

# COMMUNITY BASED TOURISM (CBT)



**Workshop on YMCA Global Alternative Tourism**

**Associate. Prof. Dr. Weerapon Thongma**

# **COMMUNITY BASED TOURISM (CBT)**

**Tourism that takes environmental, social, and cultural sustainability in to 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.**

# Principles of CBT

**1. Recognize, support and promote community ownership of tourism**

**2. Involve community members from the start in every aspect**

**3. Promote community pride**

**4. Improve the Quality of life.**

# Principles of CBT

**5. Ensure environmental sustainability**

**6. Preserve the unique character and culture of local area.**

**7. Foster cross – cultural learning**

# Principles of CBT

**8. Respect cultural differences and human dignity**

**9. Distribute benefits fairly among community members**

**10. Contribute a fixed percentage of income to community project**



The diagram consists of five overlapping teal ovals with white dashed borders. A central oval is labeled 'Key elements of CBT'. It is surrounded by four other ovals: 'Natural and Cultural Resources' at the top, 'Community Organizations' on the left, 'Learning Process' on the right, and 'Management' at the bottom. The background is a light blue gradient with a bamboo stalk on the right side.

**Natural and  
Cultural Resources**

**Community  
Organizations**

**Key elements of  
CBT**

**Learning  
Process**

**Management**



# Natural and Cultural Resources

The background of the slide features a close-up photograph of a traditional bamboo water spout. A clear stream of water is flowing from the spout's opening into a shallow, light-colored wooden cup positioned below it. The bamboo has a natural greenish-brown hue, and the water is bright white as it falls. The overall image conveys a sense of natural purity and traditional craftsmanship.

- ★ **Natural resources are well preserved.**
- ★ **Local economy and modes of production depend on the sustainable use of natural resource.**
- ★ **Customs and culture are unique to the destination.**

# Community Organizations

The background of the slide features a close-up photograph of a traditional bamboo water spout (kudam) pouring a stream of water into a wooden cup (kudam). The bamboo is a vibrant green, and the water is clear and glistening. The wooden cup is light brown and partially filled with water. The background is softly blurred, showing more of the bamboo structure.

- ★ **The community shares consciousness, norms and ideology.**
- ★ **The community has elders who hold local traditional knowledge and wisdom.**
- ★ **The community has a sense of ownership and wants to participate in its own development.**



# Management

The background of the slide features a close-up photograph of a traditional bamboo water spout (known as a 'tong' in some cultures). The spout is made of light-colored bamboo and is shown pouring a clear stream of water into a small, light-colored ceramic cup. The cup is resting on a surface that appears to be water, creating ripples. The overall color palette is soft and natural, with greens and browns from the bamboo and blues from the water.

- ★ **The community has rule and regulations for environmental cultural, and tourism management.**
- ★ **A local with organization or mechanism exists to manage tourism with the ability to link tourism and community development.**

# Management

The background of the slide features a close-up photograph of a traditional bamboo water spout (known as a 'tong' in some cultures). The spout is made of light-colored bamboo and is angled downwards, with a clear stream of water flowing from its opening. Below the spout, a wooden cup is partially visible, catching the water. The overall aesthetic is natural and serene, with a soft focus on the water and the cup.

- ★ **Benefits are fairly distributed to all.**
- ★ **A percentage of profits from tourism is contributed to a community fund for economic and social development of the community**

# Learning process

The background of the slide features a close-up photograph of a traditional bamboo water spout (matka) pouring a stream of water into a small wooden cup. The scene is set against a soft, out-of-focus natural background, likely outdoors. The overall color palette is dominated by greens and blues, with a teal header and footer.

- ★ **Fostering a shared learning process between hosts and guests.**
- ★ **Educating and building understanding of diverse cultures and ways of life.**
- ★ **Raising awareness of natural and cultural conservative among tourists and the local community.**

# Five Principle Aspects of Community Development

## Economic

- Income from local production
- Diversified local economy
- Self - reliance

## Political

- Community participation
- Development in response to the community needs
- Democratization

## Environmental

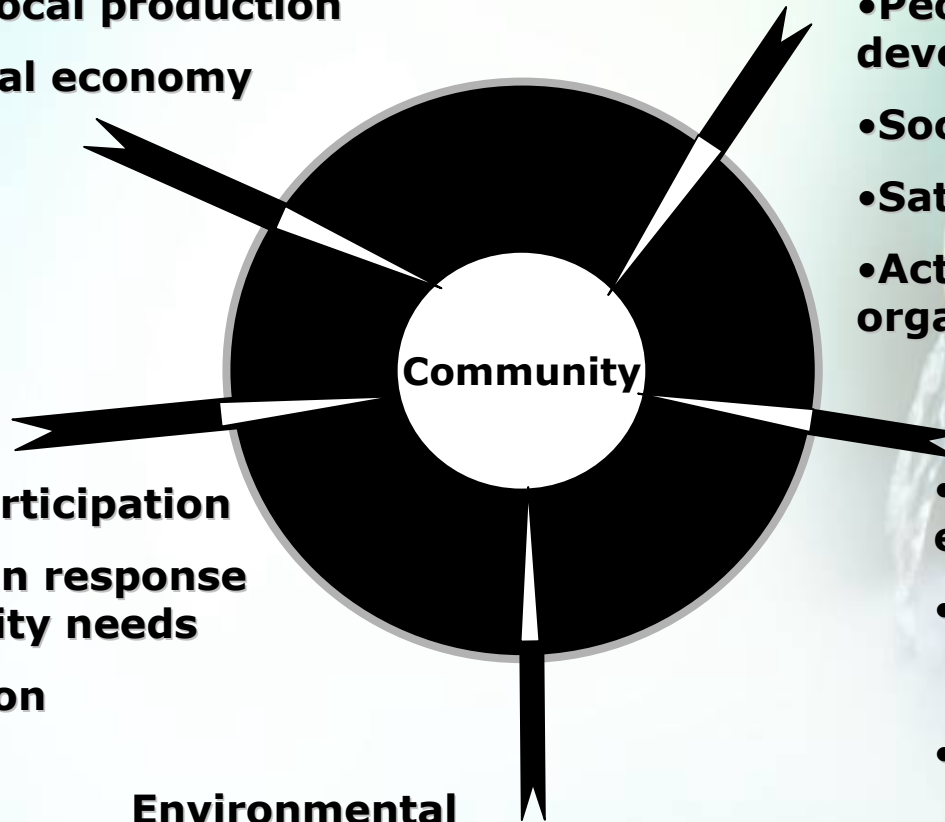
- Natural resource management rights
- Environmental responsibility
- Natural resource conservation

## Social

- People-centered development
- Social justice
- Satisfying quality of life
- Active community organization

## Cultural

- Formal and information education
- Local culture passed on to the next generation
- Cultural preservation



# Shows how CBT can be used as a tool for community development

## Economic

- Raise funds for community development
- Create jobs in tourism
- Raise the income of local people

## Political

- Enable the participation of local people
- Increase the power of the community over the outside
- Ensure rights in natural resource management

## Environmental

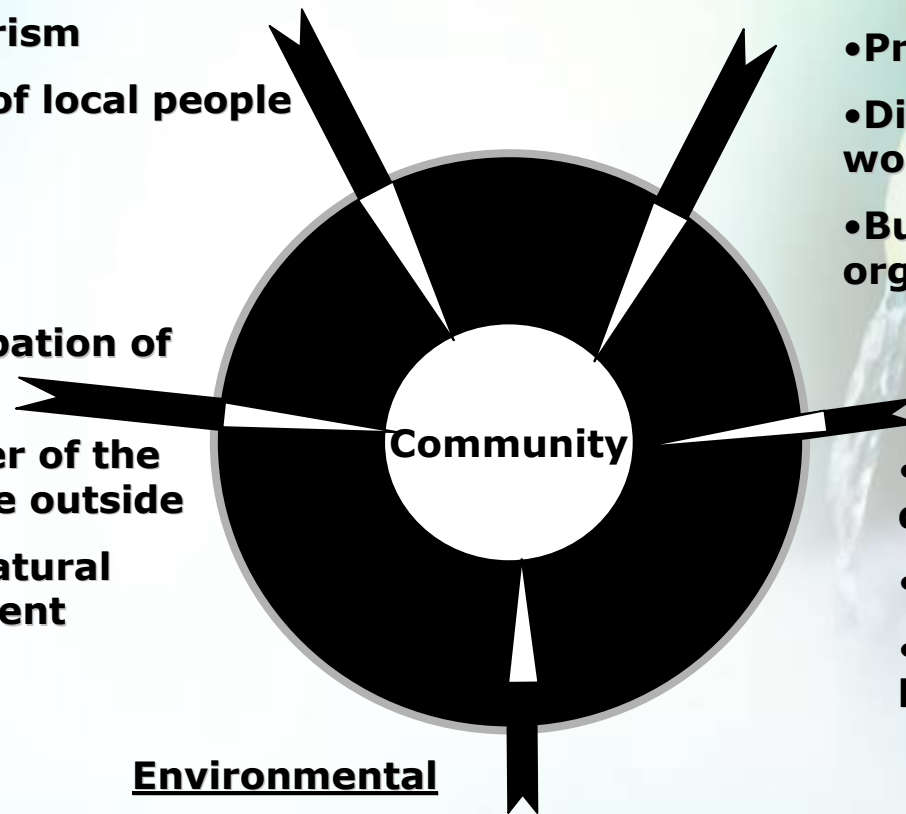
- Study the carrying capacity of the area
- Manage waste disposal
- Raise awareness of the need for conservation

## Social

- Raise the quality of life
- Promote community pride
- Divide roles fairly between women/men, elder/youth
- Build community management organization

## Cultural

- Encourage respect for different cultures
- Foster cultural exchange
- Embed development in local culture



# **The Process of Facilitating the Development of CBT.**

A bamboo water spout is shown pouring water into a glass. The spout is made of light-colored bamboo and has a small hole at the end. Water is flowing out of the hole. The glass is clear and partially filled with water. The background is a soft, out-of-focus green.

- 1. Choose a destination.**
- 2. Complete a feasibility study in cooperation with the community.**
- 3. Set vision and objectives with the community.**
- 4. Develop a plan to prepare the community to manage tourism.**
- 5. Set direction for organization management.**



# **The Process of Facilitating the Development of CBT.**

A bamboo spout is shown pouring water into a glass. The spout is made of light-colored bamboo and has a smooth, polished interior. The water is clear and is captured mid-pour, creating a small splash in the glass. The background is a soft, out-of-focus blue and white, suggesting a natural setting.

- 6. Design tour programs.**
- 7. Train interpretive guides.**
- 8. Develop a marketing plan.**
- 9. Launch a pilot tour program.**
- 10. Monitor and evaluate the process.**

# Choosing a Destination

1

**Community Potential**

2

**Market Potential of CBT**

3

**Government Policy**

4

**Facilitating Organization and  
Funding**

# Completing a Feasibility

1

**Community Goals and Motivation for Developing CBT**

2

**Understanding CBT**

3

**The Positive and Negative Impacts of Tourism**

4

**The Strengths and Weaknesses of the Community**

5

**Participatory Analysis**

# Tourism Vision and Objective

1

**The Meaning and Importance of  
Determining Vision**

2

**Determining a Vision for CBT**

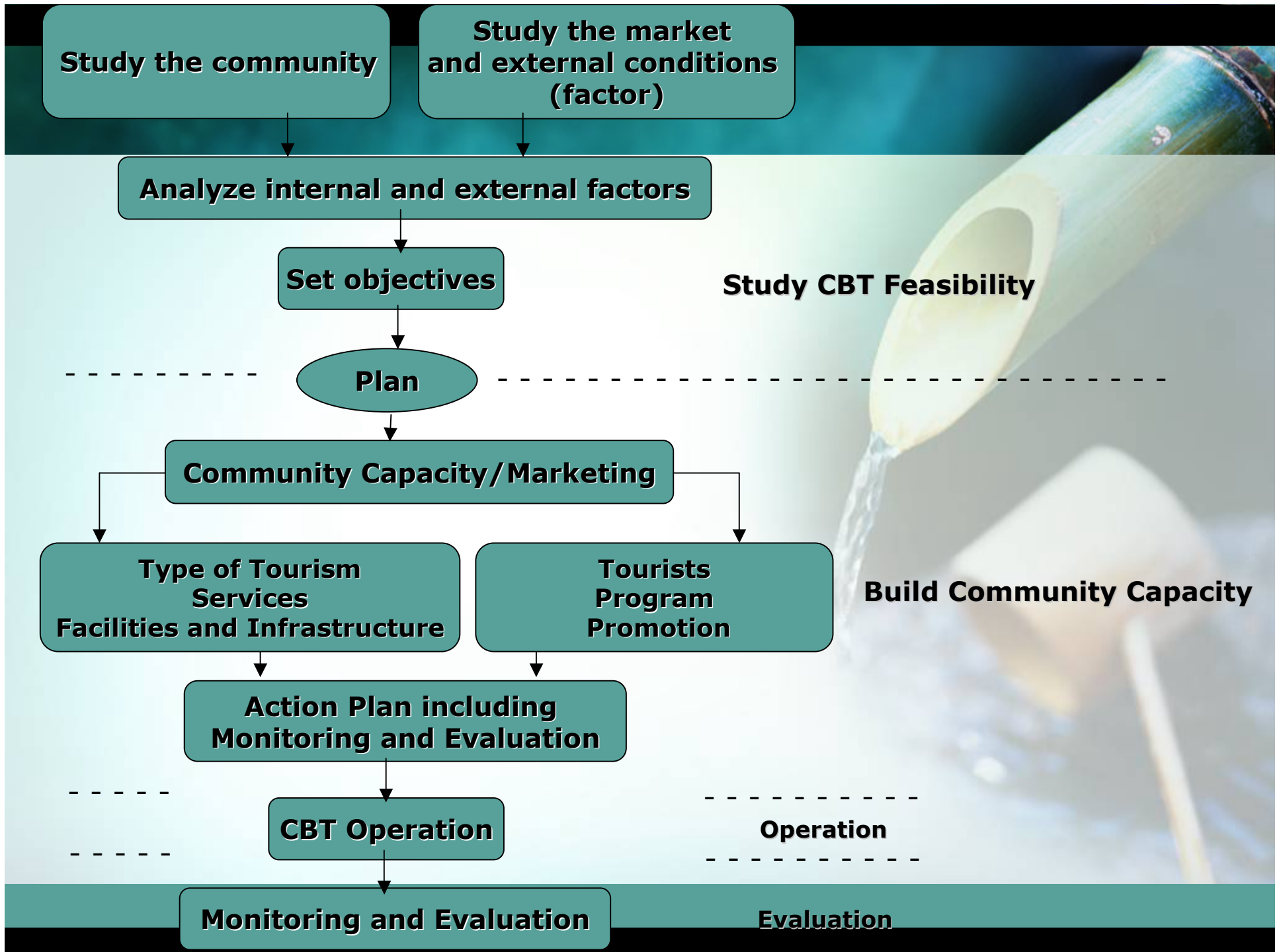
3

**Tourism Objectives**

# Planning

A background image showing a close-up of a bamboo water filter. The filter is made of a hollow bamboo tube with a mesh screen inside. Water is being poured from the top of the filter into a clear glass. The water is clear and the filter is made of natural bamboo.

- ❖ **Planning**
- ❖ **Important Elements of Planning**
- ❖ **Planning Strategies**
- ❖ **Making a Plan**
- ❖ **Elements of Building Community Capacity**
- ❖ **Planning to Market CBT**
- ❖ **Planning for Monitoring and Evaluation**

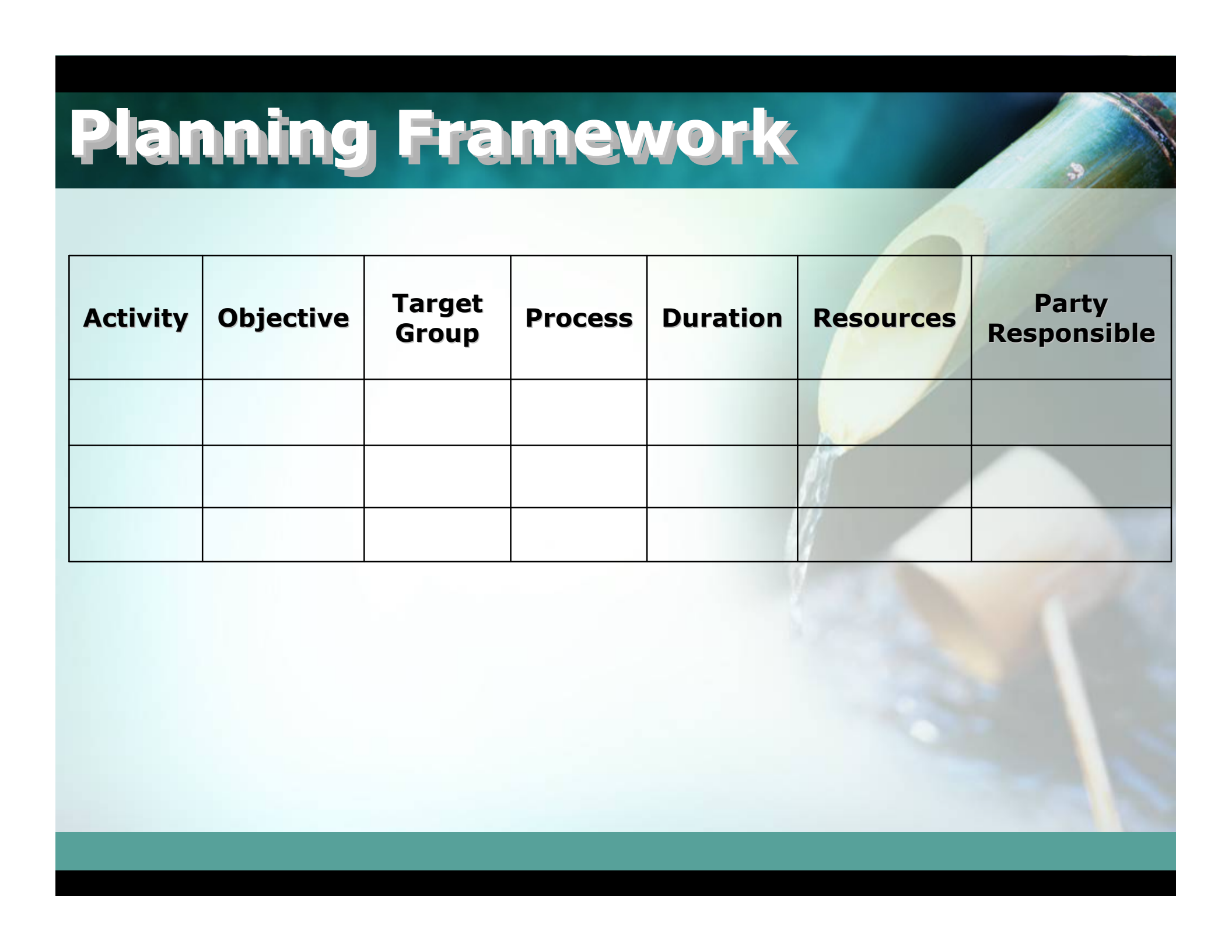




# Strategies and Appropriate Work Plans

<b>Strategy</b>	<b>Work Plans</b>
<b>1. Turn Outward</b>	<b>Marketing</b> <b>Tourism Development</b> <b>Human Resource Development</b>
<b>2. Turn Inward</b>	<b>CBT Promotion</b>
<b>3. Strengthen</b>	<b>Human Resource Development</b> <b>Community Organization Development</b> <b>Natural and Cultural Resource Management</b> <b>Infrastructure and Service Development</b>
<b>4. Protect or Retreat</b>	<b>Community Capacity Study/Research</b> <b>Tourism Impact Study/Research</b>

# Planning Framework



Activity	Objective	Target Group	Process	Duration	Resources	Party Responsible

# Work Plan and CBT Activities

<b><u>Work Plan</u></b>	<b><u>Activities</u></b>
<b>Infrastructure Development</b>	<b>Development tour routes, attractions, accommodation or facilities such as restrooms or a visitor's center.</b>
<b>Natural Resources Management</b>	<b>Patrolling the forest to prevent fires or poaching, waste management or environmental youth camps.</b>
<b>Cultural Resource Management</b>	<b>Collecting local wisdom and traditional knowledge or organizing activities to teach folk arts to youth.</b>

# Work Plan and CBT Activities

<b>Work Plan</b>	<b>Activities</b>
<b>Community Organization Development</b>	<b>Leadership training, workshop to build organizational capacity, study tours or training in accounting and auditing.</b>
<b>Human Resource Development</b>	<b>Guide training, English classes or team building.</b>
<b>Marketing</b>	<b>Promotion through advertising or inviting journalists to the community.</b>

# Administrative Organization

The background of the slide features a close-up photograph of a traditional bamboo water spout (known as a 'tuy' in some cultures). The spout is made of light-colored bamboo and is angled downwards, with a clear stream of water flowing from its opening. Below the spout, a small, light-colored ceramic or bamboo cup is positioned to catch the water. The background is a soft, out-of-focus light blue and green, suggesting an outdoor setting. The title 'Administrative Organization' is overlaid on the top portion of the image in a large, white, sans-serif font.

- ❖ **Important Elements of a CBT Administrative**
- ❖ **Participation**
- ❖ **Division of roles**
- ❖ **Division of benefits**
- ❖ **Transparency**
- ❖ **Measures to control and prevent natural and cultural impacts**

# Program Design

1

**Principles**

2

**Important elements**

3

**Activities of CBT**

4

**Carrying Capacity Analysis**

5

**Quotation of tour and service fee**



# Interpretive Guiding

1

**Meaning and types of interpretive guiding**

2

**Human Based Interpretive guiding**

3

**Non Human Based Interpretive guiding**

# Marketing

1

**Marketing for CBT**

2

**Marketing CBT: Issues to be Considered**

3

**Market Mechanisms**

4

**Preparing Tourists**

5

**Post – Tour Evaluation**

# Monitoring and Evaluation

The background of the slide features a close-up photograph of a traditional bamboo water spout (tubog) pouring a stream of clear water into a small, light-colored ceramic cup. The scene is set against a soft, out-of-focus background, emphasizing the flow of water and the natural materials.

- ❖ **The Meaning of Monitoring and Evaluation**
- ❖ **Benefits of Monitoring**
- ❖ **Monitoring Schedule**
- ❖ **Framework for Monitoring**
- ❖ **Tools**
- ❖ **Indicators**
- ❖ **The process of Evaluation**

# **Involved, Parties**

1

**The Importance and Necessity of Cooperating with Involve Parties**

2

**Involved Parties and their Association with Tourism**

3

**Approaches to Working with Involved Parties**

4

**Levels of Cooperation**

5

**The process of Cooperation**

# Involved Parties and their Association with Tourism

## Community Level

Party	Association
<b>1. Local Tourism Organization</b>	<b>The principle group that develops tourism.</b>
<b>2. Local stores and souvenir shops</b>	<b>Benefit from sales.</b>
<b>3. Local transportation such as boats or trucks</b>	<b>Benefit from service fees.</b>

# Involved Parties and their Association with Tourism

## Community Level

Party	Association
<b>4. Temples, schools, clinics and other important community institutions</b>	<b>As tourist attractions or by providing information of health services to tourist.</b>
<b>5. Sub – district Administrative Organization</b>	<b>Set local rules and regulations, budgetary support.</b>
<b>6. Resorts</b>	<b>Cooperating by offering accommodation options to tourists or competing if the community offers accommodation in the same area.</b>



# Involved Parties and their Association with Tourism

## Community Level

Party	Association
<b>7. National Parks</b>	<b>National Park area overlaps the community.</b>
<b>8. NGO's</b>	<b>As facilitators and advisors in community development.</b>
<b>9. Local government offices in the area such as the Sub – District Agricultural Development office and the Hilltribes Welfare Department</b>	<b>Community development assistance as assigned by the central government.</b>

# Involved Parties and their Association with Tourism

## Sub – District/Provincial Level

Party	Association
<b>1. CBT. Network</b>	<b>Network to share knowledge, experience and resources and promote planning.</b>
<b>2. Provincial Office</b>	<b>Issue policy and administration at the provincial level to sponsor and promote tourism.</b>
<b>3. Regional or provincial office of the Tourism Authority of Thailand</b>	<b>Support tourism promotion and marketing.</b>

# Involved Parties and their Association with Tourism

## Sub – District/Provincial Level

Party	Association
<b>4. Tourism businesses such as resorts or tour companies</b>	<b>Cooperating by offering accommodation options to tourists and related tour programs or competing if the community offers accommodation or tour activities in the same area.</b>
<b>5. Local guides, public transportation and rental agencies</b>	<b>Provide transportation or information for tourists that visits the community.</b>
<b>6. Local Media</b>	<b>Broadcast community news and information.</b>

# Involved Parties and their Association with Tourism

## National Level

Party	Association
<b>1. Tourism Network</b>	<b>Network to share knowledge, experience resources and promote planning.</b>
<b>2. Tourism Authority of Thailand</b>	<b>Promotion, marketing and funding.</b>
<b>3. Tourism Businesses</b>	<b>Cooperating by offering accommodation options to tourists and related tour programs, or competing if the community offers accommodation or tour activities in the same area.</b>
<b>4. Mass Media</b>	<b>Broadcast community news and information.</b>

# Involved Parties and their Association with Tourism

## Natural Level

Party	Association
<b>5. Tourists</b>	<b>Learn and understand the local people's way of life and increase their income.</b>
<b>6. Research Institutes</b>	<b>Study the community and impacts from tourism and be an information center for research.</b>
<b>7. Educational Institutes</b>	<b>Study the community, exchange thoughts and knowledge from both academic and practical perspective about tourism, environment and development.</b>

# Approaches to Working with Involved Parties

**Pros and Cons of Joint Ventures Between the Community and private business.**

<b>Party</b>	<b>Pro</b>	<b>Con</b>
<b>Community</b>	<b>Increase in marketing investment and skill that comes from working with a private business</b>	<b>Sharing resources with outsiders to seek a profit that had previously been the sole property of the community</b>



# Approaches to Working with Involved Parties

**Pros and Cons of Joint Ventures Between the Community and private business.**

<b>Party</b>	<b>Pro</b>	<b>Con</b>
<b>Private Business</b>	<b>Villager participation brings stability, able to build a good image and probably able to obtain government funding easily</b>	<b>Unable to make decisions independently without considering the opinion of the community</b>

# Approaches to Working with Involved Parties

**Pros and Cons of Joint Ventures Between the Community and private business.**

<b>Party</b>	<b>Pro</b>	<b>Con</b>
<b>Both</b>	<b>Create a sharing of knowledge and experience, working together brings success</b>	<b>Bargaining over the division of benefits wastes time and energy and the different objectives of both parties makes cooperation difficult</b>



## **Stakeholder Roles in CBT.**

<b>Organization</b>	<b>Role</b>	<b>Method of Participation</b>
<b>Community</b>	<b>Own and manage tourism</b>	<b>Making decisions and acting</b>
<b>National Parks</b>	<b>Responsible for the natural resources from which the community benefits</b>	<b>Developing plans for sustainable use of natural resources and drafting rules and regulations in cooperation with the community.</b>



## **Stakeholder Roles in CBT.**

<b>Organization</b>	<b>Role</b>	<b>Method of Participation</b>
<b>Tourism Business</b>	<b>Use the community as a tourism destination</b>	<b>Using community services such as guides, transportation and food service.</b> <b>Using their knowledge of tourists and experience in business and marketing.</b> <b>Abiding by the rules and regulations set by the community.</b> <b>Explaining CBT so tourists understand the concept and how to behave appropriately in the community.</b>

## Stakeholder Roles in CBT.

Organization	Role	Method of Participation
NGOs	Facilitate the development and management of CBT	Fostering cooperation of stakeholders . Creating forums for exchange and discussion. Organizing training and study tours. Facilitates government policies that address threats and prevent and solve problems in the community.
GO's	Sponsor fundamental development to raise the community's quality of life	Providing technical and financial support. Guaranteeing the communities rights over land and natural resources.

# Networks

1

**The meaning and Importance of Networks**

2

**The Rational and Benefits of Networks at Difference Levels**

3

**Network Development**

4

**Network Development Methods**





# Thank You

**Associate. Prof. Dr. Weerapon Thongma**

Dean, School of Tourism Development,  
Maejo University  
Sansai District, Chiangmai, Thailand 50290  
Tel. +66 53 873296  
Fax +66 53 873261