

AN INTRODUCTION TO

**COMMUNITY
BASED
TOURISM**

1ST EDITION

**NONI LELA HAYATI AYOB
ZURAIDA YAACOB**

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First Edition

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Finally, we want to express my gratitude to the readers and students who will gain from this book since their love for learning motivates us to keep working towards our educational goals.



Preface

In exploring the transforming role of tourism in community development, this book places a strong emphasis on the necessity of giving local communities the authority they need to shape a sustainable future.

It looks at the positive effects of tourism on the economy, society, and environment via research, case studies, and useful ideas. It emphasises community-based tourism as a way to include local people in the development of the tourism industry while stimulating economic growth, protecting cultural heritage, and promoting sustainability.

This book serves as a manual to encourage cooperation and harness the power of tourism for the improvement of communities throughout the world. It is intended for policymakers, tourism practitioners, academics, and members of the community.



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1

INTRODUCTION

Introduction

- CBT has gained significant acclaim for its role in aiding people in developing countries to thrive economically and socially while also conserving natural resources.
- CBT development, on the other hand, must include economic, socio-cultural, environmental, and political aims in order to be effective.
- Community-based tourism (CBT) is a tourism development approach that involves communities creating and managing visitor activities that reflect their values and traditions.
- CBT necessitates a long-term strategy that attempts to maximise the advantages to the local community while minimising the negative effects of tourism. CBT's commitment to community development and long-term viability is vital to the local economy.
- CBT has been pushed in communities as part of the government's goal of maximising the economic benefits of tourism.
- Tourists often stay at local hotels, engage in cultural and recreational activities organised by the community, and interact with inhabitants to learn about their way of life.
- CBT is a tourist management approach that places local communities at the centre of the process and can accommodate a wide range of tourism styles, from rural to urban.
-



2

CONCEPT OF CBT

What is CBT?

- ▶ CBT is a type of sustainable tourism that requires the participation and involvement of local communities at the tourism destination.
- ▶ CBT is a sort of rural tourism that is regulated by communities and is meant to benefit the entire community.
- ▶ In Malaysia, most of CBT programmes are centred on homestay programming and are implemented in rural areas.
- ▶ CBT involves local communities from planning, development, and administration of tourist activities, with the objective of producing economic and social benefits for the community and at the same time protecting its cultural and natural resources.
- ▶ Local inhabitants in CBT welcome visitors to visit or stay in their towns by providing overnight lodging, engaging in community-organized cultural and recreational events, and interacting with local locals to learn about their way of life.



Concept of CBT

CBT is based on the distinctive items available in the area, and the local community must support the overall growth of tourism.

1

CBT highlighted local development control and personally experiencing the economic effect.

2

To take part in decision-making, the local community must be included in the planning and management processes.

3

Benefits must be delivered fairly and evenly to community hosts and guests who engage directly.

4

CBT prioritizes local participation and control of tourist development, from management, implementation, and evaluation through benefit distribution and collaboration with associated parties.

Things to ponder..

WHY community should be involve in tourism?

HOW can communities benefit more from tourism?

HOW can tourism contribute to the process of community development?





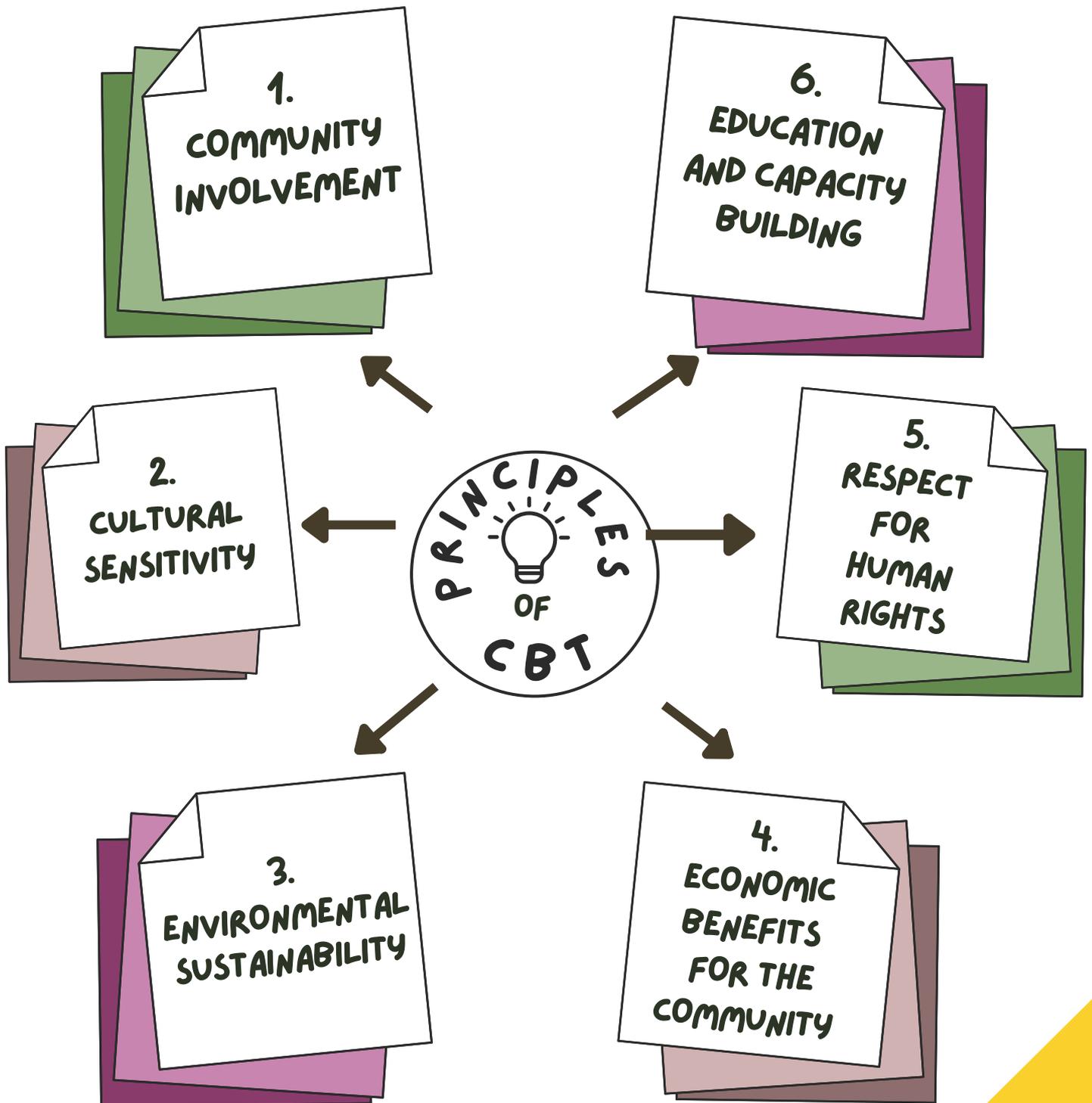
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PRINCIPLES OF CBT?

Principles of CBT

There are several key principles that guide the development and implementation of CBT.

These principles include:



1. COMMUNITY INVOLVEMENT

- Local communities are involved in the planning, development, and administration of tourist activities through the CBT, a participatory approach to the growth of the tourism industry.
- This makes it easier to make sure that tourism-related activities complement local needs and goals.

2. CULTURAL SENSITIVITY

- CBT aims to improve cultural awareness and respect for regional traditions and customs.
-
- Visitors are urged to become familiar with the local way of life and take part in cultural events in a courteous and responsible manner.

3. ENVIRONMENTAL SUSTAINABILITY

- CBT understands the significance of maintaining natural resources and supporting sustainable tourism practises.
- This entails minimising the negative effects of tourism on the environment and encouraging the preservation of natural areas.

4. ECONOMIC BENEFITS FOR THE COMMUNITY

- CBT strives to bring about community economic gains through helping small enterprises and generating job possibilities.
-
- This makes sure that the entire community gains from tourist activities rather than just a select group of people.

5. RESPECT FOR HUMAN RIGHTS

- CBT aims to improve cultural awareness and respect for regional traditions and customs.
-
- Visitors are urged to become familiar with the local way of life and take part in cultural events in a courteous and responsible manner.

6. EDUCATION AND CAPACITY BUILDING

- CBT aims to improve cultural awareness and respect for regional traditions and customs.
- Visitors are urged to become familiar with the local way of life and take part in cultural events in a courteous and responsible manner.



4

ROLE OF TOURISM IN COMMUNITY DEVELOPMENT

Role of Tourism in community Development

Tourism may play an important role in community development by providing economic, social, and cultural advantages to local communities.

The following are some significant ways that tourism might support local economic development:



ECONOMIC DEVELOPMENT:

Tourism has the potential to create employment, produce money, and boost economic growth, particularly in economically depressed areas. Additionally, tourism may help local companies and industries grow and provide local entrepreneurs possibilities.

SOCIAL DEVELOPMENT:

Tourism has the potential to bring individuals from all origins and cultures together, increasing understanding and providing possibilities for social involvement and community development. It can also increase the visibility of underfunded or underappreciated communities, encouraging the preservation of their unique cultural heritage.

CULTURAL DEVELOPMENT:

Tourism might help promote and perpetuate local cultural traditions and heritage by allowing local communities to share their history and culture with tourists. This can provide opportunities for cultural learning and exchange while also protecting and strengthening cultural identities and traditions.



5

BENEFIT OF CBT

Benefit of CBT





6

IMPORTANT OF CBT

Important of CBT

Increase the income of village communities through CBT activities development

To ensure all services and product providers in the community deliver a world class and guest friendly services

To enhance the knowledge and commitment of the communities towards tourism industry and its importance in uplifting the economic level and their future life

Develop new tourism product and services in selected communities

To prepare community members with knowledge and skills needed for them to face the challenges of developing new product and services for their community

To project positive image towards career in tourism industry among the students and young people.

To increase the number of community members involve directly in tourism entrepreneurial activities



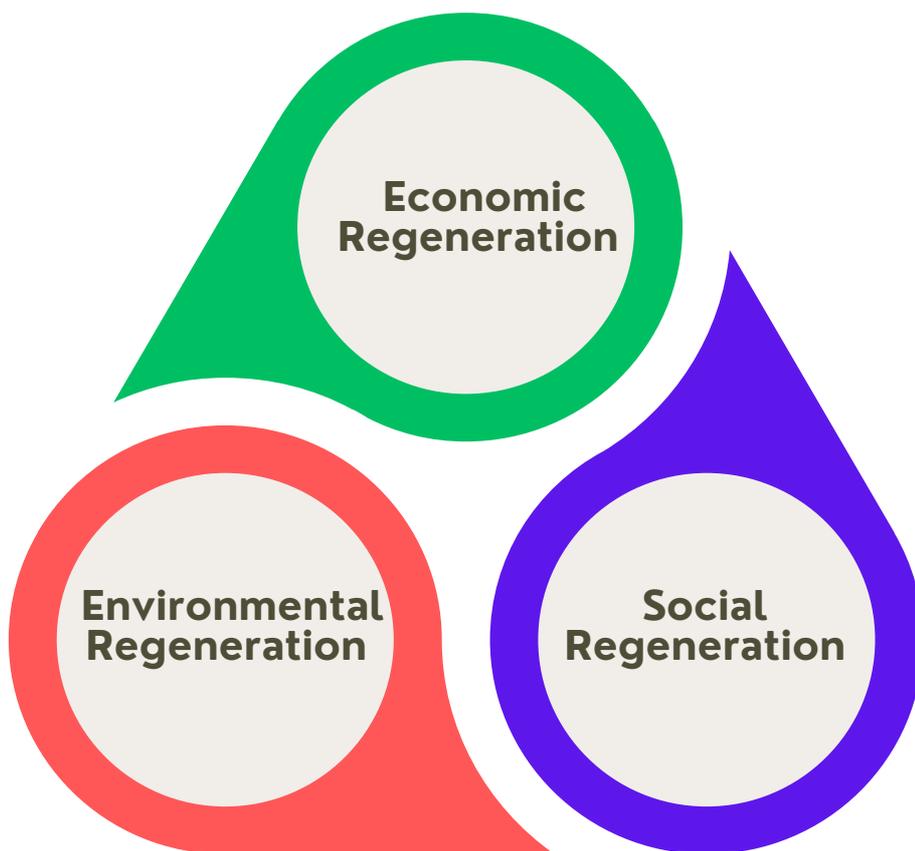
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**TOURISM AS A TOOLS FOR
ECONOMIC GENERATION**

Tourism as a Tools for Economic Generation

Tourism may be a significant instrument for regeneration since it can give new possibilities and resources to suffering towns and regions while simultaneously supporting sustainable and responsible growth.

Tourism may be used to promote regeneration in the following ways:



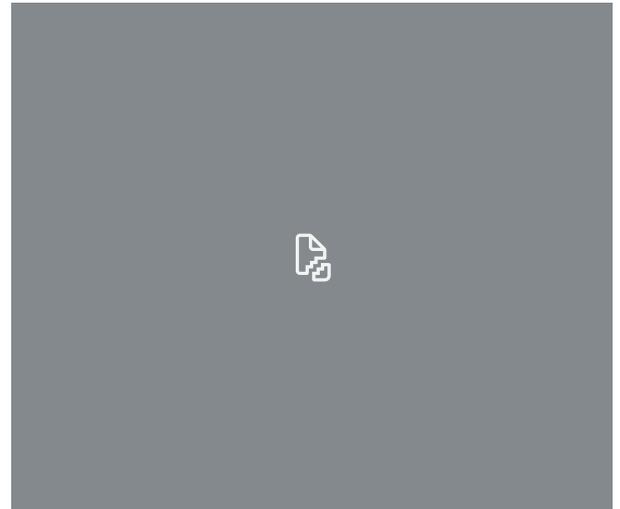


ECONOMIC REGENERATION

- Tourism may produce money, create employment, and boost economic growth, especially in places where conventional industries have decreased or are declining.
- This can result in the regeneration of local economies as well as the creation of new enterprises and sectors.

ENVIRONMENTAL REGENERATION

- Tourism may also help to preserve and restore natural and cultural resources, encourage sustainable development, and reduce the negative environmental repercussions of development.
- Tourism can even help to support conservation initiatives in some circumstances.



SOCIAL REGENERATION



- Tourism has the potential to bring people from all origins and cultures together, fostering understanding and providing chances for social engagement and community development.
- It can also serve to enhance the visibility of marginalised or ignored groups by drawing attention to and advocating the preservation of their distinctive cultural heritage.



- CBT can assist to strengthen communities by opening up new economic options while simultaneously preserving and promoting their cultural heritage.
-
- CBT can guarantee that tourist development is sustainable, responsible, and respectful of local culture and environment by incorporating local people in tourism planning and management.
-
- Community-based tourism acknowledges the significant role that local communities may play in tourist development and attempts to produce economic and social advantages that are shared by all members of the community.



8

CONCLUSION

Conclusion

- CBT promotes community survival and resource conservation in poor nations.
- Goals include economic, sociocultural, environmental, and political considerations.
- Government initiatives encourage CBT for its economic benefits.
- A bottom-up strategy led by communities demonstrating their beliefs and traditions.
- Places a premium on local lodging, cultural events, and community connection.
- Unlike mass tourism, CBT focuses on rural places with community benefits.
- Malaysia's CBT activities mostly focused on rural homestays.
- Local involvement, equitable benefit sharing, and community participation are key themes.
- Tourism promotes local economies, social interaction, and cultural preservation.
- CBT strengthens communities, protects history, and includes residents in decision-making.
- CBT acknowledges the role of the community and strives for shared benefits.
- Tourism contributes to local economic development through job creation, revenue generating, and company expansion.
- Tourism promotes social interaction, cultural preservation, and community development.



9

EXCERCISE



Excercise

1

Answer the question below.

1. Which of the followings are the benefits of community-based tourism?

- A. Social organization in a community was diminish
- B. Heighten of conservation efforts
- C. Abolishment of local cultural heritage identity
- D. Develop new tourism product

2. Sustainable requires

- A. Strong political leadership
- B. Irregular monitoring of impacts
- C. Altering monitoring of impacts
- D. Intermittent process required in achieving sustainable tourism



Excercise

2

Answer the question below.

1. What is community-based tourism?
2. Explain the concept of community-based tourism.
3. Describe the principle of community-based tourism.
4. How tourism be a generic tool for economy regeneration?
5. Explain the role of tourism in community development.
6. How community-based tourism related with other type of tourism?



Excercise

3

Answer the question below.

Tools For Economic Regeneration	True / False
1. Recognize, support and promote community ownership of tourism	
2. Involve community members in the middle of every aspect	
3. Promote community humiliation	
4. Ensure environmental sustainability	
5. Preserve the unique character and culture of the local area	
6. Dissuade cross-cultural learning	
7. Respect cultural differences and human dignity	
8. Contribute a flexible percentage of income to community projects	



Excercise

4

Answer the question below.

1. Tourism can also generate revenue for local and national governments, which can be reinvested in public services and amenities, such as education, healthcare, and public transportation. Examine **FOUR (4)** importance of tourism as an economic regeneration tools.
2. Provide an explanation for the concept for each of the community based tourism below:
 - a) Sustainable tourism
 - b) Heritage tourism
 - c) Homestay



Excercise

5

Answer the question below.

Homestay Kampung Parit Penghulu is one of the most popular homestay located in Melaka. Since the establishment of community based activities, this homestay has change the community life style and self enhancement.

1. Provide **5 (FIVE)** tools for economic regeneration to the community in Kampung Parit Penghulu.

2. Construct the principle of community based tourism below which can be apply in Kampung Parit Penghulu:
 - a. Agro tourism
 - b. Edutainment and infotainment
 - c. Homestay
 - d. Sustainable tourism
 - e. Feasibility study



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COMMUNITY BASED TOURISM

1ST EDITION

This excellent new text provides comprehensive coverage of Community Based Tourism concept and principles for tourism industry. Its systematic approach explores basic community based tourism concept, principles, and the importance of tourism in economic regeneration. Feature include:

- A broad community based tourism principles and meaning.
- Related terms and definition with Community Based Tourism.
- Chapter objective in each chapter.
- Review chapter to help the reader put principle of community based tourism into practice.

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