## OPTIMIZING SUSTAINABLE COMMUNITY-BASED TOURISM: SOUTH AFRICAN SCENARIOS AND SOLUTIONS

Professor K.L. Harris & C.R. Botha Department of Historical and Heritage Studies University of Pretoria

Department of Tourism Research Seminar Future Africa, Pretoria 24 October 2025



## Faculty of Humanities

Fakulteit Geesteswetenskappe Lefapha la Bomotho

Make today matter





## **COMMUNITY-BASED TOURISM**



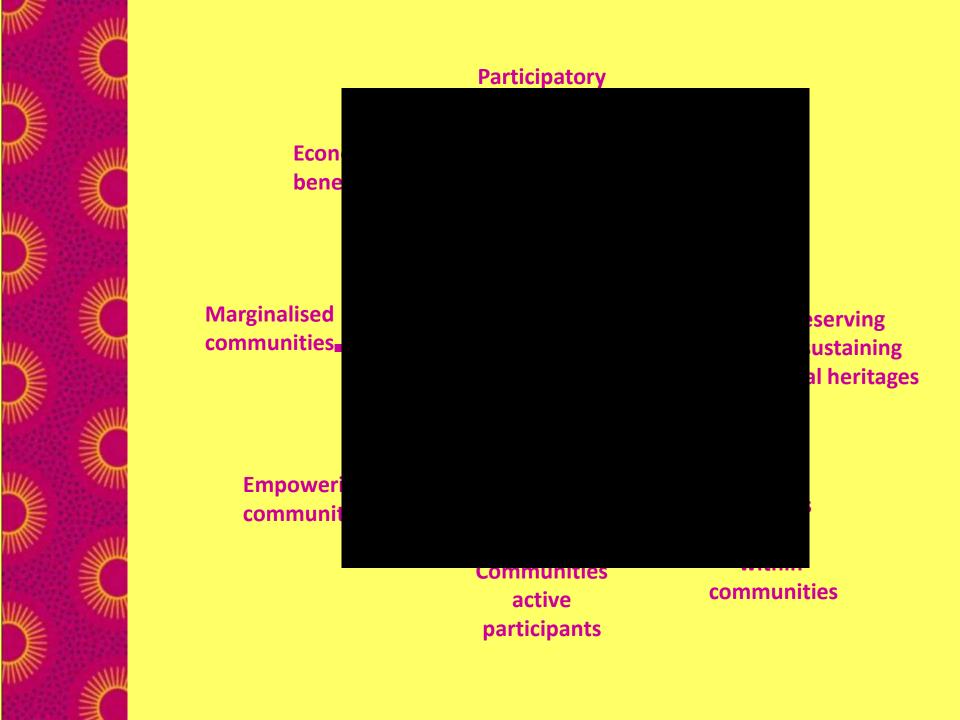












## SDG<sub>1</sub>



End Poverty in All its Forms Everywhere



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

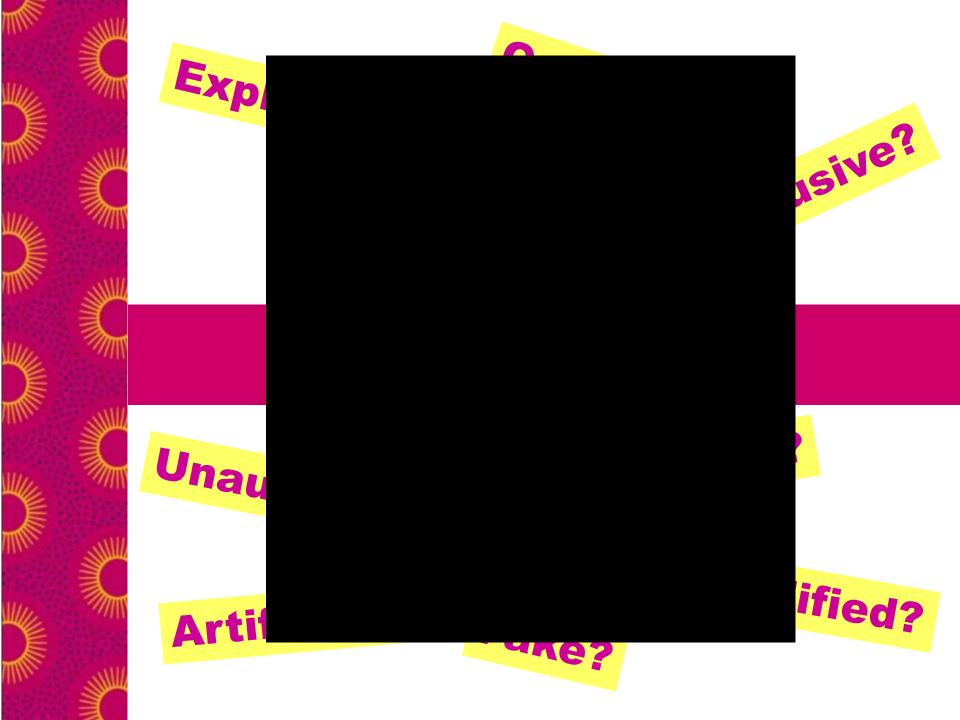
## **COMMUNITY-BASED TOURISM**













## **INCREASING RESISTANCE TO TOURISM**





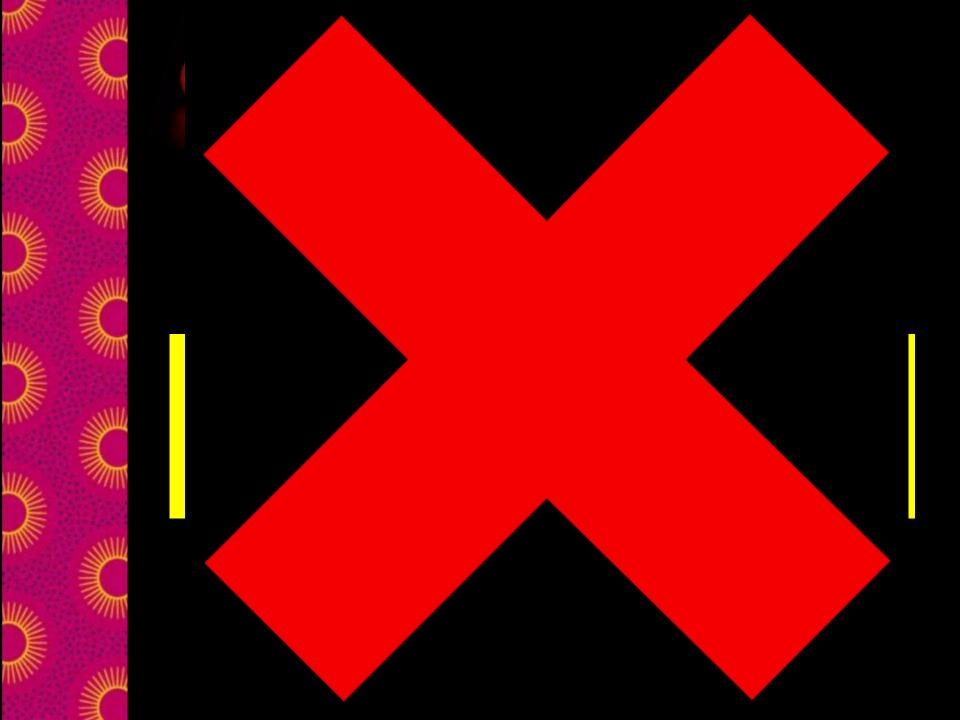








FRAMING THE OTHER is about a tourist whose comfortable ideas about taking photos of exotic tribal people in Ethiopia are shaken by her encounter with a Mursi woman.





## **MANDATE:**

 Actionable recommendations based on the findings that can inform policy, planning, and interventions within the community-based tourism sector

- Revisit the concepts
- Revaluate stakeholders
- Deconstruct processes
- Realign policies





## Processes applied in the study

- Analysis and synthesis
- > Case studies and models
- > Assessment of the components and attributes
- Consideration of successes (strengths) and obstacles (weaknesses)
- Reassessment, reconfiguration and recalibration in order to optimize the sustainability of CBT in South Africa



## **RESEARCH FOCUS**

As CBT has not always been practiced or engaged with in an optimal manner – hence the rationale to suggest solutions to "OPTIMIZE" the CBT domain.

The research problem is to address the apparent underperformance of CBT and seek ways in which to REINVIGORATE IT IN A SUSTAINABLE MANNER.



## **DEPARTMENT OF TOURISM: KEY CBT POLICIES**

- > 1996 White Paper for Development and Promotion of Tourism
- 2016 National Tourism Sector Strategy
- 2016 Operational Guidelines for CBT
- 2023 Framework for community participation

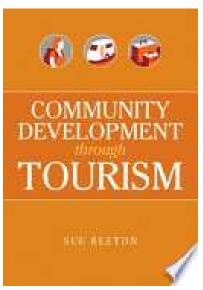


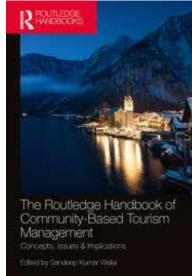


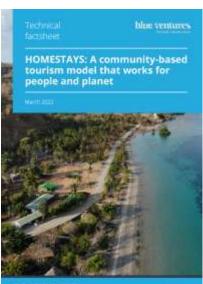
# WHITE PAPER THE DEVELOPMENT AND PROMOTION OF TOURISM IN SOUTH AFRICA GOVERNMENT OF SOUTH AFRICA DEPARTMENT OF ENVIRONMENTAL AFFAIRS AND TOURISM NAY, 1996

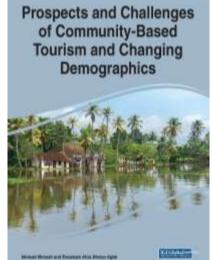


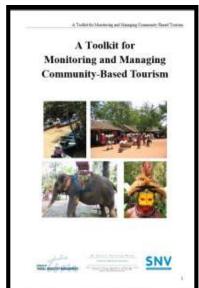
## LITERATURE REVIEW – BOOKS











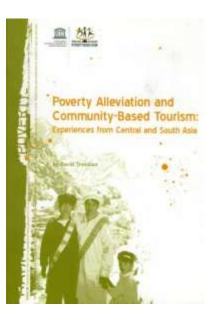


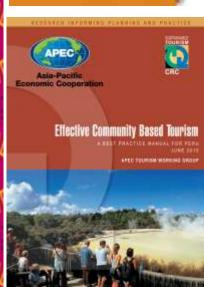
#### COMMUNITY-BASED TOURISM IN THE DEVELOPING WORLD

COMMUNITY LEARNING, DEVELOPMENT & ENTERPRISE

Peter Wilmhay and Alan Clarky







## LITERATURE REVIEW - ARTICLES



Val. 50 No. 3, 2008 p.339-354

International Journal of Market Research

African Journal for Physical, Health Education, Recreation and Dance (AJPHERD) Volume 20(3:2), September 2014, pp. 1139-1161.

Developing community-based tourism in South Africa: Addressing the missing link

Community-based participatory research: a case study from South Africa

ANDREA GIAMPICCOLI<sup>1</sup>, MELVILLE SAAY? JUGMOHAN3

Department of Hospitality and Tourism, Durban Univer-Durhan, South Africa. E-mail: andrea.giumpiccoli@gmail. North-West University, Potchefstroom Campus, Tourism Society (TREES), Potchefstroom, South Africa

Durban University of Technology, ML Sultan Campu Accurance, Durban, South Africa.

(Received: 14 Jugust 2014; Revision accepted: 28 September 2014)

Participatory Design for Social Development: A South African Case Study on Community-Based Health Information Systems

#### Elaine Byrne

Department of Informatics, University of Pretoria, South Africa. E-mail: elaine.byrne@up.ac.za

c\*gent

ARTHUR HENTING

Scraptol St. Sensory

Department of Informatics, University in Oslo, Gaustadalleen 23, P.O. Box 1080,

Mélani Prinsloo Lulea University of Technology

#### MUNITY-BASED PROJECTS

nity members in projects designed to benefit that community is by no Two of the great pioneers of and believers in this approach were believed that community-based projects make sense and also prosive effects of modernisation, helping people to 'design' their own o 2004). Similarly, in Freire's Pedagogy of the Oppressed, he argues unite in order to find a way of improving their own destinies, instead

#### Abstract

Tourism h tourism (Cl facilitating other diffics

facilitate 1 protagonist possible p developme organisatio therefore. facilitation

Keywords: South Africa

How to cite Giampiccol South Afri Recreation

#### Introduct

Tourism communi tourism developm operation 2008; Bak Guzmán. However,

that touris

MEN. WE. 11, ME. 1, PROCESS REQUIRED AND THE PROCESS OF THE PROCES

LEISURE & TOURISM | REVIEW ARTICLE

A OPEN ACCESS ... Community-based tourism in Africa: a systematic review of the status and emerging opportunities

Henely D. Lemunge @, Withelm Andrew Kiwango @ and Iddi R. Mwanyoka @

Department of Congregater and Environmental Values, No University of Dischora, Dockson, Torqueia

ABSTRACT

Incomer, upwell-selv convenently based insense E2TI, plays a tracked site in advancing the least-studied Conventionment Caulit. (SEG). Despite the significance, these enters is trouveled, and requirement of the tryon. (CET attacknow, constructions, and studies) is read Africa. This action above in bridge title upon thought a revisionment review of the Letters states of CET, francings on presents are classed to the contract to the co Some cultural multilarge, and contribute to environmental conservation. CET in Africa has the primortial to primorial inclusive and contample desirant, benefiting both local The admitted by the control of the c fullerges in the promoters of CET to rural Africa.

#### 1. Introduction

Community-Based Tourism (CBT) in Africa has the potential to serve as a power actioning the United Nations World Tourism Organization (UNWTO) recommen ment. This initiative aligns with the United Nations Sustainable Development Goals 1 (Ending Poverty), 5 (Gender Espaility), 8 (Decent Work and Econom Inequalities), 11 (Sustainable Cities and Communities), and 12 (Sesponsible Cons Additionally, it contributes to Goals 15 (Life on Larel) and 17 (Partnerships for t of the most important sectors of the global economy and a powerful vehic UMWTO recommendations on tourism for rural development (UMWTO, 2020). Globally, tourism contributes US\$ 11.1 trillion to the Global Domestic Produ

he domains of information or examine how the process of social development. T sens contouts in the West he treatment sell on effective nderstandings and bases to

encent of a community mel district health 25 or 5 es through the health facilit was to include all the people

#### Abstract

This writele presents a normative model of the urgument for participatory tearism development. It is purposely testating in manner to attract further attention from tourrisos seAnlars. practitioners and decision makers. The normative model of community participation in the tourism development process has been built on a set of seven propositions. They

Arguments for Community Participation in the Tourism Development Process

Cevat Tosun

and

allen J. Timothy



Available online at www.sciencedrect.com 

Geologie 34 (2005) 713-765

GEOFORLIM

Stages in the emergence of a participatory tourism development approach in the Developing World

#### Cevat Tosun

School of Taurier and Blood Management. Mustafu Ranad Technology. Purper Date: Blood. Status brieful. Common Mark Str. Strait, Absent Coal, ALPS Delevations, Marco, Turbus

Econord & March 2005; occaved in creams from 9 January 2000.

states providing socio-economic, sultimal and political conditions to developing countries without ignoring rand, peripheral cases of the developed world. It identifies flow stages. These are: (1) the integrance of the pressure from external and internal factors on the central government to accept, support and Sigilitate the implementative of a participatory development approach. (2) the energinal of publical will at cutarid level, and the exacting legal measurements, re-structuring administrative symples at operational level and the arms commonly consultation or participation process. These stages are replicted and algorithm under the guidance of these operations. It constitutes that political well at central level, exacting relevant legal recoveryments, empreering Soyal-communities and cooperation of dominant alto groups an sine quation for the energence and operationalization of the participancy souries levelopeacus approach as a pro-active neurina directopeacus strategy in a given developing country. C 3004 Elector Ltd. All rights reserved.

remmunity participation in the development velopment designed in such a way

cipation of a local community in the affairs

es back to the beginning of human society

the participatory development approach has

sodern testrement for better development since

erest names (de Kadt, 1982: United Nations

pation has been recognised as a major element in the post-industrial era. This may reflect the

rote to community actions that emerged in the

new and accurity of the period following World in demand for citizen participation has ushered

past toward a new auderstanding in public

efficiaries are encouraged to take matters

exaction to development.

## LITERATURE REVIEW

ASIA PACIFIC JOURNAL OF TOURISM RESEARCH 2023, VOL. 28, NO. 9, 1031-1051 https://doi.org/10.1080/10941665.2023.2276477





#### Research on sustainability in community-based tourism: a bibliometric review and future directions

Krittawit Krittayaruangroj<sup>a</sup>, Suparak Suriyankietkaew <sup>©a</sup> and Philip Hallinger <sup>©a,b</sup>

<sup>a</sup>College of Management, Mahidol University, Bangkok, Thailand; <sup>b</sup>Department of Educational Leadership and Management, University of Johannesburg, Johannesburg, South Africa

Over three decades, community-based tourism and sustainable tourism have emerged as innovative approaches to tourism development. Yet, only limited reviews have been conducted. Using VOSviewer software, this bibliometric review analyzed 869 Scopus indexed documents on sustainable community-based tourism for research insights. The study suggests the recent trend has shifted from developed toward developing countries. Research foci include tourist and resident satisfaction, the effects of sustainable community-based tourism on economic growth, stakeholder participation and decision-making, and heritage conservation. Future research directions are suggested with a focus on post-pandemic resilience and the contributions of community-based tourism toward global sustainable development goals.

#### **ARTICLE HISTORY**

Received 11 April 2023 Accepted 22 October 2023

#### KEYWORDS

Sustainability: sustainable development; sustainable tourism; community-based tourism; community tourism; bibliometric review; tourism management; rural tourism; sustainable development goal

V. Kumar, T. Agarwala & S. Kumar

"Research on sustainability in community-based tourism: A bibliometric review and future directions'

#### Introduction

Tourism is a key generative industry that contributes to economic development through both direct and indirect job creation (Sharpley, 2020). In fact, tourism accounts for one in 10 jobs created throughout the world (World Travel and Tourism Council, 2020). This is reflected in global economic output: Tourism contributed US\$ 9.1 trillion or 10.4% of the global gross domestic product in 2019 (World Travel and Tourism Council, 2020), Furthermore, while tourism creates economic benefits in all countries, the effects are particularly significant in developing societies that often feature less diversified economies (Brida et al., 2016; Suriyankietkaew et al., 2022). For example, in Thailand, the tourism sector represented 20% of the nation's GDP in 2019, a proportion predicted to rise to 30% of the GDP by 2030 (OECD, 2018).

However, tourism is not simply an engine for economic growth and development. When properly managed, tourism also has the potential to improve the satisfaction of community members, improve and diversify their productive capacity, conserve the environment, and preserve local cultures and heritage (Dodds et al., 2018; Suriyankietkaew et al., 2022). However, these positive effects of tourism do not happen organically. Their achievement requires intentional, cohesive, and skillful tourism management at the government, industry, community, and provider levels (Dodds et al., 2018; Thananusak & Suriyankietkaew, 2023).

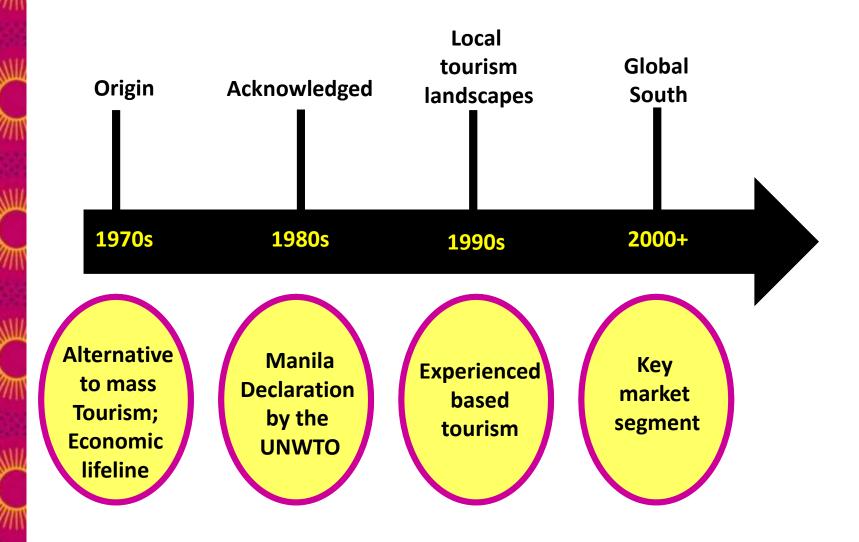
Without planning and coordination, tourism providers tend to prioritize quantity over quality and shortterm profits over sustainable growth (Yoopetch & Nimsai, 2019). This can lead to unintended negative consequences for longer-term economic, sociocultural, and environmental development (Cohen, 2008; Pigram & Wahab, 2005). For example, scholars have documented the deterioration of natural resources and local habitats due to the uncontrolled influx of tourists in both developing (Calgaro et al., 2014;

... over 350 Scopus indexed publications for the period of six years (1995 to 2021)

## LITERATURE REVIEW – SURVEY OF THEMES

- History, principles and development discourse
- Stakeholders, participation and collaboration
- Challenges and obstacles
- Benefits and successes
- Sustainable and responsible tourism
- Positive, negative & ambivalent appraisal
- Operating models
- South African context

## **TIME LINE: Community-Based Tourism**





## **DEFINING COMMUNITY-BASED TOURISM**

"Community" = rural, poor and economically marginalized

"Tourism" = people traveling to and staying in places outside their usual environment for leisure, business, or other purposes.

"Community-based tourism" = tourism in which local residents invite tourists to visit their communities with the provision of overnight accommodation.



# DEFINING COMMUNITY-BASED TOURISM: TWO CONVENTIONAL PREMISES

A form of tourism where tourists are hosted by a local community, wherein the community offers the visiting tourists a deeper experiential, participatory, unique, authentic and cross-cultural interactive insight into local people, their culture and their environment.

The community in this context serves as the **key stakeholder that exercises ownership, control and/or management** over the
tourism development and touristic experience.

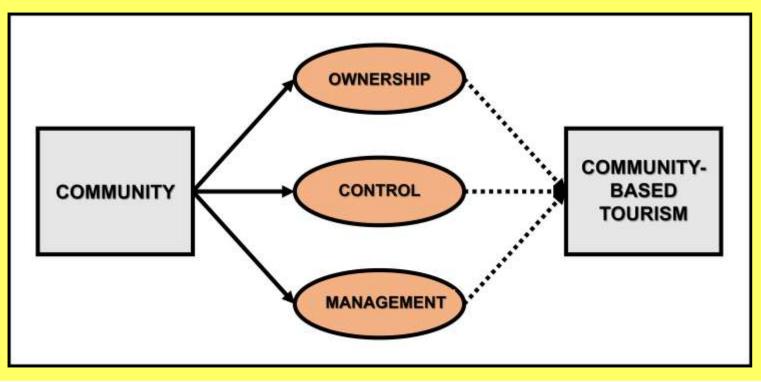
# REDEFINING COMMUNITY

Community boundaries can be **highly political** resulting in certain groups feeling threatened when they are seemingly peripheral to official designations.

The fuzzy boundaries of what constitutes a community make governance and the assessment of CBT considerably challenging.

A suggestion is to **resist predefining a community** and to instead consider its fluid
boundaries and heterogeneity in CBT planning and
research.

# PERCEIVED CONVENTIONAL CBT **OWNERSHIP**

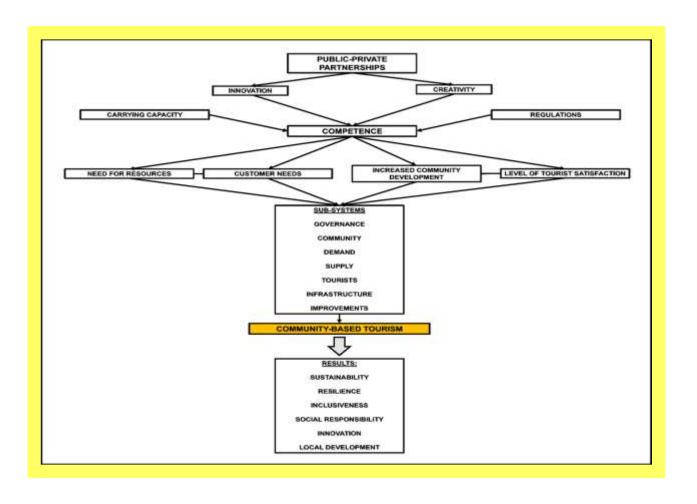




## **KEY CBT MODELS**

- Communally-owned ventures
- Community initiatives in joint ventures with the private sector
- Community-based tourism entrepreneurship
- Community enterprise linkages with private sector owned tourism businesses

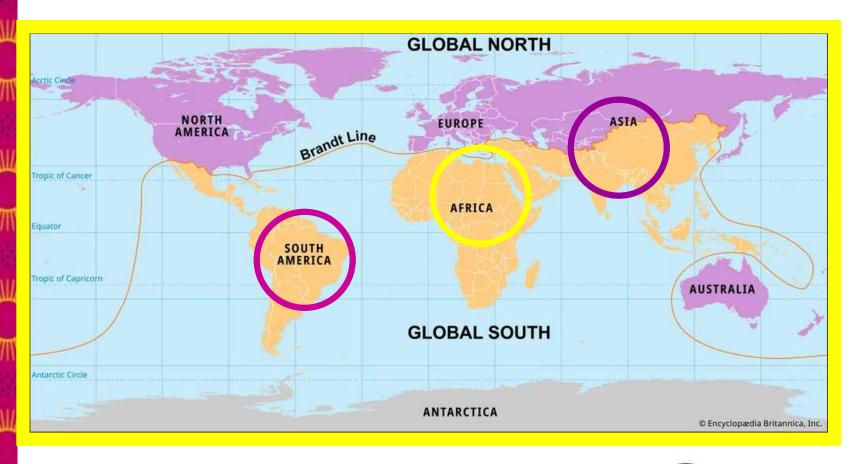






MODEL	COMMUNITY	GOVERNMENT	PRIVATE	FOCUS
1.				Just, conscious
Gursoy & Rutherford	X	X	X	and responsible
-				
2.	V	X	X	Capacity
Harwood	<b>V</b>			
3.	V	X	V	Inclusion
Hwang, Stewart & Ka	V		V	
4.	_,	X	X	Sustainable
Konwar & Chakrabarty	V			
5.	X	-1	X	Sustainable
Adi et al.		V		
6.	X	V	V	Facilitation
Ernawati, Arjana &		V	V	
Sukmawati				
7.	X	X	X	Performance
Han et al.				
8.	X	- 1	X	Ethical
Mtapuri, Camillieri &		V		
Dluzewska				
9.	X	V	X	Sustainable
Rose et al.		V		
10.	3/	3/	3/	Sustainable and
Llupat	V	V	V	inclusion

## "Global South – 15 case studies"







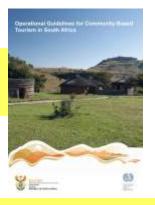


## "Global South - analysis"

	Country CBT			Start date		Operational		Key stakeholder				
1	Peru		Titikayak project:		Not specified		Yes		Community	SOUTH	<u>AMERICA</u>	
			Country		СВТ		Start date		Operational	Stakeholders		
2	Ecuador	1	Malaysia		Communi L ty Based		ate 1980s		Yes			
3	Brazil				Tourism in Bario,						ASIA	
		2	Cambodia		Chambok Eco-	2002			Yes			
4	Bolivia				tourism							
					Country		СВТ		Start date	Operational	Stakeholders	
5	Peru	3	Philippines	1	Kenya		Ngwesi lodge	199	96	Yes	Government	
	4 Thailand  5 Cambodia		Thailand	2	Namibia		Communi ty-based natural resource managem ent program	199	96	Yes	Government	
			Gambia		Ninki Nanka Trail	201	19	Yes	-Private			
		4 Uganda		Uganda		Mount Gahinga Lodge	1997		Yes	-Private		
	<u>AFRICA</u>			5	Namibia		Damarala 19		96	Yes	Community	



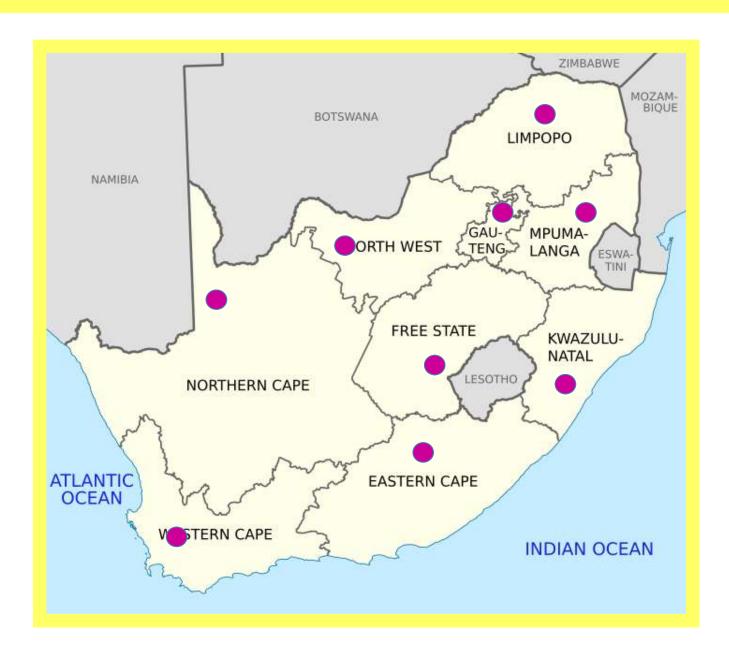
## **DEPARTMENT OF TOURISM**



## **CBT MODELS**

- > Communally-owned ventures
- Community initiatives in joint ventures with the <u>private</u> sector
- > CBT entrepreneurship
- ➤ Community enterprise linkages with <u>private</u> sector owned tourism businesses

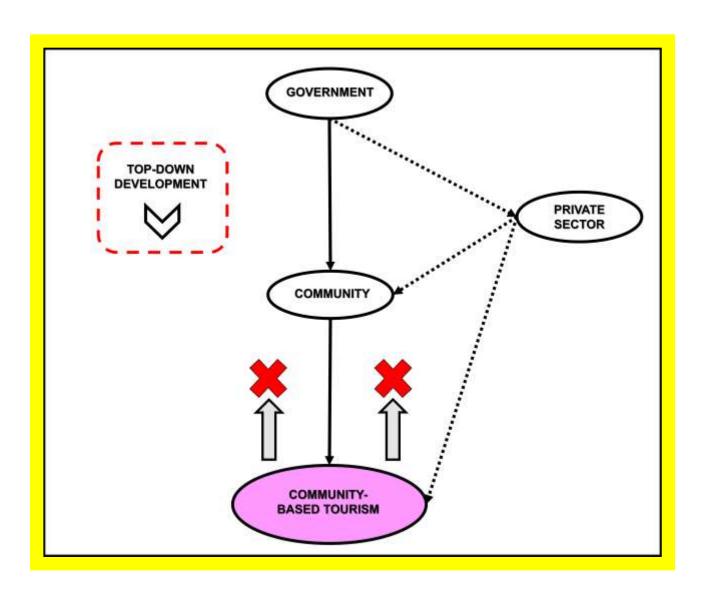
## "South African – 90 case studies"



## "South Africa - analysis"

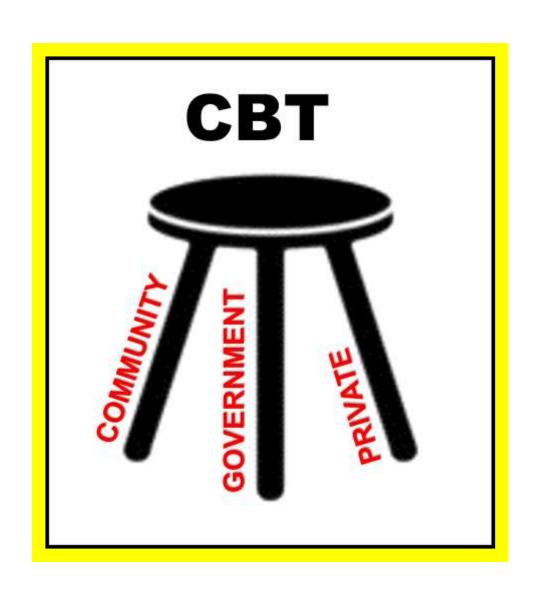
	City	СВТ		Start date	Ope	rational	Ke stakel		WESTERN CAPE					
1	Cape Town	!Khwa ttu Culture & Education			Yes		Private	Start						
		Centre		City		CB1	СВТ		Operation	onal		Key		
2	Knysna	Mothers of Creation F		Tweerivieren		!Xaus Lodge, Kgalagadi		date 2002	Yes		stakeholder Private			
3	Khayelitsha	Ghetto Sessions				Transfront Park.								
4	Khayelitsha	18 Gangst Museum	2	Kimberley	ı	Ci	ty		СВТ		date	Operati	ional	Key stakeholder
5	Franschhoek	Franschho Township Village.	3	Kimberley	1	Hazyview	/	Shangar Village	na Cultural	1999		Yes		Government
6	Langa	Guga S'Th Arts & Cul  Askham		2	Bushbuc	kridge	Bushbud Marula I	_	2018		Yes		Government	
		Centre	5	Kimberley	3	Barbeton			Mahushe-Shongwe Nature Reserve			Yes		Government
7	Cape Town	Camissa T	6	Riemvasmaak	4	Bronkho	rstspruit	Kghodw Cultural		1989				Community
8	Cape Town Uthando	Veld & Se	7	Mier	5	Mbomb			o Customs ion Centre	2001		Yes	Government	
10	Hermanus	Hawston	8 Eksteenfontein		6	Hazyview	I	•	nabalala terpretation of ulture Centre		2023 Yes			Government
<u>NO</u>	NORTHERN CAPE 9			Askham	7	Graskop	Graskop		Community Craft Centre at Graskop Gorge Lift		own	Yes		Community
	10 Kuruma				8	Hazyview	I	Vomba \	Village	Unkno	own	Yes		Private
MPUMALANGA					9	Skukuza			Kruger Cultural		Unknown Yes			Government
					10	Mbombe	la	Mpumal	Mpumalanga		2015 Yes			

## **Status quo of CBT in South Africa**

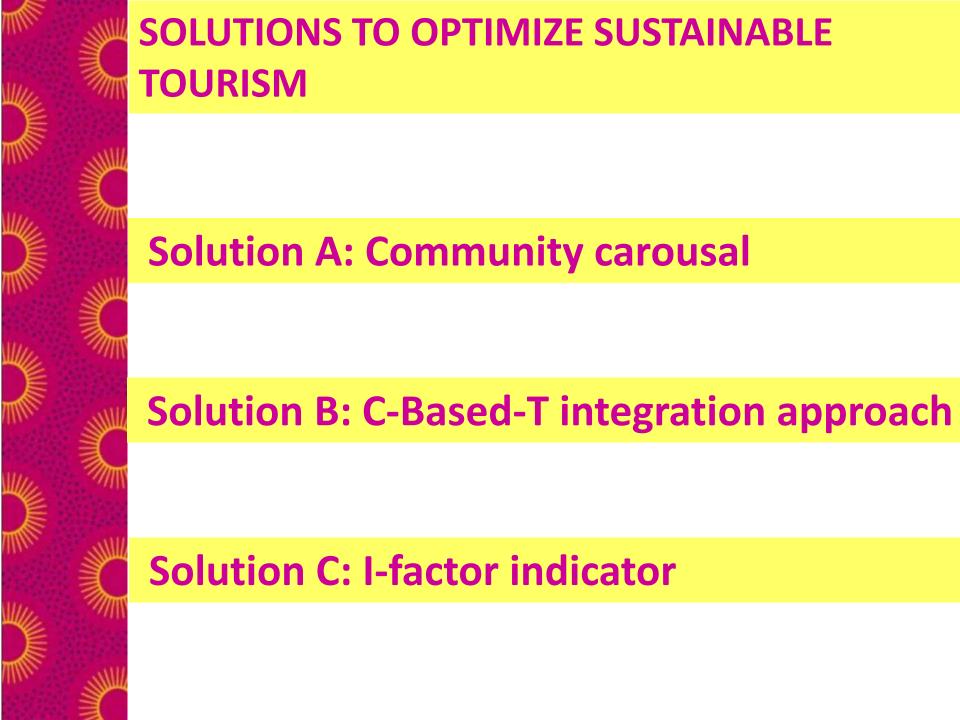












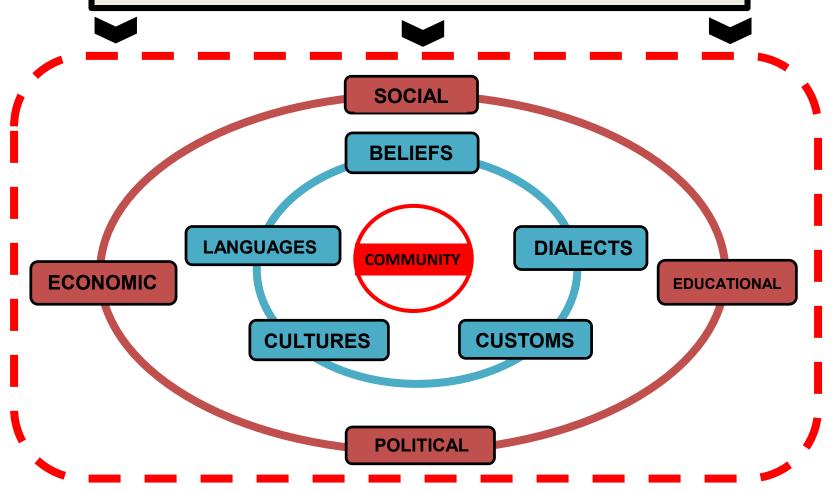


## **Solution A: Community carousal**





### **COMMUNITY CAROUSAL**

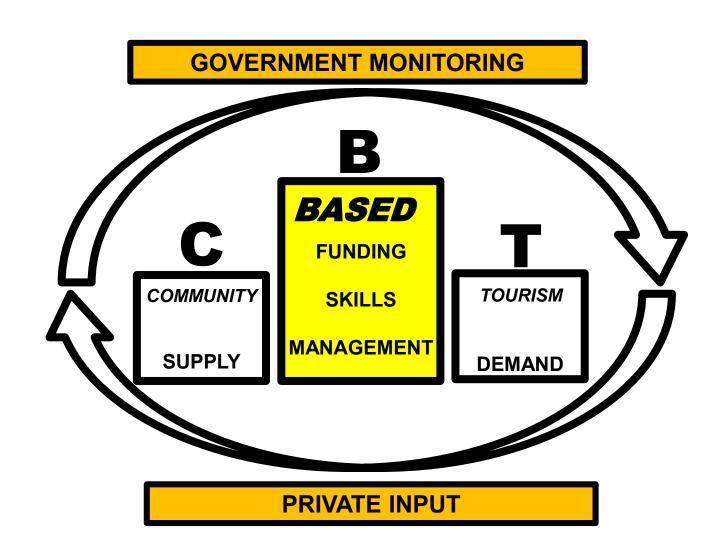




## **Solution B: C-Based-T integration approach**

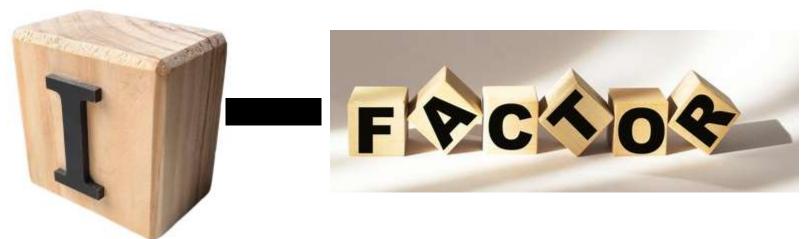




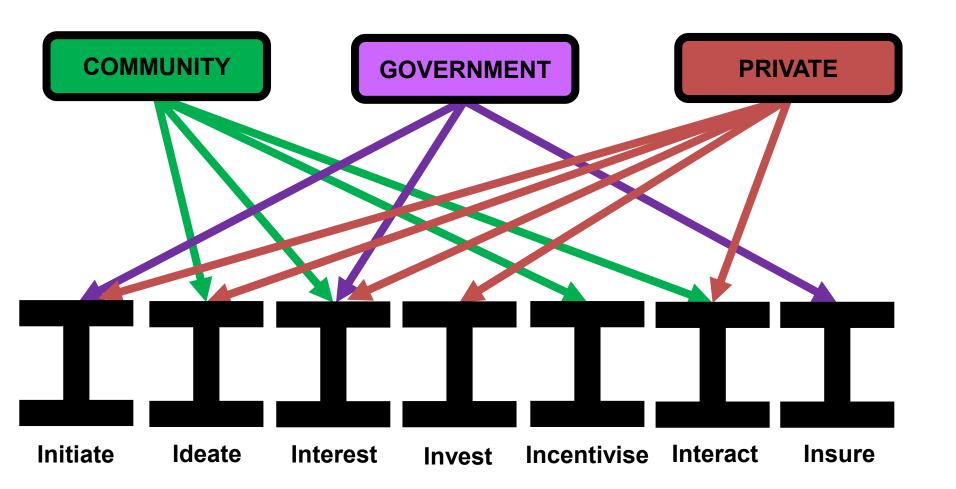




## **Solution C: I-factor indicator**



## **Solution C: I-factor indicator**





### •Reigniting Demand:

Stimulating domestic demand and marketing South Africa to international leisure and business events markets.

## Rejuvenating Supply:

Enhancing product quality, developing tourism infrastructure, and investing in rural areas to support sustainability and inclusivity.

## Strengthening Enabling Capability:

Improving skills within the sector, developing digital platforms, and fostering strong collaboration between government, private sector, and communities.





## Tourism priorities

•Reigniting Demand:

Improved CBT

Rejuvenating Supply:

Reconfiguring community

Strengthening Enabling Capability:

Realigning the private input



## **G20** 22-23 November 2025



- EQUALITY Community, government and private
- > SUSTAINABILITY Community, government private
- > SOLIDARITY Community, government and private





Engaging models with stakeholders practical encounters
Roll out of CBT workshops and interventions
Refining the modelling adaptation based on feedback

