

# Implementing Sustainable Tourism as a Pro –Poor and Community Development Approach

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**Received:** June 30, 2019

**Accepted for publication:** December 10, 2019

**Published:** December 29, 2019

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## Abstract

Sustainable tourism is a comprehensive approach for the development of responsible tourism in order to benefit the local communities in all ways physically, economically and socially, therefore sustainable tourism can be used as a pro poor and community development tool for the tourism development. Now, Societies should change their development priorities from the economic concern to the social and environmental. After 1980s negative impact of tourism development observed on environment as well as on socio-economic condition of the local residents. Many tourist destinations are now developing the sustainable tourism strategies, which are based on Pro Poor and community oriented. Planners and others can use these principles as guidelines while attempting to incorporate the broad vision of sustainability into local policies and practices. Local residents must be involved in the tourism development process by way of incorporating them in planning, coordination and in control process of tourism development, innovation and broad based stakeholders should be encouraged and involved in tourism development process & Tourism development should generate employments to local people. There should be coordination among tourist, destination and local community in order to develop plans and strategies for overall development of the local communities.

**Key words:** Sustainable Development; Carrying capacity; Responsible Tourism; Pro poor Tourism (PPT); Community Based Tourism; ST-EP (Sustainable Tourism Eradication of poverty).

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## 1. Introduction

Tourism generates 10% of the world GDP, one job in every 10 jobs and 30% of world export and import services. Tourism is the key to various countries' economies and livelihoods, The UN General Assembly has been designated 2017 as the International Year of Sustainable Tourism for Development, and with the help of it eradicating poverty, making it sustainable, responsible, Pro Poor and accessible to all. Moreover, it is also singled out in three important goals of the 17 Sustainable Development Goals as part of an ambitious global plan adopted by the international community in 2015 in order to make them development through to 2030. Importantly, Tourism tied to the goals on sustainable economic growth, decent employment, sustainable consumption and

production, along with the conservation and sustainable use of resources. The main focus on how to link sustainable tourism development for the poverty eradication, local communities and tourist friendly. All tourism activities over the destinations must be carried out in sustainable and responsible way, which all impact local community directly or indirectly. However, Sustainable tourism respects local people, traveler, cultural heritage and the environment. It also conserve and preserve local culture and heritage for the future generation. This paper focus on how sustainable tourism being an approach for community development and tool for poverty eradication, To do so, There is a need of complete integration of sustainable tourism with local community requirements and developed a model where all core indicators of sustainability focused on all round development local communities like equitable distribution of money, there would be no leakage effect and promote locals residents to use indigenous resources to cater needs and wants of the tourists then truly sustainable tourism become as an important tool for community development in real sense, so by all means development community based sustainable tourism.

## **2. Pro - poor Tourism and Sustainability**

Several studies have been focused around environmental sustainability and enhance community participation in tourism in recent past and later on, many other initiatives supposed to be taken but unfortunately they were not taken into account the links between poverty, environment and community development. Today in this developing world, there could be no doubt that attacking poverty and community development is a critical component of sustainable tourism. UN Commission on Sustainable Development urged governments to maximize the potential of tourism for eradicating poverty by developing appropriate strategies in co-operation with all major multi stakeholders, indigenous and local communities. Pro-poor tourism attempts to do this, focusing on development and poverty eradication in the core component of sustainability. Pro-poor tourism (PPT) can be defined as a form of tourism that generates pure benefits for the poor and these Benefits may be in the form of economic, social, environmental and cultural. Pro-poor tourism is not only an approach but also a product as well. So making tourism poor friendly it should be focus on unlocking opportunities for the poor ones, rather than focusing on rich people, therefore there could three area where we need to focus ; First one is increasing access of the poor to economic benefits by promoting business and employment opportunities for them, secondly providing them appropriate training and education so that they will in such a position in future , to use these opportunities and generate good amount of income for spending their lives peacefully and gracefully and third one is addressing the negative social and environmental impacts on societies which are associated with them more often, such as demonstration effect, cultural commodification, and social disruption. For addressing above all issues there should be appropriate planning for development of tourism in sustainable way, which focus and resolve all the problems and removes all the barriers which are intervening poor's in connecting with tourism, by promoting participation of the poor in planning and decision-making processes and by encouraging partnerships between the private sector and poor people in developing new tourism products which are indigenous. Moreover, pro poor tourism be supported by government, private sectors, non-governmental organization, community based organization and poor themselves all have critical and very different roles to play in Pro poor tourism.

### **2.1 Strategies for Pro poor Tourism**

1. Expanding employment opportunities for the poor
2. Expanding business opportunities
3. Forming more supportive policies and planning framework
4. Addressing social, economic and environmental impact of tourism on poor
5. Training, empowerment and capacity building
6. Enhancing collective benefits
7. Promote people participation

8. Bringing private sector in to pro poor partnership
9. Mitigating negative impacts of tourism on poor communities
10. Foster entrepreneurship among poor people

### **3. Sustainable Tourism and Community Development**

Sustainable tourism play an important role for community development and up lifting lives of local people in many ways like creating employment to them with the help of tourism , using local resources as tourism products and development of infrastructure in rural, peripheral areas, and in remote areas. Sustainable tourism lead to economic gains and it also contributes to local community development. This paper focus on contribution of sustainable tourism to local and regional development of local communities with the help of promoting different components of tourism like local tourism products and accommodation , antiquities , artefacts , using local transportation etc. Here it also shows how tourism is closely aligned to sustainability goals in order to community development besides facing both challenges and opportunities. New tourism trends keep developing and catering market segments geographically distant from protected and remote area because of their unique attributes like Food tourism, slow tourism, Agritourism and community based tourism, All the trends must develop in sustainable way and community oriented. Since tourism becomes an important to communities across the world, there is need to develop tourism in sustainable manner which is also becomes a primary concern for tourism planners and developers. Local communities represent indigenous resource upon which tourism depends, and their existence in a particular place at a particular time may be used to justify the development of tourism itself Moreover, Communities have fundamental reasons for tourists to travel, to experience the way of lives of locals and use products of different communities. Communities. Development of tourism to particular places with social contexts which will help shape the context of the tourist's experience after visiting the host community, developing and sustaining the particular community therefore become an essential element of sustainable tourism. Sustainable tourism development generally rests on the assurance of economic, social and cultural benefits to the community and its overall development, therefore a holistic approach to sustainability requires which continue keep improving social, cultural and economic well-being of human communities. This is also equally important to implement it within notions of community development, without community development, tourism cannot be expected to be sustainable. In this reference, Taylor (1995) argues, that 'The concept of community involvement in tourism development has moved nearer to the Centre of the sustainable development, While many models of sustainable development include the community as a cornerstone of the development process, the concept of community itself is unavoidable ,the nature of the community also changing along with globalization and localization, increasing geographic and social mobility are still great concerns for tourism development. The emergence of Sustainable tourism as a tool for community development and make the communities independent and prosperous, Further, community development and sustainability both are related to each other and help each other for their development , Now developing the local communities with the help of sustainable tourism becomes prime concern of sustainability and for every form of tourism.

### **4. Discussion**

While implementing sustainable tourism as a Pro poor and community development approach, planners should pay close attention to local communities lack of awareness about community based tourism (CBT) and its benefits, how to implement it comprehensively so that the entire communities would get benefited. Moreover, sustainability at every level it remain matter of discussion in order to frame policies and guidelines for community development and pro poor tourism. Conservation and preservation of indigenous culture and heritage while developing community based tourism to be discussed and minimizing negative impacts of local communities,

their culture, social norms and other ethical value also keep in mind example cultural commodification, cultural conflicts and make it allow to use by the future generation.

## 5. Conclusion

This paper examines the benefits of sustainable tourism for community development and making them economically strong. It reviews current correlation of tourism and poverty reduction in order to minimize the gap in between them, sustainable tourism will eliminate poverty, lead community development and makes recommendations for government, stake holders for formulating developing strategies for local communities. Important concerns of sustainable tourism are; ecological, social and economic well-being of poor communities and protect their environment. Sustainable tourism play a significant role in balanced community development and generate benefits for the poor's, As tourism is one of the most dynamic economic activity of our time can be more effectively address the problems of poverty and community development. UNWTO launching a new initiative to link the development of Sustainable Tourism to the cause of Eliminating Poverty and community development in the Least Developed Countries (LEC), and recognized Sustainable tourism as a prominent too for community development.

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