

# Pro-poor Tourism in Theory and Practice

Pro-poor tourism is not another form of tourism as most people tend to think but it is an approach that seeks to utilize tourism as strategic tool to alleviate poverty among the marginalized communities. Any form of tourism can contribute to poverty reduction. For this to happen, specific ways need to be identified in which tourism businesses as well as tourists can directly and indirectly generate benefits for the poor. This is what Pro-Poor Tourism (PPT) is all about...

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