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# Tourism as a Tool for Poverty Alleviation: A Critical Analysis of 'Pro-Poor Tourism' and Implications for Sustainability

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## Abstract

Forecasts of high tourism growth in developing nations, where widespread poverty exists, has led to considerable interest in tourism as a tool for poverty alleviation. Powerful bureaucratic and business alliances have been forged to expand this programme. International development agencies are also turning to tourism as a way of alleviating poverty. This is sometimes termed 'pro-poor tourism' (PPT). Distinguished from other forms of 'alternative tourism' such as ecotourism and community-based tourism, divisions countries promote pro-poor panacea tourism market economy which presents severe challenges to meeting pro-poor and

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sustainable development objectives. This paper therefore recommends a fundamental re-evaluation of tourism's pro-poor potential in the absence of significant commitment to directly address structural inequities which exacerbate poverty and constrain pro-poor attempts.

Keywords: pro-poor tourism poverty alleviation sustainability political economy of tourism development

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