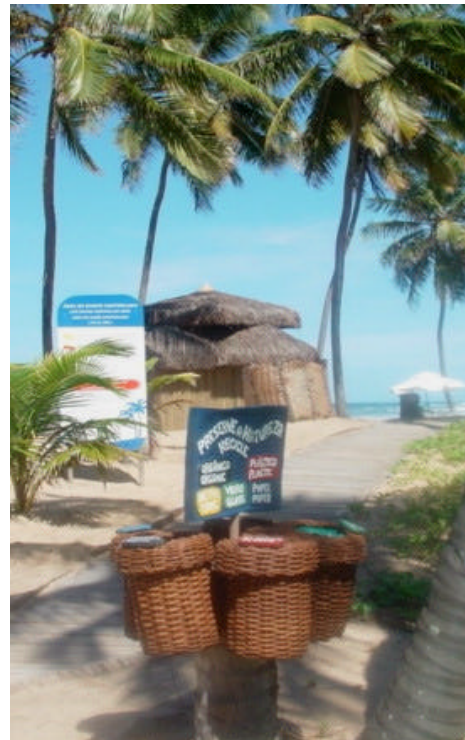




INCLUSIVE TOURISM IN NORTH EAST BRAZIL

WELCOMES POVERTY REDUCTION TO THE COCONUT
COAST



EXORT-LED POVERTY REDUCTION PROGRAMME OBJECTIVE

The Brazilian Inclusive Tourism (IT) project, launched at the end of 2003, aims to improve the livelihood of communities of thousands of people by involving them in the tourism value chains of tourism resorts in Bahia (MDG 1).

THE CONTEXT

In a region known both for its natural beauty and low level of Human Development Index, large resorts are attracting international tourists in increasing numbers. The Banco Real (Group Banco de Santander) plans to use the EPRP approach as a framework to test its “Real Tourism” concept and EPRP has agreed to provide the methodology, knowledge, and tools through technical cooperation delivered on the Costa dos Coqueiros (Coconut Coast). In return, the bank will make unique credit facilities available to cooperatives involved in the project.



ACTIVITIES

Opportunities for harnessing the entrepreneurial potential of the poor were identified through a demand survey, a community census and agro-industrial research. Agreements were signed with major hotels to encourage increased local sourcing of products and services. Using the EPRP tools available and supported by a tailor-made workshop, productive chains were analyzed and developed to include poor communities, e.g. organic waste recycling, fruits and vegetables, artisanal products, and cultural activities.

Two tourist resorts, "Costa do Sauípe" and "Reserva Imbassaí", the latter promoted by Reta Atlântico Investment Company, have received ITC's technical assistance. The Instituto Imbassaí was created to develop and manage projects geared towards capacity building and skills enhancement for direct employment in resort hotels and local restaurants.

As part of the replication efforts, 500 farmers will be involved in agriculture in the first phase. 350 people will be involved in creating cultural products and services for tourists. About 950 alumni per year will benefit from the newly established hotel-school for direct employment in hotels and tourism related jobs. The capacities will be developed to enable existing communities to become self-supporting.

RESULTS ACHIEVED SO FAR

A waste recycling plant started operations in 2007 with the capacity to produce 5 tons per day of solid organic fertilizers to meet farmers' needs. This is expected to generate an increase in the production of fruits and vegetables, to be sold to hotels, restaurants and self-catering apartments in the region. In addition to its environmental benefits, the plant allows 500 farmers to purchase organic fertilizer at subsidized rates (MDG 7). A warehouse for agricultural products has been built and is managed by a cooperative composed of 350 stakeholders (involving over 80 families), enabling them to market honey and other organic produce from the region.

IMPACT ON THE POOR

To date, capacity building activities, jointly organized with our partners, have provided employment for more than 2,000 people. Courses provided have included Computer Science, English, Environmental Education, Hotel Business, Civil Engineering, Organic Agriculture, Arts and Crafts, Design and Apiculture. Communities have been able to share in the benefits from the considerable increase in hotels constructed along this stretch of coast, with the local unemployment rate having now fallen from 30% to less than 5%.

Salary increases are already visible with the monthly income of 390 local women artisans having risen from US\$ 40 to US\$ 250 (MDG 3).

As a result of the replication phase, it is estimated that an additional 2,172 direct jobs and 1,216 indirect jobs will be created while local revenues will grow from zero to a respectable level in certain sectors and increase by around 100% in the agricultural sector.

FUTURE DEVELOPMENTS AND SUSTAINABILITY OF THE INTERVENTION

The project will be replicated and expanded on the 200 km "Costa dos Coqueiros" (Coconut Coast) where, in addition to the dozen existing resorts, about ten more will be built in the next 8 to 10 years. A cooperation framework has been formalized with Cluster de Turismo NGO to strengthen the ties between all participating resorts. Studies have been prepared outlining the best options for involving the local population in tourism related activities through employment and the offer of products and services most closely matching demand. Certain donors have already shown interest in financing portions of the project and implementation is scheduled to commence in the second semester of 2009.

FOR FURTHER INFORMATION, PLEASE CONTACT



Fabrice Leclercq
Export-led Poverty Reduction
Programme (EPRP)
International Trade Centre
Palais des Nations, CH-1211
Geneva 10, Switzerland
T. +41 22 730 0111
F. +41 22 730 0816
Leclercq@intracen.org