

UNCTAD
Single-year Expert Meeting on
Tourism's Contribution to Sustainable Development

Geneva, Palais des Nations, Salle XXVI, 14-15 March 2013

Marie-Claude Frauenrath
Trade in Services Officer, ITC

Inclusive tourism: Promoting backward linkages

The views expressed are those of the author and do not necessarily reflect the views of UNCTAD

Tourism development issues to be addressed from a trade promotion perspective

Tourism provides **a wide range of economic opportunities**, especially for developing and least developed countries, but often without inclusion of poor segments of the population

Example **handicrafts**: products sold to tourists are imported due to lacking local supply capacity and quality

Example **culture**: loss of cultural heritage because its income potential is not used

Example **agrifood**: local supply of fruits, vegetables and fishery to tourism industry not developed

SCTD Portfolio of Services - Tourism for Development



Inclusive tourism: an integrated approach to developing sustainable & inclusive business linkages

- In-depth **feasibility assessment** identifying products and services currently sourced from abroad by the tourism industry that could also be sourced locally
- Facilitate **stakeholder meetings** to identify business opportunities for the tourism industry and how a demand-driven approach can link them with local producers.
- Enhance **supply capacity**, consistency and quality characteristics of local products and services to meet demand requirements of tourism industry and their customers.
- Provide **market expertise** and **formal market linkages**, assist in business negotiation and contracting

PHASE 2: PROJECT OPPORTUNITIES, PRIORITIZATION AND FEASIBILITY

Step 6- Identifying where in the Value Chain to seek change

Step 7- Analysis of strategies

Step 8- Developing a long list of intervention options

Step 9- Developing the short list

PHASE 3: DEVELOPMENT OF A WORKPLAN

Step 10- Developing a project idea

Step 11- Project programming

FOLLOWED BY:

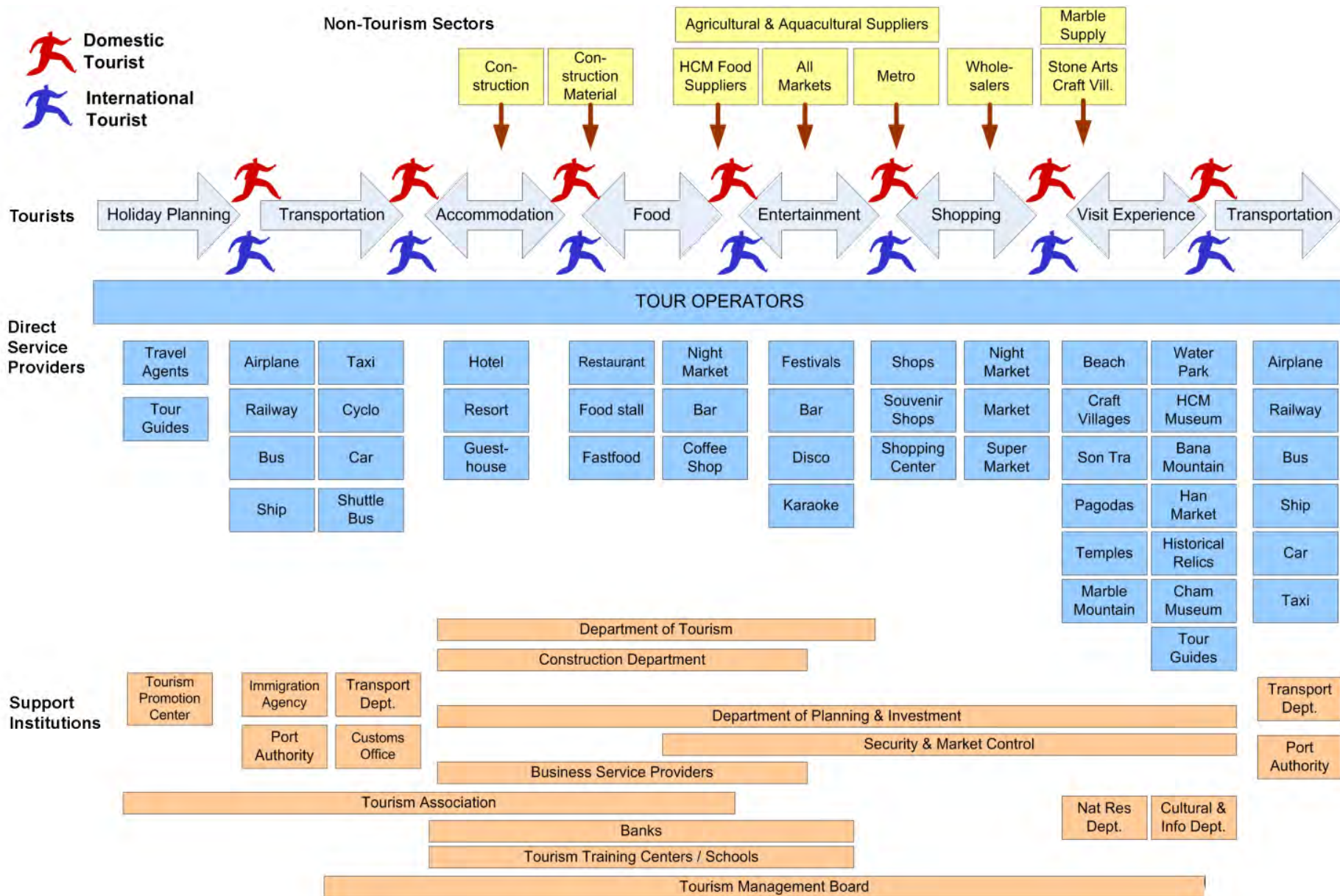
Validation roundtable with stakeholder and government to refine and validate project proposal

Submission of proposal to donors & **Implementation**

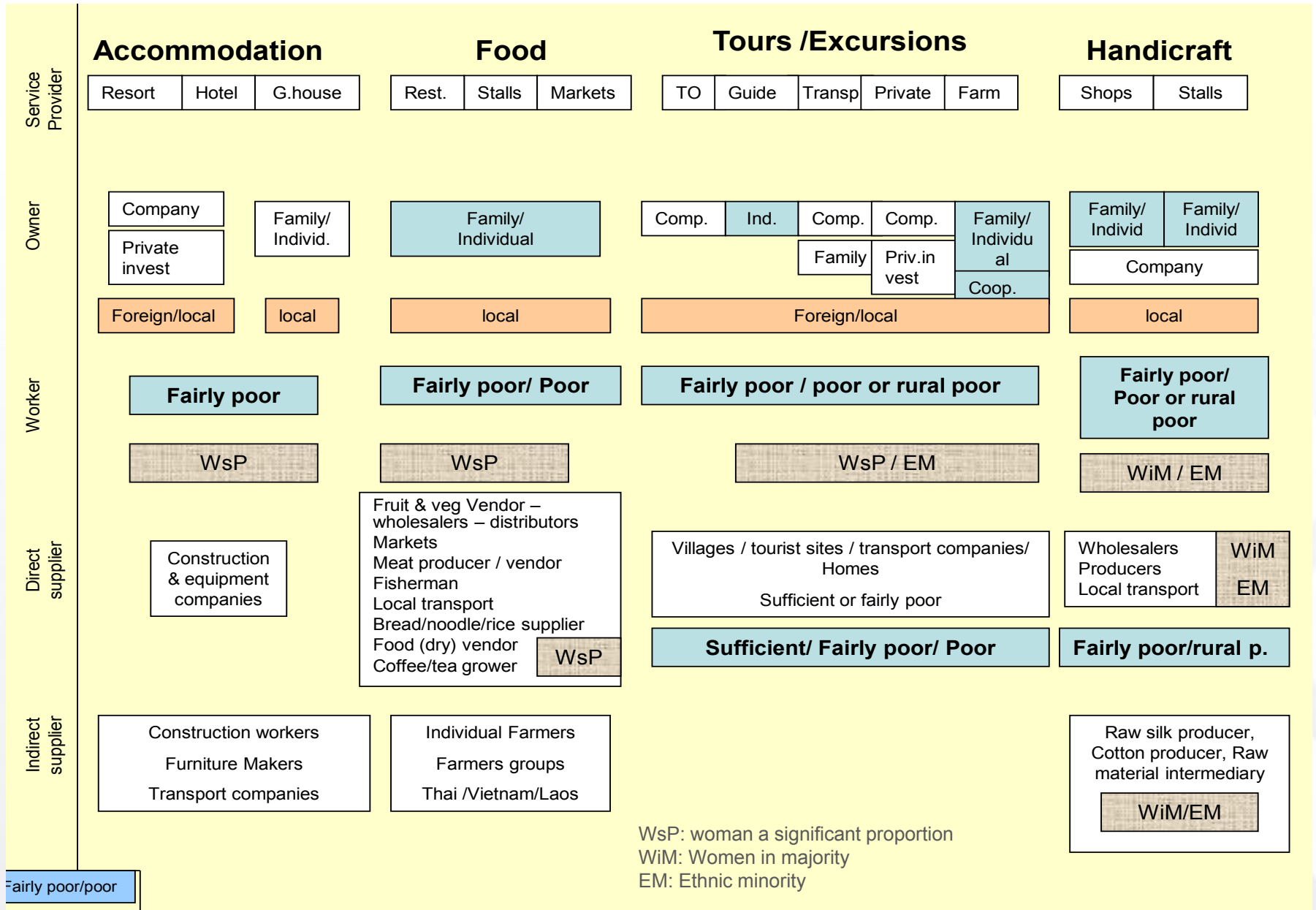
A simplified Tourism Value Chain (ex. Uganda)



Assessment of Tourism Value Chain & Service providers



Pro-poor income mapping



Linking artists to tourism markets

Provide **capacity building** to **develop** local artistic and cultural services and **market** these through the tourism value chain.

Aim: to develop and market **local artistic and cultural services**.

The target audience:

- Public sector offices
- Private sector associations
- NGOs supporting the artistic sector
- Artists' associations/organizations
- Private tourism sector
(Hotels, Restaurants, Tour operators)
- Individual artists



Impact Measurement Tool

Tailor-made for the following sectors:

- Agro-food products
- Creative Industries
- **Inclusive Tourism**

Undertaken at 3 stages of the project:

- start, prior to project implementation (baseline)
- half-way to be able to take corrective actions
- completion of project in order to assess final impact

Face to face interviews with beneficiary households



Objective of joint support

- Maximize the tourism industry's **positive impact on local producers** and service providers & entrepreneurs (e.g. agro-food, creative industries, services).
- **LDCs** able to take advantage of the complementary institutional and technical strengths of the SCTD/UN Agencies
- Inclusive tourism **interagency cooperation** track record:
 - Benin:** ITC-UNCTAD
 - Uganda:** ITC-UNCTAD
 - Mozambique:** ITC-UNESCO-ILO
 - Syria:** ITC-FAO-UNDP-UNIDO
 - Lao PDR:** ITC-ILO-UNIDO-UNOPS

