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Community-Based Food Tourism, Value Chain and Sustainable Livelihood: A Conceptual Analysis

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Abstract *Community-based tourism (CBT) and food tourism are becoming increasingly relevant within the broader tourism sector. Food is a fundamental component of the tourism industry, while community-based tourism (CBT) has the potential to contribute to the alleviation of poverty and the advancement of community development. A novel concept has been proposed, namely community-based food tourism (CBFT), which represents a synthesis of community-based tourism (CBT) and food tourism. The Value Chain Approach (VCA) and the Sustainable Livelihood Framework (SLA) are considered in relation to matters of poverty and community development. The objective of this conceptual paper is to present a model that integrates CBFT, VCA and SLA in order to facilitate and enhance the development of CBT/CBFT. This model has been developed with the intention of facilitating the growth and enhancement of CBT/CBFT. It is proposed that CBFT should operate within an appropriate regulatory framework and be embedded within SLF. Facilitators can be crucial components of this model, provided that they remain within the scope of their designated roles. The objective of this paper is to contribute to the existing literature on CBT and to encourage further studies that may improve or debate this novel model.*

Keywords: *Tourism, Community-Based Tourism, Food Tourism, Livelihood, Sustainable Livelihood, Value Chain*

INTRODUCTION

The 1988 Sheldon and Fox (1988) study represents an early contribution to the literature on the relationship between food and tourism. Research on food tourism has been conducted for approximately 30 years, but it is only recently that this field of research has witnessed extraordinary growth, becoming a relevant field of study (Ellis et al., 2018:250; see also Kim & Ellis, 2015:151; Robinson, Getz & Dolnicar, 2018:367). From the 1990s onwards, there has been a growing recognition of the importance of food as a key tourism attraction (Long, 2018:317). Food and chefs represent a significant tourism attraction, with countries such as Italy, France and Spain highlighting their cuisine as a key draw for tourists (Long, 2018:317). By 2012, food tourism was already recognised as a significant segment of the tourism market (Gaztelumendi, 2012:10). Culinary tourism has since been identified as a major force in the global economy (Long, 2018:318; Taylor & Muir, 2012:135). It is therefore imperative that food is accorded its rightful value in destinations, given that over one-third of tourist spending is allocated to food (Dixit, 2021:13). Food tourism plays a pivotal role in territorial dynamics with regard to local and/or regional development (Rachão et al., 2018:33).

The field of food tourism can be divided into two main distinct categories: 'business management and marketing' and 'cultural and sociological perspectives' (Kim & Ellis, 2015:153). The literature on food tourism encompasses a range of topics, including the interrelationship between food and cultural tourism, as well as the role of food in the development of food products and experiences (Robinson et al., 2018). Furthermore, food tourism has been linked to the food and agriculture sectors, as well as to destination choices and sustainable development (Okumus, 2019:38).

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Nevertheless, it has recently been observed that the field of food tourism remains under-researched and that it is "deserving of further investigation" (Rachão et al., 2018:33).

The concept of community-based tourism (CBT) began to gain traction in the 1980s (for further details, see Giampiccoli, 2015). Community-based tourism (CBT) is a form of tourism that is directed towards community development. It has been linked or associated with other forms of tourism, and as a result, its name has been modified accordingly. For example, it has been linked to ecotourism, resulting in the term 'CBET', and to food tourism, which has led to the proposal of 'community-based food tourism' (CBFT) (Mnguni & Giampiccoli, 2016:4; Sosa, Aulet & Mundet, 2021). Given the centrality of community development and the pivotal role of food in tourism, it is imperative to persist in investigating matters pertaining to food within the CBT framework. Furthermore, it is crucial to establish a nexus between CBFT and developmental concerns, particularly its relationship with the Value Chain Approach (VCA) and the Sustainable Livelihood Framework (SLF).

This paper makes a contribution to the ongoing investigation of CBT and food tourism. It does so by examining a proposed new subfield of food tourism, namely CBFT, in relation to VCA and SLA. A model of the relationship between these topics will be proposed. Furthermore, this paper aims to contribute to the growing recognition of CBFT as a distinct and emerging sub-sector within the field of food tourism (Chitrakar, 2021; Mnguni & Giampiccoli, 2016). Given the novel nature of CBFT, further examination is required from both theoretical and empirical perspectives.

METHODOLOGY

This is a conceptual paper, based on a synthesis of relevant material and knowledge from secondary literature pertaining to the issues addressed in the paper, namely, community based tourism (CBT), food tourism, community based food tourism (CBFT), value chain analysis (VCA), and the sustainable livelihood framework (SLF). This is achieved by conducting a literature search on each individual topic, followed by an examination of existing literature that has integrated two or more of these topics. This will facilitate the establishment of a relationship between the aforementioned concepts. The investigation of the relationship between the aforementioned topics will facilitate the construction of a model that connects CBFT with VCA and SLF.

LITERATURE REVIEW

Community-Based Tourism

Community-based tourism is not a unified concept. The terminology and definitions associated with CBT are numerous and varied (Boonratana, 2010), as are the characteristics, principles and models that constitute CBT (Mtapuri & Giampiccoli, 2016). Community-based tourism (CBT) can be observed in a variety of geographical settings, including developing countries and both rural and urban areas. It is primarily directed towards disadvantaged community members (Sumarmi, Kurniawati & Aliman, 2020:980). Community-based tourism is associated with a number of issues and dimensions, including those related to equity, social justice, empowerment, redistribution, poverty alleviation, capacity building, sense of pride, local control, self-reliance, self-help, cultural well-being and sustainable livelihoods (Agbo, 2022; Dangi & Petrick, 2021; Quang et al., 2023:5; Sriyani, 2022:119) and should be regarded as a supplementary livelihood strategy (Lwoga, 2019:409; Saayman & Giampiccoli, 2016).

It is crucial to emphasize that CBT is not merely about tourists visiting a community, taking a stroll through a village or a market to purchase a few local souvenirs, or merely attending a dance or music performance. CBT is a more encompassing concept. It is about community members assuming ownership, control and management of tourism products, facilities and services. While differences and debate exist (see Boonratana, 2010), it is proposed (and endorsed by this paper) that community members should own and manage the CBT venture (see Amerta, 2017:103; Dodds, Ali & Galaski, 2018:1548; Kaulen-Luks et al., 2022; Prakoso et al., 2020:95; Zielinski et al., 2021:1045). In this context, CBT should be regarded as a strategy that facilitates community development (Burgos & Mertens, 2017 – see Blackstock, 2005; Mayaka, Croy & Cox, 2019; Saayman & Giampiccoli, 2016 for a debate). The control of areas and resources by the local community is a fundamental factor in the success of rural communities (Zainuddin Rela et al., 2020:4). In the context of tourism, the issue of local control must be given particular emphasis, as the sustainability of tourism development is directly proportional to the level of control that communities have over their areas (Putri et al., 2023:5; for further insight on this topic, see also the work of Ogato et al., 2014:669). A CBT directed towards the promotion of sustainable tourism practices is susceptible to failure if the community lacks control or support for post-implementation actions (Sriyani, 2022:122). The formation of a cooperative, for example, can assist community members in maintaining control of the local tourism sector against external actors (Nyaupanea, Morais & Dowler, 2006:1383).

The formation of partnerships, both within and beyond the community, and the involvement of external facilitators are usually also crucial aspects of CBT development (Li, Kim & Lee, 2021; Rocharungsat, 2008:65). However, the effectiveness of facilitation can be constrained if the collaborative environment is not conducive (Li et al., 2021). While a CBT venture may benefit from forming partnerships with external entities, it is crucial to ensure that the

community maintains equal footing in these partnerships. This implies that the community should retain full control of the CBT venture, as it is the primary stakeholder. A further crucial attribute of CBT is that it should be founded upon local resources (see Phuong, Song & Quang, 2020). In addition to the aforementioned benefits, CBT presents a number of inherent challenges (Prakoso et al., 2020). However, recent literature on the impact of the Coronavirus Disease 2019 (COVID-19) pandemic has proposed the value of community-based tourism (CBT) as an alternative strategy for the tourism industry (Noorashid & Chin, 2021:4).

Food Tourism

There are numerous terms that are used to describe the phenomenon of tourists travelling to a destination with the intention of experiencing and tasting the local cuisine, including gastronomy tourism, culinary tourism and food tourism (Kim & Ellis, 2015). These terminologies are often used interchangeably; however, the term food tourism is proposed to be the most adopted (Kim & Ellis, 2015; see also Gendzheva, 2014, for an analysis of the various terminologies and definitions). The term "food tourism" has been defined by the World Food Travel Association (WFTA) as "the act of traveling for a taste of place in order to get a sense of place" (WFTA, online). Hall and Sharples (2033:10) define food tourism as "the visitation to primary and secondary food producers, food festivals, restaurants, and specific locations for which food tasting and/or experiencing the attributes of a specialist food production region are the primary motivating factor for travel." Regardless of the definition employed, it is challenging to refute the assertion that food tourism constitutes a significant component of the tourism industry.

Tourism and food are inextricably linked, with food representing a significant tourism resource. In addition to the basic physiological need for sustenance, food can serve as an attraction, a primary motivator for travel, and plays a pivotal role in destination selection and travel satisfaction (Henderson, 2009:317). It has been identified as one of the most significant attractions for tourists seeking novel and authentic experiences, as well as alternative forms of tourism (du Rand & Heath, 2006:209). Food has become an indispensable component of the tourism industry, serving as a significant potential source of attraction. There has been a notable expansion of food-related elements integrated into the tourism sector (see Long, 2018:317). It is imperative that food is acknowledged as a tourist attraction, not only in rural areas but also in urban contexts, where it can function as a differentiation strategy (Stalmirska, 2020:2).

The concept of food tourism is one that encompasses a vast array of activities and initiatives, as outlined by Henderson (2009:317). Food tourism activities can include restaurants, various types of food festivals, cooking classes and more (Hribar, Visković & Bole, 2021; Ontario Culinary Tourism Alliance, 2015:8; Shalini & Duggal, 2015:2). Furthermore, food tourism is associated with a number of additional issues, including the formulation of food tourism strategies, the promotion of local products, the identification of culinary heritage, and the creation of food and wine routes, as well as the establishment of food tourism networks and regional development (du Rand & Heath, 2006). In this context, food and associated food tourism (food as a tourist attraction) can be proposed as a means of connecting with local culture, local natural resources, and people's way of life. The Maremma area in Italy provides an illustrative example (see Bertella, 2011:366). Food tourism is associated with local foodways (Knollenberg et al., 2021: 380), specific local products such as cheese (Fusté-Forné, 2020), and dining customs (Henderson, 2009:317). Consequently, food and drink can be seen to encompass place involvement and attachment (Henderson, 2009:318). Selwood (2001:158) posits that food is a reminder of one's roots, a window into the identity of other cultures, and a pleasurable experience. Food thus becomes intimately connected to local culture, resources and capacities, as CBT is also. This enables the combination of food and CBT (community-based food tourism – CBFT) when food is the main attraction within a CBT venture or project.

Community-Based Food Tourism (CBFT)

Community-based tourism is a form of tourism that prioritizes the local context, local products, and resources. This includes the provision of gastronomic services within a community, which should favour local culinary products and traditions (Tamir, 2015:54). The consumption of local cuisine is a key aspect of the travel experience for tourists, facilitating learning and understanding of new cultures (Jeaheng & Han, 2020:641). It is therefore pertinent to examine the convergence between CBT and food tourism. In May 2022, the UNWTO Global Summit on Community-based Tourism, which was jointly organised by the UNWTO and the Ministry of Tourism, included gastronomy tourism as one of its primary themes indicating that it can contribute to the development of inclusive economies and the strengthening of local communities (UNWTO, 2022).

A previous study sought to elucidate the nexus between CBT and food in the context of sustainable tourism development. The study recognized the interconnection between food and CBT, particularly in the realms of sustainable livelihood, heritage conservation, community development, and social equity (Sosa et al., 2021:2). The transition in tourism development from an economic to a cultural focus has established a connection between CBT and gastronomy, whereby CBT offers a diverse array of ethnic cuisines (Matondang, Rqhma & Haramain, 2021). Furthermore,

Sosa, Aulet and Mundet (2021) put forth a set of indicators, comprising socio-cultural, environmental, tourism and economic indicators, with the objective of measuring the role that food plays in CBT development.

CBFT represents a novel form of tourism, wherein local indigenous cuisine serves as a pivotal element in the appeal of the destination (Chitrakar, 2021; Mnguni & Giampiccoli, 2016). Examples of the connection between CBT and food can be observed, such as the proposal of community-based coffee tourism, which has been shown to generate economic, educational, emotional, and experiential values (Sitikarn et al., 2022:662; see also Wardani et al., 2023:6 for another example with coffee). A spice-based attraction has been identified as a means of attracting both domestic and international tourists through community-based tourism (CBT) (Aboe, 2022; for further examples of the links between food and CBT, see Lo & Janta, 2020:9; Walkowski, Pires & Tricárico, 2019:59). As previously stated, a CBT venture may position its product as a cultural experience by opening a restaurant that serves traditional food (NDT, 2016:53). The provision of food to tourists within a CBT context has the potential to attract tourists (Chigora et al., 2020:1102). Consequently, CBT and food can be considered a tourist attraction and a community development strategy. In its document on the growth of indigenous food tourism in Ontario, Indigenous Tourism Ontario (2020) makes a notable reference to CBFT and the necessity for the establishment of a CBFT development framework. The significance of food in CBT underscores the necessity to comprehend the interconnectivity between CBFT and developmental concerns, such as the present case of VCA and SLF.

Value Chain Approach (VCA) Framework, CBT and Food Tourism

The VCA emerged during the 2000s as an alternative approach to poverty alleviation in developing contexts. In such contexts, micro-businesses from a multitude of sectors may be organised with the objective of enhancing profitability and productivity via value chains and market structures (Singh & Chudasama, 2020:3). The VCA has been put forth as a potential framework for analysing tourism, particularly in specific tourism sectors such as pro-poor tourism (see Mitchell, 2012). The VCA has been linked to food tourism, whereby food tourism based on the supply of local products becomes a fundamental aspect of its value chain and pro-poor effects (see Wondirad, Kebete & Li, 2021). In the context of ecotourism, an understanding of the value chain can assist in identifying challenges and opportunities for the utilisation of ecotourism as a tool for poverty alleviation. However, it is essential to ensure the implementation of effective management and planning strategies for ecotourism activities in order to optimise the positive impacts of ecotourism on the livelihoods of rural communities (Ogato et al., 2014:671). The VCA, through CBT development, is based on neoliberalism and brings together, via vertical and horizontal connections, various community actors. Typically, the community-based ecotourism (CBE) value chain is a strategic layout that acts as a catalyst to bring a permanent developmental solution to struggling economies (Gupta & Rout, 2016:34).

The value chain approach is therefore viewed in a favourable light, although the debate surrounding it remains ongoing. As documented in the literature (Hamzah, 2014:594), while any increase in income can be beneficial to the poor, CBT earnings are modest in comparison to the investment. Consequently, value chain analysis may be a more pertinent method for monitoring and identifying weaknesses and gaps in order to improve policies related to CBT development. For example, the outcome of a value-chain analysis conducted by SNV Netherlands in an evaluation of its CBT projects in Cambodia was less than impressive, resulting in the organisation's withdrawal from the country in 2012. The benefits received by workers in the global value chain are a topic of debate and scrutiny (see, for example, Selwyn, 2019). The value chain approach, frequently associated with the pro-poor tourism (PPT) paradigm, does not genuinely prioritise the interests of the economically disadvantaged. Instead, it perpetuates a system of unequal power and wealth distribution (Saayman & Giampiccoli, 2016). It is important to acknowledge that the tourism value chain primarily benefits the corporate sector. This has the effect of undermining the credibility of so-called pro-poor tourism interventions in developing and underdeveloped economies, which are often a consequence of neoliberal macroeconomic policies (Nadkarni, 2008). Examples from South Africa (Pillay & Rogerson, 2013:56), Nigeria (Uduji et al., 2020:26) and Uganda (Adiyia & Vanneste, 2018:222) illustrate the shortcomings of the VCA in terms of its ability to benefit poor people.

Livelihood

A substantial body of research has examined the role of CBT in poverty alleviation and sustainable livelihoods. This research has revealed the intricate web of factors that shape household involvement in tourism. Some of these factors have been investigated using the Sustainable Livelihood Framework (SLA), as proposed by Shui et al. (2022:2). To illustrate, research utilising the SLF has demonstrated the interconnectivity between various factors influencing rural livelihoods. This research has revealed that the probability of household-level involvement in tourism is directly contingent upon the household's livelihood capital (Shui et al., 2022:2). Furthermore, CBT can facilitate the advancement of food-related values among tourists and enhance the livelihoods of local communities (Sosa et al., 2021:2).

The SLF employs a holistic approach to issues related to poverty, with the objective of identifying comprehensive solutions to such matters (Fitrianto & Samsuri, 2021:110). It is imperative to examine the full range of livelihood activities, as communities in developing countries rely on a multitude of sources of income rather than a single source, with tourism often serving as an additional, rather than a primary, source of livelihood (Pasanchay & Schott, 2021:5). The SLF encompasses principal elements that exemplify the resources and capacity that may facilitate the surmounting of entry barriers to livelihood activities, including those pertaining to tourism (Shui et al., 2022:4). The SLF is founded upon five types of capitals, which are essential for sustenance: natural capital, physical capital, social capital, financial capital, and human capital (Shui et al., 2022:4). The decision of households to engage in tourism is shaped by the interplay of the five livelihood capitals (Shui et al., 2022:4). This comprehensive contextualisation of the SLF is analogous to the issues pertaining to the development of CBT.

CBT is intended as a tool for community development and environmental conservation. For this reason, you should apply a "holistic" view, (i.e., one that encompasses a complete range of social, cultural, economic, environmental and political development factors), to your analysis of the community context. Understanding the community situation will help you maximize the capacity of CBT to act as an effective and sustainable community development strategy (Suansri, 2003:20).

The proposal also encompasses the notion of local control and the utilisation of local resources in the context of sustainable livelihood. The concept of sustainable livelihood is grounded in a people-centred approach that emphasises the intrinsic value of local communities' capacity and knowledge. It entails a focus on community-level actions for sustainable livelihood, beginning with an understanding of the circumstances and resources currently available to the poor and the knowledge and skills they already possess (Tao & Geoffrey, 2009; Scoones, 1998). The SLF can be employed as an analytical instrument to examine the impact of CBT on community livelihoods in developing countries (Kunjuraman, 2023:542). In his study of CBT in two Malaysian villages, Kunjuraman (2023:543) proposes the concept of livelihood capitals. Based on his findings, he identifies a need to incorporate a novel category of capital, namely 'socio-cultural capital', which he identifies as a missing element in the existing conceptual framework.

In addition to the five capitals, the SLF encompasses five primary aspects. The aforementioned aspects are as follows: (a) livelihood capital assets, (b) livelihood strategies, (c) outcomes, (d) policies and institutions, and (e) the vulnerability context (Ahebwa & van der Duim, 2013:99). For example, a study (Ahebwa & van der Duim, 2013:99) outlines the interconnectivity between livelihood strategies, livelihood outcomes, vulnerability context and livelihood capitals in a community engaged in CBT. Kunjuraman (2023:544) proposed a revised SLF for CBT development by combining livelihood capitals with the SLF's primary aspects. This revised SLF posits that the poor, with their capitals, are within a SLF primary aspects process that ultimately leads to CBT development.

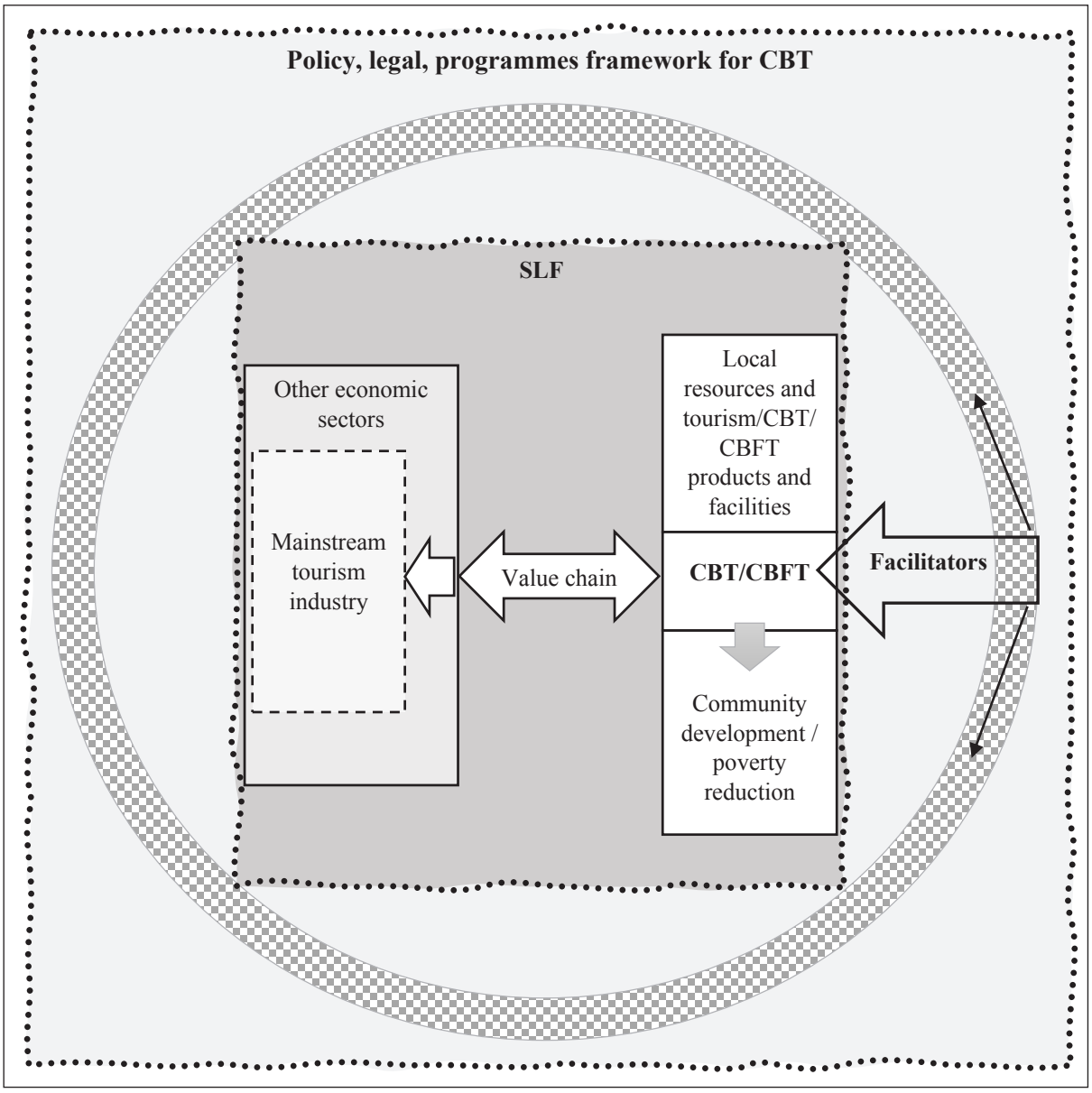
A positive correlation between CBT and enhanced livelihoods has been posited in studies from Uganda, indicating that the establishment of a National Park can facilitate CBT growth and, in turn, improve local livelihoods (Ahebwa & van der Duim, 2013). This is particularly evident in the context of tea tourism, which has been shown to positively impact the livelihoods of local farmers (Yan, Sotiriadis & Shen, 2021). Furthermore, a case study posits that CBT "management has proved to be more effective than lease-to-operate tourism (LOT) governance in maintaining a sustainable local livelihood, which helps eliminate poverty in the long run" (Liu et al., 2023:4).

MODEL AND DISCUSSION

In light of the aforementioned evidence, a preliminary model can be put forth that illustrates the interconnections between the VCA, SLF, and CBFT, with the objective of fostering CBFT advancement and community development. The SLF constitutes the pertinent context within which the VCA must operate, exhibiting distinctive characteristics. It can be argued that VCA in isolation is insufficient to achieve a more just tourism sector. Rather, it must be embedded within a wider policy, legislative and programme framework that supports CBT and the broader transition of the tourism sector towards greater justice and sustainability. Furthermore, it must be situated within the SLF, which prioritises the needs and resources of the community. Community-based tourism (CBT) is inherently linked to the local community and the management of local resources and CBT products and facilities.

Fig. 1 illustrates a model in which CBFT development is inextricably linked with the local community, local resources, and tourism products and facilities. In the case of CBFT, local resources should encompass all food-related resources, including agriculture, local knowledge and traditional food, among others. External facilitators, who are often required, can assist the community in CBFT development, which can also be aided by their connection with mainstream tourism and the tourism/CBFT value chain. It is, however, crucial to emphasise that both facilitators and the connection to

mainstream tourism and the value chain should be regarded as mere instruments through which CBFT development can be enhanced, empowered and led towards self-sufficiency and independence.



Source: Authors' elaboration.

Fig. 1: VCA and SLF in CBT/CBFT Development Model

To illustrate, CBFT should be permitted to pursue its own course of action in regard to its relationship with the tourism sector. In the context of neoliberalism, it is necessary to establish specific regulations that will effectively counterbalance the power and resources of these mainstream tourism actors and ensure a level playing field for CBFT entities. Therefore, the system should be circumscribed by, and embedded within, a policy, legal and programmes framework that considers and supports CBFT. It is imperative that mainstream tourism and other industries consider SLF in order to collaborate in meeting specific criteria and requirements that facilitate the integration of SLF with CBFT venture development and its associated community development. Concurrently, while facilitators should provide targeted assistance to CBFT ventures, they should also endeavour to facilitate and coordinate the entire system, thereby ensuring that the entire system is working collectively towards the advancement of CBFT.

It is important to highlight a few main issues within this model. The advancement of CBFT must align with the various strategies associated with SLF. Furthermore, issues of empowerment and all matters pertaining to holistic community development must be taken into account. Within the context of SLF, the CBFT linkage to the value chain has the potential to contribute, in accordance with specific rules and characteristics, to the development of CBFT and associated community development, as well as poverty reduction. It is imperative that within this model, CBFT is connected to an independent and alternative perspective that operates within SLF. This will facilitate the establishment of an equal relationship between CBFT and value chain actors and facilitators, thereby avoiding the pitfalls of a 'dependency' 'inferiority' context.

In accordance with the tenets of CBT, the insertion in the value chain should be firmly anchored in the acknowledgment of local control over products, facilities, and services. As CBT improves through the formation of an initial partnership, its independence and 'power' will also improve, thus increasing its ability to independently and with increased power, decide and manage its level of inclusion in the value chain system.

CONCLUSION

This conceptual paper has investigated the relationship between CBT/CBFT, VCA and SLF with a view to proposing a VCA and SLF in a CBT/CBFT development model. CBFT, which is based on the connection between CBT and food tourism, is a nascent research field that explores the potential relevance of food as a tourist attraction in the context of CBT. The model proposes that CBFT development should occur within the context of a SLF and be connected to value chain actors and mainstream tourism. Nevertheless, it is contended that within the prevailing neoliberal framework, particular carefulness should be placed on these interconnections, the regulatory and management frameworks that govern them, and the implications of these frameworks for the aforementioned interconnections. In order for CBFT development to be comprehensive, emancipatory, empowering and to favour independence, it is necessary to work to break from the neoliberal system and to shift CBFT contribution to a more just and sustainable form of tourism. It is evident that potential facilitators play a pivotal role in fostering constructive engagement between CBFT entities and value chain mainstream tourism actors. This, in turn, can facilitate the advancement of CBFT and contribute to the holistic development of the community.

This model may serve as the foundation for further analysis of specific issues within the context of CBFT. It is evident that further research is required on the nascent field of CBFT. Such research would undoubtedly enhance our understanding of the relationship between CBT and food tourism, as well as of CBFT in relation to community development and other tourism industry issues, and societal issues such as the specific role of food in CBT ventures as a tool to attract tourists.

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