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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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tourism is highly political. As a global industry, tourism operates within a neo-liberal market economy which presents severe challenges to meeting pro-poor and 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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