free access to Internet; gym; medical service.

PARTICIPATION CONDITIONS

The fellowship offered by the ILO and its International Training Centre includes tuition fees, full board and lodging at the ITC/ILO, medical insurance, economic class air ticket and transport from the airport.

CONTACT

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