

Sheet No.12: Pro-Poor Tourism – Projects

Since 2000, the Overseas Development Institute (ODI), the International Institute for Environment and Development (IIED) and the International Centre for Responsible Tourism (ICRT) have undertaken work (either individually or collaboratively as the Pro-Poor Tourism Partnership) ranging from analysis of case study experience of pro-poor tourism, to dissemination of findings through a PPT website and presentations. The main projects and products are:

1. Pro-Poor Tourism Strategies: Making Tourism Work for the Poor: A Review of Experience (2000 – 2001)

This is the first PPT partnership project funded through ESCOR, and it is also the one which had probably the most profound impact by discussing PPT strategies and their implementation using six highly diverse case study sites. The report brought together these case studies to formulate a wide range of PPT strategies that can be implemented on the ground (Ashley, C., Roe, D. and Goodwin, H. (2001) Pro-Poor Tourism Strategies: Making Tourism Work for the Poor. A Review of Experience, PPT Report No. 1 ODI, IIED, and CRT)

This report is at the moment the most frequently downloaded document on our website and it is also the one which receives the highest number of mention and links from other websites.

A summary brief of the report findings was produced that was targeted at policy makers (Ashley, C., Roe, D. and Goodwin, H. (2001) Pro-poor Tourism Strategies: Expanding Opportunities for the Poor. PPT Briefing No. 1. ODI, IIED, CRT)

Funded by: UK Department for International Development, Economic and Social Research Unit (ESCOR)

Implemented by: Pro-Poor Tourism Partnership

2. The Tourism Industry and Poverty reduction: A Business Primer (2002)

Outputs of the earlier PPT project (see under 1.) were designed for policy makers. In order to engage more effectively with the private sector, a new summary brief was written, especially tailored to tourism businesses (Ashley, C., Goodwin, H and Roe, D. (2002) The Tourism Industry and Poverty Reduction: A Business Primer.- poor tourism briefing No.2. ODI, IIED, ICRT)

A final draft of this brief was circulated among leading UK tourism businesses, and their comments were incorporated. In summer 2002, the brief was distributed among the UK travel using a leading trade magazine (Travel Trade Gazette – subscription 25,000). The brief was also distributed in selected developing countries.

Funded by: UK Department for International Development, Policy Research Programme

Implemented by: Pro-Poor Tourism Partnership

3. Lesson-Learning on Pro-Poor Tourism Strategies (2002 – 2003)

This follow-up ESCOR project, brings together a selection of newly commissioned PPT papers, each discussing PPT strategies and implementations from a more specific and focused angle. These include issues such as rural tourism development, local entrepreneurship, and tourism standards, among others. (PPT Working Paper 10-16, see Sheet No.14 for complete list).

Another component of this project is an assessment of impacts that the initial DFID-funded PPT case studies has had (Meyer, D. (2003) Strengths and Weaknesses of a Pro-Poor Tourism Approach, Results of a Survey to Follow-Up Pro-Poor Tourism Research Carried Out in 2000-2001. PPT Working Paper No. 9. ODI, London). The findings clearly show the value of PPT as a 'methodological', structured approach for assessing the impacts that tourism can have on the poor.

Funded by: UK Department for International Development, Social Science Research Unit

Implemented by: Pro-Poor Tourism Partnership

4. Engaging with the private sector on PPT (2002)

This short project focused on UK tourism operators and their role in PPT. It included production of a PPT paper analysing the UK outbound tourism industry and implications for developing countries (Meyer, D., 2003, Outbound UK Tour Operator Industry and Implications for PPT in Developing Countries. PPT Working Paper No. 17. ODI, London). The aim of the paper is to draw implications on how the outbound tour operating sector in Northern countries affects the potential for implementing PPT in the South. The project also provided for learning and sharing lessons about engaging with the private sector in tourism from a poverty/livelihoods perspective (Ashley, c. and Roe, D., 2003, Working with the Private Sector on Pro-Poor Tourism: Opinions and experience from two development practitioners, ODI, London). This draws on on-going engagement with the private sector via the UK's Sustainable Tourism Initiative (STI), and other work of the team.

Funded by: UK Department for International Development, Sustainable Livelihoods Support Office

Implemented by: Overseas Development Institute

5. The GAMBIA (September 2000 – April 2002)

The Association of Small Scale Enterprises in Tourism (ASSET) worked with the International Centre for Responsible Tourism on a series of participative surveys to collect information about the perceptions of the tourists, tour operators, hoteliers and inbound operators (or ground handlers). Each of the informal sector groups participated in the research phase and identified what they saw as the significant barriers to their participation in the industry and reported on their sales during the peak season (the first quarter) of 2001. An agenda for action was identified for each informal sector group, based on their understanding of the barriers that needed to be overcome in order that they could increase their sales and income. Discussions were held with government and the formal sector (hoteliers, ground handlers and the incoming operators) about what they could contribute to improving market access and the performance of the informal sector composed largely of poor producers. The project completed in April 2002 but there was subsequent work by the UK's Sustainable Tourism Initiative and by the Travel Foundation Industry Unit.

Reports on the project to April 2002:

Bah, A. and Goodwin, H. (2003) Improving Access for the Informal Sector to Tourism in The Gambia. PPT Working Paper No. 15. ODI, London

ICRT/NRET (2002) Harnessing Tourism for Poverty Elimination: A Blueprint from the Gambia www.nri.org/NRET/GambiaFinalSummaryReport2.pdf

Funded by: UK Department for International Development, Tourism Challenge Fund and with in kind contributions from the private sector in The Gambia

Implemented by: International Centre for Responsible Tourism, University of Greenwich

6. Pro-Poor Tourism Pilots in Southern Africa (2002 – 2005)

The vision of this programme is for the Southern African tourism industry to become a vibrant pilot of pro-poor tourism (PPT) strategies, and for commercial development of tourism in the region to be effectively harnessed for poverty reduction. The project's role is to provide the means by which Southern African tourism enterprises can expand their understanding and use of pro-poor tourism strategies.

The specific objectives of the programme are:

- a. The implementation of improved pro-poor practice by businesses at five tourism partner sites;
- b. The creation of networks of private sector companies, trade organisations and government bodies interested in stimulating, supporting and implementing PPT strategies across the Southern African region;
- c. The analysis, dissemination and adoption of PPT strategies and actions.

The five industry partners that the programme is working with are:

- Southern Sun,
- Sun City,
- Wilderness Safaris,
- Spier, and
- Ker & Downey, Tanzania.

More information can be found on the programme's website: www.pptpilot.org.za.

Funded by: UK Department for International Development, Business Linkage Challenge Fund

Implemented by: Overseas Development Institute and Mboza Tourism Projects

7. Pro-Poor Tourism Business Unit (August 2003 – August 2006)

This project aims to develop Pro-Poor Tourism capacity in the South by developing over a 3-year period a sustainable PPT business unit and resource centre that will work with the tourism sector in Southern Africa.

The aim is to keep the momentum and the interest in pro-poor tourism that currently exists in Southern Africa. The unit aims to work with a wide range of clients (private companies, trade organizations, NGOs, public bodies etc) to facilitate pro-poor tourism. The unit will build on the PPT Pilots in Southern Africa project by offering continuous support to partners and close cooperation with the networks that have in the past one-and-a-half years been established.

Funded by: UK Department for International Development, Business Linkage Challenge Fund

Implemented by: Overseas Development Institute and Mboza Tourism Projects

8. Getting The Lion's Share From Tourism (2000 – 2001)

An analysis of different types of partnership between communities and tourism companies in Namibia. The project included the development of a set of guidelines for communities and companies for the future development of partnerships.

Funded by: MacArthur Foundation, DANIDA and Sida

Implemented by: International Institute for Environment and Development and Wide Awake Leisure Management, in collaboration with the Namibia Community Based Tourism Association

9. Tourism In Poverty Reduction Strategy Papers (2003 – 2004)

An analysis of the extent to which tourism is addressed in PRSPs, and how it is addressed. The inclusion of tourism is analysed against the different strategies identified for pro-poor tourism.

Funded by: Norad

Implemented by: International Institute for Environment and Development

10. PPT Information Sheets (2003)

Funded by: UK Department for International Development, Policy Research Programme, and Norad

Implemented by: Pro-poor Tourism Partnership

11. PPT Information Dissemination

All of the reports produced by the PPT partnership has been widely disseminated, sending them out to targeted policy-makers and practitioners, and holding meetings. However, the main cross-project dissemination is via the PPT website.

The dissemination of PPT information has in the past year or so increased drastically. Visits to our www.propoortourism.org.uk website increased from 4,000 per month to over 18,000 per month. Additionally we have build-up a network of over 700 members interested and discussing PPT. These members are updated and kept informed with what is happening on a regular basis. The website is currently used predominantly as an information source as the high number of downloads can testify to.

Increasingly opportunities to raise the profile of PPT at presentations and meetings are being sought and created.

Implemented by: Pro-poor Tourism Partnership

These Pro-Poor Tourism Info-Sheets are produced by the Pro-Poor Tourism Partnership, with funding from the UK Department for International Development (DFID). They were written by Caroline Ashley, Dorothea Meyer, Dilys Roe and Harold Goodwin, and draw on a number of PPT reports and products. The opinions expressed are those of the authors and are not necessarily those of DFID. While copyright rests with the PPT Partnership, we encourage you to re-produce and share these sheets with others, while ensuring the PPT Partnership is credited and informed.

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