# Workshop for
# Communities in International Business

**Bali, Indonesia, 13-15th March 2008**

## ≈ Conclusions ≈

## March 13th – Regional workshop

| CBT representatives and project partners present in Bali - Indonesia / 13-14th March 2008 | | | |
|---|---|---|---|
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## Workshop 1: towards the definition of community

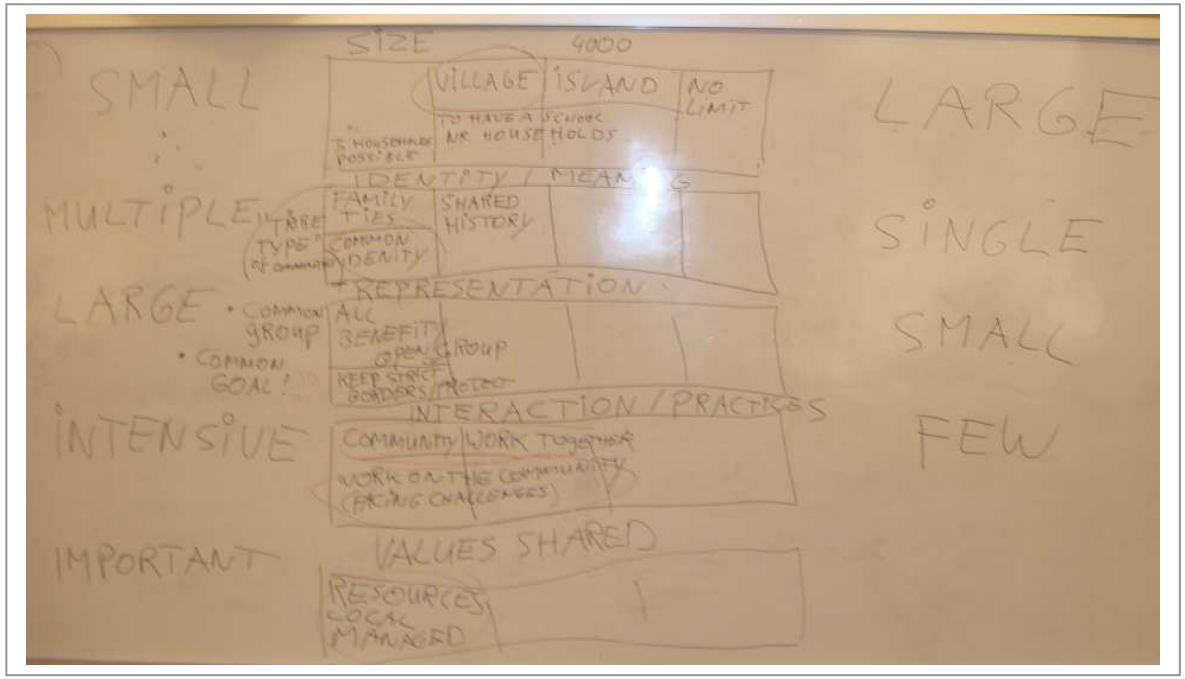
The definition of “community” has been shortly discussed in order:

- to enable a future common promotion of the different national CBT initiatives and
- to better focus the discussion on the CBT criteria.

This discussion can be summarised as follows:

**A community fit for community based tourism is defined as a village or a small island population with strong kinship relations and common histories. The people face common challenges and work together on common goals, especially with respect to natural resource management. The majority feels represented by their leaders.**

This definition excludes large communities (for example > 10.000 people), communities located in cities and communities with members who feel connected by very limited common identity aspects (for example only language or religion). It is a very “ethnic” definition.

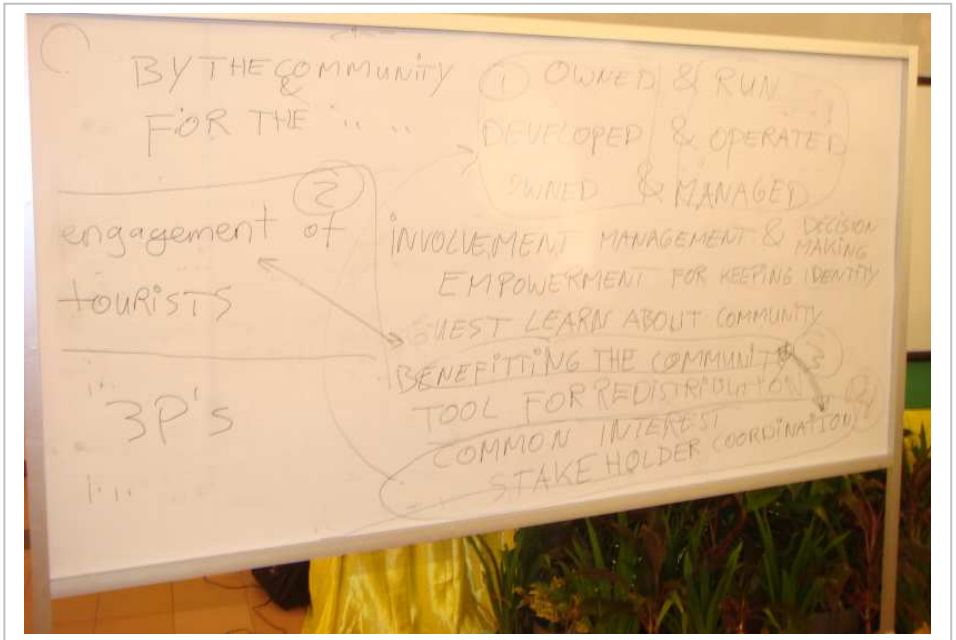



*Outcome of the discussion regarding to 5 community characteristics*

## Workshop 2: towards the definition of CBT's main objective(s)

Before discussing to which extend tourism can be qualified as community-based tourism, and which indicators can be used to measure this, we discussed the reasons for practicing CBT, with other words: the main objective(s) of its operation. The following common points could be extracted:

**The main objective of CBT is that tourism in communities should be owned and managed by the communities, all stakeholders should be involved in its development, it should benefit the whole community and tourists should be engaged in the community's way of life and in the challenges they are facing.**




*Outcome of the discussion on the main CBT objectives*

*Discussion in small groups*

**Workshop 3: Draft Principles of Community based Tourism (CBT) -**
***Moving towards an Asian CBT practitioners' consensus.***

**This is a draft for discussion with national Asian CBT networks.**

| We agree that in principle, Community based Tourism should: | | | | | |
|---|---|---|---|---|---|
| **1) Cultural** | **2) Economic** | **3) Environmental** | **4) Management** | **5) Capacity Building** | **6) Guest-host experience** |
| 1. Empower local cultures and stimulate cultural pride among community members.<br><br>2. Strive* to avoid negative impacts on local cultures and traditional ways of life.<br><br>3. Strive to increase cross-cultural understanding and mutual respect among hosts and guests.<br><br>*(Note: **Strives to** means work as hard as possible. We know that there will always be some negative impacts, however I think that this is more powerful than simply saying 'minimises negative impacts.') | 1. Create employment and income for local community members.<br><br>2. Guarantee fair prices for CBT service providers.<br><br>3. Distribute economic opportunities fairly among community members*.<br><br>* (Note - 2 levels – active community members who form the CBT Club, and the broader community) | 1. Support sustainable natural resource management.<br><br>2. Strive to avoid negative impacts on the environment.*<br><br>3. Strive to increase environmental awareness among hosts and guests.<br><br>*(Note – this principle can cover information and education) | 1. Imply local control and participatory decision making in all core aspects of local CBT development.<br><br>2. Strongly support local management and ownership of tourism assets. (OK compromise?)<br><br>3. Provide funds for local community development and natural resource management. | 1. Develop the skills and knowledge of local community members. (Note – this covers specific tourism skills and broader, transferable skills such presentation, accounting, communication, coordination, consensus, etc) | 1. Offer experiences which are safe and enjoyable for hosts and guests.<br><br>2. Create opportunities for interaction among hosts and guests. |

## Workshop 4: comparison of indicators, discussing minimum levels

| Fields | PRINCIPLES | CRITERIA | INDICATORS |
|---|---|---|---|
| Social | 1. Identity | 1. Strengthen Cultural pride + Self esteem | Integration of cultural activities into the tour packages/interpretation |
| | | | Following the original of cultural event |
| | | | Community decides about what cultural and traditional knowledge they want to share with the guests. |
| | | | Feedback form implemented |
| | | 2. Local Culture is passed to next generation | Local tradition integrated into education/training program and community development plan |
| | | | Documentation of natural and cultural resources |
| | | 3. Active sustaining cultural and architectural heritage | Community develop and follow guidelines on architecture style |
| | 2. Education | 4. Respect social-cultural integrity (authenticity) | Code of conduct available for tour operator, community and tourists |
| | 3. Empowerment | 5. Community Capacity building program | Community organization established |
| | | | Agreement between TO and community concerning CB program inplace |
| | | | Number of people and number of training in marketing of different issues |
| | 4. Involvement & ownership | 6. Representation of different groups | Number of interest groups involved |
| | | 7. Commitment of community | |
| Economy | 5. Fostering production of quality and authentic products | 8. (Potential) Markets sufficiently analyzed | Number of B2B contracts |
| | | | Number of tourists per year |
| | | | Number of different promotion material available |
| | | | Market feasibility study check list implemented |
| | | 9. Quality products | Guest satisfaction survey sheet implemented |
| | | | Number of product types |
| | | 10. Sustainable Use of Local Resources | |
| | 6. Enhancing income & employment | 11. Tourism profits are shared within the community | Community Fund is developed |
| | | | Percentage of investment to the community |
| | | | Community installment of rotation |
| | | 12. Development of local capacity | Equal opportunities for participation y/n |
| | | | Number of community members trained in tourism and in related businesses |
| | | | Level of tourist services upgraded compare to the baseline study |
| Environment | 7. Support sustainable local natural resources management | 13. Sustainable land use (related to local economy, culture) | |

| | | | |
|---|---|---|---|
| | | 14. Landscape and scenic beauty (related atmosphere) | |
| | | 15. Biodiversity Conservation | |
| | 8. Environmental protection | 16. Efficient use of resources | |
| | 9. Environmental Education and Awareness raising | 17. Rules and local regulation | |
| | | 18. Code of conduct and code of ethic for visitors | |
| | | 19. Interpretation and information for visitors | |
| **Management** | 10. Management plan or system of CBT is agreed by and involves community members | 20. Community tourism destination making body sufficiently represents community members | |
| | | 21. Raised expectations towards guests through CBT communication and marketing should be inline with the interpretation of community members of their own reality and done in consultation with them. | |
| | 11. Management system of CBT is regularly reviewed and updated by the community | 22. Monitoring system installed that allows communities and tourists to exchange and control on socio-economic and environmental impact on the community | |
| | | 23. Management system installed for maintenance of tourism facilities and equipment | |
| | 12. Management system provide ability of CBT products to work towards viability and empowerment of the community members | 24. Training system installed for increasing skills and empowerment | |
| **Service** | 13. A Typical & Local Experience | 25. Tourist have the opportunity to use local products and services | Local food is available in every meal |
| | | | Use of typical local homes |
| | | | CBT sites offers local transportation to tourists |
| | | | Programme is managed and operated by local people |
| | | | At least two typical cultural activities |
| | | | formal opportunities for tourists to exchange cultural experience with the local people |
| | 14. A Satisfying & Safe Experience for Tourists | 26. Tourism products and services are safe, clean and enjoyable | Typical but clean and hygienic |
| | | | Comfortable but with the means of the villagers |
| | | | Properly cooked in clean surroundings |
| | | | development of place of scenic beauties, signage, |
| | | | Trained and well informed local staff on safety, local indigenous knowledge |

| | | | |
|---|---|---|---|
| | 15. Educational experiences | 27. Education about services based on CBT principles | Growing numbers of community who understand how to serve tourists properly by maximizing local resources (environment) without deteriorating them. |
| | | 28. Education about sustainable tourism | Tourists learn about the host community by being involved in the process of services given to them |

## Workshop 5: discussion on CBT standard in Asia

Based on the discussions within the previous workshops, the following draft standard for CBT was concluded.
This standard can be used as a minimum sustainability level for CBT in Asia. The list of indicators above have not been used for the definition of this standard as the list was considered as not sufficiently exhaustive yet.

**CBT should at least:**

- **be in communities that have a committee having the responsibility to manage CBT for the benefit of all community members and their cultural and environmental resources;**
- **be for communities that share a common relationship with regard to political structures, social, cultural, geographical, historical, and natural resources;**
- **partner with tour companies, NGOs, governmental bodies, and other stakeholders that help the community to develop, operate and market tourism;**
- **in case of the joint partnership with an investor, make sure that the investor follow the local policy / regulation developed by the CBT committee which is represented by a broad section of the community;**
- **in case of tourism services like homestays, lodging, cooking and food/beverage, guiding and local transport, make sure that they are provided by CBT service groups which are allowed and created by the community;**
- **in case of a joint partnership with an investor from outside the community, make sure that the community or individual CBT service providers must own the majority of individual physical tourism assets located inside the community.**

The definition of “CBT Committee” and “CBT service groups” should be defined in later stage

## March 14th – Regional workshop

## Workshop 6: The Accreditation process, logo option and marketing issues

- CBT participants to the workshop wish all to guaranty the sustainability and general quality of the CBT products promoted.
- The question remains: who will certify the products? Who will make the assessment? What are the criteria for assessors?
- Participants have the tendency to believe more in 3rd party control than 2nd party control. Each country will be able to choose the most appropriate monitoring system later on.
- Criteria for the country organization supposed to assess the product quality should be developed.
- CBT logo should represent the CBT concept: logo foreseen would be common to all the CBT networks and include somewhere the specific country name.
- Per country, only one organization would be identified as being able to allow a product using the CBT logo.
- The strength of the brand will depend on the number of products and number of CBT networks involved.
- In principle, a CBT label is considered as necessary but it's foreseen to take quite some time before being launched. Steps to achieve it need to be clearly defined and responsibilities as well (e.g. who owns the logo etc)
- Besides this, SNV Vietnam wish to see another concept being recognized: "Community benefits though tourism"

## Conclusion of the workshops

### *1. Commitment on establishing a brand*

Participants wish to start a common brand, mutual trust based on:
- a common CBT definition
- common standards

Later on, 10-20 criteria could be developed. Timing counts: it takes 2 years to penetrate the market so needs to start now.

Next step: to come up with a proposal of brand and criteria on which everybody will be invited to comment.
To achieve this, all partners are asked to send their present standards and ECEAT will draft a comparison.

### 2. *Need for agreement on the definition, principles, criteria, indicators and minimum standard*

The results of the workshops must be seen as a first framework and first input for further work to be concluded later this year, or at the next regional workshop (January or February 2009). The core project partners will take initiative in this.

Next steps:
1. ECEAT will further facilitate the discussion through internet with all national CBT representatives.
2. Comparison of the participants' definition with the one of the CBT Latin America as defined by (the LA CBT network) REDTURS.
3. Cooperation with ASEAN (www.aseansec.org). ASEAN has several task forces on standards and 6 *regional standards* have been approved up to now: ecotourism, homestay, green hotel, food and beverage, cultural heritage standards, public restroom and toilets. Based on those standards ASEAN countries developed their own indicators.
   ASEAN developed as well *competency standards*: for tourist guides (in process to be legalized). There is a possibility to synchronize CBT standards at the ASEAN level after Indonesia would have establish the standard at the national level.

## March 14th – Mini conference

(see presentations in attachment)

1. Presentation of overview of ecolabels throughout the word
2. Presentation on market researches on sustainable tourism
3. Presentation of CBT in Indonesia
4. Presentation of CBT in Cambodia
5. Presentation of CBT in Mongolia
6. Presentation of CBT in Thailand
7. Presentation of CBT in Lao
8. Presentation of CBT in Nepal
9. Presentation MAST Nepal project
10. Presentation of CBT in Bangladesh
11. Presentation of CBT in Bhutan
12. Presentation of CBT in Vietnam