

THE PRO-POOR PARTNERSHIP

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



MAKING TOURISM COUNT

Editorial

This is the third and likely last edition of the Pro-Poor Tourism Annual Register. In 2004 at World Travel Market we were challenged to tell people where pro-poor tourism initiatives were being implemented – we responded with the Annual Register. As we commented back in 2005 ‘it is often hard to find evidence of activities that have attempted to put the rhetoric into practice;’ evidence requires ‘good data on poverty impacts at the individual and household level.’¹

We hoped that in November 2006 we would be able to publish some examples. We weren’t; and we repeated the challenge last year, asking for data of positive impacts on livelihoods of the poor, and arguing that ‘we need to find ways of mainstreaming pro-poor approaches and engaging with the tourism private sector in order to have a larger impact. Scale is important.’²

As is evident from this year’s edition we still do not have enough examples of initiatives with clear demonstrable impacts. Similarly we lack case studies which demonstrate the mainstreaming of tourism and poverty reduction strategies. There is legislation in Vietnam, but there is no published data to demonstrate its impact on the livelihoods of the poor. There are some projects listed here with clear and direct benefits to the poor, such as Gambia is Good in The Gambia, the Nabji-Korphu Trail in Bhutan, and the Nam Ha project in Laos. But in most cases we do not have data on impacts. Such data is essential if we are to identify best practice and to encourage funders to back initiatives.

The first paper on pro-poor tourism was written for DFID in 1998. Subsequently a commitment to utilise tourism’s pro-poor potential was adopted by the Commission on Sustainable Development in 1999. The UN World Tourism Organisation adopted a Tourism and Poverty Alleviation approach and launched ST-EP in 2002. Five years on there are still only a handful of cases where we have demonstrable impacts. Most impacts

that are evident are still at the very micro local level, based on a single product or locality. And still there is too often an unwritten assumption that if tourism is community-based, it must also be pro-poor. Or equally falsely, that if tourism is to be pro-poor it must be community based. Progress has been painfully slow.

As we go to press we look forward to the publication by UNWTO of a review of its ST-EP programme.

If there is PPT progress to report in November 2008 we shall be delighted to publish it in the Annual Register. This is the last edition in which we shall be reporting initiatives which cannot demonstrate net benefits for the poor.

¹ www.pptpartnership.org/pptpar2005.pdf

² www.propoortourism.org.uk/annualregister06w.pdf

For acknowledgements, see page 6

The World Tourism Organisation (UNWTO) is publishing a new brochure on the ST-EP (Sustainable Tourism – Eliminating Poverty) initiative which will be launched at their General Assembly at the end of November.

The brochure will provide an updated overview of the 51 ST-EP projects as well as short descriptions of selected projects. From December 2007, the brochure will be available online at

<http://www.unwto.org/step/index.php> together with the 2006 Annual Report of the Technical Cooperation Service which gives a description of all ST-EP projects that were implemented in 2006. Further information: www.unwto.org/step/index.php

Submitted by Marcel Leijzer, World Tourism Organization, mleijzer@unwto.org

PRO-POOR TOURISM CONFERENCE

**Friday January 4th 2008
Cloth Hall Court, LEEDS
(opposite the railway station)**

Speakers

CAROLINE ASHLEY

ODI and PPT Partnership

Where to intervene in tourism value chains for pro-poor impact?

LOUISE DIXEY

ICRT

The role of ASSET in The Gambia

XAVIER FONT

ICRT, Leeds Metropolitan University

Supply chain approaches

HAROLD GOODWIN

ICRT and PPT Partnership

PPT: how much progress have we made?

DAVID HARRISON

London Metropolitan University

A critique of Pro-Poor Tourism

The UNWTO has also been invited to present

Organised by the ICRT at Leeds Metropolitan University on behalf of the Pro-Poor Tourism Partnership

For further information contact harold@haroldgoodwin.info

£15 payable at the door

Pro-Poor Tourism Initiatives – 2007

1 Initiatives with Demonstrable Benefits for the Poor

Nam Ha Ecotourism Project, Lao PDR

As reported in last year's Annual Register, the UNESCO-LNTA Nam Ha Ecotourism Project is a community-based ecotourism initiative implemented by the Lao National Tourism Administration in and around Lao PDR's Nam Ha National Protected Area. Launched in 1999, the project has received several accolades, the latest of which is as finalist for the 2007 Equator Prize.

This year, the team has completed a pro-poor oriented tourism marketing and promotion strategy for Luang Namtha Province and has attracted two more private sector operators to expand the community-based ecotourism model developed by the Nam Ha Project. The project team has assisted Nam Dee Village, a Lanten ethnic minority group, to obtain a concession to operate the Nam Dee Waterfall, a popular local tourism attraction. Under this agreement, the village retains 80% of entry fees to the site. This is a new and innovative alternative that puts tourism resources in local people's hands, as opposed to assigning concessions to outsiders.

To date, 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.

Further information:

www.unescobkk.org/index.php?id=2094
Steven Schipani, LNTA-ADB Mekong Tourism Development Project
sschipa@hotmail.com

Editor's note: According to the Nam Ha Ecotourism Project Phase I External Review Document available on the website: The gross revenue generated by Nam Ha Ecoguide Service trekking and river tours from October 2000–February 2002 was US\$34,400. Over 2,000 tourists from 38 countries went on treks and boat trips during this 16 month period. Monitoring data indicates that ecotourism revenues are contributing up to 40% of total village income in some participating villages, and that a large proportion of the income is being spent on essential medicines, rice, clothing and household items.

The Mekong Tourism Development Project in the Lao PDR

The Mekong Tourism Development Project of the Lao National Tourism Authority and Asian Development Bank, focuses on improving tourism related infrastructure, promoting pro-poor, community-based sustainable tourism in rural areas, and strengthening sub-regional cooperation. Covering the provinces of Luang Namtha, Luang Prabang, Khammouane, and Champasak, the project has been working to develop local communities' capacity to participate in and benefit from tourism since September 2003. The project provides training to local people on guiding, hospitality, cooking, tourism management, and marketing. Technical and financial assistance is also provided to help communities build tourism infrastructure such as guest houses, toilets, rest areas and nature trails. To monitor socio-economic impacts, a community-based tourism monitoring protocol has been established and implemented over the past 3 years.

Project outputs include several community-based tourism related training manuals in the Lao and English languages, dozens of marketing and promotion publications, seminars, workshops and training course materials for tourism service providers and regulatory agencies, and some 40 small-scale infrastructure projects ranging from handicraft markets to information centres and village tourism lodges. The project is producing direct financial benefits for over 600 families in 16 villages and indirect benefits for a much wider population. To date, sales of community-based tours developed by the project and sold by local inbound tour operators have generated over US\$175,000 in foreign exchange. Tour companies that partner with the project and tourist attractions where the project is active report that revenues of two million dollars have been generated over the past three years.

Further information:

www.ecotourism Laos.com or email Steven Schipani, sschipa@hotmail.com

Andaman Discoveries, Kuraburi, Thailand

Born out of the tsunami relief effects, Andaman Discoveries promotes community development through respectful tourism and education. The organisation continues the work of the North Andaman Tsunami Relief active in the provinces of Phang-Nga and Ranong by

sponsoring a number of projects that contribute to the development of respectful tourism. These include language instruction, guide and homestay training, community centres and long-term marketing support. All the projects aim to empower local people to establish their own livelihoods.

Currently visitors can take part in homestay, island tourism, jungle hikes, cultural exchange, and volunteer activities such as teaching and mangrove restoration. Since the start of the tourism development project last year, over 200 guests have visited generating a total of US\$10,000 as direct income to villagers, and another \$1,800 for the community fund.

Further information:

www.andamandiscoveries.com or email Kelly May info@andamandiscoveries.com

Pro-Poor Community-based Nature Tourism in Bhutan

The Nabji-Korphu Trail in Jigme Singye Wangchuck National Park in central Bhutan, the first pro-poor tourism pilot project of the national tourism strategy, was officially opened in November 2006. The development of the trail, a 6-day, low altitude winter trek, enabled each village along the route to participate in revenue raising activities, such as provision of community camping sites, cultural programmes, village guiding and provision of meals. Tour operators were compelled to use these local providers.

One year on, socio-economic tourism impact analysis has shown that 84% of households received additional cash-income from the 62 trekkers in the first season, contributing over US\$38,000 directly to the communities. Ninety eight percent of local respondents felt that tourism had brought tangible economic benefits and a range of other indirect benefits were also identified by respondents.

The project involved the Department of Tourism (DoT), the Nature Conservation Division (NCD) and the Association of Bhutanese Tour Operators and links with Bhutan's national tourism strategy and 9th Five Year Plan. SNV delivered technical assistance in support to development and implementation of the project.

Further information (including a copy of the report): Pelden Dorji (research officer), Department of Tourism
palden@tourism.gov.bt

Reform of supply chains at Spier Village, South Africa

The 2005 Annual Register reported the strategic shift of procurement policy by Spier Village hotel in South Africa's Western Cape. Spier's initiative to boost procurement from local, black, and environmentally sustainable suppliers has continued, and the following impacts have now been documented: (1) all new suppliers are now evaluated on their social, economic and environmental performance, so price and quality are no longer the only decisive factors in awarding contracts. (2) Over 4 years the percentage of procurement spend going to local suppliers has more than doubled, at the expense of 'regional' (mainly Cape Town based) suppliers. The percentage of suppliers that are 'black economically empowered' (meaning more than 25% black ownership) businesses has also more than doubled. (3) pro-active intervention to mentor emerging, small, black, local suppliers has continued. By 2007, 11 new suppliers were operating on Spier supply contracts which have created a total of 79 new jobs, of which 59 are held by previously unemployed people, and 40 held by women.

Further information: www.spier.co.za

2 Industry Involvement

ACCOR Senegal Reviews Local Procurement Policy

ACCOR hotel group in Senegal is working with the International Trade Centre (ITC) of UNCTAD to promote local procurement. Currently the two ACCOR hotels in Dakar (Sofitel and Novotel) import most of their capital and consumable products, such as meat, fruit, vegetables and furniture. The ITC is identifying local producers and service providers who can be assisted to supply the hotels' demands on a sustainable basis. It will then develop programs that help improve the producers' market access, and provide support to improve the range, quality and availability of produce and services.

Further information: *Fabrice Leclercq* leclercq@intracen.org or *Dr Anna Spenceley* annaspenceley@hotmail.com

Stay Another Day – Win:Win:Win Partnership in A Destination – Cambodia, Lao PDR and Vietnam

'Stay Another Day' is a regional initiative across Cambodia*, Lao PDR and Vietnam, involving 85 businesses and local organisations all helping to 'give back' to the local destination. Supported by the International Finance Corporation's Mekong Private Sector Development Facility (IFC-MPDF), the aim is to encourage people to 'Stay Another Day' by developing new products. The aim is to increase spending within the destination, particularly out of pocket spending, which indirectly benefits the poor. The poor also benefit more directly by community projects that are now being connected to tourists. For example, organisations supplying prosthetics for landmine victims, providing vocational training to poor students, rehabilitating street-kids, or rural development programs, earn revenue and donations from tourist visits.

The original concept addressed business challenges such as short length of stays, few return visits and limited products to complement core assets (such as Angkor Wat in Siem Reap). Booklets and a website were initially aimed at independent travellers, but they are increasingly being used by local and international tour operators to develop products that can be marketed to travellers in advance. After interest from a variety of partners, the team is now assessing options for a global partnership to make this sustainable in the long term.

Further information: *Thy Hourn* hthy@ifc.org, www.stay-another-day.org or www.ifc.org/mpdf

Responsibletravel.com and Conservation International

Responsibletravel.com and Conservation International entered into a partnership in 2006 to help support and market small community based tourism ventures to consumers and tour operators in order to improve market access for community based tourism enterprises globally. responsibletravel.com now has over 45 community based tourism ventures in its growing database and has made introductions to a number of tour operators to incorporate community based tourism projects into their itineraries and so generate regular income for these enterprises.

The partnership is currently focusing on improving and developing responsible tourism and in particular community based tourism in Madagascar and is conducting research with a number of

outbound tour operators to find the best way forward for this unique destination.

Further information:

www.responsibletravel.com/communitybasedtourism

Experience Rural Gambia

In The Gambia, a new and successful day excursion has been developed for visitors to visit a typical Gambian village and learn about the livelihoods of local people. The new excursion welcomed over 500 visitors in the first four months of operation. It was developed by Concern Universal, together with the 'Gambia is Good' and Sifo Beekeepers farms, and is supported by tour operators First Choice and Thomas Cook through the Travel Foundation.

Mitchell and Faal Tourism in their 2006 Draft Report on The Gambia: International 'Best Practice' in Poverty Reduction & Pro-Poor Growth Through Tourism (available at www.odi.org.uk/tourism/resources/longerpapers/0612_gambivca.pdf) report that

'A recent survey of GiG beneficiary households indicates that the Programme has raised the incomes of participating household significantly – by up to five times from around £81 (D4 560) to £458 (D25 746) per year. Income gains of this level suggest a profound poverty reducing impact.... "Gambia is Good" is effectively supplying about 10% of hotels and restaurant demand for fresh produce. There are different issues with strengthening the linkages between tourism and agriculture.

'Evidence from the hotel surveys and the Gambia is Good project suggest about 45% of food supplies are locally sourced and adding informal sector F&B sales (fruit and juice sellers with an annual turnover of £0.24m or D13.5m estimated from the Improving Access to the Informal Sector survey) suggests a pro-poor impact of some £1.7m (£94m) – or some 11% of tourist spend of F&B.'

Further information: *Adama Bah*, Concern Universal, adama.bah@concern-universal.org

Bwindi Advanced Market Gardeners Association (AMAGARA), Uganda

Bwindi Impenetrable National Park (BINP) in Uganda is famous for being home to half of the world's population of mountain gorillas. The park attracts thousands of visitors every year. The Bwindi Advanced Market Gardeners' Association (AMAGARA – 'life' in the local language Rukiga) aims to help local farmers produce and market food for the tourism industry.

Launched in early 2007, the association has developed a demonstration plot for training and production purposes, enrolled members from over 60 households, and begun sales of vegetables, honey and tea to tour camps and tourists. It is hoped the project will be financially self-sustaining within the next six months.

It is too early to assess whether the project will be a long term success as revenues from sales are still too low to cover recurrent expenses. However, lessons are already being learnt. For example, the original project focused on vegetable production for the tour camps, but owing to the low price of vegetables, coupled with difficulties of producing the right volume and quality at the right time, these products were difficult to bring to market. Better success has been had working with luxury products for sale to tourists, such as local honey and tea, although developing these products requires greater external technical assistance, raising questions about the true extent of local ownership of the project.

Further information: *Chris Sandbrook*, c.sandbrook@yahoo.co.uk

3 Developing New Markets and New Products

MBOKA 2007, SeneGambia Tourism Fair, 31st Oct–4th Nov 2007, Dakar

Twenty-eight small Gambian businesses, including local processed-food producers and community based handicraft businesses, had the opportunity to exhibit their products and services to an international audience at Mboka 2007, the first sub-regional tourism fair for Senegal and the Gambia.

The fair continues the ongoing commitment of ASSET (of The Gambia) and ONITS (of Senegal) to promote Responsible Tourism following the signing of a Memorandum of Understanding in 2006. The objectives of the fair were:

- To showcase the diverse products of the region, in particular those which maximise the benefits to the people of SeneGambia;
- To display the cultural diversity of both countries;
- To promote environmental sustainability by reinforcing messages to the tourism industry about their consumption of natural resources.

Further information: *Adama Bah*, ASSET adama.bah@concern-universal.org

Help Tourism, India

The Neora Valley Jungle Camp, a new ethnic-style initiative in West-Bengal, has recently received their first guests. Both service and guiding are provided by local staff from the nearby village. The community development programme comprises of self-help initiatives including creating community forest reserve, undertaking hospitality training, and running homestays. Under SWAP (Safe Wildlife Awareness Programme), catapults used by local youths to shoot birds are acquired and auctioned to bird lovers to raise fund for alternative recreational facilities and a bird conservation centre near the National Park.

Further information: www.helptourism.com or www.actnowornever.org or email *Marcus Bauer*, marcus.bauer@agricolus.de

Pro-Poor Tourism and Environmental Management in Siem Reap, Cambodia

Nearly 85% of Cambodia's tourism is currently focused in Siem Reap town, from where tourists visit Angkor Wat. Whilst the tourism industry has created many economic benefits including the generation of revenue and employment opportunities, very little trickles-down to the local and wider community, and accelerated mass tourism has resulted in serious environmental and social problems.

The INTEGRITAS project, undertaken by Megaskills Research in association with Cambodia's Ministry of Environment, Department of Environment, Department of Tourism, Department of Education & APSARA (Siem Reap Province), is increasing the participation of local communities in the tourism industry in order to reduce poverty. Pilot activities included encouraging tourism businesses to purchase and use locally sourced materials (e.g. food and handicrafts), outsourcing the activities of tourism businesses to the local community (e.g. provision of organic waste for composting and recycling for income generation) and recognising tourism businesses for their contribution to the local community, such as employing staff from local communities. The scheme was piloted in Siem Reap and provided participating businesses with an action plan for socially and environmentally sustainable tourism.

Further information: *Mr Channa Gunawardena*, Director, Megaskills Research Ltd, UK channa@megaskills.com

4 Capacity Building at Community Level

ST-EP in Mozambique

The Ministry of Tourism in Mozambique and UNWTO have started the implementation of a programme under the ST-EP initiative with the aim of consolidating the capacity of human resources in some community lodges (Tinti Gala, Covane, Madjadjane) so that local communities can autonomously run the lodges and other tourism business opportunities and consolidate the access of these lodges to the tourism market.

Further information: *Mr Albino Malhumane*, Ministry of Tourism, albinomahumane@yahoo.com

Transfrontier Conservation Areas Program, Mozambique

The Ministry of Tourism is engaged in a Transfrontier Conservation Areas (TFCA) Program supported by the World Bank. The long term objectives of the program are to conserve biodiversity and to promote economic growth from sustainable use of natural resources, with an emphasis on ecotourism. A Community Enterprise Fund has been established. Communities can apply for funds for activities such as developing community-based tourism enterprises, joint-ventures with the private sector, community conservation areas, delimiting areas of community land, or training programs. The fund is due to start operating in 2008.

Further information: *Mr Albino Malhumane*, Ministry of Tourism, albinomahumane@yahoo.com

5 Policy and Advice

Developing Pro-Poor and Sustainable Tourism in Mozambique

In Mozambique, SNV (Netherlands Development Organisation) works to increase the effectiveness of tourism's contribution to the national poverty reduction strategy at national, provincial and community levels. At national level, SNV, the Tourism Ministry and the National Tourism Fund build understanding about principles and

approaches of Pro Poor Tourism with different government institutions and the private sector. At provincial level, in Inhambane Province, a baseline study was undertaken in two rapidly growing tourist towns, Vilankulo and Inhambane. The study identified the most important value chains (fruit, vegetables and dairy products) and linkages with the local tourism industry. Tourism vocational and skills training was also provided together with the opportunity for tourism operators and local government to meet regularly to discuss issues, which included security, street lighting, parking facilities and a tourist centre. At local level, SNV, UNWTO and the International Trade Center, provide advisory services for the management of two community based tourism projects.

Further information: *Kristjan Suurna*, Portfolio Co-ordinator, SNV Maputo ksuurna@snvworld.org

Developing Pro Poor Approaches in Rwanda's Tourism

In Rwanda, tourism is growing rapidly and the emerging policy framework includes commitments to broaden the benefits of tourism. Rwanda's first joint venture Sabinyo Silverback Lodge (owned by the local community) has just opened. At least three local tour operators are working with communities to develop cultural and rural tourism products, and signs so far are that these have considerable market appeal. SNV is working with ORTPN (the Rwandan Tourism and National Parks Board) to help boost participation of the poor in tourism. The Overseas Development Institute (ODI) is currently collaborating with them to analyse the tourism value chains, identifying areas of current and future potential for the poor.

Further information: *Dominique Verdugo*, SNV dverdugo@snvworld.org

Implementing Sustainable Development and Poverty Reduction through the Law on Tourism in Vietnam

In Vietnam, sustainable development principles targeting poverty reduction are embedded in the Law on Tourism. SNV, the UN-WTO and Ministry of Culture, Sports and Tourism, with support from AECI, are now working to ensure that they are turned into reality as the Law on Tourism enters its implementation process. Six regional workshops will bring together 600 participants from tourism authorities, public sector agencies, tourism businesses, local community members, national park and other tourism destination managers to provide collective input into the tourism

regulation drafting process. These workshops will also be used to develop an Implementation Manual that will be available across Vietnam. This manual will help ensure that the same pro poor principles are reflected in the tourism regulations which are to be drafted in all 63 provinces.

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

Address the Challenges of Pro Poor Tourism in Cambodia

In Cambodia, SNV is helping to address the challenges of pro poor tourism through support for the development of a policy framework. A particular emphasis has been on ecotourism as ninety five per cent of the poor live in rural areas. Following the planning process, the emphasis will shift towards implementation, commercial viability and market access with pro poor tourism remaining key. SNV will also provide advisory services for implementing the plans developed in collaboration with the Ministry of Tourism and UNWTO for Kratie and Stung Treng Provinces and with the Cambodia Community Based Ecotourism Network (Marketing Strategy for CCBEN).

Further information: *Anne-Maria Makela* snvcam@yahoo.com

Mainstreaming Pro-Poor Sustainable Tourism in Nepal

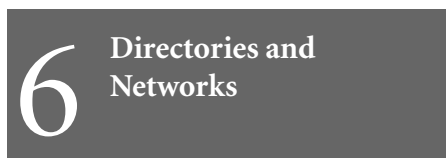
Following an extended period of stagnation brought about by civil conflict, Nepal's tourism industry is enjoying a strong resurgence. SNV is working with tourism partners to ensure that this peace dividend is used to drive development beyond Nepal's 'tourism triangle' of established destinations.

The focus is on (1) ensuring destination planning is pro-poor, sustainable and market-oriented; (2) helping local people identify and successfully exploit commercially-viable options to participate in the tourism value chain; and (3) mainstreaming environmentally and socially responsible best practices throughout the tourism industry by providing training to tourism businesses, and working in government to create a supportive regulatory environment.

Further information: *Paul Stevens* pstevens@snv.org.np

Tools for Governments to Increase the Local Economic Impacts of Tourism

Last year's Annual Register announced that following a workshop in Kigali, a toolkit of approaches for governments to enhance the local economic impacts of tourism was being developed. The Toolkit, written by ODI for SNV East and Southern Africa, can be found at www.propoortourism.org.uk/toolbox091106.pdf



Community-Based Tourism – Southern Africa: Products and Accommodation Directory for Southern Africa

The Community Tourism Africa website and database has been redesigned to provide a platform for community-based accommodation providers in Southern Africa, who traditionally have struggled to gain market access. It has been redesigned to be more focussed on the traveller rather than projects. Nearly 200 community-based products are listed, along with an explanation of how each property benefits the local community, thereby allowing the traveller to make informed decisions about where they would like to stay. Listed accommodation is either managed or owned by the local community, or can demonstrate positive benefits on the community in which they are found.

The project has been developed by the Regional Tourism Organisation for Southern Africa (RETOSA) and website management company, Geosavvy Development within the framework of the ST-EP (Sustainable Tourism, Eliminating Poverty) initiative and support from the United Nations World Tourism Organisation (UNWTO) and the Netherlands Development Organisation.

Further information: www.community-tourism-africa.com or unwto.retosa@gmail.com

Launch of Southern African Regional Network on Sustainable Tourism

In November 2007, Fair Trade in Tourism South Africa (FTTSA) will launch a southern African regional network on sustainable tourism to promote collaboration and the dissemination of best practices within and between destinations. FTTSA is a non-profit initiative that

certifies tourism businesses that support local communities, uphold labour standards, and respect culture, human rights and the environment. To date, 30 enterprises have qualified for FTTSA certification including 5 community-owned establishments.

Further information:
www.fairtourismsa.org.za

7 Research on Pro-Poor Options and Impacts

Increasing the Return on Investment for Tourism Development – Cambodia and Lao PDR

The International Finance Corporation (IFC-MPDF) and the Prosperity Initiative (PI) are conducting a Tourism Market Development Study in Cambodia and Lao PDR to assess the current impact of tourism and identify ways in which this can be improved. The focus is on economic impacts, including 'local' (what stays in country?), and 'pro-poor' (what reaches the poor?) impacts, with some allowance for environmental and social dimensions. The study examines the sector from both supply and demand perspectives, and analyses specific patterns of behaviour of dominant market segments through each value chain. This will not only identify the total impact at destination level, but the differential impact of key market segments i.e. which segments create high pro-poor impact per tourist night and which bring high net yield per tourist arrival? The aim is to produce a clear business case setting out interventions with a good 'Return on Investment' (increased growth, yield, jobs etc.) for donors, governments, and industry stakeholders alike, to help shape a common agenda for change. Replicating this work in multiple destinations should allow benchmarking over time.

Further information: www.ifc.org/mpdf or www.prosperityinitiative.org or email *Kate Lloyd-Williams* klloydwilliams@ifc.org

Community Based Tourism in Latin America

EplerWood International are publishing a review of the progress of Latin American community based tourism enterprise (CBTEs). The research, undertaken in October 2006, focussed on business

competitiveness, conservation outcomes and community benefits as well as the proximity of CBT projects to protected areas.

Forthcoming

Further information:

www.eplerwood.com/reports.php or email *Holly Jones*, hollyjones.eplerwood@yahoo.com

Using Value Chain Approaches to Understand Pro Poor Tourism Options

The Overseas Development Institute (ODI) is working with partners to understand the pro-poor impacts of tourism value chains, and how benefits to the poor can be enhanced. A 'value chain approach' involves understanding all the players and linkages in the tourism industry of a destination, and not focusing only on the poor in isolation, ODI are using this method to assess revenue flows to poor people in different parts of the tourism value chain and how bottlenecks can be tackled to increase participation by the poor. To date research has been conducted in Vietnam, Lao PDR and The Gambia and several lessons have emerged from the analyses, such as the importance of raising out-of-pocket or discretionary spending by tourism, and the potential importance of tourism supply chains for generating income to the poor. So far, it appears that revenues earned by the poor directly and indirectly from tourism can be equivalent to over a quarter of tourist expenditure at destination level in economies with strong local linkages, but may be down to 10% of less elsewhere.

A summary can be found at : www.odi.org.uk/tourism/RESOURCES/briefings/0706_tourism_vca.pdf

Review of Poverty Impacts of Tourism

In early 2007, ODI conducted a comprehensive literature review for the World Bank on the links between tourism and poverty reduction. Documents ranged from PPT and enterprise level case studies to economic analyses using Social Accounting Matrices and Computable General Equilibrium Models.

The review sought to quantify what data exists concerning the impact tourism has on the poor via three pathways:

- 1) via direct participation in tourism jobs and small enterprises;
- 2) via providing inputs in the tourism supply chain, particularly food; and
- 3) via the dynamic effects that tourism has on local and national economies, affecting natural resources, infrastructure, labour markets and prices.

The review found that all three pathways can be extremely important, but there are

virtually no cases of all three types of impact being taken into account by policy makers or researchers. The overall picture is of tourism having many, mainly positive, impacts on the poor, but the existing research is ad hoc and lacks a rigorous or comparative approach. A summary can be found at

www.odi.org.uk/tourism/RESOURCES/briefings/0706_tourism_ptp.pdf

Further information: *Jonathan Mitchell* jonathan.mitchell@odi.org.uk or *Caroline Ashley* c.ashley@odi.org.uk

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