

# Sustainable urban tourism

Community-Based Urban Tourism

## Lecture outline

1. Rationale for and definition of Community-Based Urban Tourism/CBUT;
2. Benefits and Impacts of CBUT;
3. Factors for Successful Sustainable CBUT;
4. Challenges for CBUT;
5. Strategies for Sustainable SUT;
6. Best Cases of CBUT.

# 1. Rationales for and Definition of CBUT

1. City consists of communities;
2. The dynamics and livability of city depends very much on its communities;
3. Urban Tourism should benefit to urban communities;
4. Urban communities provide variety of uniqueness and activities
5. The sustainability of urban tourism depends very much on its communities;
6. People/tourist want to live close to nature and experience an authentic way of life – deepening the meaning of life.;
7. CBUT would also encourage ‘greater variation’ and ‘local flavor’ of tourism industry.

## Arguments for CBT (Hitchcock, 2009)

1. Tourism alone cannot account for social change and monistic explanations that see tourism as the sole motive force should be treated cautiously;
2. The management of heritage by remote local elites and distant foreign managers not only causes resentment at the local level, but may lead to poor relations between host communities, visitors and the tourism industry;
3. Lack of local involvement in how heritage is presented to tourists contributes to the sanitization and homogenization of tourism destinations;
4. Local resistance to tourism development should not automatically be interpreted as being anti-tourist since often the demand is for more dialogue and rather than outright rejection;
5. Host communities are the custodians of local heritage and possess local knowledge that contribute to the destination's vitality and long term sustainability.

# Definition of Community-Based Tourism

Tourism activities which are initiated, managed by, and benefited for communities.

Tourism activities which are utilized/make use of communities' resources;

The involvement of urban communities in tourism activities;

A small-scale tourism development using the community traditional/unique culture and environment as a principal attraction.

Notes:

1) Two different types of CBT: 1) those who want to merge in the life of the locals; 2) those who want to take a snap-shot of local life.

## Three Basic Criteria for CBT:

1. It should have the support and participation of local people;
2. As much of its economic benefit as possible should go to people living at or near the destination; and
3. The act of tourism must protect local people's cultural identity and natural environment.

### Notes:

- 1) Community-based tourism is one way of delivering economic and social regeneration, while protecting local cultures against the rising tide of globalization;
- 2) Community-based tourism (CBT) could be one way of creating a more *sustainable tourism* industry.

# Common Characteristics of CBUT

Small scale;

Utilizing local resources;

Benefits going to individuals or households in the community;

Collective benefits;

Community owned and management enterprises;

Community enterprises within a broader co-operative.

## 2. Benefits of CBUT

Provide more alternative tourism attractions;

Open more job opportunities and increase income for urban residents;

Increasing urban productivity;

Strengthening/increasing urban resiliency;

Utilization of urban heritage resources;

Conservation of urban communities' culture and arts.



### 3. Factors for Sustainable CBUT

Community resources;

Internal aspects of communities;

Community leadership;

Capacity of the community to develop networks with 'external agencies'

Intermediary agencies;

The role of government.

# Internal Aspects of CBUT

## 1. Organizational Capacities:

community history;  
sense of community;  
internal conflicts;  
community structure;

## 2. Community Leadership:

leadership motive;  
Socio-economic background of leader;  
Leadership style and attitude.

# Problems commonly faced by CBUT

Poor market access and poor governance;  
Weak of social capital - internal conflicts within community;  
communities' institutional and managerial capacity is weak;  
Competitiveness with mass tourism industry;  
Inadequate supports by government agencies and donors.

## Notes:

1) The above problems could grouped into: internal and external factors.

# Criteria for CBUT Evaluation

1. **Effectiveness** – direct benefits (in terms of social, economic, and environmental benefits);
2. **Capacity Building** (in terms of human resources development and strengthening of social capital);
3. **Sustainability** (in terms of continuity of the project)
4. **Replicability** (in terms of adoption in other places/communities;
5. **Scaling up** (In term of increasing in quantity and quality).

## Notes:

- 1) Such criteria should be elaborated into more detail indicators and measurements.

## 4. Challenges of CBUT

Trend and shift in tourism industry;

Development of IT;

Continuity and sustainability;

Impacts to the environment;

Replicability issues and scaling up.

## 5. Strategies for Sustainable CBUT

Any CBUT project must be planned with the local community;  
It should have an open forum where anyone can join and contribute;  
The process is one of negotiation, education, assessment, rethinking and adaptation;  
Do not try and plan and then expect the locals just to approve;  
Communication at all times is crucial;  
Needs assessment is crucial;  
Mutual trust and commitment has to be built;  
Knowledge of the local culture of the locals are essential;  
Be patient. It will consume a lot of time;  
The rewards are far greater than the sacrifices.

(De Viller, 2009)

## 6. Lessons from Case Studies

Case 1: The Backpackers Kampung of Sosrowijayan, Yogyakarta, Indonesia;

Case 2: CBUT in the Heritage city of Kotagede, Yogyakarta, Indonesia.