


# Chapter 31


## Role of Community–Based Tourism for Inclusive Participation and Sustainable Development

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### ABSTRACT

*The chapter explores the crucial role of community-based tourism (CBT) in promoting inclusive participation and sustainable development in tourism destinations. Utilizing qualitative research and case analyses, it examines how CBT empowers local communities by enhancing their involvement in decision-making and benefit-sharing. The chapter discusses strategies such as community ownership of tourism enterprises and capacity-building programs that foster inclusivity and social cohesion. It highlights CBT's contributions to cultural preservation and environmental sustainability. The findings emphasize the need for stakeholders to integrate CBT principles into tourism strategies, positioning local communities as vital partners in achieving sustainable development and resilience in tourism.*

### INTRODUCTION

Tourism development context distinguishes three separate strands of understanding community involvement in tourism including community-based tourism (CBT), Community-based Partnership Tourism (CBPT), and Community Tourism (CT). The neoliberal environment has influenced the conceptualization and implementation of CBT initiatives. In the context of today's tourist debate, it highlights the significance of critically analyzed theoretical foundations and real-world applications of CBT to promote inclusive participation and sustainable development (Giampiccoli & Mtapuri, 2012). Collaboration techniques and community involvement are important aspects of CBT (Okazaki, 2008).

An important component of sustainable tourism (ST), community-based tourism (CBT) is managed by the local community and developed as a result of changes in environmental policies (Giampiccoli & Mtapuri, 2012), intending to enable visitors to have an authentic experience of local culture, nature and hospitality. The focus is on local experiences and the community benefits from tourism-related activities. Small travel groups are usually included in CBT to lessen its negative effects on the environment and local culture.

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CBT is developed by and for local community members who invest in the creation of distinctive and one-of-a-kind facilities, events, and activities via inclusivity in engagement and support with the use of appropriate strategies and approaches. In order to inclusively promote sustainable development, these activities are intended to enhance the transportation infrastructure of destinations and maintain the destinations' attractions in line with typical CBT experiences, such as homestays, cultural events, natural sites, and so forth (Juma, & Khademi-Vidra, 2019). Community involvement has a key role in enhancing the perception of tourism by enhancing service quality, promoting tourism on social media, and facilitating accessibility. Beyond these instantaneous benefits the community's active participation in tourist/visitor actions creates policy for long-term benefits, like improving knowledge of the local community, supporting economic growth, and fostering social and environmental welfare. In order to promote community involvement in tourist development, CBT paradigm encourage collaboration, counselling, and training programs.

A few examples of CBT development that support holistic community development, such as social justice, empowerment, the advantages of equity, and distribution measures, include decision-making policies, skill-building seminars, and awareness campaigns planned for local requirements. Local ownership, inclusion, empowerment, and sustainability are some of its main characteristics. CBT prioritize inclusion and collaboration for utilising the favourable effects of tourism on local communities meanwhile limiting its harmful effects (Aprilani et al., 2021).

ST foster CBT through numerous key mechanisms that align with the principles of sustainability, including environmental integrity, social justice, and economic development (Popova, 2020). CBT promotes ST through local empowerment, capacity building, economic redistribution, cultural preservation, environmental stewardship, reduced negative impact, social equality, and education and awareness. (Dangi & Jamal, 2016; Popova, 2020; Bhattacharya & Ganguly, 2014; Giampiccoli et al., 2020).

The study seeks to delve into the inclusive involvement of all stakeholders involved in the tourism development process, analysing the mechanisms to empower local communities via ensuring active participation in decision-making and benefit sharing by utilizing their knowledge, skills, and cultural heritage, also this study focused on the techniques to promote inclusivity like capacity building programs, community ownership of tourist businesses and participatory planning. Lastly, it explores social cohesiveness, cultural conservation, and environmental sustainability within tourism destinations.

The findings of the study underline the significance of integrating CBT concepts into ST initiatives and provide insightful information on stakeholders and decision-makers involved in tourism development, emphasizing equitable participation and sustainable development while enhancing the long-term profitability and resilience of tourist destinations by promoting inclusive local community involvement in the tourism industry and utilizing their local knowledge of the destination.

## **REVIEW OF LITERATURE**

### **Community-Based Tourism**

Community-based tourism (CBT) is a sustainable method of developing tourism industry that strongly emphasize on the active participation of local communities and utilization of their resources (Blackstock, 2005; Okazaki, 2008). It is characterized by community participation in decision-making, planning, and development with a focus of enhancing economic, environmental and social welfare (Dangi & Jamal, 2016) also intent to protect natural and cultural resources. It aims to boost revenue, create jobs, and promote public awareness of the need to protect local tourism resources also it supports cultural preservation, environmental protection, and poverty reduction (Anuar & Sood, 2017). For developing CBT factors/elements that need to be considered are local resources, local benefits, and locally organized (Prakoso & Pravita, 2018).

CBT has been effectively applied in many places of the world including the form of hiking routes of KwaZulu-Natal province of South Africa and fisherman village of Pantai Baru of Yogyakarta, Andaman Cluster of Thailand, coastal border communities of Sebusus and Temajuk villages of Indonesia, Sam Chuk and Klong Suan markets of Thailand (Mnguni & Giampiccoli, 2017; Prakoso & Pravita, 2018; Phengkona, 2020; Sugito et al.; Nitikasetsoontorn, 2014). Further

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