

## Success Factors of Community Based Tourism (CBT) Perceived by Local Peoples: The Case of % 100 Misisia Project\*

Sıla KARACAOĞLU<sup>1,\*</sup> Kemal BIRDİR<sup>2</sup>

<sup>1</sup>Çukurova University, Karataş School of Tourism and Hotel Management, Adana, Turkey

<sup>2</sup>Mersin University Tourism Faculty, Mersin, Turkey

\*Corresponding Author:  
E-mail:skaracaoglu@cu.edu.tr

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### Abstract

CBT projects initiated with large funds and great hope can fail. Hence each community has specific economic, social, environmental, cultural and political structures, it has been observed that successful CBT projects from different localities around the globe have some common success factors. Therefore, an understanding of these factors has the potential to help decision makers for the future CBT projects, and offer a roadmap for the academicians planning to study in the area. Thus, this study aims to determine in which areas do the local people living in Misisia village evaluated the “%100 Misisia” project as successful. Study findings from 437 residents reached by convenience sampling suggest that the great majority of participants evaluated the project being successful. A total of 16 success factor compiled from the literature review was used to evaluate the CBT project and five major success factor for the studied project was found.

**Keywords:** Success Factors, Sustainable Tourism Development, Community Based Tourism, Local People, % 100 Misisia Project

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## INTRODUCTION

It is accepted that the universal and rapid development caused by tourism has become a social and dynamic phenomenon that affects many countries and societies; that it has created many foreseen and unforeseen, positive and negative economic, socio-cultural and environmental impacts on hosting communities and visiting tourists [1,2]. In this regard, the understanding of sustainable tourism development (STD) has emerged as a result of the idea that the sustainability of tourism depends on the conservation and development of resources that are used for tourism purposes and different models towards this understanding started to be embraced [3,4]. CBT one of the models in question, is the tourism activity that supports the traditional means of living of the local community and helps the community prosper by protecting and sustaining the socio-cultural values and natural and cultural heritage resources. The ownership, management, operation and control of these establishments belong to the community [5].

CBT practices are based on a number of different purposes that are built on the philosophical foundation of sustainability and serve the common interests of the hosting community. So, the more these practices are in harmony with the priorities and goals of the community, the more successful the projects will become [6]. These projects aim to achieve sustainable social development goals and have various roles that encompass economic, socio-cultural and political aspects [7] such as increasing the local financial benefits, enhancing the community's quality of life by protecting the environment, developing a democratic approach and offering high quality experiences to the visitors [8]. This sustainable approach centers on the communities. It aims to diversify the economic activities of

the local population through a bottom-up process of local involvement in decision making, capacity building, and neoliberal economic diversification. Creating economic, social and cultural benefits for the community is also one of the goals [9]. Local communities can make more suitable decisions for themselves in the tourism planning and development processes since they know their own needs and the nature of their resources the best [10]. In this regard, community participation is highly important because the local people is directly affected from the positive or negative developments in tourism in the local area [11]. Thus, active participation and interest of the local community in the tourism planning and development processes are considered to play a key role in the success of sustainable development [10,12,13]. Success in tourism development can be achieved if the local community is made clearly aware of the planning and participation purposes before the participation takes place. This way, a planning and development process that is suitable for the local people's ways of life, traditions, desires and expectations can carry out [14]. Development of CBT and the maximum benefit from this type of tourism can only be possible when the community's participation in all stages is high and when there is collaboration between the stakeholders [15]. Therefore, ensuring strategic cooperation between all participants, supporting local development and increasing the local knowledge, skills and carrying capacity of the community and environment to avoid adverse affects importance [16,17]. In order for the projects to reach their goals and succeed, the participants must be in harmony starting from the start of the project to the finishing stage [16,18]. It is known that when considering STD in the long run, securing the participation and support of the local people impacts the success or failure of tourism [13,19].

When tourism projects are planned without the local people's knowledge or support, the project faces the danger of inefficient and/or failed results [10]. From this point, it can be said that including the local population to the tourism development processes, taking their opinions or suggestions and exchanging ideas about the future development of tourism is vital for the local communities to feel as a part of tourism and allows them to have an influence on the decision-making authorities [20,21].

In CBT, the local people take important roles in the planning, development, operation, ownership and control of the region they live in. The local community is responsible for generating profit from its resources, creating common benefits with the income generated, sales and marketing of the touristic goods and services and also protecting the resources used [22,23]. Generally, the local communities that take part in successful CBT projects are very close-knit, self determined and well organized. They have a sense of social belonging, understand the positive and negative effects of the tourism industry and support tourism activities that are suitable to local ways of life [24,25]. In addition to these factors, they show effort to gain knowledge and experience to further develop their local CBT brand, aim to generate social benefits, protect the local resources, have a voice in the governance of these resources, share both the benefits and the losses caused by tourism fairly and search together for solutions to possible problems [17,26,27]. Therefore, a successful CBT development process must absolutely take place with the participation and support of the local community as the major stakeholder and decision maker [23,28,29].

Since CBT includes many different characteristics and variables, it is not very easy to evaluate the success of this approach to tourism. However, examining the relationship between sustainable development, sustainable tourism and CBT together with a review of the literature on the subject helps define and understand the successful CBT [17,30,31]. The following part of the study examines the necessary success factors for this type of tourism.

## SUCCESS FACTORS OF CBT

It can be seen that the international studies specific to CBT have emerged in the 1980's, started increasing in the 1990's and have been enjoying an ever-increasing interest since 2000's to present day. The majority of the studies are taking CBT as a concept from example case studies (properties, purposes, principles, significance, benefits, obstacles, planning, management, implementation, control, progress, roles of the stakeholders, lessons taken from case studies, suggestions, etc.) [17,24,25,28,30,31,32,33,34] and/or defining the success factors of CBT development [7,26,35,36,37,38,39,40,41,42]. When we look at the national literature, there are studies on local communities' participation in STD and participation planning [43,44,45,46,47,48,49,50], however, it is noticeable that there are hardly any application oriented studies specific to CBT [51,52], and the few that exist remain on a conceptual level [53,54,55,56]. In addition, no studies on defining the success factors of CBT development could be found. Moving on from this point, it can be said that, especially on the national tourism field, the subject of CBT remains untouched. In this context, the purpose of this study is to find out the success factors of CBT perceived by the resident community of Misi Village.

For CBT to develop successfully and provide benefits to the community, three aspects of sustainability must be actualized [31,57]. A successful implementation of CBT should appeal to the social needs of the local community, and include a feasible commercial approach towards building a sustainable environment. Only if the environmental, economic and social goals are based on sustainable purposes and principles can the community gain benefits as a whole [30].

Since every community has its own specific characteristics and stakeholders, there isn't a single CBT model that can be universally applied to all communities. However, in order to ensure CBT's sustainability and increase its odds of success, some principles have to be established [17]. A review of the literature shows that the principles of CBT are taken differently by various academics. Therefore, the success factors of CBT may vary from community to community. However, studies conducted on local communities and other stakeholders using different research methods (participant observation, in-depth interview, survey, etc.) roughly indicate the perceived success factors [7,35,38,39]. Thus, moving on from the literature review, the reasons for CBT's success in various destinations around the world are identified and tried to be summarized here.

[26] defines the perceived success factors of the CBT project conducted in Zambia as; (a) collaboration between tourism establishments, (b) proximity to tourism markets, (c) competitive advantage, (d) fair and transparent financial management, (e) tourist satisfaction, (f) community attachment and cooperation, (g) quality of touristic goods and services and (h) local ownership. [6] specifies the success factors perceived by the stakeholders of CBT projects in Malaysia, Thailand and Indonesia respectively as; (a) active participation and support of the community members, (b) fair and equal distribution of the benefits acquired from tourism, (c) good management of the project operations (planning, management, promotion, advertising etc.), (d) ensuring the cooperation and support between the stakeholders (political, economic, educational etc.), (e) the uniqueness of the destination (natural assets, local dances, traditional crafts etc.) and (f) securing the conservation and sustainability of environmental/cultural assets. The author has also mentioned that tourist satisfaction is another important factor for the success of CBT. [36], in the case study she conducted using participant observation and stakeholder interviews in Japan's Ogasawara, Yakushima and Oze National Parks, has found four common successes of CBT's. The researcher names these factors as; (a) institutional regulations, (b) regulations on conservation of natural and cultural heritage assets, (c) a high environmental awareness and (d) collaboration between the stakeholders.

[37] summarizes the success factors of the Tanayiku CBT project, implemented in Saviki village in the Tsou region of southern Taiwan where Aboriginal People live, as; (a) small scale of the project, (b) active and broad participation of the community members, (c) equal and fair distribution of the income generated by tourism, (d) increased life quality of the community due to the benefits from the project, (e) conservation of natural resources and sustainment of cultural values. [58] determines the success factors of the Kimana Wildlife Sanctuary in his case study as; (a) presence of a legal representative in the project, (b) collaboration between the stakeholders, (c) acceptance of both individual and common purposes between the community members and (d) building the popular opinion that the decisions regarding

the goals of the project will be implemented. [40] found the success factors of the Samui Islands in Thailand as; (a) an efficient local administration, (b) ensuring the active participation of community members in different levels, (c) the benefits that the local people will gain from tourism activities and (d) community satisfaction. [41] state that a successful CBT development needs to (a) have a social capital, (b) empower the community, (c) protect the culture and nature, (d) have touristic values, (e) improve the life standards, (f) ensure local economic development, (g) be financially feasible, (h) provide common benefits for the community, (i) include training of the community members and (j) choose the destination for the project well. [7] sorts the perceived success factors in the study she conducted with the CBT stakeholders in Amphawa and Bangnoi cities of Thailand, famous for their floating markets, based on the level of participation. Accordingly, the most perceived success factors in Amphawa are, (a) community participation, (b) local administration and leadership and (c) collaboration with the stakeholders. In Bangnoi, the list goes as (a) conservation of the tourism resources, (b) community participation and (c) collaboration between the stakeholders.

[7]'s study (2011: 55-63) on the stakeholders of the CBT project in Botswana points out that the community's population has a significant impact on the success of the project. The author claims that the CBT projects that involve a single village/area that are lowly populated and ethnically homogenous will be more successful than the projects that include more villages/areas, based on his observations and the in-depth interviews he made with the stakeholders. He states that uncrowded CBT implementations that belong to a single community will be more advantageous in terms of topics like decision making processes, equal distribution of the benefits, capacity building efforts, education, good and reliable management, public and external support for

social and human capital and thus, will be more successful. [27] has interviewed 17 CBT establishment owners and researched the fundamental factors for a successful CBT development. According to the study results, the success factors are summarized as; (a) collaboration with the private sector, (b) community attachment (c) active participation of the community members, (d) community's ownership and controlling power, (e) a financially feasible planning, (f) accurate market research, (g) touristic product development suitable to demand, (h) production of unique, attractive, high quality goods and services that are based on the community's values, (i) transparent management of financial resources, (j) collaboration with the stakeholders and (k) monitoring and (l) evaluation of the project. [42] express the sources of the success of the tourism establishments owned by the Ccaccacollo community in Peru as; (a) collaboration with the private sector, (b) proximity to tourism markets, (c) offering attractive, unique and competitive touristic goods and services, (d) seeking profitability, (e) the desire and participation level of the local community, (f) monitoring and evaluation of the project. [31] analyzes the success factors perceived by the local population in the study she conducted in Sam Chuk and Klong Suan, which are regarded as the two most successful CBT projects in Thailand. She found that the success factors perceived by the local people in both locations match, despite some differences. The common success factors for the Sam Chuk and Klong Suan communities are stated as; (a) participation in the decision-making process, (b) local ownership, (c) shared sense of responsibility, (d) local administration and leadership, (e) local authenticity, (6) local uniqueness. [60] determine the major success factors perceived by the stakeholders in their study on CBT projects in East Timor Republic as; (a) financial support, (b) local leadership and (c) collaboration and balance of power between the stakeholders.

**Table 1.** Success Factors of Community Based Tourism (CBT)

Success Factors		
1	<b>Community Participation</b>	Community members participate in all stages of the process including planning, embracement, implementation and evaluating the success of CBT. -Community members participate in the decision-making process regarding tourism development. -Community members express their opinions and share their ideas and knowledge with others. -Community members work for a common vision on how the local regions should be governed.
2	<b>Community Attachment</b>	The relationship of the community members with each other. -The social participation and integration of the individual to the community. -Based on individual friendship and family networks of the community members.
3	<b>Benefit Sharing</b>	Community members share the tourism benefits equally among themselves. -A portion of the tourism benefits belongs to the community as a whole and not for a few individuals in the community. -Each community member has the right of access to the public establishments. -Local government provides additional budget for the development of the area and the community.
4	<b>Resource Sharing</b>	Community members accumulate their resources for CBT to be efficiently implemented. -Community members pool their resources like time, workforce and money in order to support CBT. -Community members allocate a portion of their income from tourism as a fund for project that will benefit the whole community. For example, the local residents may share the maintenance costs of social facilities. -Community members exchange their skills, knowledge and know-how with the whole community. -Community members hand out flyers and promotional materials containing information about the goods and services offered at the tourism areas.
5	<b>Conservation of Tourism Resources</b>	Community members see the conservation of environmental and cultural resources as the major factor towards ensuring sustainable development.
6	<b>Collaboration among Stakeholders</b>	Community members and the stakeholders who have and impact on tourism planning, policies and developments collaborate. -Community members collaborate and build partnerships with stakeholders like central and local governments, private sector, NGO's, universities and other educational institutions. -The stakeholders help the community in developing the infrastructure and superstructure of the region, its marketing and promotion.
7	<b>Securing External Support from Stakeholders</b>	Stakeholders provide counsel and financial support for the community members to increase their capacity and occupational skills.
8	<b>Local Ownership</b>	Community members have the ownership of the cultural and natural resources which are the major touristic factors. -Community members are aware of the positive and negative impacts of tourism in the area they live in. -Community members can decide for their establishments and manage them. -Community members actively take place in the tourism industry, not only as employees but also as entrepreneurs owning and managing the shops.
9	<b>Local Leadership</b>	Local leaders manage and direct tourism development and build relationships between the community members and other stakeholders. -Local leaders push the community members into participating in the decision-making process. -Local leaders implement the plans. -Local leaders build connections among the other stakeholders, helping them to work together. They enable communication and interaction among the stakeholders.
10	<b>Scale of Tourism Development</b>	Stands for the development and management of tourism in accordance with the community's priorities, demands and resources. Project may include a single destination or consist of multiple destinations.
11	<b>Tourist Satisfaction</b>	The satisfaction of tourists from the touristic goods and services offered and the hospitality of the host community.

12	<b>Increased Life Quality</b>	Tourism developments create impacts on healthcare, education, transportation, environmental planning etc., increasing the life quality of local people.
13	<b>Local Innovation</b>	Changes and enhancements regarding tourism development start with local needs and demands. -Local entrepreneurs enable the production of attractive, innovative or unique touristic goods and services.
14	<b>Shared Sense of Responsibility</b>	Community members accept shared responsibility for the development, organization and management of the CBT activities that aim to increase their prosperity. This also includes shared responsibilities for the cultural and environmental resources. -Each member of the community understands the importance of local participation and therefore, his/her role in the development of sustainable progress. -Each member of the community takes responsibilities such as keeping the community clean, eliminating idle resources etc., minimizing the negative impact on the socio-cultural environment. -Each member of the community rapidly takes precautions to eliminate the deterioration and depletion problems of the cultural and natural resources.
15	<b>Local Authenticity</b>	Includes the traditional ways of life, cultural heritage and craftsmanship that the community members take pride in and choose to share with the tourists. -Community members create a strong image and identity by offering their authentic culture and unique cultural heritage to attract the tourists. -Community members take pride in the unique and traditional fabric of the society.
16	<b>Local Distinctness</b>	Community members create distinctness from the competing tourism destinations. -Community members add value to the touristic goods and services that distinguish them from other destinations. -Community members establish better relationships with the tourists by creating better tourist satisfaction. -Competitiveness of tourism destinations encourage the local establishments that can sustain long term growth and prosperity.

**Sources:** Prepared using the studies by [7,26,27,31].

As can be seen from the literature, the critical and perceived success factors of CBT may vary from community to community. Another point that stands out is the varying classification of the success factors by different authors and the lack

of consensus in the conceptualization of these factors in the literature. This situation complicates evaluating the perceived success factors in CBT. In order to resolve this confusion in the literature, [7] and [31] have gathered the similar but differently named success factors in the literature under a single factor and developed a “community based tourism success scale”. [7] names the important factors for this type of tourism as; (a) community participation, (b) benefit sharing, (c) tourism resources conservation, (d) partnership and support from within and outside of the community, (e) local ownership, (f) management and leadership, (g) communication and interaction among stakeholders, (h) quality of life, (i) scale of tourism development, and (i) tourist satisfaction. Similarly, [31] has developed a scale that includes ten factors as a result of her in-depth literature review. These factors are stated as; (a) participation in decision making, (b) local ownership, (c) local innovation, (d) shared sense of responsibility, (e) sharing of resources, (f) sharing of benefits among the community members, (g) local leadership and administration, (h) collaboration between the stakeholders and external support, (i) maintaining local authenticity and (i) maintaining local distinctness. A review of the success factors in both scales shows that a majority of factors are similarly named, but also include some different factors.

Moving on from the mentioned incompleteness of the literature on the subject, it is possible to sum up the success factors of CBT on a single basis utilizing both these scales. Table 1 summarizes the success factors and the meaning of those for CBT and states why they are necessary, thereby

aiming to make a contribution to source material creating efforts for future studies on the conceptualization of CBT success factors. It should not be forgotten that CBT does not always guarantee success and that this special type of tourism only creates benefits with the presence of certain preconditions [15]. CBT projects, while being important tools to ensure the rapid distribution of tourism development benefits among the community members [53], absolutely need the aforementioned factors and conditions to achieve success and be sustainable; otherwise, these projects which start with heavy financial support and great expectations may end up in failure [41].

## METHODOLOGY

The critical and perceived success factors of CBT that take place in the international literature on the subject has been reviewed by the researcher. It was determined that the success factors are named with different terms as the result of this review. This is considered to be an obstacle in the way to measure the perceived success factors of CBT. In order to resolve this confusion and gap in the literature.

[7] and [31] have gathered the similar but differently named success factors in the literature under a single factor and developed a “community based tourism success scale”. This study gathers CBT’s success factors under a single scale that consists of 16 items, starting from the scales created by [7] and [31] and also utilizing the success factors established by [26] and [27]. The meanings of these factors and the reasons why they are needed for CBT have also been

clarified with summarized explanations for each factor to provide ease of understanding for the participants (Table 1). The aim of the study was to determine the factors that are deemed important by the participants for the success of the project in their village, using a multiple-answer CBT success factor scale.

Gathering of the research data started on 09.04.2016 by the author and two accompanying pollsters. The surveys were carried out using face-to-face data collection method with the local people. Convenience sampling was preferred, taking into consideration that it saves time, its high response rate, the close relationships established with the respondents and its ability to provide accurate data. As of the end of the data collection stage on 17.04.2016, 437 Misi Village residents over 18 years of age were questioned.

## FINDINGS

The table below contains the considerations of the local survey respondents on the success factors of the CBT project. According to these results, the rate of “successful” responses is (85,8%), while the rate of “unsuccessful” responses is (5,3%). Other rates are, in this order, partially successful (4,6%), partially unsuccessful (3,2%), neither successful nor unsuccessful (1,1%) (Table 2).

**Table 2.** The Success Rate of 100% Misi Project Perceived by the Local People Who Participated in the Study

Success Rate	n	%
Successful	375	85.8
Partially Successful	20	4.6
Neither Successful nor Unsuccessful	5	1.1
Partially Unsuccessful	14	3.2
Unsuccessful	23	5.3
TOTAL	437	100

When researching the reasons for the local population to find 100% Misi Project successful, the participants who find the project successful (the ones who responded with “successful” or “partially successful” choices) were asked to answer the question. They were told that multiple answers are allowed.

**Table 3.** Perceptions of the Local Participants about the Success Factors of 100% Misi Project

	Success Factors	n	%
1	Tourist Satisfaction	381	87.2
2	Community Attachment	367	84
3	Local Authenticity	361	82.6
4	Local Distinctness	358	81.9
5	Local Ownership	308	70.5
6	Increased Life Quality	217	49.7
7	Local Leadership	185	42.3
8	Community Participation	174	39.8
9	Conservation of Tourism Resources	103	23.6
10	Scale of Tourism Development	85	19.5
11	Collaboration between Stakeholders	82	18.8

12	External Support from Stakeholders	79	18.1
13	Local Innovation	76	17.4
14	Resource Sharing	42	9.6
15	Shared Sense of Responsibility	39	8.9
16	Benefit Sharing	31	7.1

Table 3 shows the reasons of success according to the local community as, in this order; tourist satisfaction (87.2%), community attachment (84%), local authenticity (82.6%), local distinctness (81.9%), local ownership (70.5%), increased life quality (49.7%), local leadership (42.3%), community participation (39.8%), conservation of tourism resources (23.6%), scale of tourism development (19.5%), collaboration between stakeholders (18.8%), external support from stakeholders (18.1%), local innovation (17.4%), resource sharing (9.6%), shared sense of responsibility (8.9%) and benefit sharing (7.1%)

## CONCLUSION

The study aims to reveal in what aspects do the local people perceive the specific CBT project in Misi Village successful. The first five factors out of the 16 success factors that were shaped as a result of the literature review and were asked from the local people are, in this order; (1) tourist satisfaction, (2) community attachment (3) local authenticity, (4) local distinctness and (5) local ownership. It can be said from these results that the success factors of the CBT project specific to Misi Village coincides with different CBT cases from the literature [6,26,7,27,31].

The study results show that the local people of Misi Village do not widely agree with factors that impact efficient CBT development like the participation of the community and shared sense of responsibility [61,62]. It can be interpreted from this finding that the CBT planning and development in Misi Village were not adequately controlled by the local community, that not all members of the community took active roles in the development and management of CBT activities and that the community in general did not have adequate awareness and knowledge on collaborative planning. On the other hand, the fact that factors like conservation of tourism resources and scale of tourism development had a lower acceptance rate than the factors like local authenticity and distinctness or local ownership may show that the local people of Misi Village haven't fully embraced sustainable tourism. It can be said that there is an absence of awareness and understanding in this subject; therefore, the local community cannot show a clear attitude towards sustainability. As a matter of fact, some of the personal opinions in the survey state that the CBT project does not represent the general interests of all community members and the benefits were not fairly distributed. There were also some opinions that the members of Nilufer Misi Village Women's Cultural and Beneficiary Association, which actualized the project, were more actively involved in the decision-making process and the association was not sensitive on carrying out social and environmental projects for the community. These results correspond to the results of other studies conducted with the local population in Misi Village. Other negative results of these studies include the general public's lack of awareness of the project in the initial stages, active roles played by a limited number individuals who are included in the project (especially in the decision

making and benefit sharing processes), the failure of the project outputs to represent the interests of the community as a whole, unfair distribution of the benefits gained from tourism and the feelings of competition and discontent caused by this [63,64].

In the context of the topics explained above, it is considered that the tourism stakeholders in Misi Village area must fulfill some responsibilities in order for the CBT development in the region to successfully continue. Some examples on the activities that can be carried out with the cooperation of local authorities, NGO's, private sector, universities and the local people can be given. First, in order to increase the participation of the community, periodical meetings that will bring together all of the tourism stakeholders may be organized to evaluate the current SDT and to create mid and long term strategic plans on SDT in the future. An exchange of ideas and a shared decision-making process regarding the tourism development in the village will not only increase the cooperation between stakeholders, but will also bring a transparent, democratic and participatory development that will stand for the common interests of the community.

It is known that the majority of the income generated through cooperatives in CBT projects is directly transferred to the local population [65,66]; therefore, a facility that will serve the common interest of the Misi Village community by producing the local commodities of the village and a cooperative that will sell those products may be established. This would increase the shared sense of responsibility, spread the income distribution at the grassroots level and increase the fairness of the income distribution. Misi Village is a destination known for its muscat grapes, but the fact that vine cultivation is not as common as before caused this agricultural product indigenous to the region to be nearly forgotten. In this regard, different projects to provide grants and funding for vine cultivation may revitalize these activities among the villagers and in turn, support the production, sale and marketing of products specific to this grape like wine, juice, fruit paste, molasses etc. This way, the benefits generated from tourism may be evenly distributed among all members of the community and not just a fraction. The inadequacy of funding in CBT projects causes decreased participation by the community to the tourism development process, or even quit tourism related businesses altogether [13,67]. From this point, some of the income from the cooperative may be allocated for the social and environmental development of the village and arrangements can be made by the shared decision of the community. As a matter of fact, factors like the lack of parking areas and recreational areas like playgrounds and public gardens for children and adults or wedding halls were stated in the answers given to the open-ended question in the survey.

Finally, some suggestions may be made to help the Misi Village community to build a shared and sustainable tourism awareness and attitude. An inventory for the village's environmental, natural and cultural values may be taken with the participation of the community to determine the elements that have tourism potential. The community's awareness can be raised about said elements' potential contributions for the village's tourism development and the community itself, creating a unique and sustainable development for tourism. Moreover, sericulture, the traditional means of living in the village, can be taken into hand in a sustainable manner as a part of the project. Financial support and education may be provided for silk production in the village and to transfer it

to future generations. Incentives can be arranged cultivate male mulberry trees, which are the primary food source of silk worm. In addition to these, a village museum may be built to house and display photographs, traditional apparels and objects that will reflect the village's identity, culture, traditional structure and history; this could help develop a shared and sustainable consciousness and attitude for tourism.

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