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Land Water Interface

SUSTAINING LIVELIHOODS FOR PEOPLE ON THE CARIBBEAN COAST

Community-Based Sustainable Tourism

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SUPPORTING SUSTAINABLE LIVELIHOODS

Enhancing linkages between policy intent and policy implementation, towards achieving sustainable livelihoods among marginalised communities along the Caribbean coast, was the major focus of a research project undertaken during 2004-2005 by the University of the West Indies Sustainable Economic Development Unit (UWI SEDU), with support from the UK Department for International Development (DFID). The concentration on Community-based Sustainable Tourism recognised the multiple possibilities of this burgeoning industry, in providing both product inputs and direct services, to enhance linkages between producers in the communities and mainstream tourism interests.

KEY POINTS: This policy brief responds to several requests from participants in the project meetings for further information on community-based sustainable tourism (CBST). The policy brief defines CBST; its link with poverty eradication; case studies from the Caribbean and other regions; business initiatives in support of CBST and how the UWI-SEDU project has sought to address CBST in its policy research in St Lucia, Belize and Grenada.

Introduction

This focus on community based sustainable development emerged as part of a Sustainable Livelihoods project undertaken by the University of the West Indies Sustainable Economic Development Unit (UWI SEDU), with support from the Natural Resource Systems Programme of the United Kingdom Department for International Development (DFID). The project sought to facilitate collaboration and partnerships among stakeholders in the case study countries of St. Lucia, Belize and Grenada. As part of the process, it developed a case model approach to CBST and prepared Guidelines for addressing the policy area of poverty eradication through a sustainable livelihoods approach. See **http://www.uwi.tt\sedu** and **http://www.csednet.com** for more information on the project. In presenting this approach at workshops and community meetings, participants expressed an interest in learning about other national, regional and thematic experiences with CBST; this policy brief responds to that need.

What is Community Based Sustainable Tourism (CBST)?

CBST is usefully defined as 'an integrated approach and collaborative tool for the socio-economic empowerment of communities through the assessment, development and marketing of natural and cultural community resources, which seeks to add value to the experiences of local and foreign visitors and simultaneously improve the quality of life of communities.' **(Chambers, 2004)** Similar definitions are found in the work of the Centre for the Advancement of Sustainable Tourism (CAST): http://**www.cast-online.com/tourism.htm**); Business Enterprises for Sustainable Travel Organization: http://www.sustainabletravel.org/resource_links.htm; and Namibia Community based tourism association **(http://www.namibian.org/travel/community/)**

Linkage between CBST and Poverty Eradication

CBST has been recognised as having significant potential for poverty eradication:

(i).The World Tourism Organization and UNCTAD, for example have set up a project to directly link Sustainable Tourism with elimination of Poverty (ST-EP): See **http://www.world-tourism.org/step/menu.html)**. ST-EP's objectives include linking with the Millennium Development Goals and the World Tourism Organisations'Code of Ethics. Operational elements include a **Research Net** with a concentration on 'model' programmes which can be replicated; micro-projects and micro-finance as a priority; an Operational Mechanism to ensure that model initiatives identified in the research phase become operationalised in

the marketplace with an effective monitoring and reporting process to ensure a loop back to the research Net; and, finally, a **Stakeholder Forum** for input, exchange and buy-in and adaptation.

(ii). Work by Ashley, http://**www.propoortourism.org.uk/10_methodology.pdf** and by Ashley, Boyd and Goodwin, **http://www.odi.org.uk/nrp/index.html** have addressed the methodological steps and planning issues involved in what has been termed 'pro-poor' tourism (PPT). The methodological steps identified by Ashley include incorporating PPT in mainstream tourism; working through partnerships with business, non-governmental and community based organisations (NGOs/CBOs), consumers and donors. At the planning level, Ashley et al have eight critical questions to be answered including who are the stakeholders; what are the livelihood impacts for local participants; what is the impact of particular enterprises on conservation, overall development, NGOs, private sector and any other external stakeholders.

Suggested Strategies for Supporting Small and Micro-tourism Enterprises

A Sustainable Tourism and Poverty Elimination Study has identified the following key elements:

(i) Supporting credit and non-financial services for SMEs, drawing on the many lessons already learnt in other sectors;

(ii) Supporting marketing networks or 'branding' of local enterprises within a destination;

(iii) Encouraging businesses, national parks, and tourism information bureaux to disseminate marketing information on SMEs and link tour operators and package companies with local enterprises (not only appealing to altruism, but using incentives, commissions etc);

(iv) Building the marketable assets of the poor (e.g. tenure over wildlife), develop products based on them, and help maintain them as the value and competition increases;

(v) Reforming policy: adapt training; licensing or marketing rules so as to support not constrain the smallest enterprises. Encourage governments to assess benefits of local enterprise, not just large enterprise;

(vi) Using planning and siting decisions to enhance market access of local enterprises (allow enterprises sites on the road or inside a national park, site hotels/lodges outside or on the border of the park, not in the inaccessible parts);

(vii) Identifying which tourism segments most use local enterprise (e.g. domestic tourists, backpackers) and promoting them;

(viii) Enhancing participation of the poor in tourism decision-making, so they can shape economic opportunities to their livelihood interests. (**Deloitte and Touche:** http://www.odi.org.uk/rpeg/PPT/deloittereport.pdf**).**

SUMMARY: Selected Sub-set of Caribbean Initiatives on CBST

The Caribbean Tourism Organization: Information on some of the initiatives pursued by Caribbean Region is available at http://www.onecaribbean.org and the Caribbean Hotel Association through its Caribbean Action for Sustainable Tourism (CAST: http://www.cha-cast.com).

St. Lucia: The St. Lucia Heritage Tourism Programme is an initiative designed to encourage the sustainability of St. Lucia's tourism industry. The programme objectives include promoting the development of a policy framework that provides the enabling environment for heritage tourism development, building capacity among organisations involved in community development and heritage tourism, and removal of obstacles and constraints that limit the ability of small business people, small operators and communities to enter the tourism sector. (http://www.stluciaheritage.com).

Jamaica: The Jamaica Community Tourism Project financed by the Canadian International Development Agency through the Caribbean Regional Human Resource Development Programme for Economic Competitiveness, seeks to bring about new levels of relationship between the host and the visitor based on the varied natural attractions, local resources and tal-

ents, and indigenous attributes of a community; and has developed a Community Tourism Handbook **(Chambers, 2004).**

Barbados: The Community Tourism Foundation has been established in Barbados as a charitable organisation that partners with the public and private sectors to improve communities including mobilising resources from the tourism industry.
http://www.cftonline.org/news_pages/ctf_at_green_expo.htm

Cuba: Las Terrazas (
Las Terrazas is described as *tan verde que es possible*— as green as it gets. When the Cuban government decided to reshape this impoverished and depleted area, it turned to the people who knew it best; the local residents. While the tourist destination was being created, local radio and newspapers offered a forum for debating its merits. At each step, local labour was used whenever possible, from building the structures to staffing the hotel and serving as drivers and guides. Today, two elected community members decide how the community's share of funds from tourism—about one-third of the hotel's net intake—are allocated. Over 85% of Las Terrazas residents are now involved in tourism, and 5% continue to work on reforestation at the reserve. Some long-time community members observe that the reserve is much better protected and cleaner since tourism came There are certain elements that have broader applications outside Cuba, including: community participation in planning, strong ongoing community involvement, revenue sharing, openness, and keeping the model local.
www.sustainabletravel.org/programs_community.htm**)**

From top: Boats in Sarteneja, Belize;
Anse la Raye, St Lucia;;
Community meeting, Praslin, St Lucia;
Child performing St Lucia National Anthem, Credit Fair, Praslin.

CBST Case Studies from other Countries:
Amazon: In the Amazon there are close to 40 community projects dedicated to eco-tourism. In the Napo Province there is the Ricancie Project that brings together 10 traditional settlements that host tourists. Travelers can participate in different activities such as the preparation of traditional foods alongside native guides and the Quichua inhabitants of the region. Another location is Aacllac, also just a few minutes from Tena. The community is home to a complex of traditional cabins. Cotococha also offers similar lodging to tourists. Tours organised by local operators include long walks through the jungle or traveling by boat on the Napo and Curaray Rivers. Further on, located in Pastaza, is the Atacapi-Papangu Project. Puyo also possesses sites like the Fatima .This Reserve, a zoo that is home to various animal species of the Amazon forest. Available at www.gapadventures.com/sustainable_tourism/ community_based_ecotourism.php.

The Uganda Community Tourism Association: (UCOTA) was established in July 1998, to empower local communities in sustainable development through small-scale tourism and handcraft enterprises, also known as Community Tourism. Community Tourism aims at involving the local people in the planning, decision-making and implementation of tourism development activities. This form of tourism assures that the benefits stay as much as possible in the local community. Available at http://www.worldtouism.org/sustainable/IYE/Regional_Activites/ Mozambique/Mozambique-cases/Uganda-E.%20Williams-Ucota.htm

Namibia: Community tourism enterprises in Namibia have joined forces to form the Namibian Community Based Tourism Association (NACOBTA), which is recognised by government and consulted on many matters. Residents of Namibia are forming conservancies which under law give them conditional use rights over wildlife. Nearly all the four registered conservancies and more than a dozen emerging conservancies are actively developing tourism plans and have become key actors in rural tourism development. Residents of the Bergsig area formed the Torra Conservancy, which became involved with two different tourism investors. The investors were interested in setting up luxury lodges in the area. The residents selected a small camp-style proposal over a potentially more lucrative lodge development offer because of their community values. The proposed lodge would have impinged on current livestock management strategies, limited access to water sources that are vital during drought and required a 30-year lease. The community selected the camp because it was small-scale, required a lease for only 10 years and, importantly, the campground operator had established a high level of trust within the community. Available at http://www.namibian.org/travel/community/

Botswana: Presently, about 50 Community Based Organisations all over Botswana are involved in community based natural resources management projects. Available at http://www.botswana-tourism.gov.bw/tourism/community/community.html

Ethiopia: Community based tourism (CBT) activity in Ethiopia is said to play a major role in alleviating chronic food insecurity and environmental destruction. Critical communities around or within the endangered environments need alternative means of generating income that may reduce their unsustainable exploitation of local natural resources. Available at http://www2.gtz.de/tourismus/download/materialien2004/Amente.pdf

South Africa: Amadiba Adventures is a community based tourism enterprise operated along the Wild Coast section of the Eastern Cape Region in South Africa. With assistance from an NGO called Pondo Crop, the Amadiba community runs a horse and hiking trail that attracts both local and international tourists, throughout the year. Amadiba Adventures also operate a fly- fishing operation in partnership with an independent entrepreneur — Ufudu fly- fishing — for the last three months of the year. The horse and hiking trail operation is described as locally based, small scale and managed with external NGO support.
Available at http://europa.eu.int/comm/development/body/publications/courier/courier195/en/en_082.pdf

Malaysia: Tasek Bera Ramsar Site is a lowland freshwater swamp system covering an area of 1,120 ha which includes over 6,800 ha of wetland habitats situated in the central lowlands of Peninsula, Malaysia. The site consists of a mosaic of the wetland habitats, including rivers and streams, open water bodies, swamps and lowland forests. A management plan for the area was developed by Wetlands International, based on Ramsar guidelines to promote community based eco-tourism activities and other activities. The general objective of this community based eco-tourism project is to raise the capacity of the Semelai community at Tasek Bera to participate in eco-tourism and manage their own tourism enterprises and thus improving their socio-economic status.
Available at http://www.cullin.org/cbt/index.cfm?section=index
Case studies can also be found at:
- www.world-tourism.org ;
- Community-based Tourism in Asia Pacific available at www.cullin.org/cbt/index.cfm?section=index;
- Green Globe case Studies available at www.ggasiapacific.com.au
- and, in terms of **Improving Access for the Informal Sector to Tourism in the Gambia:** www.propoortourism.org.uk/15_Gambia.pdf

Business Initiatives in support of CBST:

Exodus, a UK-based adventure tour operator, developed a Responsible Tourism Policy in 2000. The policy, which formalises the company's commitment to environmental, social and economic sustainability, applies to all offices, including those in the field. Central to the policy is Exodus' commitment is to develop socially, economically and ecologically sound trips in which local communities play a fair role in the operations and obtain a fair share of the benefits. Destinations receive long-term investments and commitments from the company, thus providing economic stability to both ; and the company contributes to conserving the natural resources. Available at http://www.exodus.co.uk/restourism.html.

British Airways Holidays: Life Cycle Assessment (LCA) of a Key Destination

In 1998, to improve the planning in one of its key destinations, St. Lucia, British Airways Holidays (BAH), the airline's wholly owned subsidiary, and a long haul and city-break specialist, undertook a Life Cycle Assessment (LCA) of the island's tourism products, to assess it as a holiday destination and develop recommendations for promoting sustainable tourism. In general, the LCA framework is based on four basic components: goal definition and scope, inventory analysis, impact assessment and improvement assessment. The LCAs were performed by UK CEED, which obtained the necessary information through research channels, the World Bank, academic reference material, regional organisations, on-island research and local contacts. The assessments were made with the support of the local tourist board. The benefits of the LCAs have included environmental improvements in St. Lucia and better quality holidays for visitors. For example, as a result of the recommendations of the LCAs, the St. Lucian government developed national policies on waste management using funds from a tourism tax. Available at http://www.toinitiative.org.

CASE STUDY:

In 2002, **First Choice**, an outbound tour operator that offers package holidays and flight bookings, developed a strategy aimed at achieving the integration of sustainability principles into its business processes whilst remaining appropriate to the structure and culture of the organisation. Available at http://www.toinitiative.org

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