



## TOURISM FOR A BETTER WORLD

### Become a Community Based Tourism Expert

Becoming a Community Based Tourism (CBT) Expert means mastering the unique blend of hospitality, entrepreneurship, cultural preservation, and social governance that defines your CBTO. It's about being a leader who can successfully navigate the complexities of the global market while staying true to the community's core values.

This lesson from the **Kitara Foundation** outlines the core areas of expertise every CBTO leader and key member must master to ensure the sustainable and profitable growth of their destination.

#### 1. 🌐 Expertise in Global Market Positioning and Digital Reach

A CBT expert must understand how the organization is seen by the outside world and use digital tools to attract the right traveler.

##### A. Mastering the Brand and USP

- **The Authentic USP:** You must clearly articulate what makes your community **uniquely valuable**. Is it your traditional healing practices, a rare local craft, or your high level of financial transparency? This is the core of your brand.
- **Positioning:** Know who you are *not*. Position your CBTO as the **ethical, high-impact alternative** to conventional tourism.
- **Actionable Skill:** Be able to summarize your entire brand and mission in one compelling sentence (your elevator pitch).

##### B. Digital Marketing and Visibility

- **Digital Stewardship:** Master the management of your online presence. This includes ensuring all information on booking platforms (like **Equera**) is 100% accurate and up-to-date.

- **Impact Storytelling:** Expertise means using digital platforms to communicate **verifiable social impact**. You must be able to use photos, videos, and text to show the traveler exactly how their fee contributes to the **Community Development Fund (CDF)** and empowers specific individuals (women, youth).
- **Actionable Skill:** Be proficient in managing and updating your digital listing and tracking simple visitor feedback metrics.

## 2. 💰 Expertise in Financial Transparency and Negotiation

CBT experts are financial gatekeepers. Their expertise ensures revenue is maximized and distributed equitably, fulfilling the core ethical commitment of the **Kitara Foundation**.

### A. Financial Governance and Transparency

- **The Equitable Benefit-Sharing Mechanism (EBSM):** You must not only know the EBSM formula (e.g., 60% to wages, 20% to CDF, 20% to operations) but be able to **explain and defend it** to any community member or external partner.
- **Digital Accountability:** Master the use of the **digital ledger** (e.g., Google Sheets) to track all transactions. The ability to generate a clear, auditable report on CDF usage is essential for building and maintaining internal community trust.
- **Actionable Skill:** Be able to run a simple monthly financial report and clearly explain where the CDF money was spent last quarter.

### B. Negotiation and Fair Pricing

- **Value-Based Pricing:** You must understand the true cost of providing your service (including fair wages and the CDF contribution) and **never negotiate below your Reservation Price**.
- **Non-Monetary Negotiation:** Expertise involves negotiating for non-cash benefits that strengthen the CBTO, such as guaranteed booking volumes, capacity building, or assistance with resilient infrastructure.
- **Actionable Skill:** Be able to clearly articulate your price breakdown to a tour operator, justifying the cost based on ethical standards and verified community impact.

## 3. 🌱 Expertise in Sustainable Operations and Risk Management

A CBT expert manages the daily operations to ensure high quality and protect the core assets of the community—its culture, environment, and people.

### A. Quality Assurance and Customer Experience (CX) Design

- **Reliability:** Ensure every aspect of the service is reliable, from on-time departures to clear communication. Reliability is the foundation of professional service.
- **Cultural Safety:** Expertise means managing the interaction between hosts and guests to ensure **cultural integrity** is never compromised. This involves providing guests with a **mandatory Cultural Protocol Briefing**.
- **Actionable Skill:** Be able to implement and enforce simple, mandatory daily checklists (hygiene, safety) for all homestays and guides, using basic mobile tools for efficiency.

## B. Risk and Crisis Management

- **Proactive Safety Planning:** Understand the risks inherent in your environment (e.g., food safety, environmental hazards, fire). Be able to write and communicate a simple **Emergency Protocol** that every guide and host understands.
- **Service Failure Recovery:** When a problem (a service failure) occurs, you must manage the situation quickly, honestly, and professionally. The way a CBTO recovers from a failure often strengthens its brand more than perfect service does.
- **Actionable Skill:** Be able to identify the nearest reliable medical facility and ensure all guides carry a contact list for emergencies.

## 4. Expertise in Innovation and Capacity Building

The CBT expert must be a lifelong learner and a champion for growth, ensuring the organization evolves rather than stagnates.

### A. Continuous Innovation

- **Product Evolution:** Regularly seek input from the community to find new ways to package existing cultural or natural assets into bookable experiences. Be open to trying new ideas (pilot projects).
- **Process Efficiency:** Seek out simple technology to automate repetitive tasks (e.g., using AI chatbots for routine inquiries). This frees up human resources for core hosting duties.
- **Actionable Skill:** Be able to lead a community brainstorming session and translate a local tradition into a feasible, high-value tourism activity.

### B. Training and Succession Planning

- **Skill Transfer (Kitara Foundation Focus):** Expertise means being able to train others. You must actively mentor and train junior members (especially youth and women) in all areas of the business—digital marketing, finance, and guiding.

- **Knowledge Retention:** Ensure vital operational knowledge is not held by one person. Document all key processes and financial reports in shared, secure digital files.
- **Actionable Skill:** Be able to run a basic digital literacy training session for your peers, ensuring technology skills are retained within the community for future management succession.