

LONG-HAUL TOURISM

The EU market for community-based tourism

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Report summary

This CBI market survey discusses the following highlights for the EU market for community-based tourism:

- The European market for community-based tourism is growing. Demand is increasing as a result of a growing long-haul tourism market, a growing awareness of sustainability and the need for an 'authentic experience' while on holiday.
- The most important target groups are highly educated people, often with double incomes in the age group 30-50 years, backpackers and volunteers. An upcoming target group is parents with children in the age group 8 years and older. They have a high income, are well educated and they want their children to learn something about another culture and /or country during their holiday.
- CBT tourism service providers in developing countries are recommended to target inbound tour operators and specialised international tour operators.
- In addition to working through inbound tour operators, trade fairs, trade press and the Internet are the most important tools to reach target groups.

This survey aims to provide suppliers of community-based tourism (CBT) in developing countries (DCs) with product-specific market information related to gaining access to the EU market. By focusing on the EU market for CBT, this document provides additional in-depth information, complementary to the more general information and data provided in the CBI market survey 'The long-haul tourism market in the EU', which can be downloaded from <http://www.cbi.eu/marketinfo>.

Detailed information on CBT is given in appendix A. This survey discusses the EU in general and the following markets in particular: the UK, Germany, Sweden and the Netherlands.

1 Market description: community-based tourism in the EU

CBT market

There is a growing consumer market for CBT in Europe. It is difficult to provide an indication of value and volume size, since no systematic research has been conducted so far. An expert gave a very rough estimation of a 2-5% market potential for CBT from Europeans, which applies to the basic CBT-products such as a home stay within the local community. The more luxurious initiatives such as a community managed lodge with good services would be appealing for approximately 20% of the market. CBT elements are increasingly seen as added value to a larger package deal offered by tour operators. According to an expert, almost 50% of mainstream tourists have an interest in some aspects of CBT. An increasing number of adventurous tour operators include CBT elements into their packages. They are willing to stay overnight in a CBT accommodation for one or two nights. They usually travel in groups of 10-20 people. For mass tourism destinations day excursions to local villages showing traditional economic activities of the culture is a growing market. An expected 25% of resort tourists would be interested in joining such an excursion.

In addition, the growing awareness of the importance of sustainability and the wish to have an 'authentic experience' during a trip is stimulating travellers to choose a package deal including CBT-elements. In addition, the rising level of education and subsequently an increasing interest in (other) cultures suggests that tourists will increasingly demand a combination of culture and leisure. As people travel more frequently they become 'career-travellers',

continually demanding newer, deeper and more meaningful experiences at the destinations they visit. These developments provide good chances of increasing demand for CBT.

The demand for CBT might sometimes decrease for a while as a result of a stronger feeling of insecurity as a result of terrorist attacks on tourists and tourist destinations. In addition, natural disasters may also have an influence on safety concerns. Nevertheless, decreasing visits of independent tourists as a consequence of these occurrences only last for approximately 3 months. However, after violent regime changes, tour operators wait much longer (sometimes up to 2 years) before they put the country in their catalogue again. Communities often rely solely on their income from tourism. However, if for an external reason tourism is impeded, their income completely vanishes. Therefore communities should also have some back-up income.

The success of a CBT initiative depends much on the accessibility of the CBT initiative together with the combination of an authentic cultural experience and the natural beauty of the location.

Short term market forecast

Although it is as yet unclear what the effect of the economic crisis will be on the demand for long haul travel, it is expected that long haul travel will continue to increase. A great deal of reporting on the economic crisis does not take account of the fact that tourism has proved incredibly resilient in the past and if the downturn is expected to be dramatic, the recovery could prove to be even more so.

Industry experts do not yet agree on the effects of the economic crisis on the European demand for travel. Some believe that travelling is a basic human need nowadays, so if you offer the right products for the right price, consumers will stay interested. More pessimistic experts say that they already see a decline in bookings for the summer of 2009 and expect a stagnation or decrease in 2009. Generally, it is expected that after 2010 the economy will recover again.

Profiling the CBT traveller

It is very hard to give a precise tourist profile, since no systematic research has been conducted on this subject so far. However, a general profile of the kinds of tourists that actually go on a CBT-holiday can be given.

Most European travellers who visit CBT-initiatives come from the UK, the Netherlands, Germany and Sweden. Experts guess that there is a combination of underlying reasons for this, such as nostalgic feelings for simplicity, authenticity and rural areas combined with an open attitude to other cultures and the willingness to support people in an economically less favourable position.

CBT-tourists are highly educated, have a medium to high income, often because both partners have a job, and are between 30 and 50 years old. This group is able and willing to pay the higher prices for long-haul tourism and are interested in new experiences while they learn something about foreign cultures. Young tourists with a smaller budget travel to relatively cheaper destinations than older tourists who have more money to spend. Data shows that women are more interested in environmentally and socially responsible holidays than men.

Backpackers might also be important to consider as a target group, especially when they read about your initiative in their travel guide. Being featured in travel guides such as the 'Lonely Planet' and the 'Rough Guides' have shown to increase direct and indirect bookings of CBT products drastically. A new development is family holidays. More and more parents are choosing to go on a long-haul adventurous holiday with their children. These parents have an above average income, are highly educated and have children in the age of 8 years and older. They want their children to learn something about other cultures and /or countries during their trip.

Health and safety matters are important aspects of all the CBT travellers groups mentioned and especially for family travellers.

Some important aspects of general CBT travellers are the following:

- Attach high value to natural, historic, and cultural sites and attractions
- Value authenticity
- Concerned with tourism's impact on the environment and value sustainability
- Appreciate small scale accommodations run by local people
- Look for authentic quality: regional quality food, rustic and natural designs, traditional elements
- Seek encounters with people, lifestyles and cultures different from their own
- Do not respond to mass marketing

Please note that 'the CBT tourist' does not exist. Although a general profile could be made, please be aware that each traveller is unique and may have special needs for their holidays.

Trends and characteristics

There are so many different types of CBT-products that every traveller has the opportunity to find his or her own favourite way to experience 'authenticity'. One expert stated that this makes it very difficult to glean a general trend in popular CBT-initiatives without further research. Another expert underlined this by recounting from personal experience that American tourists conceived their stay at a lodge in Peru as dramatic. There was no air-conditioning, it was too close to nature and the 10 minute walk from the lodge to the pier was too long. At the same time, European tourists had no problem with these factors. Some general trends and characteristics that influence CBT will be discussed below.

Blending of adventure travel with CBT. The adventure travel industry is increasingly blending with the CBT industry. Besides adventure activities, travellers are interested in volunteering or 'give back' programs to benefit the environment and communities. Adventure tour operators increasingly include visits to local communities as an essential element in their itinerary.

Good opportunities for CBT. According to experts, CBT flourishes best in countries with an already large tourism supply and where initiatives can connect to already existing trips that pass by or can be offered as day excursions to mass market resort tourists. Countries such as Vietnam, Ethiopia and Mozambique might develop a strong tourism industry of which CBT is a relevant element.

Shift of interest in CBT experiences. Accommodation used to be the most frequently offered CBT service in the past. However, the target group is rather limited and communities are not always able to deliver the right quality standards. In order to reach new target groups and to involve wider parts of the community, more and more CBT related (day) excursions are developed and offered including cultural, farm life or craft making demonstrations.

Lack of market research leads to failure of CBT projects. One of the main reasons for the failure of CBT initiatives is the inability to attract sufficient numbers of visitors. Due to a lack of market research, the assumptions about the market potential and the appeal of the location or experience are often unrealistic.

Opportunities and threats

Trends and market developments offer opportunities and threats to exporters. A given trend can be a threat to some and an opportunity to others at the same time. The following trends should therefore always be analysed in relation to your specific circumstances. Refer to Chapter 7 of the CBI market survey covering the EU market for long-haul tourism for more information on opportunities and threats.

- + An increasing number of tourists are looking for new and authentic experiences. Local

communities can cater to this in the services they provide.

- + The increasing demand for adventure travel with a CBT-initiative offers interesting opportunities to communities offering CBT.
- ± 'Career-travellers' are an interesting target group. However, as 'career-travellers' demand new experiences, the number of repeat visitors decreases.
- CBT initiatives have a greater chance of failing due to a lack of marketing knowledge. It is therefore advisable to cooperate with a strong and suitable business partner who has knowledge and experience of the market.

As tourism activities can contribute to poverty alleviation in DCs, CBT might seem as an easy way to increase incomes. However, CBT is not always the answer and DC communities should be very aware of this! A new initiative only has a chance to succeed with the help of a strong business partner or market association who can assist the community initiative with marketing and handling services. Please refer to the textbox for the minimal requirements needed for the implementation of CBT-projects.

Requirements for approval and implementation of CBT projects

Research showed that CBT projects are quite often initiated without a clear overview of the threats and problems that can arise. Usually, NGOs and development organisations play a significant role in the design and organisation of a project. However, a lot of projects are implemented without carrying out a market analysis on the regional, national and international level nor drawing up a good business plan. In addition, projects often do not have a unique selling point that can strengthen their competitiveness. As a result, failure is almost inevitable.

Tourism consultant Nicole Häusler therefore formulated some basic conditions that have to be fulfilled by a destination, before individual projects can be implemented. To begin with, a destination should guarantee (relative) safety for travellers. In addition, the destination should have good flight connections with Europe or North America and a good infrastructure such as a well-functioning traffic system, well-equipped hospitals in the larger cities and good quality of drinking water.

Furthermore, there should be a stable and safe tourism environment. This is enhanced by effective and efficient tourism authorities at national and regional levels using specific marketing strategies to position the countries at regional and international trade fairs. There should also be well-operating and experienced local tour operators and travel agencies that can sell the products as well as well-trained local tourism advisors who can help facilitate and design the CBT project. Finally, in order to create a unique selling point it is important for a community to be in an environment which has a rich natural diversity and a great cultural variety and/or history.

If at least the majority of the basic conditions are fulfilled, a market and competitor analysis should be performed. If positive, this should be followed by a mandatory 'livelihood' analysis of the local population, to explore the current socio-economic and organisational structures. When all criteria are met, project planning can start even though a lot of intensive marketing campaigns still lie ahead.

Source: <http://www.mascontour.info>

Practical example MAST

Many initiatives fail because they do not take marketing into account. An example of how to overcome this problem is MAST. The United Nations Environment Programme (UNEP) in partnership with the Nepal Tourism Board, the Netherlands Development Organisation (SNV) and Leeds Metropolitan University has developed Marketing Assistance Sustainable Tourism (MAST), a project which provides DC communities in Nepal with training and marketing support (<http://www.unep.fr/pc/tourism/about-us/MarketingAssistanceNepal.htm>). The main objective of the initiative is to expand business opportunities for sustainable tourism entrepreneurs in Nepal by helping them connect to the fast growing international market for sustainable tourism products, with a particular emphasis on facilitating strong links with the European market.

Useful Sources

- Green Travel Market, online B2B marketing service - <http://www.greentravelmarket.info>
- Responsible Travel - <http://www.responsibletravel.com>
- Travelife, portal for sustainability principles within the tour operator sector - <http://www.travelife.eu>

- World Tourism Organization - <http://www.world-tourism.org>
- World Travel and Tourism Council - <http://www.wttc.org>

2 Trade channels for market entry

Trade channels

Holidays and trips can reach the final consumer in various ways. The trade channels for the long haul tourism market are inbound tour operators (local agents), outbound tour operators and travel agencies. Besides consumers who will book via tour operators and travel agencies, there is a growing group who will turn to modular self arrangements for travel facilitated by the Internet. This section will only discuss the inbound tour operators and outbound tour operators that specialise in CBT.

Inbound tour operators (local agents)

Inbound tour operators are the vital link between CBT initiatives and EU outbound tour operators. Inbound tour operators represent local CBT initiatives and promote and sell travel packages to outbound tour operators and travel agencies. According to EU tour operators who were interviewed, almost all bookings take place through the intervention of an inbound tour operator. Moreover, when an EU outbound tour operator is interested in a new location, in 99 of the 100 cases the tour operator will contact the local agents (inbound tour operators) in that country. The local agents can provide a wide range of services to the EU outbound tour operators, including advice on the product, price and availability, coordination of travel arrangements and payments, and supervision of product delivery. In order to reach European markets, local CBT initiatives could best work with local inbound tour operators either directly or via CBT marketing associations. Experience shows that handling can best be done by experienced local inbound tour operators while CBT network organisations should focus on training, capacity building, product development and quality standards. For more information on inbound tour operators, please refer to the CBI market survey covering the EU.

Advantages of using a local tour operator

Incoming local tour operators play a very important role in tourism and also in CBT. Since CBT are often small and locally based products, European tour operators often do not have the capacity to cooperate directly with DC communities with a CBT-initiative. They rather like to work with one contact organisation (usually an incoming tour operator), who is responsible for all the local communication and payments and handling services. Such local contact organisations are also much better at guaranteeing that a community can provide good quality services, will follow up on agreements, can handle reservations and is close to the route that existing trips already pass by, before they can take up an initiative in one of their package deals. Some tour operators work together with NGOs who provide them with information on interesting CBT-initiatives for their trips, but they will rely on local tour operators to make contact and reservations. Also missing formal tourism-insurances by the communities might lead European tour operators to do business with an intermediary instead of having direct contact. In short, a local tour operator plays a key-role in the trade channel to the European market.

Outbound tour operators

Tour operators who dominate smaller markets, specific destinations or activities are so-called specialised tour operators and are usually small or medium sized. Besides inbound tour operators and joining local marketing associations, CBT tourism service providers in DCs are recommended to target specialised tour operators. Specialised tour operators use both their own network and travel agencies for selling. They also offer trips in smaller groups (10-20 persons) as more and more individual packages. Many tour operators offer a portfolio of products at different destinations. They do not necessarily maintain an operational base at each of the destinations concerned.

It is good to bear in mind that usually CBT is only a small element within a large holiday package. The services offered can differ from accommodation (e.g. home stay or lodge), cultural demonstrations (e.g. cooking, weaving, craft making), cultural performance (e.g. music, dance, storytelling) to providing transport or guiding. In only a very few cases will travellers stay within a local community for the duration of their holiday.

Volunteer holidays, where for example tourists stay in a local village for one or two weeks and help with constructing a school or a hospital, are mostly offered by specialised voluntary tourism organisations and not by normal tour operators.

As mentioned before, NGOs sometimes offer complete CBT-holidays. The role of NGOs however, is often that of a financial donor and not of a marketing advisor. Nevertheless, they can play an important role in making initiatives known to European tour operators who in turn will contact local tour operators for more information. This cooperation between NGOs and tour operators can result in a valuable CBT initiative, especially when there is also a strong and suitable inbound tour operator involved.

Table 2.1 shows examples of CBT tour operators in the Netherlands, Germany, the UK and Sweden. Please refer to the CBI EU market survey on long haul tourism for a discussion of trade channels for long haul tourism in general. These surveys can be downloaded from <http://www.cbi.eu/marketinfo> - go to search publications.

Table 2.1 Examples of Dutch, German, British and Swedish tour operators offering CBT packages

Country	Tour operator	Website
The Netherlands	Baobab	http://www.baobab.nl
	Koning Aap	http://www.koningaap.nl
	Sawadee	http://www.sawadee.nl
	SNP	http://www.snp.nl
Germany	AE reiseteam	http://www.ae-reiseteam.de
	Hauser exkursionen	http://www.hauser-exkursionen.de
	Moja Travel	http://www.moja-travel.net
UK	Sivali	http://www.sivalitour.com
	Go Differently	http://www.godifferently.com
	Imaginative traveller	http://www.imtravplanet.com
	On the Go Tours	http://www.onthegotours.com
	The Adventure Company	http://www.adventurecompany.co.uk
Sweden	Tribes travel	http://www.tribes.co.uk
	Kilroy Travels	http://www.kilroytravels.se
	Kenzan Tours	http://www.kenzantours.se

Source: Facts Figures Future (2008)

Possible donor organisations

The financial help of a donor organisation or NGO might be very useful, but more is needed than financial help alone. To realise a successful CBT-initiative it is necessary to do market research to find out if the initiative can be successful after a period of time (at least 5 years) and to develop a business plan. NGOs and the communities should therefore seek cooperation with a strong and suitable inbound tour operator who has knowledge and experience in the market. Some relevant donor organisations are:

The Netherlands

- SNV - <http://www.snvworld.org> - Dutch based international development organisation
- Oikos-Wederzijds reizen - <http://www.stichtingoikos.nl>

Germany

- GTZ - <http://www.gtz.de> - German international cooperation enterprise for sustainable development
- German Agro Action - <http://www.welthungerhilfe.de> - German development cooperation
- Institute for Tourism Development - <http://www.studienkreis.org>

The UK

- Tearfund - <http://www.tearfund.org> - British charity organisation
- The Travel Foundation - <http://www.thetravelfoundation.org.uk> - British charity organisation

- Village-to-Visit - <http://www.village-to-village.org.uk> – British charity organisation
- VSO – <http://www.vso.org.uk> - International development charity

Sweden

- Fair trade center - <http://www.fairtradecenter.se>
- Friends of the Earth Sweden - <http://mjv.klandestino.se> - Swedish organisation that promotes ecological sustainability and solidarity.
- PMU - <http://www.pmu.se> – Swedish development cooperation agency
- Sida - <http://www.sida.se> – Swedish development agency
- Sustainable Sweden Association - <http://www.sustainablesweden.org>

International

- Generosity in Action - <http://www.generosityinaction.org>
- Pepy - <http://www.pepytours.com>
- Organisation for Responsible and Community-based Tourism India - <http://www.realitytourism.org>

Commissions

It is very difficult to give information on the average price margins and commissions for CBT-initiatives. Margins are deposited over a total product and not over the individual parts. To give an indication of comparable trips; adventure holidays have margins for between 10-30% for tour operators. The existence of a (national) support association of CBT initiatives is often essential for the viability of CBT in a country. It is therefore relevant that the local CBT initiative or the CBT tourist pays some commission to the national network. Some tour operators provide travellers with the opportunity to donate extra money to special projects such as an education fund.

One expert mentioned that price margins for DC tourism suppliers are very small, because DC communities do not know how to negotiate with local tour operators for reasonable prices. Another expert however stated that no margins and commissions are calculated over CBT-initiatives because everything goes straight to the community.

Selecting a suitable trading partner

There are several ways to find potential trading partners in Europe. In addition to options such as meeting prospects at trade fairs, the Internet is a highly valuable source. Relevant country-specific sources to find prospects in Europe are:

- Association of Independent Tour Operators (AITO) - <http://www.aito.co.uk> – search their site for tour operators offering CBT – search for the theme 'Culture & Arts'.
- Dutch Association of Travel Agents / Algemene Nederlandse Vereniging voor Reisbureaus (ANVR) – <http://www.anvr.nl> – search their website for tour operators offering CBT – look up your destination under 'bestemming'.
- Ecoclub – <http://www.ecoclub.com> – contact them for direct marketing to consumers.
- German Association for Tour Operators / Forum Anders Reisen <http://www.forumandersreisen.de> – search their site for tour operators offering CBT
- Green Travel Market - <http://www.greentravelmarket.info> – contact them for European tour operators interested in CBT and register your tourism service on their website.
- Participants of tourism fairs, such as Vakantiebeurs, TUR, WTM and ITB (for links, see chapter 5) – see the exhibitors list on their website.
- Responsible Travel - <http://www.responsibletravel.com> – offers CBT holidays from different tour operators
- Swedish Travel Agencies Association - <http://www.srf-travelagent.se> – contact them for Swedish tour operators interested in CBT.
- Tourism Concern - <http://www.tourismconcern.org.uk> – contact them for tour operators interested in CBT – try to get your CBT initiative featured in their Ethical Travel Guide.
- Wango – World Association of Non-Governmental Organisations - <http://www.wango.org> – search the NGO directory.

As European tour operators search for CBT-initiatives it might also be worthwhile to have a link on local directories such as Retosa (<http://www.retosa.co.za>) in Africa and Runa Tupari in Latin America (<http://www.runatupari.com>).

Please refer to the CBI sector surveys on long haul tourism for an overview of country specific sources. These surveys can be downloaded from <http://www.cbi.eu/marketinfo> - go to search publications.

3 Price developments

Prices for holidays that include a visit to a CBT-initiative have approximately the same prices as package holidays without such a visit. Prices for long-haul destinations have been decreasing for years and it is expected that they will continue to do so in the future. One of the main reasons is the declining prices of airlines, which account for a considerable portion of the price of a package. Please refer to the CBI market survey 'The long haul tourism market in the EU' and the sector surveys covering the market in individual EU countries for more information on prices and price developments. These can be downloaded from <http://www.cbi.eu/marketinfo>.

According to a survey by the German tourist industry association (<http://www.fur.de>), 30% of travellers say they are willing to pay more for a holiday package which supports the local community such as CBT. However, there are no figures that travellers actually spend that kind of money.

Differences per category

There are clear price differences per category. Every category offers initiatives ranging from budget, to mid-range to luxurious. For example, communities can ask higher prices for 3 or 4 star accommodations (€50-80 per night per double room), than for renting out a tent (€10-20 per night). Nevertheless, it is difficult to give more precise price ranges per category, since European tour operators are not open about the purchasing prices they pay for the tourism services they offer. To give an indication of the prices for travel packages to DCs including CBT-initiatives sold by European tour operators, some examples are presented in Table 3.1. Please note that this is an indication of consumer prices only and that they include the flight. Prices may fluctuate during the year, per tour operator and per country. Prices in a competitive market (e.g. the Netherlands) tend to be higher than in, for example, Germany where tourists are prepared to spend more on their holidays.

Table 3.1 Examples of consumer prices of travel packages including CBT of European tour operators, 2009

Destination and CBT	Length (days)	Price	Tour operator
Libya tour with desert expedition	22, incl. 5 days camping in the desert	€2,150 – 2,395	http://www.koningsaap.nl
Village build in Nepal	8 , incl. 6 nights homestay	€490	http://www.imaginative-traveller.com
Thailand volunteer tour	15, incl. 5 days homestay in local village, where you can learn more about local crafts (excl. flight to Thailand)	€975	http://www.godifferently.com
Kenia and Ethiopia east African cultures and traditions	20, incl. visits to local communities	€4,095 – 4,750	http://www.hauser-exkursionen.de
Peru with homestay	24, incl. 2 nights in a homestay with an Indian family	€2,199 – 2,799	http://www.baobab.nl
Borneo homestay	2 days (1 night) homestay	€115	http://www.kenzantours.se

Source: Facts Figures Future (2009)

Practical example: pricing strategy of a CBT project in South Sulawesi, Indonesia

This CBT project offers visits to a tribal village to see and learn about their local customs. CBT tourists can get a guided tour through the community and an overnight accommodation at a local guesthouse. It can be booked as a single activity or in a package deal via local operators, bigger national inbound tour operators or via outbound tour operators.

Supply chain channels:

CBT product → local tour operator → outbound tour operator → tourist (70% of all bookings)

CBT product → local tour operator → national incoming tour operator → tourist (25% of all bookings)

CBT product → local tour operator → tourist (5% of all bookings)

Pricing strategy of the different stakeholders in this particular CBT project supply chain:

CBT project price - €45,58

Local tour operator - €50,78

National incoming tour operator - €59,62

Outbound tour operator - €64,03

Source: interview Facts Figures Future (2009)

4 Market requirements

As a tourism provider in a DC preparing to offer your CBT-initiative to the EU, you should be aware of the market requirements of your trading partners. As mentioned before, it is very important to have at least a good business plan before you do business with European tour operators. Other requirements are demanded on legislation labels and codes. These requirements are based on working conditions, health and safety and social concerns.

For information on legislative and non-legislative requirements go to 'Search CBI database' at <http://www.cbi.eu/marketinfo>, select 'Tourism' and 'the EU' in the category search, click on the search button and click on market access requirements.

Certificates

DC communities are not obliged to have certificates if they want to sell to European customers. Nevertheless, there are certificates you can apply for such as the Fair Trade label (<http://www.fairtourismsa.org.za>). ECEAT is in the process of developing a certification for CBT projects. These labels and certifications can raise credibility with European tour operators and consumers. Consumers are often not able to distinguish among the different labels or to understand their true meaning. Therefore, examine carefully if it is really worthwhile for your CBT-initiative to apply for a certificate.

More useful sources

- ECEAT projects – <http://www.eceat-projects.org>
- Certification for Sustainable Tourism (CST) - <http://www.turismo-sostenible.co.cr>
- Sustainable Tourism Criteria - <http://www.sustainabletourismcriteria.org>

5 Doing business

General information on doing business, such as approaching potential business partners, building up a relationship, drawing up an offer, handling the contract (methods of payment, and terms of delivery) can be found in the CBI's export manuals 'Export Planner' and 'Your image builder'. Furthermore, cultural awareness is a critical skill in securing success as an exporter. Information on cultural differences in the EU can be found in chapter 3 of the CBI's export manual 'Exporting to the EU'. These manuals can be downloaded from <http://www.cbi.eu/marketinfo> - go to search publications.

Sales promotion

There are numerous tools to promote a destination, accommodation or country among target groups. Trade fairs, trade press and the Internet are the most interesting tools to reach target

groups such as specialised tour operators, inbound tour operators and CBT travellers.

Trade fairs

European experts do not agree on the importance of European trade fairs for DC communities with a CBT-initiative. Some state that it is important to visit the main general tourism fairs in the UK, Sweden, the Netherlands and Germany, in order to meet the European tour operators and to make yourself known. In addition, a trade fair might be a good start to get an impression of the tourism sector, of possible trading partners and it gives you the opportunity to decide if you want to work in this sector. Others however, emphasise that European trade fairs are too expensive and too large. DC companies will vanish in the crowd because they are too small to be noticed. A solution for this might be to cooperate with other DC companies and have a joint stand or get assistance of a professional who will introduce you to the European tour operators (for example, the CBI or an inbound tour operator). There are no trade fairs that focus specifically on CBT. However, the general tourism fairs will also pay attention to CBT and might be interesting for CBT suppliers as well. For example, at the Dutch trade fair Vakantiebeurs you can find the so-called WorldAidMarket. This market is dedicated to fair trade travel, CBT, volunteer holidays and so on. Table 5.1 shows the most important annual European travel fairs.

Table 5.1 Most important European travel trade fairs

Trade fair	Website	Place	Date	Remarks
Fitur	http://www.ifema.es	Madrid, Spain	January	Very relevant for tourism suppliers from Latin America.
ITB	http://www.itb-berlin.com	Berlin, Germany	March	
Reisepavillion	http://eng.reisepavillon-online.de	Munich, Germany	February – March	
Vakantiebeurs	http://www.vakantiebeurs.nl	Utrecht, the Netherlands	January	
World Responsible Tourism Day @ the World Travel Market	http://www.wtmwrtd.com http://www.wtmlondon.com	London, UK	November	
TUR	http://www.tur.se	Gothenburg, Sweden	March	

Source: Facts Figures Future (2009)

For an overview of the tourism fairs in the individual countries, please refer to the CBI sector surveys for long haul tourism. These surveys can be downloaded from <http://www.cbi.eu/marketinfo> - go to search publications.

It must be emphasised again that the best way to do business with European tour operators and travel agencies is through local tour operators. As mentioned before, communities can make themselves known to local tour operators by inviting them annually for a presentation or by visiting local trade fairs. It is very important that these local tour operators have confidence in the initiative; otherwise it will not be taken into a package deal offered by European tour operators.

Some local trade fairs are:

- FIT Latin America - <http://www.fit.org.ar> - annually, November, Buenos Aires
- INDABA - <http://www.indaba-southafrica.co.za> - annually, May, Durban
- PATA Travel Mart - <http://www.pata.org> - annually, September, different countries in Asia

Trade press, consumer magazines and travel guides

Trade press, consumer magazines and travel guides are very important for CBT initiatives, as they may provide them with free publicity on their country and/or CBT initiative, influencing potential trade partners and consumers. The CBI export guidelines 'From survey to success' give advice on how to approach the European press and how to write a press release.

There are not many magazines entirely devoted to CBT. An example is the German magazine SympathieMagazine - <http://www.sympathiemagazin.de>. Please refer to the CBI sector surveys on long haul tourism for an overview of general travel magazines in the individual countries. Most of these magazines feature articles on CBT every now-and-then, but the magazines are not entirely devoted to CBT. These surveys can be downloaded from <http://www.cbi.eu/marketinfo> - go to search publications.

Being featured in travel guides such as the 'Lonely Planet' (<http://www.lonelyplanet.com>) and the 'Rough Guides' (<http://www.roughguides.com>) have shown to increase direct and indirect bookings of CBT initiatives drastically.

Practical example

For CBT projects it often proves difficult to reach their target market. Communities often suffer from insufficient infrastructure and modern technologies such as a telephone connection and Internet. For these communities it proves to be very difficult to reach the European tourist directly. The language barrier is an additional factor to this problem. In order to cope with these problems, regional and national CBT marketing associations should facilitate the marketing and communication between the local community and the tourism target groups.

Source: interviews Facts Figures Future

E-business

The Internet has incredibly increased the exposure of tourism companies offering CBT initiatives many opportunities for sales promotion. Communication can be fast and at a low cost, irrespective of distance and unlimited in size. The Internet is used for both booking purposes and for pre-researching destinations. Below the most important internet applications are discussed. For detailed information on e-business, refer to the CBI Export Manuals 'Eguide Tourism' and 'How to promote your website in the EU'. Both manuals can be downloaded from <http://www.cbi.eu/marketinfo>.

Website

A website has become an absolute must for tourism companies. Since the website could be the only contact moment you have with a potential visitor, it is very important to make a very good first impression. Nowadays people decide within 8 seconds if it is worthwhile to stay on your site or to move on! Be concise, make it attractive and avoid heavy content (like large pictures -> resize them for a quicker download).

Please note that it will not suffice to establish websites on behalf of communities without determining how the community will manage visitor inquiries, bookings and the maintenance and up-dating of the website.

Website marketing

Besides having a good quality website, it is equally important that your website can be found! To increase the number of visitors to your website, website marketing is very important. This can be achieved (among others) by using the proper meta tags on your website, registering your website at search engines and directories and starting a Google Adwords campaign.

Online communities

It seems that in short User Generated Content (UGC) will become the most influential medium in tourism. Research by Forrester revealed that one third of leisure travellers changed their hotels based on what they had read on blogs or other travel related community sites. It is therefore of the utmost importance that you monitor what is written about you. Moreover, you should take the opportunity to add content to such platforms as well!

At this moment, the most important international platforms are:

- Flickr – <http://www.flickr.com> - picture sharing platform
- TripAdvisor – <http://www.tripadvisor.com> – online travel community
- YouTube – <http://www.youtube.com> – video sharing platform

Examples of online communities devoted to CBT are:

- 12 Visit Me – <http://www.12visitme.com>
- Community Tourism - <http://www.community-tourism.org>
- Ecoclub - <http://www.ecoclub.com>
- Hallbar Turism - <http://www.hallbarturism.com>
- Responsible Travel - <http://www.responsibletravel.com/community>
- Tribal Travel - <http://www.tribaltravel.org>

For an overview of online communities in the individual countries, please refer to the CBI sector surveys on long haul tourism. These surveys can be downloaded from <http://www.cbi.eu/marketinfo> - go to search publications.

This survey was compiled for CBI by Facts Figures Future in collaboration with ECEAT.

Disclaimer CBI market information tools: <http://www.cbi.eu/disclaimer>

APPENDIX A GENERAL SERVICE DESCRIPTION

Service description

Tourism is one of world's largest industries in terms of employment and share of global domestic product and is particularly growing fast in DCs. As a result local communities are often confronted with tourism developments that turn their culture and natural environment into a tourism product. Although tourism has positive impacts on the local people such as employment opportunities and increasing income, there is also a downside. Ruined artefacts, damaged natural resources, increased crime rate, loss of land and economic dependency also affect communities. Growing recognition and awareness of the rights and ownership of local resources by local communities has led to an improvement in these situations. As a result, different but closely related types of tourism have arisen such as ecotourism, pro poor tourism, sustainable tourism and community-based tourism in order to increase local benefits.

This report deals extensively with community-based tourism (CBT). Since there are multiple definitions, CBT in this survey is defined as: 'initiatives that are owned by one or more defined communities, or run as a joint-venture partnerships with the private sector with equitable community participation, as a means of using the natural resources in a sustainable way to improve their standard of living in an economically viable way.'

Since there are multiple definitions of CBT, a random selection will be mentioned below:

- CBT is understood to be tourism initiatives that are owned by one or more communities, or run as a joint venture with the private sector with equitable community participation, as a means of using natural resources in a sustainable manor to improve their standard of living in an economic and viable way. (Source: Department of Tourism Botswana – <http://www.botswanaturism.co.bw>)
- Led by local citizens, CBT groups enable visitors to explore the country's history, culture, national traditions and ecology, whilst assuring them that their impact is socially and environmentally responsible (Source: Kyrgyz Community-based Tourism Association (KCBTA), *Community-based Tourism Guidebook* – <http://www.cbtkyrgyzstan.kg>).
- Community-based tourism is a form of tourism where the local community has a substantial control over and involvement in its development and management; and a major proportion of the benefits remain within the community. (Source: Worldwide Fund for Nature WWF - <http://www.wnf.nl>).
- CBT is also called 'village tourism' or 'homestays'. According to REST Community-based tourism 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. (Source: Responsible Ecological Social Tours - <http://www.rest.or.th>)
- A form of tourism in which a significant number of local people has substantial control over, and involvement in its tourism development and management. The major proportion of the benefits remains within the local economy. (Nicole Häusler, <http://www.mascontour.info>)

Some important principles of CBT are the following:

- Recognise, support and promote community ownership of tourism
- Involve community members from the start in all aspects
- Promote community pride
- Improve the quality of life
- Ensure environmental sustainability
- Preserve the unique character and culture of the local area
- Foster cross-culture learning
- Respect cultural differences and human dignity

- Distribute benefits fairly among community members
- Contribute a fixed percentage of income to community projects

Before developing CBT in line with these principles, it is necessary to prepare and build the capacity of the host community to manage tourism.

CBT is closely linked to eco-tourism. Within eco-tourism the central activity is 'experiencing nature' while within CBT the central activity is 'experiencing local community life'. Both activities are considered to be sustainable and thus contribute to the preservation of nature and the well being of local communities. Table I shows the difference between ecotourism and CBT. The clearest difference between CBT and ecotourism is the issue of ownership.

Table I Ecotourism vs. CBT

	Ecotourism	CBT
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.
Ownership	Unspecified	Community
Tourism Management	Unspecified	Community
Tourism Linkages	Emphasises tourism and the environment	Emphasises holistic development

Many tour operators include short visits of a few hours to local communities in their itinerary. It is important to realise that these short visits (often arts and crafts shopping trips) are not CBT. Please refer to Table II for more details.

Table II Short visits to local communities vs. CBT

	Short visits	CBT
Duration of visit	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.	Adequate time for understanding through observation, activities, and discussion.
Participation in Community Activities Learning and Cultural Exchange Pricing and Income	Low Low The community has little control except in the case of tours that come for the purpose of purchasing local products	High High Set by the community
Tourist understanding of the community	Only possible through an outside resource person who has knowledge of the local community and act as an expert intermediary.	Possible through meaningful observation, conservation and interaction with the community members as the result of the programme design.