

**THE IMPORTANCE OF PRO-POOR TOURISM
IN DEVELOPING COUNTRIES**

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Amir Matin Chaichi

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AUTHOR: Amir Matin Chaichi

DATE SUBMITTED: Fall 2016

The Collins College of Hospitality Management

Edward A. Merritt, PhD
Committee Chair
The Collins College of
Hospitality Management

Marjorie Ferree Jones, PhD
The Collins College of
Hospitality Management

Myongjee Yoo, PhD
The Collins College of
Hospitality Management

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ABSTRACT

Many developing countries today have large reserves of historical, cultural and natural resources, giving them potential in becoming hot tourist destinations and attracting foreign investments. Problem Statement: Tourism has been underutilized as one of the primary strategies that developing countries can use for financial growth and quality of life improvement for the poor.

The Purpose of this Study: The purpose of this study is to investigate the contributions of tourism in poverty alleviation in developing countries with emphasis on the geographic arc that runs from South Africa upward to include the Middle East and down through Southeast Asia. The study looks into the inner workings of pro-poor tourism as it benefits the poor by contributing to poverty reduction through employment opportunities and benefits for local people. The research results will help governments identify the common problems and also prospects of tourism industry and its role in poverty alleviation. The study will also serve as a reference for further research in this area of tourism.

Pro-poor tourism is the idea of implementing tourism for the sake of economic and financial growth of a community (from a small town to an entire country). This paper examines how tourism affects the livelihoods of the poor and how positive impacts can be enhanced. In doing so, it assesses the relevance of tourism to the poverty agenda, and the factors that encourage or constrain economic participation of the poor in the industry (Ashley, et al., 2000). In conclusion it outlines strategies for pro-poor tourism - PPT.

Before the issue of developing a methodology and indicators for pro-poor tourism is addressed a number of conceptual subjects will be discussed in the definitions section that establishes the nature tourism development as a tool for poverty reduction.

Key words: Pro-poor tourism, Policy, Stake holders, CBT, SWOT Analysis.

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LIST OF ABBREVIATIONS

GDP	Gross Domestic Product
GNP	Gross National Product
ICRT	International Center for Responsible Tourism
IIED	International Institute for the Environment and Development Institute
ILO	International Labor Office
LDS	Least Developed Country
NTO	National Tourism Organization
ODI	Overseas Development Institute
PPT	Pro-Poor Tourism
PPTS	Pro Poor Tourism Strategy
ST-EP	Sustainable Tourism – Eliminating Poverty
UNWTO	United Nations World Tourism Organization
WTTC	World Travel and

CHAPTER 1: INTRODUCTION

1.1 Research Background

In today's world countries are divided into two main groups of the developed and the still developing. Developing countries are the ones behind from the developed world, who are trying to get ahead, be it economically, industrially, technologically or politically. One of the distinct factors of becoming a developed country is for the country to use its resources in an efficient way to generate needed values. One way to do so is through tourism.

This paper explains the complex and rarely researched political and technical issues behind the working practices, drivers and beliefs to alleviate poverty via tourism development (Hummel & van der Duim, 2012). The body of literature on pro-poor tourism is relatively new. In the late 1990s, a Department for Economic Development document (DFID, 1999) remarked on the dearth of attention to this topic in tourism discourse at the time of its publication.

Tourism is greatly growing internationally, and bringing in prosperity for the countries that have something to offer. Through proper aim and adjustment tourism could be used as a tool of poverty alleviation and economic advancement for those countries that need it the most. The travel and tourism industry is the world's largest and fastest growing industry, with all average growth rate of 7% in the past decade. If forecasts prove correct, tourism's contribution to the global economy will rise to US\$ 2 trillion by 2020 with 1.6

billion international tourists worldwide according to the United Nations World Tourism Organization (Marx, 2011).

The World Travel & Tourism Council predicts that the travel and tourism industry will be one of the world's fastest growing sectors between 2011 and 2021, creating about 66 million jobs and accounting for 9.6% of GDP (up from 9.1%).

According to the World Tourism Organization, international tourist arrivals in developing countries are increasing and tourism is gaining importance as a driver of development, exports and jobs (Leclercq & Buchner, (2011). With all the numbers and statistics it has simply become the point that: we cannot understand PPT without understanding how strong, healthy, and ever expanding tourism has become, further pushing its potential for pro poor growth.

Tourism drives development and acts as a driving force for social and economic expansion, especially in developing and least developed countries, where it has shown encouraging results. Most tourists visiting poor regions are from countries with high or upper-middle incomes. This observation contributes to the notion that tourism is the largest voluntary transfer of resources from the rich to the poor in the world (Mitchell & Ashley, 2010). Tourism development has not, to date, incorporated poverty elimination objectives. It remains driven by economic, environmental and/or cultural perspectives at national and international levels.

For almost half a century the notion has prevailed and even gained ground that tourism is an economic panacea for developing countries. It is often referred to as a “white industry”, “industry without chimney” “invisible export” (Janet, 2008) with the

implication that it could be a viable and powerful agent for development and an ideal economic alternative to more traditional economic sectors. Tourism to a developing country has always been considered as a source of foreign exchange earnings, which are essential for economic development. The role of international tourism in generating economic benefits has long been recognized in many developing countries. Therefore, tourism as a sector of developing countries' economies deserves priority on the part of the governments and the business community (United Nations, 1999).

The importance of tourism to the development of national economy is now widely recognized. Although the economic significance of tourism is primarily lauded in terms of its contribution to foreign exchange earnings, it also contributes towards generating employment opportunities (around 221 million people globally), utilization of human resources and growth and development of industries and services related to tourism. It is expected that 2015 it will be providing some 269 million (Islam, 2008) jobs. The tourism industry has grown rapidly worldwide, resulting in economic and social benefits; this industry may play a vital role in enhancing a country's trade performance. With proper interventions, such economic benefits can play a crucial role in the process of poverty alleviation. In general, tourism has become a significant industry in both poor and rich economies because of its important impacts on economic, livelihoods and socio-cultural development (Shah, 2000).

According to the United Nations about 25,000 people die every day of hunger or hunger related causes, yet there is plenty of food in the world for everyone. The problem is that hungry people are trapped in severe poverty. The Millennium Declaration of the United

Nations identified poverty alleviation as one of the most compelling challenges the world is facing in the 21st Century. Tourism is already one of the most important sources of foreign exchange earnings and job creation in many poor and developing countries (UNWTO, 2002).

The World Tourism Organization is convinced that the power of tourism-one of the most dynamic activities of our time-can be more effectively harnessed to address the problems of poverty more directly. International targets aim to halve the number of people living in poverty (defined as living on less than \$1 per day) by 2015. Poverty reduction requires strategies on a variety of complementary fronts and scales, but a prerequisite of significant progress is pro-poor growth which benefits the poor. Tourism can be one source of such growth (UNWTO, 2002).

To meet this objective the UNWTO has concerned itself with advancing the development of the world's poorest countries, and agreed in June 2002 to join efforts to implement a new framework to assist developing countries and LDS's in poverty reduction through tourism. The project, called ST-EP (Sustainable Tourism-Eliminating Poverty) seeks to refocus on Sustainable Tourism in matters of social, economic, and ecological-to make it a primary tool for eliminating poverty in the world's poor countries. The World Tourism Organization defines sustainable tourism in the following manner: "Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future" (UNWTO, 2002).

The benefits and use of "Pro Poor tourism" (PPT) needs to be understood as a mechanism for economic development in developing countries. Pro-Poor Tourism (PPT) is tourism that results in increased net benefits for poor people. PPT is not a specific product or

niche sector, but an approach to tourism development and management (Hall, 2007). It enhances the linkages between tourism businesses and poor people; so that tourism's contribution to poverty reduction is increased and poor people are able to participate more effectively in product development. Links with many different types of "the poor" need to be suppliers, operators of micro tourism businesses, craft-makers, other users of tourism infrastructure(roads) and resources (water) etc. (Bolwell, D., & Weinz, W. (2008). There are many types of pro poor tourism strategies, ranging from increasing local employment to building mechanisms for consultation. Any type of company can be involved in pro-poor tourism-a small lodge, an urban hotel, a tour operation in infrastructure developer. The critical factor is not the type of company or the type of tourism, but that an increase in the net benefits that go to poor people can be demonstrated (Hall, 2007).

1.2 Scope of the Study and Statement of the Problem

Chapter 1 provides background on why PPT it is important and what it means. Chapter2, as the main part of the report, combines findings from the literature review. It summarizes the type and scale of intervention, and also explores the strategies and actions adopted and the impacts generated. Chapter3 takes us through the methodology, which includes: Research design, limits of the research, and SWOT analysis, in which the PPT as a whole is analyzed to identify key factors affecting progress. Chapter 4 starts with the introductory remarks and key characteristics of the SWOT analysis. It then explores the barriers to PPT and defines and explains the Roles of key stakeholders and

the benefits to the Poor. Chapter 5, as the final chapter the final section of the report summarizes the conclusions and recommendations.

This study will investigate the contributions of tourism in poverty alleviation in developing countries. It is an established concept that tourism can contribute to poorer countries earnings, as they have many tourist attractions to offer. The problem is that tourism has been underutilized as one of the primary strategies that developing countries can use for the sake of financial growth and quality of life improvement. The research results would help governments to identify the common problems and also prospects of tourism industry and its role in poverty alleviation. The study will also serve as a reference for further research in this area of the tourism industry.

It is an undeniable fact that mainstream tourism has contributed positively to national foreign earnings in many countries. Poverty alleviation through tourism has been practiced by developing countries since the 1960s. There is growing recognition worldwide of the essential role tourism can play in reducing poverty and promoting sustainable development, especially in developing economies. Several governments (Vietnam, Laos, Philippines, Africa, Sri Lanka, Thailand, Nepal, India and so on) and international aid agencies have experienced first-hand the positive impacts tourism development brings to a country by creating economic opportunities which improve people's quality of life (Anwar, 2012).

To address the above problem, the study has been decided to investigate more deeply sustainable tourism and pro-poor tourism and to establish sustainable tourism as a form of

tourism which can produce direct economic benefits to the local people. Sustainable tourism has the potential of directly contributing to poverty reduction through creation of employment opportunities for local people and markets for products made locally in rural areas (Anwar, 2012).

1.3 Significance of the Study

The research results from this study would help governments (around the world) to identify the common problems and also prospects of the tourism industry and its role in poverty alleviation. The study would be important input for nationals as well as internationals (both government and nongovernmental) dealing with sustainable tourism and especially pro poor tourism and their roles in poverty alleviation. It will also serve as a reference for further research in these dynamic areas of the tourism industry. The results will hopefully help clarify and identify tourism as a suitable tool for sustainable development and poverty alleviation. Instead of governments adopting a policy of investing large sums of public money in the fight against poverty in some non-viable sectors of the economy, governments can provide a brilliant case to establish how much the tourism sector can contribute to economic expansion and poverty reduction.

1.4 Research Objectives

1. To investigate the role of pro-poor tourism in poverty alleviation.
2. To examine pro-poor tourism in terms of SWOT analysis.
3. To show countries with pre-existing resources have potential for tourism
4. To show tourism as a viable solution for change on an international level.

1.5 Research Questions

1. What are the contributions of Pro-poor tourism to poverty reduction?
2. Has there been increased in accessibility and improvement in social amenities such as food, proper shelter, health facilities and education due to tourism initiatives?
3. What are the strategies of PPT and what are the barriers to these strategies?
4. Who are the key stakeholders in pro-poor tourism and what are their roles?

1.6 Main Arguments

1. Participation in tourism activities is positively related to poverty reduction through increased employment, incomes and accessibility to livelihoods requirements.

2. There is growing recognition worldwide of the essential role tourism can play in reducing poverty and promoting sustainable development, especially in developing countries by taking Pro-Poor Tourism (PPT) strategies.
3. Poverty reduction requires strategies on a variety of complementary fronts and scales, but a prerequisite of significant progress is pro-poor growth which benefits the poor and Sustainable Tourism can be one source of such growth.
4. A country that has potential for becoming an international tourist hotspot can directly contribute to poverty reduction through creation of jobs and skillsets, which can empower the poor, while protecting way of life.

1.7 Definitions of key Terms

Definition Overlaps

There is great overlap and interconnection between PPT and many other forms of tourism like sustainable tourism, eco-tourism and community-based tourism, so it is important to clarify the differences between them all.

- **Ecotourism** initiatives may provide benefits to people, but they are mostly concerned with the environment. Conservation approaches emphasis the need for broadly distributed local benefits (often cash) as incentives for conservation, or they may

support activities that provide an alternative to unsustainable actions. In contrast, PPT aims to deliver net benefits to the poor as a goal in itself. Environmental concerns are just one part of the picture (Ashley, et al., 2001).

- **Community-based tourism** initiatives aim to increase local people's involvement in tourism. These are one useful component of PPT. But PPT involves more than a community focus – it requires mechanisms to unlock opportunities for the poor at all levels and scales of operation and responsible tourism (Ashley, et al., 2001).
- **Sustainable Tourism:** The World Tourism Organization defines sustainable tourism in the following manner: “Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future (Ashley, et al., 2001).
- **Pro-poor tourism:** Pro-poor tourism (PPT) interventions aim to increase the net benefits for the poor from tourism, and ensure that tourism growth contributes to poverty reduction. PPT is not a specific product or sector of tourism, but an approach. PPT strategies aim to unlock opportunities for the poor – whether for economic gain, other livelihood benefits, or participation in decision-making (Government of South Africa, 1996, p. 19). This “new tourism” is further described as being responsible, sensitive to host cultures, involving local communities in planning and decision-making, and ensuring their involvement in and benefit from tourism (Dwyer & Wickens 2011). Pro-poor tourism is not a specific product or sector of tourism, but an

approach to the industry. It involves a range of stakeholders operating at different levels, from micro to macro. Stakeholders include government, the private sector and civil society, as well as the poor themselves who act as both producers and decision makers (Ashley, Roe & Goodwin2001).

- **Poverty** - This can be broadly defined according to 2015 MDG Program as inability to attain a minimum standard of living by getting the basic needs such as food, proper shelter, health facilities, education and clean water. Poverty should be viewed as multidimensional so that, alongside its economic dimensions, poverty should be understood as being about inequality, vulnerability, lack of control and loss of dignity (Tucker, 2011).

Poverty is caused by various economic and sociological factors, such as having low or no income, lack of education and skills, poor health status, no social security, remoteness, exclusion and severe weather conditions (Green and Hulme, 2005).

- **Poverty alleviation:** this refers to intervention processes or approaches that have the potential to reduce the pain and magnitude of poverty. Referring to the three-faceted understanding of poverty of money, poverty of access and poverty of power, UNESCAP declares that planners and policy-makers in tourism must define the task of poverty alleviation through tourism as broader than the raising of income levels above the poverty line for the greatest number of people (Kashaga, 2007).

Pro-poor tourism, as actually practiced, differs depending on the specific conditions of the different cultural contexts within which it is applied. There is no common “blueprint” or widely practiced standard model of this type of tourism. Pro-poor tourism case studies from different projects in different locations elucidate the variety of forms taken, and challenges and opportunities faced, in different situations, as well as the commonalities among various examples (Sofield, Bauer, De Lacy, Lipman, & Daugherty, 2004, pp. 6–7).

CHAPTER 2: LITERATURE REVIEW

2.1 A Survey of Literature

Pro-poor tourism includes the aims and benefits of sustainable and community-based tourism, but additionally accentuates the maximization of local employment and services, the expansion of local linkages, and the development of infrastructure that benefits the poor. Furthermore, tourism fits well with the concept of pro-poor growth due to its labor intensive and inclusive nature and its ability to build on the natural and cultural assets of poor rural communities with few other growth options (Scheyvens, 2007). Tourism is linked to poverty reduction through its potential to foster pro-poor growth, broadly defined “as growth that enables the poor to actively participate in and significantly benefit from economic activity” (Ashley et al., 2000, p. 5).

There can be little doubt that tourism development does employ those in the lower social and economic classes but there is a growing body of evidence that tourism development enriches local elites, international and expatriate companies and generates low paying and low status employment. In addition, poorly planned and managed tourism can destroy ecological systems, raise the cost of living for local people and damage social and cultural traditions and lifestyles (Jamieson, et al, 2004).

There has been a growing realization that economic growth may not necessarily reduce poverty and that policy commitments to reduce poverty can only be achieved if there is a specific and concerted effort to raise the well-being of the poor in developing countries.

Within tourism planning and development there has also been a growing realization that tourism development may not be alleviating poverty and that pro poor tourism policies and practices must be developed. A clear manifestation of this new policy focus at the international and regional level can be seen in the policies and programs of various international organizations such as the WTO, ESCAP and ADB (Jamieson, et al, 2004).

Identifying the poor objectively is difficult. Established definitions of poverty usually rely on poverty lines based on the expenditure required for an individual to purchase a basket of goods necessary to maintain a bare standard of living. Unfortunately, measuring individual or family expenditure is a laborious, time consuming, and costly process that usually requires the effort of National Statistical Offices (NSOs). Direct questioning of individuals and families about their economic situation are unreliable due to incentives for misrepresentation and subjectivity of poverty criteria in the absence of a clearly defined poverty line (Jamieson, et al, 2004).

The millennium development goals are the most recent and explicit statement of this commitment with an explicit focus on reducing the numbers of people living in extreme poverty (defined as those living on less than 1USD per day). It is widely recognized in the literature that poverty is multi-faceted. The poor have low incomes and lower levels of consumption than those who are not living in poverty. The poor are characterized by their lack of purchasing power in the market and by human underdevelopment, they are generally socially excluded and have minimal access to education, health and other forms

of social welfare enjoyed by others in their society who are not poor; they suffer relative deprivation and are generally marginalized in the decision making processes. They generally lack marketable skills and have few employment opportunities. The poor lack access to savings and capital and generally experience high levels of vulnerability to changes in market conditions. The result is that their basic needs are not met and do not have a state of well-being. Their condition is sometimes referred to as “ill-being”.

Tourism is generally considered pro-poor if it provides the following:

- Economic gain through the creation of full or part-time employment or the development of SME opportunities through sales to tourism businesses or to tourists.
- Other livelihood benefits such as access to potable water, roads which bring benefits to poor producers through, for example, improved access to markets, improved health or education etc.
- Opportunities and capacity for engagement in decision-making in order that the poor are able to improve their livelihoods by securing better access to tourists and tourism enterprises (Jamieson, et al, 2004).

Linkages between tourism and poverty reduction

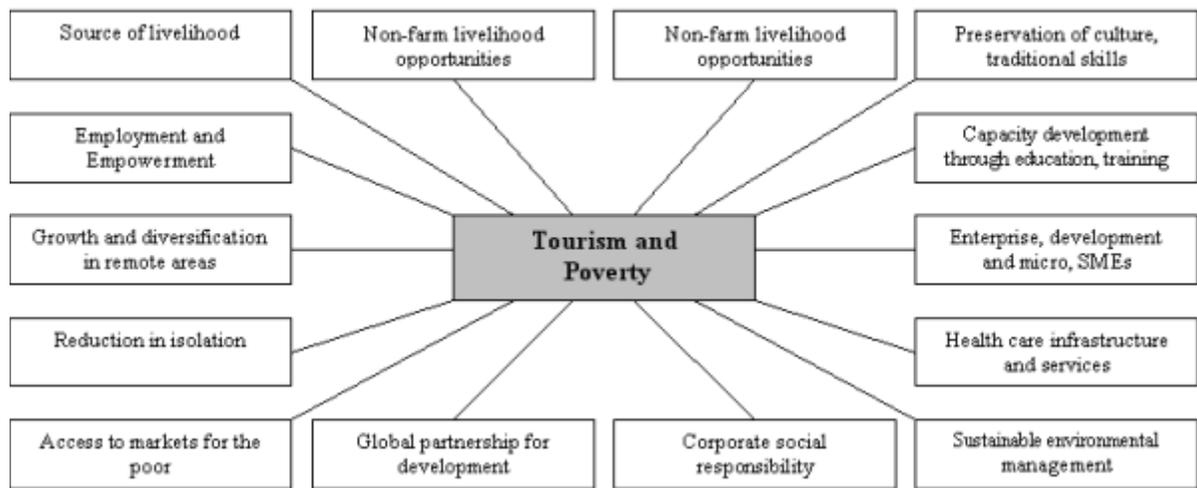


Figure 1 Linkages between tourism and poverty reduction - Source: UNESCAP, n.d.

A broader focus to tourism related poverty reduction is important because it emphasizes the multi-faceted nature of poverty and the relevance of looking at the broad range of impacts which tourism may have on livelihoods which are discussed later in the paper. Development economists and policy makers use the language of pro-poor to differentiate between economic developments in general and forms of economic development which impact positively on the lives of poor people and which enable them to rise out of poverty. Pro-poor tourism is used to refer to interventions that specifically focus on addressing poverty - which move beyond “trickledown” theory and generates net benefits for the poor (Jamieson, et al, 2004).

If claims are made about, for example, facilitating local community access to the tourism market and building on and complementing existing livelihood strategies, there is a need to be able to identify which poor individuals and communities have benefited and by

how much. This will require reliance on accountancy rather than on economics and to report in detail on the specific poverty impacts of tourism initiatives which are claimed to make a contribution to poverty reduction. In addition, there is a need to be able to identify specifically which poor people benefit and by how much. Where these benefits are not specifically financial and cannot easily be translated into financial terms there is a need to use auditable quantitative methods. This analysis will be particularly important in convincing the development agencies and banks that tourism really can make a contribution to poverty reduction (Jamieson, et al, 2004).

To bring about a change in the conditions of poverty it is essential to attack it at both the local, national and global levels. At the local level poverty manifests itself in the form of ill health and poor access to good medical facilities, illiteracy, irregular income, informal employment, lack of freedom to choose a desired quality of life, lack of land tenure for housing, lack of basic infrastructure, etc. while at the national level it can be measured in terms of GDP. The framework for poverty reduction put forward by the World Bank in the World Development Report (2000) emphasizes economic development along with promoting opportunities, facilitating empowerment and enhancing security. (World Bank, 2000)

As a tool for poverty reduction the challenge that remains is to see how and where tourism can intervene in providing better opportunities, empowerment and security to the poor at the local level and boost economic growth at national and regional levels. It is preferable to make an assessment of the income per head of the target population before

the commencement of the intervention (sometimes referred to as benchmarking) and then to report the changes in the income of individuals and dependent households at appropriate stages in the project cycle of the intervention. In making post hoc assessments of the poverty impacts it is important to be rigorous in ensuring that real change in the livelihoods of defined individuals and beneficiary groups are reported transparently (Jamieson, et al, 2004).

It is more difficult to do this retrospectively and it is important that the claims made are based in reality and, to the greatest extent possible, verifiable. It is important to recognize that the target population may change as the intervention evolves and it is important that these changes are reported. We need to be realistic in understanding that interventions will also benefit other groups; and to recognize that tourism is a business and that sustainable businesses need to be profitable (Jamieson, et al, 2004).

"Tourism is now viewed as an export strategy. It is no wonder therefore that cash-starved Third World countries view tourism as a shortcut to rapid development. Its potential to earn billions of dollars easily has resulted in it being viewed as a panacea for debt-ridden countries. But more than this, tourism has become part and parcel of multilateral financial institutions' package for financial bail-outs for countries in distress. Tourism is now being pursued as a serious development strategy for the Third World."(Gonsalves, P. (n.d.).

This paper has identified the impacts of tourism development on poverty alleviation and some of the policy interventions that can be considered as part of the planning and management process, who the stakeholders are, and some of the major barriers that exist to using tourism as an effective tool for poverty alleviation. It is clear that for tourism to become an effective poverty tool there needs to be a paradigm shift in the way that we think about tourism and the nature of the policies, plans and practices that are used in order to ensure the poor profit from the tourism development process.

This paper has also identified the process that could be used to assess impacts, issues in measurement and provided a set of impacts that can be measured and the means (indicators) for measuring them. It is important that a monitoring system that takes into account the capacity of various stakeholders is developed in order that policy makers can be in a position to determine the following *f* what plans and programs have been successful?

PPT is an approach to tourism which seeks to bring a wide range of benefits to the poor, including social, environmental and cultural benefits in addition to economic benefits. PPT does not aim to expand the size of the sector, but to 'unlock opportunities for the poor within tourism, at all levels and scales of operation'. The PPT approach asserts that a wide range of stakeholders, from local entrepreneurs to government officials and international tour companies, will need to make concerted efforts if poverty reduction is to occur:

Pro-Poor Tourism is about changing the distribution of benefits from tourism in favor of poor people. It is not a specific product. It is not the same as ecotourism or community-based tourism, nor is it limited to these niches. Any kind of tourism can be made pro-poor. PPT can be applied at different levels, at the enterprise, destination or country level (Pro-Poor Tourism Partnership 2005a: 1).

A number of challenges have been identified as barriers to acceptance and successful execution including poor understanding of the concept, lack of awareness, limited budget, lack of coordination of activities and the absence of a joint system to ensure cooperation and of a monitoring mechanism.

By incorporating corporate social responsibility practices, responsible tourism ensures that stakeholders involved in tourism are accountable for their actions and behaviors. Consequently, the essence of responsible tourism is identifying tourism-related actors and attempting to alter industry behavior towards more sustainable development through the assumption that ethical responsibility will surpass self-interest and profit.

In recent years, responsible tourism as an academic theme and industry practice has increased in popularity following global demands on companies to look beyond profit maximization and include social and environmental objectives in their strategies (Frey and George, 2010). Responsible tourism has been linked not only to the sustainable development of destinations' tourism industry but also to poverty alleviation (Ashley and Roe, 2002) and thus has become an emerging goal in tourism planning and management

strategies. An increasing number of tourism organisations are becoming responsible through the development of partnerships with local communities, recruitment of local staff, marketing of fair traded products, purchase of local products and services, encouragement of responsible visitor behaviour and a generally more positive business practice in favor of the local community (DEAT, 2002). Specifically, corporate responsible practices include providing employment opportunities, building mutually beneficial partnerships with communities, reducing waste, implementing fair pricing and improving relations with suppliers and intermediaries. According to (Spenceley, 2003) only 2 per cent of tourism businesses globally implement responsible tourism practices.

There are many types of pro-poor tourism strategies, ranging from increasing local employment to building mechanisms for consultation. Any type of company can be involved in pro-poor tourism: a small lodge, an urban hotel, a tour operator or a developer of infrastructure. The critical factor is not the type of company or the type of tourism, but that an increase in the net benefits going to poor people can be demonstrated (Ashley, C., Boyd, C., & Goodwin, H. 2000).

What PPT really is and does.

PPT is NOT	PPT DOES
Anti-capitalist	Focus on incorporating the poor into markets
Separate from the rest of tourism	Depend on existing structures and markets
A niche type of tourism e.g. CBT	Orientate research to net benefits of tourism to the poor
A specific method	Use different methods to collect and analyse data, including value chain analysis
ONLY about the poor	Recognise that the poorest may not be touched by PPT and that the non-poor may benefit disproportionately
Just about hunger and incomes	Has a broad definition of ‘poverty.’ Is basically about ‘development’
Only about individual benefits	Focus on family and community benefits, including water, sanitation, health, education, training etc.

Table 1- ¹ Source: *Methodology for pro-poor tourism case studies*, PPT Working Paper No. 10, (United Kingdom, ODI, 2002). And Bolwell & Weinz 2008. *Reducing poverty through tourism*, International Labor Office, ILO Sectoral Activities Program Geneva,

Indirect Effects of Tourism

At global scale, population growth increases tourism and its impacts, but there is little evidence whether tourism influences population. At local scale, tourism can generate economic growth and population change, mainly through migration. Some national

parks, for example, attract new migrants through tourism opportunities, but in some cases, resident populations decrease despite growth in tourism (Islam, M. S., 2015).

Tourism income can reduce family size by indirect mechanisms such as funding female education and reducing dependence on subsistence labour. At the same time, however, tourism may decrease infant mortality and increase longevity, by funding healthcare. Net effects of tourism on internal population growth rates, unrelated to migration, are thus unclear even at local scale. Links between tourism and peace are also little studied. Peace dividends include social and environmental as well as economic components. Wars and terrorism decrease tourism, at least in the short term. Tourism may contribute to peace through improved cross-cultural understanding (Buckley, Ralf, 2012).

Tourism development can change poor people's access to assets and to related livelihood options. On the positive side, it can generate funds for investment in health, education and other assets, provide infrastructure, stimulate development of social capital, strengthen sustainable management of natural resources, and create a demand for improved assets (especially education). On the negative side, tourism can reduce local access to natural resources, draw heavily upon local infrastructure, and disrupt social networks. Local residents often highlight the way tourism affects other livelihood goals - whether positively or negatively - such as cultural pride, a sense of control, good health, and reduced vulnerability. Socio-cultural intrusion by tourists is often cited as a negative impact (Ashley, et al., 2000).

Statistical Data

Tourism currently affects the livelihoods of many of the world's poor. Indeed, in most countries with high levels of poverty, tourism is a significant (contributing over 2% of gross domestic product or 5% of exports) or growing (aggregate growth of over 50% between 1990 and 1997) part of the economy. Twelve countries together account for 80% of the world's poor. In all but one of these tourism is important. (Ashley, et al., 2001)

Other statistics show:

- 12 countries account for 80 per cent of the world's poor that live on less than a dollar a day. In 11 of these, each with over 10 million poor people, tourism is significant to the economy and/or is growing.
- Across the poorest hundred countries or so, tourism is significant in almost half of the low income countries, and virtually all the lower-middle income countries.
- The top 15 tourism destinations in the developing world (in terms of absolute numbers of arrivals or receipts) are mainly populous, lower-middle income and upper middle-income countries.
- Nevertheless, 5 of these 15 have a population of over 10 million living below a dollar a day.

Among the 12 countries that are home to 80% of the world's poor, tourism is significant or growing in all but one (Ashley, Roe, & Goodwin, 2001).

Strategies of PPT

Pro-poor tourism is an approach to tourism rather than a particular form of tourism (Spenceley & Seif 2003). PPT requires multi-level strategies: at the macro-level some policies need to be in place for PPT to start, at the micro-level, the poor need to have access to skills, resources, markets and training to manage the enterprises effectively and maintain standards; the private sector must be involved as they have the skills, experience, established clientele/contacts, know the industry and have the money to invest' (Nicanor, 2001).

The importance of this issue is exemplified by the snowball effect of tourism employment in rural communities. In one instance, 20 employees in a small rural hotel were found to be supporting 140 local community residents. It was alleged “jobs are valued far more than actual ownership of tourism product—jobs are everything” (Briedenhann, 2004, p. 206).

Some of the PPT strategies include (Ashley, Boyd, & Goodwin, 2000):

- Expanding business opportunities for the poor: small enterprises, particularly in the informal sector, often provide the greatest opportunities for the poor.
- Expanding employment opportunities for the poor: unskilled jobs may be limited and low-paid by international standards, but they are much sought after by the poor.

- Enhancing collective benefits: collective community income from tourism can be a new source of income, and can spread benefits well beyond the direct earners.
- Participation: poor people must participate in tourism decisions if their livelihood priorities are to be reflected in the way tourism is developed.
- PPT strategies must be commercially realistic. Although the private sector cannot be expected to prioritize poverty objectives, it must be included in the process of developing PPT.
- Distribution: promoting PPT requires some analysis of the distribution of both benefits and costs – and how to influence it.
- Flexibility: blue-print approaches are unlikely to maximize benefits to the poor. The pace or scale of development may need to be adapted; appropriate strategies and positive impacts will take time to develop; situations are widely divergent.

It is worthy of mentioning that the strategies mentioned above can be implemented on very different levels, by very different groups.

A multi-level approach:

Pro-poor interventions can and should be taken at three different levels:

- Destination level - this is where pro-active practical partnerships can be developed between operators, residents, NGOs, and local authorities, to maximize benefits.
- National policy level - policy reform may be needed on a range of tourism issues (planning, licensing, training) and non-tourism issues (land tenure, business incentives, infrastructure, land-use planning).

- International level - to encourage responsible consumer and business behavior, and to enhance commercial codes of conduct (Ashley, Boyd, & Goodwin, 2000).

Pro-poor tourism (PPT) is tourism that generates net benefits for the poor. PPT is not a specific product or sector of tourism, but an overall approach. Rather than aiming to expand the size of the sector, PPT strategies aim to unlock opportunities-for economic gain, other livelihood benefits, or engagement in decision-making-for the poor (Ashley, 2001).

Three Tired PPT Strategies

Increase economic benefits	Enhance non-financial livelihood impacts	Enhance participation & partnership
<ul style="list-style-type: none"> • Expand local employment, Wages: - commitments to local jobs, training of local people. • Expand local enterprise opportunities – including those that provide services to tourism operations (food suppliers) & those that sell to tourists (craft producers, handicrafts, guides etc.) • Develop collective income sources – fees, revenue shares, equity dividends, donations etc. 	<ul style="list-style-type: none"> • Capacity building, training • Mitigate environmental impacts. • Address competing use of natural resources. • Improve social and cultural impacts. • Increase local access to infrastructure & services provided for tourists – roads, communications, healthcare, and transport. 	<ul style="list-style-type: none"> • Create a more supportive policy/planning framework that enables participation by the poor. • Increase participation of the poor in decision making by government & the private sector. • Build pro-poor partnerships with the private sector. • Increase flow of information & communication between stakeholders to lay the foundation for future dialogue.

Table 2, Source: Ashley et al, 2001.

Discussion Section

Criticism, Challenges and Setbacks of PPT

The last ten years have seen pro-poor tourism (PPT) gain support as a tool for poverty alleviation, but with only limited research demonstrating its potential to significantly reduce poverty levels (Blake, 2008). Poverty alleviation via tourism studies is limited and gaps in poverty studies exist. The three major deficiencies that prevent the establishment of pro-poor tourism (PPT) are the small number of interested researchers, fragmented tourism development and theoretical inadequacies (Dwyer, L., & Wickens, E, 2011).

Ambiguity arises in defining 'poor' or 'poverty' as attempts made at producing quantifiable definitions of poverty met with only limited success (Haughton and Khandker, 2009). The World Bank (2000) and the IMF (2007) have definitions of poverty, which include dimensions of vulnerability, lack of voice, inability to work and a lack of representation. Goodwin (2007) observes that such a wide ranging definition of poverty contributes to the complexity of gathering accurate data on PPT applications.

Despite this apparent evidence for the positive effects of sustainable tourism, critics see several issues both on a conceptual and practical level. They argue that presently the concept is so vaguely defined, widely interpretable, and increasingly misused, that the characterization remains worrisome and most often lacks real content, reducing it to nothing more than a clever marketing ploy (Lansing, P., & De Vries, P. (2007).

First, the conceptual clarity surrounding sustainable and other new forms of tourism leaves a lot to be desired. Due to its popularity, critics argue that the term has become a buzzword that can be so widely interpreted to support almost any cause. There is neither a singular definition of the concept, nor an agreement on its aspects, associated criteria or sets of standards. Due to its issues, the sustainable tourism debate has been called inherently flawed. Fundamental issues need to be addressed in order for sustainable tourism research to move to a more scientific level (Liu, 2003).

At the same time, tourism does not represent a trouble-free means of economic development. The tourism sector is competitive and vulnerable to natural disasters and political instability; and poor communities do not automatically benefit from tourism as there are high 'economic leakage' rates (Leclercq & Buchner 2011). Tourism will only thrive where there are sufficient quality products (landscapes, wildlife, heritage sites, recreational facilities, etc.), infrastructure and commercial services to attract tourists. PPT cannot be developed without latching onto an existing tourism product or transit market (Ashley, C., Boyd, C., & Goodwin, H, 2000). Opportunities for the poor to migrate to tourism areas will be affected by many factors including bureaucracy, transport, and social networks.

The tourism industry is criticized for its high leakage, low payment and low participation of locals. For instance, most money spent by tourists in Thailand leaked out of the country through foreign-owned tour operators, airlines, hotels, imported drink and food and so on. The requirement of a large capital prevents the poor from participating in tourism businesses and jeopardizes the pro-poor effects of tourism. In addition, tourism is a labor-intensive industry (Sofield, 2004).

Workers, particularly in the hotel industry, face difficult conditions characterized by low wages, over-dependency on tips, long working hours, stress, and lack of secure contracts, poor training and few opportunities for promotion. PPT is a long-term investment. Expectations must be managed and short-term benefits developed in the interim (Ashley, Roe, & Goodwin, 2001).

2.2 The Conceptual Framework

Pro-poor tourism is basically tourism based on what is already available in a poor society (without means of much production), whether it is historical, natural, or cultural. This does not mean that PPT is free of any kind of investment, infrastructure, or groundwork, but simply that it demands a lot less by bringing the consumers to an already existing product in society.

Tourism is a service oriented and labor intensive business that requires hiring people in the local area, who are readily available (on a regular basis). This helps with the hiring, training, and both distribution of skills and income. The idea is that through directed initiatives, strategies and policies the tourism income generated becomes a net benefit for the poor.

The concept is not without its issues and setbacks. One of the main issues is the leakage of that generated wealth, as investors and creditors will always be taking their shares first. Another issue with the matter is the many barriers to its implementation. The general idea and purpose of the study is to point out these strengths and weaknesses in a SWOT analysis to further explore the complicated dynamics of pro poor tourism implementation. Below you will see a conceptual model showing the different stages of PPT.

Conceptual model of PPT

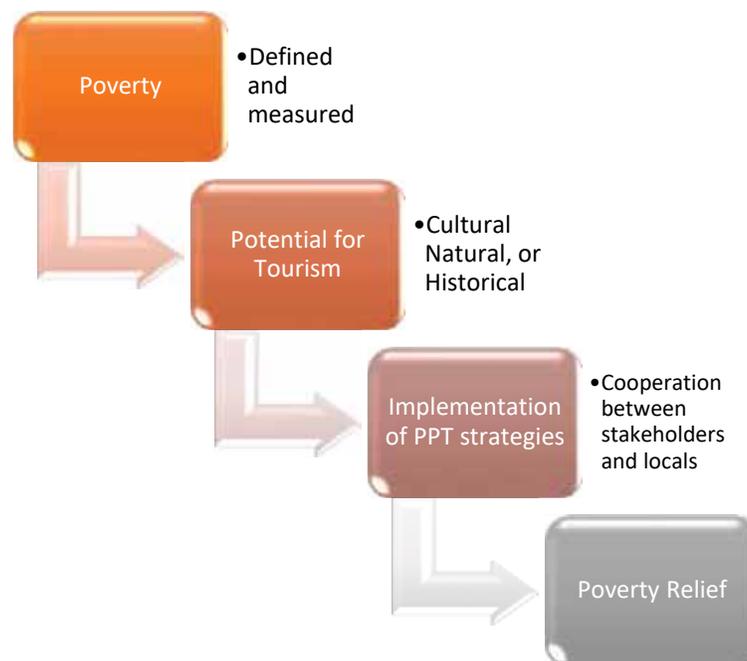


Figure 2 Linkage between different parts of the PPT model- (No Citation, Original)

CHAPTER 3: METHODOLOGY

3.1 Research Type and Design

The research was a combination of gathering reports and journals from online sources, and observations of current trends in humanitarian efforts for poverty relief. It was mostly reliant on archived data. These sources were used for literature review, charts and argument build up. The findings were put through a SWOT chart for further analysis.

3.2 SWOT Analysis

Pro-poor Tourism includes new strategies to maintain the existing customers and attract more in order to create net benefit for the poor. SWOT analysis as a valuable self-assessment tool for management that provides helpful information for matching resources with capabilities. This paper will apply SWOT analysis for PPT implementation in parts of the world that can benefit from such strategies. The SWOT analysis will be great help to understanding of destination marketing strategies that will help with PPT. The findings include how PPT can use its strengths to capitalize on opportunities, or to minimize the threats, and what actions PPT should take to minimize weaknesses and avoid threats.

A useful way of analyzing a destination's potential for Pro-poor tourism, is to present it as a simple analysis of strengths, weaknesses, opportunities and threats (SWOT). A SWOT analysis starts by writing down a particular goal - in this case "to achieve poverty alleviation through tourism". Under this list the destination's strengths and weaknesses and the perceived opportunities and threats, as short bullet points.

Strengths and weakness are **internal** factors and will include the destination's assets, resources and limitations as they currently exist. These are factors which are within the control of the destination's stakeholders, which have a chance to influence or change them.

Opportunities and threats relate to the future and are external factors and include market trends and changing of the economy and climate change. These are factors which are beyond the control of the destination's stakeholders, but should be taken into account by them. It is important to remember that 'opportunities' concerns context and circumstances. In order to achieve the goal, strengths need to be maintained and used, weaknesses remedied, opportunities exploited and threats assessed and planned for.

3.3 Data Gathering

The research makes extensive use of references to *archived* sources such as journal articles, and annual reports of local governments and international organizations, especially in the chapter 2, which consist of the literature review. The collected data mostly came from the California Polytechnic University online library database. Some other journals were collected through Google search. The main criteria for the data search was any journal article relating to PPT (pro-poor tourism) as its main focus. 49 journal articles were used for the purposes of this study. Most of the journals relating to pro poor tourism are part of the Over Seas Development Institute publications.

As mentioned on the ODI website:

“ODI is an independent think tank with more than 230 staff, including researchers, communicators and specialist support staff. We provide high-quality research, policy advice, consultancy services and tailored training – bridging the gap between research and policy and using innovative communication to mobilize audiences. Our mission is to inspire and inform policy and practice which lead to the reduction of poverty, the alleviation of suffering and the achievement of sustainable livelihoods in developing countries. We do this by locking together high quality applied research, practical policy advice, and policy-focused dissemination and debate. We work with partners in the public and private sectors, in both developing and developed countries (ODI website)”

CHAPTER 4: FINDINGS AND ANALYSES

4.1 Key findings of the SWOT Analysis

The SWOT analysis is broken down into its four main components of strengths, weakness, opportunities and threats, with each part getting a brief explanation of its building elements and factors that can influence the implementation of PPT.

Strengths

The strengths of any community comes from its key assets and available resources. These communities need to have specific policy aimed at sustaining and improving these assets. With proper management of bringing the benefits of tourism to the poor many things can change including improvement of access to public infrastructure, Improvement of access to market by the poor, and access to land.

When a good number of local people get tourism related training they have a higher Level of participation in the decision-making process. Of course none of these can happen without the partnerships between central, local government, and the community.

Weaknesses

One of the major setbacks and weaknesses of PPT comes from the fact that the very people it tries to help have little to offer in the way of making it happen. Implementing PPT requires governmental support, through policy making and proper investment. Among the other weaknesses of PPT are the lack of awareness and poor understanding of what tourism can do to alleviate poverty.

For example: Pro-poor tourism faces some problems in Kuakata, illiterate and unskilled personnel are the major among them. 47.5% of the people are found illiterate. The local people also suffer from lack of financial support in their business sectors. There is no specific loan on tourism business. Local community's lack of entrepreneurial skill is a major reason for their exclusion from development of tourism. Lack of proper infrastructure is a prominent weakness of Kuakata to develop tourism and make that pro-poor. The way to reach Kuakata is very poor (Farzana, 2014).

All of the above mentioned is to point out the constraints on resources, challenges in funding and general lack of awareness. This all makes up the bulk of barriers to PPT adoption in many places. Other factors include Poor understanding of the concept, Lack of awareness, Lack of government support and High perceived costs.

Opportunities

In order to be active and expanding pro-poor tourism needs to tap into key markets and market trends that readily exist in the local areas. These can include a whole range of trends and markets like eco-tourism, responsible tourism, CBT tourism and the like. One way of reaching these markets is through the prevailing technological advances that are in common use, from the internet to iPhones and video chatting. Proper use of technology will help bring down costs and reduce the many barriers that hinder such efforts.

Cooperation, coordination and partnerships are the cornerstones of PPT implementation, as it is a social activity that influences lives. One of the greatest opportunities for PPT comes from networking and seeking out partners from other destinations with the same goals and interests. Getting attention and seeking out international cooperation from aid agencies can be another important factor of success for these initiatives.

Threats

Possible price hikes are another external threat that are outside the scope of PPT influence going up and down with the general state of the economy. Price hikes can be make or break factors that can enhance or hinder PPT adoption. With tourism development price of all kind of consumer goods, services and land goes up making the poor more weak. So this issue should also get proper attention. For better job opportunities with development of tourism, people from other locations may migrate to the destination, which also counts as a threat for the local poor, who are competing for those jobs.

The SWOT chart below is a good example of the four factors of strength, weakness, opportunity and threat discussed above.

SWOT Template – showing examples of main factors

	Positive Helpful to achieving the goal	Negative Harmful to achieving the goal
Internal	<p>Strengths</p> <ul style="list-style-type: none"> • Improved access to public infrastructure • Improved access to market by the poor • Improved access to land • Number of local people with tourism related training • Level of the poor’s participation in the decision-making process • Partnerships between central, local government, and community 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Resource constraints • Process or funding challenges • Barriers to adoption • Poor understanding of the concept; • Lack of awareness; • Lack of government support; and • High perceived costs.
External	<p>Opportunities</p> <ul style="list-style-type: none"> • Key markets and market trends • Technological advances • Other destinations seeking partners • International cooperation • Business opportunity • Creation of new fields of jobs • Empowerment of poor and women • Infrastructural development 	<p>Threats</p> <ul style="list-style-type: none"> • Political and economic instability • Climate change (sometimes an opportunity) • Strengthening competitors • Lack of cooperation and coordination • Diverse interests among stakeholders; and • Lack of monitoring • Migration • Price hikes • Low paid job for local people • Seasonal variation

Table 3. Strengths, weaknesses, opportunities and threats in SWOT Analysis- Anwar 2010

4.2 Barriers to Tourism Related Poverty Reduction

This section shows some of the barriers to increasing the participation of the poor in tourism industry. Current tourism activities can be more pro-poor by addressing the barriers they face through maximizing a wide range of employment, self-employment and informal sector opportunities. For example in Kuakata (Bangladesh) the majority of the tourism assets and well-paid jobs are enjoyed by non-locals whereas the local community does not enjoy its rightful share due to lack of education and skills. Owners of luxurious hotels, restaurants, cottages, motels are the rich people of the society. Few lower category jobs of waiters, housekeeping, guards, and hotel boys are opened for the local poor people. The local community is involved in tourism activities, but has minimal involvement in the decision making process. The study reveals that the local community is totally excluded from the policy formulation process. The local community is getting economic benefits from tourism development, but not their fair share of what exists (Farzana, 2014).

The main barriers of PPT implementation come from the foundation of poverty itself, which translates into the lacking of required necessities to build upon something to offer. This can show itself in many ways. A short list of which would include:

(Farzana, 2014)

- Lack of human capital (education, skill, training)
- Lack of financial capital (credit, loan)
- Lack of social capital (organization)
- Lack of quality products
- Inadequate communication system
- Low capacity to meet tourist expectation
- Lack of government support
- Low understanding of tourism

Actions to reduce the above mentioned barriers can be expensive, complicated and time consuming. And for the most part they require cooperation, coordination, funding and wide scale planning. Some of the most common ones would include:

- Improved education facilities
- Need training opportunities
- Access to micro-finance
- Supportive planning
- Develop transport network
- Improved infrastructure
- Development of organization
- Increase skills

Building awareness (Farzana, 2014)

4.3 The Implications for the Roles of Key Stakeholders in Pro-poor Tourism

The involvement and cooperation of all the stakeholders is critical to reducing poverty through tourism in a sustainable manner. The implementation of PPT will require the acknowledgement, planning, and cooperation of all stakeholders including the poor, tourist, the government, and aid agencies all in unity.

The Poor

Very often the poor, who are the recipients of tourism policies and plans, are excluded from the process. It is essential that the poor be seen as key stakeholders that must be involved in all phases of policy planning as well as implementation. One recognizes the challenges of ensuring that this occurs, but there are now a number of well-developed community development practices that are well-suited to ensuring the participation of the

poor in the poverty reduction process using tourism as a key policy tool (Jamieson et al 2004).

Private Sector

The private sector has a complex set of relationships involving international companies, national enterprises and a myriad of local tourism businesses. It is obvious that each tourism enterprise brings with it a set of guiding principles and business practices that in some cases may be highly supportive of tourism as a tool for poverty reduction while others may not see this as part of their business agenda. International companies may have different stakes and interest in helping to alleviate poverty through their activities. Therefore in discussing the private sector it is important to differentiate not only in terms of differing scales of geographic activity and ownership but also in terms of the nature of the companies themselves. In some instances the company may see it as part of their responsibility to help alleviate poverty while others may seek to direct their social responsibilities in other areas (Jamieson et al 2004).

Various Levels of Government

While poverty can be seen to be manifested as a local and individual problem it is clear that national government policies have a significant influence on how tourism can be used as a tool for development. Provincial and local governments also have a role to play in poverty reduction but often through the implementation of national policies (Jamieson et al 2004).

International Aid Agencies and Development Organizations

Most aid agencies have not identified tourism as a major focus of their development activity. In fact, over a period of time there has been significant opposition within some

organizations about the legitimacy of providing aid for tourism purposes. There are hopeful signs of this changing given that tourism has the potential, as the largest industry in the world, to help in reducing poverty. In light of this the World Tourism Organization and the United Nations Conference on Trade and Development have recently signed an agreement taking a new initiative "Sustainable Tourism as a tool for Eliminating Poverty" (ST-EP), with the purpose of exploring a framework that could facilitate the involvement of the community of donors and secure multi-stakeholder support for the poverty reduction policies. It must be remembered that the focus of the development aid should not be solely to build hotels and fund national airlines but rather to support the process of development of the country by supporting capacity building, infrastructure development and in small and medium sized business creation (Jamieson et al 2004).

Non-Governmental Organizations

There are a number of nongovernmental organizations that can have a significant influence on tourism development as it relates to poverty reduction. They range from rural development organization, groups concerned with conservation of cultural and natural heritage and organizations dealing with business development issues. There are few if any nongovernmental organizations within most countries specifically concerned with pro poor tourism but there are a number of entities that have a significant stake in helping to ensure that tourism does reduce poverty. The poor perceive that there is a widespread crisis in governance given that they are excluded from participating in decision-making processes. Given that tourism is a service and people oriented industry they argue that this is one sector where the poor can have easier access to the process of decision-making (Jamieson et al 2004).

The Tourist

There are a growing number of tourists who seek to improve the conditions of the destinations they visit. The tourist must be provided with opportunities to directly participate in the poverty reduction process and must be made aware of the opportunities that exist for increasing the well-being of the residents of an area. It is important that tourists are made aware of the direct impact of their spending especially in the opportunities for the charitable giving (Jamieson et al 2004).

On the ground, the stakeholders that put RT in practice are brought into a loosely-defined partnership that is predicated on a set of principles that meet their individual interests in any given tourism project, whether it is a luxury spa on the Dalmatian coast or a trekking tour in the Andes. In this purportedly win-win scenario, the “wholesale” tour operator in London benefits from an expanded base of tourists for having fulfilled the customers’ growing demand for an ethical practice in the destination community. The government wields its influence to provide access for RT practitioners to enter more remote areas, conceptually or geographically, relieving itself of a little pressure in creating employment. In exchange for the community’s agreement to host tourists in their home environment, the locals become benefactors of job opportunity, a culturally conscious tourist demographic, and surplus profit for larger community benefit. The entrepreneur, in turn, benefits from an edge in a market inundated with identical tourism products, reduced long-term costs in maintaining the unsullied quality of a destination, and an amicable relationship with government (Tsedeke, H. (2013).

The common key stakeholder mentioned above and be seen in the figure below:

The Key stakeholders in PPT



Figure 3. Key Stakeholders in PPT- Jamieson, Goodwin & Edmunds, 2004

Key players and actions in PPT

Mechanism	Service Enterprises	Tourists and/or	The poor
Local government	(e.g. hotels)	Tour Operator	or DM group
1 Employment of the poor in tourism enterprises.	<input type="checkbox"/> Active policy of recruitment and training of poor.	Generally support relevant enterprises. Pay fair gratuities.	Look for jobs and participate in training etc.
2 Supply of goods and services to tourism enterprises by the poor.	<input type="checkbox"/> Active policy of auditing supply chain and sourcing from the poor.	Generally support relevant enterprises and favor local produce etc.	<input type="checkbox"/> Meet the requirements of enterprises in quality and reliability of supply.
3 Informal selling of goods and services to tourists by the poor.	Some facilitation – e.g. providing sales points and recommending to guests.	Be prepared to buy from poor – reduce unfair bartering etc.	<input type="checkbox"/> Provide items to meet demand at right price and quality.
4 Developing small/micro or community based tourism enterprises or joint ventures.	<input type="checkbox"/> Big variation – from no involvement, to mentoring to establishing joint venture partnerships.	Seek out and support relevant enterprises to visit or include in programmes.	<input type="checkbox"/> Major effort to establish and run enterprises effectively, with potentially high risk.
5 Tax or charge on tourists or enterprises with proceeds benefiting the poor.	Be prepared to collect/pay the charge and meet the financial burden that this may entail.	Inform tourists of the existence and purpose of any charge.	Engage in the process to maximize receipts for the poor and ensure equitable use of the revenue.
6 Voluntary giving by tourists or tourism enterprises that benefits the poor.	Can vary between basic financial supports to major engagement with communities.	<input type="checkbox"/> Requires willingness by tourists and often promotion/organization by operators.	Receive benefit but and engage in process to ensure equitable use.
7 Collateral benefits to the poor from tourism investment and activity.	May depend on Significant investment and adjustment of plans to meet community needs.	Operators may give some advice/ support at planning stage.	Participation in planning etc. may help to ensure tourism recognises and meets local needs.

NB: The responding to the mechanism. Table 4. (UNWTO, 2010)

symbol indicates wh

CHAPTER 5: RECOMMENDATIONS AND CONCLUSIONS

5.1 Recommendations

There are many strategies and recommendations in PPT implementation. It requires quite a lot of planning in the way of making sure strategies work and effects are enhanced, some of the top 10 Principles for pursuing poverty alleviation can include:

- 1 All aspects and types of tourism can and should be concerned about poverty alleviation.

Without such concerns the destination will not be attractive enough to bring in customers and/or keep them long enough to make the needed difference.

- 2 All governments should include poverty alleviation as a key aim of tourism development and consider tourism as a possible tool for alleviating poverty. One of the main stakeholders in any PPT implementation is the government with its abilities in policy making, funding and monitoring such programs and strategies.

- 3 The competitiveness and economic success of tourism businesses and destinations is critical to poverty alleviation – without this the poor cannot benefit. The aim of PPT in the most simplified form is bringing in the core necessities of financial growth, self-sustainability and improvement of quality of life.

- 4 All tourism businesses should be concerned about the impact of their activities on local communities and seek to benefit the poor through their actions. There are many internal and external factors that influence the poor. It is important to include them in the decision making process.

- 5 Tourism destinations should be managed with poverty alleviation as a central aim that is built into strategies and action plans. The concept of PPT has gone unnoticed in the development process of creating these destinations and that is something that requires more attention.

6 A sound understanding of how tourism functions in destinations is required, including how tourism income is distributed and who benefits from this. This goes back to the many stakeholders involved in the PPT process and their goals and interests.

7 Planning and development of tourism in destinations should involve a wide range of interests, including participation and representation from poor communities. The idea is to recruit the present and existing local labor and that cannot be done without the basics of training, infrastructure, and transportation.

8 All potential impacts of tourism on the livelihood of local communities should be considered, including current and future local and global impacts on natural and cultural resources.

9 Attention must be paid to the viability of all projects involving the poor, ensuring access to markets and maximizing opportunities for beneficial links with established enterprises.

10 Impacts of tourism on poverty alleviation should be effectively monitored (Ashley *et al*, 2000)

5.2 Using policies as a tool in poverty reduction

The case study highlights the *importance of the policy and planning framework* within which the PPT initiatives operate, though there is considerable variation in the extent to which they have deliberately tried to influence this. Influencing strategies include:

- Promoting participatory planning
- Increasing communication with government and establishing a voice for poor producers

- lobbying government for supportive policies and legislation both within tourism and in other sectors (e.g. land tenure, infrastructure, local planning)
- lobbying the provincial conservation authority to invest in destination marketing and infrastructural development and to lift restrictions on development
- promoting inter-departmental initiatives and coordination
- Linking with the National Tourism Board (Ashley, et al, 2000).

An enabling environment for pro-poor tourism will depend as much on national policies and legislation in other fields as on specific tourism or poverty alleviation policies. The following are of particular importance:

- **Labor laws.** These may cover terms and conditions for employees and statutory minimum wages. Clauses which legalize labour unions and prohibit discrimination on grounds of race, gender, religion and disability can be particularly relevant to the poor. Minimum age limits can help protect against misuse of child labour. Some countries have used legislation to support targets for employment of historically disadvantaged people. More specific legislation, for example on handling and dispersal of gratuities, can also be helpful (UNWTO, 2010).
- **Policies affecting physical planning, transport, environment and natural resources.** Through affecting the scale and location of development, ease of access and flow of tourists, they can have an indirect but critical effect on opportunities for poor communities in different locations to gain benefit. These policies and related legislation can also be used to control development which could lead to degradation of resources precious to poor communities. Policies relating to national parks and protected areas can directly affect whether the communities in and around them can benefit from tourism; while legislation on issues such as use of admission fees and leasing of concessions to the private sector (with contractual benefits to local people) can help to enable this. The processes by which the policies are made should also

include a participatory approach, where the people who live in destinations can contribute in a meaningful way (UNWTO, 2010).

- **Policies and legislation relating to business development.** In addition to relevant specific provision in tourism laws, general policy and legislation governing business can also be important, for example covering business security, access to credit and the operation of public-private partnerships. An investment policy can provide incentives, such as tax exemption, to attract new investments generally or in poorer or more remote areas. In some countries, entrepreneurs have to meet certain conditions regarding local employment and locally purchasing goods and services, in order to qualify for these exemptions (UNWTO, 2010).

- **Legislation relating to land tenure and community rights.** Clarity and stability with respect to land tenure can be very important in enabling local people (individuals and communities) to benefit from tourism, for example through leasing out land for development. Some land tenure systems make this difficult (e.g. Rwanda, Mozambique); in others it is easier (e.g. Namibia, South Africa). Stable land tenure can benefit the private sector as well, removing uncertainties in their relationships with communities and removing a barrier to investment. Clarification of other community rights, for example with respect to ownership and protection of cultural assets and traditional knowledge, is also important (UNWTO, 2010).

Sometimes contradictions and inconsistencies are found between the different areas of policy and legislation that affect poverty alleviation through tourism; this should be checked and avoided.

5.3 CONCLUSIONS

It is difficult to measure the contributions of PPT on national poverty reduction efforts, due to many reasons some including, the qualitative nature of the matter, ambiguity on the true meaning of poverty and lack of research on the effects of PPT in general. It clearly depends on the scale of tourism in the country, and on the kind of pro-poor procedures implemented within the tourism process.

This study was mainly intended to investigate, study and analyze the role of tourism in poverty alleviation in developing countries. The main study area in these countries would be in the poor areas and not the country as a whole. The purpose of this study would be to find out the contributions of PPT in poverty alleviation in developing countries and to prove the belief that tourism is an important method to reducing the poverty rate in the developing world.

There is much criticism and obstacles in the way of PPT, especially with its elusiveness to quantifiability and vagueness in definition. With that said the statistics and strategies set forth in the way of implementing PPT leaves room for its potential to grow as more work is done on the matter. Hopefully from the outcome of this study and others the idea of PPT will catch on and help many countries that are struggling financially. It is foreseeable that some years from now more student and scholars will take PPT seriously enough to experiment and implement it on smaller scale of communities to prove its effectiveness. The main objective of this study was to analyze the direct and indirect impacts of PPT and its consequences on poverty relief. This approach can be a very important part for the economic growth and poverty reduction in these countries. Future studies could continue the work and do more measurements on this type of work.

5.4 Limitations of the Study

One of the biggest limitations of this study was insufficient sources of data. There is no abundance of research work in this field of study. Most of the reports gathered by governments and international organizations are either too, general, too specific or mostly outdated.

Another factor adding to the limits of the study is the topic itself. PPT is generally a new concept with wide ranging implications demanding interest, background and experience. Such researches in matters like PPT require traveling, observation, sampling, and surveys. This study was meant for creating general guidelines and a basic understanding of the concept.

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