

Community Based Tourism: Understanding, Benefits and Challenges

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Perspective

Tourism conducted by the local community in a rural area known as Community Based Tourism (CBT). According to Goodwin and Santilli [1], CBT can define as tourism owned and managed by community and intended to deliver wider community benefits. In other words, CBT is local participation, and handing over of control to the community will result in more benefits to livelihood [2]. CBT provides the high possibility to create jobs, and generate entrepreneurial opportunities for local communities from a difference of backgrounds, skills, and experiences. A part of that, CBT is known as a broad-based plan where it has been used to increase the rural and urban economies as well as providing opportunities for improved community livelihood. CBT also considered as a community development tool that strengthens the ability of rural communities to manage tourism resources while ensuring the local community's participation [3]. While according to Asia Pacific Economic Cooperation [4], CBT also can support the local community in generating income, diversifying the local economy, preserving culture, conserving the environment, and providing educational opportunities. As well as provide the local community with alternative sources of income; it becomes a poverty reduction tool.

Most of the local communities are not knowledgeable concerning CBT. According to Rosenow and Pulsipher [5], communities in third world countries are the most unaware of the costs and difficulties associated with rapid development of tourism in their community. Although, Tosun [6] have stated that community involvement as panacea there are still some people who are not joining tourism activities because of unknown reason. Local communities are the primary stakeholder in the tourism development. Nevertheless, the local community's attitude can affect the development of tourism industry especially in CBT project if the local community participation is not satisfying. Due to the lack of knowledge and resources, in fact, that local community is not always working together as one group [6].

CBT is one of the tourism components that giving a lot of benefits for local community. According to World Travel and Tourism Council [7], the total contribution of Travel and Tourism to Gross Domestic Product (GDP) in 2014 was RM 161.0 billion while this number is expected to grow by 5.3% to RM 169.5 billion. These reveal that tourism was given a positive impact on the country. Typically, CBT project offers several benefits, for example through contributions to community funds for the development of community assets such as schools, clinics or grinding mills. Furthermore, CBT creates opportunities for paid employment in the CBT enterprise. Based on this benefit, many developing countries had used CBT as a tool to improve the quality of life and also to support the economic level.

Local community manage CBT at rural area, due to that, several challenges for the local communities to control CBT within their locality. The effective of CBT requires extensive community participation in assessment and planning as well as an implementation. The community involvement in CBT participatory assessment and planning processes give high potential to empower local community's members to develop skills, knowledge, and confidence that needed to direct tourism development in their communities. Sebele [8] highlight that rather getting benefits, some community members feel that cost

they must incur by participating in CBT is far outweighed the benefits. The cost that local community must incur is caused by the term and condition which has been set by the government to participate in CBT.

Conclusion

Through the case study at Banghuris Homestay, Malaysia it can conclude that the understanding of local community concerning the CBT is essential. The understandings of local community have been divided into four factors which are economic, socio-culture, environmental and residents place the image. While to determine the CBT's benefits and challenges also need to specify in details to assure it can give a positive approach to local community. Through the positive way it can help increasing the tourist's satisfaction level, and at the same time, can contribute to "word-of-mouth" promotion among tourists. Therefore, this study has identified comprising of employment for local community, local development, sourcing of local goods and services, and the tourist numbers as the indicators for CBT's benefits and challenges.

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