

## THE PRO-POOR PARTNERSHIP

The Pro-Poor Tourism Partnership of Caroline Ashley (Overseas Development Institute [c.ashley@odi.org.uk](mailto:c.ashley@odi.org.uk)), Harold Goodwin (International Centre for Responsible Tourism [harold@haroldgoodwin.info](mailto:harold@haroldgoodwin.info)) and Dilys Roe (International Institute for Environment and Development [Dilys.Roe@iied.org](mailto:Dilys.Roe@iied.org)) grew out of collaborative work in 2001 on strategies for pro-poor tourism.



## Making Tourism Count

## Editorial

This is the second edition of the Annual Register, reporting the major developments in PPT in the last twelve months. Earlier in the year the Pro-Poor Tourism Partnership completed evaluation reviews of SNV work on pro-poor tourism in Asia and on PSO's work in Africa. We published *Making Tourism Count* based on work in the Caribbean and funded by the Travel Foundation.

The UNWTO ST-EP programme is now underway with 44 projects and, as we report here, there are many projects now using tourism to address the challenge of poverty reduction. The key challenges remain.

- How can we demonstrate that initiatives using tourism can positively impact on the livelihoods of the poor?  
We need to publish data that reports net benefits for the poor.
- We need to find ways of mainstreaming the approach and engaging with the private sector in order to have a larger impact. Scale is important.
- Only on the basis of published studies detailing approaches and impacts shall we be able to identify good practice and to replicate it.

The entries in the poverty category for the First Choice Responsible Tourism Awards [www.responsibletourismawards.info](http://www.responsibletourismawards.info) were much stronger this year, with entries from three continents. Significant impacts are being achieved.

We invite you to share your experience and results through the website and the next edition of this Annual Register.

[info@propoortourism.org.uk](mailto:info@propoortourism.org.uk)

## Pro-Poor Publications 2006

(further information from [www.propoortourism.org.uk](http://www.propoortourism.org.uk))

- Ashley C, 2006: *Participation by the Poor in Luang Prabang Tourism Economy: Current Earnings and Opportunities for Expansion*. ODI Working Paper 273, ODI and SNV.
- Ashley C, 2006. *Facilitating Pro-Poor Tourism with the Private Sector: Lessons learned from PPT Pilots in Southern Africa*. PPT Report 2.
- Ashley C, Goodwin H, McNab D, Scott M, Chaves Chaves L, 2006. *Making Tourism Count for the Local Economy in the Caribbean: Guidelines for Good Practice*. Pro-Poor Tourism Partnership and Caribbean Tourism Organisation
- Ashley C, Mitchell, J, 2006. *Can Tourism Accelerate Pro-Poor Growth in Africa?* ODI Opinion no. 60.
- Goodwin H (2006) *The Poverty Angle of Sun, Sea and Sand – Maximising Tourism's Contribution*. Background briefing paper for the UNCTAD/WTO International Trade Centre Executive Forum Conference, Berlin September 2006. [www.haroldgoodwin.info/resources/povertyangle.pdf](http://www.haroldgoodwin.info/resources/povertyangle.pdf)
- Goodwin H, 2006. *Measuring and Reporting the Impact of Tourism on Poverty*. Proceedings Cutting Edge Research in Tourism New directions, challenges and applications School of Management University of Surrey. [www.haroldgoodwin.info/resources/measuring.pdf](http://www.haroldgoodwin.info/resources/measuring.pdf)
- Goodwin H, 2006 *Community-based tourism: Failing to Deliver ID21 Insights* June 2006, Issue #62
- Meyer D, 2006. *Caribbean Tourism, Local Sourcing and Enterprise Development: Review of the Literature*. PPT Working Paper 18.

The Annual Register was published for the first time in 2005 by the Pro-Poor Tourism (PPT) Partnership. It highlights new developments in the field of tourism and poverty reduction each year and provides an opportunity to share. The Register was developed following a Pro-Poor Tourism Workshop held during the 2004 World Travel Market (WTM), where requests were received for more information on tourism and poverty reduction initiatives around the world. The Register will be published in November each year, in time for the WTM. It will be disseminated at WTM and via the PPT Partnership website ([www.propoortourism.org.uk](http://www.propoortourism.org.uk) or [www.pptpartnership.org](http://www.pptpartnership.org))

## Acknowledgments

Support for the production and printing of the PPT Register has been provided by Norad, through its institutional support to IIED.

Suggested citation: Pro-Poor Tourism Partnership (2006) *Annual Register* Pro-Poor Tourism Partnership, London.

Copyright © 2006 Pro-Poor Tourism Partnership. We welcome further distribution of this material by photocopying or distribution of the pdf version which can be downloaded from [www.pptpartnership.org/pptpar2006.pdf](http://www.pptpartnership.org/pptpar2006.pdf).

Printed in the UK on paper 100% recycled from post-consumer waste.

# Pro-Poor Tourism Initiatives – 2006

---

## Government/Policy

### Sustainable Tourism – Eliminating Poverty (ST-EP)

The ST-EP Foundation was established in Seoul in late 2005 thanks to an initial contribution of USD5 million from the Government of the Republic of Korea, 6 projects are being funded in 2006. The Netherlands Development Organization (SNV) established a Trust Fund with €2 million in 2004 to provide technical assistance, the Italian government has also contributed. Discussions with other potential donors are underway.

A total of 44 ST-EP projects are currently being implemented funded by UNWTO; the ST-EP Foundation or the Trust Fund. For further details [www.unwto.org/step](http://www.unwto.org/step)

### The Poverty Angle of Sun, Sea and Sand – Maximising Tourism's Contribution

The UNCTAD & World Trade Organization's International Trade Centre (ITC) discussed the contribution which tourism can make to export-led poverty reduction at its annual Executive Forum Conference in Berlin in September. A paper by Harold Goodwin of the Pro-Poor Tourism Partnership for the ITC examined how traditional tourism products can be shaped to provide a pro-poor tourism product and experience and provides guidance on how the private sector can contribute to this process through recruitment, training, procurement, marketing, encouragement, donations and commercial activities. Further information: [www.haroldgoodwin.info/publication.html](http://www.haroldgoodwin.info/publication.html)

### Rwandan Government Incentives for Pro-Poor Tourism

In October 2006 SNV (Netherlands Development Organisation), in collaboration with Office Rwandais du Tourisme et des Parcs Nationaux (ORTPN) organised an international workshop in Kigali on government incentives for enhancing local economic impacts of tourism involving participants from eight African countries. All the countries have policy commitments to pro-poor tourism or to maximise the development impacts of tourism, but the major challenge lies in implementing change.

A dozen 'tools' that governments could adopt for linking tourism to local economic development were presented, with an emphasis on how many aspects of the tourism economy, particularly the supply chain, can be used to open up opportunities for poor people. The 'toolbox' will be published by SNV and Overseas Development Institute (ODI) shortly.

Further information: [www.snvworld.org](http://www.snvworld.org), and [www.odi.org.uk/propoortourism](http://www.odi.org.uk/propoortourism)

### Sa Pa Tourism Fee and Fund Regulation, Vietnam

Sa Pa District has emerged as one of the most popular tourism destinations in Vietnam. In the wake of this popularity local authorities recognised that adequate maintenance and re-investment in the district's key tourism resources were required to ensure a healthy tourism sector for the future. Local authorities also recognised that the ethnic minority villages neighbouring Sa Pa town were defining features of the Sa Pa tourism experience, and that these communities would require, and deserved, support from the proceeds of tourism if tourism development in the district was to take an equitable and sustainable course.

A sightseeing fee collection system had been in place for some years, but most tourists were not in favour of the system because of the seemingly random collection procedure and lack of information on the purpose of the fees. SNV worked closely with local authorities to develop a new system that would not only provide a more efficient and transparent fee collection mechanism, but would also benefit local communities.

A local community development fund was established to re-invest a proportion of the revenue in support of community tourism development. This was the first regulation and funding mechanism of its kind in Vietnam and is proving a successful and innovative way to channel a proportion of tourism revenues directly back to support local development initiatives.

Further information: *Douglas Hainsworth, SNV, dhainsworth@snvworld.org*

### Equitable Distribution of Local Economic Benefits: Ban Ho Commune, Sa Pa District, Vietnam.

The commune of Ban Ho, 20kms from Sa Pa town, is home to members of the Thai ethnic minority group who have a long tradition of hosting visitors, originally traders passing through the valley, and more recently tourists on trekking trips. In recent years less scrupulous guides bringing tourists to the village were controlling tourist transactions by bargaining down homestay prices (often paying as little as one-third of the appropriate price), not meeting fair terms and conditions and dissuading tourists from using local services. This resulted in less families participating in tourism, an overall decline in community enthusiasm for tourism and ultimately a lower quality experience for visitors.

Recognising this situation, district authorities and the community worked with SNV to form a local Tourism Management Committee which set out a Community Tourism Regulation. The regulation stated a fixed price for homestay services and also introduced a rotation system to ensure that all registered homestay providers got equitable opportunities to host tourists. Awareness-raising activities for tour operators and tour guides on responsible and sustainable business practices also accompanied the initiative.

Such activities have resulted in local homestay providers becoming more united and receiving fair payment. Other local tourism services have returned many household enterprises back to profitability. A larger number of families are now directly engaged in and benefiting from tourism and attitudes are more favourable towards tourists which results in longer visitor stays and better tourism experiences.

Further information: *Douglas Hainsworth, SNV, dhainsworth@snvworld.org*

## Advice/Research

### **Making Tourism Count for the Local Economy in the Caribbean: Guidelines for Good Practice.**

Guidelines for pro-poor tourism in the Caribbean have been produced by the Pro-Poor Tourism Partnership and the Caribbean Tourism Organisation, with funding from the Travel Foundation. The guidelines contain 8 briefs covering different issues, such as the supply chain, encouraging tourist expenditure in the local economy, and building neighbourhood partnerships.

The guidelines will be the first PPT Partnership products to be translated – French and Spanish versions will be available shortly.

Further information: [www.propoortourism.org.uk/caribbean/index.html](http://www.propoortourism.org.uk/caribbean/index.html)

### **Good Practices in Community-Based Tourism Development in the Caribbean**

'Good Practices in Community-Based Tourism Development in the Caribbean' is the second of the Caribbean Tourism Organisation's 'Best Practice Manual' series and will be published at the end of 2006. The publication highlights good practice in financial, technical, social and ecological benchmarks, and draws from a range of regional and international case studies and published literature.

The manual provides a resource to the private sector, governments, non-governmental organizations and tourism educational institutions looking to benefit from the lessons learned by other successful community tourism development initiatives. The publication also provides a working definition of community based tourism from a Caribbean perspective.

The manual is produced with support from the European Union-financed Caribbean Regional Sustainable Tourism Development Programme (CRSTDP).

Further information: [www.onecaribbean.org](http://www.onecaribbean.org)

### **Understanding Participation by the Poor in Tourism Value Chains: Luang Prabang, Laos**

New work in 2006 has boosted understanding of how and where the poor participate in the tourism economy. Results from local economic mapping and value chain analysis has put hard numbers to some points that the PPT-Partnership has been making for some time, namely that boosting complementary spend is critical for boosting incomes to the poor, that the supply chain to tourism, particularly of food, should not be ignored, and that community tourism enterprises are just one, extremely small, element of the benefit flow to unskilled people from the tourism economy.

In Luang Prabang, Laos in May 2006, an assessment of the tourism economy estimated that tourists spent US\$23 million per year within Luang Prabang (booking commissions and long-distance travel excluded), of which around 27% accrued to semi-skilled and un-skilled people. Most direct participants were semi-skilled and fairly urban, with some capital or skills. The supply chains for food and silk however represented more than half the cash flow, and involved many poorer and more rural households.

Further information: [Caroline Ashley C.Ashley@odi.org.uk](mailto:Caroline.Ashley@odi.org.uk).

### **Boosting Participation by the Poor in Tourism Value Chains: The Gambia**

A study using value chain analysis was undertaken by ODI for the Commonwealth Secretariat in The Gambia. Despite the destination being poor and dependent on seven international tour operators, the study found local economic linkages were remarkably high. While little of the actual package cost reached the poor, tourists' out-of-pocket spending was high (around £27 per day, or £291 per trip), and was a major source of income to the poor.

As in the Laos example above, the food and beverage supply chain was also critical to the poor. Around 45-50% of fruit and vegetables were sourced locally, and a current initiative, Gambia is Good (reported in 2005 Annual Register) is increasing this contribution, with some hotels procuring 90% locally. Expansion of this approach provides the potential for the largest pro-poor impact.

Further information: [Jonathan Mitchell, jonathan.mitchell@odi.org.uk](mailto:Jonathan.Mitchell@odi.org.uk).

### **Emerging Research on the Impact of Donor Assistance on Poverty**

Research by London Metropolitan University and the Overseas Development Institute (ODI) has highlighted examples in both South East Asia and the Caribbean of how donor assistance may not be the only way to stimulate tourism as a means of lifting people out of poverty. By comparing the impact on poverty of donor assistance to the Nam Ha ecotourism project in Lao PDR with income generated by small-scale tourism enterprises on the island of Don Det tourism in Champassak Province, the team showed that, although donor-assisted community-based tourism had clearly had a major impact on poverty in Luang Nam Tha, it should not be assumed to be the only, or even the most efficient way of alleviating poverty. Small-scale tourism in Don Det received no donor funding and very little from the Lao Government, and yet had been hugely successful in raising incomes in the village.

Over the last decade, tourism in Grande Riviere (a coastal village in Trinidad) has taken the place of cocoa as the village's main source of income. This was largely due to the beach being one of the world's most concentrated nesting sites for the leatherback turtle. As a result villagers had become highly conservation-conscious in support of one of the world's most threatened species of turtle which in turn had raised tourism income in the village.

Further information: [www.londonmet.ac.uk/research-units/iuctd](http://www.londonmet.ac.uk/research-units/iuctd), [www.odi.org.uk/propoortourism](http://www.odi.org.uk/propoortourism)

## Industry Involvement

### Adopt-A-Farmer, Tobago

The Travel Foundation Tobago works to promote the sustainable development of Tobago's tourism sector, with a particular focus on disadvantaged or 'at risk' groups in society. The focus of projects is to not only generate tourism-linked enterprises, but also to provide the essential skills for participants to become self-employed and positive contributors to the community.

The Adopt a Farmer Programme is the Foundation's longest-running programme and helps farmers supply hotels with fresh vegetables on a regular basis and at competitive prices. Prior to the programme, many of the hotels imported their vegetables, which were often of poor quality owing to transportation methods. Although produce was grown locally, farmers in Tobago worked individually and were unable to negotiate the best prices with hotels. The programme assisted farmers work together and form business links with hotels.

Twelve farmers started with the programme in 2004 and this has grown to twenty. Twenty percent of the farmers supply more than 50% of their produce to hotels. In addition, farmers report receiving as much as 40% more for their produce than if they had sold to vendors wholesale.

Further information: [www.thetravelfoundation.org.uk](http://www.thetravelfoundation.org.uk)

### Abang Africa Travel & Trust

The Abang Africa Trust was set up by Abang Africa Travel to deliver their aims to reduce inequality, alleviate poverty and sustain the economy in areas where they travelled (currently South Africa, Swaziland, Lesotho, Namibia, Botswana, Victoria Falls and Mozambique).

Ten percent of the company's profits go to the Trust to support projects which involve volunteers exchanging skills and knowledge with poor communities. The overall objectives of these projects are to:

- Facilitate local community access to the tourism market.
- Enhance and complement existing livelihood strategies through employment and small enterprise development.
- Increase the level of community participation in tourism.
- Improve and enhance the overall visitor experience.
- Create employment opportunities within the projects and by employing locals with disadvantaged backgrounds.

To date (July 2006), Abang Africa Travel has received 85 bookings and placed 6 volunteers. Abang Africa Travel has a Memorandum of Understanding with FTTSA and cooperates closely with various community initiatives and local operators. Where available, the accommodation and tours offered are accredited by Fair Trade in Tourism South Africa (FTTSA) and recommended by the Namibia Community Based Tourism Association (NACOBTA).

Further information: [www.abangafrika.com](http://www.abangafrika.com)

### Sustainable Maasai Village Tourism Experiences in Kenya

A one-year Travel Foundation-funded project in Kenya seeks to transform the currently unsustainable 'Kipas Maasai Village Tourism Experience' located to the Western end of the Masai Mara Game Reserve in Kenya into a sustainable, responsible, marketable tourism experience, by minimising the exploitation of these groups by tour operators' driver/guides.

The project aims to:

- Significantly increase the economic benefits from tourism to the local community.
- Develop a quality village tourism experience that encourages genuine cultural exchange.
- Provide UK tour operators and destination suppliers with a sustainable cultural tourism excursion to responsibly market to their clients.
- Disseminate good practice and lessons learnt from the project to enable other community tourism ventures to improve the sustainability of their businesses.

The project is working with communities and tour operators to resolve the exploitation issue by implementing a 'moneyless' payment system, in tandem with capacity building, business management training and product development. Early indications are extremely encouraging.

Further information: [www.tribal-voice.co.uk](http://www.tribal-voice.co.uk) [www.thetravelfoundation.org.uk](http://www.thetravelfoundation.org.uk)

### UPDATE: Fair Trade in Tourism South Africa (FTTSA)

As reported in the 2005 Annual Register, Fair Trade in Tourism South Africa (FTTSA) is a non-profit company based in South Africa involved in raising awareness and the facilitation of a voluntary certification programme based on the concept of Fair Trade labelling. The number of accredited enterprises continues to grow and now total twenty one, including three community-owned establishments, such as Bulungula Lodge located in one of the poorest districts in South Africa.

FTTSA's contribution to the field of pro-poor tourism was recognized at the 2006 ITB when the organization received a TO DO! Prize for socially responsible tourism.

Further information: [www.fairtourisma.org.za](http://www.fairtourisma.org.za),

### UPDATE: Spier – Piloting Pro-Poor Tourism in South Africa

South African hotel, Spier reported in the 2005 Annual Register of its action to shift procurement to small local black businesses. A year later, the businesses initiated by the shift are still in operation and are now considered mainstream suppliers by Spier. The pro-poor procurement approach is now part of normal business.

Spier has also initiated two other PPT specific initiatives:

1. The staff catering service has been outsourced to a black, previously disadvantaged member of staff and is breaking even as a business.
2. Owing to a directive from senior management stating that all on-site construction materials should be both locally sourced and have as small an ecological footprint as possible, Spier assisted a group of local women establish an adobe brick-making business. The business is owned by the collective and Spier and it is anticipated that once the business is up and running, Spier will sell their share back to the women.

Further information: [www.spier.co.za](http://www.spier.co.za)

## Community-Based Initiatives

### **Yachaqui Wayi, the Responsible Travel Centre, Huaraz, Ancash, Peru**

In the shadow of Peru's highest mountain, twenty four peasant families have developed Yachaqui Wayi, the Responsible Travel Centre. The Centre, managed and owned by a recently formed peasant association, aims to inform and educate travellers on responsible travel and community-based tourism in the region.

The The Yachaqui Wayi Centre was developed in response to previous community-based tourism projects having difficulty reaching the market. By providing facilities such as a local-style hostel, education room, community-based tourism agency and a weavers shop, the centre aims to link the local community tourism services with visitors to the area.

Yachaqui Wayi has been nominated for the First Choice Responsible Tourism Awards, and is a finalist of the BiD Challenge; [www.bidchallenge.org](http://www.bidchallenge.org). It has been set up by The Mountain Institute ([www.mountain.org/work/andes](http://www.mountain.org/work/andes)) and Crooked Trails ([www.crookedtrails.com](http://www.crookedtrails.com)).

Further information: [www.yachaquiwayi.org](http://www.yachaquiwayi.org).

### **UPDATE: LNTA-ADB Mekong Tourism Development Project**

The LNTA-ADB Mekong Tourism Development Project's pro-poor community-based tourism component works with local communities to develop their capacity to participate in and benefit from tourism. As reported in the 2005 Annual Register, the project focuses on five key areas: training, infrastructure, information and marketing, monitoring and planning.

During the 2005–2006 project year (March–February) over US\$ 68,000 in gross revenue was generated by the fourteen new CBT tours developed by the project, of which US\$ 40,000 (59%) was direct village revenue. The four destinations supported by the project generated an estimated US\$ 475,000, of which US\$ 261,000 was village-level income.

The project is implemented by the Lao National Tourism Administration with funding from the Asian Development Bank.

Further information: [www.ecotourism Laos.com](http://www.ecotourism Laos.com)

### **UPDATE: UNESCO-LNTA Nam Ha Ecotourism Project**

The UNESCO-LNTA Nam Ha Ecotourism Project is the second phase (2005-2008) of a community-based ecotourism initiative implemented by the Lao National Tourism Administration in and around Lao PDR's Nam Ha National Protected Area.

Seventeen villages in the region are involved in community-based tours developed by the project, and since the project's inception, 13,000 tourists have spent over US\$ 320,000 on local goods and services in the area, which is one of the most remote and poor in Lao.

The UNESCO Office of the Regional Advisor for Culture in Asia and the Pacific provides technical assistance and monitoring to this award-winning project, with generous financial support from the Government of New Zealand.

Further information: [www.unescobbk.org/index.php?id=2094](http://www.unescobbk.org/index.php?id=2094)

### **Tua Ko'in Eco-Village, Aturo Island, Timor Leste**

Established in 2001, Tua Ko'in Ecotourism Village aims to increase the incomes of the local poor, actively engaged local people in decision-making and minimise the negative environmental and social impacts of tourism in the village.

The formation of a Pro-Poor Tourism Association comprising of the District Head (national government appointment), village leaders and community representatives has produced a long-term sustainable development agenda to guide tourism growth on the island as well as a direct avenue for local people to communicate concerns with authorities.

Twelve full-time salaried positions and numerous casual/short term employment opportunities have been created, as well as increased market opportunities for local farmers and fishermen. Over US\$2,000 of tourism profits have been used to improve the water infrastructure and the island's only secondary school and health clinic.

Due to unrest, research activities have been suspended until November 2006. Tua Ko'in Ecotourism Village is a project implemented by the community-based organisation Roman Luan in cooperation with bilateral aid agencies AusAid and NZAid, the Australia-based NGO Australian Conservation Foundation (ACF) and the IUCN. The ACF is currently supporting a study on Pro-Poor Tourism on the island which utilises the PPT Partnership's 'Methodology for Pro-Poor Tourism Case Studies'. It will be available Jan/Feb 2007.

Further information: [www.atauroisland.com](http://www.atauroisland.com).

### **Cultural Revitalization and Poverty Reduction: Doi Village, Thua Thien Hue Province, Vietnam.**

Doi Village, located approximately 60kms from the city of Hue, is home to 110 households from the Katu ethnic minority group. With monthly household incomes of less than \$15 USD, life in the village is defined by poverty. In January 2004 SNV together with the Hue Department of Tourism initiated the Doi Village Community Cultural Tourism Project. By adopting a community-based planning approach and effective cooperation with stakeholders including local government, community associations, local tourism training institutions and tourism businesses, this project is already showing very positive results.

New and expanded income earning opportunities have been created for more than 50% of village households, through both direct involvement in tourism activities and links with handicrafts and honey production. Traditional cultural activities have been resurrected after a decade of dormancy and are now practiced for both for tourism and community purposes. A cultural house has been built and a cultural performance team formed. Another three teams have developed as a direct result (including two children/youth teams). The village now hosts traditional cultural events for non-tourism purposes. A community development fund has also been established which collects 20% of tourism revenues.

Further information: [Douglas Hainsworth, SNV, dhainsworth@snvworld.org](mailto:Douglas Hainsworth, SNV, dhainsworth@snvworld.org)

## Help Tourism, West Bengal, India

Help Tourism was established in 1991 in West Bengal, India and has pioneered the sustainable development of communities through ecotourism in rural areas. The programme is run in cooperation with Association for Conservation and Tourism (ACT).

The goals of both organisations are:

- Linking Protected Areas or World Natural Heritage Sites with peoples' livelihood through tourism
- Nature conservation and preservation of traditional cultures (encouraging pride in indigenous and historical heritage)
- ALPINE (Alternative Livelihood for Protection of Important Natural areas and the Environment)
- Terrorism to Tourism and Peace (political stability assuring safe visits and peace)
- SUPPORT- (Social Uplift, Poverty alleviation, Peoples' Ownership in Rural India through Tourism)

Further information: [www.help tourism.com](http://www.help tourism.com), [www.actnowornever.org](http://www.actnowornever.org)

## Community Tours in Virayunga, Rwanda

In the foothills of Virayunga in Rwanda's Northern Province, international tourists visiting the gorillas are being encouraged to visit local communities via a new partnership with a local tour operator. Amahoro Tours, a small Rwandan tour operator (established 2003) sells gorilla visit permits and guest transport to the park. The company also offers guests the chance to take community tours. To date, 20% of guests take such tours, ranging from half a day to three days.

The tour company helped local communities set up an umbrella association of 13 community associations which is now becoming a business, Amahoro Tourism Allies. The 13 communities have 180 members, some of which receive tourists, others focus on food production and tree nurseries and some are not yet involved in the tourism supply chain. The communities are paid fees directly by the tour operator and/or by the tourist. A one day community trip for three people, for example will bring US\$80 to three communities, reaching 51 people directly.

Further information: [www.amahoro-tours.com](http://www.amahoro-tours.com) or *Dominque Verdugo, Tourism Advisor, SNV East & Southern Africa* [dverdugo@snvworld.org](mailto:dverdugo@snvworld.org)

## Marketing Initiatives

### Online Community-based Tourism Directory for Southern Africa

The ST-EP programme of East & Southern Africa region is supporting the Regional Tourism Organisation for Southern Africa (RETOSA) undertake an audit of all community-based tourism accommodation providers in the Southern African Development Community (SADC), which includes Botswana, Lesotho, Madagascar, Malawi, Mozambique, Namibia, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe.

Community-based tourism (CBTs) enterprises in southern Africa often find it difficult to attract tourists and market themselves and this initiative aims to assist such enterprises by placing more comprehensive information about southern African CBT enterprises on the internet. The on-line directory is under development and will contain 200 CBT accommodation providers from across SADC. The website will include information on accommodation facilities, activities, booking mechanisms and rates as well as how each enterprise benefits members of their host community.

Further information: [unwto.retosa@gmail.com](mailto:unwto.retosa@gmail.com) and [geosavvydev.com/retosa/admin/login.php](http://geosavvydev.com/retosa/admin/login.php) (CBT Database); [timstep@mweb.co.za](mailto:timstep@mweb.co.za) (ST-EP)

### Asian Encounters

Asian Encounters promotes Community Based Tourism (CBT) as a way of generating income for poor people in Asia. The organisation is neither travel agent nor tour operator, but specialises in empowering poor communities to promote sustainable local tourism through Information and Communication Technologies (ICTs) or 'electronic commerce or Community Based Tourism', or e-CBT.

Many CBT projects suffer from weak marketing strategies owing to their dependency on the travel industry and tourism authorities. E-CBT connects village communities to the CBT market via the internet, shortening the supply chain and limiting the ability of agents to dominate terms of trade. The content management system developed by Asian Encounters can be used to assist communities, or their trusted intermediaries, develop, maintain and operate CBT websites that provide a clear description of what the visitor can expect to experience in the destination village.

Further information <http://asianencounters.org>

### UPDATE: Worldhotel Link

Worldhotel Link (WHL) is a commercial accommodation booking business with a pro-poor focus. The company is set up to bridge the digital divide in the developing world, deliver pro-poor outcomes and drive the uptake of sustainable tourism practices.

Following its inclusion in the 2005 Annual Register, WHL has continued to grow and now contains 41 destinations from 27 countries (compared to 15 one year ago), which includes 1400 SME accommodation providers. There are another 42 destination sites due for launch in 2006 which will lift total SME accommodation providers online to over 3,000.

The site handles 7,000-8,000 user sessions and 120-150 booking enquiries per day and bookings worth over US\$840,000 have been generated for SMEs to date. Affiliate marketing partnerships have been signed during the year with groups such Lonely Planet, WorldAtlas.com, Pathfinder, Travelfish, Polynesian Blue Airlines, and Air Vanuatu.

WHL continues its sustainability work through its "Caring for the Destination" ratings with 120 properties currently rated. There are plans to increase this to 200 by the end of 2006. The WHL sites will also include tour and activities products beginning in 2007 to complement the accommodation offering.

Further information: [www.worldhotel-link.com](http://www.worldhotel-link.com)