



Community Based Promotion of Tourism - A Tool for Development

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Abstract

Community based tourism has played important role worldwide in the development of the communities. Due to such activities economic, social and cultural development has happened across the countries. Promotion of community based tourism has resulted overall development of that region. It involves identification of the communities in and around the tourist destinations, study of the nature of the communities, their capabilities, resources available to them; training them and making them capable for the participation in the community tourism are the important activities which are carried out in the community based tourism. The aim of the study is to understand the nature of the community based tourism, factors involved in it, how to develop the community based tourism and how to sustain it for long term. Apart from that understanding of the general characteristics given by the global bodies like UNWTO (United Nations World Tourism Organization) and UNEP (United Nations Environment Programme) about community based tourism is also an important aspect of the study. The nature of this study is descriptive and is purely based on the secondary data.

Key Words: Community Based Tourism, Promotion, Development and Sustain.

Introduction

Community Based Tourism (CBT) has encountered remarkable development because of the expanding purchaser demand for instructive and participatory travel encounters. CBT is additionally being perceived as an apparatus that fortifies the capacity of rustic networks to

oversee tourism assets while having gigantic possibilities in producing salary, differentiating the neighborhood economy, safeguarding society, saving the earth and giving instructive chances.

Community based tourism (CBT) is a community development apparatus that reinforces the capacity of rustic and different networks to oversee tourism assets while guaranteeing the nearby community's cooperation. CBT can help the nearby community in creating salary, differentiating the neighborhood economy, protecting society, saving nature and giving instructive chances. As CBT may furnish the nearby community with elective livelihoods, it turns into a destitution decrease instrument. CBT requires a long haul approach and expects to boost the advantages for the neighborhood community and limits the negative effects of tourism on the community and their natural assets. Community based tourism should be drawn nearer in an efficient way; from contemplating the reasonableness of the community to be engaged with tourism to guaranteeing that community individuals are allowed the chance to take an interest in related undertakings, and are associated with checking and controlling the negative effects. Some broad attributes of CBT that have been featured by UNEP and UNWTO are as per the following:

- Involving appreciation not only of nature, but also of indigenous cultures prevailing in natural areas, as part of the visitor experience;
- Containing education and interpretation as part of the tourist offer;
- Generally, but not exclusively, organized for small groups by small, specialized and locally owned businesses;
- Minimizing negative impacts on the natural and socio-cultural environment;
- Supporting the protection of natural and cultural areas by generating economic benefits from it;
- Providing alternative income and employment for local communities; and
- Increasing local and visitor awareness of conservation.

Objectives of the Study

1. The study aims at understanding of the concept of the community based promotion of the tourism.
2. Another objective is how to develop the community based tourism.

3. To study few examples of community based tourism cases studied across the globe.

Limitation of the study

The study is based on the secondary data only.

Conceptual Review - Community Based Tourism

Community Based Tourism (CBT) has been advocated as an integral part of sustainable tourism development by the researchers over the ideal opportunity for its ability to lessen tourism's negative effects while upgrading its constructive outcomes (Haywood, 1988; Jamal and Getz, 1995; Murphy, 1985). Connell (1997) suggested that, CBT empowers the sharing of information and the transformation of the way toward learning for the community's self-development; while, Arnstein (1969) pushed that CBT empowers the general public to decently redistribute benefits gathered from the business. The accomplishment of CBT be that as it may, is to a great extent subject to the inclusion everything being equal, for example nearby government authorities, neighborhood residents, designers, engineers, specialists, and organizers in such way that decision-production is shared (Haywood, 1988). Works of various researchers have additionally strongly pushed for CBT. Among the many reason, to mention a couple, constructive impact on the traveler experience because of steady job of the community (Pearce, 1994; Wahab and Pigram, 1997), upgraded picture of the destination because of improvement of the common habitat, framework, offices and exceptional occasions or celebrations (Murphy, 1985), upgraded conservation of regular assets and expanded redistribution of tourism salary among individuals (Felstead, 2000) and sustainable create ment of tourism industry through an absolute implementation of tourism activities at the destination (Bovy, 1982). Halstead (2003) suggested that, CBT development will give a firm foundation to a fruitful and sustainable venture: productivity, environmental sustainability, social development.

Community Based Tourism Project

As featured before, the examinations show that CBT ventures experience an item lifecycle. At first CBT ventures are little scale, low thickness and worked by the community with the help from benevolent outcasts, for example, NGOs. At first, the networks are contented with the

accessibility of employments realized by the CBT ventures. As the CBT venture develops, be that as it may, the difficulties for the community likewise increment. Unavoidably, visit administrators will start to show intrigue and will stretch out their corporation to frame organizations with the neighborhood community. Without the vital abilities and aptitude to adapt to the expanding number of vacationer appearances and changing visitor demand, nearby networks have the propensity of getting over dependent on the visit administrators. Simultaneously, CBT activities should climb the worth chain and their long term feasibility will rely upon how well the key partners adapt to new expectations.

Research Review on CBT

Guzmán, Cañizares and Pavón (2011) suggested that, CBT is based on the creation of visitor items described by community participation in their development. CBT is to a great extent subject to, along with all the tourism components, interrelation and interaction between the community and guests that improves community strengthening and possession, social and economic development, conservation of regular and social assets, and a top notch guest experience (Taylor, 1995). They likewise indentified the four classes as the fundamental structure of CBT: nearby visitor workplaces giving administrations to the vacationers, institutions teaming up with the neighborhood tourism industry (for example open administrations, NGOs, colleges and so forth.), direct visitor administration organizations (for example accommodation, nourishment and refreshment; shops and so forth.) and different vehicle and monetary organizations.

Numerous researchers, including Taylor (1995) distinguished the best challenge to create CBT is the time-length required to activate the community partners. In addition, Addison (1996) has distinguished a few factors that may influence the accomplishment of CBT activities. These are, Level of Education, Business Experience, Financial Assistance and Elimination of Conflicting Vested Interests.

Tosun (2000) and Li (2005) recognized the four ways to deal with CBT development: private speculators working visitor offices in a destination territory and giving business chances to local people, private financial specialists deliberately sharing some income to local people for

the most part as CSR, private speculators and community individuals teaming up through benefit sharing joint endeavors and community undertakings set up by community individuals who are self activated. Be that as it may, accessibility of monetary assets and ability must be guaranteed for the development of such CBT activities at the community levels (Dowler et.al, 2006; Tosun, 2001).

Ashley and Garland (1994) and Halstead (2003), distinguished the accompanying variables that are vital to the achievement and sustainability of CBT activities: Nature of the consultation procedure, Securing accounts for development, Training and help, Amount and timing of advantages, Biodiversity conservation, Managing conflicts, Political solidness, Ownership, Government backing to networks, Business and development arranging, Location and promoting and Financial suitability.

Investigations of Othman et.al (2011) additionally pointed that, there are other hidden components influencing CBT development, for example, class, sex and patronage imbalances.

Jamal and Getz (1995), in their examination, distinguished that, CBT development is to a great extent subject to the correct treatment of issues like steady activity to treat diverse motivation, significant vital arranging and long-term critical thinking process. To add to the rundown of components influencing the accomplishment of CBT activities, visionary key administration at different levels; directed presentation of tourism items, promotion to target showcase; obtaining information on the demand factors and solid connection with trip specialists and advertising systems have additionally been implied by researchers like Reed (1997).

Dark (1985) and Joppe (1996) additionally stressed on guaranteeing satisfactory Resources and Skills for the community inhabitants to secure the ability to partake in CBT Development they may be uninformed of the criticalness or procedure of participation.

Tosun (2000) and Li (2005) likewise inferred that, community inclusion must be guaranteed along with the partners of tourism development: legislative, semi administrative, non-legislative, private organizations and sightseers.

Development of the Community Based Tourism

Broad investigations are expected to attempt the community based tourism. A preparation is expected to attempt such promotion of CBT. Following advances delineates the procedure of development of community based tourism as appeared.



Diagram No. 1 Showing steps involved in Community Based Tourism

Step 1 - Assess Community Needs and Readiness for Tourism

Community assessment is done in the beginning to understand the nature of the community and its need. Even their preparedness for tourism is also checked in this step. Why should the community be involved in tourism? This is the key question that needs to be asked and answered before a community is ready to embrace tourism. With the advent of tourism, communities are entering into a totally different environment from what they are accustomed to, which is likely to bring about major changes to their way of life, outlook, relationships within the community and with those from outside etc. Subsequently the following questions are also pertinent:

- What is the community's current source of livelihood?
- What is their current socio-economic condition? (Level of employment, average income, incidence of poverty).
- What are the long term prospects of their current source of livelihood? (Opportunities)
- Do they want change?
- Are they happy with their current socioeconomic condition?

Step 2 - Educate and Prepare the Community for Tourism

Once a community decides to embrace tourism, educating and preparing the community are crucial. While it is a fact that most rural communities are by nature hospitable, tourism as a business presents greater challenges. Essentially the local community should be well informed and educated about the many facets of tourism prior to the construction of any form of tourism physical development or activity. The education process should take a longer time for relatively remote society with low levels of education.

Following steps can be taken as for the purpose of education.

1. Project orientation about CBT
2. Defining roles and expectations
3. Understanding the business of tourism
4. Benefits of tourism
5. Organization structure and role of the community
6. Dialog and consultation

Step 3 - Identify and Establish Leadership / Local Champion

The success of CBT projects is essentially dependent on leadership and organization. Government agencies or NGOs often act as the project initiator but the long term viability of such projects depends on the sense of ownership and buy in from the local community. Central to the continuous support from the community is the presence of a strong leader who commands respect.

The leader can be a government appointed project manager, a dedicated volunteer hired by an NGO or a self appointed spokesperson for the community. In this light, the job title or designation of the leader is not important compared to his/her commitment, dedication and passion for the job. To be exact, the leader should be termed as the local champion, and the majority of the case studies are driven by local champion (s). The local champion need not be officially elected and can also be from outside, albeit having stayed in the area for a considerable length of time.

As evident in the case studies, the local champion has to have many positive qualities but the most essential prerequisite is the ability to galvanize and transform the community. They should also be risk takers but only after gauging the economic and social viability of the project.

Step 4 - Prepare and Develop Community Organization

At this juncture, the leader or local champion should attempt to establish a community organization that is capable of planning, operating and promoting CBT projects. Given that “buy in” from the community is essential, the community organization should include every section of the community especially the women and youths. CBT projects will go through a life cycle that may include a decline phase should the leadership and organization fail to reinvent the existing product once it evolves and matures.

Community based Tourism Cases across the globe

Few of the examples of community based tourism cases are as shown below

Government initiated CBT

-  Guisi Community Heritage Based Tourism, Guimaras, The Philipines Seongup Folk Village, Jeju Island, Korea.

Industry initiated CBT

-  Saung Angklung Udjo, Bandung, Indonesia
-  St. Jacobs County, Toronto, Canada

 Shui-Li Snake Kiln Ceramic Park, Nantou, Chinese Taipei

NGO initiated CBT

 Ta Phin Village, Sapa, Viet Nam

 Lashihai Homestay, Lijiang, China

 Misowalai Homestay, Kinabatangan, Sabah, Malaysia

Community initiated CBT

 Whale Watch, Kaikoura, New Zealand

 Kuku Yalanji Dreamtime Walk, Mossman, Australia

Community based Tourism in Sikkim, India

Two villages, Darap in west and Pastanga in east have been chosen for the study to find out the local community perceptive on Community Based Tourism Development. These villages were identified as successful case studies of rural tourism in the evaluation studies of Government of India (Ministry of Tourism, Govt. of India 2010, 2011, 2012 and 2013). The rural tourism projects of Government of India are based on community participation.

Findings

1. Community based tourism (CBT) is a community development tool that strengthens the ability of rural and other communities to manage tourism resources while ensuring the local community's participation. CBT can help the local community in generating income, diversifying the local economy, preserving culture, conserving the environment and providing educational opportunities.
2. Community based tourism can be developed and promoted by assessing community needs and readiness for tourism, educating and preparing the community for tourism, identification and development of local leadership and preparing and developing community organization.
3. There were Government initiated CBT found like Guisi Community Heritage Based Tourism, Guimaras, The Philipines Seongup Folk Village, Jeju Island, Korea. Some of

the Industry initiated CBT were also there like Saung Angklung Udjo, Bandung, Indonesia, St. Jacobs County, Toronto, Canada and Shui-Li Snake Kiln Ceramic Park, Nantou, Chinese Taipei. Few of the NGO initiated CBT projects were explored like Ta Phin Village, Sapa, Viet Nam Lashihai Homestay, Lijiang, China and Misowalai Homestay, Kinabatangan, Sabah, Malaysia. Finally Community initiated CBT were also studied like Whale Watch, Kaikoura, New Zealand and Kuku Yalanji Dreamtime Walk, Mossman, Australia.

Conclusion

Finally it can be concluded that the community based tourism projects can be of immense importance for the communities and it can contribute towards, development, economic growth, generation of employment and overall prosperity of the community itself. There is need of promoting such community based tourism and it can be successfully implemented by using the steps discussed above.

Scope for Future Study

There is lot of scope for future study in this area like viability and suitability of the community based tourism can be checked or assessed. Any such project undertaken in India can also be studied in more details.

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