

Indian Inclusive Tourism Anti-Poverty Model and Its Enlightenment for China

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Abstract

The tourism has become the one of the biggest economic support industries under the background of integration with the global economy in 21st century. As a big tourist destination country, India has created the most jobs by tourism industry in the world with substantial support of government. And also, India has been exploring the path of poverty reduction and achieving some success on pro-poor tourism. Based on the theory of inclusive growth and the case study of India, the paper discusses the enlightenment and innovation of its tourism antipoverty model and proposes the model of inclusive tourism. This model is based on the construction of support system by five aspects: state power sector, local governments, tourism-related businesses, civil society organizations, public opinion assessment. These five aspects are interactions and linkages to build a support system to help poor people get rid of poverty.

Key words: On-equilibrium development; Inclusive tourism; Tourism antipoverty; Social equity

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INTRODUCTION

Sustained economic growth in the tourism industry has made tourism one of the largest industries in most economic development in the 21st Century and it has brought huge economic benefits to the world. According to the World Travel & Tourism Council (WTTC, 2011), "From a global perspective, tourism and travel contribute 10% of GDP, 8% of jobs and 12% of investment per year."¹ Besides, by 2020, the world tourism organization (WTO, 2008) predicts, the number of tourists will reach 1.6 billion and tourism will become another main industry which drives world economic grow (Klasen, 2010). This paper studies the case of India, and discusses on the enlightenment and innovation of its tourism antipoverty model, providing certain reference value for China's pro-poor tourism work in new period.

1. THE THEORY OF INCLUSIVE GROWTH AND TOURISM ANTIPOVERTY

Historically, the theory of Inclusive Growth was proposed in the report of "Millennium Development Goals, MDGs" published by the United Nations Headquarters in September 2000. The MDGs regarded the elimination of rural poverty as a certain objective for the United Nations and other governments, aiming at halving global absolute poverty rates by 2015 (Kumar, 2011). In 2004, the new government of India put forward the purpose to promote equality of opportunity and guarantee the rights of the poor sharing the achievements of the development clearly after its accession, so as to realize "Inclusive Growth". In 2007, the Asian Development Bank (ABD) proposed Inclusive growth strategy according to the theory and

¹ Achieving the millenium development goals by enabling the rural poor to overcome their poverty (2003, February). Panel Paper for the Twenty-Fifth Anniversary Session of IFAD's Governing Council. p.14.

practice of poverty alleviation in developing countries (Chavali & Sahu, 2008, pp.314-322).

The theory is based on a kind of reality that the development of economy and the abundance of material wealth, not only failed to reduce poverty, but the gap between the rich and the poor had been widening. This is due to sectorial impacts (such as the composition and growth of output, sectorial growth rates), public investment (such as health, education, housing, agriculture, etc.) and the quality of governance, etc. In the Inclusive Growth theory, the "Growth" is not to deprive the wealth of the rich by reallocation, or allocate to the poor directly, but guarantee the rights of the poor to share the social wealth and live in decent conditions under the support of national policy and improvement of their own capabilities through poverty alleviation or pro-poor, productive employment, enhancement of the human capabilities and strengthening social protection. This "Growth" emphasizes both the speed and growth pattern which are integrated (Hirschman, 1958, pp.3-5). Meanwhile, Inclusive Growth is also a growth with equality of opportunity; it emphasizes on job creation and other development opportunities through economic growth and also stressed the equalization of opportunities for development.²In addition, "Inclusive Growth" is often used interchangeably with other concepts like broad-based growth, shared growth and pro-poor growth etc. Generally speaking, the generation of this theory has made tourism antipoverty one kind of theoretical practice of inclusive growth.

Tourism Antipoverty is a development model of regional economy that lifts people out of poverty by supporting tourism industry to drive regional economic development. It works through the important role of tourism in leading and driving regional economic development. The effect of tourism antipoverty depends on the ability of self-development in poor areas in a wider range and on a higher level (Ali & Zhuang, 2007, pp.10-13) enhancing the capabilities of self-development, so as to promote economic growth. In the end, tourism antipoverty will promote tourist areas economy to a balancing growth, help to increase personal incomes, also narrow the urban-rural gap and the gap between the rich and the poor.

India is extremely rich in tourism resources, but the gap between the rich and the poor is especially prominent in India (Aiyar & Tiwari, 2009). Wealth gap has become one of the main factors to constrain India's economic and social development. Since the 1980s and 1990s, Indian government has been stimulating economic growth and reducing inequality by developing tourism vigorously. And they have obtained the successful experience of inclusive tourism antipoverty.

² *Literature review on inclusive growth* (Helpdesk research report). (2010, April). GSDRC Governance and Social Development Resource Center. pp.1-2.

2. THE MAIN PATH OF TOURISM ANTIPOVERTY IN INDIA: A CASE IN KUMARAKOM

India is the biggest country in South Asia; it is also one of the four ancient civilizations and owns rich tourist resources. The Indian government has introduced policies to promote the development of tourism in recent years, so as to provide more employment opportunities. They want to guide the poor out of poverty through their own efforts (Baken & Bhagavatula, 2011). In 2006, the India government took the lead in implementing the strategy of tourism antipoverty in the southwestern state of Kerala area in Kumarakom, namely "Responsible Tourism Initiative" (Michot, 2010). Responsible Tourism Initiative is actually a kind of development mode of tourism antipoverty, and it is also the main idea of implementing the strategy of tourism antipoverty in India.

2.1 Strengthening the Functions of Local Government and Civil Society Organizations

- Tourism Antipoverty needs both local government planning and the self-involvement of civil society organizations. To this end, the functions of local government and civil society organizations can be achieved by the following aspects:

- Pass legislation to ensure that local government and civil society organizations are in the power of local tourism resources management, and to make sure they can intervene in economic and environmental problems caused by tourism.

- Local government and civil society organizations set up "Functional Committees", including legal profession, tourism experts, government officials and local people. "Functional Committees" will implement and monitor the relevant tourism projects.

- Before the implementation of tourism projects, the related construction units must obtain the audit of the forestry sector and the State Pollution Control Board. After this, the village committee will provide "No Objection Certificate, NOC", and the whole process is absolutely open and transparent.

- Set different guidelines, so as to guide the exploitation of the forests, oceans, lakes and other different tourism resources.

- Punish violations severely. In the process of law enforcement, strictly enforce the labor law and contract law in related tourism industry.

- Establish a responsible tourism action group, chaired by the member of the local government. The primary functions of this group are formulating the basic policy of pollution control and local procurement.

- Guarantee the establishment of tourist facilities. Ensure the supply of water, electricity, gas, roads, waterways, railways and other energy, at the same time, the convenient transportation.

- Related enterprises must strictly act in accordance with the Responsibility Tourism Action. Local government and civil society organizations will organize assessment, incentives and funding together.

- Found “Forest Protection Committees” in tourist destination, and execute the “Participatory Forest Management”.

- Pass laws to protect local forests, lakes, rivers and other public natural resources.

- The local producers would be responsible for the supply and development of raw materials, resources and products. Meanwhile, local government should ensure the tourism product supply in time, quantity and quality.

- Set up a waste disposal system as with the main responsibility for waste producers to avoid community contaminated.

- Enforce “Extended Responsibility” in the tourism enterprises, promotes full employment for local residents and so on.

2.2 The Governments at Two Levels Concentrating on Working Together to Build Tourist Destination Zone

- Tourist Destination Zone is “An area well established as the destination for tourists and already well supplied with physical plant and management often refers to as a destination zone” (Gunn, 1982). Practices show that we are not able to increase employment, develop industry and rid of poverty without the development of tourism destination zone economy. For this reason, during the execution of “Responsible Tourism”, relevant state and tourist destination zone set up a “Responsible Tourism Commission” on a mission of tourist destination zone construction. Its mission includes the following points:

- Make strategic development plan of state’s tourism, providing the development framework of responsible tourism projects.

- Formulate specific policies and administrative guidance, and make the responsible tourism more operable.

- It is the lower level of units that carry out the responsible tourism directly. And the “Responsible Tourism Commission” must provide necessary assistance to them.

- Promote the implementation of the responsible tourism program by planning, managing and monitoring regular. Build and extend the development platform for responsible tourism.

- Provide consultation about related issues for partners and stakeholders in the same field.

- Review and evaluate the implementation of the enterprise for a variety of government policies and regulations.

- Ensure the transparency of the feedback mechanism in responsible tourism and the implementation of accountability system.

- Provide the latest information and action guide for partners and stakeholders.

- Provide direct and clear policy recommendations for the top decision-making body of the state.

With the rapid development of tourism destination zone in India, the tourism growth is as high as 8.8%. This should owe to the close cooperation between state of tourist destination zone and local government, on the other hand, more attention is paid to the market development of domestic tourism, the infrastructure construction, technology investment and innovation. Indicators like the number of inbound travelers and foreign exchange earnings in India achieved double-digit growth in 2011. The status of tourism in India’s economy is rising and it not only increases the employment opportunities, but also leads to more and more people in poor areas out of poverty and living a happy life.

2.3 Build Responsible Organizations Between Individual Farmers and Related Tourism Industry

Tourism in poor areas relies on local farmers to a great extent. In order to ensure a healthy and orderly development of tourism in poor areas, the cooperative relationship between the responsible organizations of tourism and individual farmers is of great importance. Over the recent years, the individual farmers and related responsible organizations of tourism develop rapidly under the strong support of government policies. Firstly, farmers’ entrepreneurship is backed by various government policies. Organic Farming Activities has developed fast; it enhances the farmer’s production enthusiasm and the agricultural markets develop actively in the local tourism industry. “Peasant-household tourism”, “Village Life Experience Tour in India” etc., has become the head of the local economic development. Secondly, the local tourism-related enterprises including the retail, the wholesale, the handicrafts manufacturing, the transportation, the hotel industry, etc. are springing up. The government grants tax breaks and preferential policies for these enterprises, and the productive employment opportunities have increased year by year. It also helps to ease the local employment pressure. Thirdly, a variety of NGOs (None Government Organization) and civil society organizations involved in the work of tourism antipoverty, take responsibility for the supervision of the government workers and employers to ensure the effective implementation of relevant laws and regulations, promoting the development of local economic and social prosperity.

2.4 Create a Fair Social Environment of Inclusive Growth

Learning the practical experience in Kumarakom tourism antipoverty, the India researchers are exploring a sustainable tourism development of inclusive road. As the India Yes Bank chief executive officer Rana Kapoor (2011) pointed out that “Financial and economic stability is not sustainable without inclusiveness. Tourism is

regarded as the second pillars of the India economy, provides an effective platform for the transformation of inclusive growth in India” (ADB, 2011). For this purpose, he puts forward Public-private Partnership (PPP) social justice model of inclusive growth. In addition, a test was conducted in south district of India. The test shows that the model is a successful path of accelerated development of tourism and its related industries within India. It reduces the gap between the rich and the poor effectively to some degree.

3 THE ENLIGHTENMENT OF INDIAN TOURISM ANTI-POVERTY MODEL BASED ON THE THEORY OF INCLUSIVE GROWTH FOR CHINA

China and India are both ancient civilizations and tourism country. The experience of Indian inclusive tourism anti-poverty has a certain reference for the tourism anti-poverty in China.

3.1 Pay More Attention to the Top Design of National Inclusive Tourism Anti-Poverty

First of all, the power departments of state consist of National Tourism Administration and tourism ministries. The strategic planning should be based on the strategy of national development for promoting economic inclusive development, so as to guide local governments and tourism enterprises to develop inclusive tour. The goal is to help more poor areas and poor people out of poverty as soon as possible eventually. Next, build a strategy support system of inclusive tourism based on the strategic planning. That is to say, firstly, to formulate inclusive travel regulations guided by the macro guiding ideology. Secondly, through macro-control, definite requirements and policy support (Including taxation, land, capital, human resources, etc.) would be made for the tourism anti-poverty project organized and implemented by local governments. Meanwhile, assessments of the implementation of the project were made. Third, encourage tourism enterprises to participate in anti-poverty projects actively, providing the poor with more productive jobs. Fourth, build the legal support system for anti-poverty, and create more equal opportunities for economic participation for the poor. Fifth, to accomplish education and training, social security, public infrastructure and other auxiliary work, creating favorable conditions for the operation of support system. Sixth, to select some typical tourist areas as pilot ones, summing up experience and lessons of support system in practical work. Seventh, to innovate in feedback mechanism, adjust strategy in time. Finally, to arouse the enthusiasm of civil society organizations and other NGOs (non-governmental organizations) to participate in inclusive tourism, preventing the manipulation behavior of some tourist interests.

3.2 Perform the Duties of Local Governments in the Inclusive Development of Tourism Resources

In general, local governments are managers of tourist resources and policy-oriented, they play a crucial role in the whole support system. To make tourism anti-poverty work, local governments should attach great importance to the following ten aspects of work: First, ask tourist masses especially the poor for advice about tourism development in scenic areas. Second, establish long-term development strategy based on the local situation of tourism anti-poverty. Third, provide legal protections to possession of land, houses and crops of the poor, who are under jurisdiction, rely on to live. Fourth, encourage private enterprise to participate in anti-poverty work actively. Fifth, increase the investment in infrastructure and construction and promote the economic development of poor areas. Sixth, support the development of individual enterprises or tourism micro-enterprises. Seventh, remove barriers in anti-poverty work; attract more social capital to participate in helping the poor. Eighth, report the development situation and problems to superior governments dynamically to seek political support. Ninth, do a good job on supervising the related officials to avoid the abuse of power and corruption. Tenthly, provide political support to the tourism enterprises; improve the enthusiasm of them to participate in inclusive tourism.

3.3 Abide by the Obligations the Relevant Enterprises Should Fulfill in Inclusive Tourism Antipoverty

The tourism enterprises are those which received government assistance for their business development (Rogerson, 2006). They are for-profit organizations that participate in each link in the tourism economy development and management. Their core task is to promote the economic development of the tourism destination, provide more jobs and cultivate more poor people with work ability. To achieve the above goals, tourism enterprises must fulfill the following missions: The first is to propagate the tourism anti-poverty, local culture and traditions, tourism activities and other tourism projects, providing the most comprehensive information. The second point, tourism enterprises should be involved in recruitment services for poor people within their respective jurisdictions actively. The third Point, Strictly enforce the employment policy of the tourism destination government. The fourth point is to carry out series of training programs actively to improve labor skills of the poor required for employment. The fifth point is to help the micro-enterprises and individual enterprises expand the market and provide professional consulting services. The seventh point, ensure that the destination residents have the right to develop the tourism resources. The eighth point is to provide culture consultation to the tourist, encourage visitors to support the area’s traditional crafts and culture. The last one is to participate in public

welfare projects actively, donate money to establish schools, hospitals, and parks etc. and complete the social public service system in poor areas.

3.4 Play the Role of Civil Society Organizations in the Interest of the Poor

Civil society organization is a general title of non-governmental organization (NGO) and non-profit organizations (NPO). It Includes a variety of industry associations, public welfare organizations, societies, community organizations, and other interested organizations organized by the individual residents. Civil society organizations play a very important role in the development of the society. In the inclusive tourism development system, the role of civil society organizations should never be ignored. The practice of India proves that the important role of civil society organizations has played in the inclusive tourism anti-poverty is mainly reflected in the following aspects. First, to protect poor individuals from a strong group, game with relevant interest groups. Second, to supervise the administration of local governments and the conduct of the tourism enterprises. Protest against nonfeasance, destruction of the support system and Infringement of poverty individual. Third, to integrate the tourism-related social resources; give assistance to solve social contradictions of different interests; improve the stability of the society so as to safeguard the healthy development of the tourism economy. Fourth, to foster social capital of the poor; raise their voice to the benefit distribution. Fifth, to monitor and maintain the support system of inclusive tourism anti-poverty; reflect the problems in time. Sixth, to participate in government decision-making to make tourism policy more inclusive and operability; prevent monopolies formed strong interests' chain, promote benefit-sharing and a fair distribution of tourism economic outcomes.

3.5 Exert the Influence of Social Supervision by Public Opinion to Ensure the Inclusive Support System Runs Well

Public opinion formation is a social and communicative process, and individuals' opinions thus depend upon the social context surrounding public issues in many ways. Consequently this research investigates the interaction between people's social identities and mass media reports of public issues emphasizing conflicts of opinion between social groups.³ During the development of the inclusive tourism, public opinion plays an important role in maintaining social justice and making sure equality of opportunity to the poor. It is been showed through the following aspects. First and foremost, to supervise behaviors of local governments and tourism enterprises in inclusive tourism anti-poverty, and expose the illegal phenomenon and safeguard social fairness and justice.

³ Vincent price: Public opinion. (1992). Sage Publications, Inc., pp.5-8.

Second, to provide the poor with a discourse platform to participate in the development of inclusive tourism, and make decision makers to hear the voice of the poor people. Third, to cooperate with civil society organizations and provide public opinion and intellectual support for the poor people or community organizations, creating a fair and harmonious social environment. The last one, to prevent powerful interest groups from infringing the interests of the poor by playing with words and using policy loopholes. Also prevent the "Matthew Effect" which is the phenomenon where the rich get richer and the poor get poorer.

3.6 Promote the Harmonious Development of Economy and Society by Supporting the Network System

Inclusive development of tourism is an Anti-poverty Support Network System which is built by the parties. This system is designed to act directly on the poor in tourist area. It can protect people's basic rights, improve their labor skills, and enhance their employability, so that they can escape poverty through their own efforts. We believe that efforts should be made in the following areas. The first is to do well in education and training in poor people, especially women, to increase their self-employment or employment opportunities. The second is to provide low-interest loans and temporary difficulties grants for the poor who become self-employed. The third is to help poor people build productive organizations or advocacy organizations, make the poor more risk-resistant or improve their discourse rights. The fourth one is to develop the core tourism industry in poor areas and reinforce infrastructure constructions, in order to expand the sale market of self-made products. The fifth one is to ensure the poor have rights to use their own land, natural resources, cultural heritage, or other assets in tourism area. The sixth one is to encourage potential investors to invest in tourism area. The seventh one is to strengthen the local legislative building, keep the stable development of tourism industry, and insure the right for poor people to share wealth. The eighth one is to create high-quality tourism product chain and build transportation systems. The ninth one is to perfect the Social Security System and satisfy the basic needs of poor people in tourism areas furthest. The last one is to building effective information feedback mechanism to make decision makers to hear the voice of the poor people.

CONCLUSION

China is rich in tourism resources. Nowadays, China has laid a good foundation for development with an improving infrastructure. Tourist industry has become the important pillar industry in national economy of our country and an important engine for economic restructuring. India has combined the theory of Inclusive

Growth with the development of tourism resources and has innovated its tourism antipoverty model. It provides some useful experiences and path for china. We need the organic combination of local tourism and tourism anti-poverty, industrial anti-poverty, knowledge anti-poverty etc. In this way, the rich tourism resources in poor areas will, not only, convert into rising prosperity, but promote the harmonious development of society and economy in the poor areas. It can also create more jobs and improve the labor skills of poor people, so as to make greater contributions to the realization of inclusive development.

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