



Victoria Management School – Tourism Management Group

TOURISM MANAGEMENT SEMINAR

We are pleased to present the following seminar in our 2011 series:

Dr Trevor Sofield

Professor of Tourism, University of Tasmania

Value Chain Analysis and its Application for Poverty Alleviation in a Tourism Development Context

Thursday, 24 March 2011, 12:15 - 13:15, followed by coffee

Rutherford House, 23 Lambton Quay, Level 12, Boardroom

Achievements in community-based tourism enterprises (CBTEs) have often been disappointing. Strong pro-poor impact is not automatic; the 'trickle-down effect' may have little impact on the poorest and most vulnerable members of a community. This address challenges the orthodoxy of community based tourism as an effective tool for poverty alleviation and advances the argument that treating tourism as a system and applying supply chain/value chain analysis provides a useful way to identify specific interventions with sound prospects for achieving poverty reduction. Conceptually, it is suggested that we need to expand our thinking from CBT (Community based tourism) to CBtT – Communities Benefitting through Tourism - in order to encompass many more impoverished communities with a range of tourism- connected activities than cannot be reached through the conventional approach to CBT. The presentation will be illustrated with results from a recent (October/November 2010) tourism value chain analysis of Samoa that assessed opportunities for strengthening linkages between the agricultural sector and the resorts/hotels sector.

Dr. Trevor Sofield is Foundation Professor of Tourism at the University of Tasmania; he holds a concurrent appointment as Research Professor of Tourism at Sun Yat Sen University, Guangzhou, China in the Center for Tourism Planning and Research.