

**International Centre for Responsible Tourism**

**Taking Responsibility for  
Improving Local Livelihoods through  
Tourism**

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# Tourism & Livelihoods

- World's largest industry
- Satellite Accounts
- A big sector – relatively labour intensive
- Important as a provider of employment
- Wide variety of jobs
- but often seen as “inferior” – culturally & economically

# Trickledown & Enclaves

- National benefit foreign exchange, GDP contribution
- Net benefit often not considered
- Local economic benefits – employment and the supply chain
- All inclusive hotels, resorts and safaris
- All inclusives can be preferable

# Context

- Rio 1992 Environment & Development
- DFID 1998/9 Pro-Poor Tourism
- CSD 7 1999
- UNWTO 2002 Tourism and Poverty Alleviation
- STEP Programme and SNV
- Private sector initiatives – RT

## Awards



# Pro-Poor Tourism Principles

1. any kind of tourism that benefits the economically poor
2. Doing business differently – market & private sector linkages
3. Demonstrate net benefit to the economically poor
4. beneficiaries are the economically poor.
5. Look at livelihoods as a whole
6. engage poor in decision making
7. culturally rich
8. Mainstreaming
9. Market access
10. Principles not the name that matters

# Competing Perspectives on Tourism

- **A form of development**
- transfers
  - capital
  - technology
  - expertise
  - modern values
- incorporation into the world economy & progress
- **Maintenance of underdevelopment & dependency**
- Metropole / periphery
- low grade jobs
- non-local ownership
- distortion of the local economy

# A market: additional local demand

- Sales to tourists
  - Art & crafts
  - Excursions
  - Guiding
- Sales to tourism businesses – the supply chain
  - Soft furnishings
  - Maintenance
  - Fruit and vegetables
- Brings private and public investment
  - Roads & telecoms
  - Potable water
- Proximity and experience generates
  - engagement
  - philanthropy
- Participation

# Contrasting approaches to tourism development

- Top down
  - traditional approach
  - foreign exchange earnings
  - volumes
- Bottom up
  - Community ethos
  - Local economic benefit
    - supplementary and alternative livelihoods
    - integrated rural development

# Tourism is what we make it

- “We” choose how we market the destination “our place”
- We choose what facilities we provide and therefore who we attract
- We make tourism the way it is.
- We manage it or not
- Agents and outbound operators
- Marketers
- Airlines
- Inbound operators
- NTBs & government
- Hoteliers and developers
- Media & guide books
- The tourists

# Realising the Opportunity

- Whole Government Policy and Action
- Strong Private sector engagement
- Encourage tourists to spend money on locally produced crafts & art, performance, to eat local foods and try local drinks.
- Build on existing livelihood strategies.
- Multi-stakeholder partnerships

# Meeting market demand - supply side issues

- Quality of experience, safety & security
- Design and utility
- Scale and continuity of supply
- Price and commission structures
- Evolution of products and services
- Matching demand and supply
- These issues will be different for different market segments

# Evidence based decision making

- Identifying and measuring impacts essential to
  1. Management “if you can’t measure it you can’t manage it”
  2. Informing purchasing decisions
    - i. End consumers
    - ii. The industry
- Need to be able to demonstrate that we are moving beyond trickledown

# Development Impacts: increased incomes: The Gambia.

- Fruit sellers: 50-60%
- Juice Pressers: 120%
- Guides: 18-30%
- Kotu Beach Craft Market: 300% and 43 new jobs.
- 60,000 British tourists spend £8.30/day in the informal sector - £5m / year



# Revenue from Coffee Tours and Campsite, 2005 – investment ± \$30,000

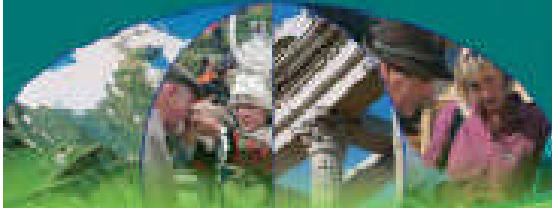
	#	Campsite	Coffee tour	Lunch	Total Sales
Month	Groups	pax	pax	pax	USD
June	3	0	47	12	553
July	12	70	183	64	2,484
August	10	102	164	46	2,264
September	10	81	154	59	2,131
October	11	97	154	44	2,025
November	2	31	30	0	417
December	4	52	52	8	752
<b>Totals</b>	<b>52</b>	<b>433</b>	<b>784</b>	<b>233</b>	<b>10,626</b>

# Distribution of Revenues June – December 2005

	Total Earnings USD	%
Coffee Co-operative Office,	2383	22
Community Development Fund	3685	35
Tour guides (farmers)	779	7
Food,	967	9
Camp. Maintenance	794	7
Campsite Office	72	1
Camp. Security,	218	2
Miscellaneous. Fund,	28	-
Farmers for visits to their land	31	-
<b>Total distributed</b>	<b>8956</b>	<b>84</b>
<b>Retained undistributed</b>	<b>1670</b>	<b>16</b>

Dear traveller,

The "Responsible Tourist and Traveller" is a practical guide to help you make your trip an enriching experience. The advice is based on the **Global Code of Ethics for Tourism** of the World Tourism Organization.



**THE RESPONSIBLE TOURIST AND TRAVELLER**

Travel and tourism should be planned and practiced as a means of individual and collective fulfillment. When practiced with an open mind, it is an irreplaceable factor of self-education, mutual tolerance and for learning about the legitimate differences between peoples and cultures and their diversity.

Everyone has a role to play creating responsible travel and tourism. Governments, business and communities must do all they can, but as a guest you can support this in many ways to make a difference.

Open your mind to other cultures and traditions – it will transform your experience, you will earn respect and be more readily welcomed by local people. Be tolerant and respect diversity – observe social and cultural traditions and practices.

Respect human rights. Exploitation in any form conflicts with the fundamental aims of tourism. The sexual exploitation of children is a crime punishable in the destination or at the offender's home country.

Help preserve natural environments. Protect wildlife and habitats and do not purchase products made from endangered plants or animals.

Respect cultural resources. Activities should be conducted with respect for the artistic, archaeological and cultural heritage.

**Your trip can contribute to economic and social development.**

**Purchase local handicrafts and products to support the local economy using the principles of fair trade.**

**Bargaining for goods should reflect an understanding of a fair wage.**

[www.icrtourism.org](http://www.icrtourism.org)

[www.haroldgoodwin.info](http://www.haroldgoodwin.info)

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Inform yourself about the destination's current health situation and access to emergency and consular services prior to departure and be assured that your health and personal security will not be compromised. Make sure that your specific requirements (diet, accessibility, medical care) can be fulfilled before you decide to travel to this destination.

Learn as much as possible about your destination and take time to understand the customs, norms and traditions. Avoid behaviour that could offend the local population.

Familiarise yourself with the laws so that you do not commit any act considered criminal by the law of the country visited. Refrain from all trafficking in (or sale of) drugs, arms, antiques, protected species and products or substances that are dangerous or prohibited by national regulations.



For more information:  
[http://www.worldcodeofethics.org/code\\_nishia\\_benghali](http://www.worldcodeofethics.org/code_nishia_benghali)  
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