Tourism and Community Development

Analytical Model and Proposal for an Inclusive Community-based Tourism Project
By Maria Elena Castro

Proposal

- To develop an alternative for the development of tourism in the Dominican Republic
- To develop a model to assess tourism impact on the Community
- Social Impact Analysis Comparative Matrix
- Mitigation and Community Development Program
Principles of Analysis

• To focus on tourism impact on community development rather than on tourism only.
• To identify factors within communities that support or limit tourism development.
• Respect Bank’s cultural heritage policy: To protect the natural and cultural heritage through the pursuit of suitable development policies.

Dominican Rep. Main Features

• Estimated population 8 million.
• Surface 48,730 sq km bordering with Haiti
• Growth rate of 7.3% in average in the last decade
• GDP Composition: Agriculture 13%, Industry 32 % and Services 55%.
• Literacy rate 82%
• Unemployment rate of 30% in 2000
Dominican Republic in the Caribbean Tourism Market

- Main tourism offer in the Caribbean:
- 35,000 rooms in 2000
- High participation in tourism markets
  - USA 11.3%
  - Canada 11.2%
  - Europe 63.8%
  - Latin America 5.1%
  - Caribbean 7.3%
  - Other 1.3%

Tourism and Development

- Tourism represented 6.6% of GDP in 1996.
- It employed 166,513 persons that year.
- Its contribution to foreign income raised from US$ 726 million in 1990 to US$ 1741 in 1996.
Social Impact of Tourism

- Uncontrolled urban growth that aggravates the lack of urban services.
- Social animosity among poor population around luxurious resorts towards tourism.
- Community disintegration and lost of local values that eventually leads to violence.
- Environmental damage affecting beaches, sea bio-diversity and natural reserves.

Assessing the Impact of Tourism

- Tourism evolves under distinct “models” each one having a different kind of impact on communities.
- Four such models have been identified:
  - The big exclusive self-sufficient resort with almost no relation with the community.
  - The exclusive resort from which the community is isolated though dependant.
  - The medium size resort where community is excluded.
  - The medium size resort where community is involved.
**Defining the Model**

<table>
<thead>
<tr>
<th>Model</th>
<th>Site</th>
<th>Main Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive Resort</td>
<td>Punta Cana</td>
<td>Developed in isolation</td>
</tr>
<tr>
<td>Resort-Dependent</td>
<td>Puerto Plata</td>
<td>New Resort next to the old city</td>
</tr>
<tr>
<td>Community</td>
<td>Playa Dorada</td>
<td>Old resort over traditional economy</td>
</tr>
<tr>
<td>Resort-Excluded</td>
<td>Boca Chica-</td>
<td>Resort and small community tourism</td>
</tr>
<tr>
<td>Community</td>
<td>Juan Dolio</td>
<td></td>
</tr>
<tr>
<td>Resort-Community</td>
<td>Sosua-Cabarete</td>
<td></td>
</tr>
<tr>
<td>involved</td>
<td></td>
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</tbody>
</table>

**Social issues to address**

- Dependent Puerto Plata: resorts developed outside the old-city created dependency and urban problems; well organized community
- Autonomous Punta Cana-Bavaro: private airport; private-owned villages for its employees; No connection with municipality or other communities
- Excluded Boca Chica: growing migrant population; unemployment and social problems; local people excluded from tourism; well organized community;
- Alternative Sosua-cabarete: Medium size resort allows community participation; marginalized population; social and environmental impacts; community – private sector working together;
Impact Analysis Matrix

<table>
<thead>
<tr>
<th>Model</th>
<th>Impact</th>
<th>Alternatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive-Resort: Punta Cana</td>
<td>Self-sufficient</td>
<td>Support long term regional development</td>
</tr>
<tr>
<td>Resort-Dependent Community: Puerto Plata Playa Dorada</td>
<td>No community involvement</td>
<td>Develop alternatives training; incorporate cultural heritage sites</td>
</tr>
<tr>
<td>Tourism Site-Community Excluded Boca Chica</td>
<td>Community benefits marginally; social and environmental problems</td>
<td>Support community organizations; develop community-based tourism</td>
</tr>
<tr>
<td>Tourism Site-Community Included Sosua Cabarete</td>
<td>Community benefits and relates to tourism Social problems</td>
<td>Strengthen community Improve private sector-community relations</td>
</tr>
</tbody>
</table>

Inclusive Community-based Tourism Project

Objectives

- To develop a methodology and carry out a social impact analysis of tourism;
- To develop an alternative tourism model that benefits both private sector and local communities.

Components

- To strengthening community organizations capacity to participate in tourism development.
- To put in place pilot initiative partnerships between the private sector and community organizations.
- To implement a program to recover local culture and traditions
Objectives of the Program

- To strengthen community organizations in order to benefit from tourism development.
- To recover local values and identity to foster self-confidence and a positive attitude towards tourism development and society.
- To propose alternatives for a more inclusive tourism growth building a partnership between community and the private sector.

Community-Based Tourism LIL

Pilot program to develop community-based tourism in selected sites including:
- Strengthening community organizations to address tourism’s social impacts;
- Establishing “community centers” as focal points to recover local culture and values;
- Developing partnership with the private sector to establish linkages for common benefits
- Training and technical assistance to support small business
- Complementing the paradores turísticos project in which communities play a role
Caribbean Sustainable Tourism ESW and specific projects

- To develop analytical methods to assess tourism impacts and identify alternatives to promote sustainable tourism;
- To join efforts with other Bank’s projects in the Caribbean (Dominican Republic, Saint Lucia);
- To develop cultural heritage initiatives in the Caribbean; and
- To further collaboration with Dominican Republic and other Caribbean countries.