

# Pro-Poor Tourism at Samui Island, Thailand: A Case Study of Local Governance

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## Abstract

To many nations, especially developing ones, tourism is an important industry that contributes significantly to their economic growth, while simultaneously providing both direct and indirect income and employment opportunities to many. Pro-poor tourism as a concept is a means for improving the livelihoods and socio-economy of the stakeholder communities. In recent years, it is increasingly applied to developing countries with the aim to alleviate poverty, while simultaneously maintaining a balance and linkage between tourism businesses and the local people. One strategy is through the active involvement of the local people with the business sector either through formal and informal employment, or supporting micro-entrepreneurship for them. Rather than focusing on the economic aspect of pro-poor tourism studies as they are frequently implemented, instead this paper places more emphasis on the socio-cultural aspect of the concept. It aims to explore and discuss the patterns of community involvement in pro-poor tourism project initiated by the local government at Samui Island, Thailand. This study targeted street-vendors, abundantly found throughout the study area, who maintain their livelihoods by selling foods and other goods to tourists. This study describes the manner in which the local government, employing the pro-poor tourism concept, involved the people in the local tourism development. Both quantitative method through questionnaire survey and qualitative methods through focus group discussion and key informants interview were employed. Results of the study shows the confusing used of the PPT concept by local government. This leads to poor application of PPT based on problems identification in the study area. Meanwhile, this study provides lesson learn for other tourist destinations that willing to apply PPT.

**Keywords:** Community involvement, local government, pro-poor tourism, Thailand

## 1. Introduction

Tourism is frequently considered as one of the main mechanisms of the

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macroeconomic generator in many countries, being especially significant for developing countries including Thailand. However, it also generates negative impacts on various socio-cultural and environmental aspects of host countries. Tourism tends to create dependency on the industry among local people engaged in the tourism business, and frequently job-insecurity as it is a sensitive industry having strong seasonal characteristics. Erosion of social capital can also happen if conflict over tourism benefits undermines social and reciprocal relations among the community. Degradation of natural resources is one of the problems created by tourism through improper waste management and overconsumption. Soil erosion and land degradation are also significant at tourist destinations whose tourism development depends on extensive infrastructures and facilities. When considered from the microeconomic aspects, tourism poses a threat to the local economy by creating problems associated with leakage. Earlier studies (Blake et al., 2008; Fletcher, 1989; Wanhill, 1994) have shown that some of the tourism receipts in developing countries have had no impact in boosting the local economy particularly through imports. Moreover, there exist problems relating to job level friction; conflicts within the community between those participating in the tourism ventures and those who are not, and imbalances in benefit sharing between the local community who own the local resources and the investors who are mostly outsiders. The local economy can therefore be vulnerable due to tourism that is developed without any considerations on its potential impacts (Roe, Ashley, Page & Meyer, 2004).

The concept of sustainable tourism became prominent with the need to mitigate the negative impacts of tourism on host countries. Sustainable tourism aims to improve quality of life of local people through poverty reduction in host destination. Moreover, it also aims to mitigate the negative impacts on the socio-environment of the destination.

Pro-poor tourism (PPT) is an approach that lies well within the concept of sustainable tourism. It fits well with the poverty reduction policy, which primarily focuses on developing countries. The main application of the PPT concept is to involve the 'poor' into the tourism sector to improve their quality of life by providing them job and income generation opportunities. Tourism therefore is viewed as one of important mechanisms to eradicate poverty in developing countries, which typically tended to have large or potentially large tourist markets (Blake et al., 2008).

As with a number of other developing countries, tourism in Thailand has likewise played an important role in the country's economic growth. The tourism sector shares average 5.7% of the country's GDP, where it created around 3.3 million jobs, both directly and indirectly related to the sector, which is approximately 10.3% of the total employment from 2000 to 2004. Although the tourism industry creates much negative impacts, but because of its strong potentials as an income generating industry, therefore Thailand's

policy planners cannot ignore this industry as a means for poverty alleviation in the country. PPT as an instrument has been addressed in the National Economic and Social Development Plan since 1992.

Although the traditional study of PPT focuses on the economic aspect of pricings, earnings, and income distribution channels of the poor, this study focuses more on the socio-cultural and institutional aspects of the PPT, and showcases a decentralized local government initiation of PPT by involving the local people in the tourism development. Samui Island, one of the more popular beach destinations of the country was selected as the case study. The way the local people were involved in PPT, as well as their benefits gained and satisfaction level, were explored, and the street-vendors were the main target of the study. This paper starts with providing overview of PPT concept and community participation in tourism. Methodology of the study will be explained following by results of study and discussion of signification issues found in the study.

## 2. Literature on Pro-Poor Tourism

### 2.1. What is pro-poor tourism?

Pro-poor tourism refers to tourism-related activities that generate net benefits to the local people or the so-called poor, and these include economic, socio-cultural and environment benefits. PPT is not a type of tourism or a product for sale, but it is an approach that can be applied to many different types of the tourism sector. PPT tries to unlock opportunities for the poor rather than to expand the overall size of the tourism sector (Ashley et al., 2001; Theerapappisit, 2009). The tourism sector can involve the poor through the provision of both direct and indirect services, and in a formal or informal manner. Provision of direct services frequently involve employment in hotels, the transportation sector, and vending; while indirect services can be in the infrastructure construction, agriculture, and handicraft production (DAN, 2007). The PPT approach tries to promote a more horizontal economic linkage between tourism and local economies to minimize leakages, thereby possibly overcoming problems associated with vertical linkages of the tourism industry as studied by Ashley et al. (2001). Their study provided a clear statement that the tourism industry is controlled by well-established operators that often benefit from economies of scale, regulations, and incentives that favor large operators. The vertical linkages between hotels, tour operators and the airlines can limit local opportunities from entering the sector. Such leakages occur when the local economy is unable to provide a reliable, continuous and competitively priced products or services that retain a consistent quality to meet the tourist needs. When linkages between tourism-related activities and local economies are weak, revenue from tourism receipts will be

expected to leak (Ashley et al., 2001).

PPT overlaps with sustainable tourism, but its focus is on poverty reduction rather than addressing socio-environmental concerns. PPT strategies focus on enhancing both economic and non-economic benefits. Economic benefits mostly deal with the creation or expansion of business opportunities as well as providing job opportunities through employment. Development of collective benefits for the host community is one of the main strategies of PPT. While non-economic benefits focus on capacity building and training for the purpose of empowering the poor. It aims to reduce the negative impacts on socio-environment and improve the socio-economic benefits to the poor at the destination. Policy and process reformation is also included as a PPT strategy, by increasing involvement of the poor through participatory approaches, which can appear in the planning process and during the partnership formation.

## **2.2. Community involvement in pro-poor tourism for poverty reduction**

Poverty reduction has often been discussed in the context of sustainable tourism development. Aspects of poverty can include low incomes, low levels of wealth, a poor environment, little or no education, and vulnerability (McCulloch et al., 2001:38). Low incomes are one of the main ways in which poverty is measured, with its absolute often demarcated by the USD 1 per day in cross-country comparisons (Blake et al., 2008).

As tourism is one of the main industries that can be an important economic generator, therefore it can help generate incomes for the host country, leading to improved quality of life of the local people. Tourism is well suited for poverty reduction, especially at rural destinations in developing countries. There are certain characteristics of the tourism industry that enhance its pro-poor potential. It can be labor intensive of women and the informal sector based on natural and cultural assets and suitable for the poor areas (Ashley et al., 2001). Tourism provides several advantages, such as allowing opportunities for the poor to sell goods, foods, and services in addition to diversifying local economies as well as generating income for the poor. It offers labor-intensive and small-scale opportunities compared to other non-agricultural activities (Deloitte & Touch, 1999), values natural resources and culture that attract tourists to the destinations where the poor lives. However, advantages for the poor from tourism development depend on how they can participate or get involved in the sector. It is important to consider how benefits will be shared and how the cost on their living can be reduced. Strategies to enhance benefits to the poor are developed across the whole industry appearing slightly in the forms of community-based tourism, ecotourism or cultural tourism. Ecotourism initiatives may provide benefits to the involved local people, but they are mostly concerned with the environmental conservation and protection. PPT, on the other hand, aims to

deliver the net benefits to the poor as the main objective while environmental concerns could be just one of its components. Community-based tourism initiative also aims to increase the local people's involvement in the tourism sector, but this is just one of the useful components of PPT. PPT involves more than just a community focus, it requires linkages and mechanisms to unlock opportunities for people at all levels and scales of community tourism development in terms of operation and management.

With respect to community tourism, it is frequently addressed as an important income-generating source in the tourism sector for the poor to participate in such as home-stay, campsites, craft center, vending, hawking, or small enterprise or even casual labor (Boonratana, 2010). All these types of activities provide opportunities for the poorer segment of the community to engage in the tourism sector through self-employment, which requires less business investment compared to their labor input. This is the so-called informal sector for the tourism development. To increase benefits for the poor, supports are needed on marketing, employment opportunities, linkages with the established private sector, policy and regulations, and participation in decision-making. This involves working across different authorities and stakeholders, as this help them build their capacities for engaging in the tourism sector, where there is a high level dynamism and complexity among the different businesses serving the tourism system.

PPT can make good business sense, especially if it provides more choices for tourists to support local community or the poor for the sake of sustainable tourism. This can be significant at the local or district level of the host destination. However, PPT focuses more on commercial opportunity, and not just as ethical practice for tourism development.

Based on a study by Ashley et al. (2001), tourism has better prospects of promoting pro-poor growth than many other sectors, and it can address key potentials as follows:

- Tourism is a diverse industry that increases scope for wider participation of stakeholders, including the participation of the informal sectors;
- Tourists come to the products or destination, providing considerable opportunities for linkages such as foods, goods and souvenir selling;
- Tourism is highly dependent on environments including natural resources and cultural resources. There are assets that some of the poor have, even if they have no financial resources;
- Tourism can be more labor intensive than manufacturing but less labor intensive than agriculture; and
- Compared to other modern sectors, a higher proportion of tourism benefits such as jobs or trade opportunities can also go to women.

PPT focuses on various scale of operation from private enterprise working with poor neighbors to a national program enhancing participation by the poor at all levels (Ashley et al., 2001). Many studies emphasize that there is a need of collaboration between the government sector, the private sector and even non-government organizations for tourism to directly benefit local people or the poor (Ashley et al., 2001 and Theerapappisit, 2009). This leads to the concept of community involvement or the participatory approach.

Community involvement refers to approaches that support PPT for the best interests and benefits of the local people. It is important to involve local people at the beginning of the PPT development, not at the end of the development stage. This means local people who are viewed as poor needs to be involved in the participatory planning and development process of the pro-poor tourism, working with other relevant stakeholders at the early stage of development. Theerapappisit (2009) mentioned in his study that there are important issues to take in consideration including a proper training and consistent education provided to the poor with efficient communication networks are needed for the local host communities when PPT will be implemented in such an area. This is to allow them a better understanding of sustainable planning and managing of their tourism development. To achieve a sustainable PP, a balanced tourism development with respect to the local economy and socio-culture is necessary to reduce its negative impacts on their lives and the community. According to Ashley et al. (2001) the strategies to involve the poor in PPT includes expanding business opportunities for the poor such as support enterprise and expanding markets. Moreover, expanding employment opportunities and enhancing collective benefits are also important to increase level of involvement of the poor. Both Theerapappisit (2009) and Ashley et al. (2001) emphasized the need for capacity building, training and empowerment as important processes in encouraging local people's involvement in PPT. This is to increase the poor's basic understanding of tourists and the tourism industry, as well as build up their business skills. To promote effective PPT, the poor must be given a legal stake or rights in investments, and that they are encouraged to voice their opinions in the planning process at the local level and the policy-making level.

### **3. Methodology**

The study area is located on Samui Island (Figure 1), a famous tourism destination in southern Thailand, where tourism has had significant effects on the local community. It is Thailand's third-largest island, occupying a total area of 252 sq. km, and is surrounded by 52 smaller islands. A review of the history of human settlement on Samui Island

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revealed that there is diversity of ethnic groups that have settled on this island that included the Malays and Chinese. Until 2005, Samui has a total population of 42,047 persons, with 18,368 households in 39 villages from 7 Tambons (sub-districts) but the local government indicated that there might be as many as 50,000 additional unregistered inhabitants actually living on the island (Pongponrat, 2006). Prior to 1990, Samui Island was a small community dependent on coconut production and fishing. After the tourism boom of the 1990s, Samui's main source of income shifted to tourism, which brought about many changes, which consequently resulted in various modernizations. This can be seen from the infrastructural improvements, including roads, sewage systems, hotels, and resorts. In addition, tourist arrivals in Samui Island increased from 937,763 visitors in 2004 to 1,030,623 in 2006 (TAT, 2007).

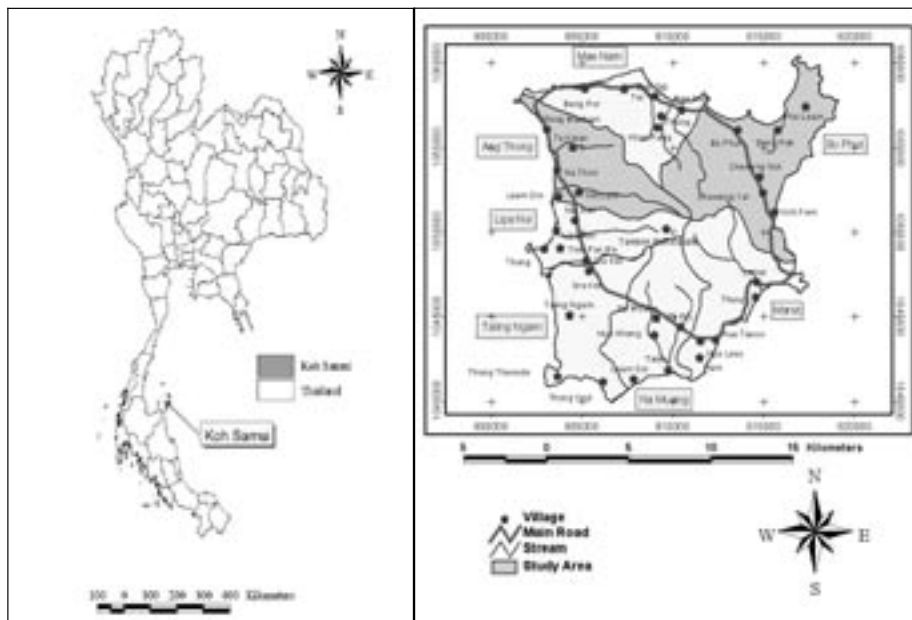


Figure 1. Samui Island and the study area

The study was carried out in Chaweng Yai Village of Bo Phut Sub-district, where PPT was initiated by the Tambon Municipality of Samui Island. Chaweng Yai Village consists of 780 households. A simple random sampling was applied to select 30 households as respondents for the questionnaire survey to understand local people's perception, to examine level of benefits gained, and to assess the satisfaction level of their involvement. Key informant interviews, field observations, and group discussions were also conducted to gain an in-depth understanding of the PPT being practiced, and the

different stakeholders' perceptions on the issues. In order to perform the statistical analysis, selected variables were transformed into Weighted Average Index (WAI) by constructing a five point social scale. The WAI was used to analyze the degree of benefits gained and satisfaction from people's perception.

## 4. Results

### 4.1. Community involvement in PPT

Based on the field survey, most of respondents were street-vendors with an average income of USD20 per day. Their education was mostly limited to secondary schooling. More than half of respondents were male (56.7%), and the average age of the respondents was 34 years, with a majority (90%) already married. The respondents were found to be non-native to Samui Island, but those migrated from northeastern Thailand. Their migrations were mostly influenced by the job opportunities at this tourist destination as information by their friends or relatives who had migrated earlier.

The PPT project that was initiated by the local government or known as the 'Tambon Municipality of Samui Island' (TMSI), to involve the street-vendors or the so-called poor in tourism development. The project aimed to increase incomes for the street-vendors as well as to create a tourist destination that is having a nice and clean environment for. TMSI set up many projects to involved the poor legally and formally in the tourism development such as registration for working license, and training and community activities. Initially, the TMSI called for registration of the street-vendors who had mostly migrated to Samui Island from elsewhere. They were required to pay an annual fee in exchange for a working license and a uniform, and they had to adhere to the local vending regulations, for example not to sell their products on Wednesdays or after 4 pm each day. Moreover, they had to participate in the community activities organized by the TMSI, such as beach cleaning. The activity started with the TMSI organizing a training workshop to disseminate information on the rules and regulations of street-vending. This was then followed by the registration of their residences, and of allocation of periods and zones for selling their wares. The TMSI also provided some skills training for the participating street-vendors such as the provision of knowledge on environmental management, sanitation, and product design to meet with tourists preferences.

The poor were involved in the TMSI's project in three stages. The first stage was the meeting cum decision-making, in which the TMSI was the main actor. At this stage, the poor became directly involved by providing the baseline information during the meeting. In addition, there was an indirect involvement component whereby representatives of the poor provided their input during the discussion of their problems and needs, and when the



project proposal was being written up. There was also direct involvement by the poor in the implementation as a second stage, which comprised activities related to training, sale of products, and community cleaning. However, there was no involvement of the poor in the third stage, which was the monitoring and evaluation.

In addition, the involvement of the poor in TMSI's project could be described as 'induced participation' because the poor only started to get involved after receiving encouragement from the TMSI upon their application for the street-vendor's license. The need to follow regulations was therefore a considerable inducement to them to become involved in the community cleaning activity.

#### 4.2. Benefits gained and level of satisfaction

The study used a social scale WAI to assess the degree of benefits gained and the satisfaction level of the street-vendors in relation to the PPT project launched by TMSI. The five-point scale with respect to the degree of benefits gained from community participation consists of "very low" (0.01 to 0.20), "low" (0.21 to 0.40), "moderate" (0.41 to 0.60), "high" (0.61 to 0.80), and "very high" (0.81 to 1.00). Similarly, to assess the satisfaction level of the respondents, a five-point social scale was assigned, and this comprised "very dissatisfied" (-2.00 to -1.01), "dissatisfied" (-1.00 to -0.01), "moderate" (0.00), "satisfied" (0.01 to 1.00), and "very satisfied" (1.01 to 2.00) as presented in Table 1.

The findings showed that respondents received "high" benefits on increasing awareness of community rights and roles, and increasing sense of belonging and responsibility to preserve local culture and traditions. Respondents were "dissatisfied" on their benefits gained from preservation of local culture and traditions. They received "medium" benefits on all aspects except for the "high" benefits gained from income generation. They were "satisfied" only with income generation and creating investment input. However, they were "dissatisfied" with creating group strength and increasing productivity.

They received the "high" benefits on creating consensus building among community and creating cooperation between the local government and the community. However, they received only "medium" benefits on improving planning and management skills. Along with benefits gained, they were "very satisfied" with creating consensus building among community and on creating cooperation between local government and community. The finding showed that respondents received "very high" benefits on environmental aspects. They were "very satisfied" on both increasing conservation for local environment and increasing resource utilization management.

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Table 1. Benefits gained and satisfaction level of people's involvement in PPT launched by TMSI

Aspects	Benefit Gained		Satisfaction Level	
	WAI Value	Assessment Level	WAI Value	Assessment Level
<b>Social Aspects</b>				
Awareness of changing way of life	0.62	H	0.20	S
Awareness of impacts of tourism on local life	0.68	H	0.16	S
Awareness of community rights and roles	0.78	H	0.66	S
Promotion of local tradition and culture	0.59	M	0.00	M
Preservation of local tradition and culture	0.77	H	-0.20	D
Increase in the sense of belonging and responsibility toward preservation of culture and tradition	0.78	H	0.93	S
Reduction of conflicts in community	0.46	M	0.00	M
<b>Economic Aspects</b>				
Income generating	0.64	H	0.13	S
Creating employment opportunities	0.45	M	0.00	M
Creating group strengthening	0.47	M	-0.13	D
Creating investment input	0.42	M	0.10	S
Increasing productivity	0.43	M	-0.06	D
<b>Institutional Aspects</b>				
Improving planning and management skills	0.46	M	0.06	S
Increasing training program and capacity building	0.64	H	0.10	S
Creating plans and strategies for local tourism development	0.70	H	0.20	S
Creating clear roles and responsibilities of local committee	0.73	H	0.93	S
Creating cooperation between local government and community	0.76	H	1.06	VS
Distribution of power among community	0.62	H	0.26	S
Creating consensus building in community	0.77	H	1.20	VS
<b>Environmental Aspects</b>				
Increasing conservation of local environment	0.81	VH	1.30	VS
Increasing management skills in resource utilization	0.81	VH	1.23	VS

Notes: VS=Very Satisfied, S=Satisfied, M=Medium, D=Dissatisfied, VDS=Very Dissatisfied  
 VH=Very High, H=High, M=Medium, L=Low, VL=Very Low

#### 4.3. Problems and Constraints of People's Involvement in PPT

Using household interviews, the following problems were perceived and identified by the respondents who were involved in the PPT launched by TMSI. There were five problems relating to people's involvement, and these included low level of education, knowledge and skills of respondents, a lack of awareness of the PPT concept, low perception of people's involvement, lack of time, and a low interest in participation (Table 2).

A lack of time was the most serious problem that was noted by the majority of the respondents in this group (90%). This is due to a requirement of local government that requires participants, who are street-vendors, to attend workshops and meetings twice a month. Moreover, they had to participate in the community activity every second Wednesday of each month; and their license to work on Samui Island would be withdrawn if a participant was absent from involvement for two consecutive times. Due to these requirements, respondents found the involvement for PPT was time-consuming and unsatisfactory since they could not engage in their occupation for significant amounts of time.

The problem of people having low interest in involvement was also mentioned by a majority of the respondents (73.3%). As their primary concern was making a living, therefore they were more interested in trying to improve their standards of living by engaging in their occupations, rather than being involved with social concerns. This implies the related problem of a lack of awareness of local tourism development, which has been identified as a problem by one-third of the respondents (23.3%). The results showed that street-vendors were not clear about the PPT concept, and how it would be useful in improving their conditions of living, especially with respect to income generation from the tourism sector. This led to the problem of low perception of people's involvement indicated by one-third of the respondents (20%). Similarly, this can be linked to the problem of low interest in involvement. Furthermore, the low level of education identified by a few respondents (3.3%) could also be a factor the respondents' lack of understanding about the concept of PPT and why they should involve in such a project.

Table 2. Problems and constraints of people's Involvement in PPT launched by TMSI  
(Multiple Response)

Problems and Constraints	Percentage of Respondents (n = 30)
Low education, knowledge, and skills	3.3
Less awareness of pro-poor tourism concept	23.3
Low perception on people's involvement	20.0
Lack of time	90.0
People have low interest on involvement	73.3

Moreover, results from focus group discussions showed that street-vendors who were involved in the project questioned as to why TMSI did not require other people, and not just street-vendors, to do community activities since they also live in the same tourism community. Conflict between participants and non-participants, unfortunately, occurred since participants felt that they received unfair treatment. Apparently, as in this case study, PPT may allow certain groups to discriminate against others.

The leader and officers of TMSI received various complaints from participants that the participatory activity for both the meetings and the implementation was time consuming since they needed to work for living. There was also a lack of a sense of belonging among the local community; which subsequently resulted in a lack of interest for community concerns. This may be because the participants were migrants, therefore having little care for the area since it is not their hometown, and they may only stay on the island for a short period. In addition, there was little connection between native Samui and migrants involved in TMSI's project, which may have been due to the unfairness engendered by forcing some to participate and not others.

## 5. Discussion

As tourism is an industry that can generate economic growth for many countries especially for developing countries like Thailand, the Royal Thai Government has regarded the tourism sector as an important mechanism for poverty reduction, which emerged as the PPT program. PPT refers to tourism-related activities that generated benefits for the poor, including economic, social, environmental and cultural benefits (DAN, 2007). PPT aims to promote more opportunities of economic linkages between tourism sector and local economies to support local people. In Samui Island, PPT was launched by TMSI, a local government, to formally involve the poor i.e. 'street-vendors'

into tourism sector.

Considering the planning and development process of the project, TMSI had a “top-down” decision-making approach as decisions were mostly made by a formal process. This situation supports Garrod’s (2003) study who stated that local community involvement in the decision-making stage of PPT has often been lacking. Target participants have tended to be viewed as the beneficiaries of PPT project, rather than as essential partners in the process of achieving such development. Ensuring participation as a necessary condition of compliance with local rules and regulations was a result of the ‘top-down’ approach (Pongponrat, 2006). This approach secured a high level of involvement in the project through the implementation stage only. Involvement in the decision-making and the monitoring and evaluation stages were limited. In addition, if the high level of people’s involvement was caused by the agreement and not due to personal interest, therefore this leads to the local people being less empowered to create their own projects with a full sense of belonging and commitment without being forced by the project, and this can help to sustain project. Lacking empowerment, the poor may never be able to move beyond the status of a “street-vendor” needing permission to work from the local authority, such as the TMSI case. Hence, TMSI may need to use an agreement to sustain people’s long-term involvement in the project. Since the PPT concept emphasizes on empowering the poor through poverty reduction, this case may not have shown the success of the project in supporting the original concept of PPT.

The case study showed that there were benefits that the poor gained with their high level of satisfaction from the involvement in TMSI’s project. This significantly appeared in the environmental management throughout the project’s activities. In terms of social and institutional aspects, the TMSI’s project helped raise the awareness of tourism impacts on local people, and increase a sense of belonging and responsibility towards the preservation and conservation of local culture and tradition. The poor were satisfied with this since they received skills training and were able to be involved in the community development launched by the TMSI. This was confirmed by Ashley et al. (2001) and Theerapappisit’s (2009) studies that showed that capacity building and training are important processes that supported people involvement in PPT.

Although, the poor received benefits with respect to the environment, social, and institutional development with satisfaction, the study showed that they were not satisfied in terms of perceiving economic benefits, which was expressed only at the medium level. The results showed that the poor were dissatisfied when PPT did not provide much help in strengthening the group or in increasing productivity. Although income generation very slightly improved for them once they were involved in PPT, yet creating more employment opportunities did seem to achieve any success. PPT, as a concept, primarily serves to

increase and expand economic benefits to the poor (Ashley et al., 2001; WTO, 2002; DAN, 2007; Theerapappisit, 2009). However, this case study showed that slightly the project failed to achieve either PPT or its original goal.

Considering the problem encountered by the PPT as initiated by the TMSI, the respondents' low level of education suggests they may not understand the importance and usefulness of their "involvement" in the PPT. Participants in this project was mostly concerned with earning an income to feed their family, rather than be involved in any PPT social activities organized by the TMSI. The study significantly showed that participants have low interest in the involvement, which is definitely caused by the lack of aware of the PPT and its benefits, and time needed to get involved. TMSI needs to identify the capacity building strategy with a more flexible process to increase the level of involvement of the poor. Moreover, the study showed that there was a conflict between project's participants and non-participants. Identification of the PPT stakeholders should be implemented at the first stage of the projects. This is to reduce an unfair treatment, which results in conflicts among people who live within the same community, whether they are natives or migrants. The 'poor' as the main target of PPT should be identified with concrete criteria, and not just based on their social status.

To launch a PPT that is expected to support the poor for their better living conditions, TMSI needs to re-consider their approaches, plans and projects that can address the problems and the needs of real target groups. This can be done through the identification of the real stakeholders who are counted as the poor to match with the main objectives of the PPT concept. The criteria to identify those who are supposed to get involved in the PPT needs to be formulated. Then, it is necessary to involve the poor at an early stage of the project development. This is to start the capacity building process right from the decision-making stage through implementation process. The monitoring and evaluation process also needs to be implemented with the complete involvement of the poor. This process will be help ensure that PPT actually generates benefits to the target groups or it will just wasting of the resources in addition to causing more conflics among the local community.

## 6. Conclusion

This paper has provided a socioculture-wide analysis of the PPT and its application in a local community as implehmented by the local government. It provided an understanding of how the local government tries to involve the local people or the so-called poor in tourism development in accordance to the national policy on poverty reduction through the tourism sector. Community involvement is a main approach that the

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local government applied. Income generation along with the idea of conserving the environment were issues of concern within the group so as to to promote a nice and clean environment for tourism promotion in the local community. The TMSI was established as a PPT that involved street-vendors as the target group. The group conducted training to provide knowledge about the rules and regulations of the project's community involvement via its activities, especially the project of cleaning public areas for tourism. The TMSI was the main actor to pursue the planning process. The street-vendors were involved because they were coerced by the TMSI. The assessment of people's involvement indicated that all respondents were actively involved only in the implementation stage, and the majority of them did receive benefits. The finding indicates that all respondents were involved because of their agreement with the TMSI for the working license, which required them to accept the conditions of the TMS, i.e. to get involve in its PPT project.

The study found that there were five problems in the TMSI's project. These included their low level of education, limited knowledge and skills, a lack of awareness of pro-poor tourism concept, low perception of people's involvement, lack of time, poor interests to get involved, and conflicts between participants and non-participants of the project since those involved in the project were forced to do so.

This paper made an effort to understand how people maintain their local environment and maintained the sustainability of their important income generation sector, tourism, through PPT development. Thus, this paper has successfully described the process of socio-cultural interaction on PPT project that involved the street-vendors. However, it is necessary to rethink about the ways to develop the strategy of community involvement to fit with the concept of pro-poor development starting with a clear understanding of the purpose of PPT and its approach, which can help to identify right target groups. Then project can be developed to suit local conditions and the needs of targets. A need to stimulate better understanding of the concept of poverty that can be reduced through tourism sector is necessary to make project development more comprehensive, focused, and effective in the long term.

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