



## Elements of success and barriers in community based tourism

### What is the issue?

Community based tourism (CBT) has often been cited as an alternative to mass tourism and an approach for tourism to become more sustainable. Often cited as a tool to alleviate poverty with much written on it, there is little review of both academic and grey literature to assess both the key successes and failures to achieve CBT.

### What did the researcher do?

The researchers reviewed both academic and grey literature to determine key themes and issues. Six successes and five barriers to achieving community based tourism were outlined providing real life practical examples to illustrate key themes

### Why is this research Useful?

This study provides critical insight into “real” CBT cases to outline what elements are working and what needs to be changed, in order to achieve increased benefit for local communities and the tourism community that are based on the principles of sustainable development.

### What were the outcomes?

There are four key lessons from this research:

- CBT requires a communal understanding of structural divisions to operate cohesively, as well as the provision of external skills to achieve outcomes
- Emphasis must be placed on measurable benefits gained by community members from a triple

bottom line perspective (economic, social and environmental), than solely on the ownership structure.

- CBT initiatives must be developed according to the strengths of each community.
- Financial viability is critical to success

### About the Researcher

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