

International Centre for Responsible Tourism

## Tourism, Local Economic Development & Poverty Reduction

We are grateful to our sponsors

**K&L | GATES**

**ABTA**



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## Responsible Tourism Conference

- One of a series 3 or 4 a year in London and Leeds
- The next will be on **Responsible Cruising** in Leeds on March 12<sup>th</sup>
- Industry, practitioners, government, academics, international agencies
- Botswana, The Gambia, Holland, India, Spain .....
- We shall be putting the presentation up on a website – we'll email you details



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## Economic Responsibility

- What is the industry's responsibility for local economic development?
- The extent to which tourism contributes to local economic development varies considerably.
- Pro-Poor Tourism is a function of who benefits.



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## The Business Case for Responsible Tourism

- **The right thing to do**
- **Minimising risk**
- **License to operate**
- **Product quality and cost**
- Staff morale & retention
- Market Advantage
- Experience
  - richer
  - more authentic
  - guilt free
- Differentiation and PR
- Reputation
- Referrals
- Repeats



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## Tourism and Local Economic Development

- Employment, wages, other benefits, training, progression, gender and additionality
- Local sourcing
- Access – sales to tourists and tourism businesses
- Diversification of the local economy



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## Pro-Poor Tourism 12 years on

- Failed to achieve a fundamental change in CBT & ecotourism
- Largely failed to demonstrate net benefit – largely didn't try
- has not been mainstreamed
- Initiatives have not connected with the market
- the private sector has probably achieved a great deal more than the NGOs and agencies



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## Weather vs Climate

- Thanks for making the effort to get here – relieved that most of our speakers have made it, we have 95 registered
- Michael Grosspietsch – Germany
- Lucy Ferguson – Madrid
- The programme was crowded the weather has created some breathing space in the programme – will allow more participation



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## Themes

- **The Gambia**
  - Adama Bah
  - Lucy McCombes
  - Jo Baddeley
- Possible discussion topic this afternoon
- **The EU Package Travel Directive**
  - Keith Richards
    - ABTA
    - IFTO
    - David Grant TLQ
  - If the debate takes off we can allow more time for i



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## Themes 2

- All Inclusives
- Jonathan Mitchell Turkey
- Fabrice Leclerq ITC
- Commercial engagement
  - Richard Hearn – Village Ways
  - Saskia Griep Sawadee Reizen
  - Justin Francis – RT.com



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- John de Vial has volunteered to provide some closing reflections.
- Networking opportunity until 18:00
- Tourism Concern
  - Forum for the Future
  - Travel Foundation



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