What is a community based tourism?

Argenta and Bagnacavallo Meetings

14-15 November 2015

Hugues de Varine
The Tourism Industry

A common factor of development and economic growth in countries, regions and cities with a rich cultural heritage
A fragile activity, submitted to the risk of political changes, economic crisis, civil strife and wars
An uncontrolled and unsustainable production and consumption, based on exogenous investment and decisions
A potential or real danger to historic heritage, landscape and social balance of local societies
A need for promoting community resistance and for recapturing at least a share in the profits
Risks...

Borobudur (Java)

Le Pont des Arts, Paris
Tourism as a handicraft

A tool for an endogenous, sustainable micro-development, respectful of heritage and local society
An improvement of the quality of life at individual, family and community levels: complements to family budget, employment, maintenance of public and private heritage
A contribution to local economy through revival of skills and re-use of vacant buildings or abandoned industrial / extractive sites
Response to visitors in search of a "different" tourism": ecological, religious, scientific...
A strategy to develop social capital, to offer adequate training, to promote empowerment
Paysalp (Haute Savoie)

Mari Mari
(Amazonie)
Ecomuseology and community tourism

Where? The ecomuseum's own territory
What? The common heritage of the community (mappa di comunità, inventario participativo...)
Who is concerned? The community and all its components (associations, local government, public and private institutions)
Objective? Give social, cultural and economic value to the community and its territory
Montalegre, uma ideia da Natureza!

ecomuseu

de Barroso

www.ecomuseu.org  www.cm-montalegre.pt
Ecomuseology and community tourism

For whom? Visitors from the region, publics with special interests
How? Individual and collective initiatives, new touristic products, new services to visitors
With whom? Mobilization of shareholders, networking with public and private stakeholders
With what? The ecomuseum as a tool, endogenous tourism structures
Community-based ecotourism in Brazil

Estação Gabiraba's Principles

Tourism is planned and developed from the community. It is the community which collectively decides and organizes the tourism activities within its spaces. Tourism is a building activity and complements the local way of life. It should help in the strengthening of the community organizational structures and should only complement (not substitute) traditional activities. The main attraction of the visits is the opportunity to get to know the community day by day.

The general income distribution is fair and equal. All those involved in the trips – community members, tourists and partnering organizations – have a part in deciding the budget and the destiny of the resources derived from the trips. These resources are shared between the communities and the partner institutions in a fair, equal and non-bureaucratic manner. No one receives more income than the community in each visit.

Tourism is a cultural exchange and learning opportunity. The experience exchanged between the community member and the visitor guarantees that each one learns and teaches as much as the other.

Environmental conservation and education. Through environmentally responsible practices, Estação Gabiraba creates and develops its journeys respecting the conservation laws of the region and endeavouring to generate the smallest environmental and cultural impact possible. Additionally, it contributes to the avocation of the conservation interests essential to the ecotourism, as well as to the work performed in this effort by its partner institutions.
Creative ecomuseums

Invent specific products:
- festivals,
- exhibitions,
- crafts workshops,
- trekking,
- gastronomic events,
- cultural immersion
- etc...
Ecomuseu da Serra de Outo Preto

Feijão tropeiro

Bar da Nida
CARTA D’IDENTITÀ PER VIAGGI SOSTENIBILI – Cervia, 2005

"Rispettare ed incoraggiare il diritto delle comunità locali a decidere sul turismo nel proprio territorio, e con queste stabilire rapporti continuativi di cooperazione solidale."

Associazione Italiana Turismo responsabile - http://www.aitr.org/