

Community Based Tourism Definitions

1. THE EU MARKET FOR COMMUNITY-BASED TOURISM , 2007

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 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.' For more definitions please refer to appendix A.

It is good to bear in mind that, most of the time, community-based tourism is not a complete holiday, but only a small part of a package deal offered by tour operators. The services offered can range 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 travellers stay their complete holiday with a local community. These kinds of trips are often provided by NGOs such as Oikos-Wederzijds reizen (<http://www.stichtingoikos.nl>) and Arbeitskreis Tourismus & Entwicklung (<http://www.akte.ch>).

Appendix A GENERAL PRODUCT DESCRIPTION

Product 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 developing countries (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, economic dependency and so on also affect communities. Growing recognition and awareness of the rights and ownership of local resources by local communities led to an improvement of 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.botswana-tourism.gov.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>)

Source: CBI Market Information Database • URL: www.cbi.eu • Contact: marketinfo@cbi.eu • www.cbi.eu/disclaimer Page 11

2. www.community-tourism-africa.com

What is Community-Based Tourism?

[Community Based Tourism](#) adds a whole new dimension to travelling. Not only do you take away an incredible experience, but you also give back to the community that you have visited. As a community-based tourist, you actually contribute towards conservation and poverty alleviation, thereby creating sustainable development of tourism in that specific region.

These community-based accommodation options are either:

1. located within a community (e.g. on communal land, or with lease fees paid to the community); or
2. owned by one or more community members (i.e. for the benefit of one or more community members); or
3. managed by community members (i.e. community members can influence decisions made with regards to running the business).

3. Responsible Travel www.responsibletravel.com

A community by definition implies individuals with some kind of collective responsibility, and the ability to make decisions by representative bodies.

Community based tourism is tourism in which local residents (often rural, poor and economically marginalised) invite tourists to visit their communities with the provision of overnight accommodation.

The residents earn income as land managers, entrepreneurs, service and produce providers, and employees. At least part of the tourist income is set aside for projects which provide benefits to the community as a whole.

Community based tourism enables the tourist to discover local habitats and wildlife, and celebrates and respects traditional cultures, rituals and wisdom. The community will be aware of the commercial and social value placed on their natural and cultural heritage through tourism, and this will foster community based conservation of these resources.

The tourist accommodation and facilities will be of sufficient standard for Western visitors, albeit those expecting simple rural accommodation. The community will be required to have continuous access to a phone (which might be required for medical assistance) and daily access to email (which will be required by operators to confirm bookings).

The community may choose to partner with a private sector partner to provide capital, clients, marketing, tourist accommodation or other expertise. Subject to agreement to the ideals of supporting community development and conservation, and to planning the tourism development in partnership with the community, this partner may or may not own part of the tourism enterprise.

4. www.communitybasedtourism.com/

COMMUNITY-BASED TOURISM

Community-based tourism is socially sustainable tourism which is initiated and almost always operated exclusively by local people. Shared leadership emphasizing community well-being over individual profit, balancing power within communities, and fostering traditional culture, conservation, and responsible stewardship of the land.

5. NACOBTA

The Namibia Community Based Tourism Assistance Trust (NACOBTA) is a not for gain, non governmental organization. It was established in October 1995 by local Namibians who had started tourism businesses and who wanted to be represented in the Tourism industry. These businesses then made up the membership of the organization. The role of the organization is to provide assistance to its members through access to funding, enterprise development, training, marketing and lobbying on issues relevant to the community based tourism sector.

Please see the membership criteria.

At a meeting held in Swakopmund, on the 27th June 2008, the following membership applications were received and approved, these being the organization's members for the year 2008. However, membership remains open for those who did not attend the meeting.

Membership Criteria

Who qualifies to be a member of NACOBTA?

1. Campsites
2. Rest camps
3. Shuttle service providers
4. Tour operators
5. Tour facilitators

6. Guides
7. Community lodges
8. Bed & breakfasts
9. Traditional homesteads/villages
10. Cultural groups
11. Information offices
12. Other activity based enterprises
13. Crafts outlets and other commodities
14. Conservancies with joint ventures

To be qualified as a member, the following need to be in place:

- A viable business/idea.
- Ability to contribute to poverty reduction in the area in which it operates.
- Ability to create employment.
- Previously disadvantaged Namibians.
- Community groups or individuals with tourism products.
- Formal or non-formal.

Membership is also open for corporate or supporting members whose main role is to contribute towards tourism SME support financially or otherwise. No ceiling in terms of membership fees.

What is in it for me?

NACOBTA offers the following benefits to its members:

1. Invitations to attend workshops and seminars at a discounted rate.
2. Access to the NACOBTA membership database.
3. A free NACOBTA newsletter.
4. Representation on various boards, e.g. Eco Awards.
5. The use of the NACOBTA logo on uniforms and sign boards.
6. Placement on the NACOBTA website at a discounted rate.
7. Representation at international trade fairs.
8. Nomination for awards.
9. Discounted training.
10. Advocacy and lobbying on sector related issues.
11. Inclusion in the NACOBTA CBTE booklet.
12. Assistance with bookings at a discounted rate.
13. Service provision at a discounted rate (e.g. business plans, proposals).
14. Preferential treatment through the tourism support programme.
15. Networking and exchange of information with other members.
16. Referrals to relevant institutions, opportunities and services.

Where do I fit in?

You can be placed under one of the following categories of membership:

1. Accommodation

- Campsites
- Rest camps
- Community lodges
- B&Bs

2. Services

- Tour operators
- Tour facilitators
- Shuttle service providers
- Guiding
- Game tracking
- Guided walks
- Information offices
- Museums

3. Activities

- Dance / performance groups
- Veldt food collection
- Cultural & crafts demonstrations
- Story telling

4. Commodities

- Crafts

What are my rights?

As a member of NACOBTA, you will have the right to:

- Nominate three members to represent you on the Board of Trustees.
- Inform NACOBTA about the needs of your enterprise.
- Provide feedback to NACOBTA on the service it provides to you.

What are my responsibilities and obligations?

- To represent NACOBTA in a responsible manner.
- To renew membership annually.
- To treat clients with care and professionalism at all times.
- To adhere to sound business principles at all times.
- To give NACOBTA access to financial and important documents.

What do I give in return for membership?

Members are expected to contribute to membership according to the following classes:

1. Gold membership

Enterprises generating an income of N\$100 001 per year and above. N\$400 membership fee per year.

2. Silver membership

Enterprises generating an income of N\$50 001 to N\$100 000 per year.

N\$300 membership fee per year.

3. Bronze membership

Enterprises generating an income of N\$1 000 to N\$50 000 per year.

N\$200 membership fee per year.

Benefits will be discontinued immediately if fees are not received by the deadline of 30 April each year. At the end of each year, you will receive an invoice for the fees of the ensuing year.