

The Responsible Traveller and Authenticity/Community-based Tourism - September 2017

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“Once the most alternative of responsible tourism’s niches, community-based tourism has matured and is looking to stake its place at the mainstream tourism table.”

- **Jessica Kelly, Senior Tourism Analyst**

This report looks at the following areas:

- What is CBT, and what are the key characteristics and CBT’s relationship to both RT and development?
- How are three select markets that have a strong association with CBT performing and what are the key factors involved?
- What is driving the market, what are the trends exerting significant influence in the marketing of CBT, and the key marketing tactics and demographic characteristics that can be aligned with CBT operations?
- What will be the issues, trends, and matters of import?

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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