The story of a journey
Jonathan Mitchell & Caroline Ashley
‘Tourism and Poverty Reduction: Pathways to Prosperity’
Launch on 8 March 2010
Why tourism in developing countries?

Tourist destinations (territory size based on number of international tourist trips)
Mid-1990s: Southern Africa

Working with local people, developing links between tourism and poverty from a rural livelihoods perspective
1999: preparing the Millennium Development Goals for Poverty Reduction

‘Pro-poor tourism’ coined:

1. Tourism could be pro-poor

2. And it could be made more pro-poor

3. Pro-poor tourism is an approach that can be applied to any tourism. It is not a ‘niche’
2001-2005: working with business; action on supply chains

PPT Pilots in South Africa: localisation of the supply chain at Spier
Emergence of the Travel Foundation in the UK: mainstream industry with NGOs
2006: Shift up from enterprise to destination

Started assessing the entire value chain
Financial focus: what money reaches the poor?

Assess value chain flows down to the poor
Destination level impact
2006-2009: Spreading our wings – analysing impact and designing interventions across Africa & Asia

Evidence-based intervention identification

Cross country comparisons

Tunisia, UNCTAD

Cape Verde, UNDP

Gambia, Commonwealth Secretariat

Brazil, ITC

Ghana, SNV

Libya, Ramboll UK Ltd

Turkey, Travel Foundation & TUI

Rwanda, SNV

Laos, SNV

Vietnam, EC

Cambodia, UNDP

Ethiopia, World Bank

Turkey, Travel Foundation & TUI
2007-8: Looking beyond our own box – other evidence and assertion on tourism poverty linkages

Triangulate different methods

I-O analysis

Masterplanning

Regression analysis

Conventional VCA

TSAs

Pro-poor/ VCA

CGE (& SAM)

Enterprise/ SLA analysis
Triangulate different methods

Destination level and enterprise level analysis

Assess value chain flows down to the poor

Cross country comparisons

Engagement with private sector

Importance of supply chains

Evidence-based intervention identification

Potential role in poverty reduction

Tourism impact on livelihoods
Tourism and poverty reduction: First key message

There are different ways tourism affects the local economy and people.
We have a growing empirical base to demonstrate where tourism works (and does not)

<table>
<thead>
<tr>
<th>Destination</th>
<th>Type of tourism</th>
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<tr>
<td>Northern Tanzania</td>
<td>mountain climbing</td>
</tr>
<tr>
<td>Ethiopia</td>
<td>cultural outside Addis</td>
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<tr>
<td>Luang Prabang, Laos</td>
<td>cultural</td>
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<tr>
<td>Central Vietnam</td>
<td>business tourism</td>
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<tr>
<td>South Africa</td>
<td>game viewing</td>
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<tr>
<td>Northern Tanzania</td>
<td>safari</td>
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<tr>
<td>Cape Verde</td>
<td>beach package</td>
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<td>Namibia</td>
<td>protected areas</td>
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<td>Ethiopia</td>
<td>business in Addis</td>
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<td>The Gambia</td>
<td>beach package</td>
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<tr>
<td>Ghana</td>
<td>business in Accra</td>
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<td>Cambodia</td>
<td>cultural</td>
</tr>
</tbody>
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Pro-poor income (PPI) as % of destination spending

Tourism and poverty reduction: Second key message
Tourism and poverty reduction: Third key message

It doesn’t matter where your destination is, or what type of tourism you attract, you can improve it

- Use a robust framework for identifying blockages to local linkages
- Explore a broad range of interventions from broad enabling environment to very site specific issues for individual hotels and operators

Don’t forget:
- Indirect links and dynamic impacts
- Out of pocket spending
- Government role
- Business case for interventions
- Share to poor and competitiveness
What are we going to do with the book?

Continual improvement of the approach
Broaden exclusive focus on poverty
Stronger focus on environmental (together with socio-economic) costs and benefits
Work more closely with tourist industry
Apply ideas closer to home
Help others to engage
Disseminate our ideas more effectively
(www.odi.org.uk/programmes/tourism)