

Tourism and trade: ITC publications



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International tourism accounts for roughly 30% of global trade in services. For many developing countries, it constitutes the single largest foreign exchange earner. Tourism has linkages into many other parts of the economy, contributing to job creation and poverty reduction. It is estimated that one out of every eleven jobs worldwide is directly or indirectly interlinked to tourism.

ITC's specific competence lies in its trade orientation and its mandate to work with the private sector, especially internationalizing small businesses.

A complete collection of ITC's publication on inclusive tourism and trade is available for free online:

<http://www.intracen.org/publications/collections/>

ITC publications on tourism and trade

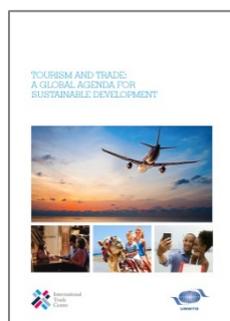


[Tourism for Sustainable Development in Least Developed Countries](#)

Tourism is a key trade development sector for many LDCs – as highlighted in 45 of 48 Diagnostic Trade Integration Studies analysed for this joint UNWTO-ITC-EIF report.

A must-read for the development community in this International Year of Sustainable Tourism for Development, the report provides guidance on how to design trade-related technical assistance for the tourism sector. It focuses on trade policies that promote prosperity for people and the planet, and contribute to the 2030 Agenda for Sustainable Development.

Published: 2017
Available in: English



[Tourism and Trade: A Global Agenda for Sustainable Development](#)

Tourism's huge potential for job growth and sustainable development justifies a greater share of aid and coordinated export strategies, outlined in this joint ITC-UNWTO report.

To reach its potential, tourism requires strong, coordinated action around tourism export strategies that address different frameworks governing the flows of travellers, services, goods and foreign direct investment. The report illustrates trade, investment and visa policies from the perspectives of the tourist journey and the tourism value chain.

Published: 2015
Available in: English

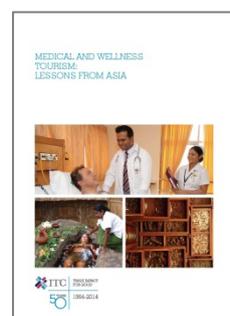


[Inclusive Tourism: Linking the Handicraft Sector to Tourism Markets](#)

With tourism as one of the top five sectors for 83% of developing countries, sustainable links between the handicraft sector and tourism are an important avenue for development.

This training guide analyses the tourism-related handicraft value chain so that producers can improve design, quality, cost, quantity and promotion through associations and social media channels.

Published: 2015
Available in: English



[Medical and Wellness Tourism: Lessons from Asia](#)

With health tourism on the rise, this study draws upon four Asian countries to offer insight into how developing countries can attract a greater share in this industry.

The study is relevant for all countries exploring market opportunities in medical and wellness tourism, with a global industry overview, country case studies and a summary of ITC assistance for market entry.

Published: 2014
Available in English

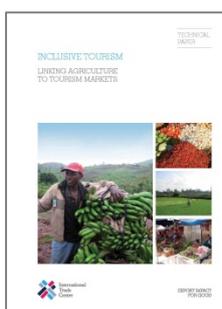


Inclusive Tourism: Building Local Capacity for the Tourism Job Market

This training module is intended for trainers in developing countries training employees in the area of hotel and hospitality management.

It covers hospitality products and services and allows trainers to transfer their knowledge and monitor employees to improve skills and effectiveness.

Published: 2012
Available in: English



Inclusive Tourism: Linking Agriculture to Tourism Markets

This training module focuses on linkages that can be created between poor farmers and the tourism sector, with prospective costs and benefits.

It covers accessing tourism markets and identifying the needs of buyers; selling products to tourism businesses; understanding the agricultural supply chain to tourism market; identifying potential constraints to the business; learning from the experiences and challenges of producers; and presents the ITC poverty reduction programme in Berimbau, Brazil, as a case study.

Published: 2012
Available in: English, French



Inclusive Tourism: Linking Artists to Tourism Markets

This training module promotes local creative industries in developing countries through the tourism value chain, with a view to poverty reduction.

It presents a framework to support local artists via the tourism sector; addresses the key aspects to be considered by the supply side (artists and their representatives), within this framework, and addresses the corresponding issues of the demand side (the tourism sector).

Published: 2012
Available in: English

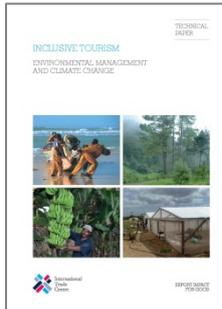


Inclusive Tourism: Linking Business Sectors to Tourism Markets

This training module provides professionals in the tourism sector with skills to expand opportunities for enhancing local community involvement in this sector.

It discusses potential involvement of local people and ways to expand the tourism supply chains with respect to socially and environmentally sustainable practices and deals with the linkages that can be created between local people and the tourism sector, and the potential costs and benefits.

Published: 2012
Available in: English

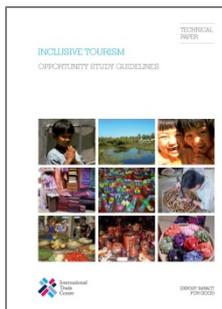


[Inclusive Tourism: Environmental Management and Climate Change](#)

This training guide focuses on how to manage tourism developments in terms of the environment, especially in the context of climate change and global warming.

It provides advice and guidance on the implementation of Sustainable Environmental Management, which comprises a set of management processes and procedures allowing tourism ventures to operate in environmentally sound ways, and to analyse and reduce the environmental impact of their activities.

Published: 2011
Available in: English



[Inclusive Tourism: Opportunity Study Guidelines](#)

This study explains how to identify viable projects adapted to tourism supply chains to promote poverty reduction.

It provides guidelines structured around three phases: the diagnosis of the current situation; project opportunities, prioritization and feasibility; and the development of a work plan.

Published: 2011
Available in: English