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ABSTRACT

In recent times, Community based tourism is a catalyst for tourism industry in the world for the sustainable development of local communities. This tourism model offers local residents an opportunity to manage natural and cultural resources in order to promote the local economy and generate greater benefits. The local communities are attracted the tourists for participating in the various activities and enhance their economic growth. The local communities an opportunity to meaningfully participate in development initiatives aimed at their own development, community participation remains a challenge. In this active participation several challenges faced by the local communities such as lack of education and training, lack of leadership, lack of motivation, Lack of financial support and Promotion and marketing strategies. In this paper the main objective of this paper is to know the principles of community based tourism for sustainable development. And to identify the challenges in Implementing and Promotion of Community based tourism.

Keywords:

Community participation in tourism, challenges to community participation, Principles community based tourism, sustainable rural development.

INTRODUCTION

Community based Tourism (CBT) is form of tourism which motivate the communities and to manage the tourism growth especially in economic, social, environmental and sustainable development of communities. So, it is main focuses between tourism business and community benefits. And it also supports to small tourism enterprises for promoting and developing of community projects.

CBT empowers host or local communities to determine their socio-economic benefits through fee-for-service activities. And to celebrate local festivals into international level, changes the lifestyle of local communities, conserve the natural and cultural resources and high-visitor interactions to develop the local communities.

Community based tourism defines, an activity that owned, operated and managed the local communities with the well-being of communities through various supporting and protecting the sociocultural tradition with the natural and cultural heritage resources.

REVIEW OF LITERATURE

Community based tourism is an emerging in tourism and hospitality sector. There is a high demand for tourism planers and organizers in the promotion of CBT in rural areas. Parallely several challenges are also faced by the host community while organizing the activities. Various scholars are defined community based tourism with different ways. The major reviews are

Rastegar (2010) he stated that while implementing community based initiatives several factors are facing that are inclusion of stakeholders, evolution of individual and collective benefits, sustainability of destination and socioeconomic improvements

Simpson (2008) said that community based tourism is a model which joints the ownership, management and control of various tourism projects by the host community.

Moscardo (2008) argued that community based tourism is another form for promoting tourism. With an aim of maximum benefits the local people and to development the community capacity and empowerment in various development communities based tourism activities.

Choi & Sirakaya(2006) They stated that once tourism is developed, automatically the community will control and manage the tourism industry with many ways which leads to enhance the growth of community.

Nyaupanc et al (2006) they focused on the challenges of tourism, in its they stated that several challenges are faced by the local communities' i.e. financial resources, infrastructure, cultural factors and several basic amenities.

Jamal and Getz (1995) they suggested that community based tourism refers research on residents attitudes which means opinion of residents, perception of benefits and sustainability of destination.

OBJECTIVES OF THE STUDY

- To know the principles of community based tourism for sustainable development.
- To identify the challenges in Implementing and Promotion of Community based tourism.

RESEARCH METHODOLOGY

The present study is depending on Secondary data. The data was collected from various community based tourism related journals, and also collected from tourism websites, magazines.

PRINCIPLES OF COMMUNITY BASED TOURISM

Sustainable tourism is an approach to tourism, which is mainly focuses on the development of host community. The way of tourism visitors are participated and maximize the benefits of the host community. The sustainable tourism clearly defines the environment, people and economic system.

According to WTO, "Sustainable tourism meets the needs of today's tourists and host regions while protecting and enhancing opportunities for the future".

Cooper(2004) he stated that community base tourism aim is to reduce negative impacts on the environment and try to collect from the industry for the benefit of society.

Goodwin and Santilli (2009) they argue that the way the host community develop tourism as tool for community development through the various principles.

The basic principles, which the host communities use as tool for community development, that are:

- Recognize, support and promote community ownership of tourism.
- Involve community members from the start in all aspects.
- Promote community pride.
- Improve the quality of life.
- Ensure environmental sustainability.
- Preserve the unique character and culture of the local area.
- Foster cross-cultural learning.
- Respect cultural differences and human dignity.
- Distribute benefits fairly among community members.
- Contribute a fixed percentage of income to community projects.

CHALLENGES OF COMMUNITY BASED TOURISM

Host community faces the several challenges while organizing the community based programmers for Sustainable development of tourism for local people. In it's the major challenges are as follows:

Tourism Awareness

It is the main challenge for promoting community based tourism in Nellore district, because lack of education and training in the rural areas so, the majority of the tourism planners are negatives towards

the community based tourism. And they feel that it there several issues are faced while implementing in the CBT in their areas i.e. Sex, alcohol and cultural identity. In rural area's literacy rate is very less compare to urban areas, due to lack of education especially in Nellore district majority people feel that negative attitude towards CBT.

Education and training

Education and training is very essential for promoting the tourism in rural areas, especially in Nellore district literacy rate in rural areas are less compare to the urban areas, due to this problem majorly the tourism authorities are face the several problems while conducting the CBT. So, for promoting the CBT in rural areas they need to provide and support several training activities and educate them with intellectually.

Leadership in community

For developing the community based tourism in rural areas Leadership plays a vital role. Leader must be educated and train the people while participating in tourism activities. And leader must think about community development and fair distribution of benefits. Majority of the leaders showing favors towards their creed, religion these problems are creating negative towards leadership. And poor leadership is also one of the major challenges in community based tourism.

Motivation

In Nellore district another major challenge is motivation. Majority of host community people are not encouraging the people who participated from other areas. Whenever host community people are motivated the others, then tourism is developing continuously.

Financial Support

While promoting and implementing of community based tourism in rural and urban areas in Nellore district financial support is also the major challenge. In the initial stage of development they require sufficient fund to operate the activities, it is very difficult to pool the funds from donors by the host community.

Supporting services

Another challenge to host community is supporting service to participants as well visitors, they require several additional facilities along with the entertainment I.e. Parking facilities, food and beverage facilities guide service facilities and basic amenities in area. For successful of community development is depended on the facilities which provided by host community.

Marketing and Promotion

Promoting and marketing is playing an important role in CBT. This enhances the participating by the people. Several marketing strategies are boost up the growth of CBT in rural areas. There is a major challenge is to promote in the areas of product development, segmentation, targeting and positing.

CONCLUSION

It is concluded that Community based tourism is a one of model for attracting the tourists for participating in the events. The local tourism potentials should be maximized to attract tourists. In particular, local resources such as village festivals, village landscapes, traditional ceramic production processes should be focused to compete with other tourist destinations. While organizing the events there are several challenges are faced by the host communities such as financial viability, insufficient resources, lack of infrastructure, lack of supporting services, lack of motivation and promoting and marketing strategies.

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