

Travel and Tourism as a Driver for Sustainable Economic Participation

TRAVEL AND TOURISM AS A DRIVER FOR SUSTAINABLE ECONOMIC GROWTH, POVERTY ALLEVIATION, CULTURAL HERITAGE CONSERVATION, AND NATURAL RESOURCE STEWARDSHIP

Prior to the COVID 19 pandemic, travel and tourism accounted for nearly US\$9 trillion in spending annually — more than 10% of global gross domestic product and 10.3% of the world's employment. Travel and tourism accounted for one in four of all new jobs worldwide. Tourism plays a particularly prominent role in economic growth in the developing world. According to the World Tourism Organization, it is both the first or second greatest source of export earnings in 20 of the 48 U.N.-classified Least Developed Countries and represents the potential to bring jobs and market opportunities that increase income and drive inclusive growth. Sustainable and adventure tourism has emerged as a socially responsible development. alternative that gives tourists choice and flexibility in their experience.



USAID/Jordan Local Enterprise Support Project (LENS)

For more than 20 years, FHI 360 has provided global leadership in tourism programming in Latin America and the Caribbean, Africa, and the Middle East. FHI 360 tourism interventions support enterprise development, build and enhance skills, and create employment opportunities. Through a systems approach, we have built social capital among diverse stakeholders and engaged the private sector and local communities in collaborative actions to increase income generation, preserve cultural heritage, protect biodiversity and the natural resource base, and improve destination management. FHI 360 helps local communities benefit from the dynamic tourism sector by strengthening local capacities for improved products and marketing.

COUNTRY PROGRAMS

In Egypt, FHI 360 implements the **Integrated Management of Cultural Tourism (IMCT)** activity, which is strengthening Egypt's tourism industry, boosting local socioeconomic development, and ultimately will improve the quality of life for those living in Historic Cairo and Luxor Governorates. IMCT collaborates with the government of Egypt at the national and local levels to streamline legislative and regulatory environments and develop public-private partnership models to help stimulate private investment in cultural tourism. The project facilitates capacity-strengthening workshops for local businesses and residents, particularly women and young people, to enhance their skills in crafts, communications, digital marketing, and storytelling. IMCT also connects local business owners with microfinance institutions to help them develop higher-value tourism products and promote cultural tourism experiences.

Through the **Morocco Inclusive Socioeconomic Development in Beni Mellal-Khénifra**, FHI 360 works collaboratively with stakeholders in the Beni Mellal-Khénifra region to improve local governance to support regional growth and enhance livelihoods and business opportunities, with an emphasis on the inclusion of vulnerable citizens. FHI 360 conducted a set of destination reviews of the sustainable tourism market in the region and will be





GUATEMALA HONDURAS JAMAICA

LATIN AMERICA AND CARIBBEAN REGIONAL WORKFORCE DEVELOPMENT PROGRAM (ADVANCE)

- Labor market assessments of each country's tourism sector
- Value chain analyses to identify tourism workforce demands
- Evaluated demand for technical education graduates against the supply of qualified workers

DOMINICAN REPUBLIC

DOMINICAN SUSTAINABLE TOURISM ALLIANCE

- Supported micro- and small enterprises and community-based organizations through sustainable tourism
- Provided an integrated, transformational, systems-based approach to tourism
- Protected the country's natural resources

MOROCCO

MOROCCO CAREER CENTERS PROJECT

- Conducted tourism sector analysis to identify labor gaps and employment needs
- Established six career centers to help orient students to job opportunities in tourism sector

Inclusive Socioeconomic Development in Beni Mellal-Khénifra

- Conducted a set of destination reviews of the sustainable tourism market in the region
- Supported six communes in Beni Mellal province to work together to develop a project promoting more robust economic development for job creation through increased tourism

TUNISIA

Collaborative Action for Handicrafts Exports

- Helped spearhead an advocacy campaign to increase rural artisans' access to national forest lands
- Facilitated handicraft artisans' participation in ecotourism
- Introduced a new ecotourism product

JORDAN

LOCAL ENTERPRISE SUPPORT PROJECT

- Piloted ATLAS, a model that measures tourism impact on communities and destinations
- Supported product development and marketing in niche tourism subsectors
- Supported growth of tourism MSEs

EGYPT

Integrated Management of Cultural Tourism

- Developed public-private partnership models to stimulate private-sector investment in cultural tourism
- Facilitated capacity-strengthening workshops for local businesses and residents
- Connected local businesses to microfinance

NICARAGUA

MARKET-BASED OPPORTUNITIES FOR CONSERVATION AND SUSTAINABLE TOURISM PROJECT

- Developed new enterprise and employment opportunities for rural populations
- Introduced environmental best practices
- Capitalized new opportunities in growing nature-based tourism market

MALI

PAYS DOGON PROGRAM

- Improved livelihoods, income generation and food security for rural Malians
- Built stronger Malian tourism businesses and institutions and stimulated investments
- Showcased natural and cultural treasures of the region

UGANDA

SUSTAINABLE TOURISM ALBERTINE RIFT PROJECT

- Used tourism to drive economic development in communities near protected areas
- Created alternative livelihoods to reduce conservation threats
- Enhanced collaboration between public and private tourism sector stakeholders

ETHIOPIA

ETHIOPIAN SUSTAINABLE TOURISM ALLIANCE

- Enhanced economic development through sustainable tourism products
- Encouraged biodiversity conservation
- Engaged local communities to improve livelihoods

About FHI 360: FHI 360 is a global organization that mobilizes research, resources and relationships so people everywhere can access the opportunities they need to lead full, healthy lives. Our staff of over 4,000 experts work in more than 60 countries around the world.

WASHINGTON, D.C., OFFICE

1825 Connecticut Ave, NW
Washington, DC 20009 USA
T 1.202.884.8000
F 1.202.884.8400

FHI 360 HEADQUARTERS

359 Blackwell Street, Suite 200
Durham, NC 27701 USA
T 1.919.544.7040
F 1.919.544.7261

ASIA PACIFIC REGIONAL OFFICE

19th Floor, Tower 3 Sindhorn
Building 130–132 Wireless Road
Kwaeng Lumpini, Khet
Phatumwan Bangkok 10330
Thailand
T 66.2.263.2300
F 66.2.263.2114

EAST AND SOUTHERN AFRICA REGIONAL OFFICE

333 Grosvenor Street Hatfield
Gardens, Block B
Hatfield, Pretoria 0083 South
Africa
T 27.12.762.4000
F 27.12.762.4001

www.fhi360.org

conducting a labor market assessment to guide a sector recovery plan.

Through the U.S. Department of State-funded **Collaborative Action for Handicraft Exports** project, FHI 360 supports the development of artisanal essential oils and related products from northwest Tunisia. FHI 360 partnered with a local business, Tunisia Campers, to introduce a new ecotourism product in the botanically rich forest lands of northwest Tunisia, directly benefiting local women artisans through activities led by cooperatives, including soapmaking and preparation of traditional foods from the region.

Tourism was a focus sector of the **Jordan Local Enterprise Support (LENS)** activity, which supported competitiveness of micro- and small enterprises (MSEs) in Jordan. FHI 360 pioneered the Alternative Travel Local Analytics System (ATLAS), an empirical model that measures the impact of tourism on local communities in terms of revenue, job creation and investment. LENS partnered with Airbnb to build out its local experiences platform in Jordan. FHI 360's tourism activities strengthened ecosystems, expanded supply chains, and effectively integrated MSE owners into the tourism economy and provided them and their families with an additional source of income.

Under the **U.S. Agency for International Development (USAID) Morocco Career Centers Project**, FHI 360 conducted an industry analysis of the tourism sector to map career pathways, identify training and/or educational programs, and highlight skill and certification requirements. In collaboration with the Ministry of Tourism, FHI 360 established the tourism-focused Vocational Career Center in Marrakech. The project partnered with employers, including Accor Hotels and Sheraton, to identify human talent needs and ensure curricula are demand-driven.

In Nicaragua, the **USAID Market-based Opportunities for Conservation and Sustainable Tourism** project supported the development of new and diversified enterprises and employment opportunities for rural populations, while introducing sound environmental practices for protected areas.

Under the **USAID Global Sustainable Tourism Alliance**, FHI 360 led the implementation of seven programs that focused on tourism development, including activities to support cultural preservation, tourism product diversification, workforce development and sustainable natural resource use.

