

**Workshop: Community Based Tourism and Development:
Consultative Meetings with Industry Practitioners
The World Bank
May 23, 2000**

Workshop Description

On May 23, 2000, the World Bank's Cultural Assets for Poverty Reduction Unit sponsored a two-day workshop entitled, "Community Based Tourism and Development: Consultative Meetings with Industry Practitioners." The event was organized by The Policy Sciences Center, Inc. (PSC), which is currently managing pilot projects in community based tourism funded through the World Bank's Development Grant Facility for Culture and Sustainable Development. The moderators of the meeting were Frank Penna, managing director of PSC, and Kreszentia (Tia) Duer, leader of the World Bank's Cultural Assets for Poverty Reduction Unit.

On the first day of the workshop, approximately 30 World Bank staff and representatives of other organizations met with a panel of business leaders in community based tourism. On the second day, project managers had one-on-one discussions with the industry leaders about specific projects.

Unlike mass tourism with its large hotels and golf courses built by outsiders, community based tourism involves local residents in the design and development of tourism activities and keeps a far greater share of the income generated by visitors in the community.

Typically the development process for a World Bank loan in this area consists of an analysis of the policy climate affecting tourism and consultations with communities. These consultations focus on determining community interest, identifying tourism related assets, addressing any problems anticipated and putting a work program in place to achieve the goals. The benefits of community based tourism are seen to be:

- * job creation;
- * poverty reduction;
- * less impact on an area's culture and environment than that exerted by mass tourism;
- * community capacity building and pride; and
- * revenue for maintaining or upgrading the community's cultural assets.

The travel and tourism industry, which is the world's largest employer, is made up of many segments or niche markets. At this meeting, the three segments of specialty travel that are most amenable to community based tourism were discussed. These were:

- * Adventure Travel
- * Cultural Travel
- * Ecotourism

Also discussed were bed and breakfasts and small family-owned hotels, which often provide lodging for travelers in these specialty areas.

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