



# Brazil

## Communities Benefiting from Tourism in Bahia

### EPRP objective

The Brazilian communities-benefiting from tourism (CBT) project, started late 2003, aims to improve the livelihood of 11 communities, representing 9,500 people by involving them in the tourism value chains of tourism resorts in Bahia (MDG 1).

### The context

In a region that is well known not only for the beauty of its natural environment but also for the low human development levels, Costa do Sauípe, the largest Brazilian tourism resort (operated by Accor, Renaissance, Marriott, Superclubs Breezes), attracts an increasing number of international visitors.

On one hand, the Bank of Brazil is using the EPRP approach as a frame to implement one of its community development programmes, a contribution to the Zero Hunger Programme promoted by President Lula. On the other hand, EPRP agreed with the Bank to transfer its CBT methodology, knowledge, and tools through its technical cooperation delivered to Costa do Sauípe.



### Activities

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

A neighbouring international tourist resort, called "Reserva Imbassaf", promoted by Reta Atlântico is currently replicating this CBT experience. The Insituto Imbassaf, created to develop and manage this new project component has selected three value chains: agriculture, culture, and Capacity building and skills enhancement for direct employment in resort hotels and local restaurants.

### Results achieved so far

A waste recycling plant has just started its operations with the capacity to produce per day 5 tons of solid organic fertilizer or 5,000 liters of liquid fertilizer. The idea is to increase the production of fruits and vegetables, to be sold to the hotels, restaurants and self-catering apartments in the region. In





In addition to these environmental benefits, it also allows 500 farmers to purchase organic fertilizer at subsidized rates (MDG 7). Furthermore, a warehouse for agricultural products – managed by a cooperative composed of 350 stakeholders – has been constructed and is marketing honey already involving 80 families and other organic produce of the region.



### Impact on the poor

The capacity building activities ensured a job for more than 2,000 people. Courses were provided in: computer science, English, environmental education, hotel businesses, civil engineering, organic agriculture, arts and crafts, design, apiculture, etc.

Moreover, the considerable increase of hotels built on the same coast has brought the local unemployment rate from 30% to less than 5%.

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

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### uture developments and sustainability of the intervention

A process has been initiated to use these two pilot experiences to expand on the 200 Km “Costa dos Coqueiros” (Coconut Coast) where, in addition to the dozen existing resorts, about twenty 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 are now ready with the best options to involve the local population in tourism related activities through employment and the offer of products and services matching the demand. In agriculture 1,000 farmers will be involved in the first phase. 350 people will be involved in creating cultural products and services for the tourists. About 950 alumni will benefit per year of the newly established hotel-school for direct employment in hotels and tourism related jobs.