

“فيروس نقص المناعة البشرية والإيدز وعالم العمل
في الأردن : التحديات وإجراءات مكان العمل“
13/11 عمان
11/12 العقبة

Projects on HIV/AIDS in tourism and hospitality sector

by
Michela Martini

Technical Specialist

*ILO Programme on HIV/AIDS and the world of
work*

ILO Beirut

تحضير
ميكيلا مارتيني

متخصصة فنية

برنامج منظمة العمل الدولية بشأن فيروس
نقص المناعة البشرية/الإيدز وعالم العمل

منظمة العمل الدولية، بيروت





WHY?





“Tourism means **jobs** ...
It is the world's largest industry ...It
reduces poverty, builds new **roads,**
airports, hotels and hospitals...”

UNWTO Secretary - General a.i.,
Taleb Rifai UNWTO International Conference on
Tourism Statistics (Bali, Indonesia, 2009).



“ This is a great industry, millions of jobs depend on it and it creates a huge amount of wealth for our country and I believe it can be even greater in the future ”

Gordon Brown, UK Prime Minister

“ Tourism is the most effective and least expensive way to bring about social inclusion. It is an activity that can generate work for millions of adolescents. Tourism is the tool to restore hope to these people ”

Luiz Inacio "Lula" da Silva,
President of Brazil

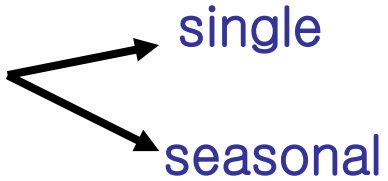
.....can play a vital role in the
G20-led economic recovery.





HIV/AIDS affects tourism & hotel industries:

(employs approx. 238 million people worldwide)

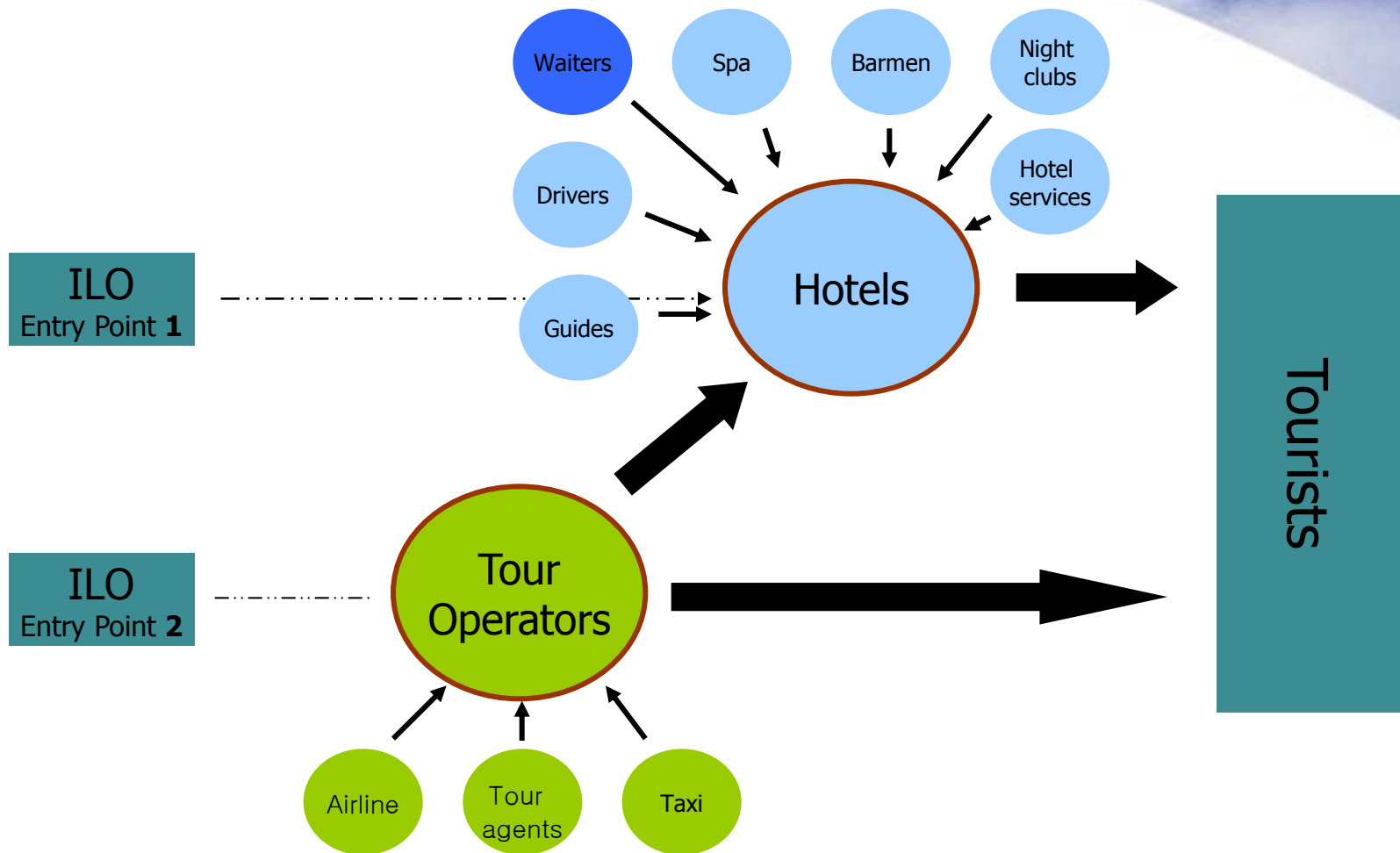
- It can easily reach young people 
 - single
 - seasonal
- Hotel workers have contacts with tourists & local community (formal and informal workers).
- Alcohol, drugs and gambling risk factors in the spread.



HOW ?



Collaboration with Hotel Industry and Tour Operators





W H A T?

Brainstorming: joint collaboration





Collaboration between UNWTO and ILO:

- ✓ Agreement between ILO and UNWTO was approved in March 2008 (301st session).



- Engaging the Public sector: Ministry of Labour, Ministry of Health and Ministry of Tourism
- Engaging the Private sector: employer's organizations , trade unions and management, workers representatives at the workplace level.

Government + Workers + Employers

- Collaborate with **UNWTO**: mobilize hotel chains, airlines services, tour operators and tour agents.
- Promote PPP with national parties representing Tourism
- Partnership with “new” Donors.





- Scale up BCC workplace programmes.
- Integrate of HIV/AIDS in HRD + OSH programmes.
- Cooperate with vocational hotel and training schools (*HIV/AIDS sessions during student holidays before summer hotel internships*).
- Focusing on tourism workers: trainings in “low” tourism season before “peak” season.
- Linking actions to major events related to tourism sector (FIFA World Cup 2010).



2010 FIFA World Cup South Africa Hospitality Programme 11 June - 11 July 2010

The FIFA Medical Committee and the FIFA Medical Assessment and Research Centre (F-MARC) cordially invite you to a conference on Football Medicine in Africa prior to the 2010 FIFA World Cup™.

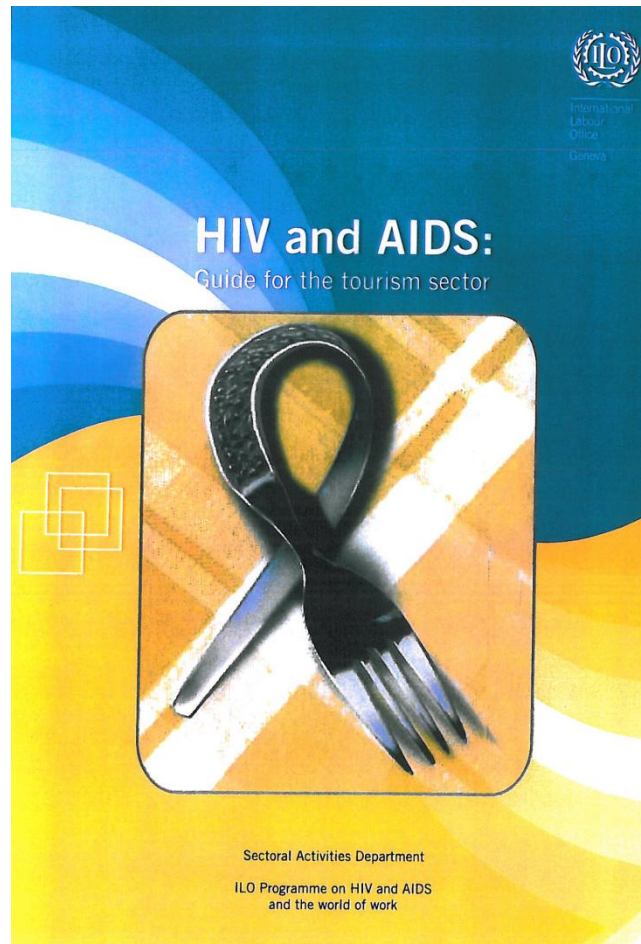


3rd International Football Medicine Conference

19-21 February 2010 | Sun City | South Africa



ILO HIV and AIDS: Guide for the Tourism sector





SHARE (Strategic HIV/AIDS Responses in Enterprises)

2001

- India

2002

- Benin
- Ghana
- Cambodia
- Belize
- Guyana
- Togo

2003

- Ethiopia
- Barbados
- Jamaica
- Botswana
- Lesotho
- Nepal
- Russian Federation
- South Africa
- Swaziland

2004

- Burkina Faso
- Cameroon
- Malawi
- Indonesia
- Sri Lanka
- China
- Trinidad and Tobago
- Madagascar (2007)





SHARE

Strategic HIV/AIDS Responses in Enterprises

- 1) To reduce risk behavior among targeted workers
- 1) To reduce employment-related discrimination

Key characteristics of our strategy



- Fact-finding basis (quantitative and qualitative)
- Participation and ownership
- Results-oriented
- Comprehensive



SHARE in numbers

- **More than 650 partner enterprises** representing a workforce of about a million **workers**, are currently receiving assistance from SHARE.
- **More than 4,000 government officials, key members of employers' and workers' organizations** have received in-depth training on the development of HIV/AIDS workplace policies and programmes.





SHARE in numbers

- **About a thousand workers and managers** have been involved in the development of their workplace behaviour change strategy and programmes with the technical assistance of the ILO.
- So far, approximately **5,000 peer educators** have been trained in partner enterprises.



SHARE in numbers

- **About a thousand workers and managers** have been involved in the development of their workplace behaviour change strategy and programmes with the technical assistance of the ILO.
- So far, approximately **5,000 peer educators** have been trained in partner enterprises.



SHARE in numbers

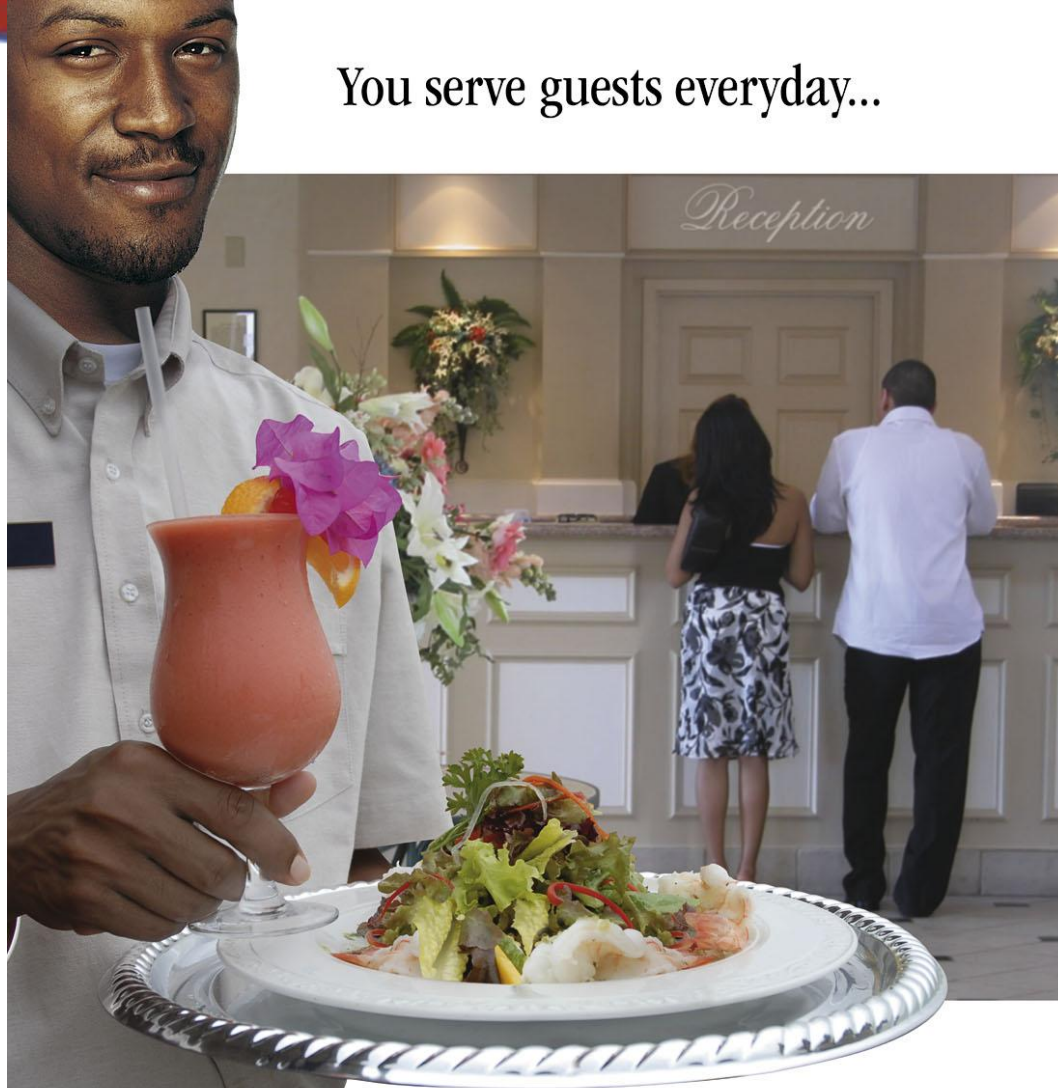
- From the 24 countries covered by SHARE
- 17 have selected the tourism and hospitality sector. More than 65 enterprises from this sector have signed a memorandum of cooperation with the ILO.

Using most appropriate channels to reach targeted workers





You serve guests everyday...



Serving yourself is just as easy

Abstain
Be Faithful
Condom everytime



International Labour Organization

CONDOMS SHOULD BE USED CORRECTLY & CONSISTENTLY WITH EVERY SEXUAL ENCOUNTER
Produced by the ILO HIV/AIDS Workplace Education programme in Barbados, supported by the United States Department of Labour.

Êtes-vous un leader ?



M. Vincent DUJARDIN,
Directeur Général,
SOFITEL OUAGA 2000
(Hôtel Lybia),
Burkina Faso

M. Vincent DUJARDIN est le premier responsable de son comité d'entreprise de lutte contre le VIH/sida. A ce titre, il s'implique personnellement dans la mise en œuvre de la politique et du programme de communication de changement de comportement de l'entreprise.

Il est également membre fondateur de « l'Action des Entreprises Contre le VIH/sida au Burkina Faso » AECV-B.



Stop SIDA - Tenez la promesse



BITSIDA



HIV/AIDS workplace programme



A step-by-step approach

1. Advocacy
2. Development of workplace policy
3. Development of materials and dissemination plan
4. Training of peer educators
5. Access to services (and referral systems)
6. Integration of HIV/AIDS in current enterprise activities
7. Special events
8. Supervision and monitoring



With your support and your HIV workplace initiatives we can reach the goal of

- ☑ Zero new HIV infections
- ☑ Zero stigma and discrimination

Now there is the momentum !



نشكر لكم اهتمامكم

ميكيلا مارتيني

المنسقة الإقليمية لفيروس نقص المناعة البشرية/الإيدز وعالم العمل
فريق العمل الفني المعاون للعمل اللائق في الدول العربية
المكتب الإقليمي للدول العربية في بيروت التابع لمنظمة العمل
الدولية

martini@ilo.org



It is still best time to act on
AIDS at the workplace