



NATURE HERITAGE AND COMMUNITY-BASED TOURISM

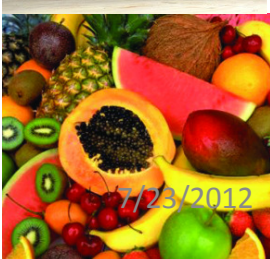
WORKSHOP- IDENTIFICATION OF PROGRAMME
PRIORITIES
FOR
GEF SGP UNDP (SAINT LUCIA): 2011 – 2014/15

July 24th 2012



GEF - Exploring priorities through
Community-based Nature Heritage Tourism





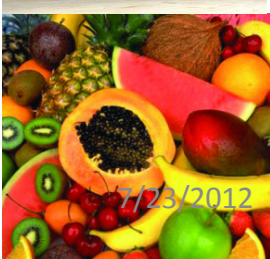
What is Nature Heritage Tourism?

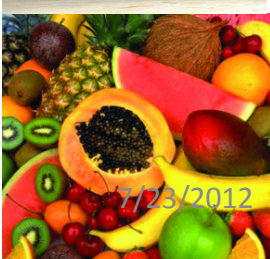
- Emerged in Saint Lucia and the region in the late 1990s as a more appropriate response to **mass** and **ecotourism**.
- Applied as *“a new path”* more relevant to the context and needs of the insular Caribbean
- Better able to apply **community-based principles** to tourism development



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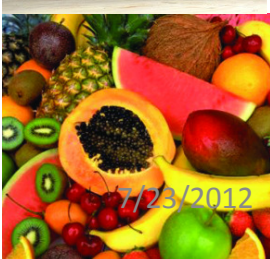
- **Challenge with mainstream tourism**
 - ***Mass tourism*** was consistently blamed for the environmental degradation, social inequity and general lack of economic responsibility to host destinations.
 - ***Ecotourism*** had been softened to “Ecotourism lite” describing those travellers who are “*entertained by nature, but not unduly concerned with its preservation*” (Western 1992:16)





What is Nature Heritage Tourism?

- Attempt to apply NATURE HERITAGE TOURISM to emerging definitions of sustainable tourism
- *“Sustainable tourism requires that the host population receives rising living standards, that tourist ‘guests’ are satisfied with the product and continue to arrive each year. It also requires that the natural environment is maintained for the continued enjoyment of the hosts and guests...” Goodwin, 1996:283*



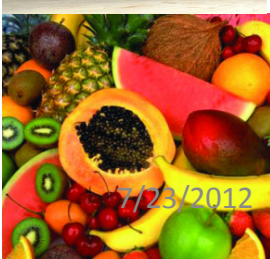
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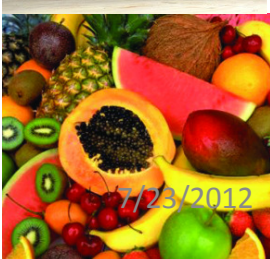
- Using the heritage of a host destination, to include its culture and natural attractions, for the enjoyment and mutual satisfaction of visitor and host.*



Community empowerment

- “Community-empowerment” has become vogue over the past 10 to 15 years. Why?
- Focus on “poverty alleviation” as a principal objective in development planning.
- Role of government in empowering communities.
- Role of private sector as partner in development.

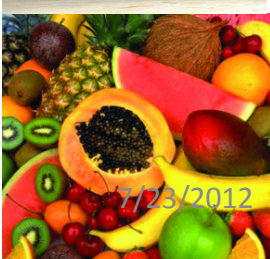




“Community” and “Tourism”

- Tourism relies on visiting places and people, it cannot exist outside of a community
- Tourism is about “experiences”
- Increasing recognition of the role communities play in the creation and delivery of tourism and experiences.





• Community Tourism

- *“Tourism in which local residents (often rural poor and marginalised) are active participants as land managers/users, entrepreneurs, employers, decision makers and conservators”, (Ashley, C., undated)*
- *“An industry which uses the community as a resource, sells it as a product, and in the process, affects the lives of everyone.” (Murphy, 1980)*

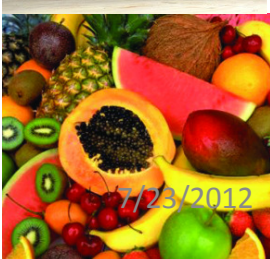
Ashley, C. (??) *Community Tourism in Southern Africa: guidelines for practitioners. Natural Resource Management Programme of Southern African Development Community, ART, Harare.*

Murphy, P.E. (1980) *Tourism management in host communities. The Canadian Geographer 24(1):1-2*



- **Community-based tourism**
- CBT is a form of tourism in which a significant number of local people has substantial control over, and ***involvement in its tourism development and management***. The major proportion of the benefits remains within the local economy. Members of the community, even those who are not indirectly ***involved in tourism enterprises***, gain some form of benefit as well (***community fund, multiplier effect***, etc.)” –(Hüasler and Strasdas, 2003, p. 3)

Häusler N. and Strasdas W. 2003. Training Manual for Community-based Tourism. Addendum to “The Ecotourism Training Manual for Protected Area Managers, DSE-ZEL Zschortau, DSE DOKU 1956 January 2002 p.3



• Community-based Tourism

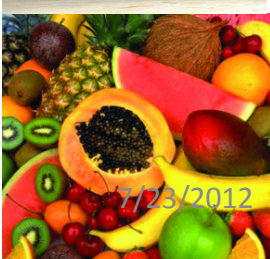
- *“Community Tourism shifts the focus away from the tourist and their experience to the host community and THEIR experience” (Kelly, 2002)*
- *“...distinguished by a philosophy of ...culturally sensitive development that ...provides direct economic and social benefits to local communities.” (Geoghegan, 1997)*

Kelly, M.E. (2002) *The Community Tourism Newsletter*. Nov-Dec, 2002. (The Community Tourism Development Planning and design, Gatineau.)

Geoghegan, T.(1997) *Rural development through heritage tourism: Guidelines for the Caribbean – No. 2*, CANARI, St. Lucia/St. Croix.

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- **Community-based tourism**

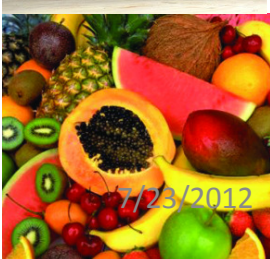
- Allows local people to participate in decisions about developments within their communities
- Allows the opportunity to participate and take advantage of economic opportunities
- Fosters ownership and responsibility for managing one's community resources, particularly those most vulnerable to tourism
- Allows for skills and talent development to manage tourism enterprises in the respective community. (CANARI, 1999)

CANARI (1999) *Evaluation of Caribbean Experiences in participatory Planning and Management of Marine Coastal Resources*, Caribbean Environment Programme.

Vieux-Fort, St. Lucia.

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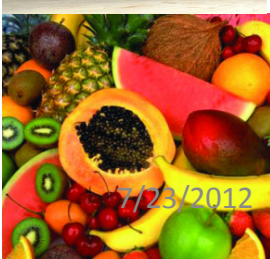
- **Community-based tourism as process**
 - CBT is a process and NOT a product
 - Heritage tourism and nature tourism are products
 - CBT is a process that aspires to achieve sustainable community development through the simultaneous development of tourism
(Clauzel, 2001)

Clauzel (2001) *Paper prepared for a Seminar on policy requirements for community-based tourism in the Windward Islands, CANARI, St. Lucia.*



Community-based tourism. REALITY CHECK!!

- The fact that tourism is normally controlled by external forces, results in inequitable involvement in tourism planning and development.
- *“Socio-economic dimensions refer to stakeholders and their interest in tourism. The question to raise here involves who controls tourism at the destination, and who should tourism be for? Which group loses and which gains? (Din, 1997:155)*



Din, K.H (1997) “Tourism Development: Still in search of a more equitable mode of local involvement” in Cooper, C. and Wanhill, S (eds), *Tourism Development: Environment and Community issues*, John Wiley & Sons, Chichester, UK: 153-162

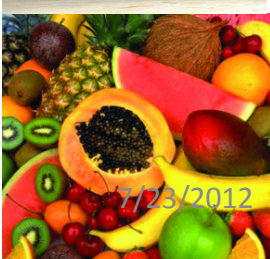


- **CBT Reality check!!!**

- Despite the preponderance of rhetoric on equitable involvement as a prerequisite for sustainable tourism, the practice is almost non-existent.

- *“Most of those who use the term ‘sustainable’ tend to forget the social and cultural sustainability.” (Din, 1997) [This remains true today]*

Din, K (1997) “Tourism Development: Still in search of a more equitable mode of local involvement”, in Cooper, C. And Wanhill, S. (eds), *Tourism Development: Environment and Community Issues*, John Wiley & Sons, Chichester, UK: 153-162



- Although the literature is replete with arguments in support of community involvement, there remains much ***scepticism about its actual benefit to host communities.***
- Mowforth and Munt (1998) describes it as ***“general fashion”***
- Taylor (1995) believes that it merely ***“suits western sensibilities”*** and is “politically expedient”.

Mowforth, M. and Munt, I. (1998) *Tourism and Sustainability ‘Development and New Tourism in the Third World, Second Edition’* Routledge Taylor and Francis Group, London and New York
 Taylor, G. (1995) ‘The Community approach: does it really work’ *Tourism Management* 16(7):487-489



- *“While tourism is a key economic sector in St. Lucia, as indeed in most Caribbean islands, it has failed to generate substantial benefits to the poor, and there are important concerns about the sustainability and equity of current forms of tourism development.”*
(Renard, Y., 2001)

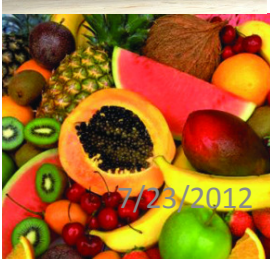


- *“In over 50 years of development an increasing number of people in LAC countries are still waiting for the trickle of wealth to reach them, whilst much of the tourism industry repatriates its profits to head offices in the same countries of the north which supply the tourist”* (Mowforth, M., Charlton, C. and Munt, I. 2008) pp.82-83



Renard, Y. (2001) Practical Strategies for pro-poor tourism: A case study of the St. Lucia Heritage Tourism Programme, ODI/IIED/CRT, UK.

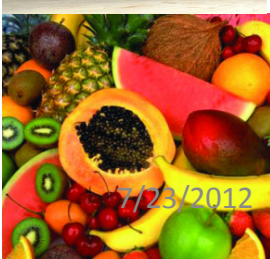
Mowforth, M; Charlton, C and Munt, I. (2008) Tourism and Responsibility: Perspective from Latin America and the Caribbean, Routledge , London and New York.



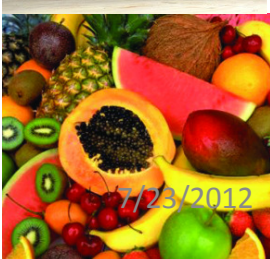


• Why has CBT not been generally successful in the Caribbean?

- The assumption that CBT is absolute path to achieving sustainable tourism is a fallacy
- CBT operates within mainstream tourism
- The policy framework in support of CBT is non-existent
- Incentives for tourism development continue to focus on large investment
- CBT approaches have been perverse in that *“community persons are encouraged to see themselves as part of the problem”* when in fact tourism is controlled largely by external factors. (Taylor, 1995:488)



Taylor, G (1995) 'The community approach: does it really work' *Tourism Management* 16(7):487-489)



- **Why has CBT not been generally successful in the Caribbean?**

- **Poor market access** and **poor governance** have been cited as the root causes of the failure of CBT initiatives in LAC.
- Seeking **niche markets over mainstream markets** for CBT initiatives also presents challenges. *(Mitchell and Muckosy, 2008)*
- **Market access is generally poor for CBT** initiatives because they are not normally connected with the mainstream tourism market. *(Goodwin and Santilli, 2009)*

Mitchell J. and Muckosy P. 2008. A misguided quest: Community-based tourism in Latin America. Overseas Development Institute, London, Opinion 102

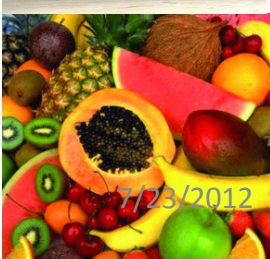
Goodwin H. and Santilli R. 2009. Community-based Tourism A Success? ICRT Occasional Paper No. 11, Responsible Tourism

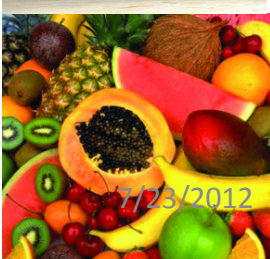


- **Why has CBT not been generally successful in the Caribbean?**

- **Poor governance** is also a root cause of failure of CBT in LAC. It is unrealistic to expect a small rural community to successfully manage a project with minimal support for **maintaining industry standards** and other aspects of **operational efficiency**, in the absence of **CBT policy** or frameworks or even a **champion agency**.

(Mitchell and Muckosy, 2008 /Clauzel 2003)





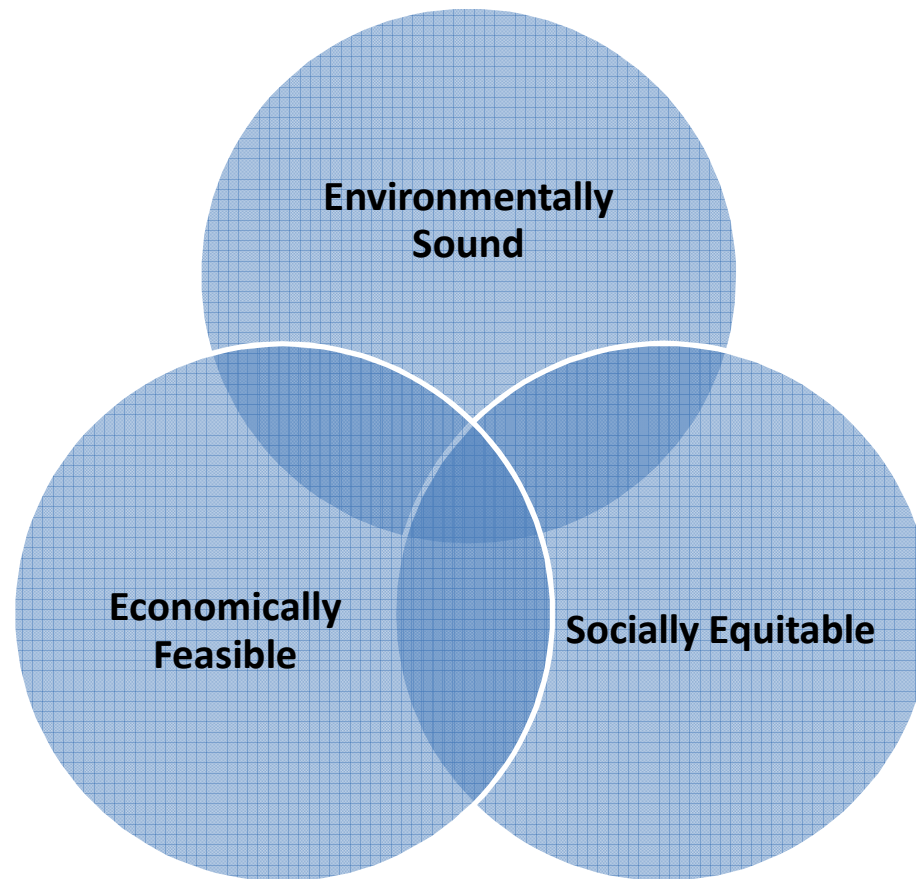
- **The Triple Bottom Line (TBL)**
- The concept of TBL demands that a company's ***responsibility should be to stakeholders*** rather than shareholders. In this case, "stakeholders" refers to anyone who is influenced, either directly or indirectly, by the actions of the firm.
- According to the stakeholder theory, the business entity should be used as a vehicle for coordinating stakeholder interests, instead of maximizing shareholder (owner) profit.

Elkington, J (1998) *Cannibals with Forks: the triple bottom Line of 21st Century Business*

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TRIPLE BOTTOM LINE



Triple bottom line accounting means expanding the traditional reporting framework to take into account ecological and social performance in addition to financial performance.

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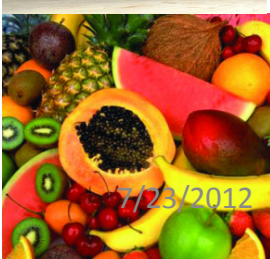
• Triple Bottom Line

- Basic assumption that financial success is not the only bottom line to be considered in determining the viability of a business project.
- Equal assessment of the social and environmental factors.
- *The phrase was coined by John Elkington in 1994. It was later expanded and articulated in his 1998 book **Cannibals with Forks: the Triple Bottom Line of 21st Century Business.***
- *It was further adapted as an approach to community-based tourism development by the **Saint Lucia Heritage Tourism Programme 1998-2005.***



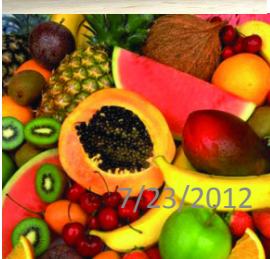
TRIPLE-BOTTOM LINE APPROACH TO COMMUNITY-BASED TOURISM DEVELOPMENT

- How to assess a project for integrated development in a local community:
- This approach attempts to assess *the social, economic and environmental opportunities* for positive change which may occur in a community as a result of a tourism project.
- The triple bottom line approach suggests that the *bottom line of viability* should not refer exclusively to financial viability but should *give equal weighting* to all critical dimensions of the assessment, which include social and environmental considerations, which are necessary for sustainability.

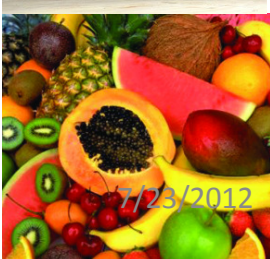




- **Social: To demonstrate the capacity of a project to contribute to social development**



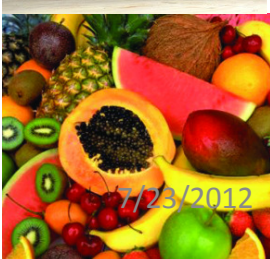
- Will community persons be *involved in planning*
- Will *community priorities* be addressed
- Will *community skills/talents* be used above imported ones
- Will peoples' *livelihoods* be improved
- Will the project facilitate *greater access to assets*; e.g. land, public facilities
- Will there be an increase *appreciation of local culture*



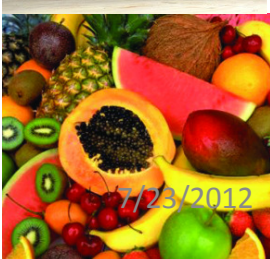
- **Environmental:** To demonstrate the capacity of a project to contribute to an improved natural environment.
- Will there be improved ***solid waste management***
- Will there be increased use of ***renewable sources of energy***, e.g. solar energy, photovoltaic, biofuels, etc.
- Will there be increase ***water conservation*** measures
- Is there an ***EMS*** in place for planning the community project
- Are there ***education and awareness*** activities designed to change behaviour



- **Economic: To demonstrate the capacity of a project to contribute to viable and sustainable economic activity.**

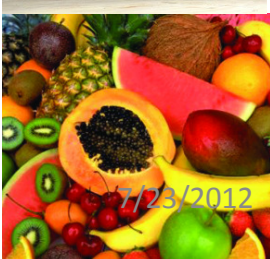


- Will the project result in *increased access to finance* by community entrepreneurs
- Will the project result in an increase number of *viable small businesses*
- Will there be an increase in *employment opportunities*
- Will there be an increase in *entrepreneurial activity*



- **CBT The Way Forward**
- Community-based tourism development should seek to **strengthen institutions** designed to enhance local participation and promote the **economic, social and cultural well-being of the popular majority.**
- Should seek to strike a **balanced and harmonious approach to development** that would stress the **compatibility of various forms of development** with other components of the local economy; the quality of development, both **culturally and environmentally**; and the divergent needs, interests and **potentials of the community** and its inhabitants.”

Brohman, J (1996) “New Directions in Tourism for Third World Development’ *Annals of Tourism Research*, 23 (1):13



Creating the enabling environment for Community-based heritage tourism

- Support for *business development* and *credit access*
- Strengthening support systems for *agricultural linkages* to include technology and research
- Technical support for the development of host community-branded *cultural performances* and *craft items*
- Incentives for the *small scale accommodation* and *transportation* sectors
- Institutional support at *government coordinating* levels for *product development* including *standards and certification*
- Institutional and financial support for *market access*