



## Pro-Poor Tourism

### Update from the Pro Poor Tourism Partnership

#### **PPT Challenge: What does PPT actually deliver for the poor?**

Since we first developed the concept of pro-poor tourism in 1999 and identified practical strategies in 2001, a lot of people have become PPT enthusiasts. We hear much about how *important* it is and often about the *strategies* people are adopting to implement PPT. But implementation is not the same as achievement. There is very little data demonstrating *impacts on the poor*, and it seems, little attempt to even gather the data and measure those impacts. PPT work may well be excellent, but we cannot just assume our impacts on poverty reduction – they need to be demonstrated by companies, governments, projects and NGOs.

We see this as a major challenge, and one that must be addressed by those ascribing to PPT. What do you think?

#### **What PPT is not? – a product, a niche, or trickle-down**

Some critics have raised concerns that attempts to link tourism and poverty reduction are simply another underhand mechanism for the tourism industry to justify new developments in remote or unspoiled areas. PPT is not about developing or marketing specific products or areas within tourism. It acknowledges that for many poor people, tourism is already a fact of life, and one from which they derive insufficient benefit. PPT is therefore a way of approaching tourism – any type of tourism development – in order to *change* the distribution of benefits and maximise opportunities and benefits for the poor.

We believe that whether tourism is happening in an urban centre, a package resort, or an impoverished remote area, there are different ways of doing it. All forms of tourism can be managed so as to increase the benefits to poor people – including business, conference and leisure tourism. Some approaches leave the poor to rely on spending by others that get the jobs and business – a bit of trickle-down. More progressive approaches actively seek to make good use of local skills, business, products and views – to maximise benefits to local and indigenous communities and particularly the poor – always within the prevailing commercial context.

#### **Tourism and Local Economic Development**

The International Tourism Partnership ([www.internationaltourismpartnership.org](http://www.internationaltourismpartnership.org)) held its first think tank at the International Business Leaders Forum in January. An invited group of people drawn from the industry, development banks, research and consultancy discussed how the local economic benefits which can be brought to an area by tourism can be maximised.

Our discussions focussed on how economic benefits can be spread to the poor and the contribution which tourism can make to the reduction of poverty and to local economic development in the developing world and emerging economies. The conference was chaired by Dr Harold Goodwin, chair of ITP's Academic Advisory Panel. He will be producing a report and agenda for action in the next month – available on the ITP website.

#### **Piloting pro poor tourism with the private sector in Southern Africa**

The Pro-Poor Tourism Pilots in Southern Africa programme aims to assist five mainstream private sector tourism businesses in implementing pro-poor tourism strategies. The project, run by ODI in collaboration with Mboza

Trust, provides PPT facilitation to set up linkages with local businesses and residents. In 2003, the team made initial assessments of PPT potential at each site and assisted in setting priorities. The project has now moved into a new phase, with work at each site to build specific linkages. These include initiatives to increase local input into the supply chain at Spier and Sun City, and development of township tours from Southern Sun's Sandton sites. More information on the programme and the partner sites is on the website at [www.pptpilot.org.za](http://www.pptpilot.org.za) ([www.pptpilot.org.za](http://www.pptpilot.org.za))

## PPT Publications

Since the last update, a new PPT working paper on [The UK Outbound Tour Operating Industry and Implications for Pro-Poor Tourism](#), by Dorothea Meyer has been uploaded on the PPT website. Another PPT working paper on Analysing and interpreting tourism statistics from a poverty perspective and a set of Info-sheets on PPT are also about to be up-loaded.

## Key facts, tourism in developing countries

The forthcoming statistics paper covers many issues relating to tourism flows to developing countries and includes new analysis of the importance of tourism to the economies of the poorest countries. Here is a taster of key facts.

Tourism is significant for the vast majority of the 50 countries with the highest numbers of people living below the poverty line of US\$ 1 per day:

- of the 46 of the poorest 50 countries for which there is data, tourism is significant in all but two: in 44 it contributes over 2% of GDP, or 5% of exports, or both.
- More strikingly still, of the 46 of the poorest 50 countries for which there is data, tourism is particularly significant in all but six. In 40 of these countries, tourism contributes over 5% of GDP and/or over 10% of exports.

Of the top twelve poorest countries, homes to 1.01 billion people living below the poverty line, tourism is significant in all of them (over 2% of GDP and/or 5% of exports). It is strikingly significant, at over 5% of GDP and 10% of exports in at least 10 of them.

These 50 countries also contain the 33 poorest countries categorized according to the *proportion* of people living below the poverty line, as opposed to the *absolute number* living in poverty. Thus using either definition of poorest countries, tourism is significant.

*And finally...* if you would like to inform us and others of what you are doing in PPT, there is a bulletin board on the PPT website where you can post brief summaries and a hyperlink.

*This PPT update comes from the **PPT Partnership***

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