

ABSTRACT

TOWARDS A SUITABLE TOURISM MODEL FOR PRO-POOR GROWTH IN RURAL JAMAICA: AN ASSESSMENT OF THREE EXISTING MODELS

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This is an interdisciplinary quantitative study which uses a comparative case study method to assess the impact of three different tourism models on the rural poor in Jamaica. The hypothesis is: when compared with mass tourism and niche tourism, the pro-poor tourism model is the most suitable tourism model for providing net benefits for the rural poor in Jamaica.

The central hypothesis was rejected from the data collected on the three cases. The data show that the rural poor in the case where mass tourism was the dominant tourism model enjoyed more net benefits than the poor in the cases where niche and pro-poor models prevail.

It is argued that though the particular mass tourism model was the most suitable for securing net benefits for the poor, a modified-mass tourism model based largely on reinforcing the positive impacts of mass tourism on the poor but improved to allow for the inclusiveness of the rural poor and other marginalized groups is the best option.

Keywords: Dwayne Vernon; pro-poor growth; tourism and rural development