Community-based tourism: from idea to practice

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Social Geography and Tourism Deparment
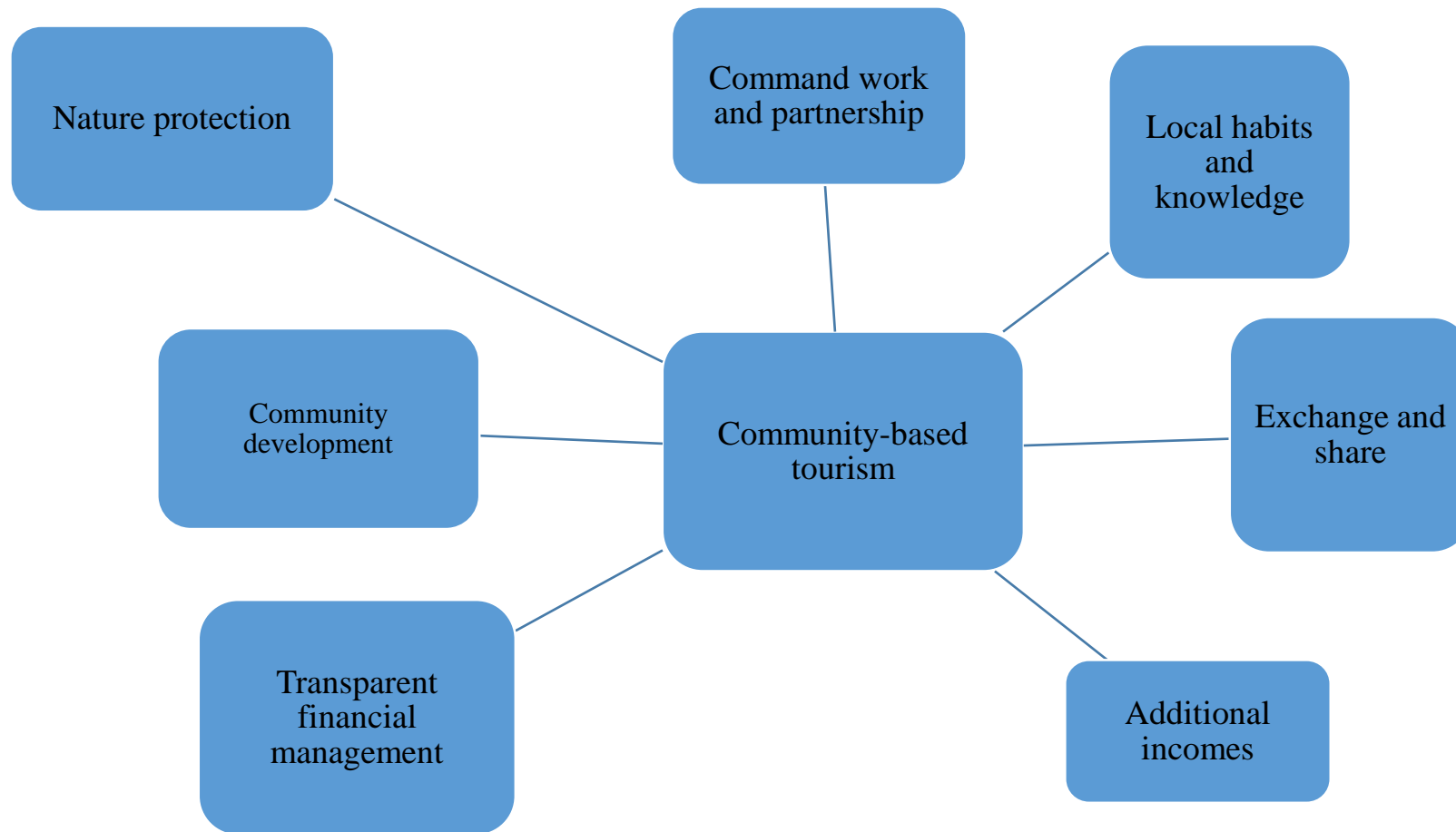
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Community-based tourism: from idea to practice

Alternative tourism is an alternative to mass tourism, associated with the activities of small groups of tourists. It promotes the controlled and regulated development of tourism in order to protect the nature, customs, traditions, and values of the local inhabitants (Explanatory tourism terms dictionary, 2009).

Creative tourism is a form of tourism that can change existing models of tourism development and contribute to the diversification and innovation of tourism experiences, which can help promote local economic, social and cultural development (Richards, 2009).

Cultural tourism is an independent, coherent and responsible interdisciplinary direction of tourism, one of the distinguishing features of which is conscious or unexpected cultural experiences (Ščiglienė, 2017).

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Community-based tourism: from idea to practice

Nature protection

Command work and partnership

Local habits and knowledge

Community development

Community-based tourism

Exchange and share

Transparent financial management

Additional incomes

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Community-based tourism experience

Source: Fresh From the Field (2018). *Practical experiences developing and marketing community based cultural tourism*, p. 10.

Community-based tourism: from idea to practice

Community-based tourism is a newly emerging branch of cultural tourism, which has not yet been studied in theoretical and practical aspects in studies of the geography of Lithuanian society and the geography of tourism.

Community-based tourism is emerging as a branch of alternative cultural tourism, where cultural and social interactions between tourists and local residents present the values and identities of local communities.

Relevance of community-based tourism is based on the survival strategy of local communities in a changing world, where it becomes difficult to preserve local values, traditions, ethnography, natural, cultural and historical development caused by the worldview of society.

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Auhors' archive

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Community-based tourism studies include urban and rural landscapes, local architectural heritage, local traditions and customs, ethnography, historical events, cultural events, biographical studies of local notables. The totality of this knowledge encourages communities to study systematically, to isolate and actualize the most important factors and values, on the basis of which it is possible to create and compile tourism routes for the knowledge of communities, as an alternative cultural tourism activity.

The problemacy

Community-based tourism research and the formation of development processes are becoming relevant tourism activities in Lithuania, especially in areas that are distinguished by unique cultural heritage objects, interesting historical development of the area, and geographical environment. Community-based tourism development processes are practically non-existent in Lithuania. There are only separate community tourism niches related to cultural tourism, nature tourism, ecotourism, sustainable tourism, etc.

Community-based tourism: from idea to practice

Community-based tourism niches are not yet known and attractive to Lithuanian tourists and one-day visitors, because:

- there is a lack of thematic routes of the communities' cognitive tourism, their systematic historical, geographical and social description;

- there is a lack of community guides who can present the development, values and identities of the community in a professional or argumentative and convincing manner;

- there is a lack of structured information, visual material about communities; there is a lack of application of digital technologies for community tourism planning, community presentation, route visualization.
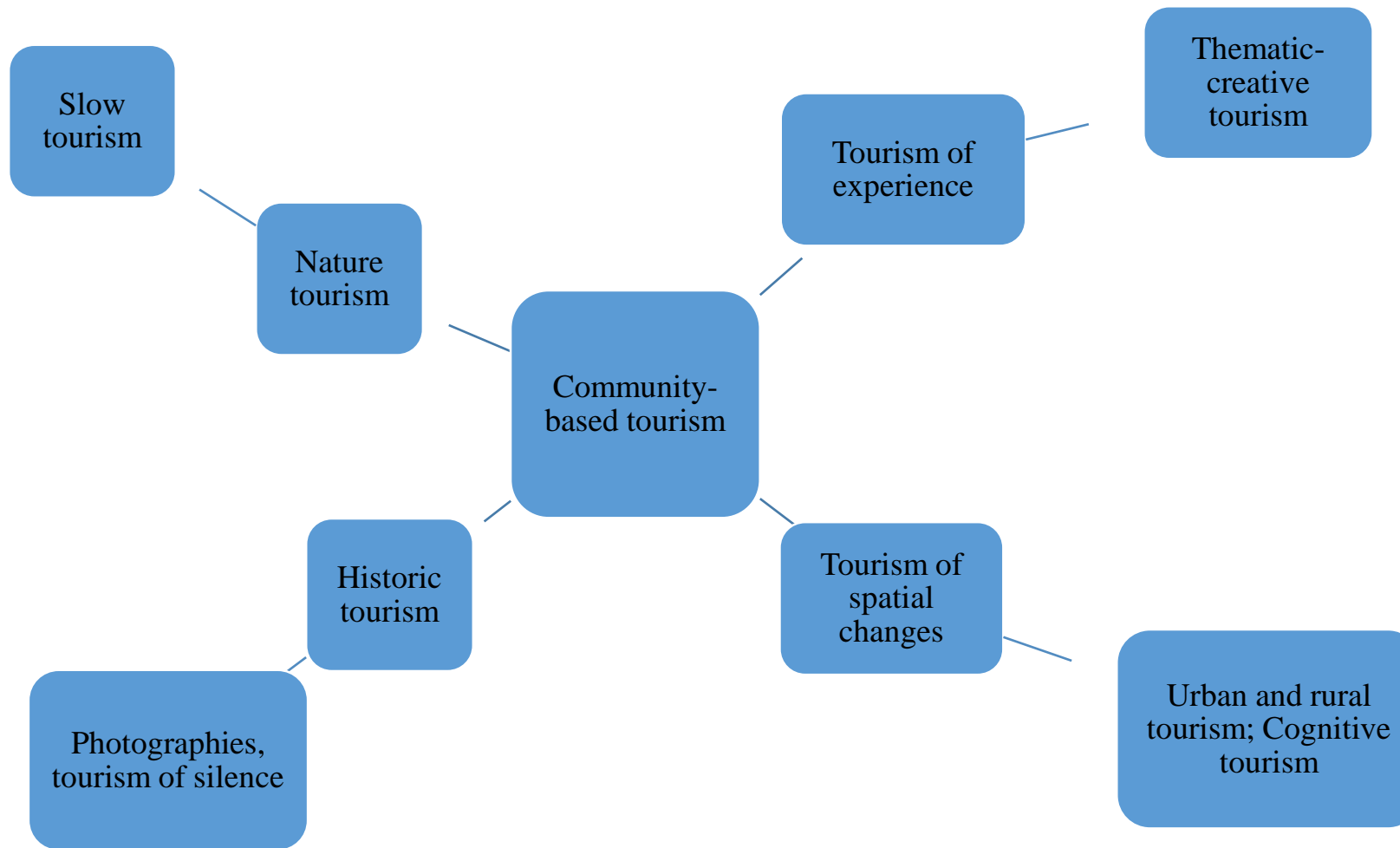
Community-based tourism: from idea to practice

It is necessary to study communities as a local society and its natural and cultural environment, therefore the creation of unique tourism routes will strengthen the identities of local communities and increase the attractiveness of their environment for those looking for alternative tourism travel forms and experiences.

Author's archive

Community-based tourism: from idea to practice

Community-based tourism development model

Compiled according to different scientific publications, 2023

Community-based tourism: from idea to practice

Global uncertainty is a state of unpredictability, instability, which covers the economic, political, social, technological, and environmental spheres of the whole world.

Glocalization is characterized by adapting to global products, services and brands, to localized markets that meet their needs, without losing language as a global identity marker, which has respect and importance for local cultures in the global market.

Community-based tourism and global uncertainty are inter-related because they are conditioned by the same basic factors: economic uncertainty, political uncertainty, socio-cultural uncertainty, natural uncertainty.

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Visitors to tourism services (routes), which foster the culture of local communities, their authenticity. It helps to discover new values and identities, as well as to remember and rediscover forgotten values and identities.

Digital technologies are applied for the development of tourism services (routes).

Promoting alternative cultural tourism involving local communities requires application of practical knowledge. *There is a lack of community tourism guides who could reveal the authenticity of the local culture in a subtle, argumentative manner, and to encourage an interest in it.*

Education of local communities based on nurturing local values and identities, creating economic value for local residents, offering unique services (tourism concepts) for small groups.

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Community-based tourism: from idea to practice

   Community values and identities allow visitors to gain experience with community members, get to know local cultures and traditions, while conserving the use of local resources and applying the principles of sustainability.

   Community-based tourism planning includes aspects of cultural, social, urban, rural tourism and integrates them into thematic tourism routes led by local guides and active members of local communities.

   The historical memories of cities and rural communities require the preservation of local values and identities, which are valuable resources for the promotion of community tourism.
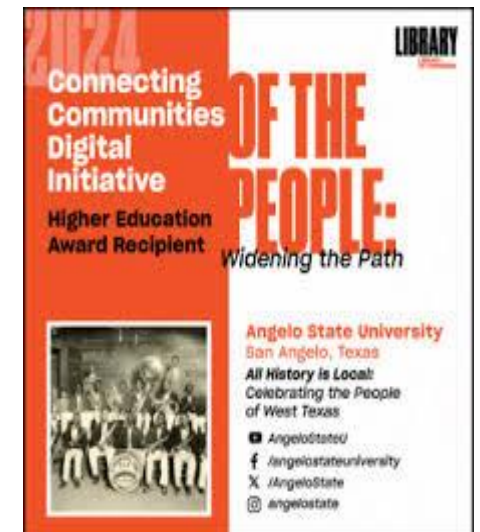
Community-based tourism: from idea to practice

Social innovations are new ideas (products, services and models) that meet various social needs and solve social and economic problems. The tools offered by social innovation are based on social relations and new models of these relations.

Social innovations aim to improve the well-being of individuals and society as a whole. They include new social services, models of their provision, specialized social networks in the digital space.

Community-based tourism: from idea to practice

Borneo, Sarawak, Malaysia, 2024
Author's archive

Community-based tourism: from idea to practice

Borneo, Sarawak, Malaysia, 2024
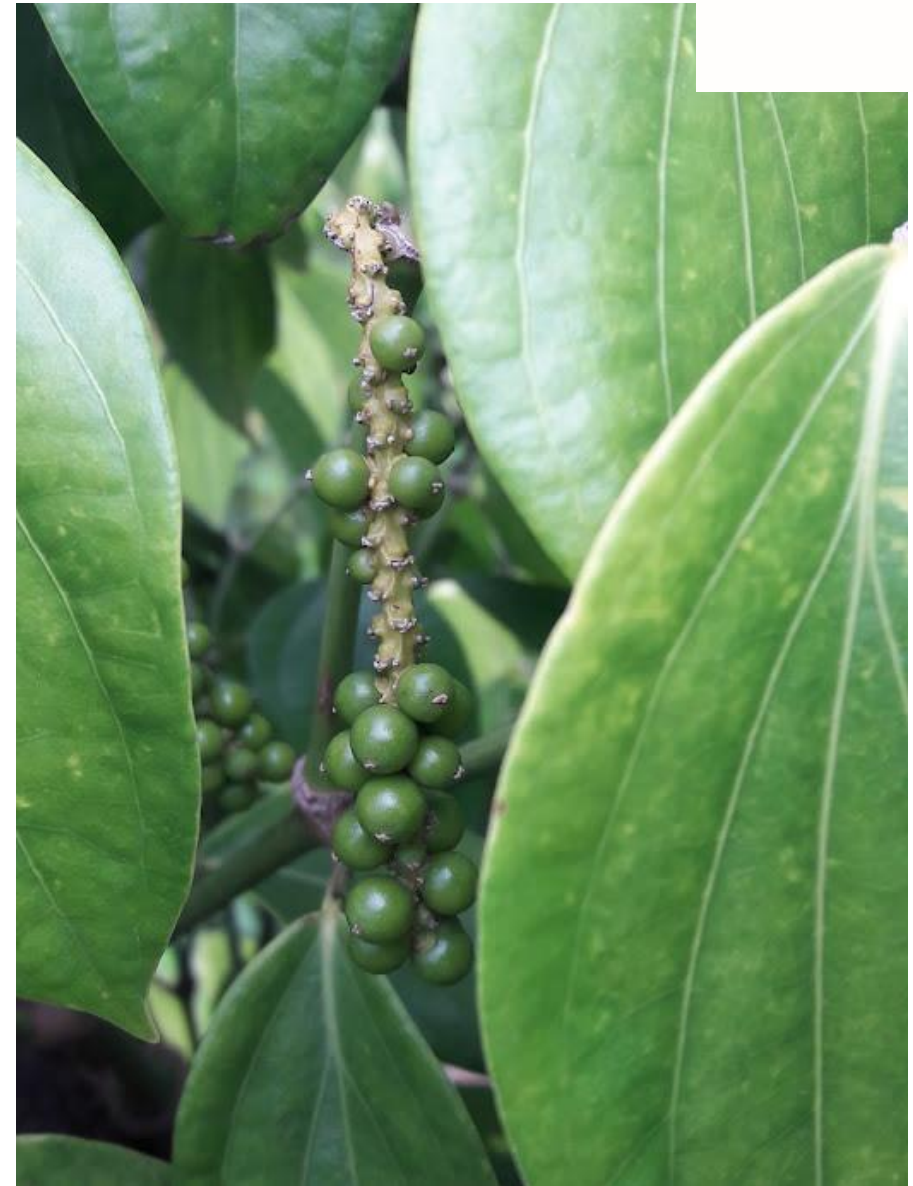
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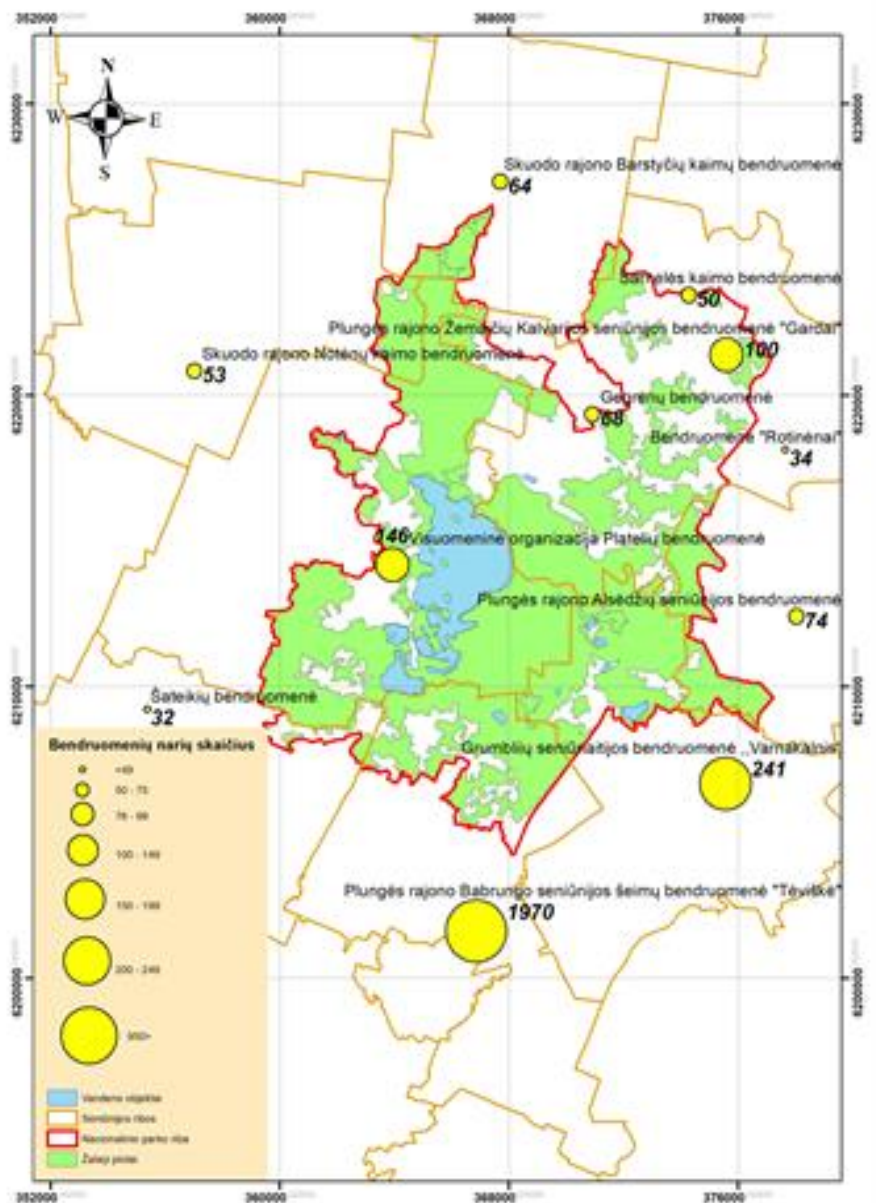
Community-based tourism: from idea to practice

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Borneo, Sarawak, Malaysia, 2024

Community-based tourism: from idea to practice

Title of local community	Settlement	Eldership
Asociacija "Vizijos"	Aleksandravo k.	Šateikių
Plungės rajono Alsėdžių seniūnijos bendruomenė	Alsėdžiai	Alsėdžių
Plungės rajono Babrungo seniūnijos šeimų bendruomenė "Tėviškė"	Babrungo k.	Babrungo
Plungės rajono Karklėnų kaimo šeimų bendruomenė "Karkluoja"	Karklėnų k.	Nausodžio
Plungės rajono Kulių krašto bendruomenė "Alantas"	Kumžaičių k.	Kulių
Plungės rajono Milašaičių kaimo šeimų bendruomenė "Sruoja"	Milašaičių k.	Stalgėnų
Visuomeninė organizacija Platelių bendruomenė	Plateliai	Platelių
Plungės rajono Stalgėnų seniūnijos šeimų bendruomenė "Gija"	Stalgėnų k.	Stalgėnų
Stanelių kaimo bendruomenė "Pietuvė"	Stanelių km.	Paukštakių
Plungės rajono Žemaičių Kalvarijos seniūnijos bendruomenė "Gardai"	Žemaičių Kalvarija	Žemaičių Kalvarijos
Kantaučių bendruomenė "Kalnas"	Kantaučių k.	Žlibinų
Šarnelės kaimo bendruomenė	Šarnelės k.	Žemaičių Kalvarijos
Žlibinų bendruomenė	Žlibinų k.	Žlibinų
Šateikių bendruomenė	Šateikių k.	Šateikių
Bendruomenė „Gintališkės sodžius"	Gintališkės k.	Platelių
Gegrėnų bendruomenė	Gegrėnų k.	Žemaičių Kalvarijos
Grumblių seniūnaitijos bendruomenė „Varnakalnis"	Grumblių k.	Paukštakių
Varkalių bendruomenė	Varkalių k.	Nausodžio
Bendruomenė "Šilupis"	Vieštovėnų k.	Nausodžio
Narvaišių kaimo bendruomenė	Narvaišių k.	Šateikių
Prūsalių bendruomenė "Liepupė"	Prūsalių k.	Nausodžio
Bendruomenė "Rotinėnai"	Rotinėnų k.	Žemaičių Kalvarijos
Asociacija "Dyburiškiai"	Dyburių k.	Šateikių
Glaudžių seniūnaitijos bendruomenė-Dvarkiemis.	Glaudžių k.	Babrungo

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Eldership	Population 2021	Population 2011	Change	Area km²	Population density per 1 km² (2021)	Number of villages (2021)
Barstyčių	674	969	-295	75	9	11
Žemaičių Kalvarijos	1570	1970	-400	124,6	12,6	25
Alsėdžių	1043	1265	-222	55,8	18,7	12
Platelių	1583	1932	-349	136,5	11,6	24
Šateikių	2055	2233	-178	133,6	15,4	20
Notėnų	763	1017	-254	91	8,4	16
Babrungo	2123	2278	-155	100,5	21,1	20
Paukštakių	1034	1179	-145	96,8	10,7	30
In the territory of the Žemaitija national park	10 845 0,39 %	12 843 0,42 %	-1998 -15,56 % -0,83 %	813,8 1,25 %	13,33 3,23 less than average in Lithuania	158 0,83 %
In Lithuania	2 810 761	3 052 588	-241 827	65 300	43,02	19 075

Compiled according to the data retrieved from the state data agency of Lithuania, 2023.

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Community-based tourism: from idea to practice

Knowledge about community-based tourism of local communities' leaders, at Žemaitija national park

Category	Subcategory	Affirmative Statements
Knowledge about the newly developed type of available – community-based tourism in Lithuania	Unheard (4 affirmative statements)	"Not anyway. <...> I looked after entering, simply introducing community-based tourism into the general context <...> but I did not find a way to single out community-based tourism." *(1 informant)*
		"<...> I didn't hear, I wasn't interested, I didn't look." *(informant 2)*
		"How the concept was lost <...>" *(informant 3)*
		"I hadn't heard of it, I don't know, I haven't even read it, I haven't come across it anywhere." *(informant 5)*
	Attempt to interpret (3 supporting statements)	"<...> if those flights are named there, as an addition to tourism, it is possible." *(informant 2)*
		"<...> If you interpret as my colleagues said, you can tighten up, find those activities." *(informant 3)*
		"Community tourism is like organizing village festivals. This is already part of tourism here <...>. Some traditions are cherished. This is already the branch that just needs to be seen." *(informant 4)*

Community-based tourism: from idea to practice

The most important natural, historical and cultural heritage values in the residential area that can be adapted for community-based tourism

Category	Subcategory	Affirmative Statements
The most important natural, historical and cultural heritage values in the residential area that can be adapted for community-based tourism.	Historical heritage (4 supporting statements)	"<...> Yes, our church is unique, there is also a very interesting archive and an old wooden church, there is also a park of the manor, I would also say, the old graves are quite unusual. Maybe it would be interesting for others, because the places are also beautiful to come. Old cemeteries, there are enough of them around here. Well, and also <...> about the places of folk artists, because folk artists are scattered around Plateliai. "The Museum of Militarism, well, a bit of militarism could be attached to that side, it's so poor on that side, and if people go there, something should be thought of." The museum of militarism there is very interesting, but it is far away for people, there is not even a place to drink tea. Here, the community could think about something with education, I don't know, I'm just thinking." *(1 informant)*
		"Šateikiai Church, Šateikiai Park, Plateliai Manor and everything around." *(informant 2)*
		"There is an abandoned mound." *(Informant 3)*
		"As we mentioned, those mounds. The first thing is the church, we also have a very old one <...>." *(informants 4 and 5)*
	Natural values (4 supporting statements)	"Of course, we should somehow cling to the lake and nature <...>". "Well, of all those environments, there is certainly something to see, and nature, beautiful and the lake <...>." "I think we will talk about it with the Council, we will revive something and use the lake, we will think about some kind of education." *(1 informant)*
		"A pond, but a lot of money is needed to organize it and attract visitors." *(informant 2)*
		"In Rotinėnai itself, there is a lot of something that is not there. There is <...> and a pond." *(informant 3)*
		"<...> We also have lakes, but even some of them are no longer accessible, the coast needs to be managed <...>". *(informants 4 and 5)*

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Community-based tourism: from idea to practice

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Involvement of local inhabitants in community-based tourism activities

Category	Subcategory	Affirmative Statements
Involvement of local residents in community tourism activities	Interesting activities, encouraging the implementation of ideas (3 supporting statements)	"<...> First of all, you need to introduce an idea so that they hear and believe in that idea, then the first vocalization of that idea or something else will want to overcome and then believe in everyone, and most importantly, of course, there must be encouragement. *(1 informant)*
		"First of all, it has to be an interesting activity to include." The person himself would be interested, would like it, and here you can have a very broad look: a young person likes some things, an older person likes something else." *(informant 3)*
		"Everyone from their yard to bring something, to show something, who cares for whom. During the holidays, we get together, talk and come up with some ideas, those holidays are good." *(informants 4 and 5)*
	Organizing events, enthusiasm (3 affirmative statements)	"<...> Such a team was super, that we had this year, when we had the small capital of Lithuania, such a team was super, that we gathered here, that we crowned on December 9, but then now we say that that enthusiasm should not be lost <.. .>." *(informant 1)*
		"<...> It's very possible that people died after the pandemic. Well, it is still possible to attend events in the fall and winter, we still invited normally <...>". "But we also sometimes hold an event on Sunday <...>." *(informant 2)*
		"But I can say from experience that people's enthusiasm also disappears very quickly. in all communities, there are a few people, activists, who drag everything along, and here we rely on finances." *(informant 3)*

Community-based tourism: from idea to practice

Description of the community guide's competences in the field of community-based tourism

Category	Subcategory	Affirmative Statements
Description of the community guide and his competence in the field of community tourism	Guide description (2 supporting statements)	"A person should really know history very well, speak in Samogitian dialect. <...> charismatic, self-introspective, know some stories, incantations. Well, so that people would be interested <...>." "I think there should be such a person, but I think we have him." *(informant 1)*
		"It's not so simple to say, but sometimes a person would be charismatic and it would be interesting for the listeners, they should be like that so that they wouldn't be afraid of our Samogitian language, that a better person could be, that it would really be interesting to listen to." *(informant 4)*
	Refers to someone who could act as a community guide (5 supporting statements)	"That, I think, should be such a person, but I think we have him. I can't say specifically that communities, but as many communities as I come, I'm always not alone, there is a person who tells: Aldona, Aušrė, there is another Aušrelė." *(informant 1)*
		"In Šateikia, we have a librarian, Margarita. A super guide, now she comes to the park, disguises herself as a woman and conducts that tourism." *(informant 2)*
		"I don't think we would have such a person in our community, but I think we have somewhere to turn. In Žemaičiai Calvary, we have such a Bronius <...> who knows everything very well, a great person and tells everything very interestingly, a geography teacher. *(informant 3)*
		"<...> If you could find a person from the village, everyone would know the history of the area." *(informant 4)*
		"Chairman of the local community." *(informant 5)*

SOCIAL INNOVATIONS AND DIGITAL EDUCATION

Ekrano nuotrauka iš tikslinės grupinės diskusijos
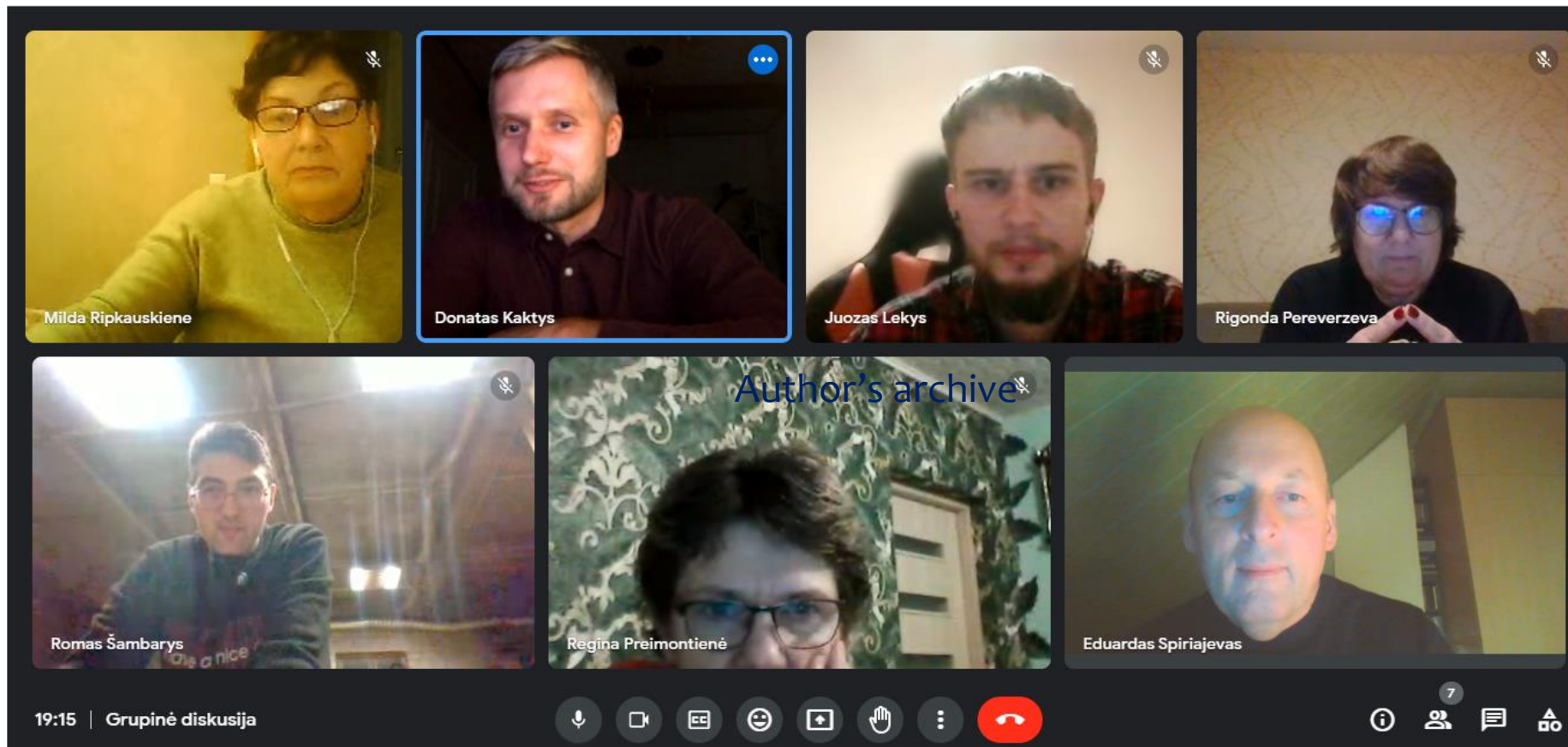
Grupinės diskusijos susitikimo data: 2023 m. gruodžio 14 d. 19:00-20:30 val.

Grupinės diskusijos susitikimo vieta: „Google Meet" programa.

Discussion with representatives of local communities on 14t December, 2023

Thank you for your attention!

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