CHAPTER- 5

5.1. SUMMARY OF FINDINGS & RECOMMENDATIONS

Tourism is a global force for economic and regional development. Tourism development brings with it a mix of benefits and costs and the growing field of tourism economics is making an important contribution to tourism policy, planning and business practices. Tourism affects the environment through its negative attitudes with natural, human, and built resources. Tourism impacts on the environment are both direct and indirect, and often are not easily observable. Conversely, the range and quality of such resources can influence tourism flows. Community-based tourism remains an unexamined aspect of urban cultural tourism which has grown in importance during the past several decades primarily as an economic development strategy but also as a key characteristic for improving and indicating urban quality of life. Thus, attention to environmental features of the tourism experience can result in an outward shift of tourism demand thereby increasing producer surplus. This chapter discusses about the major findings and recommendations related to the study.

5.1.1. Findings and Recommendations on awareness of commonality (ies) within a Community as a basis of cooperation

- Moderately high level of awareness exists among the people regarding various dimension of the communality tourism in the selected districts. Tourism is an important sector of the economy in both developed and developing countries. It contributes to the economic growth, job creation and poverty alleviation and fosters cross cultural understanding and well-being among countries. Both Community leaders and government should utilize the opportunity to its maximum.

- Do what you promise. One of the great challenges in tourism marketing is the lack of credibility that comes from over-promising. Communities must make sure that the promise that you make should always happen all the time otherwise it will affect the community as well as the tourism promotional activities.
Community leaders should empower the members of communities to advocate for their effective participation in tourism and policy-making process and other initiatives. They should involve communities rather than individuals.

Government and community leaders have established a community-based tourism planning program that addresses current inequalities in tourism development by assisting communities in assessing their tourism assets, positioning their products in terms of quality and customer service, and in anticipating potential adverse impacts from tourism activity.

Several opportunities exist already that can provide people with the scope to begin to take advantage of the culture and heritage resources in the selected districts. Caution should be noted that any development of other tourist measure in the area must always be designed to fit with and complement the whole tourism development plans of selected cities over time so that they can be assured of being part of a larger picture and not exist in isolation.

Tourism awareness should be delivered through community workshops, schools, youth programmes and student tourism ambassadors. Safety and security is an important element. A culture of customer service needs to be instilled.

5.1.2. Findings and Recommendations on community itself is to be more directly involved in tourism, entrepreneurship, conservation and development of self.

Community entrepreneurship is making a real difference to the local economy, social cohesion and community pride. It is a valuable commodity that the industry at large needs to nurture; support and grow. Government should try to motivate tourism entrepreneurs. Community involvement in tourism, entrepreneurship, etc. within a community is only 70.77% which shows that the level of the customers is moderately high as far as the awareness of community involvement in tourism, entrepreneurship, etc. is concerned.
Contribution to community development can help to improve relations with local communities and minimize the risk of future conflicts. Supporting community development can generate positive publicity and improve reputation.

Community consultation can bring together key stakeholders and community representatives, local authorities, funding bodies together and can work for the prosperity of the tourism development.

For developing community-based tourism products it must also be borne in mind that all standard business and tourism requirements must be factored into all decision-making processes.

Gather information from national, provincial and municipal source. Draw information from Surveys conducted in Situation Analysis and Tourism Development Plan phases, Identify skill requirements for the tourism development plan.

Organise public education programme on tourism for the impacted areas, as well as a programme to educate tourists on the local cultures, values and traditions.

5.1.3. Findings and Recommendations on employment and self-employment opportunities for the poor and disadvantaged section of the community

Lack of training resources leads to a lack of local capacity to properly manage or administer their tourism businesses, hindering the success of CBT. Most importantly, a lack of financial resources and training will limit or discourage community participation in the tourism development process, which is crucial to the success of CBT development?

Proper infrastructure is necessary to ensure the safety and good experiences for the tourists in the community and the sustainability of the industry. If it is not provided tourism industry will not be flourishing.

Marketing is another major barrier to establishing a viable tourism industry in rural communities. Inadequate resources and lack of marketing capacity and
lack of knowledge on how the marketing structure operates have caused many CBT projects to suffer.

- Always try to develop a brand for community tourism promotion and be creative. Make sure that the brand unifies the entire tourism product so that wherever a client or customer goes the brand is unconsciously connected with your locale. Not only should the brand plus logo be on everything you produce, but it should also appear on all mailings that the locale produces.

5.1.4. Findings and Recommendations on any assistance from the government and public sources for the promotion of responsible tourism.

- Good media plays a key role in promoting tourism, selling positive stories and strengthening reputation. It is effective at raising support for tourism promotional activities. However, one negative feature about new developments or negative research damages the reputation of the sector. Government should promote these kinds of activities.

- In the case of Tourism activities profit is not equally share . Make sure that a fair share of profits is given back to the local community.

- Lack of funding is a chronic problem seen in tourism development, most particularly in rural communities in developing countries. This has to be solved by giving assistance by both community and Government.

- There is low awareness among community leaders and members of the community about the protection of natural resources and how to manage waste disposal. Both Public, Private and NGOs has to play a significant role in giving study classes and conducting awareness programmers to communities, in the selected districts for the study it seems that only on rare occasions these kinds of classes are happening.
5.1.5. Findings and Recommendations on community awareness about environmental awareness, conservation and sustainable use of natural resources

- Ecotourism often promises community members improved livelihoods and a source of employment, irresponsible tourism practices can exhaust natural resources and exploit local communities. It is essential that approaches to community-based ecotourism projects be a part of a larger community development strategy and carefully planned with community members to ensure that desired outcomes are consistent with the community’s culture and heritage.

- Develop training programs covering both basic skills and those necessary for promotion, so that local people can be phased into management positions over time. Encourage employees to volunteer in local communities and to follow environmental practices at home.

- Providing benefits to local people so that they can support conservation goals by offering alternative, relatively non-destructive sources of livelihood. Improving economic linkages with local communities and businesses supports the sustainability of tourism destinations.

5.2. RECOMMENDATIONS FOR THE VISITOR

- They have to act to and support cultural diversity
- Engage in activities that add value to the community and local culture
- Don’t do activities that deteriorate the environment, culture, sentiments of local residents
- Stop practicing negative impacts of tourism
- Try to disperse the benefits to all involved in tourism.
- Patronize locally (community) owned enterprises.

5.3. RECOMMENDATIONS FOR THE HOST

- Make sure you support the traditional cultural legacy
- Training and education in local culture, history, natural science, etc.
Select development and activities that draw from local traditions and add value to the community and the local place.

Don’t promote activities that deteriorate the environment and community

Try not to engage in illegal activities that harm the local community

They have to adopt a program to disperse the benefits

To patronize locally produced products and locally (community) owned enterprises.

To make business and foreign exchange transactions transparent and efficient.

5.4. GENERAL RECOMMENDATIONS

It’s better to develop your own concept of community-based tourism through a better appreciation of the issues and opportunities that tourism presents for integrating conservation and community development.

Always use positive planning approaches (appreciative inquiry) and participatory learning tools to assist communities and others to develop a plan that identifies and builds upon existing resources, capacities, and skills of communities.

Try to Develop an action plan that identifies how the tools and processes you learned at the course can be incorporated back into your own work.

Communities should form representative committee/organisation to deal with stakeholders and provide voice for community.

Regular surveys should be undertaken in and outside the community.

A proper plan has to develop for highly prospected Tourism in rural scenario.

Maximum local resource mobilisation towards a self sustainable programme.

Better and convincing employment generation for poverty alleviation.