EXPLORING THE NEW HORIZONS OF COMMUNITY-BASED TOURISM IN EMERGING ECONOMIES

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39.1 The way forward

Perhaps the most actively researched concept in tourism, community-based tourism is considered one of the most important debated phenomena due to the power of tourism to transform local communities at destinations. Acknowledged as one of the main pillars of sustainable tourism, the power of tourism to support local communities is highly recognized by destinations, irrespective of their socio-economic conditions. Since the inception of sustainable tourism in 1990s, till date, sustainable tourism practices have undergone several conceptual definitions and dilemmas (Johnston & Tyrrell, 2005), such as the participation of Indigenous communities (Sin & Minca, 2014), success and failure of community-based tourism implementation (Goodwin & Santilli, 2009; Simons & de Groot, 2015), community-based tourism in LDCs (Less Developed Economies) (Ellis & Sheridan, 2015), etc. These studies significantly throw light onto the knowledge database of responsible tourism practices, yet community-based tourism is still a prominent topic for both destination development authorities and researchers. Although, community-based tourism was prominent decades ago, its relevance has been meaningfully assessed and recognized with the increased patronage of tourism development in emerging economies, where it is highly considered a tool for socio-economic transformation. Therefore, this chapter emphasizes the nature of development, the possibilities of success and the opportunities ahead for community-based tourism development in emerging economies, specifically in the Asian context.

39.2 Contextualizing emerging economies and tourism development

Outbound and inbound travel is expected to boom in emerging economies, with significant increase forecasted in markets such as China, India, Brazil, Russia and South-East Asian countries, which are the largest emerging markets that contribute to tourism growth. These markets are also characterized by a growing middle class, who are potentially seen as middle-income tourists. According to a report by Tourism Intelligence International, these emerging markets will drive the future growth of global tourism. The two largest populated countries, China and India, are expected to make a wave in the global middleclass by 2030. The middle class in emerging economies has been forecasted at 3.2 billion in 2020
and is expected to grow rapidly in the next ten years to 4.9 billion by 2030, while the figure in 2009 was only 1.8 billion (OECD, 2018). The growing middle class globally, especially in emerging economies, are progressively discovering the luxury of travel; however, their travel philosophy of leisure and recreation is different from that of the current affluent luxury tourist, as it is highly price sensitive and dynamic in nature. This travel trend will be a game changer in the travel and tourism industry in the coming years. Asian inbound and outbound destinations are dominated by the middle class segment and tourism can be a significant source of foreign exchange earnings through community-based tourism. The new paradigm of ‘tourism shapes the community’, who need economic benefits in rural areas, and this type of tourism are increasingly evident in emerging economies. Due to the increased patronage and travel trends within the middle class, tourism in these countries are shaping themselves to accommodate this emerging market by remodelling tourism sectors and sub-sectors, which, in turn, is shaping low-cost travel, increase in budget hotels and the rise of low-cost tourism in the region. This new business model made a larger shift in experiencing leisure activities in the middle income countries. Destinations in emerging economies are well known for this affordable luxury, where tourists ‘gaze’ at luxury through different lenses, compared to a high-spending luxury tourist.

39.3 The two growth layers

There are many interesting trends occurring in the global travel industry today, with one of the most notable being the growing impact of affluent travellers from ‘emerging’ markets on travel spending and investment (WEF, 2015). The dynamics of tourism expansion in developed and emerging economies created two different layers of growth based on how the supply and demand side perceive on tourism. The World Tourism Organisation (UNWTO) forecasted that tourism industry will grow at a moderate pace and will record the tourist flow of 1.8 billion by 2030. Within this ten-year growth period, it is expected to undergo several structural transformations by geographical region, especially notable will be the growth in the Global South and specifically in the emerging economies of Asia. In 2015, emerging destinations surpassed advanced economies in terms of growth rate with Asia and the Pacific region recording the largest gain (UNWTO, 2019). This trend has led to the penetration of tourism in the global middle class due to budget-oriented, low-cost travel within these regions. In general, due to the rapid growth of tourism within the regions of the Global South, the industry has transformed new forms and shapes that fits the largest slice of affordable middle class segments of the market. Several destinations such as India, Nepal, Cambodia, Vietnam, Sri Lanka, Argentina, Bolivia, etc. have shaped their tourism industry to attract more affordable low-cost and luxury tourism. Collectively, these countries are now beginning to outpace their ‘developed’ counterparts (WEF, 2015). The key trends explained and forecasted from 1980, 2010 and 2030 indicate the transformative effects of tourism from developed economies to emerging countries. In 1980, the market share of world tourism was recorded as 63% from Europe, 23% from the Americas, 8% from Asia and 6% shared by the Middle East and Africa. After 30 years, in 2010 tourism growth in all region rises rapidly but a less-dominant effect was shown in Europe (51%) and Americas (16%) comparing to the rest of the Worlds, while Asia showed a massive jump to 22% and the Middle East and Africa shared 11%. The transformative effect of tourism, which is forecasted by 2030 to perhaps be the major transformer of the industry, where Europe will the largest share with reduced Market share of 41%, Asia and the Pacific with 30%, the Americas with 14% and the Middle East and Africa will share 15% of the total.
With this plotted data, for many emerging countries, tourism represents a powerful tool for social and economic development and the reduction of poverty through the creation of jobs and locally owned enterprises (UNWTO, 2019). With the advent of an emerging affluent middle class and affordable luxury-seekers, the world has started to witness the construction of two different layers of tourism and has been recorded statistically significant.

### 39.4 The favourability of Asian emerging destinations for community-based tourism

The major shift of world tourism towards emerging destinations, compared to advanced economies, is mainly due to the tourist flow pattern; a significant increase is forecasted in emerging nations, with the southern hemisphere dominating. More specifically, the most advanced Western economies have been historically dominant in tourism growth. Based on forecasts, this will be adjusted to Europe accounting for 41% of the market in 2030, from 51% in 2010 (UNWTO), and a shift in tourist arrivals in Asia regions, which will account for 38% in 2030, from 28% in 2010. Many new destinations are attaining dominant positions in tourism in emerging economies. A relatively significant importance also has been given to these destinations in order to ensure the multiplier effect of tourism in the socio-economic sectors. However, the structure and profiting of the tourism industry and ecosystem of these newly emerging economies is not in the same way currently the tourism is practicing in the advanced economies. Community-based tourism needs efficient planning, negotiation and awareness among all directly and indirectly involved stakeholders. As tourism is considered as a luxury phenomenon and an opportunity for the elite, social acceptance in destinations with economic adversities is low and communities are yet to be fully receptive to tourism in several sensitive emerging destinations, although the idea of development is to grow tourism with social significance. Also, immersing tourism in the local culture and their way of life is less dominantly inherited by the communities in emerging economies. The skill sets needed for small-scale business as part of tourism development, ability to communicate with tourists fuels the difficulties of community involvement in tourism development. Within this line of thought, if well planned, emerging economies can reap the benefits of tourism in several ways if there is an acceptable community coherence and adapting to the nature of tourism industry. Community-based tourism in emerging economies are benefited comparing to advanced economies, as the tourism industry can reach into rural areas and possibly reduce poverty through injecting income into the local economy.

### 39.5 Increase of tourism dependencies

Based on the tourism dependency report, several emerging economies, and particularly in the Global South, have a higher tourism dependency than advanced economies. The tourism dependency of the Maldives is 39.6%, the British Virgin Islands 35.4%, Macau 29.3%, Aruba 28.1%, Seychelles 26.4%, Curaçao 23.4%, Anguilla 21.1%, the Bahamas 19%, Vanuatu 18.2%, Cape Verde 17.8% and Cambodia 14%; these are some examples from the Global South. Increasing tourism dependability indicates the prominence of tourism in those countries. However, a balance of dependability also should be part of a national strategy in proportioning the source of GDP of a country, by distributing GDP among different economic sectors of the nation, as tourism is a service industry and vulnerable to several internal and external forces, such as outbreaks of epidemics, global economic recessions, etc., which interfere with the movements of tourists and the tourism industry across different geographical
regions. A higher dependency is also a threat as several global economies are largely depends on tourism for their economic stability. There are several examples of how and when rural communities focus on the tourism industry, the practice of the traditional primary occupation of the community declines, as many times the former pays more than the latter (Thomas, 2009). That is not the case in community tourism, where establishing a balance in the natural functioning of the community ecosystem is important and such tourism only leads to sustainable development.

### 39.6 Community-based tourism in emerging economies

Community-based tourism is a key theme continuously raised in emerging economies, with the aim to enhance the social life of people using tourism as a tool for rural development strategies (Moscardo, 2008; Ruiz-Ballesteros & Hernández-Ramírez, 2010). In fact, the main difference between a developed and emerging economy on the overview of the purpose of tourism development is how tourism is an object of recreation, as well as a social development tool. Middle- and low-income countries normally view tourism as a social development tool. New development paradigms created under the umbrella of sustainability introduced principles that support and encourage self-help, self-reliance and the empowerment of communities (Yanes, Zielinski, Diaz & Kim 2019). From a sustainability perspective, ‘to maximize benefits’ implies more than only economic revenue together with a traditional occupation (Harrison, 2014; Macbeth et al., 2004). It also implies improvement of the social and ecological spheres (Rodriguez & Vanneste, 2019) of the community. When looking at a specific destination with a group of stakeholders trying to improve their life conditions through tourism, the fundamental challenge is whether all of them have the capacity to act together to shape a common future and self-determine their own development path (Rodriguez & Vanneste, 2019). Comparatively, a transformation initiative to yield benefits from tourism focussing on a large community in a developing country, the planning approach to attain the maximum yield and success is complex, as the actor (the tourists), the host (local community) and the stakeholder participants that shape the tourism industry are generally different in an emerging economy comparing to an established tourist destination. The planning process needs more complex intervention as the destination communities are blending to a phenomena that involved a spending group those are financially elite and a community with lower income earners from tourism. The economic gap between the guest and host is generally huge, therefore the community-based tourism ecosystem cannot be easily treated as a comfort zone for the destination community as concepts such as community participation, empowerment, transparency, fairness, equity and equality were integrated into a community-based tourism to measure the success (UNWTO, 2005). Communities in emerging economies are also characterized by sensitivity, traditional beliefs, a self-contained and well-connected society, living primarily with a traditional occupation and in vulnerable economic conditions with basic infrastructure. Prima facie, a tourism enterprise in such a complex and integrated community ecosystem needs careful planning, implementation and monitoring. In the planning process, implementation and monitoring, the effects will be reflected differently from destination to destination, based on sociocultural sensitivity, types of tourists and governance, as well as the economic conditions of the destination.

Tourist destinations are dynamic entities formed by heterogeneous groups of actors (Rodriguez & Vanneste, 2019). The commercial sector, for instance, is mostly composed of a wide variety of SMEs (small and medium enterprises) (Pearce, 2008; Song et al., 2013; Thomas et al., 2011; Vanneste & Ryckaert, 2012; Rodriguez & Vanneste, 2019). These firms,
in turn, interact with several other groups of actors such as governments, residents, communities or associations (Viken et al., 2014) in the process of facilitating the tourism experience (Haugland et al., 2011; Pearce, 2008). Again, the functional governance and administration systems create multilevel and sectoral interactions, combined with the tourist involvement within the geographical settings of tourist resources, which may create the perception of the ‘tourist destination’ as a collective entity acting in a unified way. However, the dynamics within destinations are usually far from being easily collaborated (Beritelli, 2011; Viken et al., 2014). This complexity is crucial in the case of destination communities that are more disconnected from the knowledge of tourism. Emerging destinations are a collective space for large participation of economically weaker communities, and a potential space for more experience-based tourism for tourists, as culture, heritage, lifestyle and a pristine ecosystem are the industry current trends.

On the other hand, emerging destinations are prominent for their social and cultural vibrancy, rural life, occupations and several cultural components that add value to tourism. This is attractive to Western tourists and hence these opportunities are utilized by many countries to translate tourism capabilities into social development. The strategies in many developing economies are diversified based on national capabilities, resource availability and attractiveness, as well as the ability to involve local communities in tourism development. Tourism in the social setting in these countries is of different forms and types. The key community-based tourism strategies of some countries are listed in Table 39.1.

The tourism space in most developing and underdeveloped countries involves a very strong community attachment; it can be based on a primary occupation, such as farming or other traditional occupations, or, in countries in the Global South, on a rich distribution of natural resources such as wildlife, rainforest, biosphere reserves, etc. In the Asian emerging destination, these are some of the commonality and hence the destinations are diverse and rich of touristic acquisitions. With the growing middle class and their search for value for money and different travel interests, many destinations in emerging and developing regions (Asia, South America, Eastern Mediterranean, Middle and Eastern Europe, the Middle East and Africa) have managed to develop and utilize their tourism potential to attract and retain visitors (Tutek, Gebbie, Chan & Durand, 2016) and most of these destinations are experiencing a double digit growth. Traveling to emerging destinations is a mega-trend in tourism. It is apparent that the emerging trends have a dominant effect on tourism in emerging destinations in the global south, and more tourist engagements are expected from the region especially middle class tourists. This forecasted long term growth will have significant positive implication on tourism in the emerging economies. If

<table>
<thead>
<tr>
<th>Country</th>
<th>Community Tourism Initiatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brunei</td>
<td>Brunei Long house</td>
</tr>
<tr>
<td>Cambodia</td>
<td>Ecotourism</td>
</tr>
<tr>
<td>Indonesia, Lao PDR and Philippines</td>
<td>Cultural village/cultural province</td>
</tr>
<tr>
<td>Malaysia</td>
<td>Homestay</td>
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<tr>
<td>Singapore</td>
<td>Little India</td>
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<tr>
<td>Thailand</td>
<td>Cultural province</td>
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<tr>
<td>Vietnam</td>
<td>Cultural province</td>
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Source: Compiled by the author on the basis of a literature review.
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community-based tourism is planned and received well by the destination community, it can yield an extra mileage for their economic stability.

39.6.1 Low-cost tourism and destinations

Asia has the largest number of low-cost carriers in the world. Low-cost carriers have re-shaped the competitive dynamics of the short-haul market and have been largely responsible for increased growth in air transport activity (Rodriguez & O’Connell, 2018), mainly within the region. The increase in travel demand and the low-cost travel model have influenced a jump in the travel statistics of several countries in emerging economies. In Asia and the Pacific region, those destinations are mainly emerging nations and the majority of them emphasize community-based sustainable tourism. Countries such as Nepal, Sri Lanka, India, Vietnam, Malaysia etc. hold some prominence in practicing low cost tourism. All these countries have outpaced the Market share by double digits. Vietnam had a significant growth in the past few years with 15.4 percent in 2019 compared to the previous year and the tourists were mainly from within the same region. The debated issues of increasing low-cost travel and tourism practices at the destination are mainly based on the spending habits and economic contribution of low-cost tourists. Community-based tourism is a destination-based local economic model to enhance destination communities, mainly oriented to the rural space, with the increased involvement of local communities. The fact is that low-cost tourist mobility is mainly based in the city center, their average length of stay is comparatively lower and they contribute less economically to the total travel account of a country.

Case analysis 1: community tourism in Malaysian homestays

Established in 1970s, Malaysian homestays are one of the most prominent community-based tourism initiatives in South East Asia, known for its community support and the strategic initiatives to accomplish this. Malaysian homestays received the UNWTO Ulysses Award for Innovation in Public Policy and Governance in 2012. It is strategically designed to extend maximum benefits for all stakeholders with increased benefits to the destination community. There are around 159 homestays involved in the destination community in Malaysia. The homestays guarantee a unique and authentic Malaysian experience that highlights village lifestyle, culture, agriculture, cuisine and many more features. Another unique feature of the Malaysian homestay is its diversity and the blend of uniqueness in each homestay, which allows visitors to stay in more than one homestay in different regions with different Malaysian experiences, as each homestay presents a unique experience. This is strategically accomplished by an efficient governance of local community development through tourism, starting from the prioritization of tourism for national economic development, promoting national heritage, emphasizing ‘authenticity’ and community employment. Administratively this mission marked a great success through efficient governance, greater public private-participation, innovative packaging and value addition of community tourism products and, finally, providing community involvement in tourism planning and development in the villages. This particular success was again acknowledged and highlighted in the Global Tourism Economy Forum 2017.

Source: Kayat (2011); UNWTO, 2012
therefore contributing less to the local economy. Specifically, those tourists will have less spending power to support community-based tourism in those emerging destinations. As such, the community tourism model in emerging economies is different than in a high-spending tourist destination.

39.7 The actors and the audience

Tourism in an emerging economy is more community centric. This new type of tourism favours contact with the local community and the experience of different sensations (López-Guzmán, Sánchez-Cañizares & Pavón, 2011). Since tourists prefer to choose a destination that offers unfamiliar experiences, several aspects of the destination community are tourism consumables, such as lifestyle, culture, heritage, community occupation and their pristine surroundings. Tourists search for a destination with a greater focus on local customs, history, ethics and the particular culture of the locality. In this sense, cultural diversity is looked upon as a means of enriching the experience of increasingly active tourists who are looking for new experiences. Therefore, in local levels, opportunities have been observed to develop strategic plans for the participation of new actors (tourists) (López-Guzmán, Sánchez-Cañizares & Pavón, 2011).

On the host side, tourism linked to a community, with its inherent cultural and natural resources, advocates tourist demand and fostering community development. The new tourists are gazers of emotions, sensations and value creation and are interested in being a part of the production process of their trip (prosumers). Tourist experience in a community-based tourism destinations is studied by Gnoth and Deans (2003), according this study, tourists are explorers of experiences, indeed participation, a more comprehensive view on experiences has been promoted by critical theory, structuralism and other phenomenological approaches for some time (Gnoth & Deans, 2003). From the view point of community-based tourism aspects in emerging economies such as culture related, people and their lives, lifestyles, traditional occupations and environment provide a vibrant community-based tourist experience, which is a valuable addition to such new tourist experiences. This emerging trend creates a new segment in the tourism market, as the value of leisure is measured by the level of experiences sought, ‘experience’ becomes as the value point of services and they pay for experiences and develop an experience economy. This experience economy is more valuable than tourists ‘gazing’ in an artificially created destination experience, where authentic experience is the key that makes holiday tourism genuine and different from everyday life (Gnoth & Deans, 2003). Several studies from the 1990s onwards strongly emphasizing changing tourist demand, the two important dimensions of which are experiences and authenticity. In an approach by Durkheimian, which treats tourist experiences as quasi-religious and pilgrimage-like, offering an escape from daily drudgery, constraints, and responsibilities with the aim to experience freedom, authenticity, novelty and change; the critical approach that views the tourist experience as an institutional pleasure-seeking activity; the positivist approach, that treats the subjective psychological process of experiencing as an object that can be studied quantitatively; and the tourist experience as a particular type of gaze (Urry, 1990).

Yet, the tourism researcher’s view on the experience itself as the harbinger of desired benefits for both the industry and the tourist is at once thought to be entirely subjective and complex (Ryan; Carmichael) yet also measurable (Privette 1983), manipulated (Urry, 1990) and entirely manageable (Pine, Pine & Gilmore, 1999; Ritchie, 1993). These diverse demand dimensions enrich the demand for community-based tourism, as it truly provides authentic ‘gazing’. Those tourism products are increasingly promoted and developed in most
emerging tourism destinations as a primary tourism product. Therefore, it is evident that community-based tourism approaches are not just for enhancing communities, rather those rural, village and farming experiences are trend-setters in tourism in the emerging Asian countries. If there is a way to possibly balance those new tourists’ spending and community involvement, it would perhaps be the formula for the success of Asian community-based tourism.

39.8 Structures of power and power relations

That there are different structures of power has been prominent for community-based tourism in emerging destinations. Fundamental is the distance between the ‘powerful’ and the ‘powerless’, the greater this distance the less sustainable it is. In a nutshell successful community-based tourism is tourism that establish a balance between and among different stakeholders in the community tourism system, mainly, community, tourists and tourism intermediaries and political power structures. Instead of competing for domination of power among stakeholders, it’s important to seek ‘responsible power distribution’, where the accomplishment of objectives of community development through tourism is the focus, where community at the destination is considered as the major beneficiary, as a ‘receptive’ or ‘rejective’ community always entrust the development goals, which is in line with the possible benefits and costs of tourism development on destination communities. If policy, plans or programmes do not provide a sufficient basis for meaningful community participation, they will be considered ineffective. Policies and legislation should be developed in a way that creates a real possibility for the local people to play a major role in determining their own benefits from tourism (Simpson, 2008). Indeed, an application of social exchange theory is a key contributor to social development, which indicates ‘social structures created by repeated exchanges and the ways in which these structures, both constrain and enable actors to exercise power and influence’ (Cook, Cheshire, Rice & Nakagawa, 2013). 'It has become widely recognized that planners and entrepreneurs must take the views of the host community into account if the industry is to be sustainable in the long term’ (Long, Allen, Perdue & Kieselbach, 1988; Ap & Crompton, 1998; Williams & Lawson, 2001, p. 270). According to Jamal and Getz (1995), community, development authorities, planners and policymakers alone can exert direct control over destinations’ tourism development. Most narrow interpretations show that individuals often rely on coalitions with other private or public individuals or agencies (Reed, 1997). As such, community tourism development is a continuous, structured and collective decision and action by individuals and agencies in emergent tourism settings where interests are not collectively organized (Reed, 1997). Since economic development is one of the key focus areas of tourism development, frequently non-economic impacts are not valued, so this must be incorporated into the policymaking process (Lindberg & Johnson, 1997). The main issues observed in the context are that the different parties involved in decision-making in tourism development have their own vested interests, which may conflict with the other party’s priorities and may cause more developmental issues and adversely impact tourism development. Whatever the cause, the ultimate suffering goes to the destination communities. It is confirmed that community leadership is heterogeneous and is drawn from a number of power bases (Reed, 1997). Improper and imbalanced distribution of power causes losses for everybody, including residents, visitors and the tourism industry (Keogh, 1990), the dominant influence varies mainly based on the community’s ‘weakness’, which is based on education, economic status, knowledge and empowerment. The lack of those leads to loss of power and domination by other stakeholders,
normally causing community annoyance and leading to poor participation and enjoyment of the benefits of development. One fundamental factor must be pointed out is the policies on decision to exploit natural and cultural resources should come from local communities themselves (López-Guzmán, Sánchez-Cañizares & Pavón, 2011). Since 2000 and the growth of mass tourism in emerging economies and LDCs, the practice of community-based tourism has been modelled by international organizations and associations, national tourism authorities, local tourism authorities and NGOs to ensure the benefits of tourism for destination communities in order to ensure that absolute sustainability has been achieved from tourism development.

### 39.9 Social exchange theory and modelling community-based destination development

The ultimate aim of community-based tourism is to support tourism development for the well-being of the destination community. Jurowski et al. (1997) developed a model based on social exchange theory (Andriotis, 2005). This model explains the integrated factors likely to influence the reaction toward tourism. It suggests that the perceived community economic gain, use of resources, community attachment and attitude towards the preservation of the natural environment influence how residents perceive the economic, social and environmental impacts (Gursoy & Rutherford, 2004). Later, Gursoy et al. (2002) expanded the model by understanding the requirement of community support for tourism and identified two dimensions, costs and benefits, by breaking down the perceived impact into five areas: economic benefits, social benefits, social costs, cultural benefits and cultural costs (Gursoy & Rutherford, 2004). An addition to this model is the inclusion of economic costs; as evident in the literature, along with economic benefits of tourism, costs were incurred by the destination community. The cost and benefit model is illustrated in Figure 39.1.

Figure 39.1 represents the five determinants of community support for tourism development based on social exchange theory by breaking down the perceived impact into five areas: they are economic benefits, social benefits, social costs, cultural benefits and cultural costs.

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**Figure 39.1** Antecedents of community support for tourism, by Gursoy & Rutherford, 2004, *Annals of Tourism Research*
Jurowski et al. (1997) found that most of the research indicated that locals viewed economic impacts as being positive, but Brunt and Courtney (1999) observed that in some cases, the local community perceives the social and cultural impacts negatively (Gursoy & Rutherford, 2004). According to Liu and Var (1986), there are many economically depressed regions and local communities underestimate the cost of tourism development and overestimate the economic gain (Var et al., 1985). Communities are willing to accept some inconveniences in exchange for tourist money (Gursoy & Rutherford, 2004), as the ultimate focus of the destination community is the income from tourism.

### 39.10 Level of community integration for sustainable development

Destination development can be classified into Type 1, Type 2 and Type 3 based on the level of integration of tourism development. Type 1 destination is characterized as limited integration between attributes, poor resource management and no synergy between sectors, subsectors and components, which will induce less benefits to the local economy. Type 2 destinations have characteristics such as medium integration, relational capabilities (synergy), longer timeframe resource management and no optimal level of resource management, but has the ability to sustain itself longer than Type 1 destinations. Type 3 destinations are characterized by a very high level of integration, good relational capabilities, criteria for sustainable development and integrated management of tourism resources, considered as the most powerful sustainable community tourism model. This integration differs from one destination to another based on its ability of community, tourists and stakeholder integration. In general, it is the community and tourism integration at a destination is natural or artificial; artificial integration will have less adaptability, leading to unsustainable tourism development. A natural integration will have direct spill over effect of tourism on a local economy, by which tourism becomes a universally accepted phenomenon in the society, where tourism as an industry and generally the community are part of the system. In this approach, several value additions need to be combined with the traditional occupation of the community, yet needs capacity development to invest and run small-scale businesses in the destination. This, indeed, is also influenced by the sociocultural system, wherein some communities in Asia are sensitive to the way tourist behaves, their clothes and the way they deal with day-to-day life. The ability of the system that includes the local cultural norms, tourists behavioural patterns and the adaptability of the stakeholders determines the success of community-based tourism in destinations.

### 39.11 The merits and demerits

Asian tourism sustainability, community development and poverty alleviation are heated topics of debate among different public and private organizations, NGOs and national, regional and international associations. If managed well, tourism can directly support UN’s Sustainable Development Goals (SDGs), with a mission to reduce poverty through tourism. Several initiatives to accomplish this noble cause are evident. However, statistically significant success rates are not yet that significant; this is either due to lack of planning and implementation of community-based tourism, lack of funds to support and run it for a longer period of time, funds drying up after implementing the project, the community’s reluctance and the lack of benefits brought to the community due to poor business models, and/or community empowerment and the skill to manage tourism-related community-based enterprises. A study conducted by Lemma (2014) on tourism and poverty reduction in South
Asia revealed that the major challenges to a successful implementation of community-based tourism for poverty reduction in South Asia are (a) Government approaches and strategies for poverty reduction in tourism are limited in South Asia; (b) there are multiple methods that aim to achieve poverty reduction in tourism, but they are not rigorous nor are they standardized; (c) data to validate which methods work best is, however, limited and extremely granular; (d) overall, there is no clear measure or strong evidence to suggest that particular pro-poor interventions in the sector have a greater rate of success or effectiveness and (e) regulatory issues that govern the sector and the partnerships that determine how well the sector is integrated in the local economy. The possible merits from the findings are rather limited and are limited only to the fact that ‘Pro-Poor tourism interventions, including private sector investments, seem to positively affect poverty’. Based on the existing literature, the issues in the social integration of tourism are very much aligned with existing theories, and the true reflection of Asian context is yet fully adaptable to a luxury tourism phenomena to integrate into the local communities to yield the full benefits of tourism.

However, there are several opinions and observations of successes and failures of community-based tourism in emerging economies. While ASEAN countries are reported among the most successful growing economies, PATA (2017) reported the success and tolerance of community-based tourism in ASEAN countries are praised by regional tourism bodies specifically the strategies of community engagements through the village tourism, including accommodations, and described an increasing tolerance of community-based tourism specifically in LDCs (Liepins, 2000). Nevertheless, the failure rate for community-based tourism in emerging economies have also been studied by several scholars, who have reported that the failure is mainly due to abuse by practitioners’ (Goodwin, 2009); failure of participatory planning philosophies (Ife, 1996); lack the transformative intent of community development; internal power struggles or competing values; being driven by economic imperatives and failed by not preparing the community to serve the market. This failure or success is the result of adaptation of the community-based tourism system, which includes several stakeholders. Power dominance dictates the function of the system. It’s not the top-down or bottom-up power-relation model. However, this is the optimum power distributions within the discretion of each stakeholder and the ultimate goal is a satisfied tourists and destination community in what they are intended to stand for tourism development.

39.12 Opportunities at the doorstep?

The Global South is home to cultural curiosity, cultural diversity, several religions and rituals, and living culture and heritage; the largest number of mega diverse countries is located in the southern hemisphere. People here live in adverse conditions. It is the land of tastes, farming, artifacts, dance, drama, music and traditions. The Global South is rich…and rich enough to meet the current market demand of tourism, yet open to all opportunities for community involvement for socio-economic transformation. Comparatively a new phenomenon, emerging economies are not fully explored and equipped to extend fullest support for tourism development and community empowerment. There are several hidden sociocultural and environmental aspects to add value and extend support to the local communities. Asia has the largest number of Geographical Indications (GIs) in the world, however, it has been less explored for tourism development and acquisition. Asian farming systems are diverse and less embedded with tourism development, people and lifestyles are rich with traditions and strong inheritance, yet there is no sufficient effort to bridge community into tourism. Several dance forms, drama and music have unique features, a good coordination
of those are not on the frontline of tourism. Asian traditional medical systems are recognized due to their incredible values and therapeutic power, yet such opportunities not explored for community benefits. Finally, Asia, the largest populated continent in the world, features treasures, traditional and vibrant cities, slums, uncontaminated cultural and natural features, etc.; all these can be an asset in order to extend tourism development in the community, to support community-based tourism.

39.14 Conclusion

As of now, there are several academic studies focussed on the impact of community-based tourism development in emerging economies. There are several case studies conducted in micro destination on community engagements which is both structured and unstructured, bottom up and top down models. Studies have been limited to measuring the success rate due to the complexity of measurements, as in several emerging destinations, community-based tourism is comparatively new and is still being explored. Cross-sectional studies are important to measure its actual benefits. Also, there are several investigations that showcase the increased failure rate of community-based tourism, mainly due to governance issues, lack of community involvement and post-funding issues. Apart from these, due to

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**Case analysis 2: value addition of Phuket pineapple – a social entrepreneurship approach**

A few years back in Phuket, the pineapple hit the high price of TB (Thai Bhat) 8 per kilo, which had a direct impact on the local agrarian community in the famous tourist island. This issue was noticed by a social entrepreneur named Khun Wirachai Pranveerapaibool, based in Thailand. Phuket pineapples are called the ‘Queen of Andaman Fruit’ and are considered unique due to their large cylinder shape, deep eyes, sweetness and crispness, vibrant yellow colour and unique scent, which led to its receiving Geographical Indication (GI) status (Morrisse, 2017). Through a social entrepreneurship project, a value-addition piece of work was undertaken by Wirachi’s team. Along with the three main criteria, weight, shape and taste, set by the agriculture group and farmers in Phuket, the pineapple was made free from pesticide and organically produced. Furthermore, to add value to the product, the project initiated the creation of a box made of wood of the same quality as an expensive wine box, to store the pineapples in. This was packed in decorative paper celebrating the ‘Year of the Dog’. The package also included a Chinese card wishing ‘good health and wealth’ and a bronze medal guaranteed by the provincial governor was attached to this special pineapple pack. The entire initiative was also promoted by celebrities of Thailand. In one season, altogether 109 pineapples would have a special offer, the 9 best pineapples were priced at TB 15,430 each due to their special packaging, including a half ‘Baht’ gold pineapple pendant. The remaining 100 pineapples were sold at a price of BT1,543 each. The main concept of this campaign was to increase the revenue for farmers and promote the original quality and uniqueness of Phuket’s pineapple, as well as the philosophy of a self-sufficient economy, for sustainable agriculture to boost the local economy and improve the local community’s livelihood.

the forecasted growth of tourism in emerging economies as well as LDCs, tourism is an opportunity for the community’s economic development. It’s notable that several tourist acquisitions based on the current trends have not yet yielded advantages. Effective tourism development planning with specific focus on community in emerging economies can harvest the best results. Also, it’s important to look at the large number of communities within the limit of economically underprivileged lives in these countries and destination as tourism may not be able to provide benefits to cover a large geographical region with large destination communities.

References


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