

# Making Community Based Tourism work







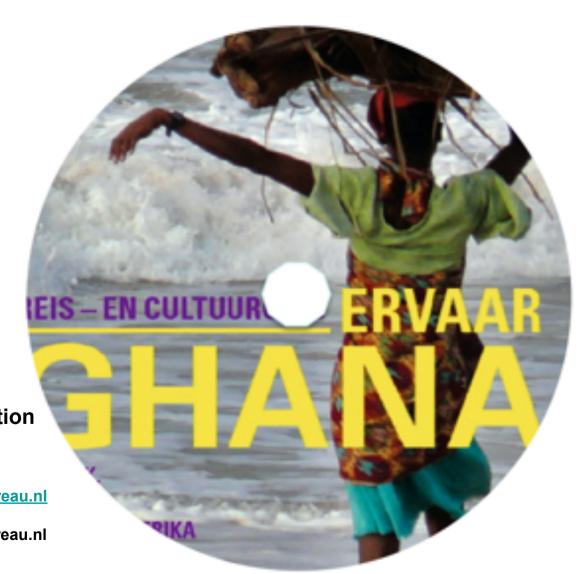
**CBT Tourist Information** 

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# We are:

The CBT Tourist Information – Benelux is a private initiative aimed at <u>fighting poverty</u> by <u>acquiring customers</u> for <u>community based</u> <u>tourism-projects</u>. We started our activities with a pilot for Ghana.



## Mrs. Eva van Dijk (40)

- Master in Organisational Psychology
- >10 year experience as a people manager and HR-professional
- Involved in the field of CBT and pro-poor tourism since 1992
- Initiator and director of the CBT Tourist Information (current: 0,8 Fte)



## Mr. Gerard van Heusden (44)

- Master in Business Administration and Computer Science
- >15 year experience as a management consultant and senior manager
- Travel journalist
- Staff member for CBT Tourist Information (current: 0,2 Fte)





# What we see:

Community Based Tourism is a recognized strategy against poverty. Promotion is the weakest link.



- Tourism is an important strategy to strengthen and broaden the economic power of developing countries.
- For rural areas, tourism is one of the few, if not the only, way "to do export".
- Many programs and projects exist to develop Community Based Tourism in developing countries, e.g. STEP.



### **However:**

- Projects seam to focus on local capacity building and local investments (guesthouses), while the potential customers are far away, unaware of the destinations.
- Promotion abroad is difficult. Projects for CBT are less equipped, far away and fragmented to do this kind of work.
- Developing countries lack the image as a tourist destination.



# What we fear:

We expect irreversible problems during the exploitation of current CBT investments.



## Lack of success

- Travellers unaware/unwilling to come
- Empty guesthouses
- Well trained, but unemployed guides
- Money spent on bricks and NGO-staff: no sustainable effect
- Disappointment of promised tourism/business
- Poverty
- Alternative economic activity: <u>destruction of nature</u>
- Migration to urban areas: <u>destruction of culture</u>

## Destroyed by success

- Travellers come with many, but unprepared
- "Tourists" instead of "guests": <u>destruction of culture</u>
- Mismatch in needs: disappointed "tourists" will discourage eco tourists





# Our proven answer for Ghana:

As a pilot we developed and executed a strategy to acquire launching customers for Ghana CBT and to seed <u>sustainable promotional and educational stimuli in the travel community</u> to visit Ghana CBT.



### "Experience Ghana<sup>(1)</sup>" a colourful and high-end guide on Ghana

- Ghana finally present in the bookstores, travel community and libraries
- Travel guide and <u>culture guide</u>
- Focus on <u>potential</u> travellers, instead of travellers: much bigger audience
- Quality of guide leapfrogged competition, killing prejudices on developing countries
- 2500 copies sold within the first year, making it a best seller in its league
- Having a book will yield stimuli for at least 5 years.

## "Experience Ghana(1) – the movie" a road movie showing CBT

- Professionally made, 8 episodes, 90 minutes
- Shown on Belgian TV, to be seen on internet as well
- Sold on DVD, package deal with book
- Effective extra way to tell the story of 'Experiece Ghana' & CBT

### Media-exposure "Experience Ghana" creates free publicity:

- Articles in important newspapers (GPD, Metro, De Pers, De Standaard)
- Idem for magazines
- Idem for e-zines and websites in the travel community

### "Ghana Tourism Information<sup>(2)</sup>": give the country a representation

- Press is calling us instead of we calling the press (national TV and radio)
- Invitations from universities to give lectures
- Potential travellers appreciate independent, native advice
- Provide Ghana Tourist Board and others Ghanaian organizations with local knowledge and local support activities, including feedback

### Not just promotion. We <u>educate</u> travellers/readers as well

(1) In Dutch: "Ervaar Ghana" (2) In Dutch: "Ghana Verkeersbureau"





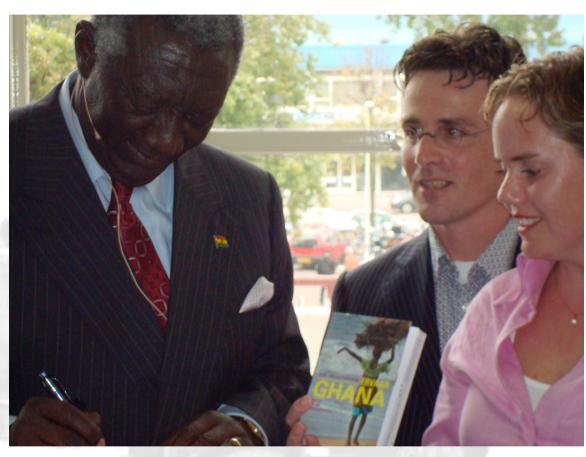


# Our partners at national level:















NATURE CONSERVATION RESEARCH CENTRE

> Conserving the Environment; Developing Communities.







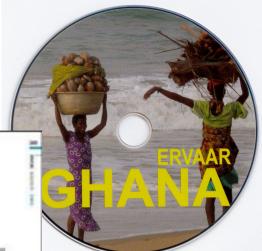


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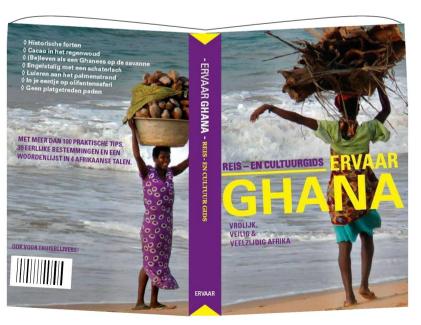
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#### MEANETHINGS

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# The trade barrier:

Consumers and Communities are in many perspectives far away

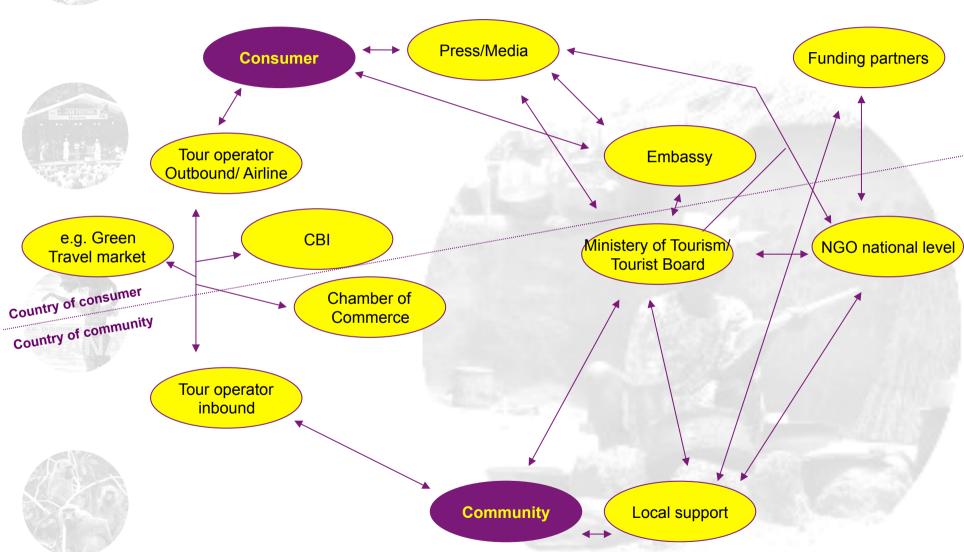


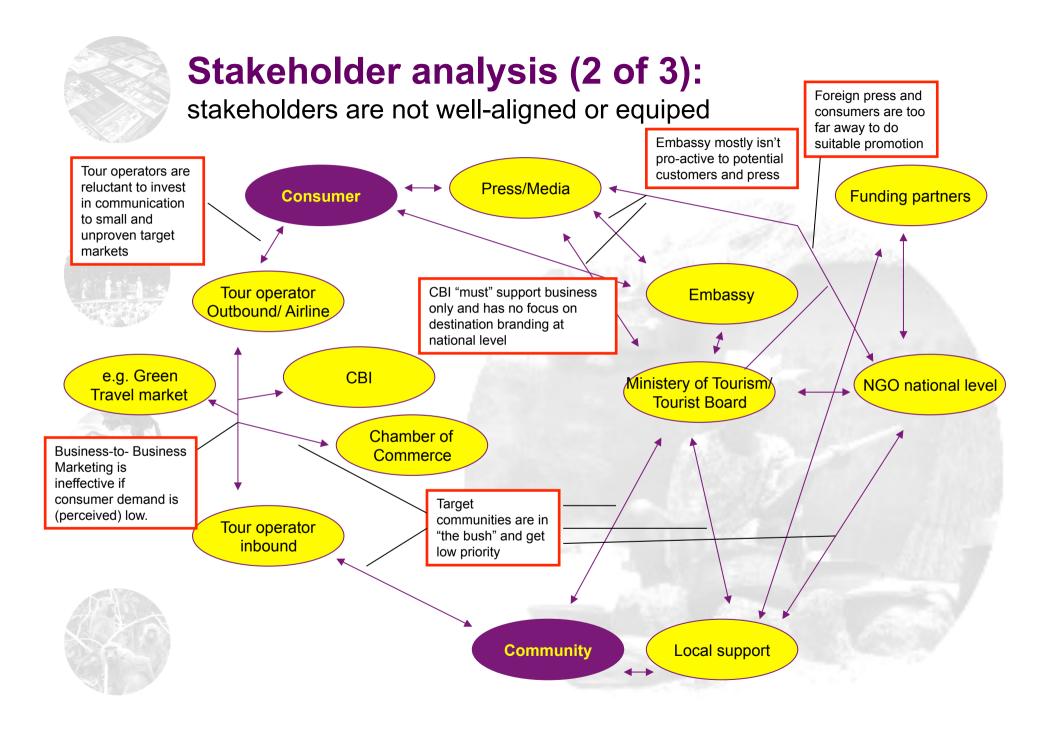




# Stakeholder analysis (1 of 3):

Consumers and Communities are in many perspectives far away

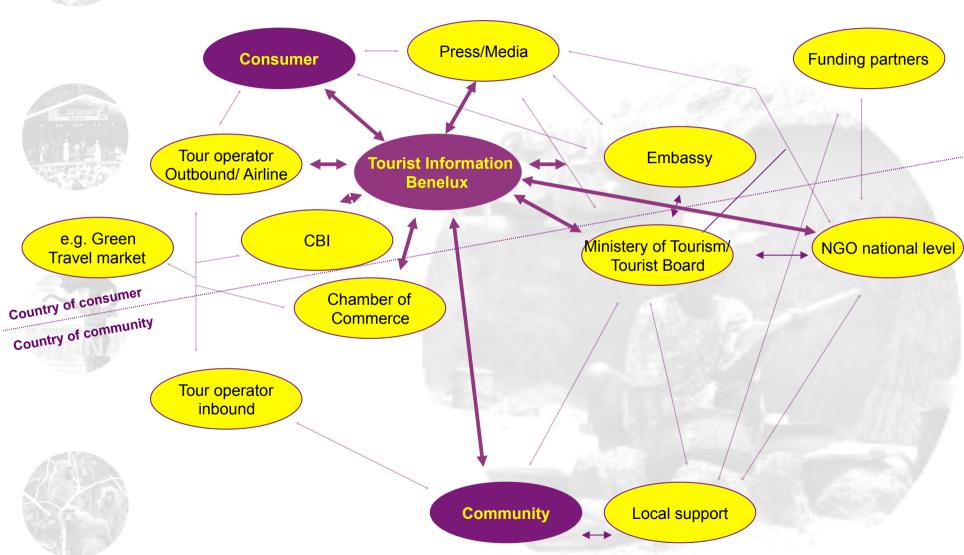






# Stakeholder analysis (3 of 3):

Local representation to fill the gap.



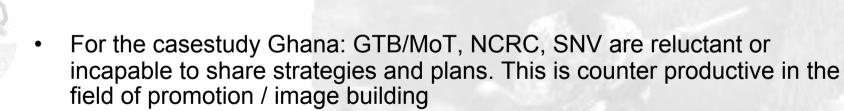


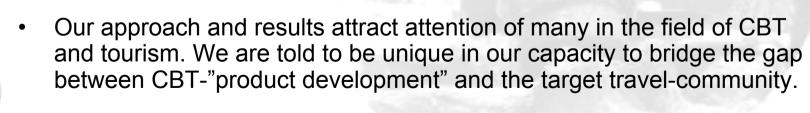
## **Our conclusions:**

 Our approach is having results. CBT in Ghana report a substantial increase in Dutch and Belgium visitors.



- Representation abroad, local knowledge of target consumers and feeling with CBT is the only way to market a "difficult product" like CBT.
- For the casestudy Ghana: despite many projects and well funded programs, sustainable promotion for CBT is not organized. Promotional investments seems to be ad-hoc and too slow.









# **Next step:**

We want to create leverage on our pilot for Ghana by broaden the CBT Tourist Information to other countries.







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