



Community- based Tourism

Chapter 2:

Community Based Tourism
Principles and Meaning

Objectives

- Elements of community-based tourism management
- Name and meanings regarding the community tour
- Community-based tourism and community development

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
<p data-bbox="112 582 614 639">3. Learning Process</p> <p data-bbox="112 668 952 1035">Possible through interaction with many types of people including host families, local guides and groups that organize activities in the community</p>	<p data-bbox="987 668 1827 782">Depends on the enthusiasm of both visitors and the host family</p>

CBT VS Homestay

CBT	Homestay
4. Community Benefits	
<p>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>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.

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

Five Principle Aspects of Community Development (cont.)

Economic

Social

Political

Cultural

Environment

- Income from local production
- Diversified local economy
- Self-reliance

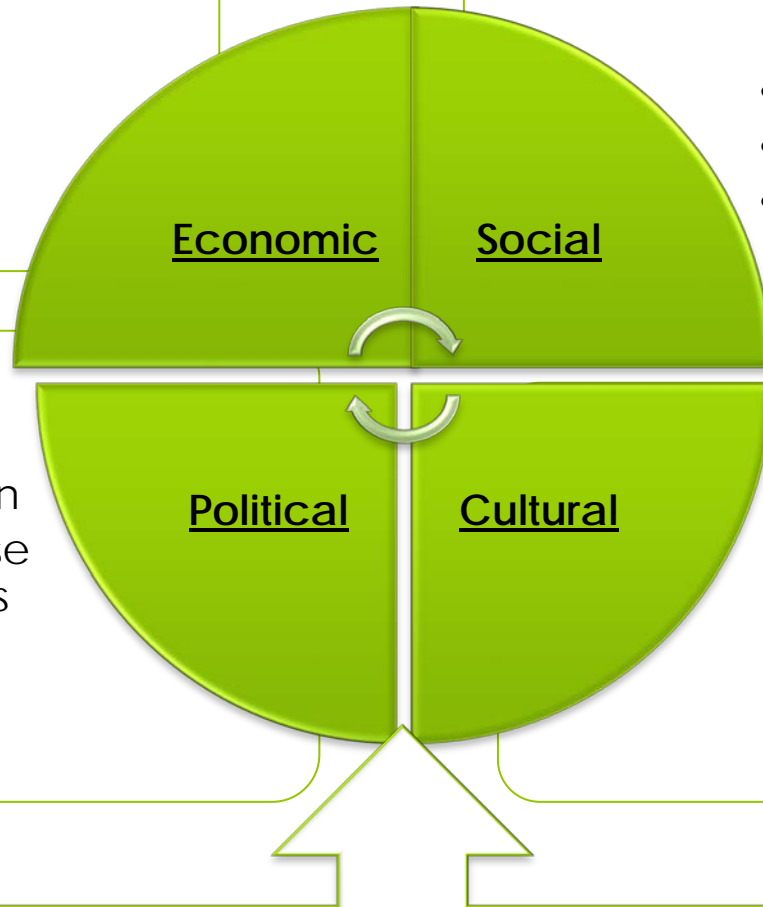
- People-centered development
- Social justice
- Satisfying quality of life
- Active community organizations

- Community participation
- Development in response to the community needs
- Democratization

- Formal and informal education
- Local culture passed on to the next generation
- Cultural preservation

Environment

- Natural resource management rights
- Environmental responsibility
- Natural resource conservation



4.1 Holistic Community Development

- Rural communities have faced many changes regarding implementing social and economic development plans, directly the country towards export oriented production.
- The impacts of globalized trade and investment on local community development since the time concern and contemplation.

4.1 Holistic Community Development (cont.)

- Before setting tourism objectives, we should consider the conditions of the relationship between the community and its:
 - Natural resources
 - Cultural heritage
 - Modernization
 - Economic development
 - Rights to self-governance

4.2 CBT and Community Development: Present and Future

- CBT and community development are inherently connected, because they share the same natural and cultural resource.
- Cultural and social norms determine not only resource use but also structure internal and external relationships.
- Ideally, the value of fostering the relationship between Local Cultural Wisdom and Local Environment Resources should be internalized by the community members and integrated into all aspects of CBT management.

How CBT can be used as a tool for the community development

Economic

Social

Political

Cultural

Environment

- Raise funds for community development
- Create jobs in tourism
- Raise the income of local people

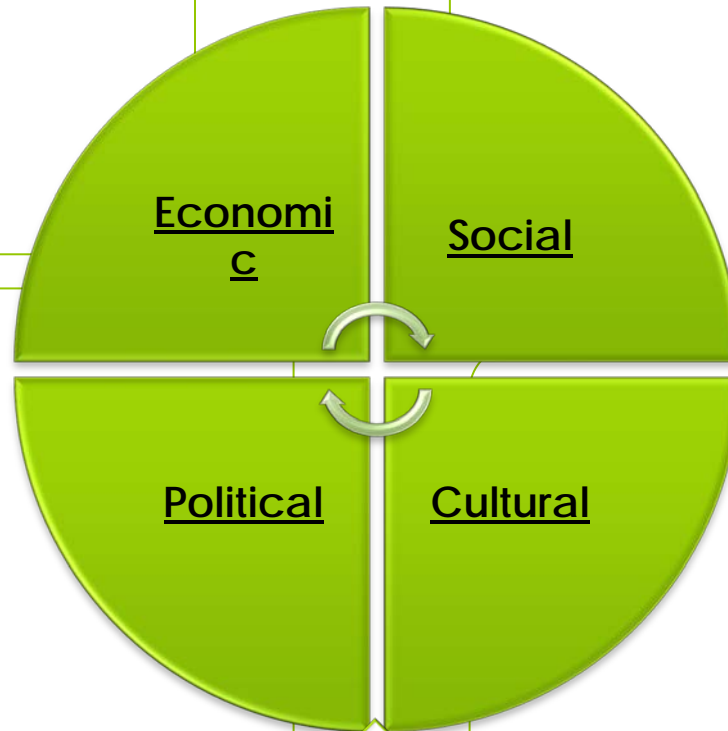
- Raise the quality of life
- Promote community pride
- Divide roles fairly between women/men, elder/youth
- Build community management organizations

- Enable the participation of local people
- Increase the power of community over the outside
- Ensure rights in natural resource management

- Encourage respect for different cultures
- Foster cultural exchange
- Embed development in local culture

Environment

- Study the carrying capacity of the area
- Manage waste disposal
- Raise awareness of the need for conservation



4.3 Tourism v. Holistic Community development

- Tourism can be a powerful as necessarily connected.
- The following table suggests the ways that the principles of sustain development can be put into practice to make tourism sustainable.

Tourism v. Holistic Development

Economic

Social

Political

Cultural

Environment

Dimension	Sustainable Development	Sustainable Tourism
Economic	<ul style="list-style-type: none"> Income from local production 	<ul style="list-style-type: none"> Raise funds for community development
	<ul style="list-style-type: none"> Diversified local economy 	<ul style="list-style-type: none"> Create jobs tourism
	<ul style="list-style-type: none"> Self-reliance 	<ul style="list-style-type: none"> Raise the income of local people
Social	<ul style="list-style-type: none"> People-centered development 	<ul style="list-style-type: none"> Raise the quality of life
	<ul style="list-style-type: none"> Social justice 	<ul style="list-style-type: none"> Promote community pride
	<ul style="list-style-type: none"> Satisfying quality of life 	<ul style="list-style-type: none"> Divide roles fairly between women/men, elder/youth
	<ul style="list-style-type: none"> Active community organizations 	<ul style="list-style-type: none"> Build community management organizations
Cultural	<ul style="list-style-type: none"> Formal and informal education 	<ul style="list-style-type: none"> Encourage respect for different cultures
	<ul style="list-style-type: none"> Local culture passed on to the next generation 	<ul style="list-style-type: none"> Foster cultural exchange
	<ul style="list-style-type: none"> Cultural preservation 	<ul style="list-style-type: none"> Embed development in local culture

Dimension	Sustainable Development	Sustainable Tourism
Environment	<ul style="list-style-type: none"> Natural resources management 	<ul style="list-style-type: none"> Study the carrying capacity of the area
	<ul style="list-style-type: none"> Rights 	<ul style="list-style-type: none"> Manage waste disposal
	<ul style="list-style-type: none"> Environmental responsibility 	<ul style="list-style-type: none"> Raise awareness of the need for conservation
	<ul style="list-style-type: none"> Natural resources conservation 	
Political	<ul style="list-style-type: none"> Community participation 	<ul style="list-style-type: none"> Enable the participation of local people
	<ul style="list-style-type: none"> Development in response to community needs 	<ul style="list-style-type: none"> Increase the power of the community over the outside
	<ul style="list-style-type: none"> Democratization 	<ul style="list-style-type: none"> Ensure rights in natural resources management

5. The process of Facilitating the Development of CBT

- In preparing the community for CBT, we consider the establishment of a Contract or Community among the stakeholders.
- This can be done through the process of setting on mutual goals and participating in the ten steps

The step of building community capacity to manage tourism is as follows

- 1 • Choose a destination
- 2 • Complete a feasibility study in cooperation with the community
- 3 • Set vision and objectives with the community
- 4 • Develop a plan to prepare the community to manage tourism
- 5 • Set direction for organizational management
- 6 • Design tour programs
- 7 • Train interpretive guides
- 8 • Develop a marketing plan
- 9 • Launch a pilot tour program
- 10 • Monitor and evaluate the process

The step of building community capacity to manage tourism

- Step 1 and 2 are important before determining to begin CBT.
- Step 9 is a way to evaluate the readiness of the community to manage tourism.
- The facilitating organization should rather integrate 'community confidence building' throughout the developmental process.
- Measuring Community Confidence is also an informal way for the facilitating organization to evaluate community capacity to manage CBT.

Conclusion