

The Built Environment Selected Writings

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AZILA AHMAD SARKAWI



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CHAPTER 4

AN OVERVIEW OF PUBLIC PARTICIPATION IN COMMUNITY BASED TOURISM

Syafiee Shuid¹, Muhammad Ali A. Rahman² and Azza Farah Nadia Azman³

INTRODUCTION

The term 'tourism' can represent various connotations. In some situation, tourism is not recognized as a industry. Tourism is not only consisting of the hospitality sector and planners must aware that tourism sector is a multi-product industry with strong linkage to economic opportunities and financial sectors. According to Riley, Ladkin and Szivas (2002) the difficulties in defining the term is largely due to the fact that tourism is an industry dominated by the hospitality sector. According to Mathieson and Wall (as stated in Page & Dowling, 2002), "*tourism is the temporary movement of people to destinations outside their normal home and workplace, the activity undertaken during the stay and the facilities created to cater for tourist need*", (p.6).

The World Tourism Organisation (WTO) explains that the development of sustainable tourism *requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.* (UNTWO, 2006:10). As a mean to realizing public participation, the development of tourism affects most locals resident in tourism dominated communities either directly or indirectly.

Many researchers have written about the roles of public participation in community based tourism and its positive impact to the locals. However there is still some lack of literature on the effectiveness of public participation in community based tourism in bringing so called benefit. According to Tosun and Timothy (2006) tourism development could create adverse effect to the social, cultural and economic sector if the development components are not distributed fairly among the stakeholder namely the local people, private sector and tourism organization. To achieve a successful tourism development, the planning of this development must deal with the changes that will inevitably effected the life of the community and the surrounding environment (William, McDonald, Riden &Uysal 1995). That is why the community and the stakeholder must work together to turn efforts into successful collaboration and partnerships; thus encouraging good practice in community based tourism (Ratnayake, I. &Kassim, A. 2011)

This chapter reviews some of the major literatures on the topic of tourism and community based tourism. Hence, the terms of community participation, community based tourism and the ideas about the effectiveness of participation are reviewed and based on

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