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# Evaluating the Multiplier Effect of Tourism on Local Poverty Rates

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**Abstract:** Poverty is viewed as a global pandemic sickness that must be eradicated to prevent its victims from succumbing to it. Hunger, deprivation of amenities by governments, particularly in rural areas, inability to secure job opportunities, inability to earn a daily living, which could be provided by the government or private companies, and a deliberate effort to neglect certain sections of the country, whether based on tribe, region, or religion, are all examples of poverty. Madhya Pradesh has been focusing on tourism as a method for reducing poverty and development, and the researchers examined this topic. Tourism is defined as an industry that is involved with the migration of people from a location to another for relaxation and leisure for approximately 24 hours in time. Even though tourism takes many forms, the study focused on poverty reduction. There are several types of alternative tourism or mass tourism but the most common are those that are based on rural natural areas, handicrafts, and eco-tourism to enhance the tourists' experience. To gather information, the study employs qualitative research and the interview approach. As a result of the research, it was discovered that rural tourism helps to alleviate poverty, generate jobs, raise the living standards of rural residents, and develop rural regions. Rural tourism has arisen as a development strategy for reducing poverty, reducing regional inequality, and upgrading rural, distant places where ethnic minorities reside. Despite being one of India's poorest and most backward states, Bundelkhand has a great treasure trove of legacy, tradition, and culture. The study looks at the varied tangible and intangible legacy that has accumulated in rural areas and is a key component for the development of rural tourism to give supplemental income and new employment opportunities to the region's disadvantaged inhabitants.

**Keywords:** Poverty; Tourism; Rural Tourism; Mass Tourism; Rural Area, Eco-Tourism

## Introduction

Tourism is the practice of visiting a site or places, usually for recreation and relaxation and it generates economic advantages for the communities that host the visitors. A single element that contributes to tourism's ubiquitous role as a supplier of foreign exchange, employment, income creation, and socio-cultural development in rural regions across the world is the advantages offered by the tourist sector to host communities and governments. It appears to be a stimulus for development and poverty reduction, particularly for governments and communities that have grasped the potential of their resources. Tourism encourages growth and serves as a driver

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of social and economic progress, particularly in emerging and least-developed nations, where promising outcomes have been demonstrated. Most visitors who visit impoverished areas come from high or high-middle-income nations. This finding adds to the idea that tourism is the world's greatest voluntary resource transfer from the wealthy to the needy. Too far, tourism growth has not included targets for poverty elimination. The economic, environmental, and/or cultural views of national and international policymakers continue to guide the direction of the organization. There is now widespread recognition of tourism's significance in the growth of a country's economy. Although tourism's economic significance is primarily recognized in terms of the contribution to foreign exchange, it also adds to the creation of employment opportunities (for approximately 221 million people worldwide), the utilization of human resources, development, and growth of industries and sectors related to tourism. It is anticipated that it would provide about 269 million employments by 2015. In recent years, the tourist sector has seen tremendous growth across the globe, resulting in both economic and social advantages; this industry has the potential to play a critical role in improving a country's trade performance. Such economic advantages have the potential to play a significant part in the process of poverty reduction if implemented properly. In general, tourism has grown to be a major sector in both poor and wealthy nations because of its considerable effects on economic, livelihood, and socio-cultural development in both countries (Shah, 2000).

It should come as no surprise that cash-strapped third World nations see tourism as a means of achieving rapid growth faster. The fact that it can generate billions of dollars quickly has led to it being heralded as a cure for debt-ridden nations. But, more than that, tourism has become an integral component of the package of financial bailouts for nations in financial difficulty put together by international financial organizations. Tourism is increasingly being pursued as a major development strategy for the developing world, particularly in the Third World. Several policy initiatives can be considered in the context of tourism development that has been identified in this paper. The paper also identifies who the stakeholders are and identifies some of the major barriers preventing tourism development from being used as a powerful tool for poverty reduction. To effectively use tourism as a poverty reduction tool, it is clear that a paradigm shift in the manner that humans think about tourism, as well as in the essence of the policies, plans, and practices that are implemented, must take place to ensure that the poor benefit from the tourism development is achieved.

The culture, traditions, and geographical distinctiveness of rural areas attract tourists, which in turn generates new employment opportunities and helps to revitalize the region's ailing economy. Rural tourism that is well-developed and centered has the potential to become a new source of revenue and employment, alleviating social isolation, and playing a significant role in the redevelopment of the region's economy.

Tourism has grown from the pursuit of the privileged few to a mass movement of people with the urge to discover the unknown, explore new and exotic locations, seek environmental changes, and enjoy innovative experiences. As a result, it's a fiercely competitive market where the location or destination has little or no control over several external elements. Consequently, it is usually claimed that both physical and human management strategies are necessary to

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satisfy visitor expectations within the constraints of a region or destination and its surroundings. Tourism region management strategies must be based on judicious use of resources and harmonious coexistence with the external environment.

Tourism originated as a social phenomenon, but in a short period, it has grown into a significant economic activity. Tourism's social and economic consequences have lately brought to light a variety of environmental issues about the ecology and social effect of tourism on the host community.

Tourism is a business for the individual entrepreneur as well as a community-wide company. Interconnected demand and supply factors are the basis for this model. These marketplaces include those in other countries as well as those in your backyard. The "tourist product" includes attractions, accessibility, amenities, and infrastructure on the "supply" side of things. It's a business that relies heavily on the local community's goodwill as well as on the industry's ability to attract tourists and residents alike. Consequently, there must be a wider distribution of economic gains compared to the traditional sector.

**Poverty**

According to the 2015 Millennium Development Goals Program, this may be generally described as the inability to achieve a minimal level of life by obtaining the bare necessities such as food, adequate housing, health care, education, and clean water. As a multifaceted phenomenon, poverty should be considered to include aspects such as inequality, vulnerability, a lack of control, and a loss of dignity, in addition to its economic components (Tucker, 2011). Poverty is caused by a variety of economic and sociological reasons, including having a low or no income, a lack of skills and education, a bad health status, a lack of social security, being isolated, being excluded, and being subjected to extreme weather (Green & Hulme, 2005).

**Poverty Alleviation**

These are intervention methods or techniques that can alleviate the suffering and scale of poverty in its many forms. Planned and implemented tourism strategies must characterize the objective of eliminating poverty via tourism as more than only boosting income levels above the poverty level for the largest number of people, according to the (UNESCAP) three-dimensional view of poverty (Kashaga, 2007).

**Eco-Tourism**

Even though eco-tourism efforts may offer advantages to individuals, they are concerned primarily with the environment. Environmentally sound conservation methods emphasize the importance of widely dispersed local benefits (typically in the form of money) as motivations for conservation, or they may promote activities that serve as an alternative to unsustainable practices. The major goal of the PPT, on the other hand, is to provide economic benefits to the poor.

Its mission is to promote sustainable development in tourism, as well as responsible best practices within and among members of the tourism fraternity, via education, advocacy, and collaboration. The society had begun efforts to raise awareness and educate tourist service providers, as well as local government officials, about the critical need of ensuring permanently sustainable tourism practices in the tourism industry. Aiming to preserve natural resources via eco-tourism, the Madhya Pradesh Eco-Tourism Development Board was established to achieve forest management through eco-tourism in the state. The Board has made efforts in the areas of capacity building, destination development, ecotourism activities, and the construction of infrastructure for eco-

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tourism facilities, among other areas. More precisely, the following are some of the functions: Regular training programs, exposure trips, seminars, and workshops, as well as the exchange of experiences, among other activities, are used to develop the capacity of government employees, local community members, tourist entrepreneurs, and other stakeholders. Creating energy across the various organizations is important.

Nature camps (camping sites in natural settings), eco-friendly accommodations, nature and trekking, wildlife viewing and river cruises, angling, adventure sports, urban eco-tourism, herbal eco-tourism, through eco-parks, conservation education, and other eco-tourism activities and facilities are being implemented to promote an area as an eco-tourism destination in the state of Madhya Pradesh. The potential for eco-tourism and wildlife watching has also increased because of the continuous rise in the number of tourists visiting various areas of the state of Rajasthan. The participation of the local population, as well as local artists and artisans, has been a driving force behind the promotion of tourism in Rajasthan. Dance and music, (pottery, handicrafts wooden artifacts, metal crafts, leatherware), stone carving, and natural treatment centers, to mention a few, are some of the activities available.

Promoting public-private partnerships between government and industry. Promoting youth participation in various aspects of eco-tourism development, both rural and urban, through various incentives such as internships, stipends, and other financial support.

**Community-Based Tourism**

The goal of community-based tourism projects is to enhance the participation of local people in the tourist industry. PPT has several helpful features, including these. However, PPT entails more than just a community-based approach; it necessitates the development of mechanisms to open possibilities for the needy at all stages and scales of operation, as well as the promotion of the tourism industry (Ashley et al., 2001).

**Sustainable Tourism**

Sustainability in tourism is defined by the World Tourism Organization as follows: “Sustainable tourism development fulfills the requirements of current visitors and host areas while preserving and improving possibilities for future tourists and hosts.”

**Pro-Poor Tourism**

Planned and implemented tourism strategies must characterize the objective of eliminating poverty via tourism as more than only boosting income levels above the poverty level for the largest number of people, according to the (UNESCAP) three-dimensional view of poverty. (Government of South Africa, 1996). Local communities are involved in planning and decision making, they are ensured that they are involved in and profit from tourism, according to the definition of “new tourism” (Dwyer & Wickens, 2011). Pro-poor tourism does not relate to a specific product or sector of the tourism industry, but rather to a strategy for addressing it. It comprises a wide range of stakeholders functioning at many different levels, from micro to macro. Several stakeholders are involved in this process, including the government, the business sector, civil society, and the poor themselves, who serve both as decision-makers and producers (Ashley, Roe & Goodwin, 2001).

The consequences of globalization have not only compelled nations, organizations, and people to reorganize their economic bases, but they have also compelled them to look for other sources of income, such as tourism, as the most feasible socio-economic growth catalyst. According to Rodriguez-Pose and Hardy (2015),

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informality is a unique aspect of tourist economies in both the developing world and the developed world, with the former being more prevalent than the latter. Consequently, tourism stimulates the growth of other sectors such as transportation, hospitality, and agriculture as well as manufacturing, which has a direct, indirect, and induced effect on the tourist economy. It should be remembered that tourist destination experiences generate backward connections in other sectors, such as the aviation industry, which serve because of the effect of tourism supply chains.

The World Tourism Organization (WTO) of the United Nations (2004) stated that tourism is now the world's biggest business, with annual sales of over $3 trillion; and that travel supports more than 6 million jobs in the U.S. make it the nation's top employer. Aside from the growth of mass tourism and the standardization of tourist services, it seems that people are increasingly turning to natural, protected, and pristine environments, such as those found in rural regions, in pursuit of a more genuine experience in the outdoors. It follows that the appeal of rural regions to visitors is associated with the potential of fulfilling demands for relaxation, vacations, and/or holidaymaking while also acquiring information about the local people, culture, and environment, all of which are naturally occurring in nature. Based on this assumption, Petroman (2013) stated that the growth of rural tourism is related to the experiences of members of privileged social classes (feudal lords, members of the bourgeoisie, and members of the aristocracy) who spend all their time in rural regions throughout their lifetime. More specifically, the intense growth of rural tourism in rural regions associated with the year 1970 in industrialized nations has contributed to the economic and social strengthening of villages.

**Employment Due to Tourism**

When asked about the number of homes and the average number of persons engaged in the production of these local handicrafts, the respondents responded that there are 15 houses with between 100 and 200 adults and children working in them(Gana, M. A. 2019). Rural tourism is a legitimate source of employment. Many handicrafts are the only source of income for these families, and if tourism is promoted through sound policies and the development of creative talents among our young, this will help to decrease unemployment in the nation while also speeding up the development of the countryside. Taking Nigeria as an example, the World Poverty Clock (2018) stated that 86.9 million Nigerians live in severe poverty, and if rural tourism is promoted, it would decrease the burden on governments to provide white-collar employment, particularly among the young.

Accommodations, transportation, and tourist attractions sites are just a few of the numerous job possibilities created by the tourism industry. The availability of competent and qualified staff is critical to the performance of any tourist development plan or program; as a result, workers are a requirement of the tourism sector. In the tourist industry, employment constraints include precarious employment, poor job status, long antisocial working hours, and low pay, to mention a few. The most obvious and immediate consequences of this scenario are the difficulties in finding suitable people and the high staff turnover, both of which are averse to the sector's development.

Tourism is a labor-intensive industry that contributes significantly to the nation's employment. It is one of the world's leading producers of employment needing a variety of skill levels, and it provides for rapid entrance into the workplace for

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adolescents, women, and migrant workers, among other demographic groups. Some nations rely on tourism for employment as a primary source; for example, India is the second biggest employer in tourism, with an estimated 25 million jobs generated annually.

Employment possibilities in the tourist and hospitality industries may be generated either indirectly or directly depending on the level of participation or contribution made by the tourism supply side. The entire number of work possibilities provided by direct employment in the travel and tourist industry is referred to as direct employment opportunities. A wide range of lodging establishments are employed in the tourism industry: hotels, restaurants (especially those that cater to tourists), tourist information offices (which include national parks and historic sites), airlines, cruise ships, resorts, bed and breakfast inns, and rural inns, as well as other lodging establishments such as guesthouses, farmhouses, and rural inns. Local transportation (including state-owned planes and railroads, as well as commercial transit facilities), guides, cooks, and scouts are all available.

Additionally, tourism-related activities such as restaurant suppliers and construction companies that build and maintain tourist facilities, as well as various handicraft producers, marketing agencies, and aircraft manufacturers all contribute to the creation of additional indirect employment opportunities. To carry out all of these operations, the tourist and hospitality business employs a large number of individuals.

Tourism's economic impact may be quantified in terms of income, employment, investment, and development, as well as the balance of payments. If the industry is labor-intensive, as, in tourism and hospitality, the majority of the income is likely to come from salaries and wages paid to persons working in jobs that either directly fulfill the needs of visitors or profit indirectly from their spending. Income will be high in tourist places that draw a big number of people; in destinations where tourists spend the most time, customer money will be high, given the diversity of opportunities and activities available for customers to engage in.

There are several reasons why career opportunities have become more diversified than ever before, including the growing popularity of travel and tourism across the world, as well as destinations' focus on providing high-quality services to fulfill the requirements and wishes of visitors. Because of the enormous variety of vacation alternatives available to travelers and the increasing rigor of international standards. All the scenarios are the primary causes for the increase in the number of tourists visiting the respective locations. Therefore, many workers are needed to offer services to visitors. Considering these realities, the tourist and hospitality industries, together with their supporting industries, provide a diverse range of job possibilities.

**Rural Tourism Develops Rural Areas**

There are several ways to describe rural tourism, but one of the most common is to refer to it as any sort of tourism that promotes and highlights rural life, art, culture, and tradition in rural regions while attempting to help the community both socially and economically. Rural tourism, at its heart, is an activity that takes place in rural areas. A wide range of options are available, including farm/agricultural tourism, natural and adventure tourism, cultural tourism, and eco-tourism, to mention a few. Rural tourism differs from traditional tourism in that it is experience-oriented, occurs in sparsely populated regions, occurs largely in natural surroundings, is integrated with seasonality and local events, and is

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centered on the preservation of cultural, historical, and traditional heritage.

Locals' responses to the question of whether rural tourism may improve living standards are that they do not rely on the government for their livelihood; rather, they rely entirely on their handicrafts, which they have received from their ancestors, to support themselves (Gana, M. A. 2019). The profits from the sale of local handicrafts are used to fund their children's education at local schools. Moreover, the results of Strydom et al. (2018), who emphasized that rural tourism acts as a spin-around for small-scale businesses and employment generation, while also improving the living standards of local people, validate this statement. When compared to contemporary companies, rural tourism or handicrafts need less money to get started, while modern firms demand reasonable capital, which involves collateral security, which the entrepreneurs are unable to provide. As a result, poverty is a global pandemic that will continue to afflict rural areas until local tourism is enhanced to act as an effective approach for poverty reduction at the local level.

As previously stated by Bukola et al. (2018), tourism development has an important impact on sustainable economic development, and it has suspected a social context of poverty reduction in the globe in addition to the traditional role as a source of foreign exchange earnings in the developing world. From this, it can be concluded that rural tourism as an industry act as a poverty-reduction tool for rural areas, particularly in emerging and under-developed nations and regions.

Agriculture and rural tourism are two of the few industries that may offer a solution to these issues. Another element contributing to the move towards rural tourism is increased public awareness, rising interest in history and culture, and better accessibility. There is also a greater emphasis on environmental conservation. Consequently, in industrialized nations, a new type of tourism has emerged that involves visiting rural areas to experience and enjoy a calm and healthy way of life has emerged. In the guise of a formalized form of Rural Tourism, this idea has given shape.

Tourist income and political pressure from tourist authorities may be used to assist pay environmental upgrades such as village pavement and traffic control systems, as well as sewage and waste disposal. It is critical to instill pride in one's surroundings to retain present inhabitants and businesses while also attracting new businesses and families to the area.

**Positive Effects of Tourism**

- **Gaining an understanding of one another's culture and traditions**

Inseparable in terms of their apparent connections, tourism and culture are linked. The creative and cultural industries are increasingly being utilized to promote travel destinations, making cultural tourism one of the biggest and fastest expanding segments of the global tourist industry. In addition to increasing the need to differentiate individual cultures and images, a growing variety of cultural aspects are being used to promote and market areas due to the rising usage of culture and art in marketing destinations.

- **Diminishing negative views and stereotypical thinking**

Stereotypes are qualities and features that have a negative connotation and are associated with certain social groups or individuals who belong to such groups. Instead of focusing on the task at hand, students may get preoccupied with negative preconceptions, or with the possibility that their bad performance would confirm the validity of such prejudices.

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- **Pride development, admiration, knowledge, respect, and tolerance for the culture of each other**

We may broaden our views, improve our interpersonal interaction, and deepen our communication by learning about individuals from other cultural origins. Face-to-face contact with someone from the culture you want to know more about is the greatest method to learn.

- **The self-esteem of visitors and hosts is increasing**

Individual behavior, family connections, communal lifestyles, moral conduct, artistic expressions, traditional rituals, and community structure all alter because of tourism's social and cultural effects.

- **Interaction psychological fulfillment**

Many variables, such as personal characteristics, societal factors, situational factors, and economic considerations, affect consumer behavior. One's requirements may be determined by comprehending these aspects. The travel and tourism sector is through a period of transition.

**Proposed Rural Tourism Development Model for Bundelkhand Region**

In general, the government shapes the economic environment and establishes the regulatory framework under which the tourist sector operates, as well as playing a key role in tourism policy, management, and promotion. The role of commercial businesses, non-profit groups, and the community in the planning process is also crucial.

The next phase would be to create hardware components such as roads, power, water supply, healthcare, and homestays, among other things, which are required for visitor accessibility, lodging, and amenities. Software components must be built, and capacity training is required for the project to work well, as local people will be unfamiliar with the notion of rural tourism and its growth from the start. Developing these components would attract tourists to the communities, generating revenue and jobs that will enhance the rural people's living conditions. The evaluation of rural tourist initiatives will provide a clear image of the area's overall growth, and if the project is successful, a similar model may be used in other communities.

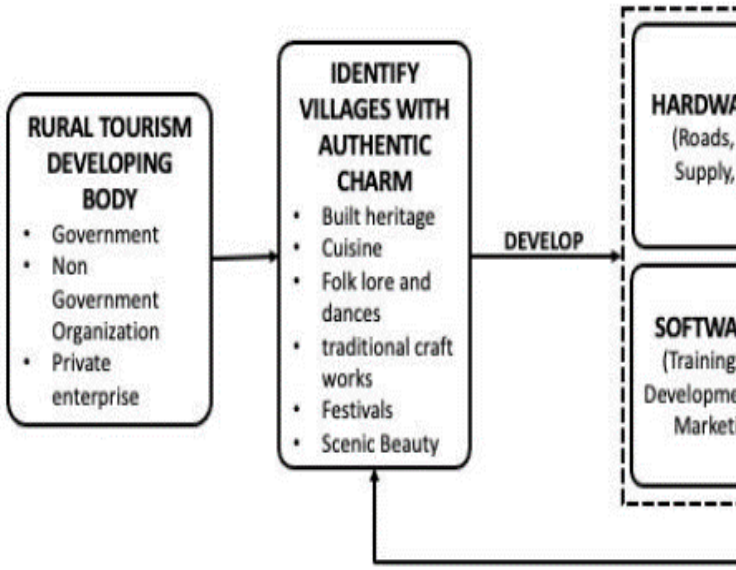



Figure 1: Successful rural tourism projects

**Poverty Reduction Strategy Plans**

Long-term tourism development, large-scale poverty reduction, conservation of natural resources and traditional ways of life, and economic development promotion are all made possible by policies, regulations, and well-defined plans. In addition, they help to maintain social cohesion and the identity of local communities. Developing goals, programs, laws, and statutory requirements for the safety and security of citizens, as well as the working conditions of workers and infrastructure, education, and training all fall under the purview of the federal government.

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- Determine the environmental impact of major tourist efforts and keep tabs on them.
- Encourage industry supply chains to purchase locally rather than relying on imported items.
- Credit and lending facilities should be made available to the poor, allowing them to manage their resources equitably, thereby encouraging community ownership.
- As a strategy to encourage local employment, the implementation of job outreach programs that educate local individuals about the HCT business and its related industries is recommended.
- Increase collaboration and communication between the tourist sector and local communities to facilitate community provision of food, commodities, services, or infrastructure and to help communities better understand the demands of the company.
- Address present labor shortages, notably in terms of bad working conditions and the abolition of child labor.

**Tourism Planning**

Tourism planning should move beyond the physical and promotional constraints that now exist. It should allow for a more comprehensive and balanced approach to tourism, considering not just the demands and viewpoints of tourists and developers, but also the needs and perspectives of the whole community. The strategic planning approach to tourism begins far earlier than the choice of a development strategy. It all starts with a look back at what has already been done, such as a critical evaluation of the good and bad effects of prior tourist development projects, as well as an examination of tourism's political relevance. The stages of tourist planning are depicted in the diagram below:

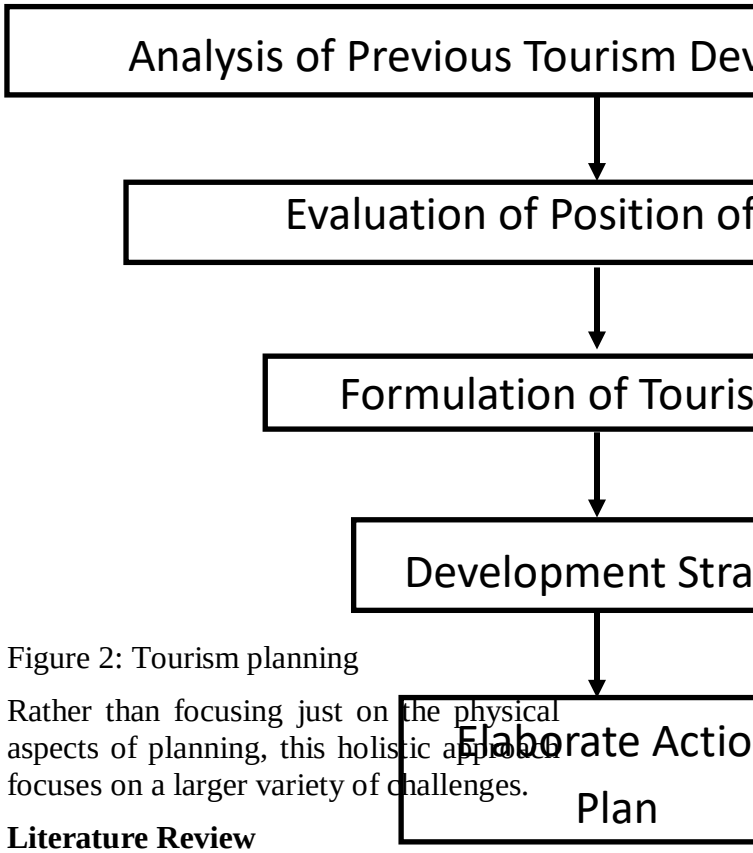



Figure 2: Tourism planning

Rather than focusing just on the physical aspects of planning, this holistic approach focuses on a larger variety of challenges.

**Literature Review**

**Tosun (2000)** in the decision-making process or the benefit of tourist development, community participation may be evaluated by researchers. He stressed the operational, institutional, and cultural obstacles which hinder communities from being actively involved in decision-making on tourist development. Among the difficulties identified are regional power structures, centralized authority, dominant elites, a lack of knowledge, and a shortage of tourist skills. He argues that these limitations represent current social, economic, and cultural institutions in developing nations and that without change of their socio-economic and political systems community participation is impossible. Capital shortages, cultural limitations, tourism as a community idea, and centralized political structures leading to government overreliance on initiative

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and decision-making, were identified as obstacles to community participation.

**Wall and Mathieson (2006)** stated that the tourism expenditure in the receiving nations may generate possibilities for direct, indirect, and induced employment, thus contributing favorably to total employment in such countries. These relationships may thus have a beneficial effect on the economy, therefore generating more money and jobs. Indirect employment has a larger effect on the tourist industry than direct employment. Furthermore, indirect jobs provide at least 1.5 times the additional value of company possibilities than direct employment. The tourist sector impacts directly on different sectors such as transport, housing, food & drink, souvenirs, and health, and indirectly impacts the sub-sectors which supply the industry with resource transfer. The effect of tourism on jobs is thus extremely difficult to establish accurately.

**Seetanah's (2011)** study showed that both developed, and developing nations have a beneficial impact on tourist development, but tourism in emerging countries has a more significant influence on economic growth. In contrast, the size of the nation does not alter the link between tourists and economic development. Tourism discovered that the economy of underdeveloped nations does not promote economic development, but in more advanced countries there emerges a link between tourism development and economic growth.

**Kara et al. (2012)** studied the links between tourism revenue, economic growth, current account balances, and real exchanges between Engle-Granger, Vector Auto-Regressive, and Granger causality tests were investigated and showed a positive impact on the tourism income current-acuity deficit and the two-way causes of tourism income and the current account balance. Analysis was carried out with the Vector Error Correctional Model (VECM) and Granger Causality and an analysis of the impact of tourism on current account deficits in Barbados during the period of 1990-2006 and the weak effect of tourism receipts on long-term sustainable development of the trade deficit.

**Lee and Brahmasrene (2013)** studied the effect of tourist revenues in co-installation tests and regression analyses on economic growth and $CO_2$ emissions in 27 nations of the European Union in 1988-2009. The effects of tourism on economic progress have also been concluded. The short-term and long-term interactions of $CO_2$, economic growth, trade, consumption of renewable, trade, and tourism in Central and South Africa for the 1995-2010 period, through ARDL analysis, FMOLS analysis, DOLS, have been investigated and a unilateral causality from economic growth to short-term tourist arrivals revealed. The long-lasting interaction of carbon dioxide emissions, tourism, actual GDP, energy consumption, urbanization, and financial development through ARDL and VECM in Malaysia was analyzed and no causal interaction among tourism and long-term economic growth was revealed (Solarin, 2014).

**Prasad and Kulshrestha (2015)** proposed four major preventive factors: low and part-time employment; high-season volatility; unbalance between tourism economy and employment and imbalance between incoming and outgoing visitors in developing nations. Moreover, most tourism-related women are employed in part-time, seasonal, unstable, and low-pay employment, which may create more informal occupations. The tourist industry is also dependent on variations in the season and temperature. Unforeseen seasonal changes are thus likely to advertise employment, tourist operators, customers, the local population, and other economic indices in the nation.

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**Alp and Genc (2015)** examined, using the method of TAR-VEC, the interaction between the current account deficit and tourism over the period between 2003 and 2013, and concluded a positive, long-term relationship both between the services balance and the current account and with the balance of tourism revenue and service balance. The interaction between the current account deficit and the tourism deficit was examined. The 1976-2015 connection between tourism and balance of payments deficits in Pakistan using the ARDL model was examined and a negative relationship between tourist revenue and the long-term balance of payments deficit was identified.

**Kontogeorgopoulos, Churyen, and Duangsaeng's (2015)** study showed that the tourism and travel sector are one of Emerging Countries' most significant jobs. Homestay is a type of community tourism that enables tourists to spend money on local communities, thus increasing their regional revenues, which at times are even more than the amount spent owing to the multiplier effect. This contributes to improving the economic condition in the community while enhancing the cultural and social advantages of greater buying power. According to the study, the residential program, which focuses on economic growth and social betterment of the host, enables residents, and hosts to take part in a range of programs to enhance their living conditions.

**Joshi's book "Poverty and Sustainable Development" (2015),** the emphasis of the debate on the key problems that the Indian economy faces today's pro-poor development challenges was a thorough and current one. In academic rigor and objectivity, clear exposure is coupled. The author raises questions and answers a well-thought-out response in this incisive work. This book is intended for a wide number of individuals. This is a major work. It offers important lessons for anybody interested in addressing the problem of equitable development. It is a fascinating study. The public policy debate and help to successfully make decisions at all levels are expected in this book. It is helpful for researchers and students of development economists, policymakers, NGOs, civil society organizations, bankers, corporate and industry experts, social scientists, and anti-poverty activists, as well as all those interested in a better future.

The short-term, as well as the longer-term links between economic growths during 1960-2014, were explored in India through analysis by ARDL and the VECM. It was found that the international tourist income affected both long-term and short-term economic growth, and that one-way causality was revealed from tourism towards long-term economic growth. (**Ohlan(2017)**

**Danish and Wong (2019)** examined tourism's impact for 1995-2014 in BRIC South Africa's countries on economic growth and reported a positive impact on the economic growth of tourism receiving revenues and a 1 percent increase in tourism receiving growth of 0.1594 percent. Tourism has also been shown to have a stronger and more effective effect than tourism receives. In addition, the research findings confirm the validity of the growth theory driven by tourism.

**López and Arreola (2019)** examined, by way of the panel analysis on co-integration, the links between economic development, tourism, and employment in the State of Mexico during 1994-2014 and revealed that domestic tourism produced direct employment in the tourist field. The long-term interaction of tourism and employment for 2014-2018 in Turkey has been studied via co-integration and causality analyses, revealing the beneficial impact of tourist earnings on employment and mutual causes between tourism and jobs.

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**Ganeshamoorthy (2019)** investigated the short-term and long-term link between tourism and creation of employment by Vector Auto-Regressive (VAR), Johansen Cointegration Test, and Granger Causality Test during the period 1977-2017 in Sri Lanka and reveal that rising tourism led to short-term jobs, although increased tourism did not create long-term employment because of seasonal fluctuations.

**Causes and Manifestations of Poverty**

The underlying causes of poverty and identify an adequate place of intervention in the poverty cycle if tourism is to be used as an effective means for reducing poverty. The 2000/2001 World Development Report (2001) lists the major causes of poverty as follows: Failure to meet basic needs - food, housing, clothes, and acceptable health and educational levels. The absence of skills needed to provide a job, good health, land/house, access to basic facilities, economies or access to loans, social assets such as the network of connections, and reciprocal responsibilities that may be used in time of need is characterized as lack of good health.

These issues include unjust socio-cultural circumstances in which the poor are treated inhumanely, the impression that certain social institutions are ineffective and unheard, lack of protection against violence, bullies, lack of civilization, and predictability about their dealings with public authorities. Vulnerability to unfavorable shocks associated with their failure to cope. The poor are vulnerable to numerous health risks, environmental and human dangers and cannot recover quickly economically, socially, physically, or emotionally from these shocks. Although these are the direct causes of poverty, additional global poverty is caused, including regional and national economic development, income distribution disparity, and governance instability. The general assumption is that incomes rise, and poverty is decreased with overall economic development. It should however not be concluded that the economic effects that the broader society has disadvantaged.

It is important to address poverty changes at the national, local, and global levels. To achieve poverty transformation, it is essential. Poverty may be assessed in terms of GDP locally by bad health and inadequate access to excellent health care facilities, analphabetism and irregular incomes, informal work, a lack of free choice for the desired standard of living, a lack of land tenure for housing, a lack of basic infrastructure, etc. In its World Development Report (2001), the World Bank's Poverty Reduction Framework highlights economic growth and promotes opportunity, empowerment, and security enhancement. The challenge as a tool to reduce poverty remains to identify how and where tourism may intervene to provide excellent chances, empowerment, and security for the poor at the local level and promote national and regional economic development.

**Barriers to Tourism-Related Poverty Reduction**

The development of tourism as a strategy for poverty reduction successfully has several obstacles. These include the absence of government-wide informal tourism initiatives, which play a critical role in delivering tourist services and have a considerable potential to help alleviate poverty in metropolitan areas.

The potential of tourist development through support agencies is relatively rarely recognized in the Asian setting. One of the difficulties is to engage with these organizations to show that tourism can play a significant role in tackling important problems of development, such as gender, poverty, female trafficking, infrastructure, and health care. Very few people have training or education in the use of tourism as a tool for poverty

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reduction if any poverty and tourism officers. Given that the poor often lack access to finance, which is necessary for them to engage in the tourist industry, this is an important issue.

Organizational capacity is a problem for both governments and non-governmental organizations when it comes to responding to the possibilities presented by tourist growth. Access to tourist infrastructure and assets is very restricted for the poor in many countries. A lack of critical market intelligence prevents governments – particularly those in rural and remote areas – from developing pro-tourism policies and products that are based on solid market information. When it comes to developing new goods and services, outdated laws and red tape make it almost impossible at times. When it comes to fulfilling the requirements of the tourist sector, the regions with the greatest levels of poverty are often those that lack critical transportation and communication facilities.

## Conclusion

Tourism industries are now among the most important areas of the global economy. It has a positive impact on the balance of payments, as well as revenue generation and job possibilities. Furthermore, tourism has the potential to promote the socio-cultural expansion of the population, as well as the empowerment of women and handicapped groups via the creation of attractive employment opportunities. Therefore, both developed and developing nations devote sufficient resources to training qualified employees for high-quality tourism and hospitality businesses to maximize the sector's contribution to the growth of their respective countries.

Based on the review, tourism activities have created many opportunities in different areas like housing, food, and drink for millions of people around the world (restaurants, dining rooms, cafés, fast-food stores, pubs, bed and breakfasts, hotels, lounges, resorts, catering operations; airlines, aircraft, ships, boats, cruises, transport by land such as public transportation, etc. Stabilities of policy the most favorable circumstances for the growth of the mentioned tourist businesses to generate millions of employments are shorter working hours, technical advances, higher income, and a pleasant environment. Unjust treatment among women and men employees, untrained personnel, bad work conditions, sector seasonality, sexual harassment, and stress; low-paid workers' working hours, and other socio-cultural issues are some of the difficulties for employment in tourism.

The development of a destination's image and the attraction of tourists are dependent on both tangible and intangible elements. Historic landmarks, cultural property, historic locations, natural attractions, a distinctive terrain, and infrastructure in the form of roads and lodging are all important tangible resources in the region. Folk songs, music, theatre, dance, drama, food, skills, crafts, and festivals are examples of intangible resources. These resources are critical to the growth of rural tourism since they are the driving force behind visitor interest in the location, which in turn generates employment possibilities for the local population, thereby alleviating poverty. Development of tourism as a means of generating additional money in addition to that required to meet basic needs as a consequence of agriculture, the population of the region has remained relatively stable, and the rate of migration has been reduced. Developing rural tourism will aid in the preservation of historically deteriorated land and the preservation and appreciation of historic and cultural resources.

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