CHAPTER 2
REVIEW OF LITERATURE

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This chapter presents a review of studies on Community Based Tourism (CBT) along-with other relevant works on tourism and alternate tourism. The studies of various researchers provide insight into the subject to build the frame for the current study. Review also covers studies on other related areas of thesis such as tourism, Sikkim and research methodology.

The studies on community based tourism provide varied and interesting perspectives. CBT started as an off shoot of different alternate tourism approaches and soon grew on its own and even became the central point of sustainability of tourism. Most of the studies have been conducted in the settings of communities and derive generic principles from sustainable tourism and then build its own principles through Meta studies. The field is still in its infancy and will see many developments. For the purpose of review the studies have been divided thematically around their central themes though the boundary of such classification is hazy as almost every study touches many dimensions.

2.1. Centrality of Community Participation

**Nozipho Prudence Mazibuko (2000):** The aim of this study is twofold. First, the study aims at investigating the extent to which KwaNgcolosi communities are involved in tourism developments that are undertaken in KwaNgcolosi, South Africa. Second, a feasibility study of a Zulu cultural village is undertaken within the study. This feasibility
study will reveal how local people can be involved and really benefit from tourism related projects in KwaNgcolosi.

The methodology deals with the research design, the sample, limitations, the instrument, as well as, the method of data analysis. For the collection of data, the study utilized a field survey research method as set out in Magi (1998:107). The questionnaire was used as an instrument for collecting data. Three different sets of questionnaires were constructed. The first set of a questionnaire was aimed at eliciting information from the general KwaNgcolosi community. The second one was aimed at eliciting information from the tourists who are visiting the reserve. The last one was aimed at eliciting information from Msinsi Holdings officials who are presently managing the reserve and the KwaNgcolosi tribal chief. These questionnaires were structured differently.

A random sample of 37 participants has been drawn from the local community around the nature reserve at KwaNgcolosi. The questionnaires that were used had different scales in order to ensure objectivity. These scales involved structured and semi-structured questions for both the public and the tourists. The structured and semi-structured questions ensured reliability and validity of results. Individuals who are really different, and will show the same scores for the individuals who are the same.

Collected information was analyzed using the Mecer pro series 5000 computer at the University of Zululand Umlazi Campus. Information was coded using the Statistical Package for the Social Sciences (SPSS). Graphs, tables and simple statistical techniques are used to represent information.

This study will help identify problem areas and come up with possible solutions, as well as strategies that can be used to ensure that the communities become part of developments in their areas. Since community based tourism is a relatively new area of research in South Africa, it is hoped that this study will contribute towards raising more questions in other communities that are experiencing more or less the same problems as those experienced in KwaNgcolosi. In order to address the problem of this nature, it goes without saying that more research in this field is still needed.

William G. Feighery (2002): This paper examines the contribution which social representations theory in Ireland can make towards the inclusion of local community
attitudes, beliefs and opinions regarding tourism, in the consultation and planning process.

The research adopted a qualitative approach within a framework of social representations theory. Because of its emic perspective and its ability to generate data from a variety of 'naturally occurring' social interactions, ethnographic methods were considered to be the most appropriate approach to data collection. As Simpson observed:

Tourism impacts on indigenous populations at many levels. Some of these can be researched and documented in purely quantitative terms. Others, such as the changes in the conceptualization and meaning of cultures and objects, can only be understood by an awareness of the 'fine grain' of local experience (Simpson 1993:164).

Adopting the position of 'participant observer' allowed observation in context. This method had a much greater potential to provide access to socially shared representations than did formal interviews, questionnaires, or focus groups, all of which result in 'reflective talk'. Data collection proceeded through the method of participant observation, with the researcher adopting the position of 'participant observer' (McCall and Simmons 1969).

The transcribed interviews and field notes were analyzed using the qualitative data analysis software NUD*IST. Prior to uploading the data to NUD*IST a list of text codes was prepared. By adopting this method the data could be interrogated for any patterns of response. As consensus or commonalities are a key aspect in the identification of social representations, identifying patterns of agreement were regarded as a key objective of the analysis. Also, patterns can be regarded as a form of 'ethnographic reliability' (Fetterman 1998:96).

The findings suggest that consultation and evacuation programmes which require active participation may be insufficient to assess the broad range of tourism knowledge shared by members of local communities, many of whom are unable or unwilling to engage with the formal structures of participation.

**Carol Key and Vijayan K. Pillai (2006):** The purpose of this study was to identify the relevance and importance of ethnicity for tourism attitudes. The research site consists of two communities, Placencia and Seine Bight, in Belize, Central America. The effects of a
number of determinants such as environmental awareness and intensity of contact on tourism attitudes are examined. Nearly 110 households were selected using a random sampling plan of which 107 households agreed to participate in this study. In general there appears to be broad-based support for tourism as an economic activity. Tourism as a form of development has increased the flow of non-tourist migration to the villages. The rise of tourism has brought residents of both Placencia and Seine Bight closer together. The policy implications of the study are also discussed.

**David Peaty and Antia Portillo (2009):** This study presents case studies of three successful projects (Chalalan, Tomarapi and Kawsay Wasi) in Bolivia. It suggests that Bolivia’s natural and cultural diversity offers great potential for tourism but the country’s tourism industry lags behind its neighbours. The government seeks to stimulate growth and alleviate poverty primarily through community-based projects on tourism that are more likely to succeed based on partnerships between communities and private tour operators, with support from Non-Governmental Organizations, institutions, and the public sector. Some of the key players interviewed for this article suggest that the government should do more to utilize the expertise of private tour operators in developing and promoting community-based tourism, and that a perceived hostility towards the private sector could place severe constraints on growth.

The local community identified a number of key factors important for success of a community-based ecotourism project in Bolivia such as accessibility from the nearest airport, natural and cultural characteristics of interest to tourists and support of the local community. Moreover, expectations should be realistic, with a clear understanding of the potential risks. Training should be carried out by professional consultants. Management and marketing are probably best handled by a single private operator until the project establishes its reputation.

**Fariborz Aref, Ma’rof Redzuan and Sarfit S. Gill (2010):** This paper attempts to summarize the findings of a study, which explored the levels of Community Capacity Building (CCB) that contributed to tourism development in local communities. The study was carried out in Shiraz, Iran. The study focused on the level of community capacity building in local communities that involved in tourism activities. The research methodology of the study was based on qualitative and quantitative methods. Findings of the study show that the level of CCB in tourism development in the study area is
generally low. Secondly, the CCB in the Old District of Shiraz was higher compared to the New District. The result also shows that the level of CCB is different according to types of tourism activities. The objective of the study also was to determine the relationship between the level of CCB and community leaders’ perception of tourism impacts and their characteristics. The results from the multiple regression indicated that CCB can be predicted by community leaders’ income, tourism income, extra activities, length of residence, educational level, and number of family members engaged in tourism activities.

**Kamarudin, K.H (2013):** This paper firstly, discusses the concept of stakeholders participation in developing sustainable Community Based Rural Tourism (CBRT) with respect to types of community participation, strengths, motivations and barriers to participation in sustainable CBRT. Secondly, a discussion on the survey of local stakeholders via questionnaires, which were, carried out in three CBRT sites in the East Coast of Malaysia. This survey was conducted to identify main reasons for local participation in CBRT, followed by an analysis of likelihood of local stakeholders to be included in sustainable CBRT’s decision-making process. 78% of the respondents (a total of 85) indicated that the likelihood of them being included in decision-making process has improved. The paper also indicated two major influential factors for greater participation of local stakeholders in the decision-making process i.e. good and workable CBRT organizations and presence of strong leadership. This paper concludes by commenting on the proposed process to enhance participation of local stakeholders in developing and sustaining sustainable CBRT.

### 2.2. Community Based Tourism Settings

**Kirsty Blackstock (2005):** This article critically reviews the CBT approach in light of fieldwork in a North Queensland tourism destination. The literature on CBT has three major failings from a community development perspective. Firstly, it tends to take a functional approach to community involvement; secondly, it tends to treat the host community as a homogeneous bloc; and thirdly, it neglects the structural constraints to local control of the tourism industry.

The study focused on residents living with tourism rather than the experiences of tourists. During the fieldwork, several research methods were employed, including fifty in-depth unstructured interviews with a purposive sample of residents; a structured face-to-face
questionnaire using randomly sampled households (useable data sets, N = 96); participant observation and thematic analysis of the local newspaper, tourism association and local government minutes (Sherlock 2001).

Attention to these issues could contribute to a more sustainable and equitable tourism industry.

The three failings outlined in the paper mean the current conceptualization of CBT is naïve and unrealistic. Although CBT uses the discourse of com-munity development, CBT sidesteps community development’s social democratic tradition of social justice and local empowerment (Mayo in Craig 2003). Instead, CBT focuses on maximizing the economic stability of the industry. This is done through legitimating tourism development as locally controlled and in the ‘community’s’ interest. The example of Port Douglas has illustrated the contested nature of ‘com- munity’ involvement in tourism development. The ‘Keep Port Douglas Unique Campaign’ demonstrated how the ability to resist external development and/or determine local tourism development is dependent on the resident’s access to social and economic resources. In particular, the campaign was crucial to the material interests of the local business elite but against the interests of low-paid local workers. Thus, the rhetoric of ‘com- munity action’ must be deconstructed, and attention paid to whose voices are speaking and whose interests are being served (Cox, 1995).

**Sharon Harwood (2010):** This paper examines how a remotely located community in the Arfak Mountains of West Papua overcomes these difficulties and plans for community based tourism (CBT) in their locale.

The focus of the research is to gain an understanding of the process that a remote community applies as they plan for bird watching tourism development in their locale. The research applies the single case study method to guide the research methods. The case study site examined in this research was chosen because it provides information on an extreme and yet simultaneously paradigmatic case.

Three key informants were identified and interviewed for the purpose of the research. Each informant was specifically targeted as they played a role in decision making regarding land use within the village area. The informants were interviewed to determine how decisions were made regarding tourism development within the village locality. The
key informants interviewed (and are subsequently coded) were the West Papua based tour operator (TO); the village based field guide and tourism co-ordinator (TG); and the head of the village responsible for all land use assessments and plot allocations (LO).

These results suggest that establishing opportunities for a remotely located community to benefit from tourism underpins the success of the tourism product within a community. Maintains that resident attitudes towards tourism will be positive where they are the recipients of benefits derived from the enterprise.

The results from this investigation indicate that there are two key types of pre development conditions that are fundamental to community based development in this remote area. The first of which is access to a formal property system. While the LO of Village administers the customary land tenure system, the legal ownership of the land has been vested in the regional government. The second essential pre development condition is the presence of physical infrastructure such as telecommunications and electricity. While the case study community examined in this research demonstrates that development is not impossible in the absence of infrastructure, the community requires growth to fund critical infrastructure.

Tomas Lopez-Guzman, Sandra Sanchez-Canizares and Victor Pavon (2011): The study carried out in Flowers Route in El Salvador about the opinions that residents have in order to develop a tourist destination based on the hospitality of hosts, on the remarkable ecologic resources of the area, and in the important of the role of the residents. The methodology is based on an empirical study realized in a rural area. The subjects of the study were residents in the area and a sample design was carried out by means of randomized sampling. Population distribution was always taken into account.

In this paper, the authors presented research into a specific geographical area known as the Flowers Route in El Salvador, where a project supported by public institutions in collaboration with different NGOs and Salvadorian and Spanish universities is being developed in order to create specific infrastructure in the area. However, in relation to tourism, this would be framed within a more ambitious project where the residents themselves could set out the guidelines for tourism development.
Most outstanding result is the local community perception that tourist development can create jobs and generate wealth, although it is necessary previous technical training from private and public institutions to fulfil these objectives.

Finally, one major conclusion can be drawn from this survey: the local community is very much aware of the fact that it currently does not have the adequate training, education and qualifications to face the challenge of constructing good quality tourism products. Given this situation, NGOs and other institutions such as universities, both national and foreign, could perform a leading role in the training of local residents.

**Andrea Giampiccoli and Janet Hayward Kalis (2012):** This paper suggests way in which CBT can be used as a strategy to develop poor communities. Looking at the specific social context of contemporary rural Mpondoland, which is characterized by high degree of poverty, illiteracy, malnutrition and unemployment, the paper considers ways in which local culture itself can contribute towards positive CBT outcomes. Local culture is not only seen as a tourism attraction, but also a resource upon which CBT development can be built. This paper considers various ways in which the local cultural context can be linked to CBT development, thereby enhancing the CBT development process.

**May-Chiun Lo, Abang Azlan Mohamad, Peter Songan and Alvin W. Yeo (2012):**
The purpose of this research is to conduct an analysis based on the existing tourism industry in Bario by examining the impact of economics, environmental, social and cultural factor of the tourism industry on the local communities in Bario.

This study has adopted Sharma & Dyer (2009) and Ap (1992) method to measure the four impact of tourism studies known as economics, environment, social and cultural impact because of the conceptual consistency underlying the definitions that were used in its development and also because it has been proven to have adequate psychometric properties. On the other hand, positioning question items were finalized based on the interviews and questionnaires adapted from Ap and Crompton (1998) tourism scales. A total of 120 questionnaires were distributed to the local communities residing at Bario. Out of the 120 questionnaires, only 66 questionnaires were used for analysis.

To assess the model developed we used the SmartPLS 2.0 (M3) which is based on path modelling and then the bootstrapping (Chin 1998; Tenenhau, Chatelin and Lauro 2005;
and Wetzels, Schroder and Oppen 2009) with 200 re-samples were used to generate the standard error of the estimate and t-values.

The findings suggested that the tourism industry has created significant impact on the cultural aspect of local communities. This result could be due to the fact that Bario is a rural destination where traditional norms and customs prevail compared to other factors such as economics, social and environment impact. Implications of these findings are discussed further.

It has been propounded that, the progress of research on rural tourism has been slow but steady. Hence, it is timely to understand the importance of the dimensionalities affecting the local rural tourism industry as it can be extremely useful for tourism studies. Although these four impacts namely, environment, social, cultural and economics have been studied in previous researches, no known researches have been found to empirically study the impact on rural tourism destination in the Malaysia context especially when it is linked to planning of positioning. This study has added to the growing body of research in tourism research by examining the perspective of local communities on positioning strategy of a rural tourism destination. Ultimately, local Bario community and the industry players in particular will benefit from this study as this will amplify which are the areas in the community concerns that need improvements.

**Dr. Xavier Font and Veronica Garcia Lucchetti (2013):** This work appraises a community based tourism initiative in Peru by GAP Adventures and its foundation Planeterra. Authors aim to determine whether it is leading to improvements in the lives of the participants and the community, by analyzing the impact, the method of implementation and the commercial viability of the project.

This case study of a Weaving Coop project in Ccaccacollo, Peru, uses quantitative methods to provide factual information such as visitor numbers and income generated by tourism, and qualitative methods for the collection and analysis of qualitative data with the aim of looking into the why’s behind the facts, in order to find out whether tourism is perceived as beneficial by cooperative members, or whether tourism contributed to community empowerment, for example. Key Performance Indicators were developed using the literature, contextualized in our analysis of the project to be studied, to assess impact and to evaluate the initiative implementation and its commercial viability. The
idea is to look beyond impact in order to understand what may have caused it, with the final purpose of identifying their transferability and best practice processes. ‘Impact’ KPIs are based on the ‘livelihood analysis’ appraisal method. This includes non-financial impacts of tourism and is particularly suitable for use in rural communities where assets of non-financial nature are also vital for livelihood security, e.g. skills attainment, participation in decision making, or gender awareness. One of the advantages of this method is that it provides a deeper view on how tourism can benefit rural communities that goes beyond cash contributions, taking into account what the impact means to poor people’s lives (Mitchell and Ashley 2010).

A deeper level of analysis aims to understand the critical success factors for this initiative: the links with the private sector, proximity to the tourism market, the creation of attractive and competitive products, the consideration of profitability, the community’s will to engage in tourism, and the implementation of a monitoring and evaluation process. Authors propose that analyzing projects at this deeper level will help take more informed decisions about what community based tourism projects can be feasibly supported by donors with a chance of financial survival.

**Michael Muganda, Agnes Sirima and Peter Marwa Ezra (2013):** Using a case study of Barabarani village in Tanzania, this paper contributes to the understanding of community participation in tourism development by examining local communities’ views on their role in tourism development. The paper triangulates both quantitative and qualitative data to bring together perspectives from the grassroots based on household questionnaire survey with some members of the local community and a two-month period of field observations in the study area, coupled with the researcher’s experience with the wider community.

Data were collected through a mixed method approach involving household questionnaire survey and field observations. In analyzing the data, free responses were coded into a set of categories developed from identified commonalities in line with the seven statements. The approach focused on meaning drawn from the content of the data and considered in a particular context (Finn et al. 2000). Quantitative data were analyzed by SPSS where-by mean scores and standard deviations (SDs) were produced. Independent profile variables were used to examine differences based on gender, occupation, education, and the location of the sub-village in relation to the main road. The latter was included after it
emerged from free responses as an important factor that facilitates tourism activities in the study area.

The findings revealed that local communities want to be involved when tourism policies are being made to enable policymakers to prepare a policy that meets stakeholders’ needs and addresses their concerns. They also want to be part of tourism development decisions to ensure their needs are incorporated. Furthermore, local communities want to have a voice in development issues (not necessarily tourism development) to enable them to protect community interests, and increase transparency and accountability, and wipe out embezzlements and abuse of offices, which are rampant acts amongst decision-makers. Similar to previous studies, they rejected the statement ‘local people should not participate by any means’ in tourism development. It is clear from the findings that people are against the prevailing top-down approach in decision making when it comes to tourism development in their areas. It also depicts the nature of the central government which controls all the forms of decision making when it comes to development and policy formulation. The study emphasizes on small scale methods in analyzing and assessing the role of local communities’ views of participation from the communities themselves rather than what has been normally imposed on them.

Nick Kontogeorgopoulos, Anuwat Churyen and Varaphorn Duangsaeng (2014): The paper explores the emergence of CBT in Thailand, and examines the case study of Mae Kampong, a village in the Northern Thai province of Chiang Mai that is renowned nationally as a showcase CBT community. Using data and observations gathered during more than 30 research or study-tour visits to Mae Kampong, this paper argues that fortunate geographical conditions, external support, and transformational leadership represent the most important determinants of success for CBT in Thailand.

2.3. Community Based Tourism Models

Tazim B. Jamal Donald Getz (1995): This paper applies the theoretical constructs of collaboration to tourism destinations and offers insight into inter-organizational collaboration for one specific tourism domain, the planning and development of local, community-based tourism destinations. Drawing primarily from the literature on inter-organizational relations, the theoretical constructs of collaboration are discussed first. Challenges and considerations in the planning and development of local tourist destinations are then summarized, followed by examples of community-based
collaboration research. Propositions are presented for guiding collaborative initiatives and for investigating the application of collaboration theory to the planning and development of tourism destinations, from a community-involvement perspective.

David P. Pinel (1998): This paper describes a Community-Based Tourism Planning (CBTP) Process Model and case study in the Kyu-quon Sound area, a remote coastal tourism setting on Vancouver Island, British Columbia, demonstrates the potential of using tourism planning as a stimulus for other aspects of community communication, organization, and development.

This paper first describes the Community-Based Tourism Planning Process Model (Figure 1), then provides a brief profile of the case study context, process, and outcomes. Of significant note are the potential Guiding Elements for Tourism Planning (Figure 2) that were generated by and for the case study area stakeholders. These Guiding Elements are summarized before further discussing the relevance and practical considerations of applying the CBTP Process Model elsewhere.

Figure 2.1. Community Based Tourism Planning Model

Table 2.1. Summary of Potential Guiding Elements for Kyuquot’s Tourism Planning
<table>
<thead>
<tr>
<th>Inclusive Cooperation</th>
<th>Understanding &amp; Shaping Implications and Expectations</th>
<th>Local Maintenance &amp; Enhancement</th>
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<tbody>
<tr>
<td>1. Using tourism planning to “pull together” local residents;</td>
<td>6. Better understanding the implications, potential, demands, and expectations of tourism</td>
<td>15. Maintenance the ability to keep living and working in the area;</td>
</tr>
<tr>
<td>2. Including broad stakeholder input;</td>
<td>7. Working toward a consistent tourism season by satisfying those who com;</td>
<td>16. Managing for gradual growth that matches local capacity;</td>
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<tr>
<td>3. Clarifying co-operative stakeholder roles sooner rather than later;</td>
<td>8. Ensuring the safety of tourists and locals;</td>
<td>17. Showing pride in the area and in cultural backgrounds;</td>
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<tr>
<td>4. Preparing children/youth with values &amp; skills for tourism and community stewardship;</td>
<td>9. Communicating clear community messages to tourists;</td>
<td>18. Protecting the wilderness and waters as primary resources for all local economies;</td>
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<tr>
<td>5. Creating a more unified local voice for external relations and communication;</td>
<td>10. Encouraging friendly and respectful attitudes between residents and tourists;</td>
<td>19. Protecting the mystique, freedom, and other features attractive to locals and tourists alike; and</td>
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<tr>
<td></td>
<td>11. Setting local land and marine stewardship examples by residents;</td>
<td>20. Treating all local resources as a complete system.</td>
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<td></td>
<td>12. Working to reduce socio-cultural stereotypes;</td>
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<td></td>
<td>13. Shaping appropriate tourist expectations to match local realities;</td>
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<td></td>
<td>14. Respecting resident and tourist privacy while also influencing tourism activities behaviors.</td>
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The CBTP Planning Model (Figure 2.1) makes the following three assumptions:

- That local capacity building and organizational development can be most effectively guided using the knowledge and insights of stakeholders.
- That most stakeholders can look beyond their immediate circumstance.
- That with community values identified, most stakeholders will move together toward acknowledged desires that respect local area and community well-being.

As noted earlier, these assumptions relate to community development and strategic planning principles. The facilitated community assessment case study has shown that the
first and second of the above assumptions are realistic, and that the third may be a reasonable expectation. Only time and examples of CBTP initiatives elsewhere will provide more insights about the value of this Process Model and validity of its assumptions.

**Etsuko Okazaki (2008):** This paper reviews the principal theories used to discuss community participation, including the ‘ladder of citizen participation’, power redistribution, collaboration processes and social capital creation. These theories form the basis for defining a community-based tourism (CBT) model. The paper shows how this model can be used to assess participation levels in a study site, and suggests further actions required. The model is applied in a case study in Palawan, the Philippines, where an indigenous community previously initiated a community-based ecotourism project.

To identify the current state of the Tagbanua Foundation of Coron Island (TFCI) tourism project using the Figure 2.2. Community Based Tourism Model, both qualitative and quantitative interviews were conducted. The former included open-ended interviews with 32 key informants, such as the Chairman of the TFCI, TFCI members active in the tourism project, village chiefs, other community residents from both Coron Island and Coron Town, local and national government agencies, tourism businesses, NGOs and tourists. The informants were selected either because they had a direct stake in tourism and/or land rights on Coron Island, or because they could offer feedback as community supporters or interested third parties, including NGOs and tourists. The local people were asked about their history of engagement in tourism on Coron Island, their perceptions of the advantages and disadvantages of the TFCI tourism project, the changes in partnerships between the TFCI and other local individuals and organizations and problems, as well as appropriate solutions. Tourists were questioned to gauge the demand for the TFCI tourism project.
Planners will be able to use the model presented here to assess the status of communities involved in tourism development and to determine initiatives that will enhance CBT. The case study of the tourism development project in Palawan demonstrated how to ascertain the current situation within the destination community and with regard to relationships with stakeholders and tourists. The model helped identify not only the present position of the principal elements of CBT (i.e. community participation, power redistribution and collaboration processes), but also further steps that the community and stakeholders could embark on. A further analysis of social capital and its status was also determined, providing clues about how to nurture social capital as a lubricant for the three elements described above. This paper argued that although community-based tourism has been frequently advocated, there have been few directives on how this might be achieved in practice. It is proposed that, using the model presented here, the first step in practical tourism planning should be to examine the current situation with respect to community participation and then to indicate the initiatives that are required to promote it. Stakeholders can use the model to improve their involvement in tourism development in the community of concern. However, it may not be possible, as some have argued, to standardize community-based approaches to tourism development because processes and results in any particular case are contingent on factors unique to that situation alone: differences in background conditions will result in different outcomes (Reed 1997).
Philip L. Pearce (2008): This chapter is concerned with the broad-scale analysis and nurturing of the socio-cultural benefits of tourism. It can be suggested that there are few easy generalizations about tourism’s socio-cultural consequences. There are likely to be even fewer universal mechanisms to develop and enhance such socio-cultural benefits since, both for the purposes of analysis and action, tourism can be an unwieldy phenomenon. By way of example, the social and cultural benefits of having backpackers in a community are different in Australia to the effects of the same travel group in Thailand (Cohen 2004; Richards and Wilson 2004). Factors affecting these tourism differences include the biophysical and cultural settings in which the tourism operates the behaviour and travel patterns of the visitors, the skills of the tourism personnel involved and the role of tourism in the community’s options for development (Dredge and Jenkins 2007).

This chapter builds an understanding of tourism’s diversity as discussed above. It focuses particularly on cultural relativism, language use, social networks and the concept of well-being. These concerns are seen as a necessary and informative preface to capturing a rich understanding of the variety and scope of tourism’s social and cultural effects. The central part of the discussion then presents an organizing model of socio-cultural benefits. This approach, it will be argued, holds some promise of enriching the more traditional discussions which tend only to itemize tourism’s costs and benefits. A compilation of the mechanisms to enhance tourism’s benefits in the socio-cultural domain is provided using the insights generated by the organizing model.

Table 2.2. A business-derived model to identify the socio-cultural benefits of tourism.

<table>
<thead>
<tr>
<th>Positive gains</th>
<th>Negative gains</th>
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<tr>
<td><strong>REVENUE (TANGIBLE BENEFITS)</strong></td>
<td><strong>REPUTATION (INTANGIBLE BENEFIT)</strong></td>
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<tr>
<td>• Income achieved by value being placed on cultural products, artifacts (crafts, art, events, buildings).</td>
<td>• Reputation of community as a success story for other funds.</td>
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<tr>
<td>• Health services to residents (and tourists).</td>
<td>• Social capital enhanced for service economies generally.</td>
</tr>
<tr>
<td>• Recreation services to residents (and tourists).</td>
<td>• Awareness of new technologies.</td>
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<td>• Social capital expanded in direct project use.</td>
<td>• New ways of networking within community.</td>
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<tr>
<td><em>Shorter-term benefits</em></td>
<td><em>Expanded individual identities.</em></td>
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<td><strong>SAVING</strong></td>
<td><strong>RISK REDUCTION</strong></td>
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<tr>
<td>• Prevents loss of talented community members (young and capable people).</td>
<td>• Prevention of ‘take-over’ or control by external forces.</td>
</tr>
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<td></td>
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<tr>
<td><strong>Longer-term benefits</strong></td>
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Sajad Alipour Eshliki and Mahdi Kaboudi (2012): The purpose of this study is to explore and analyze the relationship between effects of tourism on the quality of local community members’ life and the extent of their participation in tourism quality improvement programs. Beach of Ramsar in Iran is chosen as a case study.

Data were collected via a stratified random sample with the help of self-administered questionnaires that were delivered to all houses in street chosen according to randomly selected street map coordinates. The survey was conducted by both authors who requested participation from the resident who answered the door. From the 186 questionnaires which were distributed, 181 responses were received which indicated a response rate of around 97%.

The survey instrument used in this study was a structured questionnaire. The questionnaire was divided into three sections. The first section contained questions relating to the demographic characteristics of the respondent but no names were collected, thus retaining the privacy of the respondents. The second part was related to cultural, social, economic and environmental items of tourism. Only 19 impact indicators that were strongly related to the serious issues of Ramsar beach were selected. The third part of the survey is related to people inclination to participate in tourism development programs which was tested with two general questions. Data analysis was conducted using the Statistical Package for Social Sciences (SPSS Version 16.0).
The result of analysis revealed that tourism influences the quality of local community members’ life. Also there is a significant relationship between factors affecting quality of community members’ life and their level of participation.

### 2.4. Sustainability through Community Based Tourism

**Donald Getz and Tazim B. Jamal (1994):** This article advances the proposition that sustainable tourism can be achieved through recognition that the public and private sector, the host communities and the natural environment and interdependent stakeholders in a complex tourism ‘domain’, where no single individual, agency or group can resolve strategic tourism issues by acting alone. For same the mountain community of Canmore, Alberta (Canada) was presented.

The investigative study on tourism planning in Canmore and the Corridor has been compiled from an examination of existing literature, planning documents, newsletters and other written sources, as well as through interviews with various public and private stakeholders.

Data analysis of the interview was performed qualitatively, with statements being sorted into categories as they emerged; sub-categories evolved under four broad areas: issues, mechanisms, cooperation and collaboration. The case study was based on a theoretical framework of collaboration ‘theory’, which then shaped the research questions, research method plus data collection and analysis.

The paper commences with a discussion of the shortfalls of traditional tourism planning processes and models, followed by an overview of collaboration ‘theory’. Examples are given which illustrate collaborative approaches in several mountain resort areas. The exploratory case study of tourism development and planning issues in the mountain community of Canmore, Alberta (Canada) is then presented, leading to a discussion and conclusion regarding the theoretical and practical applications of collaboration toward achieving Sustainable Tourism.

**Bernardo Trejos and Lan-Hung Nora Chiang (2009):** This paper reports on the contribution of tourism to the wellbeing of rural residents through the development of economic linkages engaged by community-based tourism (CBT) in rural Costa Rica.
In a qualitative case study of local economic linkages surrounding one such project in Chira Island, economic linkages were assessed at two levels: discourse and practice. The findings indicate that CBT does not involve the collective property of the community, but rather, the collective property of a group of community members organized in a formal association. As a result, a discourse on local economic linkages has been promoted by CBT support organizations in which hopes of wider benefits are placed on small linkages to services and products provided by local community members. However, a field survey suggested that the economic linkages generated by CBT in the community were sporadic and polyvalent and, furthermore, that the linkages with agriculture are negatively affected by scale and seasonality, resulting in leakages out of the community. These findings caution practitioners that CBT may only have small-scale positive impacts on the local economy.

**David Matarrita-Cascante, Mark Anthony Brennan and A.E. Luloff (2010):** This study examines local social interactional elements necessary for the achievement of sustainable tourism practices. Such practices are attainable when certain attitudinal, organizational and/or behavioral conditions are present within a community. Using a case study methodology, this article examines the interactional elements by which residents of La Fortuna, Costa Rica, engaged in sustainable tourism practices. The study was based on the theoretical notion of the community field. It used key informant interviews and participant observation. The study shows how economic, social and environmentally sustainable practices were made possible through community agency, the construction of local relationships that increase the adaptive capacity of people within a common locality. Key factors found to enable community agency are strong intra- and extra-community interactions, open communication, participation, distributive justice and tolerance.

**David Peaty (2010):** This paper describes four projects (Ladakh Homestays, Spiti Homestays, Sikkim Himalayan Homestays and Village Ways, Uttrakhand) in the Indian Himalaya aimed at protecting the environment and alleviation poverty. Each focuses on tourism in rural communities, but there are significant differences in the design, implementation and impact of these projects.

The Himalayan region has for long been a popular destination for climbers, trekkers and culture tourists, and tourism represents an important source of income for the impoverished region. However, little of this income reaches the remote communities in
which poverty is most severe. Recently, a number of initiatives have been introduced to address this issue. Among these, community homestays and lodges are attracting attention.

The project shares three goals: conservation, poverty alleviation and cultural preservation. The link between the three Himalayan Homestays projects (Ladakh, Spiti and Sikkim) is at present somewhat tenuous, despite their common goals. Greater cooperation and coordination might yield considerable benefits. For example, they could share their marketing, using overseas agents with a responsible travel reputation to market their products; they could adopt a similar pricing system (adjusted to allow for differences in access and local costs) and system of payments to service providers.

Language problems appear to be a major obstacle. The tourist is often dependent on the guide for interpretation, but the guide is not always available. It might therefore be useful to produce bilingual information and explanation sheets dealing with meals, customs, the use of the toilet, how to get boiled and filtered water for drinking, where to wash hands before meals, and so on.

This study looks at four different models of community-based ecotourism with similar goals. The variables include the type of accommodation (homestays or community lodges), the system of payment (directly to individuals or through Village Tourism Committees), the method of marketing (using a single operator or not) and the initiator of the project (NPO, commercial or the community itself). Despite the differences, the results are somewhat similar: all provide significant monetary and non-monetary benefits to the community, all have a relatively low environmental impact, and all manage to preserve local culture to some degree.

**Bhaswati Bhattacharya and Chandrima Ganguly (2011):** The focus of this paper is to analyze the prospects of community inclusive tourism practices in achieving sustainability of the indigenous sections of the society, which in turn has a positive linkage with the socio economic development of Lava, Lataguri, Tinchuley and Manas (West Bengal, Sikkim and Assam) these regions. The purpose of this study is to determine the practices associated with community inclusive tourism in rural and village areas and how far these are successful in achieving environmental sustainability and generating economic benefits of the region. The other more important issue to be
addressed is to find out the pattern of community or self help group involvement in decision-making processes regarding the conflict resolution, operation and improvements of the region.

The methodology used was qualitative in nature, including approaches like group discussions interviews, and observations.

Primary and secondary sources were used to collect data. Haralambos and Holborn (1995, 828) define primary sources as „data collected by researchers themselves during the course of their work” , and secondary sources as those consisting of „data that already exists”.

Interviews with key stakeholders of Help Tourism were conducted to ensure that the aims of the research are met. Interview schedule are used for conducting the verbal interaction and elicit the required information. The interview schedule was prepared on the basis of the opinion of industry experts.

The success of the community inclusive projects of Lava, Lataguri, Tinchuley, Manas, proves that community empowerment through tourism initiatives is a practical and powerful way of sustaining economic and environmental well being of the fringe societies near National parks. Nevertheless management ownership needs to be supported by financial ownership which the projects like Dibang, Neora or Chilapata are yet to achieve. The training and constant monitoring of the members of Self Help group becomes crucial. Government intervention in this regard would help in strengthening the effectiveness of the process.

Abang Alan Mohamad, May-Cjhiun Lo, Peter Songan and Alvin W. Yeo (2012): The study in the paper involved looking at validating and dimensionality of the four tourism impact namely, economics, environment, social and cultural impact as perceived by local communities. Data was gathered through a survey using a structured questionnaire and administered to the community members residing at Bario. A total of 120 questionnaires were distributed by the authors. Of the 12 questionnaires distributed, only 66 (55%) were returned. The study has adopted Sharma & Dyer (2009) and Ap (1992) method to measure the four impact of tourism studies known as economic, environment, social and cultural impact because of the conceptual consistency underlying the definitions that were used in its development and also because it has been proven to have adequate
psychometric properties. A series of test such as factor analysis, correlation, and reliability analysis was conducted to confirm that the instrument is valid (content, construct, convergent, discriminate and nomological) as well as reliable. Implications regarding the value of conducting validity and reliability test for practitioners and researchers are discussed.

This study endeavours to test the dimensions of tourism scales that are important for rural tourism development, based on local communities’ perspectives. From the study, all four dimensions of tourism scales, namely environment, social, cultural and economics are capable of explaining sufficient variation in the construct being measured in Malaysia context. This research also revealed that there are similarities and differences concerning the dimensionality of tourism scales construct between western context and eastern context.

This study has chosen local communities of Bario as respondents for this study and it emphasizes the importance of communities’ attitude for the development of rural tourism industry. Past research on rural tourism had mainly centred on developed countries such as Europe or North America, and not many on the Asian continent (Chaudhry & Tewari, 2010). Ultimately, local Bario community and the industry players in particular will benefit from this study as this will amplify which are the areas in the community concerns that need improvements.

2.5. Barriers to Community Based Tourism.

Fariborz Aref and Ma’rof B Redzuan (2008): This study explains the barriers of community leadership for tourism development in the context of Shiraz, Iran. The study employed a well-established participatory approach that had been used elsewhere to build community capacity (Laverack 2003; Laverack 2006; Laverack and Thangphet 2007) using seven barriers that were categorized from an analysis of the literature (Moscardo 2008; Tosun 2000). Prior to implementation, the interpretation of each barrier was discussed and adapted in consultation with the community leaders to ensure that they were relevant within the context of Shiraz and the Project. In this study author found three major barriers to community leadership in tourism development. (Tosun 2000) suggests three major barriers to community participation development in tourism development process: operational, structural and cultural. Base on this review; author has found that in Shiraz, some of these barriers are evident in community leadership participation in
tourism development; although they do not equally exist in every community. In terms of operational barriers, author found that all were obstacle for tourism development.

This paper revealed the relevance of the process of community leadership for tourism development. The paper also has identified and discussed the barriers to community leadership towards tourism development. One major barriers identified by the study is that leaders have restricted access to financial resources alongside other resources. This has implied that community leaders cannot negotiate access and they lack a sense of ownership to tourism resources. As a result communities in Shiraz are lack of power to be active participants in tourism development. Consequently the opportunity for community leaders in tourism development is lost. Clearly, the described barriers may not be only specific to participatory tourism development strategy; some of them may also be seen as common problems of development and tourism development in general in many local communities in Iran. Hence, it should be accepted that these barriers may be an extension of the prevailing social, political and economic structure in Iran, which have prevented them from achieving a higher level of development.

Fariborz Aref, Ma’rof Redzuan, Zahid Emby and Sarjit S. Gill (2009): This study outlines some of the more common barriers of tourism industry as perceived by local communities.

The study is based on qualitative methodology to investigate the barriers of community capacity building in tourism development. For the purposes the study, Shiraz in Iran was divided into two major areas including the Old Shiraz (Historical area) and the New Shiraz (Modern area). The research study use focus group discussion (FGD). Qualitative research methods nowadays are widely used in tourism research and are gaining wide acceptance in the social sciences e.g. (Smith, et al 2002) and (Walle 1997); in tourism research, anthropologists and sociologists have used qualitative research. (Decrop 1999; Riley and Love 2000 and Joffres et al. 2004) employed a qualitative design to study community capacity building among community groups engaged in health education. When it comes to economy, geography, psychology or marketing, researchers tend to use quantitative approaches (Decrop 1999). (Walle 1997:528); explained that the use of qualitative research methods in tourism is useful and appropriate. (Bush, et al 2002 and Fawcett et al. 2001) suggested qualitative methods in the measurement of community capacity building (Smith, et al 2003). According to (Rafipoor 2005:23) because of Iranian
society culture FGD, is special important technique in social sciences. There were 60 participants (100 per cent male) with an average age of 55 years. The respondents were choice because of their involvement in tourism activities.

The paper has identified and discussed the barriers of development of tourism industry through community capacity. Lack of tourism knowledge and community resource was an important element contributing to limited community capacity building in development of tourism industry. One of the major barriers identified by the study is that the members of communities have restricted access to the decision making alongside with other obstacles. This has implied that they are lacking a sense of ownership to tourism. Several studies reveal that without creating opportunities for local people to take part in the decision-making process it would be very difficult for local communities to get adequate benefits from tourism development (Clancy 1999; Timothy 1999; Tosun 1998). As a result, local communities in Shiraz do not able to become active participants in tourism development. Clearly, the described barriers may not be only specific to participatory tourism development strategy; some of them may also be considered as common general problems of development in many local communities in Iran. Hence, it should be accepted that these barriers may be an extension of the prevailing social, political and economic structure in Iran, which have prevented communities from achieving a higher level of development.

Nor Azah Mustapha, Inoormaziah Azman, Yahaya Ibrahim (2014): This paper illustrates the barriers of community participation in tourism development in Tioman Island, Malaysia. It is a quantitative study involved 345 local people in several villages located in the island. The findings indicate that there are internal (culture) and external barriers (operational and structural) which hinder community participation. On top of that, it is found that weather is an external barrier highlighted by the community. As they are segregated in several villages and largely depends on water transports, weather condition influences their movements to participate in tourism development at the island.

The research limitations relate to the geography factors apply to the island which differ from the main land. It concludes that the intention to change is not just on the parts of the local people. Other stakeholders also need to provide opportunities to encourage community participation in tourism development. It is suggested that this research can be
done in other islands to gain better understanding on community participation in island tourism development.

2.6. Evaluation, Threat and Opportunities of Community Based Tourism

Roger Harris and Doug Vogel (2000): This paper describes an action research initiative for introducing electronic commerce for Community Based Tourism (e-CBT) in three Asian rural communities in order to reveal its potential for community development. E-CBT targets an important and growing market segment in the developing world, consisting an individual traveller for whom travel is an essential component of their lifestyle and who seek new and authentic experiences that are not directed towards a mass market. The proposal describes strategic partnerships between a University in Hong Kong and three other Asian universities who will work with local communities and tourism authorities for the eventual propagation of the development benefits of e-CBT among wider rural populations in their countries.

Dr. Rhonda L.P. Koser (2006): This paper critically examines the intersection of community-based tourism theory with practice, through an examination of an actual rural community-based planning process in Marathon, Ontario, Canada undertaken by the author. The methodology employed in this research is qualitative, and is based on authors’ reflections as a facilitator and participant in the process and implementation of Reid’s community-based tourism model. By request of the Tourism and Economic Development Officer (EDO) for Marathon, author facilitated the development of a strategic plan for the development of Marathon’s tourism attributes, with the Tourism Action Committee (TAC) agreeing to utilize Reid’s Community-based Tourism model as the framework for conducting the strategic planning process.

What this examination illustrates is that although existing theory does reflect actual practice, there are several aspects of ‘reality’ that the sanitized literature on community-based tourism planning do not adequately reflect. Importantly, the role of the practitioner or researcher in influencing the process and the power structures at play within a community-based planning method must be fully considered.

Lesego S. Sebele (2010): The premise of this study is to investigate the benefits and challenges of Community Based Tourism in on community of Botswana. The study made use of both primary and secondary sources. Primary data collection techniques used
included formal interviews with key stakeholders, the administering of questionnaire (structured and unstructured) and focus group discussion. Interviews were used to increase the response rate, ensure respondents understand the question asked and to ensure that the researcher obtained the information needed. The secondary sources used included journals, published books, unpublished reports and newsletters, government policies documents as well as internet.

Data collected were then analyzed using description and classification. For this research, data was classified into responses given and categorized into themes.

Results show that although some benefits have been identified, there remain many challenges for the Khama Rhino Sanctuary Trust (KRST). It is evident that for Community Based Tourism to bring more benefits for locals, more interaction is needed between them and the trust management. Increased local involvement and participation will help to ensure that people are empowered and the conservation of natural resources takes place. This paper asserts that Community Based ventures, if properly run and managed, can promote the conservation of natural resources and increase local benefits through participation in tourism activities.

**Noel B. Salazar (2012):** Community Based Cultural Tourism: Issues, Threats and Opportunities. Using examples from long-term anthropological fieldwork in Tanzania, this paper critically analyzes how well generally accepted community-based tourism discourses resonate with the reality on the ground. It focuses on how local guides handle their role as ambassadors of communal cultural heritage and how community members react to their narratives and practices.

This is a qualitative study, guided by the grounded theory approach (Bryant & Charmaz, 2007), whereby descriptive research leads to the development of more meaningful theory and measures. It critically analyzes how well the generally accepted CBT principles, as outlined above, resonate with the reality on the ground. The findings presented here are part of a long-term anthropological study on tourism in Tanzania (Salazar, 2006, 2007, 2009a, 2009b, 2010). Ethnographic fieldwork was carried out over a period of 14 months (June–August 2004, January–August 2007 and February–March 2009), focusing on the northern Arusha Region, together with shorter periods of work in Manyara, Kilimanjaro, Tanga, Dodoma, Dar es Salaam and Zanzibar. The methodology used, distinctively
(though not uniquely) anthropological, involved mixed methods. A major part of the fieldwork consisted of extensive observation. As a participant, the author joined tourists on 24 tours, lasting from a minimum of one hour to one week (including overnight stays in some of the communities under study).

This paper seeks to stress the key importance of local tour guides in CBT, especially when cultural tourism products are being developed. Because of the communicative power of tourism, representations of cultural heritage have direct and potentially significant influences on the peoples and communities, who are being presented, represented and misrepresented. Any CBT program wishing to achieve sustainable success needs tour guides who are well trained and, if possible, local. If guides belong to the community in which the tourism activities are taking place, their insider positionality at least gives them the advantage of knowing what the cultural sensibilities are. This helps to avoid some of the problems discussed above. Professional training is needed, not only to improve guiding and hospitality skills, but also to make guides aware of complex ethical dilemmas, such as disjuncture’s between local conceptions of community and the ways in which those com- munities are imagined by visiting tourists.

Review of Literature brings to the fore importance of community engagement for sustainable tourism. As community based tourism is experienced in community settings, its implementation becomes highly contextual on account of differences among communities. Communities lack the right skills sets to begin with and active participation of other stakeholders in tourism such as Non Government Organizations, Governments acts as catalyst. Once the initial barrier is overcome, communities can take and run the tourism on their own. The sensitization and trainings play a critical role in it. The review suggests that there exist many barriers, threats and challenges in the success of community based tourism but these can be taken care of and CBT opens a world of opportunities to local communities.

While the community based tourism is practised in India at different levels for different types of tourism but these initiatives have not attracted academic research. There is vacuum in the literature on CBT in India or any of its states including Sikkim. It requires exploratory works to find what makes it effective at one place and not at other place. How much is the role of settings, participants and processes in the success of CBT? How the measures of success shall differ from other forms of tourism and what shall be the lead
time before it is mature enough to be evaluated? The life cycle and forma of CBT, willingness of community, the transfer of traditional skill sets to tourism and the mental predisposition of agrarian communities towards service industry throw different challenges for every project.

Sikkim is one state where CBT has been implemented through the initiatives of government and international agencies and evaluation studies of the government have found these successful but a gap exists for academic research that is one of the reasons for this study.

References:


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