



TOURISM FOR A BETTER WORLD

Measuring the Impact for CBTOs

This guide provides a simple and precise framework for you as a CBTO to measure the impact of your tourism activities, ensuring that revenue translates into tangible benefits for both the organization and the community.

Topic 1. Economic Impact

This section helps you track the financial effects of your tourism enterprise, showing how revenue is generated and distributed.

For the CBTO

- **Revenue Generation:** Keep a record of all income from tourist activities. This includes everything from accommodation fees and guided tour payments to craft sales and food services.
- **Cost Management:** Monitor your operational expenses to ensure your business remains financially healthy. This includes salaries, utilities, marketing costs, and supplies.
- **Profitability:** Calculate your net income regularly. This shows if your CBTO is profitable and helps you plan for future investments in the community.

For the Community

- **Direct Income:** Tally the wages and salaries paid to community members working as guides, hosts, or artisans.
- **Indirect Income:** Track revenue for local businesses that benefit from tourism, such as farmers who supply food or transport providers who offer services to tourists.
- **Community Fund:** Quantify how much tourism revenue is contributed to a collective community fund for development projects. This is a key indicator of **direct benefit-sharing**.
- **Diversification of Livelihoods:** Assess how tourism provides a new income source, reducing the community's dependence on traditional activities like farming.

Topic 2. Social and Cultural Impact

This section helps you evaluate how tourism affects the social fabric and cultural heritage of your community.

For the CBTO

- **Community Participation:** Measure the number of community members involved in decision-making and managing the tourism products. This ensures the organization reflects the community's will.
- **Capacity Building:** Track the number of community members who receive training in skills like hospitality, business management, or foreign languages. This builds expertise and promotes self-reliance.

For the Community

- **Cultural Preservation:** Assess how tourism helps to preserve and celebrate local traditions, arts, and rituals. Note any revivals of traditional dances, crafts, or storytelling.
- **Social Cohesion:** Evaluate the sense of community pride and unity that comes from working together on a shared tourism project.
- **Community Empowerment:** Measure the community's sense of **ownership** and control over the tourism activities. This is crucial for preventing the exploitative nature often seen in mass tourism.
- **Quality of Life:** Use simple surveys to gauge residents' satisfaction with changes brought by tourism, such as improved infrastructure or educational opportunities.

Topic 3. Environmental Impact

This section helps you focus on the ecological footprint of your tourism activities and how you are contributing to environmental preservation.

For the CBTO

- **Resource Management:** Keep track of your use of local resources like water and energy. Implement and measure efforts to minimize waste, such as recycling programs.
- **Conservation Efforts:** Quantify your contributions to conservation projects, whether it's direct funding or volunteer hours for wildlife protection or reforestation initiatives.

For the Community

- **Preservation of Natural Assets:** Assess how tourism revenue is used to fund the conservation of natural resources like forests, rivers, and wildlife. This creates a "**win-win**" scenario where protecting the environment also protects your source of income.
- **Waste Management:** Track improvements in local waste collection and disposal systems that are funded by tourism revenue.