

Coastal Community Livelihoods and Tourism

Module 3: Coastal and Marine Tourism

Duration: 1 Hour

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Project: 101129136 — SustainaBlue — ERASMUS-EDU-2023-CBHE



Co-funded by
the European Union



PROJECT PARTNERS

Malaysia



Indonesia



Greece



Cyprus

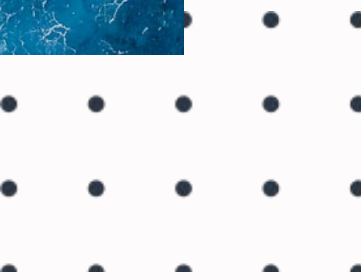


Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Project: 101129136 – SustainaBlue – ERASMUS-EDU-2023-CBHE

Content

- 1 Linkages between Tourism and Livelihoods
- 2 Empowerment and Participation
- 3 Challenges and Equity Issues
- 4 Summary



Introduction to Coastal Community Livelihoods and Tourism

Tourism is well recognized as a potential method to bolster the economy in rural areas. The abundance and richness of the coastal areas are a hot spot for tourists, which can create job opportunities and development in the community. In contrast, the approach and overdependence on tourists to increase the economic well-being have brought difficulties and challenges to management, such as exposing communities to risks such as seasonality, market volatility, and environmental pressures.

Understanding the linkages between tourism and livelihoods is crucial for ensuring that tourism contributes to sustainable development and poverty reduction.



Linkages between Tourism and Livelihoods

- Ecotourism is the most relevant definition to describe the Linkages between Tourism and Livelihoods.
- ➔ A project aims to generate a benefit for local communities and having absolute control over their natural resources and activities taking place, to ensure the asset will contribute to community well-being and development.
- ➔ Assets from tourism enhance livelihood in the local community.
 - employment
 - school
 - environment abundant



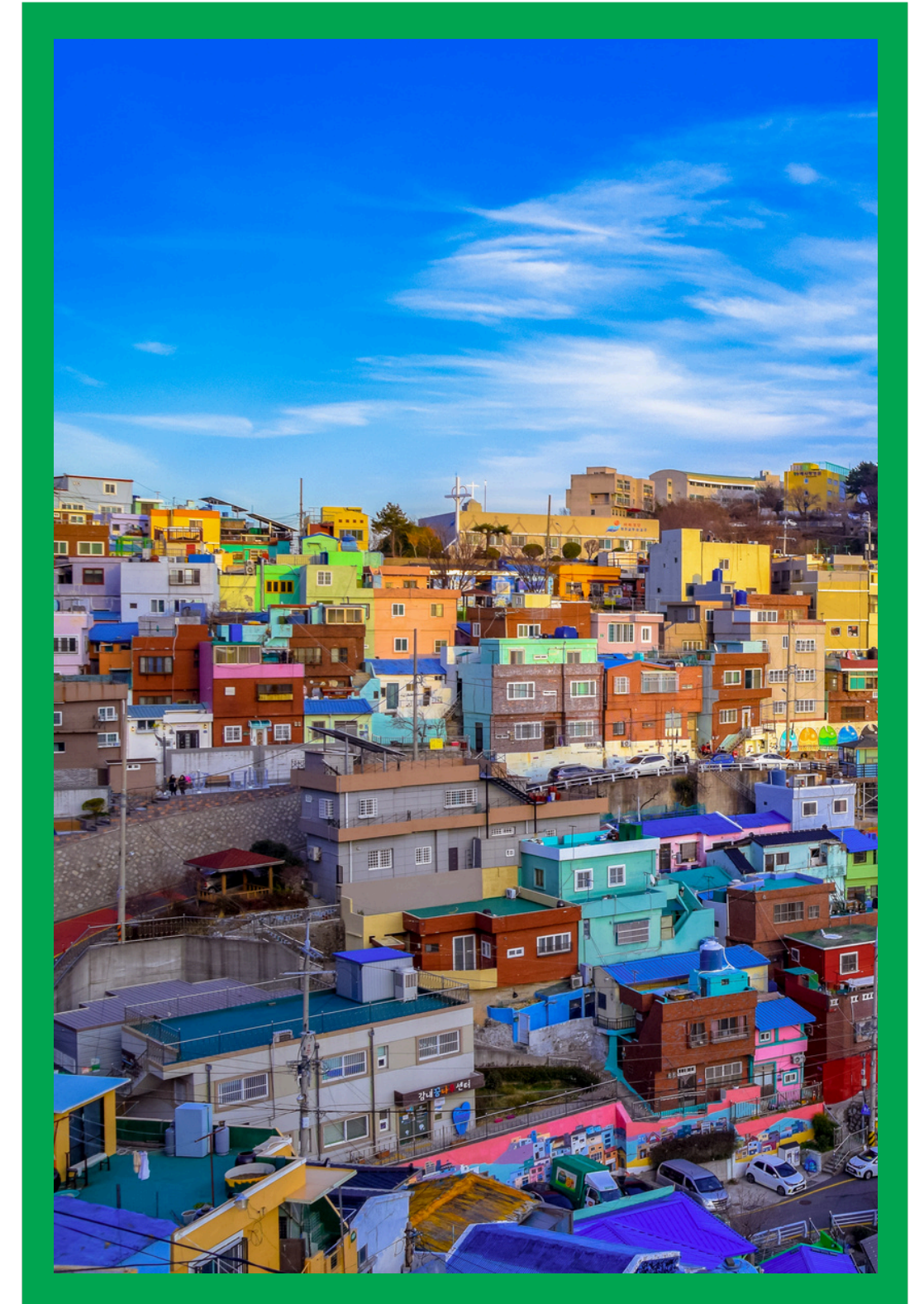
Linkages between Tourism and Livelihoods

- Tourism introduces a new variety of economic activity.

➔ The practice of the local community can be introduced and adapted to create income.

- Whale Watch
- Entry fees to environmentally distinctive areas
- Craft goods production
- Cultural performances

➔ The development of the tourism industry can lead to a wealth gap in the community even applied to ecotourism.



Linkages between Tourism and Livelihoods

Risks

- The demand for supply that can't be met by the local community is the vulnerability point of the local community, which leads to income volatility, cultural shifts, and over-dependence.
- Due growth of the tourism industry, it contributes to new demand that requires resources or services that do not involve to local community, leading to the benefit of tourism not reaching the community since a lack of participation from community.

➡ Demand skilled-labour

➡ Demand external agencies provide the service



Empowerment and Participation

- The characteristics of the tourism industry bring opportunities and bolster the economy in rural areas.
- The Empowerment of the local community is crucial to ensure that the community can participate and will not be dominated by the private sector and left behind, and remain a firm grip over their areas and benefits.

➔ Characteristics of the tourism industry

- low-barrier of entry
- labor-intensive as a sector
- sector where developing countries have a comparative advantage



Empowerment and Participation

- To ensure the participation of the community and benefit the local enterprise by the community, they must keep up with the development and competition.
- The activity and enterprise owned or led by the local community can generate a greater direct benefit for the community than an outsider enterprise.



Community-led
tourism projects



Local ownership of
services and
businesses



Training and capacity
building in hospitality
and eco-guiding.



Challenges and Equity Issues

- The income from tourist activity is not equally proportioned in each sector. where the most part is the outsider investor and multinational company.
 - ➔ With the upper hand in finance, supply, information, and skilled labor, The External sector can easily dominate the local enterprise.
- Tradition and culture will face a significant impact due to the global cultural diversity.
 - ➔ Local practice won't find interest in the perspective of tourists, with a variety of traditions some may find it obsolete culture.
- Requires an interference from the government in terms of regulation or policy imposed on outside investors to create an opportunity for local enterprises and assistance in terms of supply to develop for local sector.

Source: Scheyvens (1999)

Activity: Community Tourism SWOT

- Choose a coastal village engaged in tourism.
- Identify Strengths, Weaknesses, Opportunities, Threats.
- Analyse and form a method to enhance benefits and reduce risks.

Example: Bedono Village, Sayung (Indonesia)

- Strengths: new generation residents welcome the innovative usage, attracting tourist spots (mangrove), visionary leader, and abundant sea products.
- Weaknesses: small/slow boats, lack of tourism infrastructure, limited access (transport, internet, signage), low economic quality, and inadequate education systems.
- Opportunities: potential for tourism development, stakeholder financial support, existing tourism interest, and tech tools for problem-solving.
- Threats: degradation of environmental conditions and weak village-owned enterprise support.

Source: Rezagama et al. (2021)



Summary

- The tourism industry must be an essential part of enhancing the local community, well-being, opportunities, and culture.
- Requires proper planning to sustain the long-term benefits for the local community. Without a proper plan will lead to outsider dominance of the local enterprise and economic leakage.
- The participation of the community in the tourism industry provides an extent of control on environmental security for the community where the tourist activity led by the community.




Reference

- Scheyvens, R. (1999). Ecotourism and the empowerment of local communities. *Tourism Management*, 20(2), 245-249. (Discusses how tourism can empower or marginalize local people)
- UNWTO. (2013). *Sustainable Tourism for Development Guidebook*. Madrid: United Nations World Tourism Organization. (Covers approaches to link tourism with community development)
- Rezagama, A., Setyati, W. A., Agustini, T. W., Sunaryo, et al. (2021). Approaching SWOT Analysis to Develop Strategies of Marine-Ecotourism in Bedono Village, Sayung, Demak. *IOP Conference Series: Earth and Environmental Science*, 750(1), 012059. <https://doi.org/10.1088/1755-1315/750/1/012059>



THANK YOU

ASSOC. PROF. DR MAHADI MOHAMMAD

 +6012-472 2912

 mahadi@usm.my



**Co-funded by
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.
Project: 101129136 — SustainaBlue — ERASMUS-EDU-2023-CBHE

