

Community Based Tourism



Handbook

Ministry of Tourism and Hospitality Industry
Japan International Cooperation Agency

What is Community Based Tourism (CBT)?

“Tourism” is the activity of traveling to a place for pleasure. It includes vacation, business trip, visiting friends and relatives. In order to offer the tourism product to tourists, many kinds of businesses are developed such as restaurant, hotels, transportation services and guides.

Ministry of Tourism and Hospital Industry (MOTHI) is promoting Community Based Tourism (CBT). CBT can be defined as tourism development by communities as follows;

- All or a part of member of a community participate in a tourism development project,
 - The tourism development project is operated by the community members or an external resource (private investor) of the community such as a business entity,
 - Even if the tourism development project is operated by the external resource, participants from the community take part in planning, decision making and/or operation,
 - A part of the benefit from the tourism development project is used for the whole member of the community such as community development projects and/or allocation of direct benefit.
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What are the benefits of CBT for communities?

The operation of CBT brings the following benefits to communities.

Creation of jobs

Creation of jobs in the local community by providing various tourist services.

Generation of cash income

Cash income from CBT can support livelihood of households and better education of children. Part of the revenue can be used for social development.

Conservation of environment and traditional culture

In order to maintain popularity as a tourist site, it is essential to take necessary measures to preserve environment. Similarly, if the traditional culture that tourists expect to see disappear, tourism cannot sustain.

Increase of the sense of community unity

CBT development activities include cooperative works. They notice importance of culture, tradition, social & natural environment of the community through activities for the CBT development.

Who can participate in CBT?

Private companies have conducted conventional tourism businesses. These companies included large-scale companies like multi-national companies, and it is observed that benefit of the tourism was not shared to local people.

On the other hand, CBT is conducted by community people. A CBT project is usually initiated based on the agreement between people, NGOs or companies who want to conduct CBT and the other community people.



A community is a group of people who are living in the same place and sharing the same economic activity, culture, tradition or custom, etc. These economic activity, culture, tradition, or custom that are related to community people's daily life and beautiful natural environment would be tourism resources which attract Zimbabwean and international tourists.

How to start/improve CBT?

If your community is interested in CBT or wants to improve an existing CBT project, it is recommended that the whole community including people who will not be actively involved in the CBT activity agree with the CBT development and accept tourists at first. Sharing future vision on CBT development among the whole community is one of important key factors to precede the CBT development.

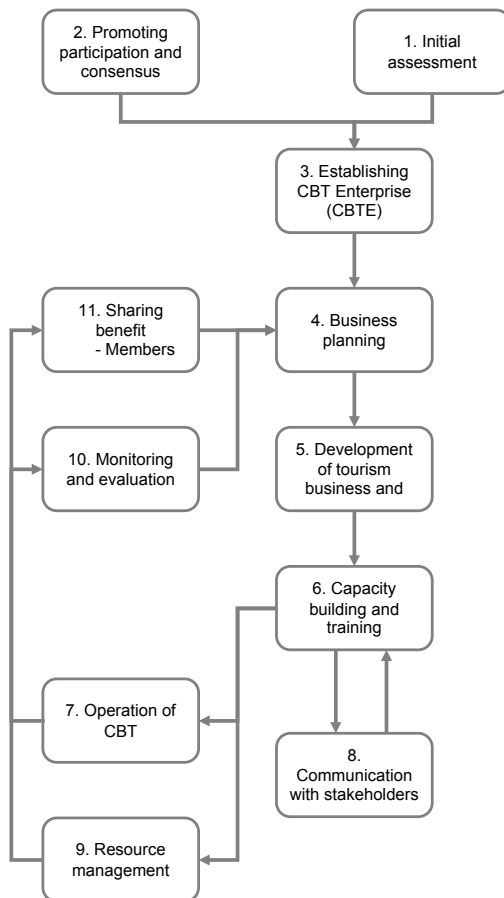
In the next step, please contact to Rural District Council Office or Town Council Office. They will convey the community's hope for the development and improvement of the community's CBT to MOTHI.

You can also contact MOTHI to ask for supports in developing or improving your community's CBT. Contact persons and their addresses are:

Ministry of Tourism and Hospitality Industry
Domestic Tourism Department
5th Floor, Jon Boen Building
Corner Speke Ave/ Innez Terrace, Harare
Telephone: +263-(0)4-770897
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How to develop/improve CBT?

When MOTHl decides to support a CBT project, the community people will start activities to develop and improve the CBT with supports of MOTHl officials. The process is illustrated as the following figure.



Development process of CBT

When MOTHl decides to support a CBT project, the community people will start activities to develop and improve the CBT with supports of MOTHl officials. The following activities are included for developing/ improving the CBT. Participation of CBT Enterprise (CBTE) members and the other community people are necessary in these activities.

- Necessary procedures to establish a CBTE such as preparation of constitutions and bank account to manage cash-in and cash out by CBTE management members.
- CBTE members and community members discuss what is issues in the community and how CBT development contribute to the community development.
- They investigate community's resources to find "something" to show and provide to tourists.
- They transform the "something" into goods or services to tourists. The transformation includes making trail routes, material of explanations and necessary facilities.
- They consider tourist's duration of time and affordable payment amount at the CBT site and arrange time spend and price for the goods and services.
- They receive training programmes on hospitality business, guide practice, guiding practice, marketing and hygiene and sanitation.

Information

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