

THE 4TH IIPT AFRICAN CONFERENCE ON PEACE THROUGH TOURISM



TOPIC

“Making Tourism Work for the Poor”

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Making Tourism Work for the Poor



CONTENT

- ❖ Who is African Pro-poor Tourism Development Centre (APTDC)?
- ❖ Why tourism is a strategic tool in promoting local/rural economic development,
- ❖ Mechanisms we have adopted to reach the poor,
- ❖ Obstacles encountered,
- ❖ Lessons learnt,
- ❖ Insights for contributing to an African Peace agenda

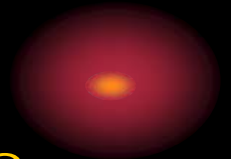
Who is African Pro-poor Tourism Development Centre (APTDC)?

- ❖ A duly registered non-profit making organization in Kenya.
- ❖ A Chapter of African Pro-poor Tourism Foundation (USA) – APTF.
- ❖ Committed to using tourism as a strategic tool to alleviate poverty – “Promoting tourism with a purpose”.
- ❖ Guided by this slogan “Give the local community a fish and you feed them for today, teach them how to fish and you feed them for ever”.




Why tourism is a strategic tool in promoting local/rural economic development,

- ❖ Most of tourist attractions are located in remote areas where poverty is prevalent i.e. Amboseli, Samburu & Mara,
- ❖ Tourism is labour intensive ,
- ❖ Tourism has a strong multiplier effects,
- ❖ Tourism SMEs require little capital to initiate i.e. dancing troupes, Curio shops
- ❖ Most tourists travel to the destination as opposed to product being shipped.
- ❖ Recognized in govt. documents i.e. PRSP, ERS



Mechanisms we have adopted to reach the poor (Our Programs)

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- a) **Fair International Travel (FIT)**
- ❖ Philanthropic travellers (travelling with a purpose – support to local schools, orphanages, hospitals, water projects),
 - ❖ Voluntourists (Mostly students – conservation and humanitarian support),
 - ❖ Cultural tourists – Cultural Centres, homestays,
 - ❖ Profits made are ploughed back to community in form of projects,
 - ❖ Last month approximately 40 clients were handled

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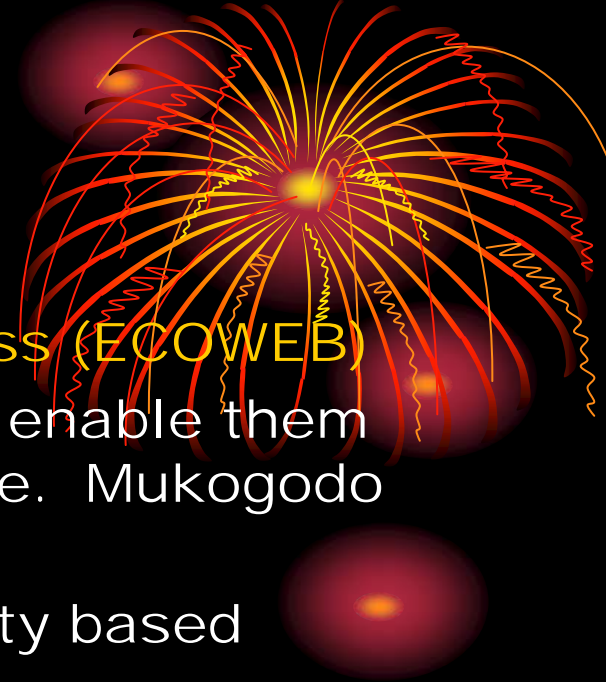


b) Pro-poor African Curio Trade (PROACT)

- ❖ Sales of handcraft produced by marginalized individuals especially women in the fair trade,
- ❖ Currently working with 3 women groups (Tsiekuru, Katangi, Nyaciondo) producing African baskets, (92 women)
- ❖ Exporting bags to the USA, UK, Germany, Japan through fair trade wholesalers,
- ❖ Women earns fair wage i.e. last month on average women earned USD\$ 77 (2.6 USD\$ per day)
- ❖ Demand oriented production (order System)
- ❖ Credit facility (50% deposit on every order)

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- c) **Economic Wildlife Enterprise Business (ECOWEB)**
 - ❖ Building Capacity of communities to enable them initiate Wildlife related businesses i.e. Mukogodo conservancy.
 - ❖ Educating communities on community based conservation.



Obstacles encountered



a) Seasonality of the industry

- ❖ Tourism income is not evenly distributed throughout the year,
- ❖ Savings for low seasons
- ❖ Diversification of tourism market i.e. Domestic tourists,

b) Low quality products

- ❖ Most products produced by communities didn't match the quality demanded by clients i.e. guiding services, curios.
- ❖ Organizing FAM TRIPs to other successful groups
- ❖ Capacity building i.e. Engaging product designers to assist the groups

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c) Lack of capital

- ❖ Most community based tourism business lack funds to initiate,
- ❖ Thinking big but starting small,
- ❖ Local resource mobilization,
- ❖ Networking (private – NGO – community participation)
- ❖ Supply oriented production i.e. order (Only produce what is demanded)

Lessons Learnt



- ❖ Tourism is a good avenue for promoting local economic development but has its drawbacks; seasonality, leakages and very fragile.
- ❖ Communities should think big and be ready to start small,
- ❖ Tourism is a business and locals should be ready to do business i.e. no handouts,
- ❖ Thinking outside the box i.e. local resource
- ❖ Supply oriented products i.e. orders no wastage

Insights for tourism contributing to peace



- ❖ Voluntourism,
- ❖ Exchange programs,
- ❖ Philanthropy travel

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