

Sheet No. 2: Overview of Pro-Poor Tourism Strategies

Strategies for Pro-Poor Tourism can be divided into those that generate three different types of local benefits: economic benefits, other livelihood benefits (such as physical, social or cultural improvements), and less tangible benefits of participation and involvement. Each of these can be further disaggregated into specific types of strategies.

Types of PPT strategies

Increase economic benefits	Enhance non-financial livelihood impacts	Enhance participation and 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 etc.) and 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 and services provided for tourists – roads, communications, healthcare, 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 and the private sector Build pro-poor partnerships with the private sector. Increase flow of information and communication between stakeholders to lay the foundation for future dialogue.

Strategies focused on economic benefits

In general, staff wages are a massive boost to those few that get them, small earnings help many more to make ends meet, and collective income can benefit the majority, but can often be misused. Thus, all three types are important for reaching different poor families. Strategies to create these benefits need to tackle many obstacles to economic participation, including lack of skills, low understanding of tourism, poor product quality and limited market access.

Wilderness Safaris (South Africa) has a local employment policy, which has resulted in a high proportion of jobs at its lodges going to local people. The company also has a training programme, which enables local people to advance in the company. As well as benefiting the local community, Wilderness Safaris benefits from low staff turnover.

Strategies to enhance other (non-cash) livelihood benefits

In Ecuador, Tropic Ecological Adventures raised funds from clients to buy a radio for one remote community, which is a huge leap for them in terms of communications – especially in emergencies. Tropic also allows community members to use communication facilities at its head office and provides transport in emergencies. The community cites contact with the outside world as one of the main benefits of their involvement with Tropic.

These strategies can often begin by reducing negative impacts – such as cultural intrusion, or lost access to land or coast. But, more can be done to then address these issues positively, in consultation with the poor. Opportunities to increase local access to services and infrastructure often arise when these are being developed for the needs of tourists, but with some consultation and adaptation could also serve the needs of residents. Strategies for capacity-building may be directly linked to boosting cash income, but may also be of more long-term indirect value, such

as building the management capacity of local institutions.

Strategies focused on policy, process, and participation

In the Caribbean, the St Lucia Heritage Tourism Programme is driving a process of policy reform at the national level, which will help mainstream local enterprises into the tourism industry there. In Southern Africa, the Namibia Community Based Tourism Association facilitates the development of partnerships between local communities with secure rights over wildlife resources and private operators wishing to run safari enterprises on community land.

Implementing these strategies may involve lobbying for policy reform, involving the poor in local planning initiatives, amplifying their voice through producer associations, and developing formal and informal links between the poor and private operators.

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Pro-Poor Tourism Partnership:
ICRT - Harold Goodwin; IIED - Dilys Roe; ODI - Caroline Ashley.
Website: www.propoortourism.org.uk
Contact us at: info@propoortourism.org.uk