we contribute to achieve inclusive tourism for better livelihoods of community members
Inclusive Tourism

“People living in poverty, whether they earn one or four dollars a day, are often already participants in tourism’s value chains. However, these individuals usually participate informally and at the margins, as porters, cleaning ladies, farmers and so on.”

Looking ahead, tourism could become the sector of choice for many bright people seeking a way out of poverty. This entails, however, that companies offer decent working conditions, access to career opportunities, and sound partnerships with local communities and individuals along the value chain.”

### Propoor Tourism
- Tourism that results in increased net benefits for poor people. Inclusive business offers one means of achieving sustainable and responsible tourism.

### Responsible Tourism
- Tourism that maximizes the benefits to local communities, minimize negative social or environmental impacts and helps local people conserve fragile culture and habitats or species.

### Sustainable Tourism
- Tourism that involves the commercial perspective in achieving the so-called triple bottom line of sustainability. Inclusive tourism focuses on the impact of tourism on poverty without losing sight of environmental effects and commercial viability.

Text Credit: GIZ Responsible and Inclusive Business in Tourism Hubs team
Tewes-Gradl, C., Van Gaalen, M., Pitzer, C.
OUR VISION
• we are working toward a world where tourism workforces have a decent life – free of poverty

OUR MISSION
• to improve well-being through services and technology

OUR TARGET
• anyone with a job market disadvantaged due to lack of education, job skills, experience
Connect. Engage. research
TONGAGOA . MAHASOA . LOVASOA

Standard Industrial Classification: 8331 job training and vocational rehabilitation services
Halt Poverty

contributes to Sustainable Development Goals
to achieve inclusive tourism for better livelihoods of community members

1. NO POVERTY
2. GENDER EQUALITY
3. AFFORDABLE AND CLEAN ENERGY
4. DECENT WORK AND ECONOMIC GROWTH
5. SUSTAINABLE CITIES AND COMMUNITIES
Program Classification

- Cultural Heritage Preservation
- Improving Professional Skills
- Sustainable Management of Natural Resources
- Joint Performance in Humanitarian Relief
- Youth Engagement Programs
Inclusive business is about identifying and realizing mutual benefits. Companies that collaborate with local communities and low-income people benefit from improved product quality and innovation, as products become more authentic and unique.

“Working together with local communities improves a firm’s reputation not only within the community, but also among guests, government authorities and across the broader public”

“Companies can reduce costs by sourcing locally and, at the same time, actively manage risks associated with socio-economic frustrations within communities”

Collaborating with local low-income people can also help to develop innovative products. Handmade gifts that come with a story of empowering local communities are more attractive than imported anonymous trinkets.

Investing in professional development leads to excellent quality of service, while investing in well-being ensures a loyal, positive and solid staff base.

Inclusive business practices enhance reputations and improve relations with key stakeholders.

Tourism that is well integrated into the unique identity of a destination provides incentives and funds for the conservation of natural, cultural and historical resources, enabling them to be managed in a more sustainable manner.

Everybody wins when inclusive business practices are used: tourists, businesses, and local communities. Local artisans crafting unique souvenirs, guides showing off the beauty of their natural environment, waiters that serve delicious local dishes with a smile and a greeting in the local language, communities welcoming guests and protecting their natural environment … there are many ways to achieve mutual benefit.
Path to Inclusion

“There are seven fields of inclusion identify areas of activity in which local communities and low-income people can add particular value, based on their skills and existing activities. These include maintenance and services, activities, crafts, food and beverage, transportation, natural conservation, and construction”

We Contribute to Achieve Inclusive Tourism for Better Livelihoods by Improving Professional Skills
## The Problem

<table>
<thead>
<tr>
<th>Productivity</th>
<th>Potential local staff members may not have the skills to deliver services at international quality standards: language, cooking skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Frustration</td>
<td>Local communities may hold prejudices against working in the tourism sector; may particularly be considered inappropriate for women.</td>
</tr>
<tr>
<td>Leakages</td>
<td>Investments in training may be lost if staff members join other companies</td>
</tr>
<tr>
<td>Outsourcing</td>
<td>Services needed may not be locally available, or demand may be insufficient</td>
</tr>
<tr>
<td>Working Conditions</td>
<td>Working conditions in suppliers’ companies may not be acceptable</td>
</tr>
</tbody>
</table>

Solution

Improve Professional Skills

Prioritize
Career Path Program

Authorize
Vocational Training

Monetize
Capacity Building
Thank you

Organization Name: Halt Poverty
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