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RESEARCH ARTICLE

PRO-POOR TOURISM AND ITS SEEMING UPSHOTS ON A LOCALITY – AN EXPLORATORY APPROACH

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ABSTRACT

This paper makes exploratory attempts to study Pro-poor Tourism and its benefits as well as importance to a Locality. The objectives of the study are to: assess the impact of PPT to a locality, investigate the challenges of PPT as it relates to a locality and to propose PPT strategies to facilitate local growth and development. The design employed for this study was that of the exploratory research design and data was collected from 200 respondents representing indigenes from Varanasi through a structured questionnaire as well as from secondary sources. To examine the hypotheses of the study, cross-tabulation analysis, correlation analysis as well as chi-square test were employed as statistical tools for analyzing the study variables. The findings of the study revealed that PPT passes as a vibrant tool for local development since it affords the indigenes the luxury of gaining employment which leads to income generation thereby reducing poverty and largely improving their quality of life. It was therefore recommended that PPT requires multi-level strategies to be able to achieve its objective of developing a locality.

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INTRODUCTION

Pro-poor tourism is defined as tourism that generates net benefits for the poor. Benefits are largely economic, but they may also be social, environmental or cultural. The definition says nothing about the relative distribution of the benefits of the tourism. Therefore, as long as poor people reap net benefits, tourism can be classified as 'pro-poor' - even if richer people benefit more than poorer people (Caroline *et al.*, (2001). Pro Poor tourism (PPT) is set up in developing countries as a means to improving the local economy for local people. It enhances the linkages between tourism businesses and poor people, so that poverty is reduced and poor people are able to participate more effectively in tourism development. The aims of pro-poor ranges from increasing local employment to involving local people in the decision making process. Any type of company can be involved such as a small lodge or a tour operator. The most important factor is not the type of company or the type of tourism, but that poor people receive an increase in the net benefits from tourism (Roe, 2001). A reduction in world poverty is an internationally agreed priority and targets have been set to reduce poverty as the years go by. Achieving poverty reduction requires actions on a variety of complementary fronts and scales, but a prerequisite of significant progress is pro-poor growth – i.e. growth which benefits the poor.

The core aim of PPT endeavors is to unlock opportunities for the poor, rather than to expand the overall size of the sector. It should however be stated that PPT cannot succeed without the successful development of the entire tourism destination in question.

Objectives

- To assess the impacts of PPT to a locality.
- To investigate the challenges of PPT as it relates to a locality.
- To propose incremental PPT strategies to facilitate local growth and development.

Research questions

- What are the impacts of PPT to a locality?
- What are the challenges of PPT as it relates to a locality?
- What are the PPT strategies that facilitate local growth and development?

Brief metadata about Varanasi

Varanasi is a city in the northern Indian state of Uttar Pradesh dating to the 11th century B.C. Regarded as the spiritual capital of India, the city draws Hindu pilgrims who bathe in the Ganges River's sacred waters and perform funeral rites.

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Along the city's winding streets are some 2,000 temples, including Kashi Vishwanath, the "Golden Temple," dedicated to the Hindu deity, Shiva. Boat cruises take visitors past the many ghats (steps leading down to the river) on the waterfront, including the Dashashwamedh Ghat to watch the fiery 'aarti' ritual, performed nightly. Manikarnika Ghat is the principal cremation ground of Varanasi, with 24-hour flaming funeral pyres. Another notable ghat is the Man Mandir Ghat, topped by a large palace built in 1600. Above the river, the Mughal-style Ramnagar Fort was the palace of the former Maharaja of Varanasi and is now a museum. About 11km north of town, Sarnath, where Buddha gave his first sermon at the site of Dhamekh Stupa, features ancient temples. Peak travel season is Nov–May. Mar–May is hot, while Jun–Oct is the humid and rainy monsoon season. Winter (Nov–Mar) is dry and mild, with chilly nights. Key events include Purnima/Vesak (Sarnath, Apr/May, date varies), celebrating Buddha's birth. Ramlila (Sep–Oct) is a month-long performance of the Hindu epic Ramayana. Ganga Mahotsav (Nov) is a cultural and religious festival held on the banks of the Ganges.

LITERATURE REVIEW

The approach of pro-poor tourism (PPT) was adopted in order to involve local community members, not only as wage earners but also as entrepreneurs, with a view to giving them the opportunity to progress from the second (informal) economy to the first (formal) economy. Although this study by no means claims tourism to be a panacea for poverty and unemployment, it does propose that tourism offers increased opportunities for the poor and unemployed to advance economically (Mazibuko, 2010). Employment opportunities are now considered to be a logical outcome of tourism (Relly 2004). Generally, rural communities adjacent to tourism areas employ survivalist strategies, which serve mainly as safety nets against poverty (Ashley 2006). However, the nature of potential opportunities for communities to become involved without necessarily being employees have arisen with serious concerns. Such opportunities should enable rural communities to become profitable and viable, in this way mitigating the impact of poverty (Mazibuko, 2010). In the words of Singh (2012), poor people identify many ways in which tourism can boost, or disrupt their livelihoods. Employment and business opportunities are of course a priority. Those with a secure job can lift a whole household out of poverty. So operators committed to training and employing local people can make a big difference. Many more people also participate in tourism through small enterprises including selling drinks, food and crafts; supplying cultural services – such as dancing displays or traditional villages; or supplying inputs to the accommodation facilities such as locally produced food, thatch and so on. Incomes from these enterprises may be small but can be a critical buffer.

Hirschowitz (2000) defined poverty as the "denial of opportunities and choices most basic to human development to lead a long, healthy, creative life and to enjoy a decent standard of living, freedom, dignity, self-esteem and respect from others". Poverty can be reduced through pro-poor tourism (PPT). PPT refers to tourism that is developed in a way that furthers the cause of poverty alleviation. It has been defined simply as tourism that results in increased benefits for poor people (Suntikul *et al.*, 2009). 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 (Bolwell and Weinz, 2008). It is distinct from, but related to, other emerging approaches to tourism, such as community based tourism and ecotourism (Suntikul *et al.*, 2009).

Contribution of tourism to Poverty reduction

Source: Dilys, 2001

The above figure is an illustration of tourism development in poverty reduction. 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.

Pro poor tourism strategies

Strategies for pro poor tourism can be divided into 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.

Strategies focused on economic benefits include

- Expansion of employment and local wages: via commitments to local jobs, training up locals for employment
- Expansion of business opportunities for the poor. These may be businesses/entrepreneurs that sell inputs such as food, fuel, or building materials to tourism operations. Or they may be businesses that offer products directly to tourists, such as guiding, crafts, tea shops etc. Support can vary from marketing and technical support (e.g. by nearby mainstream operators), to shifts in procurement strategy, or direct financial and training inputs.
- Development of collective community income. This may be from equity dividends, lease fee, revenue share, or donations, usually established in partnership with tourism operators or government institutions.
- 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.

Strategies to enhance other (non-cash) livelihood benefits generally focus on

- Capacity building, training and empowerment
- Mitigation of the environmental impact of tourism on the poor and management of competing demands for access to natural resources between tourism and local people
- Address competing use of natural resources
- Improved social and cultural impacts of tourism

- Improved access to services and infrastructure: health care, radio access, security, water supplies, transport.

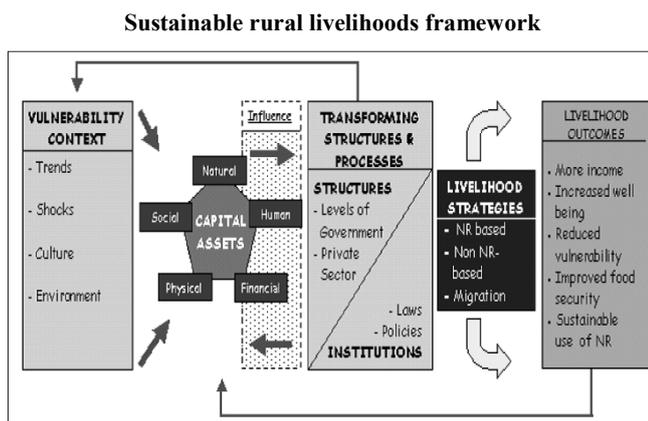
Such strategies can often begin by reducing negative impacts – such as cultural intrusion, or lost access to land or coast. But more can be done to then address these issues positively, in consultation with the poor. Opportunities to increase local access to services and infrastructure often arise when 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 creating boosting cash income, but may also be of more long-term indirect value, such as building management capacity of local institutions.

Strategies focused on policy, process, and participation can create

- More supportive policy and planning framework that enables participation by the poor
- Increased participation by the poor in decision-making: i.e. ensuring that local people are consulted and have a say in tourism decision making by government and the private sector
- Pro-poor partnerships with the private sector
- At the minimum: increased flow of information and communication: meetings, report backs, sharing news and plans. This is not participation but lays the basis for further dialogue.

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.

Conceptual framework



Source: DFID 1999

People's livelihoods and availability of assets are fundamentally affected by critical trends and events, as presented, for example, by the policies for tourism development, by shocks and seasonality over which they have no control. The capability to pursue whatever livelihood strategy depends on the assets that people have. This equally applies to tourism. We may choose to regard people's strengths as in their cultural dances and land, or concentrate on their lack of financial means to participate by providing accommodation. The framework helps us to understand how

best, for example, tourism can be aligned with existing livelihood strategies. The framework further provides a method to analyze and understand the impact of structural institutions, since these are fundamental in determining how assets are utilized to achieve the nature of desirable outcomes, namely sustainable livelihoods.

METHODOLOGY

The research design used for this study was that of the exploratory research design. This imperatively therefore presupposed that an organized and ordered methodology was obtained for the research study. Data was collected for this research using both primary and secondary sources. The primary data were collected using closed ended questionnaire surveys. The secondary data were also collected by reviewing textbooks, related literature, articles, and journals. The simple random sampling technique was used to gather data from a total of 200 respondents selected from people in the Varanasi locality who are directly or indirectly affected by PPT activities. The data collected was analyzed and interpreted using tables with the help of the SPSS (Statistical Package for the Social Sciences) software. The correlation and chi-square statistical tools were used to ascertain the claims of the hypothesis.

Hypothesis

The following hypothesis were tested:

Null Hypothesis (H_0): Pro Poor tourism does not contribute to local development.

Alternative Hypothesis (H_1): Pro Poor tourism does contribute to local development.

RESULTS AND DISCUSSION

• Demographic Analysis

Table 1. Descriptive Analysis

Characteristics	Variables	Frequency	Per cent
Gender	Male	97	48.5
	Female	103	51.5
Age	20 – 29	85	42.5
	30 – 49	103	51.5
	50 and above	12	6.0
Marital Status	Single	80	40.0
	Married	95	47.5
	Divorced	16	8.0
	Separated	9	4.5
Income Status	Below Rs. 10,000	105	52.5
	Rs. 11,000 – 20,000	60	30.0
	Rs. 21,000 – 30,000	28	14.0
	Rs. 31,000 and above	7	3.5

Source: Field Survey.

The table above shows the characteristics of the individual respondents whose views were solicited for the study. It can be observed from the table that out of a total of 200 respondents 95 representing 48.5% were Males while 103, representing 51.5% were Females which therefore concludes that majority of the respondents were Females. The table also suggests that the age summary of the respondents are unevenly distributed, i.e. age group 30-49 were the majority - 103 (51.5%) and followed by age group 20-29, 85 (42.5%) and lastly 50 and above 12 (6.0%).

Table 2. Crosstabulation analysis between Income and Marital Statuses

		Income Status * Marital Status Crosstabulation					Total
			Marital Status				
Income Status			Single	Married	Divorced	Separated	
Below Rs. 10,000	Count		80	25	0	0	105
	% within Marital Status		100.0%	26.3%	.0%	.0%	52.5%
Rs. 11,000 – 20,000	Count		0	60	0	0	60
	% within Marital Status		.0%	63.2%	.0%	.0%	30.0%
Rs. 21,000 – 30,000	Count		0	10	16	2	28
	% within Marital Status		.0%	10.5%	100.0%	22.2%	14.0%
Rs. 31,000 and above	Count		0	0	0	7	7
	% within Marital Status		.0%	.0%	.0%	77.8%	3.5%
Total	Count		80	95	16	9	200
	% within Marital Status		100.0%	100.0%	100.0%	100.0%	100.0%

Source: Field survey

Table 3. Correlation between Income and Marital Status

Symmetric Measures		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	.867	.024	24.487	.000 ^c
Ordinal by Ordinal	Spearman Correlation	.833	.027	21.207	.000 ^c
N of Valid Cases		200			

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on normal approximation.

Table 4. Whether PPT Contributes to local development

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	118	59.0	59.0
	No	82	41.0	100.0
Total	200	100.0	100.0	

Source: Field Survey

Table 5. Correlation Analysis between PPT and Local development

		Correlations	
		PPT Contribution	Local development
PPT Contribution	Pearson Correlation	1	.846**
	Sig. (2-tailed)		.000
	N	200	200
Local development	Pearson Correlation	.846**	1
	Sig. (2-tailed)	.000	
	N	200	200

** Correlation is significant at the 0.01 level (2-tailed).

It can be deduced that majority of the respondents were married representing 95 (47.5%), followed by singles 80 (40.0%) as well as Divorced 16 (8.0%) and Separated 9 (4.5%) respectively. It can again be observed from the income distribution that majority of the respondents 105 (52.5%) earn below Rs. 10,000 followed by respondents who earn between Rs. 11,000-20,000, 60 (30.0%). Respondents who earn between Rs. 21,000 – 30,000 represented 28 (14.0%) and lastly the highest earners were between Rs. 31,000 and above which were 7 (3.5%). The table 2 above is an in-depth crosstab analysis between the marital status of the respondents and their income earnings as far as their activities in PPT are concerned. It can be observed that the married are predominantly involved in PPT activities and earn incomes ranging from 'below Rs. 10,000' represented by 25 (26.3%), 'Rs. 11,000 -20,000': 60(63.2%) and 'Rs. 21,000 – 30,000': 10 (10.5%). It could therefore be established that the married are predominantly involved in PPT activities since PPT is their immediate source of income to support their families. The correlation table above sought to establish the proportion or degree of strength or association that exist between the income and marital status

of respondents. It can be observed that the Pearson's correlation coefficient R is 0.867 or 86.7% given 200 number of observations with a p-value of 0.000 at 2-tailed. It can therefore be concluded that the correlation coefficient r of 0.867 suggest a positively strong relationship between income and marital status.

- **Contribution of PPT to local development**

(H): Pro Poor tourism does not contribute to local development.

(H₁): Pro Poor tourism does contribute to local development.

The table above sought to establish whether PPT contributes in any way to local development and growth. It can be observed that out of a total respondents of 200, 118 representing 59.0% intimated that PPT indeed contributes to local development whilst 82 representing 41.0% answered 'no'. The correlation table above establishes the proportion or degree of strength or association that exist between the PPT and Local development.

Table 6a. Chi Square Analysis

Benefits of PPT			
	Observed N	Expected N	Residual
Poverty Reduction	60	50.0	10.0
Employment	48	50.0	-2.0
Improve quality of life	53	50.0	3.0
Income generation	39	50.0	-11.0
Total	200		

Table 6b. Test Statistics

Benefits of PPT	
Chi-Square	4.680 ^a
Df	3
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.0.

It can be observed that the Pearson's correlation coefficient r is 0.846 or 84.6% given 200 number of observations with a p -value of 0.000 at 2-tailed. It can therefore be concluded that the correlation coefficient r of 0.846 suggest a strongly positive relationship between PPT and Local development. The value of the computed chi-square is 4.680, which is highly significant at 0.05 level of significance with a p -value of 0.000 exactly below the assumed level of significance of 0.05. Since the chi-square value is significant and p -value $<$ 0.05, the null hypothesis is rejected at the acceptance of the alternative hypothesis. It can therefore be establish that PPT indeed contributes to local development.

Table 7 Phi and Cramer's V test of strength

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	.912	.000
	Cramer's V	.912	.000
N of Valid Cases		200	

The value of Phi and Cramer's V of 0.912 test the strength of association between PPT and Local development. There is therefore a fairly strong relationship between PPT and Local development.

Table 8. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.929	4

The Cronbach's Alpha of 0.929 or 92.9 % suggests that the items have a relatively high internal consistency and hence reliable, therefore must be accepted.

FINDINGS

The findings of the study reveal that PPT exerts a cyclical importance and benefits to people residing in a particular locality and this largely contributes to the development of the locality. It passes as a vibrant tool for the development of any locality since it affords the indigenes the luxury of gaining employment which leads to income generation thereby reducing poverty and largely improving their quality of life. The correlation table above indicated a strong positive association between PPT and its effects on the development of a particular locality. It therefore stands to reason that a cursory

attention to PPT could have tremendous importance and benefits to the growth of a locality.

Conclusion and Recommendation

As a labor-intensive sector, tourism has the potential to reduce poverty through employment, so long as tourism-related opportunities are accessible to those with few skills or assets. At the local level PPT plays a very significant role in livelihood security and poverty reduction. Employment can be a route out of poverty, and small earnings a survival strategy. The numbers employed may be low and concentrated among the more skilled, but the spread of earnings, collective income and other livelihood benefits throughout a community can make PPT significant to local, not just individual, poverty reduction (Dilys, 2001). It can therefore be recommended that 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.

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