

Sheet No. 1: Defining Pro-Poor Tourism

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.

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 groups of 'the poor' need to be considered: staff, neighbouring communities, land-holders, producers of food, fuel and other supplies, operators of micro tourism businesses, craft-makers. The poor can also benefit by the use that they may be able to make of tourism infrastructure (e.g. roads) and resources (e.g. water).

There are many types of Pro-Poor Tourism strategies (see Sheet No 2), 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, an 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.

These Pro-Poor Tourism Info-Sheets are produced by the Pro-Poor Tourism Partnership, with funding from the UK Department for International Development (DFID). They were written by Caroline Ashley, Dorothea Meyer, Dilys Roe and Harold Goodwin, and draw on a number of PPT reports and products. The opinions expressed are those of the authors and are not necessarily those of DFID. While copyright rests with the PPT Partnership, we encourage you to re-produce and share these sheets with others, while ensuring the PPT Partnership is credited and informed.

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