

# Training Programme on Sustainable Tourism and Local Development in Rural Areas through SSTC

## Challenges

Tourism is one of the economic sectors most affected by the COVID-19 pandemic, and this will impact especially the most vulnerable people: young people, women and migrant workers. The COVID-19 crisis is having a devastating impact on the global economy and employment and has paralysed the tourism industry, devastating economies that are largely dependent on tourism. Measures such as travel restrictions, flight cancellations and the closing of tourism businesses have had an immediate impact and have significantly diminished the supply of, and demand for, domestic and international tourism services. At the same time, tourism is a strong drive for recovery after the crisis with strong potential for economic growth and job creation. As such, the sector may play a key role in reinvigorating the global economy once the crisis is over. “Building back better” in the post-pandemic period could align the tourism industry more closely with the Sustainable Development Goals.

Even prior to the COVID-19 crisis, rural areas frequently found themselves in situations of economic decline, as a consequence of the fall in agricultural production, the loss of a part of their human resources (who emigrate to the cities), and the thin infrastructure endowment. Promotion of sustainable tourism in these regions may be an instrument for development that permits not only protection of heritage, environment and promotion of the cultural identity of the community, but also diversification of the economy and creation of new jobs that help to settle population and improve the quality of life. This approach entails strategies that base the tourist offering in development of the natural and cultural resources of the territory, including its agricultural and agro-livestock products and the traditional livelihoods.

Sustainable tourism is defined as a “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”. Within this principle, the sector features as targets in three of the 17 SDGs, namely SDG 8 on ‘Decent Work and Economic Growth’, SDG 12 on “Responsible Consumption and Production” and SDG 14 on ‘Life below Water’. Yet, with its wide reach and impact, the sector can and must contribute – directly and indirectly – to the achievement of all 17 SDGs, from generating inclusive growth and eradicating extreme poverty to combatting climate change, from fostering gender equality to conserving marine and terrestrial ecosystems, and from promoting dialogue among diverse cultures to enhancing mutual understanding and peace.

If not well managed, however, tourism can also contribute to destroying our unique cultural assets, harming the environment and disturbing social structures. Therefore, in order to maximize tourism’s positive impact and mitigate its potential risks, the entire tourism community – including policymakers, companies, tourists and other tourism stakeholders, as well as the development community at large – need to work together to promote responsible and sustainable tourism across the world. Governments need to develop effective and robust policy frameworks for sustainable tourism development. The private sector needs to demonstrate its full commitment to sustainability in core businesses models with enhanced action; and the international community needs to pursue a

more favourable and holistic approach to financing for tourism so as to realize its full potential as a driver of sustainable development and the achievement of the SDGs.

### **Towards a solution**

For the ILO, sustainable tourism is made-up of three pillars: social justice, economic development and integration of the environment. The ILO is committed to fostering local progress by maximizing the contribution of tourism to the economic prosperity of the destinations. The ILO also should generate revenue and decent work for the workers without affecting the surroundings and the culture of the place of destination, and should ensure the viability and competitiveness of the destinations and the companies, in order that they may continue to prosper and to generate long-term benefits.

The Training Programme on Sustainable Tourism and Local Development in Rural Areas through South-South and Triangular Cooperation was especially designed for policy makers, senior technicians and key socio-economic actors in the development of tourism at local and regional levels that carry out their activities in public and private institutions, in civil society organizations or international cooperation related to the subject of the course. The classroom course presents the approach of sustainable tourism as an instrument of local development in rural areas that allows diversifying the rural economy and creating employment in areas that are frequently in situations of economic decline and depopulation, also protecting cultural and natural heritage and promoting the identity of rural communities. Specific learning outcomes of the training programme are:

- Analyze COVID19's impacts on the tourism sector and identify strategies for recovery focusing on measures to support businesses and safeguard jobs by following ILO guidelines on decent work
- Reflect about responses to face the challenges in the short and medium term: promotion of domestic destinations, sanitarian measures, digital solutions, short supply chains for food, recovery of tourist confidence.
- Identify strategies that promote tourism to stimulate prosperous and inclusive development in rural areas.
- Analyze the opportunities that the tourism sector can offer to the most vulnerable rural populations, in terms of creating productive and quality work in the Global South.
- Know and value the different components that make up the tourist offer of a rural territory through the application of specific techniques and tools and approach the concepts of marketing and destination management.
- Share strategies that can empower rural communities in national and international tourism value chains;
- Promote the exchange of experiences, through South-South and triangular cooperation, with focus in sharing initiatives to the tourism sector recuperation after pandemia and promote South-South and Triangular cooperation.

The ILO Partnerships and Field Support Department (PARDEV) and the ILO International Training Centre (ITC-ILO) work jointly to facilitate the participation of institutions from the Global South (with scholarships provided for participants) and enhancing the South-South and Triangular Cooperation mechanisms and procedures among these institutions. The purpose of this collaboration is to promote the potentialities of South-South and Triangular Cooperation between institutions on the design and

implementing strategies of sustainable tourism as a vehicle for decent work, economic growth and sustainable development.

The Sustainable Tourism and Local Development and Rural Areas course was based on a peer-learning methodology, with continuous exchanges between students, through an applied and participatory approach, giving prominence to concrete experiences based on the vision of sustainable tourism. Due to the limitations imposed by the COVID-19 pandemic, the course was first launched virtually, with online learning modules, a discussion forum and regular webinars to share experiences among participants.

The course included a module on South-South and Triangular Cooperation, focusing on existing and potential contributions of SSTC to sustainable tourism, how participants can engage with SSTC and exchanging knowledge and good practices. Participants engaged in exchanges through the ILO's SSTC platform [South-South Meeting Point](#), in the platform's thematic subspace for sustainable tourism and rural development, and the course included a [SSTC webinar](#). Finally, during the course all the participants were requested to present good practices of South-South and Triangular Cooperation for decent work and sustainable tourism, highlighting successful practices that are already in place in their institutions and countries and/or potential for future SSTC exchanges. The good practices shared by participants were collected for publication (forthcoming).

#### **Supported by**

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#### **Implementing entities**

International Training Centre - International Labour Organization (ITC-ILO)

#### **Regions involved:**

Latin America and the Caribbean, Africa

## Training Programme on Promoting Disaster Risk Reduction and Sustainable Local Development through SSTC

In the current context of the COVID-19 pandemic, local communities are facing increasing pressures and critical disruptions in how they function. The imminence of this and other threats, such as climate change, make it urgent to build resilience by addressing the vulnerabilities that make communities and institutions susceptible to the damaging effects of any type of risk or threat. Resilience can be described as the capacity of families, communities and systems to anticipate, resist, absorb, adapt and recover from the effects of crises, stresses or threats.

Disaster risk reduction (DRR) is the set of systematic efforts aimed at the analysis and management of the causal factors of disasters, including reducing the degree of exposure to hazards, reducing the vulnerability of people and property, adequate soil and environmental management and better preparedness for adverse events. Any emergency demonstrates that disaster risk reduction cannot be understood as an activity that responds to isolated or conjunctural actions, but as a component that is horizontally integrated in all activities of a territory: it is part of the integral process of local development and the construction of resilient societies.

It has also become clear that while the enabling, guiding and coordinating role of national and federal governments remains essential, local authorities and communities need to be empowered to reduce disaster risk, including through resources, incentives and decision-making responsibilities. The Sendai Framework for Disaster Risk Reduction has reaffirmed the urgency of fully engaging authorities at the local level with DRR, as well as articulating responsibilities across public and private stakeholders, strengthening partnerships to build resilience. The fact that many countries in the South face similar conditions of vulnerability provides a great opportunity to share knowledge, capacity and learn from each other. South-South and triangular cooperation can thus be a tool for peer-learning and mutual support in building resilient communities and societies.

### **Towards a solution**

The objective of this course is to contribute to strengthening the capacities of local actors to integrate disaster risk reduction into local development processes. The course is aimed at technicians, managers and heads of public and private institutions involved in local development processes and disaster risk reduction as an integral part of local development processes. The course proposes the study of theoretical concepts and the development of practical tools in prevention, preparedness, reconstruction, climate change and strategic planning for local development.

The specific objectives of the course are:

- Share and develop theoretical knowledge and practical tools to incorporate disaster risk reduction as an integral part of local development processes.
- Carry out risk analyses that take into account all components: territory, hazards and vulnerabilities, and capacities.
- Develop disaster response preparedness plans that have as a main objective to safeguard human life, protect infrastructure and the environment with a medium and long-term vision.

- Understand the recovery and reconstruction processes as an opportunity to build back better in order to avoid or reduce the risk of future disasters
- Understand relationships and synergies between the disaster risk reduction approach and climate change adaptation.

The ILO Partnerships and Field Support Department (PARDEV) and the ILO International Training Centre (ITC-ILO) work jointly to facilitate the participation of institutions from the Global South (with scholarships provided for participants) and enhancing the South-South and Triangular Cooperation mechanisms and procedures among these institutions. The purpose of this collaboration is to promote the potentialities of South-South and Triangular Cooperation between institutions on the design and implementing strategies of disaster risk reduction as a vehicle for decent work, economic growth and sustainable development.

The training programme on Promoting Disaster Risk Reduction and Sustainable Local Development through SSTC was based on a peer-learning methodology, with continuous exchanges between students, through an applied and participatory approach, giving prominence to concrete experiences based on the vision of disaster risk reduction. Due to the limitations imposed by the COVID-19 pandemic, the course was first launched virtually, with online learning modules, a discussion forum and regular webinars to share experiences among participants.

The course included a module on South-South and Triangular Cooperation, focusing on existing and potential contributions of SSTC to disaster risk reduction, how participants can engage with SSTC and exchanging knowledge and good practices. Participants engaged in exchanges through the ILO's SSTC platform [South-South Meeting Point](#), in the platform's thematic subspace for disaster risk reduction and fragile-to-fragile cooperation, and the course included a [SSTC webinar](#). Finally, during the course all the participants were requested to present good practices of South-South and Triangular Cooperation for decent work and disaster risk reduction, highlighting successful practices that are already in place in their institutions and countries and/or potential for future SSTC exchanges. The good practices shared by participants were collected for publication (forthcoming).

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Latin America and the Caribbean, Africa

**Countries involved:** Global

## SSTC for including young people and women in vulnerable situations in vocational training

### Challenges

Central America is considered one of the most violent regions in the world. Different forms of criminal activities, such as organized crime, trafficking of arms, migrants, merchandise, hitmen, sexual and labor exploitation, drug trafficking, human trafficking, common crime in the streets, and others, are no longer a "local" problem, but a "regional" one. Young people, having few decent work opportunities and employment perspectives, are more likely to get involved with gangs (*maras*), with men between 15 and 34 making up the large majority of homicide victims. Violence also disproportionately affects other groups and sectors of the population, particularly women and girls, adolescents, indigenous and rural communities, migrants, refugees and asylum seekers, the LGBTH+ community, as well as human rights defenders, including trade unionists, environmental activists and journalists. The region also faces persisting gender gaps in the labour market (particularly for the lower income deciles) and lack of opportunities for decent job opportunities, leading to mass migrations.

The region struggles to bring education, particularly professional and vocational training, to middle-level technical and professional levels. Education and training can allow for a better insertion in the global economy, as well as to expand the labour options of the population by raising the quality of employment and, therefore, favouring the human development of the population and a greater social integration. The Vocational Training Institutes (VTIs) in Central America have increased the percentage of female enrolment in their training services, but sectoral segmentation by sex between activities traditionally considered masculine or feminine persist. Women concentrate in short courses, fewer careers and those with fewer employment prospects, lower remuneration and poorer working conditions. In 2019, the research 'Relevance of Vocational Technical Training in Central America and the Dominican Republic' points out among its conclusions: "In general terms, the two most important challenges of TVET are to increase coverage (territories, especially vulnerable populations, women) and to align the supply with the needs of the labor market (current and future). Expanding coverage requires greater resources for investment in infrastructure, teachers, etc., at a time when countries seem to have little room for further investment. However, there is an opportunity in the use of technology for virtual and distance education to improve coverage with more flexible systems that include recognition of prior learning (including that provided by the companies themselves)".

There is room to learn from experiences from other Latin American countries that have tested innovative models and useful tools to improve the quality of training programs and expand their coverage to make them more inclusive. In Mexico, the Youth Building the Future program aims to benefit 2.3 million young people between the ages of 18 and 29 who have not yet participated in the economically productive processes of Mexican society. It is a workplace training program that provides a monthly scholarship of 3,600 pesos (US\$187) to train them for one year. Private companies, public institutions and social organizations participate. In Brazil, SENAI (one of the main professional training centres in Latin America) has an intrinsic relationship with the industry, leading to extensive experience in designing demand-driven training programs. It has pioneered the use of technology

prospecting tools and in recent years has provided technical assistance to members of the Central American and Dominican Republic VTI Network (REDIFP). In Argentina, the Support Program for Youth Employment targets young people between 18 and 24 years of age, unemployed and without complete secondary education, who find it difficult to access the formal labor market. The project seeks to promote some 540,000 young people in vulnerable socio-economic conditions to obtain quality employment through training, job coaching, intermediation and other employment services.

### **Towards a solution**

This SSTC initiative aims at strengthening and promoting strategic cooperation between vocational training institutes in Central America and the Dominican Republic with the support of strategic partners: Argentina, Brazil and Mexico. The framework of exchange and collaboration focuses on the development of a tripartite roadmap for the promotion of the inclusion of young people in vulnerable situations (especially women) in vocational training programs. The roadmap aligns with labour demand, making use of innovative modalities such as the use of information and communication technologies, and a better use of apprenticeship in the enterprise (dual or alternate training). Special attention is given to strengthening the gender equity commission of the institutes that make up the REDIFP, updating the diagnostic on gender equality in vocational training, systematizing good practices, reviewing and updating the Network's gender strategy. This roadmap will point the way to the search for the financial support needed to strengthen vocational training institutes in Central America and the Dominican Republic.

This initiative, facilitated by the International Training Centre of the International Labour Organization (ITC-ILO), is fully virtual. A portal was developed to implement meetings and distance education using virtual and augmented reality. Staff of REDIFP and Mexico is taking part in training, with at least one representative from each institution in the network. Experts from Argentina, Brazil and Mexico will also participate in the programme, providing advice for the design and implementation of plans for organizational improvement. This capacity-building programme is based on a peer-learning methodology, with continuous exchanges between institutions, through an applied and participatory approach, giving prominence to concrete experiences of innovative training modalities. The programme also incentivizes participating institutions to think of collaborative approaches to developing innovative training modalities, through needs-matching, collecting/sharing good practices, and a community of practice portal for discussions.

Products of the initiative, including the collection of good practices, will also be made available for a wider public, allowing members of the REDIFP network and Mexico, constituent members of the ILO, development practitioners, and potential donors to learn about the content of the SSTC project, its discussions, progress, and the agreed-upon roadmap. A subregional tripartite workshop is planned to present the results of the initiative, including the collection of good practices and the roadmap developed through the virtual training programme. Presentations will focus on the extent to which and with what tools and methodologies the members of the REDIFP network are supporting the inclusion of young people in vulnerable situations, especially women, in vocational training and in-company learning programs, especially using innovative training modalities, including the use of information/communication technologies and the expansion of in-company apprenticeship programs. The initiative intends to have at least two pilot programmes designed to promote quality and inclusive

vocational training in REDIFP member institutes, with technical assistance from experts from Argentina, Brazil, Mexico and the ILO itself, with a gender perspective.

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**Implementing entities**

International Training Centre - International Labour Organization (ITC-ILO)

**Regions involved:**

Latin America and the Caribbean

**Countries involved:** Costa Rica, Dominican Republic, Honduras, Guatemala, Nicaragua, Panama, El Salvador, Mexico, Brazil, Argentina

## South-South Private Sector Partnership: CEMEX's engagement with Disaster Risk Reduction

### Challenges:

Global recognition of the effects that climate change and disasters will have on economic growth, community well-being, and the financial and economic systems is growing rapidly. For businesses, large and small, to survive and even thrive in this environment, they need to adapt quickly and prepare ahead. The current COVID-19 pandemic created an additional layer of pressure and disruptions stemming from a biological hazard, underlining the pressing need for societies to become more prepared and capable to deal with disasters.

The Sendai Framework for Disaster Risk Reduction (DRR) 2015-2030 puts emphasis in risk management, putting behind a paradigm that dealt only with the moment of disasters, to highlight the importance of reducing existing risks, preventing new ones and strengthening resilience. The Sendai Framework also highlights the pressing need for all-of-society and all-of-State institutions engagement, recognizes a broad range of relevant stakeholders and highlights the importance of building platforms, strengthening international cooperation and global partnerships. The Sendai Framework highlights the importance of South-South and Triangular Cooperation as a tool to harness the full potential of countries and supporting their national capacities in disaster risk management and to improve the social, health and economic well-being of individuals, communities and countries.

In particular, the Sendai Framework for DRR calls the private sector to integrate DRR into their management practices, especially in micro, small and medium-sized enterprises (SMEs), who are often the most vulnerable to threats and hardest-hit by disasters. The private sector is called to engage fully with global DRR efforts, including:

- Awareness-raising and training for employees and customers;
- Engagement in and support for research and innovation, as well as technological development for DRR;
- Knowledge-sharing;
- Active participation, as appropriate and under the guidance of the public sector, in the development of normative frameworks and technical standards that incorporate disaster risk management.

The International Labour Organization's (ILO) approach to DRR considers the impacts of conflict and disasters on businesses as a part of a larger disruption on jobs and livelihoods with long lasting impacts on the economy, the capacity for development of countries, on generations of children and young people, on governance and rights and on institutions. Through its [Recommendation 205](#), adopted in 2017, the ILO emphasized the importance of full, productive, freely chosen employment and decent work to promote peace, preventing crisis situations arising from conflicts and disasters, enabling recovery and building resilience. The ILO has also [highlighted the role of the private sector](#) in sustainable development, including micro-, small and medium-sized enterprises, to ensure growth, investment and the creation of decent and productive employment, as well as the importance of

maximizing the development potential of the private sector and promoting an enabling environment for sustainable and resilient enterprises.

### **Towards a solution**

CEMEX is a Mexican multinational building materials company with activities in over 50 countries across the Americas, the Caribbean, Europe, Africa, the Middle East and Asia. CEMEX engages with multiple sustainability-related programmes and initiatives, and in 2015 it became a founding member of ARISE, a private sector initiative led by the United Nations Office for Disaster Risk Reduction (UNDRR) whose members voluntarily commit to align with the Sendai Framework for Disaster Risk Reduction. ARISE is a key mechanism for collaboration in DRR, currently joining efforts of over 280 private companies in Mexico and Costa Rica to strengthen strategies for Comprehensive Disaster Risk Management (CDRM) across the private sector.

Engaging with the Global Council of the initiative, CEMEX participates in formulating global strategies in DRR and was part of the pilot implementation of a national ARISE network in Mexico, to be adapted in other countries in Central America and the Caribbean. Working as a network with other companies at the national and international level, as well as multi-sector coordination (including the public sector) allows the private sector to have access to a large pool of good practices in CDRM, leading to more assertive DRR investments with fewer resources and greater impact. Key results include:

- Workshops for the elaboration of Business Plans for DRR with UNDRR, having trained 67 representatives from the private sector
- Informative meetings of the network with the attention of representatives of 179 companies.
- 51 companies in the process of becoming members
- Establishment of a multi-sector Board of Directors with:
  - 15 representatives of the most strategic institutions at the national level
  - A Technical Council with specialists advising the Board of Directors
  - One permanent observer from the United Nations
  - Direct Coordination with the Federal Government, identifying ARISE Mexico as the strategic ally for coordination with the Private Sector in CDRM.
- High level ARISE MX educational Forum held in October 2019
- Creation of the ARISE MX Award for social innovation in CDRM within the business sector.
- Engagement with the proposition of a new General Law for CDRM (formerly Civil Protection), including the private sector under the concept of responsibilities and incentives.
- Communication strategy through CEMEX's own channels to disseminate knowledge.

As voluntary network, with common benefits and individual impact, the practice is highly adaptable to other contexts. It is crucial to align strategic alliances with business models and partner companies' missions and objectives. Moreover, a through adaption requires taking into consideration the differences in risks and mitigation strategies in different countries.

In addition to ARISE, CEMEX has also engaged through its Resilience and Urban Transformation Advisor with the International Training Centre of the International Labour Organization (ITC/ILO) training programme on Local Development and Disaster Risk Reduction in 2019. Based on a peer-learning methodology, the programme connects DRR and local development practitioners of public and private institutions, discussing strategies of disaster risk reduction as a vehicle for decent work, economic

growth and sustainable development. Participants take part in building a community of practice, sharing knowledge and experiences for promoting DRR and the Decent Work Agenda through South-South and Triangular Cooperation methodologies. Through the programme, CEMEX has shared its experience and knowledge through the ITC/ILO Collection of [SSTC Good Practices for DRR and Decent Work](#), the ILO's South-South Meeting Point [thematic space](#) for DRR and Fragile-to-Fragile cooperation and [communication channels](#).

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**Regions involved:**

Latin America and Caribbean