

# CBI MARKET SURVEY: LONG-HAUL TOURISM

## THE EU MARKET FOR COMMUNITY-BASED TOURISM

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### Report summary

This report deals extensively with community-based tourism (CBT). Since there are multiple definitions, CBT in this survey is defined as: 'initiatives that are owned by one or more defined communities, or run as joint-venture partnerships with the private sector with equitable community participation, as a means of using the natural resources in a sustainable way to improve their standard of living in an economically viable way.' For more definitions please refer to appendix A.

It is good to bear in mind that, most of the time, community-based tourism is not a complete holiday, but only a small part of a package deal offered by tour operators. The services offered can range from accommodation (e.g. home stay or lodge), cultural demonstrations (e.g. cooking, weaving, craft making), cultural performance (e.g. music, dance, storytelling) to providing transport or guiding. In only a very few cases travellers stay their complete holiday with a local community. These kinds of trips are often provided by NGOs such as Oikos-Wederzijds reizen (<http://www.stichtingoikos.nl>) and Arbeitskreis Tourismus & Entwicklung (<http://www.akte.ch>).

This CBI market survey discusses the following highlights for the EU market for community-based tourism:

- The Western market for community-based tourism is growing. The demand increases as a result of a growing long-haul tourism market, a growing awareness of sustainability and the need for an 'authentic experience' while on holiday.
- CBT is often offered to tourists in package deals by European tour operators. DC companies are not in direct contact with these tour operators, but local tour operators function as intermediaries.
- Travel guide journalists can be helpful in attracting more visitors when they recommend your initiative in their guidebook.
- CBT service providers only have a chance of succeeding if they conduct market research beforehand and follow this up with a good business plan.
- The most important target groups are highly educated people, often with double incomes, in the age of 30-50 years, and backpackers. An upcoming target group is parents with children in the age of 8 years and older. They have a high income, are well educated and they want their children to learn something about another culture and /or country during their holiday.

This survey aims to provide DC exporters of community-based tourism with product-specific market information related to gaining access to the EU market. By focusing on the EU market for one product group, this document provides additional in-depth information, complementary to the more general information and data provided in the CBI-market survey 'the long-haul tourism market in the EU', which can be downloaded from <http://www.cbi.eu/marketinfo>.

Detailed information on the selected product (group) is given in appendix A. This survey discusses the EU in general and the following markets in particular: the UK, Germany and the Netherlands.

## 1 Market description: community-based tourism in the EU

### Supply and demand

There is a growing consumer market for CBT in Europe, although it is almost impossible to give an indication of value and volume size, since no systematic research has been conducted so far. One expert gave a very rough estimation of a 2-5% market share for CBT in Europe, which applies for the basic CBT-initiatives, such as a home stay with the local community. The more luxurious initiatives, such as a lodge with good services, have a market share of approximately 20%. CBT is often a small part of a larger package deal offered by tour operators, therefore developments in consumption are closely related to developments in long-haul tourism. Good economic forecasts in the next three years result in a growing demand for long-haul tourism; people will spend more money on their holidays. In addition, the growing awareness of the importance of sustainability and the wish to have an 'authentic experience' during a trip stimulates travellers to choose a package deal with a CBT-initiative. Also the rising level of education and subsequently an increasing interest in (other) cultures suggest that tourists increasingly demand a combination of culture and leisure. As people travel more frequently, they become 'career-travellers', demanding newer, deeper and more meaningful experiences at the destinations they visit. These developments create good opportunities for increasing consumption of CBT.

### Trends

Some of the experts expressed their thoughts of what they think might happen in this sector in the future. According to one expert, CBT flourishes best in countries with an existing large tourism supply and where initiatives can be linked to existing trips. He believes that countries such as Vietnam, Ethiopia and Mozambique might develop a strong tourism industry of which CBT is a part. Another expert explained that accommodation used to be the most frequently used CBT service in the past. Recently, travellers show more interest in cultural demonstrations such as craft making. This shift can be explained by the fact that tourists are scared and / or shocked to be so close to another culture. They prefer a safer and more distant CBT-initiative. Another reason might be that it is difficult for a local community of 200-300 people to efficiently run accommodation services. Nevertheless, it differs per traveller which kind of CBT-initiative is preferred. There are so many different kinds of CBT-initiatives, that every traveller has the opportunity to find his or her own favourite way to experience 'authenticity'. One expert stated that this makes it very difficult to distillate a general trend in popular CBT-initiatives without further research. Another expert underlined this by recounting from personal experience that American tourists conceived their stay at a lodge in Peru as dramatic. There was no air-conditioning, it was too close to nature and the 10 minute walk from the lodge to the pier was too long. At the same time, European tourists had no problem with these factors.

### Tourist profile

It is very hard to give a profound tourist profile, since no systematic research has been conducted on this subject so far. However, a general estimation on the kind of tourists that actually go on a CBT-holiday can be given.

Most European travellers who take up CBT-initiatives come from England, the Netherlands and Germany. The experts guess that there is a combination of underlying reasons for this. A thriving national economy and nostalgic feelings towards simplicity and rural areas, combined with a cold and wet climate in these countries, might be a reason for tourists to travel to warmer places where they can experience authenticity and learn something about other cultures. Scandinavia, Luxembourg, Belgium, Swiss and Austria are also mentioned by experts,

but they emphasize that they know very little about the consumption market of CBT in these countries.

Furthermore, CBT-tourists are highly educated, have a medium to high income, often because both partners have a job, and are between 30 and 50 years old. This group is able and willing to pay the higher prices for long-haul tourism and is interested in new experiences while they learn something about another culture. Young tourists with a smaller budget travel to relatively cheaper countries than older tourists who have more money to spend.

Backpackers might also be worth considering as your target group, especially when they read about your project in their travel guide. A new development is family travels. More and more parents choose to go on a long-haul adventurous holiday with their children. The parents have an above average income, are highly educated and have children in the age of 8 years and older. These parents want their children to learn something about other cultures and/or countries during their trip. Note that 'the CBT tourist' does not exist. Although a general profile could be made, please be aware that each traveller is unique and may have special needs for their holidays.

### **Opportunities and threats**

As tourism activities can contribute to poverty alleviation in DCs, CBT might seem as an easy way to raise incomes. However, CBT is not always the answer and DC communities should be very aware of this! A new initiative only has a chance to succeed with the help of a strong business partner who can assist the community with a good marketing strategy. Please refer to the textbox for the minimal requirements needed for the implementation of CBT-projects.

**Requirements for approval and implementation of CBT projects**

Research has shown that community-based tourism projects are quite often initiated without a clear overview of threats and problems which can arise. Usually, NGOs and development organisations play a significant part in the design and organisation of a project. However, a lot of projects are implemented without first carrying out a market analysis on the regional, national and international level and drawing up a good business plan. In addition, projects often lack a unique selling point that can strengthen their competitiveness. As a result, failure is almost inevitable.

Therefore, tourism consultant Nicole Häusler formulated some basic conditions that have to be met by a country, before individual projects can be implemented. To begin with, a country should guarantee (relative) safety for travellers. This can be accomplished when a country has:

- a stable political system,
- good flight connections with Europe or North America and,
- a good infrastructure such as a well-functioning traffic system, well-equipped hospitals in the larger cities and high quality drinking water.

Furthermore there should be a stable and safe tourism environment. This implies effective and efficient tourism authorities at national and regional levels which use specific marketing strategies to position the countries at regional and international trade fairs, and which engage in sustainable tourism planning as well. It also entails ensuring the long-term financing of these authorities and their tasks. There should also be well-operating and experienced local tour operators and travel agencies that can sell the products, as well as well-trained local tourism advisors who can help facilitate and design the implementation of the tourism project. Finally, in order to create a unique selling point it is important for a community to be in an environment which has a rich natural diversity and a great cultural variety and / or history.

If at least 5 of the 7 basic conditions are met, a market and competitor analysis should be conducted. If positive, this should be followed by a mandatory 'livelihood' analysis of the local population, to explore the current socio-economic and organisational structures. When all criteria are met, project planning can start, even though a lot of intensive marketing campaigns still lie ahead.

Source: <http://www.mascontour.info>

Trends and market developments offer opportunities and threats to exporters. A given trend can be a threat to some and an opportunity to others at the same time. Therefore, the following trends should always be analysed in relation to your specific circumstances. Refer to Section 7 of the CBI market survey covering the EU market for long-haul tourism for more information on opportunities and threats.

- + As an increasing number of tourists look for new and authentic experiences, local communities can cater to this in the services they provide.
- + There is a large number of European tour operators who offer package deals in your direct environment even now. It will increase your chances of being successful if you can join these existing trips.
- CBT initiatives have a great chance of failing due to lack of marketing knowledge. Therefore, it is highly recommended to cooperate with a strong and suitable business partner who has knowledge and experience with the market,
- With more 'career-travellers', who demand new experiences, the number of repeat visitors decreases.
- Communities often rely solely on their income from tourism. However, if for some reason (e.g. natural disaster, politically unstable situation, terrorist attacks) tourism is impeded, their income completely vanishes. Therefore communities should also have some back-up income.
- Relative unfamiliarity with the product among travellers.
- The demand for CBT might occasionally decrease as a result of a stronger feeling of insecurity as a result of terrorist attacks on tourist and tourist destinations. What's more,

the increasing incidence of natural disasters influences safety concerns. Nevertheless, downturns resulting from these occurrences only last for approximately 3 months. However, after violent regime changes, tour operators wait much longer (sometimes up to 2 years) before they put the country in their catalogue again.

**Practical example MAST**

Many initiatives fail because they do not take marketing in account. Therefore UNEP in partnership with the Nepal Tourism Board, SNV and Leeds Metropolitan University developed MAST (Marketing Assistance Sustainable Tourism), a project which provides DC communities in Nepal with training and marketing support (<http://www.unep.fr/pc/tourism/about-us/MarketingAssistanceNepal.htm>).

The main object of the project is to expand business opportunities for sustainable tourism entrepreneurs in Nepal by helping them connect to the fast growing international market for sustainable tourism products, with a particular emphasis on facilitating strong links with the European market.

**Useful Sources**

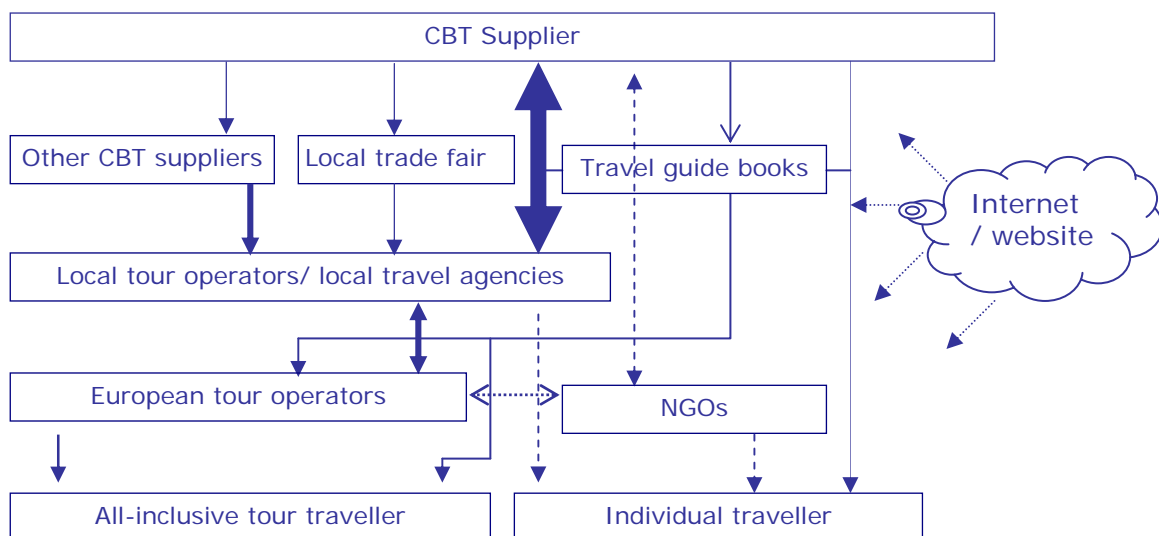
- Green Travel Market, online B2B marketing service - <http://www.greentravelmarket.info>
- Responsible Travel - <http://www.responsibletravel.com>
- Travelife, portal for sustainable tourism - <http://www.travelife.eu>
- World Tourism Organization - <http://www.world-tourism.org>
- World Travel and Tourism Council - <http://www.wttc.org>

**2 Trade channels for market entry**

**Trade channels**

Figure 2.1 shows the major trading channels for DC exporters of community-based tourism. The most important trade channels are local travel agencies and local tour operators. DC companies with a CBT-initiative should be outreaching. The best chance for them is to invite local travel agencies and tour operators at least once a year for a meeting where they give a presentation of their project. During this meeting, they can prove that they know how the tourism sector works and that they are able to provide good services. Local tour operators and travel agencies will contact the European travel agencies and tour operators. It is very important that agents have confidence in the initiative, otherwise it will not be included in a package deal.

**Figure 2.1 Trade structure community-based tourism**



Another possibility to make yourself known is to invite journalists from travel guide books such as Lonely Planet (<http://www.lonelyplanet.com>), Reise know how (<http://www.reise-know-how.de>) or Bradt (<http://www.bradt-travelguides.com>). This way, a recommendation on your initiative is published. Since tourists often visit places that are mentioned in travel guide books, this might be a rewarding way to attract more visitors. However, it is good to bear in mind that it might take some time before a new edition of a travel guide is published and tourists or travel agencies get to know about your product/service.

Internet is playing an increasingly important role in every link in the chain. It is recommended for CBT suppliers to have a company website aimed at tour operators and / or at travellers. These target groups should not be combined in one website but should be addressed separately. Although having a website is becoming more and more indispensable in the internet era, it is good to remember that a website is often an extra in this sector. Do not expect it to be the main source for your bookings or that it will bring you into direct contact with tour operators. Travellers and tour operators may find it convenient to visit your website after they get to know about you. For more information on website promotion, please refer to the CBI manual "how to promote your website in the EU", which can be found on <http://www.cbi.eu/marketinfo>.

As mentioned before, NGOs sometimes offer complete CBT-holidays, where tourists may stay in a local village for one or two weeks and help with constructing a school or a hospital. The role of NGOs, however, is often that of a financial donor and not of a marketing consultant. Nevertheless, they can play an important role in making initiatives known to European tour operators who in turn will contact local tour operators for more information. This cooperation between NGOs and tour operators can result in a valuable CBT initiative, especially when there is also a strong and suitable business partner involved locally.

For general information on the distribution chains, please refer to the CBI market survey 'The long-haul tourism market in the EU'.

Since local tour operators are the most important link in the trade channel for CBT suppliers, the following list with tour operators and donor organisations might be most interesting to them.

#### ***Interesting tour operators in the three most important EU markets***

- Baobab, Dutch tour operator – <http://www.baobab.nl>
- Koning Aap, Dutch tour operator – <http://www.konigaap.nl>
- Sawadee reizen, Dutch tour operator – <http://www.sawadee.nl>
- AE reiseteam, German tour operator - <http://www.ae-reiseteam.de>
- Hauser exkursionen, German tour operator - <http://www.hauser-exkursionen.de>
- The Adventure Company, British tour operator – <http://www.adventurecompany.co.uk>
- Go Differently, British tour operator – <http://www.godifferently.com>
- Imaginative traveller, British tour operator – <http://www.imtravplanet.com>
- Tribes travel, British tour operator – <http://www.tribes.co.uk>

#### ***Possible donor organisations***

The financial help of a donor organisation or NGO might be very useful, but more is needed than financial help alone. If you want to realise a successful CBT-initiative it is necessary to do market research to find out if the initiative can be successful during a longer period of time (at least 5 years) and develop a business plan. NGOs and communities should therefore seek cooperation with a strong and suitable business partner who has knowledge and experience in the market. Some interesting donor organisations are:

- Agriterra, Dutch organization for international development – <http://www.agriterra.com>
- IDUT, Dutch organization for Sustainable Outbound Tourism – <http://www.idut.nl>
- SNV, Netherlands based international development organisation – <http://www.snvworld.org>

- German international cooperation enterprise for sustainable development / Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) – <http://www.gtz.de>
- German Agro Action / Deutsche Welt Hunger Hilfe - German development cooperation – <http://www.welthungerhilfe.de>
- Institute for Tourism Development / Studienkreis für Tourismus und Entwicklung – <http://www.studienkreis.org>
- Tearfund, British charity organization – <http://www.tearfund.org>
- The Travel Foundation, British charity organization – <http://www.thetravelfoundation.org.uk>
- VSO, International development charity – <http://www.vso.org.uk>

### Selecting a suitable trading partner

Although the best way to make contact with European tour operators is through local tour operators, there are some websites where CBT service providers can search for interesting prospects in the EU:

- Association of Independent Tour Operators (AITO) - <http://www.aito.co.uk>
- Dutch Association of Travel Agents / Algemene Nederlandse Vereniging voor Reisbureaus (ANVR) – <http://www.anvr.nl>
- German Association for Tour Operators / Forum Anders Reisen <http://www.forumandersreisen.de>

Furthermore, CBT service providers should promote their product with an active marketing strategy. A good place to start is to make use of links on other websites, such as Green Travel Market (<http://www.greentravelmarket.info>), Responsibletravel (<http://www.responsibletravel.com>) or Travelife (<http://www.travelife.com>). As European tour operators search for CBT-initiatives, it might also be worthwhile to have a link on local directories such as Retosa in Africa (<http://www.retosa.co.za>) and Runa Tupari in Latin America (<http://www.runatupari.com>). A last strategy is to generate free publicity (for more information please refer to <http://famnews.com>).

### Advantages of using a local tour operator

Incoming local tour operators play a very important role in CBT. Since CBT is a relatively 'new' product in the tourism market, European tour operators hardly ever have enough confidence to cooperate directly with DC communities with a CBT-initiative. They need to be very certain that a community can provide good quality services, can follow up on agreements, can handle reservations and is close to the route that is followed by existing trips, before they can include an initiative in one of their package deals. Some tour operators work together with NGOs who provide them with information on interesting CBT-initiatives for their trips, but they will rely on local tour operators to make contact and reservations. Moreover, the lack of formal tourism-insurances by the communities might lead European tour operators to do business with an intermediary instead of having direct contact. In brief: a local tour operator plays a key-role in the trade channel to the European market.

## 3 Price developments

Prices for holidays that include a visit to a CBT-initiative have approximately the same prices as package holidays without such a visit. Prices for long-haul destinations have been decreasing for years and will continue to do so in the future. On average, prices are expected to decline by an average of 2-5% a year. One of the main reasons is the declining prices of airlines, which account for a considerable portion of the price of a package. Please refer to the CBI market survey 'The long haul tourism market in the EU' (<http://www.cbi.eu/marketinfo>) for more information on prices and price developments.

### Margins

It is very difficult to give information on the average price margins for CBT-initiatives. Margins are deposited over a total product and not over the individual parts. To give an indication of

comparable trips: adventure holidays have margins between 10-30%. One expert mentioned that price margins are very small, because DC communities do not know how to negotiate with local tour operators for reasonable prices. Another expert, however, stated that no margins are calculated over CBT-initiatives because everything goes straight to the community. Some tour operators also provide travellers with the opportunity to donate extra money in special projects such as an education fund.

**Price structure**

According to the German ‘reiseanalyse’, an annual research by the German tourist industry, (<http://www.fur.de>), 30% of the travellers say they are willing to pay more for CBT or a comparable holiday. However, there are no figures that travellers actually spend that kind of money. Furthermore, travellers on a long-haul holiday (including CBT) spend obviously more money than travellers who stay closer to home since long-haul holidays are more expensive. Nevertheless, they still compare prices and will choose the cheapest package deal they can get.

**Differences per category**

There are clear price differences per category. Every category offers initiatives ranging from budget, to mid-range to luxurious. For example, communities can ask higher prices for 3 or 4 star accommodations (€300-400 per night), than for renting out a tent (€20 per night). Nevertheless it is difficult to give more precise price ranges per category, since European tour operators only offer the total package price. Some examples of prices of complete package deals including CBT-initiatives offered to tourists are presented in table 3.1. Please note that this is an indication of consumer prices only and that the prices may fluctuate during the year, per tour operator and per country.

**Table 3.1. Examples of travel packages including CBT of European tour operators**

<b>Destination and CBT</b>	<b>Length (days)</b>	<b>Price</b>	<b>Tour operator</b>
Libya tour with desert expedition	22, incl. 5 days camping in the desert	€ 1895	<a href="http://www.koningsaap.nl">http://www.koningsaap.nl</a>
Kenya tour with meeting Maasai	10, incl. 1 day meeting Maasai families	€ 2146	<a href="http://www.adventurecompany.co.uk">http://www.adventurecompany.co.uk</a>
Thailand volunteer tour	15, incl. 5 days home stay in local village, where you can learn more about local crafts	€ 1258	<a href="http://www.godifferently.com">http://www.godifferently.com</a>
Kenya and Tanzania east African cultures and traditions	17, incl. home stays, visits to banana and coffee plants and to the Maasai reserve	€ 3375	<a href="http://www.hauser-exkursionen.at">http://www.hauser-exkursionen.at</a>
Peru with home stay	24, incl. 2 nights in a home stay with an Indian family	€ 2285	<a href="http://www.baobab.nl">http://www.baobab.nl</a>

Source: Facts Figures Future (2007)

**4 Market requirements**

As a service provider in a developing country preparing to offer your CBT-initiative to the EU, you should be aware of the market requirements of your trading partners. As mentioned before, it is very important to have at least a good business plan before you do business with European tour operators. Other requirements are demanded through legislation labels and codes. These requirements are based on working conditions, health and safety and social concerns.

For information on legislative and non-legislative requirements go to ‘Search CBI database’ at <http://www.cbi.eu/marketinfo>, select ‘Tourism’ and ‘the EU’ in the category search, click on the search button and click on market access requirements”.



### **Certificates**

DC Communities are not obliged to have certificates if they want to sell to European customers. Nevertheless, there are certificates you can apply for such as the Fair Trade label (<http://www.fairtrade.net>) and the Eco-label (<http://ec.europa.eu> and search for 'eco-label'). These labels can, however, raise credibility as well as incredibility with European tour operators. Therefore, examine carefully if it is really worthwhile for your CBT-initiative to apply for a certificate.

### **More useful sources**

- ECEAT - <http://www.eceat.nl> go to 'info over ECEAT organisatie' then to 'ECEAT international structure en links'
- Green Globe - <http://www.greenglobe21.com>
- Certification for Sustainable Tourism (CST) - <http://www.turismo-sostenible.co.cr>

## **5 Doing business**

It must be emphasized again that the best way to do business with European tour operators and travel agencies is through local tour operators. As mentioned before, communities can make themselves known to local tour operators by inviting them annually for a presentation or by visiting local trade fairs. It is very important that agents have confidence in the initiative otherwise it will not be taken into a package deal offered by European tour operators. European experts do not agree on the importance of European trade fairs for DC communities with a CBT-initiative. Some state that it is important to visit the main trade fairs in the UK, the Netherlands and Germany, in order to meet the European tour operators and to make yourself known. In addition, a trade fair might be a good start to get an impression of the tourism sector, of possible trading partners and it gives you the opportunity to decide if you want to work in this sector. Others, however, emphasize that European trade fairs are too expensive and too large. DC companies will vanish in the crowd because they are too small to be noticed. A solution for this might be to cooperate with other DC companies and have a joint booth or get assistance from a professional who will introduce you to the European tour operators. Since the European tourism market might be too large to deal with yourself, it is strongly advised to have a local tour operator represent you at a European trade fair if you want to do business.

The internet offers CBT suppliers many opportunities for sales promotion. Although the first priority lies with establishing good quality services and dealing with business partners in a satisfying manner, a good website will enhance your business possibilities. Communication can be fast and at low costs, and interested tour operators and / or travellers can find the necessary information on your project. Please refer to the CBI export manual 'How to promote your website in the EU' for some suggestions on how to market your website.

### **Trade Fairs:**

- International Trade Fair for Travel and Tourism / Internationale Fachmesse für Reise und Touristik (ITB) – <http://www.itb-berlin.de> (Annually, March, Berlin)
- International Fair for Alternative Travel / Reise pavillion - <http://www.reisepavillon-online.de> (Annually, January, Stuttgart)
- Vakantiebeurs – <http://www.vakantiebeurs.nl> (Annually, January, Utrecht)
- World Responsible Tourism Day - <http://www.wtmwrtd.com> (November, London)
- World Travel Market (WTM) – <http://www.wtmlondon.com> (Annually, November, London)

### **Local Trade Fairs:**

- FIT Latin America - <http://www.fit.org.ar> (Annually, November, Buenos Aires)
- INDABA – <http://www.indaba-southafrica.co.za> (Annually, May, Durban)
- PATA Travel Mart - <http://www.pata.org> (Annually, September, different countries in Asia)

Please refer to the CBI market survey 'The long-haul tourism market in the EU' for general information on doing business. Information on approaching potential business partners, building up a relationship, drawing up an offer, handling the contract (methods of payment and terms of delivery) can be found in CBI's export manuals 'Export Planner' and 'Your image builder'. Furthermore, cultural awareness is a critical skill in securing success as an exporter. Information on cultural differences in the EU can be found in section 3 of CBI's export manual 'Exporting to the EU'. All manuals can be downloaded from <http://www.cbi.eu/marketinfo> - go to 'search publications'.

This survey was compiled for CBI by facts figures future  
Disclaimer CBI market information tools: <http://www.cbi.eu/disclaimer>

## APPENDIX A GENERAL PRODUCT DESCRIPTION

### Product description

Tourism is one of world's largest industries in terms of employment and share of global domestic product and is particularly growing fast in developing countries (DCs). As a result local communities are often confronted with tourism developments that turn their culture and natural environment into a tourism product. Although tourism has positive impacts on the local people such as employment opportunities and increasing income, there is also a downside. Ruined artefacts, damaged natural resources, increased crime rate, loss of land, economic dependency and so on also affect communities. Growing recognition and awareness of the rights and ownership of local resources by local communities led to an improvement of these situations. As a result different, but closely related, types of tourism have arisen such as ecotourism, pro poor tourism, sustainable tourism and community-based tourism in order to increase local benefits.

This report, deals extensively with community-based tourism (CBT). Since there are multiple definitions, CBT in this survey is defined as: 'initiatives that are owned by one or more defined communities, or un as a joint-venture partnerships with the private sector with equitable community participation, as a means of using the natural resources in a sustainable way to improve their standard of living in an economically viable way.'

Since there are multiple definitions of CBT, a random selection will be mentioned below:

- CBT is understood to be tourism initiatives that are owned by one or more communities, or runt as a joint venture with the private sector with equitable community participation, as a means of using natural resources in a sustainable manor to improve their standard of living in an economic and viable way. (Source: Department of Tourism Botswana – <http://www.botswana-tourism.gov.bw>)
- Led by local citizens, CBT groups enable visitors to explore the country's history, culture, national traditions and ecology, whilst assuring them that their impact is socially and environmentally responsible (Source: Kyrgyz Community-based Tourism Association (KCBTA), *Community-based Tourism Guidebook* – <http://www.cbtkyrgyzstan.kg>).
- Community-based tourism is a form of tourism where the local community has a substantial control over and involvement in its development and management; and a major proportion of the benefits remain within the community. (Source: Worldwide Fund for Nature WWF <http://www.wnf.nl>).
- CBT is also called 'village tourism' or 'homestays'. According to REST Community-based tourism is tourism that takes environmental, social and cultural sustainability into account. It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life. (Source: Responsible Ecological Social Tours - <http://www.rest.or.th>)
- A form of tourism in which a significant number of local people has substantial control over, and involvement in its tourism development and management. The major proportion of the benefits remains within the local economy. (Nicole Häusler, <http://www.mascontour.info>)

## APPENDIX B REFERENCES

Useful sources:

- Agriterra – <http://www.agriterra.com>
- Association for Tourism and Leisure Education (ATLAS) - <http://www.atlas-euro.org>
- Conservation International - <http://www.conservation.org>
- European Centre for Eco and Agro Tourism (ECEAT) – <http://www.eceat.nl>
- European Travel Commission (ECT) – <http://www.etc-corporate.org>
- Fair Tourism - <http://www.fairtourism.nl>
- Fair Trade Tourism South Africa (FTTSA)- <http://www.fairtourismsa.org.za>
- GeoSavvy Development - <http://www.geosavvydev.com>
- Green Development - <http://www.greendevlopment.nl>
- Initiatief Duurzaam Uitgaan Toerisme (IDUT) - <http://www.idut.nl>
- Overseas Development Institute (OID) – <http://www.odi.org.uk>
- Pro-Poor Tourism - <http://www.propoortourism.org.uk>
- Regional Tourism Organisation for Southern Africa (RETOSA) <http://www.retosa.org>
- Responsibletravel.com - <http://www.responsibletravel.com>
- REST - <http://www.rest.or.th>
- SNP – <http://www.snp.nl>
- Social Venture Network (SVN) – <http://www.svneurope.com>
- Swiss Foundation for Solidarity in Tourism (SST Supports) - <http://www.sst-foundation.org>
- Travelife – <http://www.travelife.eu>
- The Travel Foundation – <http://www.thetravelfoundation.org.uk>
- United Nations World Tourism Organisation (UNWTO) - <http://www.world-tourism.org>
- United Nations Environment Program (UNEP) – <http://www.unep.org>
- World Conservation Union (IUCN) - <http://www.iucn.org>
- World Hotel Link - <http://www.worldhotel-link.com>
- World Trade and Tourism Council – <http://www.wttc.org>
- World Trade Organization (WTO) – <http://www.world-tourism.org>