■ Table of Contents

PREFACE Beth Jenkins, CSR Initiative, Kennedy School of Government, Harvard University	4
2. THE ROLE OF THE TOURISM SECTOR IN EXPANDING ECONOMIC OPPORTUNITY	8
3. THE BUSINESS CASE FOR ENGAGEMENT	11
3.1 Mitigating Business Risk	
3.2 Building Business Opportunities	
3.3 Addressing Obstacles to the Business Case	
4. BUSINESS STRATEGIES FOR EXPANDING ECONOMIC OPPORTUNITY	16
4.1 Creating Inclusive Business Models	
4.2 Developing Human Capital	
4.3 Building Institutional Capacity	
4.4 Helping to Optimize the "Rules of the Game"	
5. CONCLUSIONS AND LESSONS	23
5.1 Lessons for the Tourism Sector	
5.2 Lessons for Governments	
6. CASE PROFILES	25
6.1 Serena Hotels and the Aga Khan Development Network, East Africa	
6.2 Starwood Hotels & Resorts and the Haciendas of the Mayan World Foundation	
6.3 Environmental Quality International and the International Finance Corporation, Egypt	
6.4 Spier Estate, South Africa	
6.5 Wilderness Safaris and the Makuleke Land Restitution and Conservation Project	
6.6 Sandals Group, Caribbean	
6.7 Youth Career Initiative	
6.8 Developing Human Capital for the Tourism Sector: InterContinental Hotels Group's IHG Academy in China and the Global Travel & Tourism Partnership	
6.9 The United Nations World Tourism Organization's Business Council and ST-EP Program	
END NOTES	46
REFERENCES	50