Community Development through Tourism in Bhutan (Phobjikha CBT experience), Bhutan

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Introduction

Contribution of Tourism to Community Development in Bhutan

- Employment and alternative income opportunities for the community
- Develop their skills and capacity in tourism services
- Preservation of their local tradition and culture
- Improves local community standard of living
- Increase tourism program and services in the area
- Contributes towards the conservations (nature and culture)
Benefits

- Communities benefit from tourism through employment, services, sales of crafts / supplies
- Improve living standards of locals
- Create awareness on the importance of tourism
Stakeholders

Supporting agencies

NGOs, TCB, Tour Operators, Hoteliers, Local Governance, Community, INGOs etc.
Assets

Core tourism attractions

• Cultural sites (holy, natural), Trekking routes, wellness
• Farming activities, Cultural activities, Bird watching,

Link or connection to community development

• Operated by Locals
• Supported by NGO and Govt. Agencies, Private sector
Planning & Strategy

- 11th FYP
- Circuit Development Plan
- Dzongkhag (district) Plan
- Gewog (Block :clusters of villages) Plan
Case Studies / Examples

Goal

• To garner community support and participation in conservation by promoting environmentally sustainable development and livelihood options through tourism in Phobjikha

• Phobjikha is a place of conservation area – Home to the endangered Black Necked Crane
Issues

Key issues

- Lack of confidence and capacity of the local community
- Expectation of direct and immediate benefit by community
- Tourism benefit flowing outside
- Increasing modern infrastructures
- Poor condition of roads around the valley
Lessons Learned

• PPP model
• Stakeholders Participation
• Private sector Participation
Thank You!

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