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Tourism is increasingly being recognized as an effective poverty reduction aid, particularly in the world's poorest nations, as it is seen as helping a country stand on its own in order to establish its own financial foundation. International organizations, such as UNWTO, WTTC, World Bank, and WTO have all tried to contribute to the MDGs (Millennium Development Goals) including antipoverty reduction, by engaging in various development programs in such instances as ST-EP (Sustainable Tourism-Eliminating Poverty) and PPT (Pro-Poor Tourism). On the domestic front, organizations such as the Ministry of Culture Sports and Tourism, UNWTO ST-EP, and KOICA, have all pushed towards the advancement of development assistance, but the scales and types of ODA projects have been relatively restrictive due to lack of information and an integrated understanding, as well as the complexity of the issues at hand with respect to poverty and the tourism sector. In fact, tourism can operate in tandem with various industries, as well as providing a wide range of industrial characteristics, encompassing development, preservation, hardware, software, business, and so forth. Furthermore tourism can be a business. And more of this business phenomenon needs to be combined with understanding and interchange from the tourist service establishment (provider) and the tourist (consumer) to succeed. From this vantage point, aid projects in the tourism sector should be considered in economical, environmental, and socio-cultural aspects, unlike other sectors, having overall project selection indicators in order to consider the preliminary project selection phase in the early stages, due to the multifaceted nature of tourism. Tourism aid projects in Korea however have not until now been selected considering the unique characteristics of tourism, due to the fact that these aid projects are still classified within the 'energy sector' in project classification types of aid thus far. To be able to achieve the success of ODA projects in the tourism area, it is first necessary to create an overall index to evaluate the business proposals for the

selection of tourism aid projects, as well as other ODA projects, in relation to tourism of the recipient country. This study suggests a framework to build a 'project selection evaluation indicator' in the selecting of tourism aid projects, and to propose a potential business model for tourism ODA projects accordingly. This study suggests new possibilities, and alternatives to the current tourism aid projects offered through KOICA for the future.

To do the aforementioned, this study looked into the role tourism takes towards poverty reduction for a better understanding of its overall impact, as well as analyzing research trends in the literature related to poverty with respect to the tourism sector. The overall results in regard to economical, socio-cultural, and environmental influences, and its ripple effects, showed that the tourism sector has largely contributed to economic growth in many countries, including developing countries, having a total impact of 8.7% on employment in creating jobs worldwide. Recently the tourism sector has evolved into 'alternative tourism' and 'sustainable tourism' subsections, emerging from its previous collective 'mass tourism.' The tourism industry has the potential to promote wealth re-distribution, superseding trade barriers with no quota tariffs, and to increase local residents' participation in varying domain-based natural resources. Furthermore, tourism can provide better opportunities for the poor and enhance the participation of women in the workforce, more than any other economical sector; it also provides a 'backward-linkage' effect throughout a regional economy. Benefits can be seen for both local residents and tourists, as the local infrastructure is improved and the location is prepared for tourism receptiveness. The impact of tourism however, has inevitably positive and negative gains. Therefore the issue of 'sustainable tourism' and 'new tourism', which are bringing benefits to the local community by minimizing expenses, preserving the natural environments and culture of the local constituency, needs also to be actively discussed. In particular, it is more frequently seen in 'up-and-coming' new tourism research areas, such as 'eco-tourism', 'fair tourism', 'community-based tourism', 'pro-poor

tourism', 'slow tourism', 'volunteer tourism', 'ethnical tourism', 'low carbon green tourism', 'rural tourism', and so on. This study set to examine how recent research uses categorical distinctions based on i) social · regional development approach, ii) economic · management approach, iii) ICT research (human rights), iv) policy and public cooperation research, and lastly, v) environmental approach. The studies covered a wide range of topics, and basically provided the economic opportunity for poverty reduction. As such, emphasis on the need for development strategies, premised on the understanding of the culture and society of the recipient country, provides an integrated understanding in order for it to last environmentally.

This study attempts to derive appropriate evaluation indicators based on ODA projects and to propose a business model to analyze ODA cases of aid organizations, namely JICA (Japan) and NZAID (New Zealand). From this study the following implications emerged: For both JICA and NZAID, the business sector of tourism development and representative tourism aid projects showed that organizations have expanded their aid projects through the experiences and strengths of the tourism sector. The kinds of businesses varied from hardware businesses to software businesses. The organizations in fact revived the local economy and stabilized their businesses through initiating partnerships with the private sector in the local community, and sometimes even strengthening the local community's capacity through private-governmental participation. It was discovered that they took into account the great importance the impact of the business would have on their local culture and environment prior to the tourism development project. Due to attachment on this importance, how this sustainability was able to be integrated into a long-term business model was considered.

Through this study, factors for success and constraint of tourism aid projects emerged, based on an overall literature review of the area, focusing specifically

on previous case analysis. These factors were used in developing primary items for evaluation criteria of ODA projects. The evaluation criteria followed the 'Five DAC Criteria' conceptual framework recommended by the OECD/DAC: relevance, effectiveness, impact, efficiency, sustainability. Research tools were created by seeking advice from experts in the field, and through consultation with a research team before surveying. A two round Delphi survey was conducted in order to glean expert opinion on selected items. Collected data went through the entire verification process for the evaluation criteria, including: average mean, standard deviation, inter-quartile range, and content validity. Finally 'aid project selection indicators' for the tourism sector emerged, which consisted of 16 evaluation items for relevance, 13 evaluation items for effectiveness, 10 evaluation items for impact, 10 evaluation items for efficiency, and 16 evaluation items for sustainability.

This study also included a field survey method because evaluation for aid project selection within the tourism sector should be tested through conformity assessment as to whether it can be useful in real practice. We evaluated the conformity of evaluation indicators through a field survey and its influence on overall tourism development in the local community. For the Cambodian field survey results, we divided the aid project selection evaluation indicators into an 'essential evaluation index' and an 'optional evaluation index', and suggest when to use the appropriate content items accordingly to the aid project. It was discovered that a part of the evaluation indicators are not able to be evaluated in the local office. The field survey indicated the following: Tourism is a key industry in Cambodia, thus local workers generally take a positive view of it. Nevertheless, there were quite a few problems because 'Siem Reap' is the poorest city in Cambodia, despite it being a major tourist destination. This shows that selection criteria on cultural heritage tourism projects are largely being decided by the central government, and that project management authorities have not been involved in this process at all. It further indicates that tourism aid projects

need to be guaranteed through community participation, with even-distribution in this participation, especially participation in the business selection process with a consortium, including the business execution authorities, related field experts, as well as the community.

We suggest a spectrum of tourism aid projects based on prior future business models for KOICA. According to this spectrum, the type of tourism aid projects can be divided into two types: hardware businesses & software businesses, and resource development businesses & resource conservation businesses. As tourism aid projects can encompass both types of division, it can be put into operation in various ways from hardware-oriented businesses, such as a 'tourism city', 'tourism facilities complex', or 'resorts', to software-oriented businesses, such as 'fair tourism', 'eco tourism', 'ethnical tourism', etc. Thus we suggest a strategic direction and detailed business plan, depending on the tourism attraction, tourism amenities, promotion and marketing, transportation, tourist and tourism policies, in order to develop aid projects in the tourism sector. This research shows that in real practice each project can be divided into small, medium, and/or large scale, in accordance with the project type.

This study has extensively considered the relationship between tourism and poverty in terms of 'poverty alleviation tourism,' which is undefined as of yet in terms of a conceptual definition, and to present 'project selection evaluation indicators' for tourism aid in order to systemize aid project selection in the tourism sector more effectively and efficiently. However, we want to emphasize that these aid evaluation indicators should be applied in context, with the reality of the recipient country, rather than rely on the suggested indicators alone, and it is therefore necessary to have a deep understanding of the context field prior to beginning such a project. Besides in the tourism industry, various approaches are needed due to its high correlation with other industries. In particular, the general support needs to be explored in order to address problems of fundamental

infrastructure, such as drinking water, food, and power for the absolute poor. In this regard, it is suggested that project selection indicators can be used as a guideline, in conjunction with discussion of the many stakeholders involved, such as the local office, residence, and ODA experts. Through such a process, we expect to resolve the problems mentioned above, and to select an appropriate aid project for poverty reduction in the recipient country. The ‘tourism aid business models’ in the ‘contents-oriented’ tourism sector in this study can be used as benchmark research data for the development of an effective business model and aid project selection, thereby contributing to expand to future aid projects, beyond the aid projects currently offered by KOICA.