



# GEARING UP FOR INCLUSIVE TOURISM IN MOZAMBIQUE



## EXPORT-LED POVERTY REDUCTION PROGRAMME OBJECTIVE

The EPRP project in Mozambique was launched in September 2005, with the objective of involving and integrating local entrepreneurs and communities into the tourism value chain, improving the economic well-being of the local poor, enabling tourism growth and protecting the environment. The project is consistent with the Government of Mozambique's action plan for poverty reduction and with the recommendations of the Diagnostic Trade Integration Study of the Integrated Framework (IF).

## THE CONTEXT

Until the early 1970s, Mozambique was a premier tourism destination, rich in cultural heritage, natural beauty and wildlife. Decades of armed conflict destroyed much of Mozambique's tourism infrastructure and wildlife resources. Since the 1992 peace treaty, investment in the tourism sector has increased and tourist arrivals have continued to rise. However, most of the country's tourism potential exists within poor rural areas where participation of local communities and local entrepreneurs in the tourism industry is weak. Against this background, the Mozambican National Tourism Institute (INATUR) – previously (FUTUR) - has approached ITC to assist in developing an Inclusive Tourism project.

## ACTIVITIES

In the project's pilot phase, a Memorandum of Understanding (MoU) was signed with the União Geral das Cooperativas (UGC), a major local cooperative union, and the Dutch Development Agency SNV, to develop the production capacity of 1,600 farmers in the area of fruits and vegetables, in conformity with the demand from the Maputo hotels, restaurants and supermarkets. Subsequently, additional stakeholders including farmers associations and commercial distributors have been engaged to widen the scope and potential impact of EPRP's activities.

Another MoU was signed with INATUR, through which an additional 350 people benefited from training in bartending, housekeeping, cooking, reception and tourist guide skills. Prior to starting training, the national curriculum in these areas was revised, upgraded and modernized to meet international standards. Programmes were devised to enable students to become trainers in their chosen areas of competency.

## RESULTS ACHIEVED SO FAR

Baseline studies were conducted on 150 farmers in the Mahotas area by UGC. A demand study focusing on the hotels and restaurants, as well as an economic viability study for a packing house were conducted by SNV. The research indicated the need, demand and potential for the project's activities. Course materials and training programmes in advanced agricultural techniques have been sourced from Brazil and employed in the training of 148 farmers to date, with a further 400 scheduled to be trained in 2010. Three (3) training green houses are installed on UGC premises for continuing practical training and 10 pilot green house units have been installed on three (3) sites belonging to member farmers. Trials using these (13) units have proved successful in enabling consistent, quality and quantity production of selected crop varieties (identified through the demand study as most profitable / viable). An economic viability study and commercially viable structure for the packing house have also been completed and potential partners are being assessed with a view to linking small-scale farmers in the Boane, Namaacha and Moamba areas to commercial operations in 2010.

In collaboration with SENAC (Brazil), the national training curriculum in bartending and restaurant services was upgraded to meet international standards, and employed in the training and accreditation of (65) trainers in bartending, restaurant and kitchen services to date. In collaboration with Proserve International a national curriculum has been devised to train tourist guides and employed in the training of a pilot group of (25) trainee guides, sourced from both Maputo and provincial areas including Inhambane and Gorongozo National Park. Placements for accredited trainees have been secured with major tour operators in Maputo.

Further collaboration with Proserve International resulted in the upgrading of the reception and housekeeping curriculum which was then employed in training (25) hotel staff from a cross section of Maputo based hotels. These trainees are now able to replicate training in the hotels providing a basis for hotels to extend their training programmes for incoming staff.

To date, an average of 65% of selected participants in the training programmes have been women. The second round of training in all of the indicated disciplines will commence in 2010 and will be extended to include inclusive community tour development, small business management courses and the development of in-house training programmes with associated hotels.

## IMPACT ON THE POOR

Anticipated impact on the poor resulting from this project include; as much as a ten-fold increase in income derived by farmers selling produce to the packing house (from a current average sale price of USD \$0.20 per kg to an estimated average of USD \$2.00) and significant increases in the earning potential of individuals now trained in the service industry and able to secure lucrative positions therein. The replication of this project in rural areas will significantly increase the scope for improving the living standards of the poor by providing local communities with the required capacity to effectively serve and supply the tourist industry and operators in their areas.

## FUTURE DEVELOPMENTS AND SUSTAINABILITY OF THE INTERVENTION

Beyond direct interventions with poor farmers in the Mahotas and Boane areas of Maputo, the activities planned in the Boane area will evolve towards the opening of a farming training school for farmers from all regions of the country. Going forward, the project will collaborate with SNV and CBI, and may develop partnerships with the World Bank, SECO and the IFC, all of which are developing other similar projects in different provinces where replication of the Maputo project could be viably linked to rollout. Anticipated additional funding to be received in 2010 – 2012 will enable ITC to amplify the impacts of the groundwork established under the EPRP project to date through increased interventions in Maputo city and project replication in provincial areas.

## FOR FURTHER INFORMATION, PLEASE CONTACT



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