

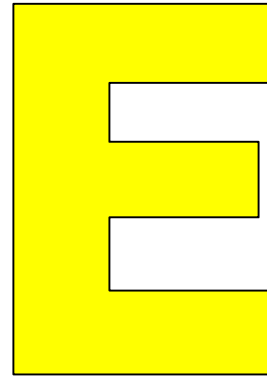
RESEARCH AGENDA

TOURISM AND POVERTY ALLEVIATION : SEARCHING FOR INSTITUTIONAL SOLUTIONS (a structural path)



what are the facts ?

- International tourism is dominated by trans-national corporations
- Trickle-down effects are not focussed enough (benefits go mostly to elites)



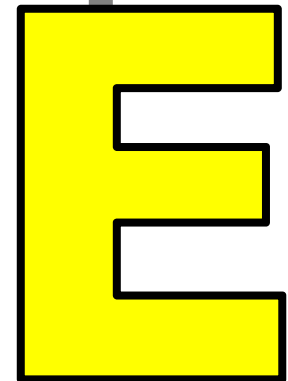
Sinclair and Stabler (1997) : tourism is not always acting optimally as a mode of economic growth - due to what are called leakages.

Bull : 50 % of a British holiday expenditure in Spain is received by the UK tour company, 19 % is received by other UK businesses, only 31 % is received by Spain (cited in Shaw and Williams 1990)

Lea : only 22 % - 50 % remains in the destination country (cited in Shaw and Williams 1994)

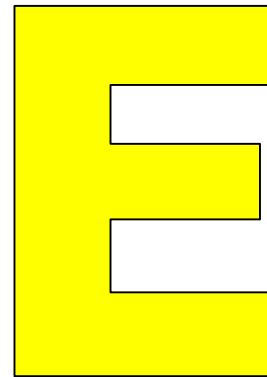
Ashley, Boyd and Goodwin (2000) : average 55 % of tourism expenditure remain outside the destination countries.

Tjokrowinoto (2004): unless controlled carefully, tourism will not act as a mean of trickle down effect but in the contrary as a mean of trickle up effect.



what are the facts ?

- **The poor lack skills, market access, capital**
- **Potential linkages to local economies are not fully explored**
- **Lack of ownership and use rights**
- **Alternative tourism products have to be matched with demand segments**



WORLD' COMMITMENT

The Manila Declaration on World Tourism, 1980

The Hague Declaration on Tourism, 1989

(stated the economic and social development aspects but focused very much on environment in implementation)

Charter for Sustainable Tourism, 1995

**Agenda 21 for the Travel and Tourism Industry,
1996**

(focused on environment in sustainable development)

**The Commission on Sustainable Development
(CSD), 1999**

(redressed to economic and social issues-poverty alleviation)

Global Codes of Ethics for Tourism, WTO, 2001

(a comprehensive set of principles to guide tourism development)

RESEARCH **background**

- 1. Tourism and its relation to poverty and poverty alleviation have been left discussed behind its relation to economy and environmental issues.**
- 2. The economic works are mostly related to the economy of the countries (macro economy) and private (Boo 1991; Latham 1994; Murphy 1985; Theobald 1994; Sinclair and Stabler 1977).**
- 3. It is often assumed that tourism provides a means of relieving poverty but little economy-wide research evidence to suggest that tourism does reduce poverty nor studies that quantify the interaction between it and poverty (Blake et al. 2007).**
- 4. The attentions and schemes given to poverty alleviation are mostly based on the structural approach. Even though some schemes are acceptable, but have a limited impact on government policies (Mayer, 2003).**

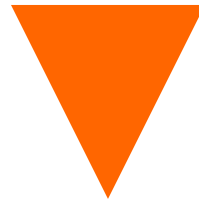
RESEARCH **background**

5. The **importance of standard and certification** systems in influencing social changes.
6. Tourism standard and certification schemes have not explicitly focused on poverty. Among 59 schemes identified by UN-WTO (2002), only limited schemes have incorporated poverty (Roe et al. 2003).
7. Significant shifts among tourist, the poor and tourism business open opportunities for using tourism as a tool for poverty alleviation.
8. Less attention has been given to **institution** accommodating agency and **structure**.

The combined forces of **industrial globalisation (structure-added)** and increased consumer demand (agency-added) for 'sustainably' produced products have resulted in an explosion of 'voluntary' initiatives to demonstrate 'responsibility'

(Roe, Harris and de Andrade 2003)

in such a system of thought and action.



INNOVATIVE INSTITUTION

MAIN RESEARCH

question

what are the meaning of tourism, poverty and poverty alleviation according to the poor, tourism business and tourist, negotiation of meanings, process, result and the structure and mechanism of standard and certification system from which an innovative institution can be developed?

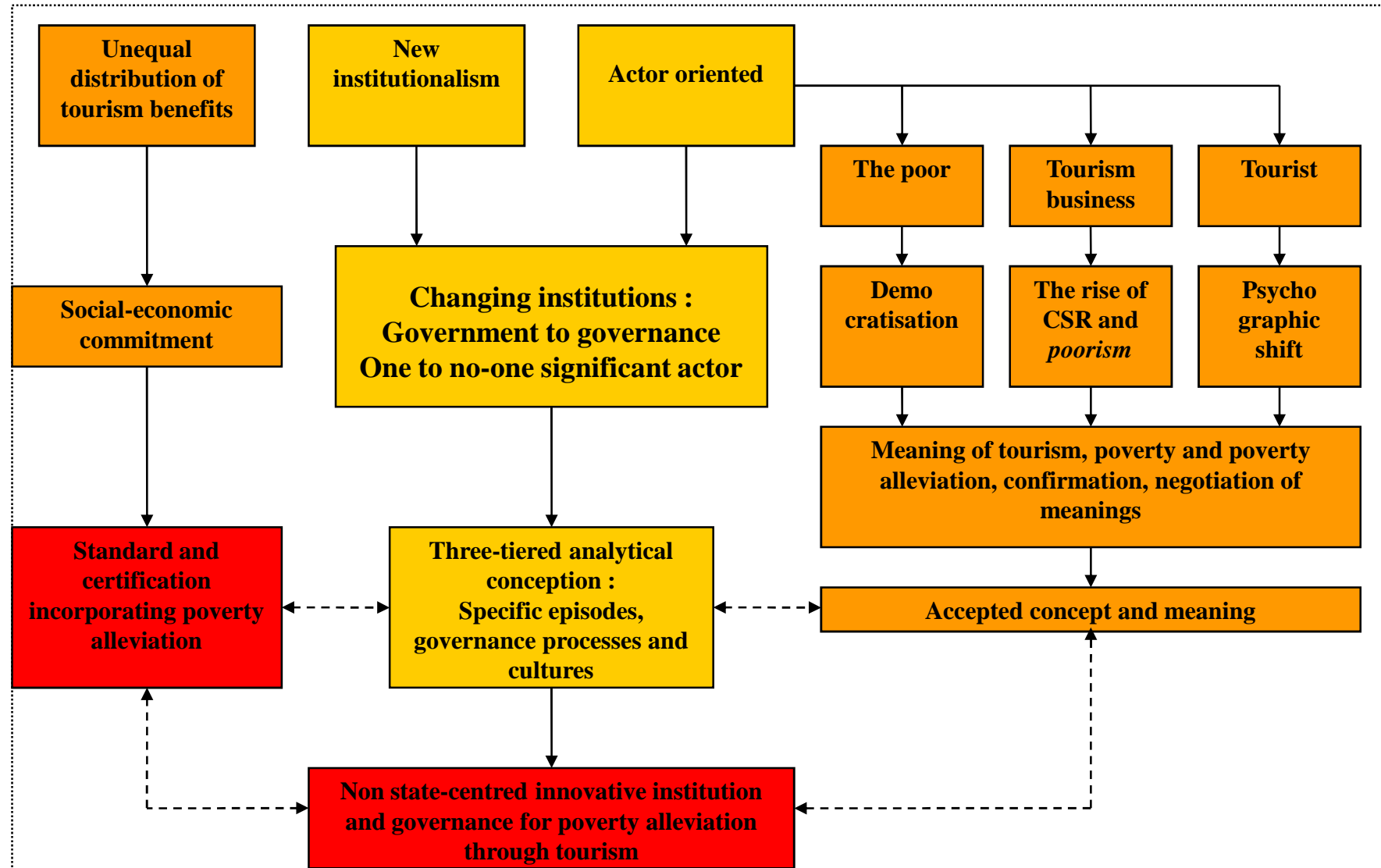
RESEARCH **objective**

1. To describe and explain the meaning of tourism, poverty and poverty alleviation according to the poor, tourism business and tourist, negotiation of meanings, process and result
2. To describe and explain the existing **structure and mechanism of standard and certification system** intended for poverty alleviation.
3. To develop theoretical explanation.
4. To develop an innovative institutional concept and strategy through which tourism can be used as a tool for poverty alleviation.

RESEARCH **conceptual** **framework**

- Although it is true that certain **structural changes** are resulted from the impact of outside forces, it is also true that these changes are also resulted from the **individuals and social groups contribution.**
All forms of external intervention enter the existing world of the individuals and social groups, and in this way are mediated and transformed by these actors. External forces can only alter the life chances and behavior of individuals through shaping, directly or indirectly, the every day life experiences and perceptions of the individuals (Long 1992).
- **Social interface occur when various social actors having different worlds intersect.** These are often characterized by negotiation, struggle and clashes between different modes of rationality.

RESEARCH PATH : AN ACTOR ORIENTED AND NEW INSTITUTIONALISM PERSPECTIVES

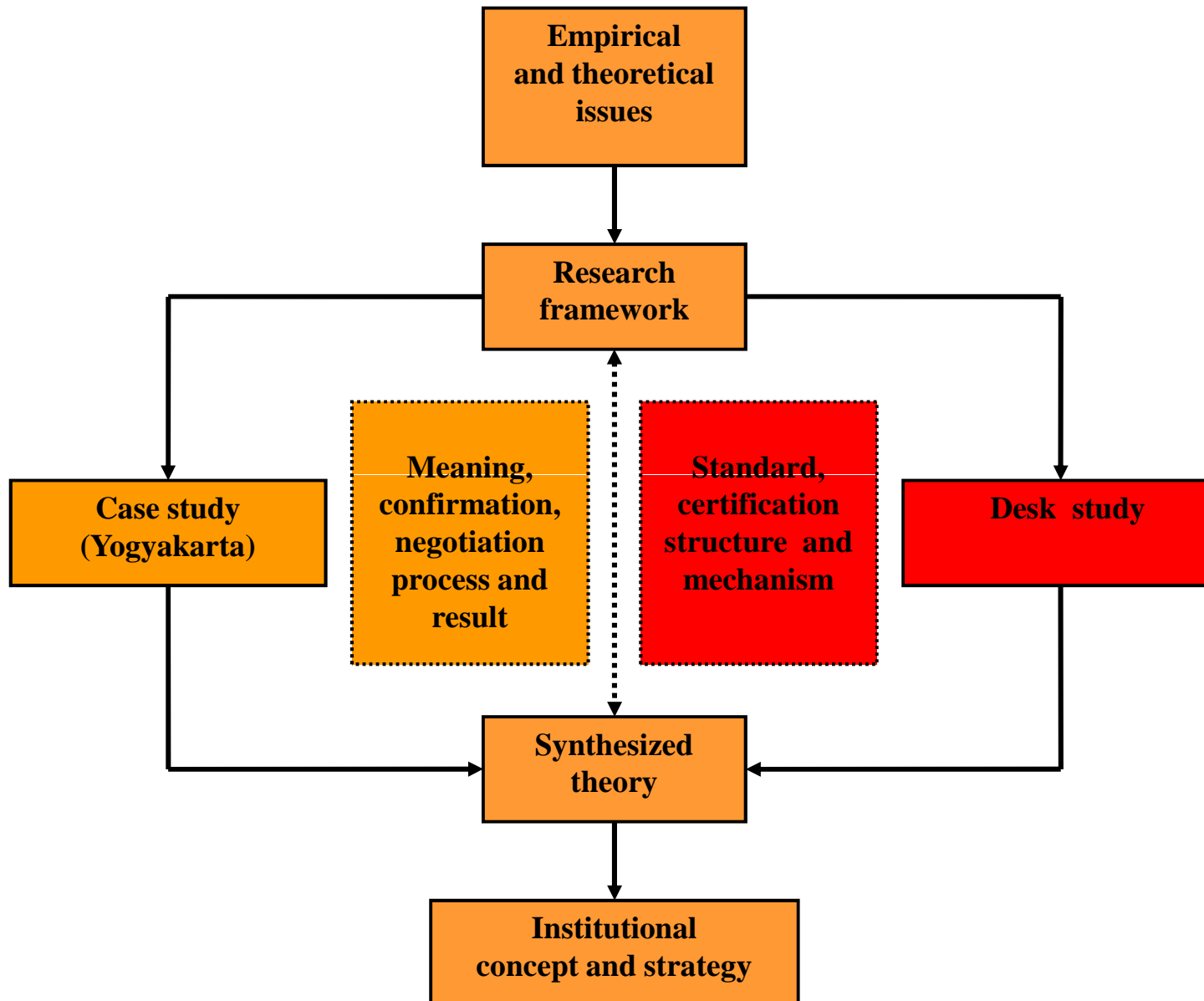


Institution :

Three-tiered analytical conception (Healey 2004)

Specific episodes	Actors: key players – positions, roles, strategies and interests Arena: institutional sites Ambiences and interactive practices: communicative repertoires (metaphors, narrative)
Governance processes through which bias is mobilised	Networks and coalitions Stakeholders selection processes Discourses: framing issues, problems, solutions, interests, etc. Practices : routines and repertoires for acting Specification of laws, formal competences and resource flow principles
Governance cultures	Range of accepted model of governance Range of embedded cultural values Formal and informal structures for policing discourses and practices

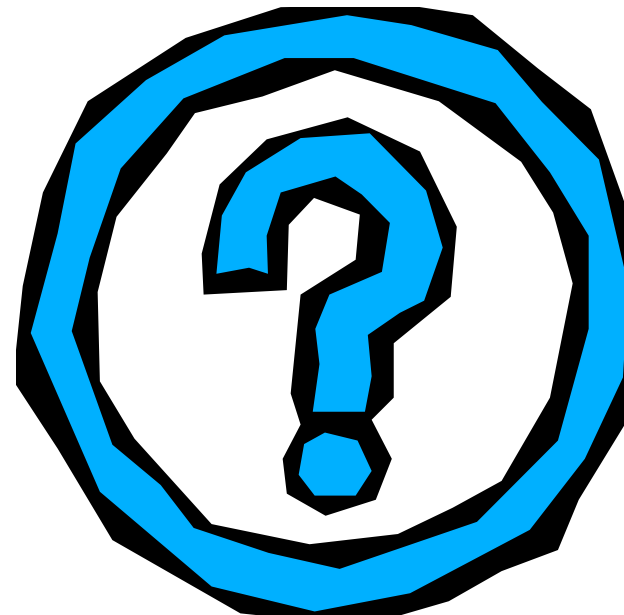
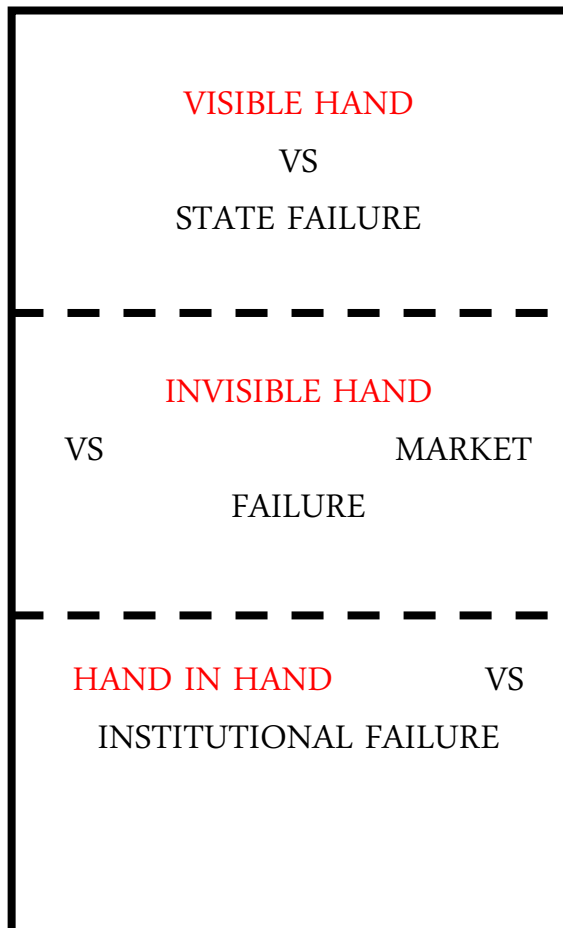
Research design and basic interrelated stages



Hypothetical map of conception: trade practice, ideology, actor, tool and poverty

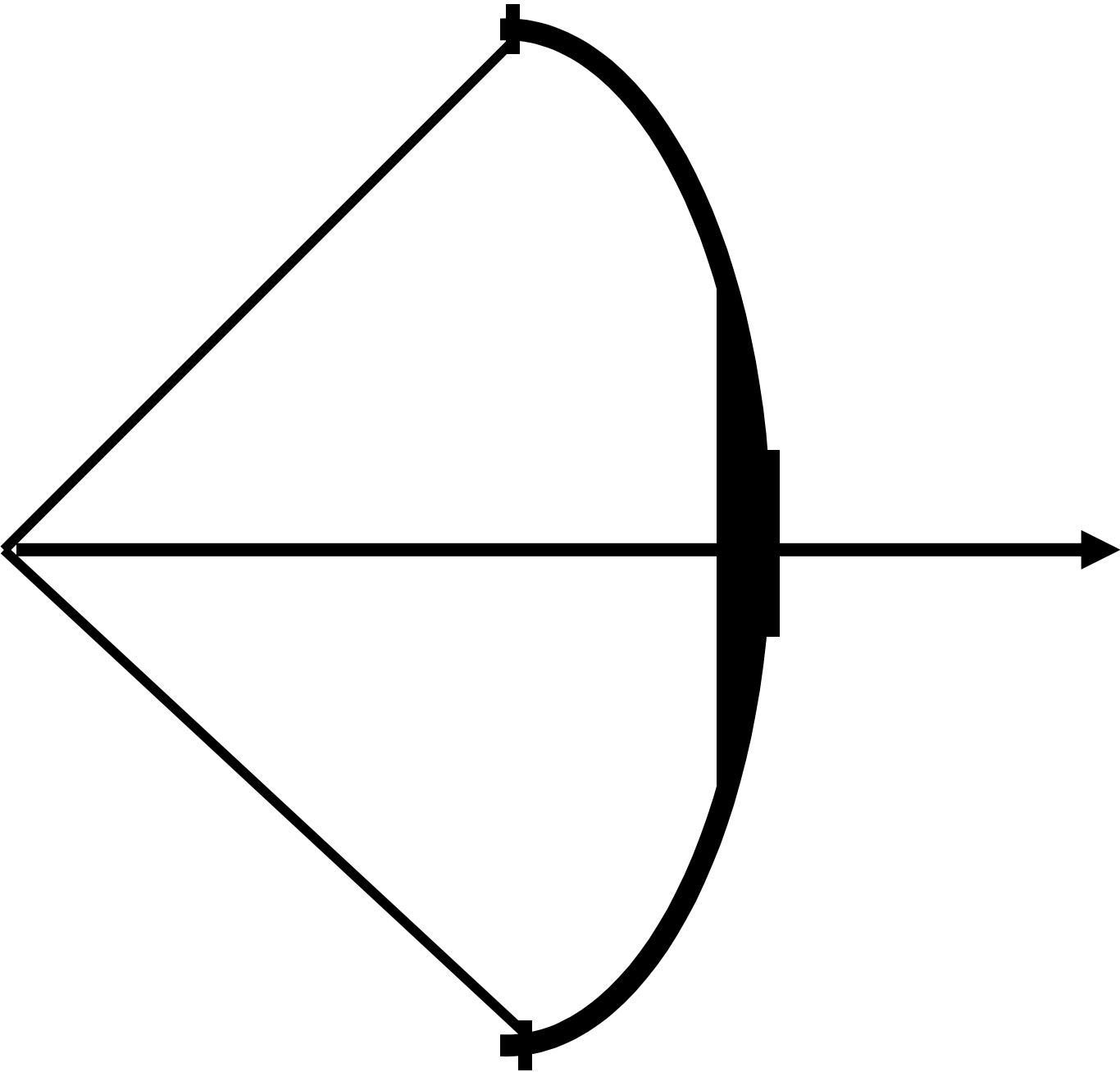
Trade practice	Ideology	Main Actor	Main tool	Structural poverty main reason
Fenced / protected trade	Socialism	Government	State regulation	State failure
Free trade	Liberal capitalism	Trader	International agreement	Market failure
Fair trade	Thirdworldism / alternatives	Consumer – producer	Standar and certification	Institutional failure

Structural mode effecting poverty

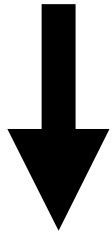


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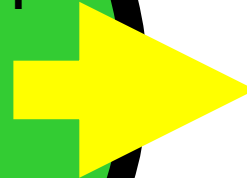
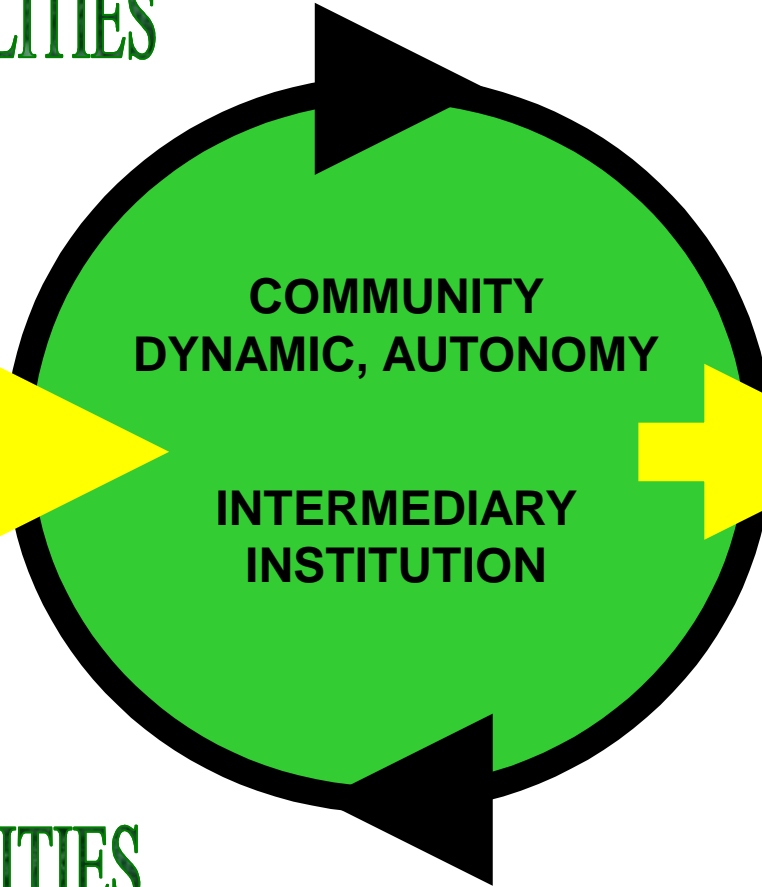
Tourism (trade - standard and certification) can be used as poverty alleviation tool if it is constructed upon the richer understanding and accommodation of the external - structural forces (as well as common interest, preference of tourists, the poor) in such innovative institution



EXTERNALITIES



**MATERIALS
SERVICES**



**MARKET
AND
EXPERIENCE**



INTERNALITIES



NEW CAPITAL



NEW CAPITAL



thank you
terima kasih