

**ILO**  
**Poverty Reduction through Tourism**  
**Training Program**



**MODULE 1**  
**THE TOURISM INDUSTRY**



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*Welcome back to the workshop.*

## Module 1 Learning Objectives

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1. To understand the definitions of tourism and its main characteristics
2. To analyze tourism impacts so as to enhance the positive and minimize the negative effects of tourism on local/rural development
3. To identify concepts and approaches to enhance the potential contribution of tourism to poverty reduction with particular attention to key actors and inequalities

An introduction and overview of the tourism industry will be covered in this module.

*Then go over the learning objectives in the slide.*

## Module 1 Overview

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Unit 1: Tourism Industry - Definition

Unit 2: Tourism, poverty reduction and development

Unit 3: Effects of tourism on local / rural development

Unit 4: Sustainability issues

Unit 5: Key actors, sectors and inequalities

*Go through the items on the slide and explain the following:*

Units 1 and 2 will provide an understanding of the industry and its impact on poverty reduction. Units 3-5 will go deeper into issues, concerns and vulnerable groups. Time will be allowed for discussion to develop ideas and action plans to address these issues and concerns.

*Invite the group to participate actively during the workshop.*

*Headings for each unit in the module are shown on the slide. The following is the detailed content under each heading that can be used to describe the module.*

The tourism industry:

- Definition
- Sector characterization and growth trends
- Tourism and poor/developing countries
- Globalization and tourism
- Globalization and informal economy
- Diversification, change and today's challenges in the sector

Tourism, poverty reduction and development:

- Tourism and the Millennium Development Goals
- Multiple relations between tourism and poverty
- Poverty reduction strategies and plans
- Different (not mutually exclusive) poverty-reduction approaches to tourism

Effects of tourism on local / rural development:

- Effects on Local/rural Economic Development
- Impacts on society and culture

Sustainability issues:

- Sustainable development
- Sustainable tourism

Key actors, sectors and inequalities:

- Women
- Migrant workers
- Children
- Sexual harassment, sex tourism and HIV/AIDS

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Module 1 Unit 1  
The Tourism Industry - Definitions

## Definition of Tourism

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**Tourism** is defined as the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes

Within ILO, the Hotel, Catering and Tourism (HCT) sector consists of:

- hotels, boarding houses, motels, tourist camps and holiday centers
- restaurants, bars, cafeterias, snack bars, pubs, night clubs and similar establishments
- institutions that provide meals and refreshments within hospitals, factory and office canteens, schools, aircraft, and ships
- travel agencies, tourist guides and tourism information offices
- conference and exhibition centers

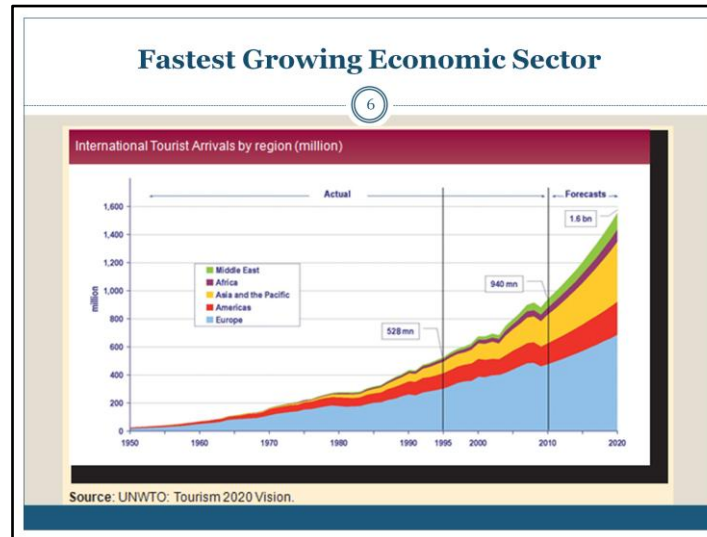
*Go over the ILO definition in the slide and ask participants for their definition of tourism. They can comment on the definition already provided or add on to it. Try and ensure that this definition is relevant to everyone at the workshop. If you encounter push back, please document and provide feedback to your ILO supervisor.*

*Some useful definitions to bear in mind:*

- *A domestic tourist is a resident of a country visiting his own country.*
- *An international tourist is a visitor who stays in a country other than his/her own for at least one night.*
- *A same-day visitor is someone who does not spend the night in a place visited.*
- *A resident of a country is someone who has (i) lived for most of the last year there, or (ii) has lived there for a shorter period and intends to return within 12 months to live in that country.*

*Go over the elements that make up the sector and check for alignment amongst the participants.*

*The key point is that a tourist in statistical definitions differs from what many local people perceive as a tourist, which is someone on holiday! Business tourists and people popping over the border to do shopping or trading also count. So be careful when using local statistics. Also, most statistics do not include domestic tourists because they are hard to measure – though they may be important to local efforts to harness tourism. It is estimated that domestic travel and tourism is up to ten times more significant than international market, in terms of arrivals.*



As discussed in the Introduction, tourism is one of the fastest growing economic sectors around the world and the outlook is strong. In emerging regions, international tourism arrivals have continuously risen from 31% in 1990 to 47% in 2010.

*The following repeats some of the points made in the Introduction so please use selectively to reinforce the value of tourism.*

*In 2011 travel and tourism were estimated to have generated about **9.1% of global GDP***

***Tourism investments were estimated at 4.3% of total global investments.***

***Tourism exports** represent **30 per cent of world exports** of commercial services (6 per cent of total exports of goods and services).*

***International tourist arrivals** increased **4.3 per cent** annually between 1995 and 2008. In 1950 the travel industry recorded only 25M international tourist arrivals; arrivals had grown to 277M in 1980, 528M in 1995, 675M in 2000, 922M in 2008, 940M in 2010 and 983M in 2011.*

*With regard to the **supply chain**, **one job** in the core tourism industry indirectly generates **1.5 additional jobs** in the related economy. In 2011 the sector's global economy accounted for more than **255M jobs**, equivalent to about **8.7%** of the overall number of jobs (direct and indirect), or one in every 11.5 jobs.*

*Tourism is expected to continue to grow due to:*

*Changing demographics*

*Gaining affluence of the middle class*

*Globalization*

*Better communication; more exchange, interaction, migration*

### Characteristics of Tourism

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- Quality driven service orientation
- Labor intensive
- Provides employment to those with little or no formal training
  - Women
  - Young people
  - Migrant workers
  - Rural populations
- Contributes significantly to social and economic development and poverty reduction

Tourism is:

- A **quality driven service** that is **labor intensive**
- It provides **employment to those with little or no formal training**
- **Women are strongly represented: they account for between 60 and 70 per cent** of the labor force.
- **Youth employment** is significant in the sector. Half of the tourism workforce is under 25.
- Also include **migrant workers and rural populations**
- Tourist arrivals in developing countries (1998–2008) have tripled, with an average annual growth rate of 13 per cent, and with tourism revenues increasing from 1 to 5.3 billion US dollars.

## 8

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Pro-Poor Tourism info-sheets: Sheet No 5. [http://www.propoortourism.org.uk/info\\_sheets/5%20info%20sheet.pdf](http://www.propoortourism.org.uk/info_sheets/5%20info%20sheet.pdf)

*Ask the participants to give examples of recent tourism development in their local environment. Ask them for both positive and negative impacts that have happened.*



### Exercise 1 Tourism and Your Economy

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Study the statistics provided and answer the following questions:

- How important is tourism to the economy?
- Give examples of recent tourism development in the local environment.
- Which are the general patterns and characteristics of tourists?
- How to characterize employment in the sector (e.g. working conditions, female and youth employment)?
- What are the main conclusions regarding the tourism sector in the country or region?

*Pass out tourism statistics for the participants' country/region and give them 15 minutes to analyze and discuss the figures in small groups of 3 or 4 people. If tourism statistics are not available, the groups will have to work with their own knowledge of the tourism picture in their country/region. Ask them to work on the following questions:*

- **How important is tourism to the economy?**
- **Give examples of recent tourism development in their local environment.**
- **Which are the general patterns and characteristics of tourists?**
- **How to characterize employment in the sector (e.g. working conditions, female and youth employment)?**
- **What are the main conclusions regarding the tourism sector in the country or region?**

*Get a feel for the group to see if it is better to require each group to report or just invite volunteers to respond to questions.*

## Globalization and Tourism

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- Regional economies, societies, and cultures becoming integrated through communication, transportation, and trade
- With increasing unification of the world's economic order through the reduction of barriers to international trade as tariffs, export fees, and import quotas
- The goal is to increase material wealth and the abundance of goods and services through an international division of labor, with efficiencies catalyzed by international relations, specialization and competition

Often, tourism development goes hand in hand with globalization, a growing phenomenon. Changes in ownership and capital structure, acquisitions, mergers and buyouts, combined with the development of information and communications technologies (ICTs), are the most important factors driving globalization in the tourism sector. The result of globalization is that:

- **Regional economies, societies, and cultures becoming integrated through communication, transportation, and trade**
- **With increasing unification of the world's economic order through the reduction of barriers to international trade as tariffs, export fees, and import quotas**
- **The goal is to increase material wealth and the abundance of goods and services through an international division of labor, with efficiencies catalyzed by international relations, specialization and competition**

### Other Trends in Tourism Business Operations

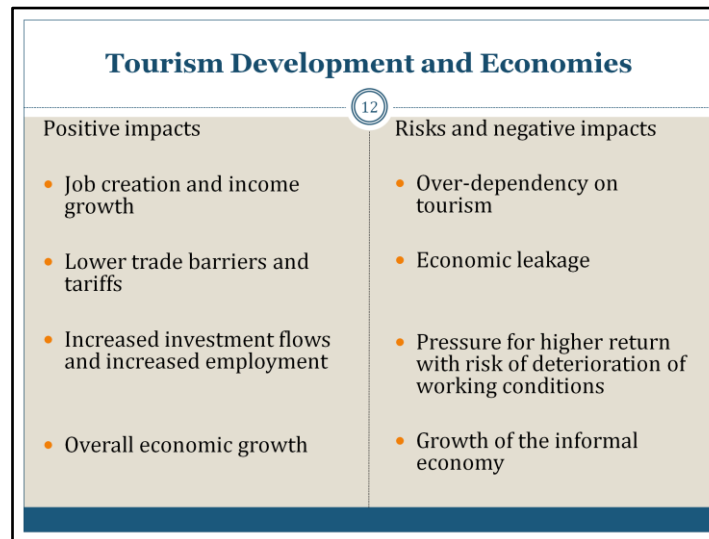
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- Increased focus on financial and operational competitiveness
- Consistency in regard to national and international standards relating to operations, service, employment and ethics
- Continuing importance of SMEs within the sector in all countries

In line with globalization and increasing specialization, key trends include **increased focus on financial and operational competitiveness**, increased focus on **standards and consistency**, and growing importance of **SMEs**.

*Ask the participants if they can think of any examples of the above such as the development of fast food, the creation of standardized chain hotels and the rise of economy brands in accommodation and air transport, to name but a few.*

These changes have become particularly marked over the past decade with respect to the range of products and services offered within hotels and restaurants and these, in turn, have had significant implications for workplace practices and relations.



The tourism sector is one of the fastest growing sectors of the global economy. It is also among the top-job creating sectors because of its labor intensive nature and the significant multiplier effect on employment in other related sectors. Yet, the sector has a reputation of poor working conditions due to a number of factors: it is a fragmented industry with a majority of employers small and medium sized enterprises with low union density, and work characterized by low wages and low levels of skill requirements, shift and night work and seasonality.

**Job creation vs. over-dependency on tourism:** Most new jobs in developing countries are created in the tourism industry. Tourism is the major services export for many developing countries and has significant potential to provide competitive advantage for poorer and least developed countries. Over dependency: However, tourism can be adversely affected by different types of crisis, including political crises and natural disasters. During such crisis situations, decreases in tourist arrivals occur, resulting in loss of income for those who have invested in tourism related activities.

*Ask participants if they know of places where this has happened. For example, in Egypt (terrorism), Tunisia, Bali (terrorism) and Thailand (tsunami).*

**Lower trade barriers and tariffs vs. economic leakage:** Globalization has a different impact on developed and developing countries. Present data on tourism receipts and arrivals suggest that most of the benefits in the sector accrue to developed countries

**Increased investment flows and employment vs. pressure for higher returns:** Some developing countries have successfully benefited from globalization and taken advantage of the increased investment flows, multinational enterprises and new technologies, to create and increase employment. However the general trend is towards providing tourism services at the lowest possible cost which may lead to a drastic reduction in all costs, including labor costs, leading to lower revenues, increased insecurity and deterioration of working conditions.

**Overall economic growth vs. growth of the informal economy:** In recent decades employment in the informal economy has risen rapidly in all regions of the developing world and various forms of non-standard employment have emerged. *Ask participants to give examples of the informal economy in their country e.g. street vendors in Bogota, shoeshine boys and rickshaw pullers in Calcutta, garbage collectors in Cairo, home-based garment workers in Manila and home-based electronic workers in Kuala Lumpur.*

*Point out the problems with the informal economy:*

There is a link between working in the informal economy and being poor, and the growth of an economy strongly based on an informal industry does not have a positive long-term effect on productive employment generation. Average incomes are lower in the informal economy and, as a result, poverty is more prevalent among people working in the informal economy than in the formal sector. Additionally, the informal sector is often linked to poor working conditions; weak social protection, including health and pension schemes; and a lack of access to vocational training, skills development and education, collective bargaining and social dialogue. Globalization of the economy tends to reinforce the links between poverty, informality, and gender. Global competition tends to encourage formal firms to shift formal wage workers to informal employment arrangements and to encourage informal units to shift workers from semi-permanent contracts to piece-rate or casual work arrangements. It also often leads to shifts from secure self-employment to more precarious self-employment, as producers and traders lose their market niche. With these shifts, and as more and more men enter the informal economy, women in the sector tend to be pushed towards the lowest-paying jobs: for example, as petty traders or industrial outworkers. These elements of the economy are not easily visible so they normally remain undercounted in official statistics and poorly understood.

*Take one of the examples raised by the participants earlier and discuss the issues around these informal economy players.*

However to ensure that the benefits of sectoral globalization are as widely distributed as possible, cooperation is necessary between developed and developing countries and care should be duly taken of issues relating to culture, tradition and the environment.

*Ask participants if they know of or can imagine examples of actual or potential crisis on tourism in their country/region. Ask them to recommend preventive measures different actors (governments, investors, communities) could take to minimize potential negative impacts.*

## Recommendations

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- Better cooperation between developed and developing countries
- Assistance for developing countries in the area of:
  - Internet marketing
  - HR development strategies
  - Exchange of experiences
  - Funding
- Legal framework to balance business needs and workers' rights
- Active reinforcements and monitoring of:
  - Respect for ethical principles
  - Raise awareness of tourism in education

To ensure that the benefits of sectoral globalization are as widely distributed as possible, cooperation is necessary between developed and developing countries and care should be duly taken of issues relating to culture, tradition and the environment.

*Read through the rest of the slide.*

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Module 1 Unit 2  
Tourism, Poverty Reduction and Development

### Tourism and MDG 1, 3 and 7

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- **Goal 1:** eradicate extreme hunger and poverty employment and poverty reduction and to achieve full and productive employment and decent work for all, including women and young people
- **Goal 3:** promote gender equality and empower women
- **Goal 7:** ensure employment and environmental sustainability

*Refer to the Millennium Development Goals mentioned during the Introduction.*

As discussed, the growing significance of tourism to developing countries is closely linked to the role of employment in achieving the Millennium Development Goals (MDG) and especially **Goal 1 employment and poverty reduction, Goal 3 gender and empowerment of women and Goal 7 the relationship between employment and environmental sustainability.** However, it is important to recognize that, even though tourism creates jobs and contributes significantly to economic growth; it is not automatically a formula for poverty reduction.

## Tourism and Poverty

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### Three types of impact for tourism on the poor:

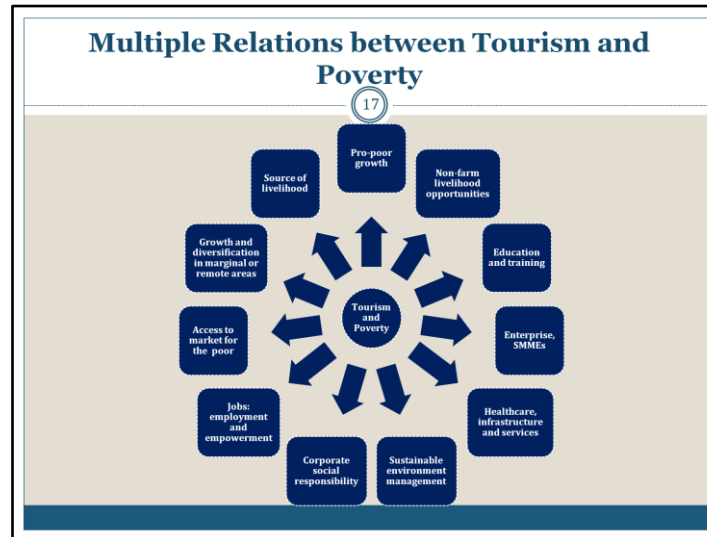
- earning income
- development of local/rural economies and people's livelihoods
- impacts on the natural and cultural environment in which they live

To address poverty, the strategically important question regarding the achievement of development goals is how to move from niche tourism to mainstream tourism.

Developing countries should highlight the sector in their national Poverty Reduction Strategy Papers (PRSPs) and financing institutions need to recognize the impact of tourism in their support strategies, which requires the involvement of all stakeholders through meaningful social dialogue in order **to impact on the poor** in the following 3 ways:

- **earning income**
- **development of local/rural economies and people's livelihoods**
- **impacts on the natural and cultural environment in which they live**





This diagram indicates all the different areas where tourism can support poverty reduction.

*Go through each point briefly and ask participants to identify other aspects and relations that are not included in the graph.*



Governments have a major role to play to put in frameworks that will:

- **evaluate and monitor the environmental impact** of major tourism developments;
- encourage industry supply chains to **source locally** and reduce reliance on imported items;
- **promote local ownership** by facilitating access to finances through credit and loan facilities for the poor, guaranteeing fair economic returns on the resources the communities are managing with a special attention to providing access for youth and women;
- **support formal local/rural employment** through the development of job outreach programs that help educate and inform local/rural populations about job prospects in the tourism industry and related sectors, as well as about the consequences and risks of informality;
- **strengthen collaboration and communication** between the tourism industry and local/rural communities to facilitate the provision of food, goods, services or infrastructure by communities and to help them better understand the needs of the industry; and
- **address current work deficits**, particularly in poor working conditions at the workplace and the elimination of child labor.

Policies, regulations and clear strategies are the basis for sustainable tourism development, large-scale poverty reduction, the protection of natural resources and ways of life, and the promotion of economic development.



*This list of approaches highlights the different ways to develop tourism and tourism products. This provides an overview only as these approaches are not mutually exclusive and are often mixed in actual application.*

A list of common approaches to tourism that contribute to the MGDs and poverty reduction:

- **Inclusive tourism** fosters links and interaction between the different actors in the tourism industry, partnership with private actors, stimulation of the local economy, integration of women, and involvement of local communities to better understand their needs and wants.
- **Sustainable tourism** is committed to the enhancement of local prosperity by maximizing the contribution of tourism to the destination's economic prosperity. It should generate income and decent employment for workers without affecting the environment and culture of the tourists' destination and ensures the viability and competitiveness of destinations and enterprises to enable them to continue to prosper and deliver benefits in the long term.
- **Responsible tourism** minimizes negative economic, environmental and social impacts; generates greater economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry; involves local people in decisions that affect their lives; makes positive contributions to the conservation of natural and cultural heritage, and to the maintenance of the world's diversity; provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues; and is culturally sensitive, engenders respect between tourists and hosts, and builds local pride and confidence.
- **Pro-poor tourism** is tourism that results in increased net benefits for poor people. Pro-poor tourism is not a specific product or niche sector but an approach to tourism development and management. It enhances the linkages between tourism businesses and poor people, so that tourism's contribution to poverty reduction is increased and poor people are able to participate more effectively in product development.
- **Fair trade tourism** is about ensuring that the people whose land, natural resources, labor, knowledge and culture are used for tourism activities actually benefit from it.
- **Community-based tourism** is tourism in which local residents (often rural, poor and economically marginalized) invite tourists to visit their communities with the provision of facilities and activities.
- **Ecotourism** is tourism that unites conservation, communities and sustainable travel. It implies responsible travel to natural areas that conserves the environment and improves the well-being of local people

## Exercise 2 Poverty-Reduction Approaches

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- Form small discussion groups
- Each group will select five key elements to enhance the poverty-reduction potential of tourism for their destination. Then describe for each element a proposal on what concrete strategies and actions to undertake

*Split into small discussion groups of 3-4 participants each. Ask each group to select five key elements to enhance the poverty-reduction potential of tourism for their destination. Then ask them to describe for each element a proposal on what concrete strategies and actions to undertake. Each group is given markers and a flipchart and 10 minutes to work on the Exercise. After the discussion is over, a representative from each group will have to make a short presentation about their destination and proposal for concrete strategies and actions to enhance poverty-reduction potential.*

*The Tanzania example In the Toolkit Chapter 1 Page 14 can be used in case of questions.*

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Module 1 Unit 3  
Effects of Tourism on Local/Rural Development



*The focus of the previous unit is on economic impacts. This unit is a continuation from the previous unit by going deeper as well as including the other two impacts of tourism development for LCDs.*

Major impacts of tourism:

- **Economic impacts** – self-explanatory
- **Social impacts** are those that impact on life in an organized community; such as crime, employment, prostitution, religion, gambling, demonstration effect, xenophobia, disruption of community bonds, migration, changes in clothing and language, overcrowding of infrastructure, accommodation, services, and standards of health.
- **Cultural impacts** are those that affect the patterns, norms, rules and standards that find expression in behaviour, social relations and artefacts. It includes items of handicrafts, language, traditions, food, art, music, history, architecture, education, dress and leisure activities (Source: Mathieson and Wall, 1982).

Economic Effects of Tourism on Local / Rural Development	
23	
Positive	Negative
<ul style="list-style-type: none"> <li>Stimulate the creation and growth of new enterprises;</li> <li>Bring an export market right to the doorstep of many sectors, helps to diversify the economy</li> <li>Stimulates the development of new infrastructure and transport services;</li> <li>Goes hand in hand with upgrading workforce skills</li> <li>Contributes to the tax base of national and local governments</li> <li>Provides incentives and funds for natural, cultural and historical resources to be managed in a more sustainable manner.</li> </ul>	<ul style="list-style-type: none"> <li>increases competition for water, land, and other natural resources</li> <li>Causes local prices to rise, impacting livelihood of the poor</li> <li>In a small economy with a large tourism sector, the country's exchange rate can be affected;</li> </ul>

Tourism can impact local/rural economic development positively and can also have negative knock-on effects, particularly affecting the poor.

*Refer to the points on the slide.*

Possible Social and Cultural Effects	
24	
Positive	Negative
<ul style="list-style-type: none"> <li>• Improved infrastructure and increased access to amenities and information</li> <li>• Capacity building and education</li> <li>• Empowerment</li> <li>• Strengthening of community institutions</li> <li>• Gender equity. Greater tolerance and respect</li> <li>• Gaining knowledge about other societies and cultures and increasing tolerance for people from different cultures</li> <li>• Revitalization and increased pride in culture</li> <li>• Improved conservation and restoration of cultural heritage sites</li> <li>• Increased sales of local crafts and associated increase in pride and self- confidence</li> </ul>	<ul style="list-style-type: none"> <li>• Erosion of societal and cultural values</li> <li>• Crime, prostitution and exploitation of children.</li> <li>• Local resentment when excluded from tourism or amenities and obvious disparities in wealth between the tourist and locals.</li> <li>• Loss of access to resources</li> <li>• Inappropriate behavior for the local society causing distress amongst the locals</li> <li>• Degradation of cultural sites</li> </ul>

Tourism would also inevitably impact on society and culture – in both positive and negative ways. While appreciating the positive changes, efforts must be directed to minimizing the negative ones.

*Refer to the points on the slide. Note that these are “possible” effects and can be avoided or mitigated if managed properly.*



## The Importance of Local Participation

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Local participation measures include:

1. Planning, impact assessment and monitoring
2. Stakeholder engagement and collaboration
3. Equitable benefit distribution and respect for local people
4. Information and Interpretation
5. Maintain and encourage social and cultural diversity

It takes tripartite collaboration amongst government, employers and employees to maximize positive impacts and mitigate negatives ones. This means **local participation** is very important. These are recommended steps to maximize positive impacts and mitigate negatives ones.

*Go through the points on the slide to identify the steps that need to be taken for effective local participation*

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Module 1 Unit 4  
Sustainability Issues

## Sustainable Tourism

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- Development that meets the needs of the present without compromising the ability of future generations to meet their own needs
- 3 pillars of sustainable tourism
  - economic development
  - social justice
  - environmental integrity

This has been mentioned in the Introduction.

Definition: **Sustainable tourism development meets the needs of the present without compromising the ability of future generations to meet their own needs**

The 3 pillars of sustainable tourism are:

**Economic development:** It is committed to the enhancement of local prosperity by maximizing the contribution of tourism to the destination's economic prosperity, including the amount of visitor spending that is retained locally.

**Social justice:** It should generate income and decent employment for workers without affecting the environment and culture of the tourists' destination and ensure the viability and competitiveness of destinations and enterprises to enable them to continue to prosper and deliver benefits in the long term. In this sense, development should be a positive experience for local/rural populations, tourism companies, workers and tourists themselves.

**Environmental integrity:** Sustainable tourism should make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural resources and biodiversity.

Sustainable tourism should respect the socio-cultural authenticity of host communities, conserve their established and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance; while ensuring viable, long-term economic operations, providing equal socio-economic benefits to all stakeholders, including stable employment, income opportunities, social services to host communities, and contributing to poverty alleviation.



Focus on the 3 pillars will bring about **decent work, customer satisfaction and business profitability**. It is important to ensure that all 3 pillars are stable and strong in order for the desired outcome to take place. Having one without the others will not result in sustainable tourism.

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Module 1 Unit 5  
Key Actors, Sectors and Inequalities



**Key actors and sectors in tourism include:**

**Women:** Women forms nearly 50% of the tourism workforce globally. In developing countries, many of the jobs for women are in unskilled or semi-skilled work and they are often employed in the informal sector with poor wages and working conditions. Women are therefore vulnerable in the industry and face precarious types of jobs, inequality, violence at work, stress and sexual harassment. The low level of women's participation in workers' organizations, with even fewer women at higher levels of representation, often puts them in a weaker bargaining position. Gender issues, such as workplace safety, including workplace violence, are often insufficiently addressed.

For the ILO, the term "equal remuneration for men and women workers for work of equal value" refers to rates of remuneration established without discrimination based on sex. Women workers earn up to 25 per cent less than male colleagues performing equal work.

Tourism has the potential to be a vehicle for the empowerment of women in developing regions. Tourism provides better opportunities for women's participation in the workforce, women's entrepreneurship, and women's leadership than other sectors of the economy.

*Ask the participants what they think can be done to improve the position of women in tourism in the areas of employment, entrepreneurship, education, leadership and community.*

**Migrant workers:** Migrant workers are common in the tourism sector and they are in need of better social protection. The number of international migrants is estimated to be 175 million, accounting for 3 per cent of the global population. Women represent half of these international migrants. Although accurate estimates for the number of migrant workers in the tourism sector are not available, it is known that such workers are a vulnerable group and are disproportionately highly employed in the sector, concentrated in lower paid, low-skilled and less stable jobs. This is due to language factors and unfamiliarity with the host culture. The proliferation of temporary migration schemes should not be allowed to lead to the curtailment of the rights of migrant workers in the workplace, especially regarding the principles of equality of treatment with national workers, and of non-discrimination. Discrimination against migrant workers is reflected in their poor integration in host societies, their high unemployment rates, lack of recognition of their skills and experience, as well as growing xenophobia. The growth of temporary labor migration poses special problems for the integration of temporary migrant workers in destination countries

**Children:** Child labor remains particularly common in or around the industry: the informal employment relations in small enterprises favour it. In the hotel and restaurant subsectors, which include bars, children can be exposed to physical and moral hazards that damage them for the rest of their lives, owing to the association of some of these enterprises with alcohol, the sex industry, violence and illicit drugs. There is a clear need for social protection to eradicate this stain, in conjunction with measures to alleviate poverty in order to attack its root cause. An estimated 13–19 million children under 18 years of age work in an occupation tied to tourism. This represents 10–15 per cent of the global tourism workforce. A further 2 million children in the world are victims of commercial sexual exploitation. The ILO Worst Forms of Child Labor Convention, 1999 (No. 182), defines these worst forms as including the use, procuring or offering of a child for prostitution, for the production of pornography or for pornographic performances, and work that, by its nature or the circumstances in which it is carried out, is likely to harm the health, safety or morals of children.



*This section is about a number of issues that are not unique to the tourism industry but are commonly occurring due to the nature of the industry in developing destination and the key actors. It appropriately follows the discussion on women, migrant workers and children as those groups are often most susceptible.*

**HIV** is a major threat to the world of work. It is affecting the most productive segment of the global population and as such the labor force. It is imposing huge costs on enterprises in all sectors including tourism through declining productivity, increasing labor costs and loss of skills and experience. The AIDS epidemic has a particular impact on women and girls and the impact also strikes at the most vulnerable and marginalized groups in society. Particular challenges are faced by rural populations who often lack of access to HIV prevention, treatment care and support. As an industry employing a large number of women, young people and migrant workers, the tourism sector is particularly concerned by the HIV/AIDS epidemic. According to the UNAIDS 2010 *Global Report*, an estimated 2.6 million people were newly infected in 2009, young people aged 15–24 made up 41 per cent of all new HIV infections; and women accounted for 52 per cent of all people living with HIV during that year. In sub-Saharan Africa it is estimated that 13 women become infected with HIV for every 10 men ([www.unaids.org](http://www.unaids.org)).

A more comprehensive approach is required in places where the epidemic is more generalized, as is the case in many LDCs. HIV behavior change communication and the use of peer education is essential to increase information on ways of HIV transmission and prevention methods.

HIV/AIDS in tourism is strongly linked to sexual harassment and the growing industry of **sex tourism**. In 1995 the UNWTO adopted a *Declaration on the Prevention of Organized Sex Tourism*, which defines sex tourism as “trips organized from within the tourism sector, or from outside this sector but using its structures and networks, with the primary purpose of effecting a commercial sexual relationship by the tourist with residents at the destination.” In many tourism destination areas the spread of prostitution has caused an increase of severe diseases, in particular for women. Prostitution also often implies abuse and violence against women and severe consequences for social integration. Attractions for sex tourists include reduced costs for services, along with either legal prostitution or indifferent law enforcement and access to child prostitution, this last one a multi- billion-dollar industry believed to involve as many as 2 million children around the world, according to UNICEF estimates. Human rights organizations warn that sex tourism contributes to human trafficking and child prostitution. Very low salaries and poor working conditions have been identified as leading factors in motivating women and men to increase their income through sex work. More information is available from <http://www.ilo.org/aids/lang-en/index.htm>

A recommendation concerning HIV and AIDS and the World of Work, 2010 (No. 200), a new labour standard forming the first human rights instrument to focus on HIV and AIDS in the world of work, was adopted - by an overwhelming majority - by governments, employers’ and workers’ representatives from ILO member States at the International Labour Conference in June 2010. Please refer to [http://www.ilo.org/aids/WCMS\\_142706/lang-en/index.htm](http://www.ilo.org/aids/WCMS_142706/lang-en/index.htm)

The EEOC has defined **sexual harassment** in its guidelines as unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature when submission to such conduct is made either explicitly or implicitly a term or condition of an individual’s employment, or submission to or rejection of such conduct by an individual is used as a basis for employment decisions affecting such individual, or such conduct has the purpose or effect of unreasonably interfering

## Emerging Strategic Approaches

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Based on an open-minded assessment of where impact can be created at scale that aim to:

- engage the private sector
- link poor people to opportunities in mainstream tourism
- assess and then tackle the main market blockages that limit participation of the poor
- Understand and engage in the entire tourism value chain
- evaluate the potential environmental, cultural, social impacts of the intervention and type of enterprise being developed

**Strategic approaches are based on an open-minded assessment of where impact can be created at scale that aim to:**

- **engage the private sector** in expanding opportunities for poor people, and take advantage of the growing business case for the tourism sector to demonstrate its commitment to destination development;
- **link poor people to opportunities in mainstream tourism**, not just niche tourism;
- **assess and then tackle the main market blockages that limit participation of the poor;**
- be open to working at any different point in the **tourism value chain**, and wherever there is greatest potential for pro-poor change;
- **evaluate the potential environmental, cultural, social impacts of the intervention and type of enterprise being developed**

This should be done during the planning stage in participation with local stakeholders, to ensure that overall the impacts will be beneficial.



Exercise 3 Tourism Impacts						
ACTUAL IMPACTS AND EFFECTS OF TOURISM AND PROPOSED MEASURES TO ENHANCE THE POSITIVE AND MINIMIZE THE NEGATIVE						
EFFECTS	Economic/ poverty	Social	Cultural	Environmental	Women	Specific groups (migrants, children)
Positive						
Negative						
Proposed measures to enhance the positive and minimize the negative						

*Hand out copies of blank chart. In the same groups formed for the previous exercise, ask the participants to complete the chart by identifying the positive and negative impacts that tourism development can have on*

- *Economic /poverty*
- *Social*
- *Cultural*
- *Environmental*
- *Women*
- *Other groups / sectors*

*And develop strategic measures to enhance the positive and minimize the negative.*

*Give 30 minutes to the class to complete this exercise and 10 minutes per group for presentation*

## A Summary

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- Tourism defined
- Tourism potential for developing economies
- Key issues and trends in tourism development
- Benefits and risks for economies
- Poverty reduction through tourism
- Sustainable tourism development
- Important issues and players

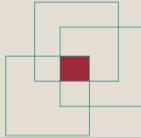
*Go through the points on the slide.*

**For More Information**

<http://www.ilo.org/public/english/dialogue/sector/sectors/tourism.htm>

or

[www.ilo.org/sector](http://www.ilo.org/sector)

 Thank you!! 

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For more information on this, please consult the sectoral webpage at the address given on the slide.

Thank you very much for your attention.