

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

Welcome and Context

Tia Duer, leader of the World Bank's Cultural Assets for Poverty Reduction Unit, opened the first day's program by welcoming participants and reiterating the workshop's objectives:

- Objective 1: To assist task managers (loan officers) of the World Bank in understanding the community based tourism market as being composed of the niche markets of cultural, adventure, ecological, and bed and breakfast tourism.
- Objective 2: To assist task managers in understanding important features of the steps for preparing such projects: feasibility missions, community preparation, brokerage workshops with the industry, and extrapolating from pilot projects into the design of Bank loans.

Since the four niche markets to be focused on during the meeting often overlap and many companies operate in more than one, the distinction between them is somewhat artificial, she continued. However, it is still important for task managers and their counterparts in borrowing governments to think about which niche markets they can address and the comparative advantages of the particular area in which they are working.

She underscored that community based tourism is most likely to be achieved by focusing on the assets that make a destination unique and interesting and that can be marketed as a specialty in terms of the visitor experience. In developing specialty travel, communities must identify all the local assets and activities that will attract visitors and target marketing for each specialty to those that are most likely to be interested. For example, culinary tours can be marketed to cooking schools, clubs and magazines, restaurant critics and cookbook authors. The most important aspect of planning specialty travel is in helping communities discover and develop the activities that are most important and enjoyable in their own lives. This is the basis for developing travel experiences that are truly rewarding and fascinating to visitors.

Finally, Ms. Duer emphasized that the meeting was a joint exploration rather than a training and that an important part of the day would be the discussion with participants after each speaker's presentation.