

IS COMMUNITY BASED TOURISM RESPONSIBLE TOURISM?

TOURISM STAKEHOLDERS FORUM

Arusha – Tanzania

June 3, 2010

By

Henry Waruhiu

Outline

- CBT – What Is It?
- Why CBT?
- Why NOW?
- What needs to be done?

COMMUNITY BASED TOURISM

- CBT) is **responsible** travel to natural areas that conserves the environment and **sustains** the well-being of local people.
- Rooted in the local community
- Preserves the **natural environment**, social and cultural values
- Addresses **economic needs** of the local people
- **Involves local residents** in the running and management of tourism projects

COMMUNITY BASED TOURISM

- What are the **indicators** for responsible tourism?
- From which perspective should they be measured? **Community? Government? Tour operators? Tourists? Development partners?**
- **Is it possible to measure them from all perspectives?**
- **Is there a conflict between internationally developed indicators with those the communities would seek?**

WHY CBT?

- There is evidence that the majority of CBT initiatives enjoy very little success
- There is a major gap between the academic definition of the concept and the way it is used by practitioners.
- Challenges of market access and governance in CBT.
- Lack of consensus in the definition of CBT.
- Has CBT been over-romanticized?

WHY CBT?

- Tourism revenues globally are in excess of US\$4 trillion.
- What percentage of this do communities receive in Tanzania? **Where do the rest of tourism dollars go?**

WHY NOW?

- Market access for CB tourism products (sub-national level competitiveness)
- Low level of skills and knowledge
- Lack of sector-specific skills
- Government policies: **Are they more conducive today than before?**

Is CBT Responsible Tourism?

- Responsible Tourism is tourism ‘that creates better places for people to live in, and better places to visit’.
- Is CBT then responsible tourism?
- Is “responsible tourism” a marketing gimmick?
- What is SUCCESSFUL Community Based Tourism?
- **Has CBT been responsible tourism? If not can it become so?**

Two contrasting cases

- Selenkei
- Namunyak
- What lessons do we learn?

Dilemmas

- CBT stimulated by an external private sector player may have more challenges
- NGO-driven CBTs may not be sustainable (if sustainability is seen as part of “responsible tourism”)
- Community-driven tourism may shift human-wildlife conflict to human-human conflict unless certain preconditions are observed.

What are these preconditions?

- Acquisition of knowledge and skills?
- Well grounded management and governance structure?
- Sharing of profits and re-investing these back to the community?
- Stimulating an entrepreneurial culture within the community members?
- Government policy on tourism?

Final Thoughts

- More than 125 indicators developed, but by who? For who? And For what?
- Political – 32
- Social – 28
- Ecological – 25
- Economic – 24
- Technological – 3
- Cultural – 13
- Can they be all monitored? Are these all?

ASANTE SANA

hwaruhiu@esamihq.ac.tz

hwaruhiu@yahoo.com