

Pro-poor Tourism entails integration of tourism with the activities and offerings of destination communities to increase the net economic benefits to the poor. Through Pro-poor tourism, avenues are created in destinations for increased tourist spending and the revenue accrued by way of tourism promotion is channelised for the upliftment of the economically downtrodden sections of destinations. Pro-poor Tourism serves as a viable endeavour to attain equity development. This Webinar is organised in the wake of the ill-fated pandemic that has taken the world by storm, Viz, Covid 19. This viral disease is causing enormous threat to the world nations as the death rate as well as the number of infected patients are increasing alarmingly. Tourism has come to a standstill and the downward slide experienced by the industry is bound to have far-reaching consequences. That apart, most of the countries are facing financial crunch as they are in deep distress striving hard to cater to the medical care and treatment facilities to the escalating number of Covid patients. It is an unvarnished fact that tourism industry would be functioning robustly in a full fledged fashion only after a certain lead time. Yet, the spurt of tourism in a sensible and controlled manner could happen post Covid 19. In the anticipated aftermath of the dire devastation caused in all spheres world over, this Webinar shall deliberate on the power of pro-poor Tourism towards improving the living standards of the poor by stabilising their sources of earnings. PPT is being discussed as a prospective tool in the Webinar for creating opportunities for livelihood sustenance among the economically weaker sections of the society.

Moreover, the Webinar will consider the merits of multiplier effects owing to PPT that would result in the development of the backward regions while discussing how skilled and unskilled from the financially weaker local populace who may offer services to tourists as cooks, artisans, craftsmen, weavers, drivers, cultural performers, and in other capacities will benefit from pro-poor Tourism. In the present uncertain and chaotic situation, people would not feel confident to travel to overseas destinations or domestic destinations due to imposition of restrictions following fear of spread of the pandemic. In this situation, the lives and livelihood of people depending on tourism revenue will be under threat. In the time of crisis, the Department of Tourism Studies, School of Management, Pondicherry University has come forward to organize a Webinar on “Pro-poor Tourism vis-a-vis Lives & Livelihoods During Post Covid-19” on 22 May 2020. The primary objective of the Webinar is to invite scholarly comments from tourism researchers on this critical issue and deliberate upon finding workable solutions during post covid-19 pandemic, thereby ensuring protection to lives and livelihoods of people dependent on tourism industry. The Webinar will also deliberate on the ways by which tourism can be integrated with the day to day livelihood earnings as well as cultural activities performed by the people with limited economic means in the destinations. Further, the Webinar shall examine the nitty gritty of Policy formulation by the public sector agencies for attaining efficacy in the functioning of PPT as well as the strategic interventions by the concerned stakeholders at various levels.

Panel Discussions on “INTEGRATING TOURISM AND LIVELIHOOD ACTIVITIES FOR SOCIO-ECONOMIC RESURGENCE: THE WAY FORWARD”

Time: 10.00 A.M. – 11.30A.M.



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Panel Discussions on “PRO-POOR TOURISM- THE DYNAMICS OF POLICY FORMULATION AND STRATEGIC INTERVENTION”

Time: 11.30 A.M. – 01.00 P.M.



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