Center for Community-Based Resource Management (CBRM)

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Case Study Name:	Community-based cultural tourism: issues, threats and opportunities		
Author:	Noel B. Salazar		
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Region:	Africa South Sahara		
Country:	Tanzania		
Ecosystem Type:	Tropical grassland/savanna, seasonal tropical forest		
Social Characteristics:	Indigenous community		
Scale of Study:	Community		
Resource Type:	Forestry, medicinal species, wildlife		
Type of Initiative:	Community Initiative, research-driven project		
Community-Based Work:	Resource management, conservation, development planning		
Keywords:	cultural tourism; community; tour guiding; representation; anthropology; Tanzania		
Summary:	**Using examples from long-term anthropological fieldwork in Tanzania, this paper critically analyzes how well generally accepted community-based tourism discourses resonate with the reality on the ground. It**		

	focuses on how local guides handle their role as ambassadors of communal cultural heritage and how community members react to their narratives and practices. It pays special attention to the time-limited, project-based development method, the need for an effective exit strategy, for quality control, tour guide training and long-term tour guide retention. The study is based on a program funded by the Netherlands-based development agency, Stichting Nederlandse Vrijwilligers(SNV), from 1995 to 2001, and on post-program experiences. Findings reveal multiple complex issues of power and resistance that illustrate many community-based tourism conflicts. The encounter with the "Other" is shown to be central and that the role of professional intermediaries in facilitating this experience of cultural contact is crucial. Tour guides are often the only "locals" with whom tourists spend considerable time: they have considerable agency in the image-building process of the peoples and places visited, (re)shaping tourist destination images and indirectly influencing the self-image of those visited too. The paper provides ideas for overcoming the issues and problems described.