

FAIR AND COMMUNITY-BASED TOURISM

SUPPORT OF THE TRADE FOR DEVELOPMENT CENTRE



Tourism and development

Despite the cost for the environment, tourism is booming. In 1950, 25 million people travelled abroad. In 1975, there were 200 million international travellers, and 1.2 billion in 2015! The World Tourism Organisation expects no less than 1.6 billion people will travel abroad by 2020. The turnover of the sector would reach 2,000 billion dollars by then. And further expansion is expected.

Yet, this evolution offers new development prospects for poor and structurally disadvantaged regions. Does this mean tourism is the new silver bullet to end poverty in developing countries? Certain forms of tourism can be a powerful economic driver (influx of foreign currency, job creation, improvement in the trade balance, stimulation of investments, support to local services, use of natural and cultural resources, etc.).

However, the World Bank estimates that 55% of all expenditure in tourism in developing countries goes to countries in the North through international airline companies, hotel chains, travel agencies or imported goods.

And the positive effects of tourism are generally offset by negative impacts such as very low wages for local hotel, catering, animation or transportation staff or the development of prostitution and child labour networks. According to the International Labour Organisation, approximately 20 million children under the age of 18 work in tourism.

Tourism also consumes a lot of drinking water. An average golf course in Thailand annually uses as much water as 60,000 local inhabitants. In Agadir (Morocco) hotel lawns are irrigated night and day, whereas the population of outlying neighbourhoods of the city have no access to drinking water, etc. The direct pressure on fragile ecosystems, in particular along the coast, leads to environmental degradation and disturbs wild fauna and flora.

And culture is often reduced to commercial and artificial folklore. In Bali (Indonesia), tourist guides have taken the habit of welcoming guests with garlands of flowers, which strictly speaking is a Polynesian tradition.



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Developing alternatives in tourism

In the face of such findings, several people and organisations have raised questions about how tourism can be made a real driver for development for local people.

Depending on which aspects of travelling are emphasised, 'responsible or sustainable tourism' can take different forms: 'Ecotourism' targets nature and the environment; 'fair tourism' instead targets the equitable remuneration of hosting communities; whereas 'solidarity or community-based tourism' primarily respects local cultures

Fair tourism

Fair trade is a widely known concept. Most supermarkets sell fair trade coffee or tea. Most people see fair trade as a means to respecting labour and the environmental conditions of smallholder producers. It is a comprehensive term that is broadly accepted.

The 'fair' concept also applies to other sectors such as artisanal or textile products, and recently it has, surprisingly, been extended to the travel industry. For several years, it has indeed been possible to book 'fair tourism' holidays. The underlying idea is the same: the tourist chooses to 'consume' a product or service – in this case a holiday – whilst respecting local populations as well as their natural, social and cultural environment.

Community-based tourism

Local communities make a significant participation to this type of tourism by organising and managing the tourism activities. They can modify it, the president of Altervoyages, “This differs from someone who opens a lodge or a hostel in a community and employs local staff. In this case, the community sets the price of the service offered, decides how many tourists or travellers it wants to welcome and when it wants to do so. Part of the revenue benefits the community as a whole, and in some cases part of the travel price may help finance the preservation of the Amazon forest or a project considered important by the community”.

When local communities become players in the tourism industry they strengthen their cultural identity and highlight their gastronomic tradition or historical patrimony, instead of making it into a form of folklore. “By developing this form of tourism, jobs are created and young people especially stay in the community,” adds Liliana Chiocci.

Ecuador is one of the countries where community-based tourism has been strongly developed. In 2002, several groups were brought together within the *Federación Plurinacional de Turismo Comunitario del Ecuador* (FEPTCE) to defend and strengthen the interests of community-based tourism. This umbrella organisation was recognised in 2004 by the Ecuadorian ministry as well as the World Tourism Organisation.

Following consultation between FEPTCE and government officials, criteria have been laid down. Projects need to submit an application before they can host travellers, and the hygiene at the hosting infrastructure is inspected regularly.

FEPTCE qualifies this community-based tourism as a “sustainable development strategy preserving one’s own identity”. The organisation’s baseline is “to defend village life” (*‘para defender la vida de los pueblos’*). Community-based tourism is a fully-fledged economic activity, combining ecotourism and fair tourism to contribute to:

- **Organisational strengthening of the communities.** It concerns a social economic activity that requires consultation and collaboration. It does indeed imply the planning of infrastructure (rooms in family housing or hostels in the villages), consultation on how revenue is shared, etc;

« In community-based tourism, the community sets the price of the service offered, decides how many tourists it wants to welcome and when it wants to do so. »

- **Preservation of natural wealth.** The respect for Pachamama is strongly embedded in native communities. When developing a tourism project, more attention needs to be paid to how natural resources are used in view of preservation. In the fight against mining and oil businesses, FEPTCE members often stood up for their rights;
- **Strengthening of cultural identity.** Working for tourists has made a renaissance in music, dance, gastronomy and other cultural traditions possible. FEPTCE actually sees tourism as a means to 'decolonise' thinking, acting and being .

Under a fair and responsible or community-based tourism framework, conditions are created for a rich intercultural sharing between local inhabitants and tourists, who do not exploit the former, but provide them with means to live in dignity. The 'holidaymaker' becomes a 'global citizen on holiday, or 'tourism development' becomes 'tourism for development'.



Support of the Trade for Development Centre

The Trade for Development Centre (TDC) promotes fair and sustainable trade and has developed several programmes that aim to improve market access for SMEs and organisations of producers of developing countries. It falls under BTC, the Belgian development agency. The TDC currently supports 4 fair and community-based tourism projects: two in South America and two in Africa.

Honeyguide Foundation (Tanzania)

In regions where human interference threatens ecosystems, the deployment of tourism may turn out to be part of the solution. Like other initiatives across the globe, the Honeyguide Foundation supports – with the financial assistance of the Trade for Development Centre – the development of sustainable tourism in the north of Tanzania. The local Masai population gets a financial incentive to protect its natural environment.

Wildlife Management Areas (WMAs)

In 1993, Tanzania created Wildlife Management Areas (WMAs), where land is managed by the local population, which gets most of the benefits of the protection of the natural resources.

One of 38 such WMAs is the Enduimet WMA, a large area of almost 1,200 km² in the Longido district. It is bordered by Kenya in the north, by national parks in the west and by the

Kilimanjaro and its impressive snow-capped peaks in the south-east. This WMA is the habitat of many animal species; impressive herds of elephants also visit in search of water or food. The nine villages located within the Enduimet WMA are primarily inhabited by Masai.

Internal rivalry

For centuries, the Masai have lived harmoniously with their surroundings, west of the Kilimanjaro. But today, population growth and the improved standard of living have upset the equilibrium. Communities claim more and more land for agricultural and stock breeding purposes, and their need for raw materials such as coal and wood is continuously rising. Farmers kill wildlife because they destroy their crops and poachers sell ivory or meat for the local market.

To reduce the pressure on the environment, the Masai, who are responsible for managing the Enduimet WMA, have put in

place anti-poaching units and sustainable farming and soil protection techniques. A stable revenue from responsible tourism would encourage the community even more to protect its environment and natural resources.

However, for this tourism to be successful, the Masai need knowledge of the sector as well as capital and competences. This is where the Honeyguide Foundation, a Tanzanian NGO, intends to support the Enduimet WMA and its communities.



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Honeyguide Foundation and TDC work together

The Honeyguide Foundation pursues a double objective: empowerment of local communities and the protection of wildlife and plants. To do so, it focuses on developing the tourism potential. For a few years already, it has put its expertise and experience at the disposal of the Enduimet WMA, in support of the local community to develop responsible and financially sustainable tourism businesses.

To put the region on Tanzania's tourism maps again, the 30-month project first aims to develop accommodation and install seven camp sites managed by the local community itself. A practical booking and payment system, a map of the region and information panels will be developed for travellers. The Honeyguide Foundation also plans to help the Masai to develop tourism activities, such as mountain biking, wildlife spotting treks or donkey hikes. Tourists in search of local culture can stay in Masai huts, take part in traditional activities or learn all about medicinal plants.

Developing a tourism offer makes little sense when the strengths of the region remain unknown. Various means of communication are being developed: a practical website, brochures and a regional tourist guidebook.

The WMA management will also be trained to meet the expectations, needs and feedback of travellers in terms of an improved tourism service.

Who benefits?

The 17,000 inhabitants of the nine villages in the WMA will all benefit, directly or indirectly, from the increased revenue generated by tourism. Some 300 to 500 inhabitants will be directly involved in tourism activities, with 60% Masai women selling products as well as food, providing the camp sites with water or providing donkeys for the hikes. The men will work as security agents and local guides.

10% of the revenue of the WMA will be transferred to an education fund to promote the education of Masai girls. And, of course, wildlife and nature will also receive better protection.



© Honeyguide Foundation

WMA Enduimet: Alternative tourism

The region has many strengths:

- Lower entrance fee compared to other national parks.
- No standardised safaris with everything organised from A to Z, but possibility for independent travellers to explore nature in the wild and off the beaten path;
- Extraordinary encounters with elephants;
- Unique cultural experiences in Masai communities;
- Unique views and sunsets because of the unique location between Kilimanjaro and Mount Meru.

www.honeyguide.org



Fair Trade Tourism (South Africa)

International tourism has more than tripled in South Africa since democracy was installed in 1994. The industry should continue to grow until 2020, when, according to the National Tourism Sector Strategy (NTSS, 2011), South Africa will be one of the 20 most popular destinations in the world.

For many years already, South Africa has been a pioneer in ecotourism and natural reserves management. Also, since the 1990s, the country has taken full advantage of the tourism potential offered by cultural diversity. There is a growing awareness that the communities, whose land, work, culture and natural wealth play a part in tourism activities, are entitled to their share of the revenue. Thus, many responsible tourism initiatives have emerged.

Since the turn of the century, the country has taken on its pioneering role in this respect more strongly.

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The first fair (Fair Trade) certification programme for tourism products was launched by the FTTSA (Fair Trade in Tourism South Africa) NGO. Ten years later, this organisation changed its name to Fair Trade Tourism (FTT) to consolidate its ambitious projects.

Certification, a real showcase

In 2001, FTTSA was launched as a pilot project of the South African branch of the International Union for the Conservation of Nature (IUCN). It aimed to assess whether the fairness concept could also be applied to tourism in the post-apartheid era. Because the answer to this question was positive, the FTTSA has pursued its operations as an independent NGO since 2004. It has brought together the various initiatives of the sector. It has also carried out awareness-raising activities, lobbied with public authorities and even become one of the founding members of the Fair network in South Africa.

In addition, very soon the FTTSA's principal goal was to put in place a fair certification programme for tourism products. The standards adopted in this respect are based on the criteria of the industry and include fair remuneration, decent working conditions, a fair sharing of revenue and respect for cultural traditions and the environment.

Since then, more than 79 initiatives have been certified throughout the country: hotels, safari lodges, backpacker lodges and guesthouses, but also organised tours and 'adventure' type of activities. They are all listed on the following website, <http://www.fairtrade.travel>.

Criteria

Whereas the FTT presents itself explicitly as fair label, its criteria also comply with other standards applicable in the tourism industry such as the Global Sustainable Tourism Council Criteria or the Tourism Child Protection Code of Conduct. Through its code of conduct the latter international initiative aims to fight the sexual exploitation of children in tourism.

The main elements are the following:

- **Fair remuneration:** any person working in a tourism activity must receive a fair share of the revenue in proportion to the work delivered.



© Fair Trade Tourism

- **Respect:** both hosts and tourists must respect human rights, culture and the environment. This implies, among other things, decent working conditions, the protection of young workers, the promotion of gender equality as well as an understanding of, and tolerance for, cultural practices. Environmental pressure should be reduced as much as possible: limitation of water consumption, re-use of waste and protection of biodiversity.
- **Democracy:** any person working in a tourism activity is entitled to and should be given the opportunity to participate in the decision-making process concerning the matters that concern him or her.
- **Transparency:** applicable rates and accounting must be transparent. Travel agencies develop long-term relationships with (food, accommodation, etc.) suppliers and pay advances and apply sound cancellation conditions.
- Food products are purchased locally as much as possible to support **the local economy**.
- Important **South African concerns** are addressed, such as the training of black employees, ownership issues (joint management by black people) and awareness-raising about HIV and AIDS.

FTT approved



With the support of the Trade for Development Centre and in collaboration with South African authorities, as part of a first project, the organisation has conducted a study on the German, Swiss, Swedish and Dutch markets. Once again, the ambition is to define the target groups to allow FTT-certified organisations and businesses to promote, in a targeted way, sustainable tourism on the European market.

To avoid conflicts of interests, the decision was made to split the activities pertaining to market development and activities pertaining to certification, comparable to the split between Fairtrade International, the organisation behind the Fairtrade label, and FLO-CERT, the audit body. Now, an external office, in this case KPMG, is responsible for certification and auditing.

FTT focuses on the development of the Fair Trade Tourism label in view of making it a strong brand by exploring new opportunities on both the supply and demand sides.

On the demand side this is done mainly through partnerships. Several South African, British, Swiss, German and Dutch travel agencies already sell FTT-labelled holidays. For tour operators, certification did not seem to be the most appropriate approach since the value chain is far more complex than the value chain of traditional Fair Trade certified value chains such as the coffee, cocoa or banana value chains. In 2016, it was therefore decided to not further certify tour operators but to deliver an 'FTT-approved' status.

Development of fair trade tourism

A second project supported by the TDC aims to improve the profitability, competitiveness and sustainability of small tourism stakeholders outside South Africa. This will result in a more varied basket of tourism products from which consumers and operators can choose. The *Fair Trade Holiday* label will be the umbrella brand under which the tourism products will be commercialised using terminology that is known and understood by European consumers and which they trust, i.e. fair trade.

The project has four components that are perfectly in keeping with the FTT strategy as developed above:

- Increase the number of certified tourism products in South Africa and the region;
- Support (inbound) South African tour operators with the promotion of innovative tours among foreign travel operators;
- Increase foreign arrivals to Fair Trade Tourism tours and products
- Strengthen the Fair Trade Tourism model and expand it throughout South Africa and replicate the model in the region.

To be 'FTT-approved', the operator must sign the FTT Code of Conduct and commercialise Fair Trade holidays within 12 months after signing the Code of Conduct. Operators that are already certified by *Travel Life* and/or *TourCert* are automatically FTT-approved because of a reciprocal recognition agreement.

A tour is considered Fair Trade if at least 50% of the accommodation is in FTT-certified establishments (or certified by a partner certification programme with which a reciprocal recognition agreement has been signed). Each FTT-certified activity included in the programme amounts to 5% in the calculation of the 50%. At the beginning of 2017, 38 South African tour operators (inbound) and 21 European tour operators (outbound) were FTT-approved. One of them is a Belgian organisation.

Several NGOs, such as the Tourism Concern (Great Britain), EED–Tourism Watch (Germany), Schyst Resande (Sweden) and Akte (Switzerland), also play a key role in the dissemination of this concept. And finally, the official South African Tourism Office also promotes the label on the foreign market.

Fair Trade tours in the whole of southern Africa

FTT also has cross-border ambitions and intends to progressively expand its activities to seven other countries of southern and eastern Africa (Botswana, Lesotho, Madagascar, Mozambique, Namibia, Swaziland and Tanzania). In this way, the tourist is offered a far broader choice, with tours covering the whole of southern Africa.

FTT has signed reciprocal recognition agreements with five existing African certification programmes (Namibia, Botswana, Kenya, Tanzania and the Seychelles), which represents an important step in extending the Fair Trade Tourism model in the region. FTT has also started certification of products in Mozambique and Madagascar (7 in Mozambique, 8 in Madagascar) because reciprocal recognition agreements could not be signed there. The reciprocal recognition agreements have been made possible thanks to partnerships developed within the Sustainable Tourism Certification Alliance.



Cordutch (Ecuador)

Domestic role of community-based tourism

Few countries can claim as many natural and cultural riches as Ecuador. Its four main assets – the coast, the sierra, Amazonia and the Galapagos Islands – constitute four ecosystems that are home to an almost infinite biodiversity. 25% of the population comprises native communities with ancestral traditions and a strong identity, which helps Ecuador to pioneer community-based tourism. The transversal and multiplier nature of tourism has made tourism a fundamental part of the country's development strategy, as it generates investments, boosts GDP and fosters the emergence of new sources of decent work to increase the living standards within local communities. In addition, the *Plan Nacional para el Buen Vivir 2013–2017* considers community-based tourism as a transversal axis in a social economy at the service of the people.

CORDTUCH – Community-based tourism organisation of the Province of Chimborazo

The *Corporación para el Desarrollo del Turismo Comunitario de Chimborazo* (Cordtuch) unites 11 community-based tourism initiatives in five cantons of the Province of Chimborazo. The Province of Chimborazo is home to tourism attractions such as the Reserva de Producción de Fauna Chimborazo, the Parque Nacional Sangay and the Tren (Empresa Nacional de Ferrocarriles del Estado).

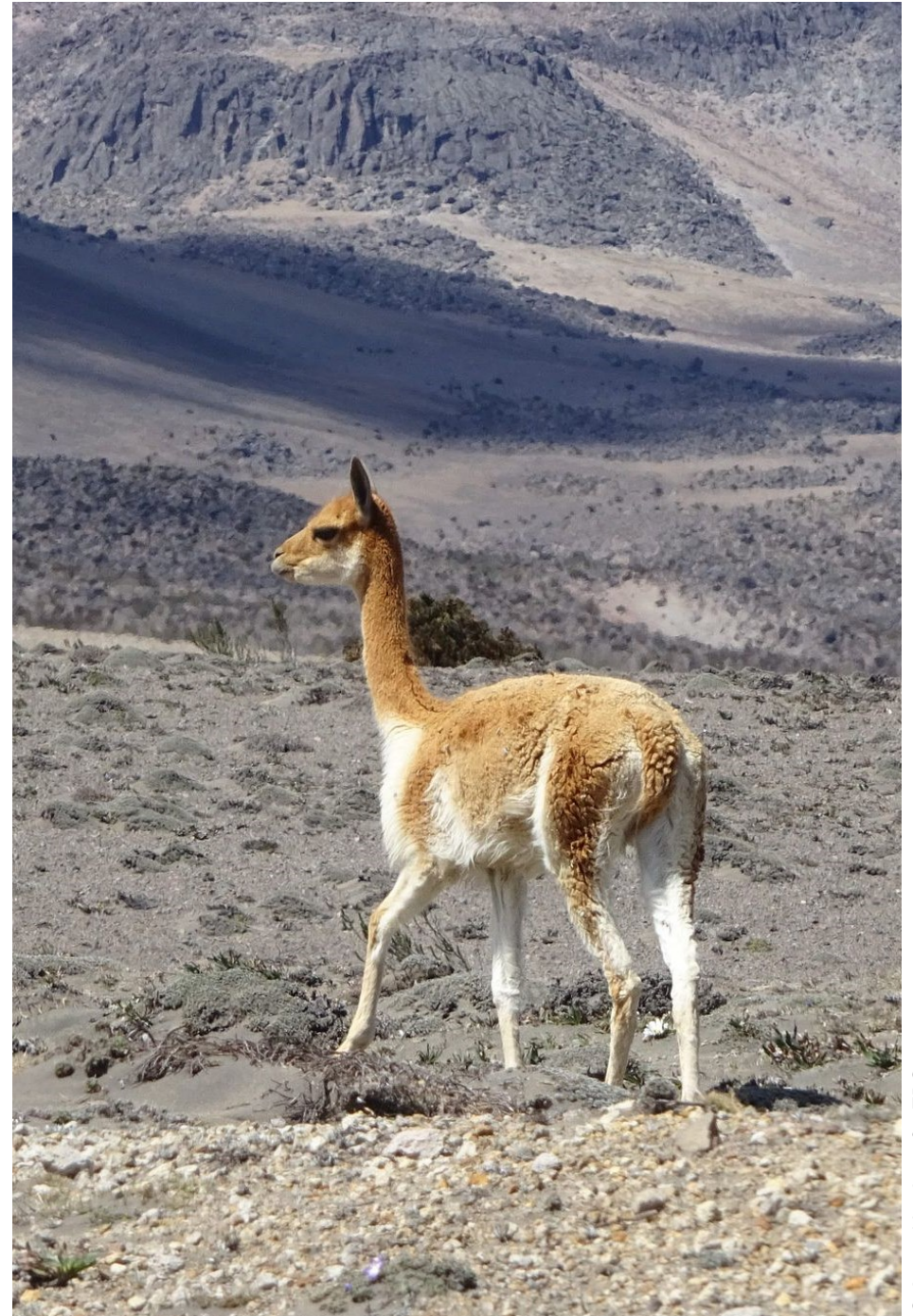
Cordtuch targets both domestic and international visitors of protected natural reserves, railroad aficionados as well as people who are attracted by community-based tourism.



But Cordtuch has much work to do, because a study on the unmet demand in the Province showed that the organisation only draws some 0.95% of tourism in the province.

The initiatives of Cordtuch members boost the local economy and generate employment through preservation of ancestral know-how and the cultural patrimony of the Kichwa Puruwa people which allows the development of intercultural relations with tourists visiting the region. They also contribute to growing awareness about and protection of the natural resources as a means for the population to live in a healthy and stable environment. These initiatives have allowed the development of further activities such as artisan workshops, medicinal plant processing centres, Andean camelid management projects, plant nurseries, a cultural museum, agro-ecological farms, reforestation projects promoting native trees, and the conservation of the *páramo* – the high-altitude biotope – and of micro watersheds. To strengthen the Cordtuch's activities, a commercial and technical branch was created to commercialise tourism services offered by its members: the *Operadora de Turismo Comunitario Puruha Razurku*.

25% of the population in Ecuador comprises native communities with ancestral traditions and a strong identity, which helps the country to pioneer community-based tourism.



Improving the community-based tourism offer

The project financed by the Trade for Development Centre aims to consolidate small community-based tourism businesses. It provides support to (1) improve the general management capacities, (2) the development of the tourism offer on local, regional and international markets by implementing quality improvement and control systems through sustainable tourism certification, and (3) the participation to commercial fairs in view of presenting the community-based tourism offer.

Among the concrete and tangible achievements, the following are noteworthy:

- Production of a book of Andean fairy tales with the collaboration of the Natural Resources Faculty of the University of Rio Bamba. (Ecotourism classes). Each community was able to pick a fairy tale which was written down and presented in a watercolour drawing. Students of the University participated in the story-telling evening sessions in the communities to revive forgotten stories and to put them down in writing. Not only is cultural heritage appreciated, it is also shared across generations within and outside the community.
- Cordtuch produced a house style manual to strengthen Cordtuch's business image in its 11 communities and to support the signboarding needs of the community centres. The goal is to provide tourist and situational information, ecological and cultural backgrounds, or information on how to prevent risks. The manual clearly defines the standards and technical norms for texts, logos and signboard construction. This covers the use of colours as well as materials. This manual was shared with Ecuador's authorities in view of a national rollout. Discussions are ongoing.

www.cordtuch.org.ec



Red Tusoco (Bolivia)

Domestic role of community-based tourism in Bolivia

Bolivia's 2025 patriotic agenda fosters the creation of small community-based businesses, whereas the new law promoting and developing the tourism industry focuses in particular on community-based tourism, which offers great opportunities for development to rural and indigenous communities living in natural reserves with a high tourism potential.

Because of the limited number of industrial productive activities (such as intensive livestock breeding, intensive agriculture and forestry) in these regions and in vulnerable social-economic areas, the environment becomes an asset to be cherished and protected. Responsible tourism could thus become an important means to generate revenue, create jobs and fight the rural exodus.

Social and community-based tourism

Red Tusoco (*Red Boliviana de Turismo Solidario Comunitario*), the network of Bolivian community-based tourism brings together and supports the development of 22 small enterprises in rural indigenous communities in Bolivia in an attempt to improve living conditions by boosting the community's natural and cultural patrimony. Red Tusoco provides training in management and tourism and fosters indigenous management.

In 2009, Tusoco Viajes was created to form the business branch of the network. It is a tour operator that makes, promotes and sells



responsible community-based tours in Bolivia on the domestic and international markets. The final aim is to help the communities in which the small businesses originate. Red Tusoco also aims to play a role in the organisation of community-based tourism on national level and to put in place an independent certification system organised and recognised by the Bolivian state.

Foster community-based tourism in Bolivia for sustainable and decent rural development

Through the project financed by TDC, Red Tusoco hopes to improve the management capacity and quality of service delivery and to gain access to markets by means of new technologies.

Recently, Red Tusoco set itself the goal to formalise the legal existence of all its 22 members, which should also help strengthen the network. One of its actions focuses in particular on the improvement of the offer of these still very fragile small businesses. A handbook was edited to improve the quality of tourism service delivery and of quality assurance in each of the small community-based businesses.

The project plans to develop 12 new products/roads, concentrating in particular on new members or members in remote – and thus disadvantaged – areas in terms of tourism exposure. Contacts have been established with the new Bolivia tourism promotion agency (Boltour) to allow Red Tusoco members to be included in its brochures and documents.





Tusoco Viajes' business turnover is steadily growing but it has to broaden its offer, its target markets and it needs to modernise promotion and sales through digital means.

The brand new website (www.tusoco.com) is far more intuitive, uses images and offers user-friendly navigation. It was developed in English to reach more potential users. It will also be available in Spanish soon. It brings together Tusoco Viajes and Red Tusoco, allowing the client to link a purchase of a tour operator with the work done in the communities.

The project has an impact on an economic as well as a social and environmental level. Tusoco Viajes forecasts significant growth of 22% a year, which will translate in increased revenue for the small businesses. The project should boost job creation in rural areas and train a specialised workforce which means professional skills are developed and community youths can participate in social and economic activities to reduce the rural exodus which affects large parts of the region. This also gives the inhabitants of these rural areas a certain dignity and pride as they otherwise often feel poorly treated compared to the citizens of urban centres.

Communities with small responsible tourism businesses will cherish and conserve their local natural patrimony and foster self-management of their land. The duplication of this model to a larger scale should have a positive impact on the environment.

www.tusoco.com

Trade for Development Centre — www.befair.be

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