

Original Research Article

## A Critical Approach to Pro-Poor Tourism

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**Abstract|** One of the main themes of development strategies around the world is poverty reduction. Poverty is the result of the interaction of social, political, and economic processes, then economic growth and income redistribution can not solely resolve this problem. According to some experts, tourism has been a tool for development since the 1970s and its role in reducing poverty, especially poverty as capability, has been considered since the late 1990s. Since then, pro-poor tourism has quickly become a well-known and valuable tool. It has become a way to reduce poverty, so the goal of tourism is to support the poor by improving access of them to the tourism sector and providing them with a source of income. But pro-poor tourism also has its own critics who believe that it is a priority to reduce poverty, and protection is of secondary importance, which in turn harms the environment, the economy and culture. It cannot be argued that this type of tourism can lead to a reduction in poverty in all its dimensions. For this purpose, the present study seeks to combine the two categories of poverty and tourism development. Then it intends to categorize and analyze the challenges of pro-poor tourism in 9 groups with a critical approach through analytical-descriptive method and documentary studies and by analyzing the opinion of experts in this field.

**Keywords|** *Tourism development, Poverty, pro-poor tourism, Critical approach.*

**Introduction|** One of the main themes of development strategies around the world is poverty reduction (Bhowmik, & Saha, 2013, 1). Because poverty affects people's lives in many ways, its effects are long and widespread. Poverty affects the human life in a negative way, restricts human development and impedes the human investment necessary to achieve the well-being of the family. As the resultant of the interaction of social, political and economic processes, poverty cannot be completely eradicated only with economic growth and redistribution of income. There is much evidence that

in spite of the economic growth, in many countries, the non-economic aspects of poverty are still rife, and social indicators and human development show poor status. Thus, many economic thinkers especially Sen and Mahbub ul Haq have found that the mere consideration of income to reduce poverty suffers from serious defects and cannot eliminate the different aspects of poverty. Accordingly, the root cause of poverty cannot be attributed to lack of income, but to the lack of conditions that allow the poor to leave the poverty situation (Mahmoodi & Samimifar, 2005, 3).

So far different versions of poverty have been offered. Income and personal consumption are emphasized in

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the World Bank's definition of poverty. Some institutions and authors use elements of human development and deprivation in their definitions. For example, dimensions of the human development index, proposed by the United Nations Development Program, consist mainly of a long and healthy life, knowledge, and a decent standard of living (Elliot, 2006, 57). Generally speaking, there are six elements in the definition of poverty: 1. Lack of revenue and asset, 2. Hunger, 3. lack of access to basic infrastructures such as shelter, drinking water, energy and transportation, 4. Lack of access to education, which is the only way to save them from the cycle of poverty, 5. Disease, and 6. Social deprivation (Rogers, Jalal & Boyd, J. A., 2008, 220). Therefore, a look at the various definitions of poverty suggests that human needs something more than physical needs (Whitman, 2008, 5) and poverty is not simply a question of the lack of income (see the World Wide Institute, 2008, 168). Figure 1 shows the evolution of the concept of poverty (Fig. 1). Experience suggests that tourism and its increasing development can lead to different political, social, cultural, psychological and economic consequences, and can be considered as one of the tools of expanding social interaction with external communities that causes the individual community to spread beyond local communities (Mitchell & Ashley, 2014). As far as Harrison and Schipani stated, since the 1970s, tourism has been a tool for development and its role in reducing

poverty especially capability poverty has been considered as a relative and valuable approach. Since then, pro-poor tourism has become a well-known strategy in poverty reduction (Wearing, 2008, 58).

However, too many perceptions of pro-poor tourism have resulted in its misunderstanding and consequently faulty decision-making policies. For this reason, this paper aims to examine the current perceptions of Pro-poor tourism in scientifically produced works, and with a critical approach to some of these misconceptions, we provide good data for understanding and analysis of Pro-poor tourism. For this purpose, positive and negative points are presented and criticized.

### Theoretical Foundations

#### • Pro-poor Tourism

Pro-poor tourism is a relatively new method in tourism development which is designed to increase the net profit from tourism and ensure the contribution of tourism development to poverty reduction (Ashley, Goodwin & Roe, 2001, 2). This type of tourism seeks to provide special privileges for the poor, which may be economic, social, environmental, or cultural. The goals of this type of tourism include the increased employment of local people to the active participation of them in the decision - making process and development plans; as long as the poor obtain benefits from tourism, it can be called "pro-poor tourism" (Harrison, 2008). i.e., relative poverty

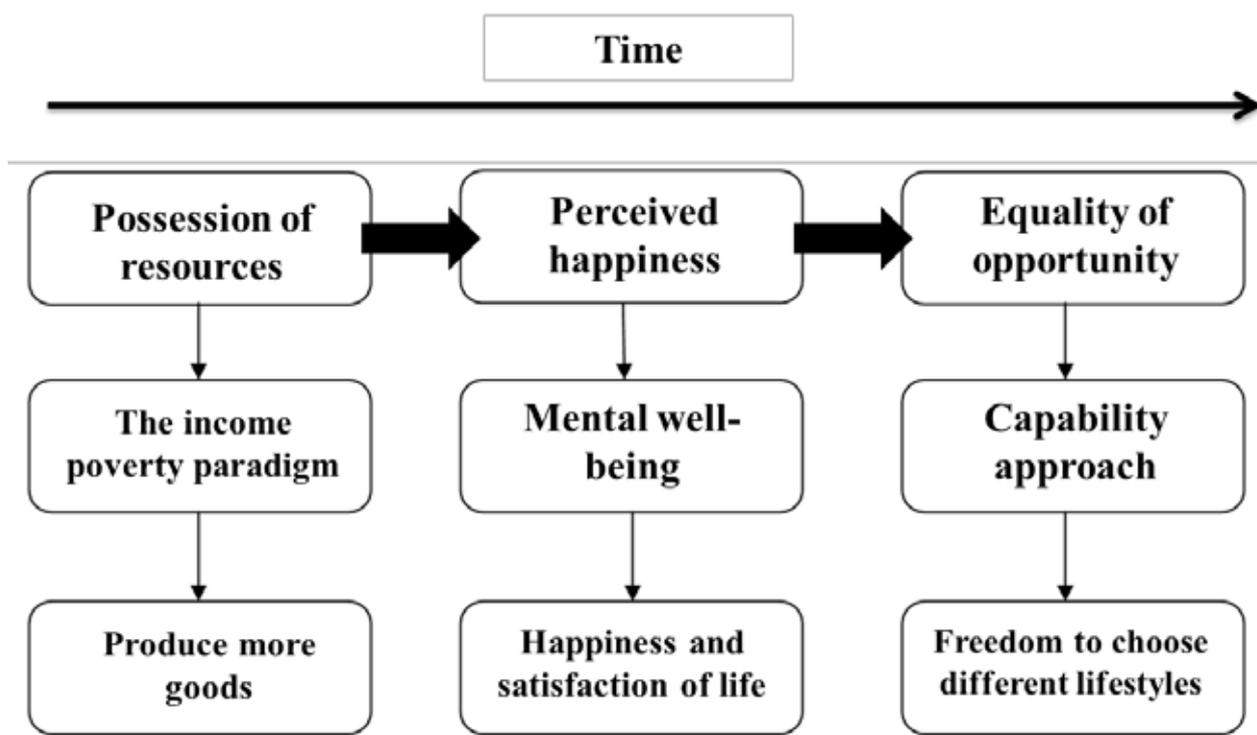


Fig. 1. The Evolution of the Concept of Poverty Source: Croes, 2012, 91.

decreases rapidly, even if inequality increases (Michel & Ashley, 2014, 37)

The great merit of Pro-poor tourism is to create numerous opportunities (Ashley, et al. 2001, 3), especially in the field of employment and participation of the vulnerable groups in the production of goods and tourism services (Croese, 2012, 93). Kakwani and Pernia considered it a plan that enables the poor to actively participate in economic activities and benefit from it (Wearing, 2008, 58). The following figure shows the relationship between tourism and low-income and deprived areas of both tourism and non-tourism sectors (Michel & Ashley, 2014; Medina-Muñoz & Gutierrez-Perez, 2016; Mitchell, 2019); (Fig. 2)

In fact, pro-poor tourism is not a particular type of tourism, but each type of tourism - even mass tourism (Harrison, 2008)- could be a patron of the poor and in favor of them (Goodwin, 2006, 5). In other words, tourism is an attitude that requires management to know the ways that can be effective on poverty, investment to reduce it, and the creation of opportunities for the participation of the poor in this industry (Roe, Goodwin,

& Ashley, 2002, 4). However, there are a variety of interpretations of the pro-poor tourism listed in Table 1. Overall, the most important features of pro-poor tourism are as follows (Roe et al., 2002).

- It leads tourism benefits to the poor;
- It is not a particular product, but every type of tourism, and at any level, can be a protector of the poor;
- It involves undertaking various businesses to create profit and benefit for the poor;
- It focuses mostly on poor people, migrants, and poor services such as health, education etc.;
- It seeks to maximize profits and minimize costs for the poor;
- It encourages the poor to participate actively in the tourism industry;
- It emphasizes collective interests more than individual ones.

### The history of pro-poor tourism

According to Harrison and Skipani, tourism has been a tool for development since the 1970s and its role in poverty reduction has been considered since the late

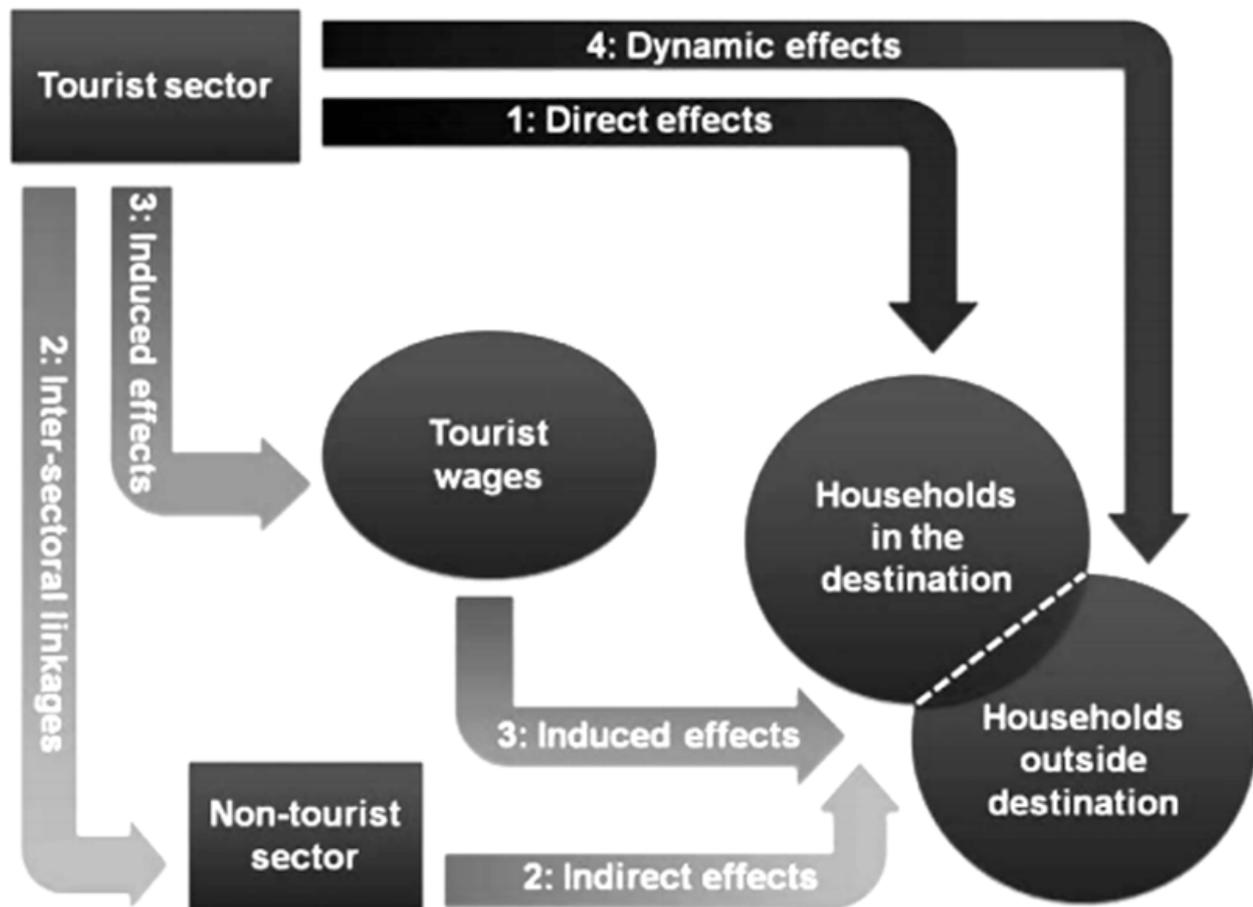


Fig. 2. Pathways between tourism and low-income communities. Source: Mitchell, 2019.

Table 1. Different interpretations of the pro-poor tourism. Source: Harrison, 2008.

True interpretations	False interpretation
Focusing on unifying and uniting the poor in capitalist markets through increasing employment opportunities and entrepreneurship and collective benefits.	Anti-capitalism
Leading the research towards the net profits of tourism that can be achieved for the poor. (This gives practical aspect).	Theory or model
Being applicable to any kind of tourism, even if the others, as well as the poor, gain from it	A new type of tourism
Using different methods, none of the methods are exclusively limited to Pro-poor tourism, from the analysis of the value chain to data collection, economic methods and mapping how poor are involved in different programs.	A specified and defined method
Officially recognizing rich people's gains from tourism	Exclusive to the poor
Encompassing a broad definition of poverty such as a lack of freedom, opportunity, power, skill, and education.	only about hunger and lack of income.
Focusing on collective interests - water, hygiene, health, education, infrastructure etc.	only related to personal interests

1990s, and since then pro-poor tourism has quickly become a well-known and valuable way to reduce poverty. Poverty became (Wearing, 2008, 62). Work on this type of tourism began with the Sustainable Tourism Commission in New York in 1999, which highlighted issues to increase this industry's share in poverty reduction. Such issues are listed below (Chok, Macbeth & Warren, 2007):

- employment: the necessity of using local residents with proper wages in tourism jobs by relevant organizations
  - small enterprises: the necessity of providing facilities to assist in the development of small enterprises with technical support, marketing and access to warranty
  - local economic chains: the necessity of providing local food, other goods and services as much as possible
  - service - sharing: the access of local residents to services placed at tourists' disposal including infrastructure, security, communications, health etc.
  - Support of local residents' access to natural resources
  - Reduction of the negative cultural impacts: promoting cultural mores in a proper way and stating the necessary recommendations for appropriate behavior and clothes
  - Avoidance of full dependence on tourism through diversifying products, markets, economic chains etc.
  - Participation in planning and decision-making processes: creating a partnership policy and encouraging local residents to participate in decisions and planning.
- Following this 1999 Office of Tourism and Poverty Report by Deloitte & Touche, the International Institute for

Environment and Development as well as the Overseas Development Institute supported financial expenditures on research into strategic experiences of using pro-poor tourism. This was done jointly by these institutions, together with the International Institute for Responsible Tourism at the University of Greenwich in 2001, in the target countries. Shortly afterwards, the pro-poor tourism in the World Tourism Organization document on poverty reduction attracted more substantial support. The report was published in August 2002 at the World Summit on Sustainable Development in Johannesburg. The World Tourism Organization has also launched a new research program entitled "Sustainable Tourism and the Eradication of Poverty (STP)". While providing funding for research that seeks to explore cause-and-effect relationships between tourism and poverty reduction, the program also provides financial support for some executive programs (Gartner, 2008, 268). The World Tourism Organization has established seven different approaches to address poverty through tourism, which, according to the organization, is applicable in almost all countries; these approaches are (ibid.):

1. Employment of the poor in tourism institutions.
2. The supply of goods and services to tourism institutions by the poor and by institutions who hire the poor.
3. Direct sales of goods and services to visitors by the poor (unofficial economy).
4. Establishment and administration of tourism

institutions by the poor - such as micro, small, and medium Enterprises (MSMEs) or community-based institutions (official economy)

5. Direct taxation or taxation on interest of tourism in favor of the poor
6. Voluntary support by tourism institutions and tourists
7. Investment in the fundamentals developed by tourism, which is directly or through the support of other parts, is in the interest of the poor

## Methodology

The present study seeks to integrate two categories of poverty and tourism development; to this end, descriptive-analysis research method has been employed. This study aims to define pro-poor tourism and discover its characteristics based on documentary studies. Afterwards, with special attention to significant points which reinforce the very idea of pro-poor tourism and its programs to have more benefits for the poor, as well as analyzing the contents of concepts and secondary data, we employ a critical approach, being a means of evaluating existing arguments, to study the challenging issues of pro-poor tourism and its role in sustainable cultural, social and economic development.

## Pro-poor tourism survey with a critical approach

Despite all the positive tourism features of the pro-poor tourism, the poor are often excluded from the local tourism sector and are unable to supply their products and services. Therefore, pro-poor tourism aims to improve the poor's access to tourism sector and provide a source of income for them (Sharpley & Telfer, 2008, 54). To put it simply, pro-poor tourism is an executive initiative that seeks to increase the net profits of tourism for the poor and tries to change the economic benefits of all kinds of tourism (including mass tourism) in favor of poor people who are outside the official tourist sector or are unable to access this sector (Sharpley, 2009, 79).

As a source of income and employment at the national level, this industry can be an approach to economic development (Singh, 2018). As far as tourism is in the export basket of less developed countries, it is far more important than the mine. Africa's share of global tourism (about 50.5 million tourists in 2006 or 6% world tourists out of 851 million) is far greater than the average global trade share. There are many poor countries such as Ethiopia and The Gambia, which are small destinations on the international scale, but tourism makes a major contribution to their economy,

about 28.<sup>8</sup> % and 33.<sup>1</sup> % of total exports, respectively (Mitchell & Ashley, 2014, 30).

Michael and Ashley (2014) mentioned that in 2008, 40% of the 924 million foreign tourist trips were made to developing countries. The aid provided by international tourism to those countries is far better than by the brokers and development organizations in poor countries. Tourists spent US \$ 300 billion in developing countries between 2007 - 2009, almost three times as formal as the development aid, which could be the world's largest voluntary transfer of resources from rich people to the poor (ibid., 13). Therefore, tourism, especially when the profits of other economic sectors are declining, is a viable alternative and strategy to development, and it can create opportunities to develop infrastructure, interact with foreign people, achieve different markets and encourage the preservation of cultural and natural resources. Moreover, rural communities can continue to survive through improving the lives of local people (Spenceley & Seif, 2003), whereby rural migrants will end up (Alvarez, 2012). Accordingly, the main reason for tourism development is to increase income levels and to provide new employment opportunities and social upheavals in the local community and can provide hope for reducing poverty, especially in areas affected by recession (Haji Mohammad Amini, 2008, 228).

In contrast, authors such as Balchi et al. (2001), Jafari (1990) and Christ (2002) believed that the development of pro-poor tourism has led to the dependence of third world countries on developed countries and from this perspective tourism cannot cure poverty. Because dependence in many cases increases the gap between developed and developing countries. The contribution of tourism to the development of a region is not something that can be taken for granted. Critics argued that the vast majority of tourism spending that leaks out of the economy disrupts society rather than makes it prosperous (Mitchell & Ashley, 2014, 260), while tourism has a significant impact on the growth of certain economies like Mexico or Thailand's (Sharpley, 2009). Furthermore, the negative aspects of tourism, especially its effects on the poor, in addition to its environmental, socio-economic and cultural damages, seasonal and non-skilled job opportunities that provide little chance for the sustainable livelihood of the poor are among the things that need to be addressed (Alvarez, 2012). In Table 2, some of the proponents and opponents' claims have been listed.

Thus, such definitions of Pro-poor tourism and the mere consideration of its positive effects on society can be exaggerated regardless of certain issues and points.

Table 2: Examples of positive and negative claims regarding the pro-poor tourism. Source: Mitchell & Ashley, 2014, .28-29.

Positive claims	Negative claims
In general, services, especially tourism, are among the most sustainable growth paths in developing countries due to fewer barriers and easier growth	Up to 85% of the supposed tourism benefits of developing countries leak out due to the power of international tour operators ,foreign ownership, and the high tendency of tourism to enter
Although we need to be cautious about generalization, tourism growth is a fact of life, and the tourism sector is often faster than the industrial and agricultural sectors in terms of its relative contribution to economic growth.	Employment in the tourism sector is seasonal, low-wage, and exploitative.
Compared to other sectors, the relatively high contribution of tourism employment makes tourism non-skilled and semi-productive, and is available for a broader sectorial job market.	Employment in the tourism sector is provided by those who have skills and is not accessible to the poor .
Because the client travels for a commodity (destination for tourism or travel) and consciously spends money, tourism provides opportunities for satellite markets.	The poor are particularly vulnerable to tourism costs, wildlife damage, land opportunity costs, lack of access to natural resources and emptiness.
Tourism has become one of the most important sources of GDP in many less developed countries.	The expansion of tourism deprives other sectors of employment, leading to the de-industrialization and long-term deficits in population welfare .

In this regard, challenging issues in pro-poor tourism (Fig. 3) are categorized and analyzed below.

### Research findings

#### • Challenging issues in pro-poor tourism

##### - Tourism development and poverty reduction

The most important challenge in this part is whether tourism development in a region really leads to poverty reduction in the region. A number of pundits and at their head Holden (2013) suggested that tourism in many developing countries has not yet found its place, and a majority of world authorities are still unaware of pro-poor tourism's benefits for poverty reduction; this lack of awareness has led to a lack of coordination and cooperation between different tourism stakeholders, private sector's low commitment to take on social responsibilities and actions to reduce poverty. In addition, in some countries, the existence of fluctuations in demand for tourism resulting from external factors such as terrorism, natural disasters, economic stagnation, political-economic structures and market preferences, will lead to little attention to this sector as a main road in development and poverty reduction. Further, the necessity of maintaining the quality and stability of natural and cultural resources for tourism can be considered as an obstacle to development (Holden, 2013, 133) (Fig. 4).

##### - International tourism based on inequality

In general, international tourism (according to the principles of Pro-poor tourism which seeks to encourage tourists to visit less-developed and poor places) is based

on the existence of inequality between tourists and poor local people. This can lead to consequences, and, from the social and cultural perspective, may lead to an increase in poverty through reduction of self-esteem, self-esteem, inferiority, imitation of tourists' behavior, commodification of culture and so on. In addition, because of the scattered nature of tourism and the existence of multiple stakeholders with diverse and often contradictory interests, the ability of the destination to adapt and balance the needs of different parties is a very significant challenge (Alvarez, 2012).

Additionally, the following Fig. 5 shows that in the regular tourism system the market forces and the government determine how to allocate and guide the economic interests of tourism, but pro-poor tourism seeks to make net profits to the poor and to create opportunities for economic benefit, other livelihood benefits, and participation in decision-making for the poor. In practice, in many so called development projects, the main beneficiaries of tourism activity are rich main components in the community and international community, rather than poorer members of the population (United Nations, 2012).

Furthermore, price rises due to the international tourism boom in a region can reduce the purchasing power of the poorest in the region (Blake, Arbache, Sinclair & Thea. Teles, 2008). Luxury tourists may create a heavy demand for local resources (energy, fresh water, etc.) where local people can't supply, so that tourism revenues can't compensate the heavy incurred expenses (Spenceley & Seif, 2003).

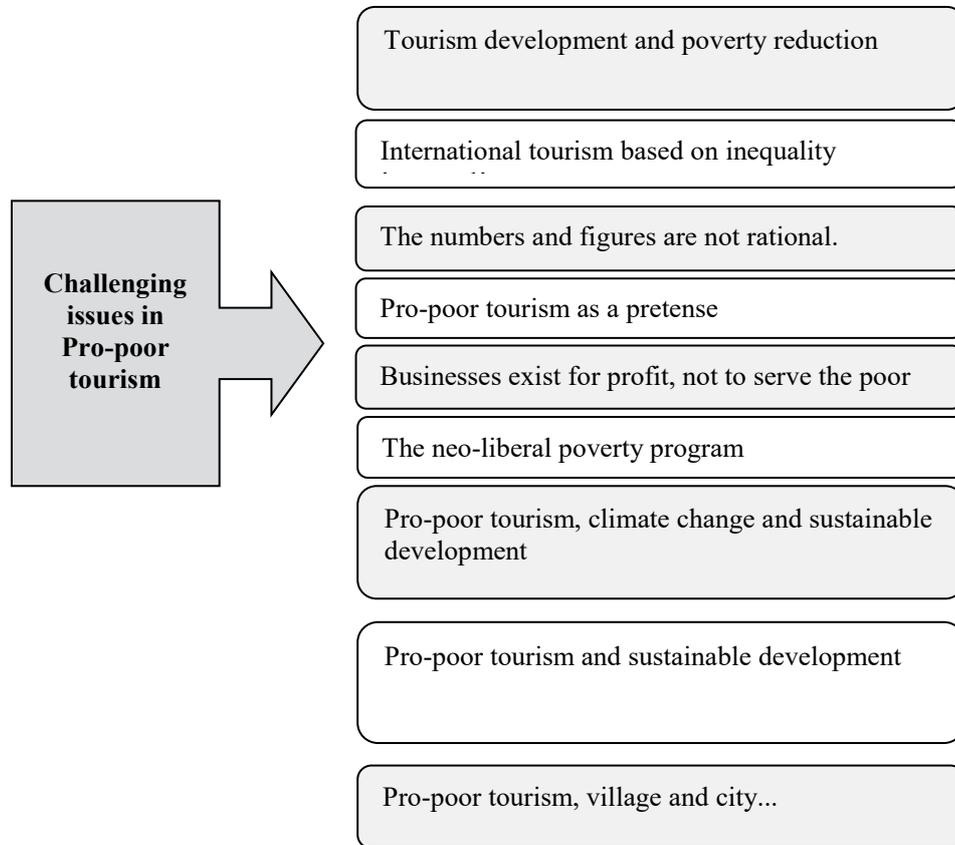


Fig. 3. Challenging issues in pro-poor tourism. Source: author.

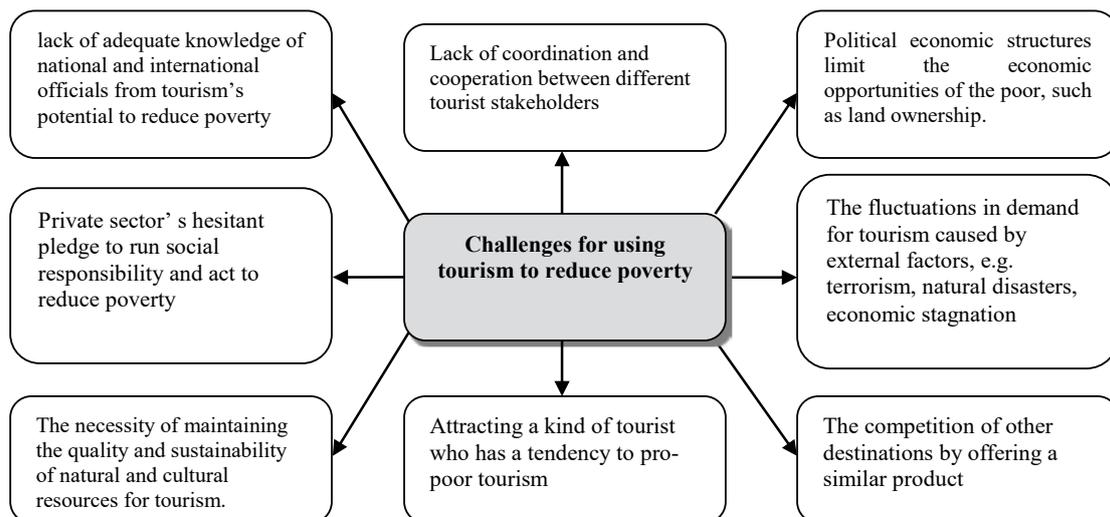


Fig. 4. Challenges to Use Tourism to reduce poverty .Source: Holden, 2013, 133.

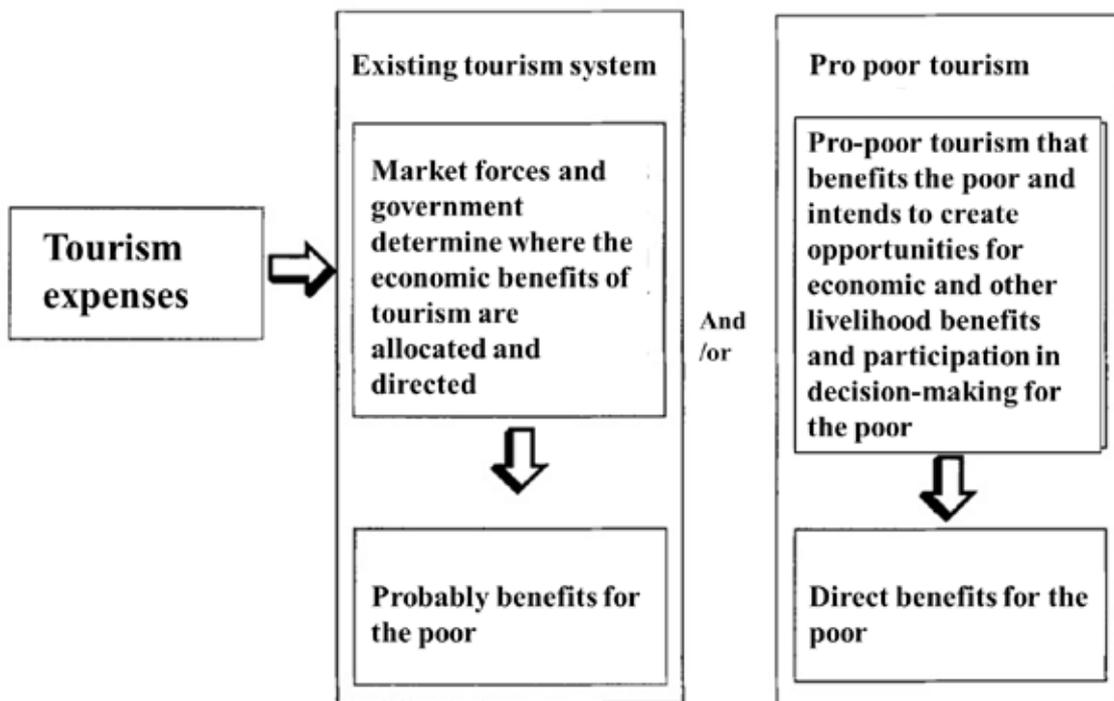


Fig. 5. The allocation of tourism expenditure on the regular tourism system and the pro-poor tourism. Source: UN, 2012.

Another noteworthy point is that wealthy people are better able to cover the negative consequences of economic fluctuation through insurance, savings and cash reserves, but poor people are not capable of covering (Singh, 2018), which will have consequences for both tourists and local residents.

**- The numbers and figures are not rational**

The fact that the vast majority of international tourists still visit Western countries, especially Europe, has called into question the role of tourism in the economies of developing and less developed countries. Because small, low-resource developing countries are unlikely to compete on an equal footing with more developed countries that produce economies (Harrison, 2008). In addition, they are often unable to provide high quality goods and products needed by tourists and inevitably turn to foreign sources, which in turn leads to the dominance of multinational companies, imports of goods and services (Schuyvens & Russel, 2009). As a result, economic leakage will occur in these communities and will lead to problems (Alvarez, 2012).

**- Pro-poor tourism as a pretense**

As believed by some authors like Alvarez (2012) and Goodwin (2006), it seems that the pro-poor tourism as a fashion is a new method in the tourism industry to gain credibility and not as a growth engine by some stakeholders. By doing so, the powerful stakeholders modify the opportunity to work for themselves under the guise of a “man of friendship” and to distinguish themselves from

other competitors (Singh, 2018), but in practice no effort is made in favor of the poor.

**- Businesses exist for profit, not to serve the poor**

Given that the first priority of any business is survival, so the main stakeholders in the tourism industry, like any other industry, seek to increase profits (Ashley, Haysom & Poultney, 2005). Therefore, why assume that they guarantee poverty reduction through their trade and business and are committed to it? However, according to Schuyvens, practicing community-friendly or environmentally friendly businesses makes sense. But it should be noted that poverty reduction is not a priority (Sarah, 2015). Further, many less developed countries have centralized forms of government in which tourism is seen mainly as a source of income and foreign exchange. Therefore, the central government is generally reluctant to relinquish control. Tourism projects are usually based on national policies, and focus on economic gains at the national level, rather than balanced regional development and poverty reduction (Alvarez, 2012).

**- The Neo-liberal poverty program**

Neoliberalism is a theory of the ways in which political economy can increase human’s well-being by paving the way for the realization of entrepreneurial freedoms and individual skills within an institutional framework characterized by private property rights, free markets, and free trade. Therefore, this theory confirms that poverty is not only related to the lack of access to basic necessities of life (food, clothing, and housing). It also includes freedom

from slavery, self-esteem, etc. (Wikipedia, 2015). But the question that arises is whether employment in the tourism industry necessarily equates to development to the benefit of the poor.

The combination of these two concepts has pros and cons. Opponents argue that the levels of wages received by skilled and semi-skilled workers in the tourism sector vary greatly according to region. There is a common view in the literature that tourism creates a very vulnerable and exploited workforce. Slob and Wilde-Ramsing (2006), in analyzing the tourism value chain in northeastern Brazil, referred to the feminization of the workforce, amount of temporary contracts and irregular hours, lack of career advancement and low level of organization of the tourism sector - less than 10% - in hotels owned by international companies. It is said that this exacerbates unsustainable management and non-ethnic work in the local tourism industry (Mitchell & Ashley, 2014, 84) or ten years of employment in an Indian hotel - where one has to spend at least 16 hours; working day and night, only once a year, s/he is allowed to visit the house and is subjected to routine physical and verbal abuse - or sex tourism in Vietnam, which attracts a lot of tourists (Anderson, 2019). Is it really an example of tourism employment that contributes to poverty reduction? While this example may seem extreme, there are many examples that show the lack of labor rights and labor exploitation in the tourism industry (Singh, 2018). Even in poorer communities, there are people with foreign language skills, self-confidence, communication and capital - those who do not belong to the poorest - and they are the ones who get the most out of tourism development, and their attempts to spread the benefits of tourism more widely may be restricted by nepotism and corruption (Lee, Hampton & Jeyacheya, 2015). In addition, the tourism sector, with its seasonal and unskilled job opportunities that provide little chance of sustainable livelihoods for the poor, creates issues that are debatable (ÖNEZ & ÖZGÜR, 2012).

In contrast, Christie and Crampton (2001) pointed out that the impact of tourism on creating decent jobs is often better than previously thought. These two scholars (2003) stated that tourism creates not only jobs but also good jobs that are healthier, safer, and more enjoyable than other sectors of the economy. Service jobs in hotels are relatively well paid, especially when accompanied by a tip. In an analysis of the small hotel sector in the Arusha region of Tanzania, Sharma (2003) concluded that hotel staff earns 15-20% higher than similar jobs. In addition, most of the hotel staff have permanent contracts and enjoy a set of benefits that include service bonus, leave, etc. Choi (1995) analyzed the quality of tourism employment by examining a Hawaiian case study. The analysis has shown that service

industries in Hawaii are the largest source (31%) of managerial positions and the second largest source (40%) of technical and professional positions. The notion that the tourism industry often offers low-skilled jobs is challenged by the finding that the majority (25-30) of these service positions are skilled and supervisory jobs (Mitchell & Ashley, 2014, 85).

#### **- Pro-poor Tourism, climate change and sustainable development**

Greenhouse gas emissions, especially the increase in carbon dioxide in the atmosphere, have led to many climate changes to the extent that the latest publications recommend reducing carbon dioxide emissions to 350 kg at the end of the 21st century; to achieve this goal, greenhouse gas emissions must be reduced by 3% each year from 2015. As a result, it is clear that tourism, like other sectors, needs to reduce carbon dioxide emissions. Meanwhile, the average emission of carbon dioxide in a long-distance travel between a developed and a developing country is 1990 kg for air travel and 200-400 kg for leisure activities, which includes about 2390 kg per trip (Singh, 2018). To develop pro-poor tourism, the main means of transportation between developed and developing countries is aircraft, which in turn leads to an increase in carbon dioxide. In addition, the average cost of a tourist in a developing country is approximately US \$ 550 per visit, where poverty is defined as an annual income of US \$ 730 per year. To increase the income of the poorest people to \$ 2.7 billion with \$ 730 a year, we need 18 billion Western tourists and a lot of long-distance travels, assuming 20% of Western tourists. This leads to a threefold increase in greenhouse gases and consequent climate changes. If dangerous climate change is not addressed, it will further increase poverty rather than reduce it, so it is very important to consider this issue (ibid.).

#### **- Pro-poor Tourism and sustainable development**

The combination of these two concepts has pros and cons. Proponents believe that pro-poor tourism can be used to protect and preserve local resources, as tourism projects can help deter locals from using natural resources illegally, and since sustainable tourism favors smaller-scale development with low density, local companies, and family. This itself encourages community-level participation and minimizes the impact of tourism on the host environment and culture. Opponents, however, argue that tourism as a tool for developing and reducing poverty may benefit short-term economic gains versus long-term protection, jeopardize the resources used to attract tourists and the ability to sustain it in the future. Thus, the pattern of sustainability can be seen as an obstacle to development, because it limits tourism activity (Sharply, 2009) and that in pro-poor tourism, priority is given to poverty reduction

and protection is of secondary importance which in itself can lead to environmental degradation (Harrison, 2008) but in sustainable tourism, the priority is to preserve the environment and culture (Alvarez, 2012).

Given the above explanations and the support of pro-poor tourism by the World Tourism Organization, it can be seen that in the table of sustainable development spectrum, according to the organization's definition of pro-poor tourism and due to emphasis on economic growth, intergenerational equality and environmental protection are in the weak section (Chok et al., 2017) (Table 3).

**Pro-poor, -village, -city, -etc. tourism**

The focus of pro-poor tourism is mainly on the rural poor. According to UN studies, the number of urban population in 2033 in the developing world will be 4 billion; this means that one in three people will live in the lower part of the city. It should be noted that the lower parts of the city of the poor do not have the comparative advantage that pro-poor tourism is promoting (pristine landscape, wildlife, heritage and cultural traditions, etc.). Therefore, it seems that achieving the goals of pro-poor tourism in cities is facing problems (Singh, 2018).

**Conclusions and suggestions**

As the study of perspectives and assumptions of tourism development shows, pro-poor tourism is not the emergence of a new type of tourism. This new approach attempts to convince other existing tourism types to support the poor

much. Moreover, it is necessary to note that poverty is not the only economic phenomenon, so every individual who calls for the benefit of the poor must acquire the multi-dimensional nature of poverty. In the meantime, pro-poor tourism faces a lot of difficulties and obstacles which, if not dealt with properly, lead to harmful consequences. For this reason, we should consider the problems and challenges, and find the best solutions for them. In this regard, there seems to be some remarkable points to consider:

- The necessity of strong ethical requirements: Pro-poor tourism will require what Chacko et al. call “fundamental change” in ideology, from dependence on external philanthropy, to the harder ethical foundation and international justice

- The problems of the poor must be integrated into decision - making strategies with emphasis on participative planning. To better implement measures, it is necessary to share negative results. Thus, by sharing the advantages and disadvantages, pro-poor tourism could be more effective by providing a bridge between the different interests of stakeholders concerning the development of tourism and reducing poverty. To balance the development and protection, an institutional framework that creates multiple levels of participation and coordinates multiple stakeholders must be established. This type of system should consider the relationships between different agents, the role of the state, and the means available for action in the strategic objectives of the destination.

Table 3. The spectrum of sustainable development and tourism . Source: Chok et al., 2017.

Very strong	Strong	Weak	Very weak
Bioethics and ecology	Ecological perspectives	Humanism and utilitarianism	Humanism and utilitarianism
The firm support of resource conservation	Proponent of resource conservation	Proponent of resource conservation	The exploitation of resources
the inherent value and rights of nature, which consist of all living things, are considered	it advocates intragenerational and intergenerational equity; it considers interests of the group more than interests of the individual.	the cost and revenue distribution can be implemented with respect to intragenerational and intergenerational equity	Natural resources are used by the economic optimal rates, through the “free market economy” On the basis of consumption satisfaction.
Anti-economic growth and declined human population	zero population and economic growth	Managed and improved growth	Developmental
It is strongly influenced by the “Gaia” view; it respects the rights of nature, including non - life elements	maintaining functional integrity of ecosystems is the first priority, and the use of human resources is placed in the next priority	Rejection of unlimited substitution between natural capital and man-made capital; Approval of some aspects of nature as vital capital (such as the ozone layer)	the possibility of substitution of resources of natural capital and man-made capital; continuous well-being, which is achieved by economic growth and industrial innovation.

- Considering that countries have different structural and political systems, it is difficult to provide a framework for the appropriate action of all destinations in both developed and developing countries. While the main principles of this system have to be constant, a flexible approach that satisfies certain conditions of each destination is needed.
  - In terms of supply, the government can play an important role in providing high-quality education for improving the skill of local communities to effectively contribute to the tourism economy.
  - The government can also create a conducive environment for hiring poor people and establish an honorable employment situation by creating a law of work, passing the law to promote equal opportunities, incentive regulation and incentive to educate the local population.
- In addition, to increase the participation of local people

and find better opportunities, it is necessary to address the following:

- Maximizing the use of local suppliers and local employees.
- Developing infrastructure (road, water, electricity etc.) and providing suitable facilities to develop tourism in different areas, especially in less-developed areas of the country
- Creating proper context for the employment of the poor in tourism activities and institutions
- Encouraging local suppliers to supply goods and services as much as possible
- Creating the necessary motivation for the private sector to encourage investment in deprived areas.
- Increasing the awareness of the poor from tourism and its effects
- Teaching the poor to improve their skill for small businesses.

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