



International
Trade
Centre

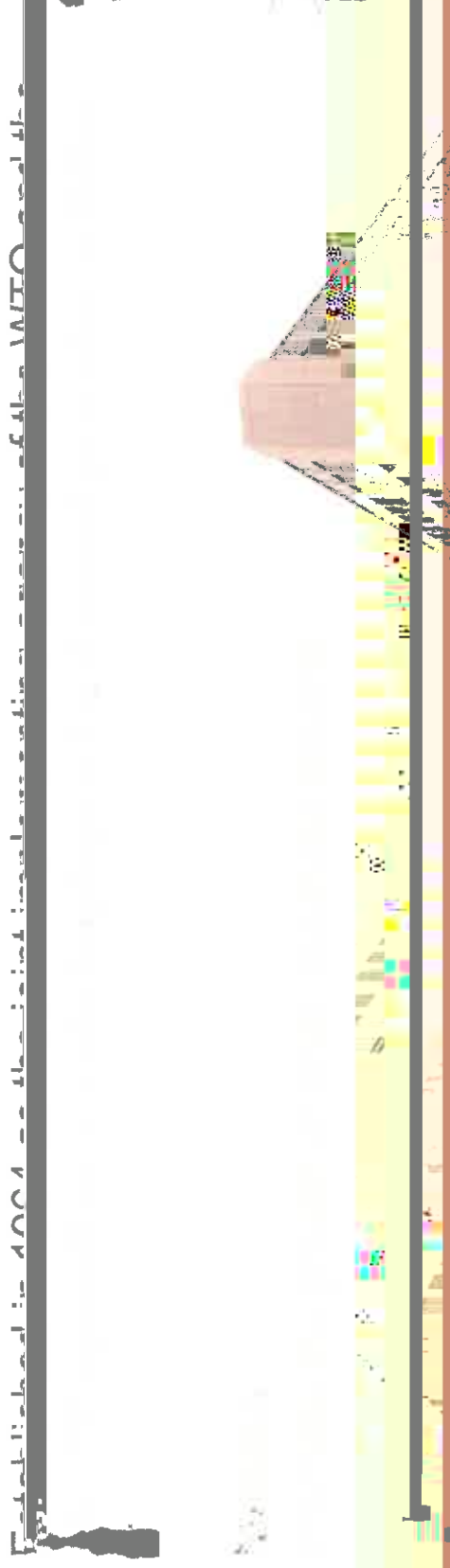
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TC's Approach to Tourism Development

« **Making Trade work for the poor** »

Agencia Iberoamericana

International Trade Centre (ITC)



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EXTREME POVERTY
AND HUNGER

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QUALITY AND
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The Export-led Poverty Reduction Programme



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Globalization and Poverty

- International awareness to make globalization work for the poor
- Benefits of economic growth do not automatically trickle down to the poor
- Therefore, the poor need to be brought into the growth process through employment and entrepreneurship



Trade Development for Poverty Reduction - Deductions

Fundamental Belief

- Poor communities have the will and the basic capacity to offer marketable products or services

Idea

- Reducing poverty through the integration of poor communities into the value chains of national and international trade



EPRP Approach

- Addressing directly priority needs of the poor
- Bottom-up approach
- **Building on existing strengths**

Local Community

Market Link

Trade Support Institutions (TSI)



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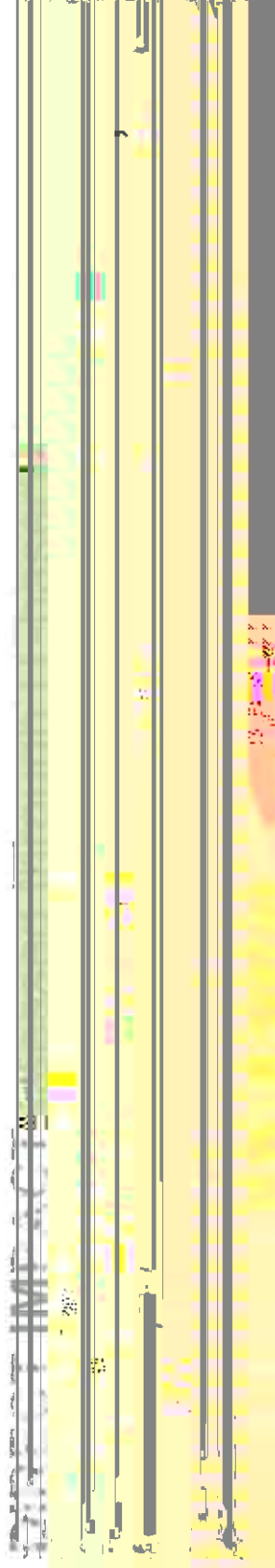
Implementing EPRP: Project Cycle



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Impact and Assessment

- EPRP strives for **DIRECT IMPACT** on poor communities' livelihoods



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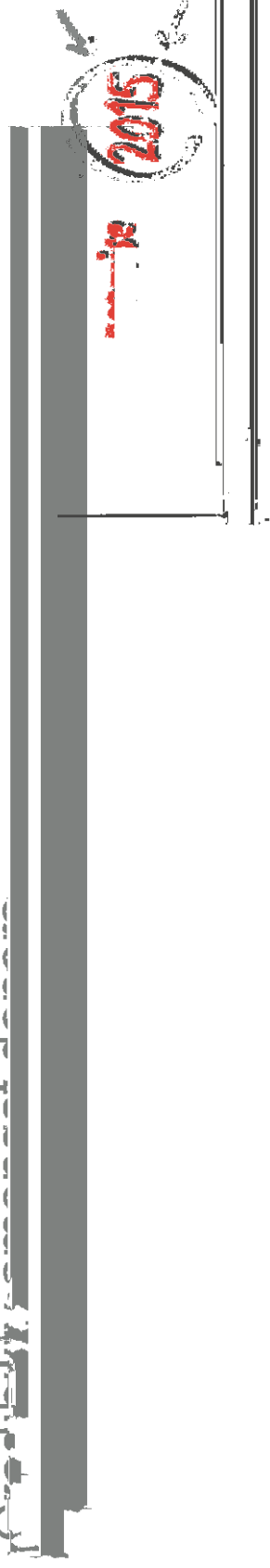


WHY is crucial?

Fundamental EPRP approach : to know the impact of projects on living conditions at the **community level** (group of households)

in line with the DGs: poverty reduction measurement

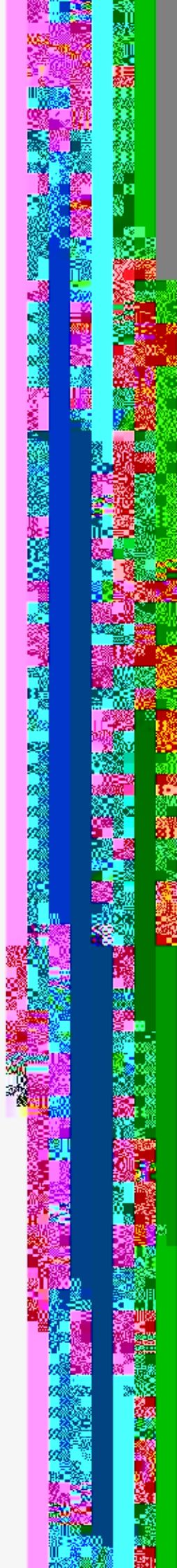
Community Development



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Export Market Trends



2017



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The Tourism Industry: Facts and Figures

- Fastest growing industry worldwide
- Accounted for 11% of total world exports in 2008
- Disposal export for 1/3 of developing countries
- 1 in every 12 jobs



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Tourism and FDI

- Significant increase in investment over the past 2 decades

However:

- Tourism leak away from LDCs as a result of

Investments



TPRP Objectives

TPRP is a market-led approach aiming to integrate poor local

entrepreneurs in TPOs in the value chain of trade through tourism



The Tourism value chain

- The 4 main tourism sub-chains:
 - Accommodation (Hotels)
 - Food (Restaurants, intermediaries, farmers)
 - Excursions (Tour operators, transports, communities)
 - Handicraft (producers, vendors)



The Tourism value chain

	Accommodation	Food	Tours/Excursions	Handicraft
Service Provider				
Owner	Foreign/Local	Local	Family/Individual Coop.	Family/Individual Local
Worker	Fairly Poor	Fairly Poor/Poor	Fairly Poor/Poor or Rural Poor	Fairly Poor/Poor or Rural Poor
Direct Supplier	Wholesalers and Producers	Wholesalers and Producers	IM/Local Market	LMW IM
Indirect Supplier			Sufficient / Fairly Poor / Poor	al Poor

Current Inclusive tourism projects



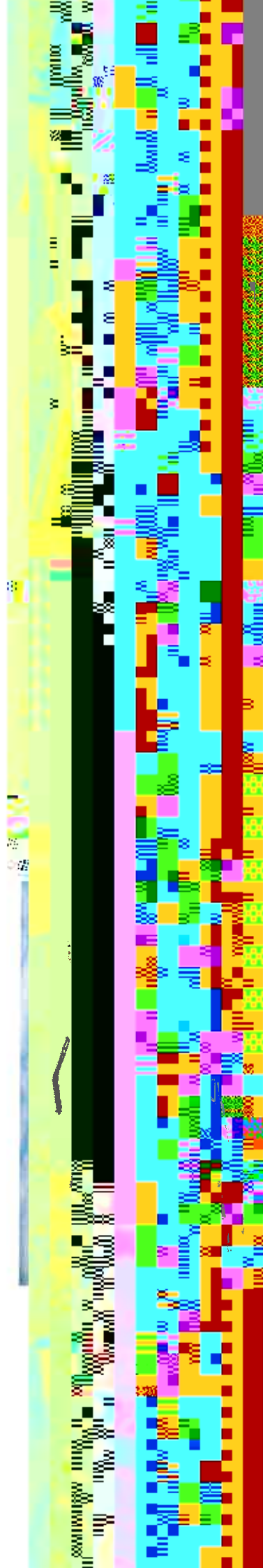
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Partnership with International Hotel Chains

- TPRP is starting to work with SIXSENSES, MARRIOTT (Brazil) & FIESTA:
 - to help them create local economic development by sourcing directly from the local businesses
 - to improve their competitive edge



-Case Study- TPRP in Brazil



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Project's Triangle of Sustainability



Local Communities

- 7 municipalities along CC (193Km)

Market
International Hotels



- Banco Santander



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Investments on the Costa dos Coqueiros

Main Investments on the Costa dos Coqueiros

INVESTOR	(US\$)	
Reta Atlântico	100 million	Portugal
Iberostar	300 million	Spain
Trusam	1.30 billion	Spain
Orissio	300 million	Italy
Sol Meliá	337 million	Spain
Grupo Ace	320 million	Spain
Grupo Invisa	70 million	Spain
Total Investment	2.7 billion	

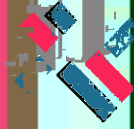




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Achievements of TPRP in Brazil

- Organic waste Recycling plant
- Increase in the production of fruits and vegetables, to be sold to
- Organization of Women's cooperative
- Skills' enhancement of women craft producers & linkages to the market
- Entrepreneurial Training and Business Leadership Courses
- Organic waste recycling plant
- Community application in 2 other resorts on route to the rest of CC
- People



Impact on the Poor

New jobs

- 3000 new jobs at hotels through preferential hiring policy for

New markets

- 2000 new jobs at hotels through preferential hiring policy for

Higher salaries

- 2000 new jobs at hotels through preferential hiring policy for



Thank You!

Website:

www.intracen.org/parents/medication

Contact Information

Fabrice Leclercq

Email: leclercq@intracen.org

Phone: +41 (0) 22 730 0417

