

# Belize - Recovery model for tourism and agricultural sectors



## Summary

To help ignite economic growth of agriculture and tourism businesses in Belize, we developed a transformative programme to give technical and business advisors the skills needed to offer direct support to farmers, farmer's associations and agriculture and tourism businesses. Taking a holistic view of the challenges facing these two vital industries, we also helped develop a skills development ecosystem.

## Background

Belize has faced economic challenges, worsened by the pandemic's impact on agriculture and tourism which has resulted in declining social indicators, high poverty and unemployment, along with threats to the environment.

People 1st International was commissioned by the Inter-American Development Bank (IDB) to help the government of Belize to address these issues through the development of a recovery model of the tourism and agricultural sectors.

The aim was to improve incomes, promote sustainable livelihoods, enhance competitiveness and increase climate resilience in micro, small and medium Enterprises (MSMEs) within the agricultural and tourism sectors.

## Solutions

A transformative programme of training was developed and delivered to forty individuals to provide them with the skills needed to become competent advisors and offer direct support to farmers, farmer's associations and agriculture and tourism micro, small and medium enterprises. The training gave advisors the skills to assist business and farm owners to craft effective business plans, access funding, and successfully use the funds and assistance to implement their plans.

With a strong emphasis on economic growth through profitable, environmentally sustainable and climate resilient strategies, the advisors were trained to help the farms and businesses to achieve their full potential through improved business management, efficient practices, recruitment, retention, marketing strategies and stakeholder collaboration, along with longer-term planning to combat the effects of climate change.

To ensure the long-term sustainability of the project, sixteen individuals who had successfully completed the advisor training were chosen to extend their involvement by participating in an additional 1.5-day Train the Trainer programme. This additional training equipped them with the skills needed to effectively train future cohorts of advisors and to make any updates to the training programme to ensure that it remains fit for purpose and future-proof.

To take a holistic view of the challenges facing these two vital industries in Belize, skills needs research and engagement was also conducted with stakeholders in the country to explore potential approaches to the development of a 'Skills Development Ecosystem' tailored for the agriculture and tourism sectors.

## Outcome

The collaboration between People 1st International, the IDB and the Government of Belize has provided the foundation for sustainable development in the agriculture and tourism sectors. As a result of the training, advisors have been empowered with the skills and knowledge to effectively support agriculture and tourism businesses and will embark on a journey to directly support up to 1500 farmers, 60 farmer's associations and agriculture, and 200 tourism MSMEs, helping to enhance incomes and promote sustainable livelihoods.

Our skills need research and engagement with stakeholders in the country highlighted that the creation of an enabling environment for sustainable and inclusive development could be beneficial to address the specific skills needs, gaps and mismatch for each sector. Support and buy-in was secured for the skills ecosystem in both agriculture and tourism through a sector skills organisation model. The framework for this model was developed and agreed with industry and an action plan and road map for its inception was developed.

**People 1st International  
Limited  
Vertigo  
Cheese Lane  
Bristol BS2 0JJ**

 [www.people1st.co.uk](http://www.people1st.co.uk)

 [info@people1st.co.uk](mailto:info@people1st.co.uk)

 [@p1stgroup](https://twitter.com/p1stgroup)

 [People 1st](https://www.linkedin.com/company/people1st)

**People 1st  
International**