



Community- based Tourism

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Objectives

- Underlying Ideas
- Community Based Tourism (CBT)
- Terms and definitions for types of Tourism Similar to CBT
- CBT and Community Development
- The Process of Facilitating the Development of CBT

1. Underlying Ideas

- Amidst the social changes brought on by globalization, local communities cannot live in isolation.
- Thai Communities and many similar communities around the world have passed the time of absolute self-reliance and are increasingly dependent upon the outside 'urban' world will not be easy for local communities without sufficient and strong social, cultural, and economic resources.

Underlying Ideas (cont.)

- Unfortunately, across Thailand, the influence of Mass-Consumerism is precipitating the degradation and destruction of natural resources crucial to local communities' livelihoods.
- Simultaneously, materialism and consumerism are influencing and destabilizing the values systems of established social system and cultures.

Underlying Ideas (cont.)

- Meanwhile, on the national level, a standardized education system and a local administration controlled and directed by the central government are forcing remote, rural communities to become increasingly depend on the state.
- Fortunately, there are countervailing social trends in Thailand that open up alternative directions for the future of Thai communities.
- An increasing number of people are becoming aware of the importance of natural resources conservation and of protecting the environment.

Underlying Ideas (cont.)

- The democratization of Thai society is opening ever-greater opportunities for the members of public to use their voice, express their opinions and play a role in the direction of social development.
- At the same time the importance and profile of the issues of human rights are equal treatment under the law are growing in the public conscience.

Underlying Ideas (cont.)

- These trends are supported by developments in the United Nations and international institution and by academic and conservations who understand sustainable development.
- The understanding of people in urban designing and implementing successful development strategies.

Underlying Ideas (cont.)

- Tourism is one way to bring people of different backgrounds together.
- Ideally, tourism seems to offer hosts and visitors a unique opportunities to share their different cultures and points of view.
- Member of different societies are able to share first-hand experiences together and to development personal relationships which can grow into powerful alliance contributing towards the sustainable development of society.

Underlying Ideas (cont.)

- Despite this potential of tourism it is a sad fact that in the 50 years since worldwide emergence of the tourism industry communities have received few, if any, benefits from tourism.
- Instead, they have suffered a spectrum of negative impacts that have damaged their natural resources and changed their society and culture in multiple ways.
- In truth, communities have benefited very little from tourism.

2. Community Based Tourism

- CBT is a unique type of tourism with characteristics quite different from mass tourism. Those who intend to put CBT into practice need to fully understand the underlying ideas, principles and components behind CBT.
- CBT is not simply a tourism business that aims at maximizing profits for investors. Rather, it is more concerned with the impact of tourism on the community and environment resources.

2. Community Based Tourism (cont.)

- CBT emerges from a community development strategy, using tourism as a tool to strength the ability of rural community organizations that manage tourism resources with the participant of the local people.
- However, CBT is far from a perfect, prepackaged solution to community problems. Nor is it a miracle cure or a knight in shining armor that will come to save the community.

2. Community Based Tourism (cont.)

- In fact, if carelessly applied, CBT can cause problems and bring disaster.
- For the reason, communities that are appropriate for the development of CBT must be chosen carefully and adequately prepared before operating CBT.
- More importantly, the community should have the strength to modify or suspend CBT, should it grow beyond the management capacity of the community or bring manageable negative impacts.

2.1 Principles of CBT

1. Recognize, support and promote community ownership at tourism
2. Involve community members from the start in every aspect
3. Promote community pride
4. Improve the quality of life
5. Ensure environment sustainability
6. Preserve the unique character and culture of local area
7. Foster cross cultural learning
8. Respect cultural differences and human dignity
9. Distribute benefits fairly among community members
10. Contribute a fixed percentage of income to community project

2.2 Terms and Definitions

- Many community groups that practice environmentally friendly versions of 'community tourism' use a Thai term to define their activities which literally translate as 'conservation tourism'.
- These activities included some form of local, public participation. (ecotourism in English)

2.2 Terms and Definitions (cont.)

- CBT developed from these forms of tourism to become Community-Based sustainable Tourism (CBST).
- In Thailand, the Responsible Ecological Tours Project or REST pioneered community-based tourism under the name 'Community Based Tourism-CBT'

2.3 The definition of Community Based Tourism (CBT)

- CBT is tourism that takes environmental, social, and cultural sustainability into account.
- It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life.

2.4 Elements of CBT

2.4.1 Natural and Cultural Resources

- Natural are well preserved
- Local economy and modes of production depend on the sustainable use of natural resources
- Customs and culture are unique to the destination

2.4 Elements of CBT (cont.)

2.4.2 Community Organizations

- The community shares consciousness, norms and ideology
- The community has elders who hold local traditional knowledge and wisdom
- The community has a sense of ownership and wants to participate in its own development

2.4 Elements of CBT (cont.)

2.4.3 Management

- The community has rules and regulations for environmental, cultural, and tourism management
- A local organization or mechanism exists to manage tourism with the ability to link tourism and community development
- Benefits are fairly distributed to all
- A percentage of profits from tourism is contributed to a community fund for economic and social development of the community

2.4 Elements of CBT (cont.)

2.4.4 Learning

Tourism activities and services aim at:

- Fostering a shared learning process between hosts and guests
- Educating and building understanding of diverse cultures and ways of life
- Raising awareness of natural and cultural conservation among tourists and the local community

3. Terms and Definitions for types of Tourism similar to CBT

- 3.1 Ecotourism
- Ecotourism is Responsible Travel in area containing natural resources that possess endemic characteristics and cultural or historical resources that are integrated into the area's ecological system.
- Its purpose is to create an awareness among all concerned parties of the need for and the measures used to conserve ecosystems and as such is oriented towards community participation as well as provision of a joint learning experience in sustainable tourism and environment management.

3. Terms and Definitions for types of Tourism similar to CBT (cont.)

- 3.1.1 Elements of Ecotourism

Site

- The destination has natural attractions and unique qualities

Management

- Tourism is sustainably managed
- Environmental responsibility is promoted
- Negative environmental impacts are minimized

3. Terms and Definitions for types of Tourism similar to CBT (cont.)

Process and Activities

- Visitors are educated about the environment and ecology of the site
- Environmental awareness is raised among tourists and stakeholders

Participation

- The local community participates in the process
- Income is distributed fairly to raise the quality of life
- Profits from tourism contribute to the development of the destination

Ecotourism VS CBT

Ecotourism	CBT
1. Objective:	
Responsible management of natural attractions, local culture and the unique qualities of the destination	Responsible management of the environment, natural resources, social system and culture in response to the needs of the community
2. Ownership & Tourism Management	
Unspecified	Community
3. Tourism Linkages	
Emphasizes tourism and the environment	Emphasizes holistic development

3. Terms and Definitions for types of Tourism similar to CBT (cont)

- 3.2 Short Visits

- Mass tour program featured short visits of a few hours to local communities for quite some time. A typical visit is a couple of hours in an exotic hill tribe village.
- Example of a short visits agrotourism, for tourists will buy farm product, simply arts and crafts.

CBT VS Short Visits

CBT	Short Visits
1. Duration of visits	
Adequate time for understanding through observation, activities, and discussion	Short time for observation; Little or no time for visitors to participate in local activities. Little or no exchange with the local people to increase cross-cultural understanding.
2. Participation in Community Activities & Learning and Cultural Exchange	
High	Low

CBT VS Short Visits

CBT	Short Visits
3. Pricing & Income	
Set by the community	The community has little control except in the case of tours that come for the purpose of purchasing local products from the one Tambon One Product scheme.

CBT VS Short Visits

CBT	Short Visits
4. Tourist Understanding of the Community	
Possible through meaningful observation, conservation and interaction with the community members as the result of the program design	Only possible through an outside resources person who has knowledge of the local community and acts as an expert intermediary

3. Terms and Definitions for types of Tourism similar to CBT (cont)

- 3.3 Homestay
- Homestay is one type of tourism that promotes interaction between host families and tourists. One of the many accommodation options available to CBT.
- Homestay are able to act as a development tool to raise awareness of cleanliness and hygiene issues within the destination community.

3. Terms and Definitions for types of Tourism similar to CBT (cont)

- 3.3 Homestay
- The somewhat 'rough and ready' prospect of a homestay requires minimal investment are appropriate for CBT.
- Organizing a homestay require minimal investment besides a mattress a pillow, and a mosquito net; items that most rural village homes already have set aside for close friends and family members that come to visit.

CBT VS Homestay

CBT	Homestay
1. Definition	
Learning comes from whole community	Learning comes mostly from the host family
2. Accommodation	
Many types can be arranged including tents, cabins, homestays or guesthouse	Accommodation in the home of a host family

CBT VS Homestay

CBT	Homestay
3. Learning Process	
Possible through interaction with many types of people including host families, local guides and groups that organize activities in the community	Depends on the enthusiasm of both visitors and the host family

CBT VS Homestay

CBT	Homestay
<p data-bbox="112 578 637 625">4. Community Benefits</p> <p data-bbox="112 654 952 986">Community members of different status can benefit by taking various roles in tourism management such as resource persons, guides, hosts. Part of the profits is contributed to community projects.</p>	<p data-bbox="981 654 1821 1043">Often only wealthier households have a chance to provide accommodation and will collect benefits for themselves, except in the case that there are rules ensuring part of the profits are contributed to community projects.</p>

CBT VS Homestay

- The community can develop and provide homestay accommodation for a fixed price if they set clear objectives and wholeheartedly follow them.
- A homestay should not focus on providing accommodation for profit while ignoring cultural exchange and respect for the host's culture.
- Generosity and hospitality should be emphasized above providing '5 stars' service.

Conclusion

4. CBT and Community Development

- CBT is intended as a tool for community development and environmental conservation
- For this reason, we should apply a 'holistic' view to our analysis of the community context
- Understanding the community situation will help you maximize the capacity of CBT to act an effective and sustainable community development strategy