

Community Based Tourism

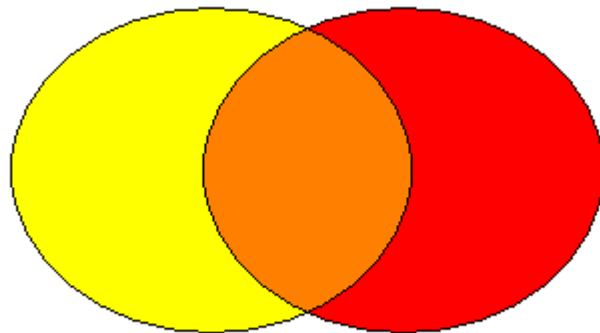
Can it work?

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Background: Me and My work

- Tour Operator in Indonesia
- Phd Anthropology of Tourism:
Flores, Indonesia
- Senior Lecturer in International
Tourism Development@UWE
- Researcher
 - Indonesia - Mexico
 - India - Costa Rica
 - Rwanda
- Research into the impacts of
tourism. Protecting
communities from negative
impacts
- Activist – Tourism Concern
www.tourismconcern.org.uk
- Human rights and tourism
- www.equalityintourism.org

Community Based Tourism



Ecotourism



Community Based Tourism



Community Based
ecotourism

Community Based Tourism

- CBT can be defined as tourism owned and/or managed by communities and intended to deliver wider community benefit.
- Considered benevolent
- BUT
- What is a community?
- Differential power
- Where will the expertise come from?

Community tourism should...

1. Be run with the involvement and consent of local communities.
2. Give a fair share of profits back to the local community.
3. Involve communities rather than individuals.
4. Be environmentally sustainable
5. Respect traditional culture and social structures.
6. Have mechanisms to help communities cope with the impact of western tourists.
7. Keep groups small to minimise cultural / environmental impact.
8. Brief tourists before the trip on appropriate behaviour.
9. Not make local people perform inappropriate ceremonies, etc.
10. Leave communities alone if they don't want tourism.
(People should have the right to say 'no' to tourism.)

Why would NGOs be involved in CBT?

- Most CBT enterprises have external intervention – often by NGOs because:
- “communities rarely initiate tourism development without input from an external source”, Scheyvens R (2002) **Tourism for Development Prentice Hall**
- NGOs deliberately target marginalised people
- NGOs are often involved in conservation activities
- They are working on the ground, know the potential, and have the contacts.
- Organic growth as in Voluntourism
- Understand the market (and the community)
- Have access to start up capital.

CBT and conservation

- Many CBT enterprises are linked to biodiversity and conservation.
- In Kenya CBTes have been developed to enhance local community support for conservation. They are established to protect wildlife. Community members give up land for conservation in exchange for share of entrance fee. Some jobs, a few linkages and social developments but in partnership and lack sense of ownership.
- Khama Rhino Sanctuary (Botswana) was successful. Locals gave up land for Rhinos some got Jobs, linkages were made and an orphanage was built. But after the set-up phase little communication, community feel excluded, costs out weighed benefits, Dominated by a few individuals. CB on paper only.



Reliance on external donors

- 60% of CBT in Nicaragua are founded by external organisations
- External donors involved in set-up and early stages, they provide awareness creation, cultural capital, language and operational skills; but
- Have a low impacts on economic improvement
- Low life expectancy – fail when external funds come to an end usually lack of market access and poor governance/financial management.
- Or co-opted by elites.
- Accommodation has 5% occupancy rate.



CBTs often accommodation but more successful when activities.

Flores Homestay Network



Tourism is growing very rapidly on the Island of Flores. Concern about the negative impacts on the local communities. With NGO – EcoFlores Foundation - and the help of UWE graduate volunteers we are working with the villagers.

Students learn basic Bahasa before joining villagers for a four day workshop to consider issues such as: land rights, gender equality, leakages and linkages, waste management, and basic finance for small businesses.



The students then work in the villages to help the villagers share learning and begin the process of homestay and tourism development (and take English classes with the kids).



CBT and well-being

- Poor record on providing substantial economic benefits i.e. income is very small
 - Some linkages
 - Diversified livelihoods
 - Social developments: clean water , electricity
 - Skills and self esteem: education and training
 - Pride in culture and of parents
 - Property consolidated in community hands
 - Raised awareness of conservation
 - Improved waste management- improved cleanliness of village.
 - New social networks.
- CBTs and souvenir linkages can help the poorest of the poor. Disabled and old who can not do farm work, can use ad hoc hours making souvenirs. Women can combine with other duties.



- Process can be as important as outcome.

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