

## What is CBT??

<http://www.community-tourism-africa.com/background.php>

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).

<http://www.redturs.org/documentos/DeclarationSan-Jose-Engl.pdf>

San José Declaration 2003:

....The communities of Bolivia, Brazil, Costa Rica, Ecuador, Guatemala and Peru, invited by the ILO for consultation, assert that we have set out our goal to position community-based tourism as one of the strategic components of local, national and regional development. Convinced that this form of tourism contributes to income and employment generation in our countries and can enhance the well-being of our communities, we declare that:

1. Our vision of tourism development is based on values such as solidarity, cooperation and respect for life, preservation and sustainable use of ecosystems and of their biological diversity. Therefore, we are against any type of tourism development in our lands which could become a burden for our people, our culture and the environment.
2. Our aim is that to help our communities achieve prosperity and decent livelihood, with improved living and working conditions. Tourism can contribute to making this goal a reality provided that we make it an activity which is socially oriented, environmentally responsible, culturally enriching and economically viable. To this end, we request an equitable sharing of the benefits generated by tourism among all those who participate in its development....

Carlos Maldonado: *Servicios de desarrollo empresarial para el turismo comunitario*, Ginebra 2005.

<http://www.turismocampesino.org/>

Hemos decidido trabajar en turismo, para complementar nuestros ingresos tradicionales de la producción agropecuaria y artesanal; pero con una oferta propia y planificada para de este modo, fortalecer nuestra administración y autogestión, facilitar un buen vivir en nuestras comunidades y valorar nuestro patrimonio natural, identidad cultural y propiedad comunitaria.

<http://turisol.wordpress.com/>

**Turismo Comunitário** – O turismo comunitário é a atividade turística que se baseia em uma série de [Princípios](#). A Rede Brasileira de Turismo Solidário e Comunitário identifica os seguintes conceitos:

“O turismo como atividade comercial é planejado, desenvolvido e gerenciado pela própria comunidade (aldeia, lougradouro, povoado) fornecendo serviços como hospedagem, refeições, trilhas, excursões e outras atividades para os visitantes gerando emprego e empreendedorismo de pequenos e médios negócios (familiar, cooperativo, parceria) junto com outras atividades de geração de renda como pesca, agro-ecologia familiar, produção de produtos naturais, arte moda, artesanato e apresentação da cultura local. Todas estas atividades contribuem para gerar empregos e renda complementar a atividade principal da comunidade, contribuindo para o desenvolvimento local e a melhoria da qualidade de vida da população.”

SERGIO SALVATI, WWF, BRASIL

“O ecoturismo de base comunitária deve ser visto como o turismo realizado em áreas naturais, determinado e controlado pelas comunidades locais, que gera benefícios para estas e para áreas relevantes para a conservação da biodiversidade.”

RENE SCHÄRER

“Ecoturismo comunitário: Esse é um tipo de ecoturismo em que a comunidade local tem um controle substancial e participa do seu desenvolvimento e manejo, e uma importante parcela dos benefícios fica na comunidade.”

ECOTURISM SOCIETY

“O turismo rural comunitário se compõe de experiências turísticas planejadas e integradas sustentavelmente ao meio rural e desenvolvidas pelas populações locais organizadas para o benefício da comunidade.

ICT, PNUD, Alianza TRC 2005

“Turismo Comunitário é a atividade turística desenvolvida com base nos princípios da transparência, conservação e participação, onde a principal atração é o modo de vida da população local. O objetivo é beneficiar prioritariamente os moradores, que são gestores

e proprietários dos empreendimentos turísticos, valorizar a cultura e contribuir com a preservação do meio ambiente. Trata-se de uma alternativa de renda que complementa atividades tradicionais já praticadas e seu processo de planejamento e implementação deve acontecer com a liderança e intensa participação da população, fortalecendo as associações e cooperativas locais e viabilizando projetos comunitários.”

#### PROJETO BAGAGEM

“O negócio (desenvolvimento) do turismo na comunidade é planejado, desenvolvido e gerenciado pela própria comunidade, oferecendo serviços como hospedagem, alimentação, trilhas ecológicas, excursões e outros serviços (atividades) para visitantes gerando rede, emprego e desenvolvimento de pequenos negócios (negócios familiares, cooperativas). A renda do turismo é complementada por outras atividades como agricultura familiar e produtos naturais, arte, cultura e artesanato, serviços ambientais, serviços de comunicação e informática. Estas atividades contribuem para complementar renda e empregos da atividade principal (pesca, agricultura, florestaria). Como resultado a renda do turismo fica na comunidade, contribuindo para o desenvolvimento da economia local, ao mesmo tempo minimizando impactos negativos do turismo.”

RENE SCHÄRER

<http://en.tucum.org/oktiva.net/2493/secao/20493>

#### **What is it?**

Community-based tourism arises from the communities' perception that it is not enough to simply criticize the conventional tourism model, a generator of socio-territorial segregation, income concentration and socio-environmental problems. Along with criticism, it is essential to experience in person tourism originating from an altogether different logic.

In opposition to the conventional model, community-based tourism puts the local population in effective control over their own development, making them directly responsible for the planning of activities and the management of facilities and tourist services.

All these initiatives are driven by principles that seek to guarantee socio-environmental sustainability, as seen in ethic and solidarity-based relations between local populations and visitors, the equal generation and distribution of income, environmental conservation and the valorization of local production, culture and identities.

Thus, the priority strategies for the creation of visiting routes include moments of experiences with the community, cultural exchange between visitors and local populations and environmental interpretation walks.

<http://www.turismoruralcr.com/es/queesturismoruralcomunitario/>

Que es Turismo Rural Comunitario

El Turismo Rural Comunitario le brinda la oportunidad al visitante de sentirse inmerso en la esencia del modo de vida rural.

El turista disfruta de magníficos paisajes y al mismo tiempo aprende de las tradiciones y la cultura de las comunidades.

[http://www.actuarcostarica.com/app/cms/www/index.php?id\\_menu=109](http://www.actuarcostarica.com/app/cms/www/index.php?id_menu=109)

**Our understanding of community-based rural tourism?**

“Rural community tourism consists of planned touristic experiences which are integrated sustainably with the rural environment and developed by local citizen organizations for the benefit of the community.”

--Costa Rican Tourism Board, UNDP and the Alliance for Rural Community Tourism, 2005)

<http://www.galapagos-reise.com/TurismoEcuador/TurismoEtno02.html>

Vacaciones en comunidades indígenas

El turismo en comunidades nativas es una forma de turismo diferente al turismo normal o tradicional.

La idea principal es brindar una plataforma donde personas interesadas en conocer a nuestra gente viviendo en sus comunidades y en su ambiente social y cultural "normal".

Es participar, aunque como invitado especial, en la vida de la gente en estas comunidades.

Obviamente es un contacto de dos o más personas "diferentes en muchos aspectos", y por ello a un lado puede ser también muy interesante y único, al otro lado puede dejar "huellas y esperanzas" incorrectas, especialmente en nuestros niños y jóvenes.

Por lo antes indicado, se espera de los invitados un comportamiento diferente a un "turista normal". Cada comunidad tiene un propio "reglamento" para los invitados (ver más adelante).

El hospedaje, la alimentación, y los atractivos son individuales y dependen también de los invitados.

<http://www.redturcomunitario.com/congreso/>

El **Turismo Comunitario** debe ser un medio de intercambio cultural, de apertura de la identidad hacia el mundo. Las comunidades comparten sus hogares con los turistas y permiten conocer a fondo sus costumbres, su diario vivir y sus conocimientos ancestrales.

<http://www.turismosaraguro.com/home.aspx>

QUE ES TURISMO COMUNITARIO?

Turismo Comunitario es una nueva forma de relación entre la comunidad y sus visitantes desde una perspectiva intercultural, en el contexto de viajes organizados, con la participación consensuada de sus miembros, garantizando el manejo adecuado de los recursos naturales, la valoración de los patrimonios, los derechos culturales y territoriales de las nacionalidades y pueblos. Un porcentaje de los beneficios generados a través de esta forma de hacer el Turismo, se distribuye para las comunidades participantes.

<http://www.ccben.org/>

## **Community-Based Ecotourism (CBET)**

Community-Based Ecotourism is a form of tourism that is locally run by the community and for the community. It promotes conservation of nature, tradition and culture. CBET also strives to improve the local livelihood as well as to enhance meaningful interactions between the host community and visitors.

Visitors in any CBET site get the chance to know real local Cambodians, to experience memorable hospitality and to learn history and daily life. This authentic form of tourism will also take the visitors to various natural attractions.

With your support to the site, you will also contribute to the environmental and natural conservation.

## **What is CBET**

Community-based tourism (CBT) is a form of responsible tourism that supports local communities and improves livelihoods. The tourism destination is managed by the local community members themselves.

With general tourism, visits are often marketed and organized by private travel companies. The bulk of the profits leave the community, and only a few private individuals may benefit from the enterprise. In contrast, CBT is managed and run by the community members themselves. All of the management decisions are made by, or in consultation with the community, and all of the profits directly benefit the local community.

The main positive impacts include benefit sharing among the community members, community participation, community control, empowerment and conservation. By managing the interactions between the host and the visitors, the negative impacts of tourism to the community and environment can be minimized.

Community-based ecotourism (CBET) addresses the well-being of the community and the surrounding environment. While supporting local communities and improving livelihoods, the natural and cultural resources of the area are protected and conserved. Ecotourism is a type of sustainable tourism in which tourists experience, appreciate and enjoy the nature and culture of their destination. The negative impacts of tourism are minimized while an incentive for conserving natural and cultural features is provided.

CBET helps protect nature and support the lives of the local community. It provides alternative income which encourages the community to protect its natural resources rather than destroy them through unsustainable use.

Through CBET visitors get the chance to have to know local Cambodian people, enjoy their hospitality, join them in their everyday life and learn about their culture and environment. This authentic form of tourism takes visitors to their communities and beautiful natural areas. Come and experience the real culture, the real nature and the real Cambodia.

[http://www.cbtkyrgyzstan.kg/index.php?option=com\\_content&task=view&id=12&Itemid=29](http://www.cbtkyrgyzstan.kg/index.php?option=com_content&task=view&id=12&Itemid=29)

### **What is Community Based Tourism (CBT)?**

“Community based” means supporting products, services, knowledge and practices found in local communities and offered by local stakeholders. The following definition is used by the World-wide Fund for Nature (WWF):

*“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”.*

*Community based tourism* (CBT) is the practice of providing natural, value-packed travel services that utilize local accommodation, food, music, art, crafts and traditions. CBT is an excellent value and travel experience that supports rational and sustainable development. CBT gives travelers authentic visits inside homes, villages and heritages while delivering proceeds directly to the families that visitors stay with and buy from.

Tourism is one of the most rapidly growing of all industries globally. But despite the industry's enormity and pattern growth, everyday tourism destination citizens have commonly found themselves left out of the decision-making and investment process. As a result, in all too many places among Europe, Asia, Africa and the Americas, unsustainable tourism has degraded communities, increased crime, damaged natural resources, ruined artifacts and destroyed sites of heritage. CBT shifts the paradigm from focusing on aggregate "growth" to include participatory stakeholder decision-making, investment opportunity for traditionally local inhabitants and sustainable environmental practices. Thus, CBT is used to describe a variety of activities that encourage and support a wide range of objectives in economic and social development and conservation. CBT principles include:

- CBT relies on participation of local stakeholders
- CBT has to contribute to the local economic development through increasing tourism revenues
- CBT has to develop socially and economically sustainable tourism

CBT is certainly "for-profit," but its essence is promoting local products and local ownership. CBT requires that the majority of revenues (usually 80-90%) are given directly to the families or proprietors visitors buy from, and the remaining amount generally supports a shared community office and national association. Thus, CBT businesses may receive coordination and training from a central facilitator or foreign consultant, but are never owned by distant investors.

CBT faces two main challenges: promotion and convincing new visitors to try it. Since many community based tourism businesses are in isolated villages, most CBT entrepreneurs don't have the ability to conduct market research or strategic planning, nor the financial resources to implement them if they did. The second challenge is convincing visitors to try it. Travelers know what comes with a traditional hotel and vacationers want to enjoy their time and relax. But foreign travelers, especially westerners, can be leery of sharing their space with "strangers," so although most first time patrons love the experience, convincing travelers to try it remains a challenge. If you enjoy CBT, help the industry by telling others about your experience.