NATION BRAND WEDS CHOCOLATE LABEL: A SUSTAINABLE MARRIAGE?

Community Based Tourism and
Public-Private Brand Partnerships in Bolivia

Kerstin Dohnal

Doña Bolivia

Don Ceibo

The tropical areas of Coroico and Alto Beni

The city of La Paz/El Alto

ISCONTOUR 2014

Would they be a good match?

- Are they ready to commit?

- What are their circumstances?

- Would their relationship be supported by their families?

- What do they have in common?

- What separates them?

- What would the risks and benefits of their relationship be?

Doña Bolivia

Risks

- Loss of image if project fails – among the population as well as among the government
- Loss of financial resources if project fails
- Political risks and labour issues in the region
- Dominance of the El Ceibo© chocolate brand over the tourism brands

Benefits

- Chance to establish a bridge between the public and the private tourism sector
- Positive image due to the connection to an established brand in the field of community based, sustainable, high-quality production
- Opportunity to design a destination
- Mitigation or sharing the risks in terms of the destination's success
- Improvement of relations between the public and the private sector
- Opportunity to implement government policy
- Enhancement of revenues

Benefits

- Access to financial resources
- Better access to official tourism networks
- Improvement of infrastructure in the region to the benefit of the cooperative as well as of the local communities
- Mitigation or sharing of risks regarding the tourism product
- Better positioning of the brand and improvement of brand recognition
- Enhancement of revenues
- Increase of national and international product sales

Risks

- Loss of independence
- Change of image due to connections with the government
- Damage to the brand by political decisions
- Labour issues related to politics
- Additional workload due to bureaucracy

Don Ceibo

Should the wedding bells ring for Doña Bolivia and Don Ceibo?

My research says:

YES

Why would this wedding make people celebrate?

Birth of a community based tourism destination

The contribution of private businesses to a city's status as tourism destination on the example of Ingolstadt

<table>
<tr>
<td colspan="4">Nature of Consumption</td>
</tr>
<tr>
<td colspan="2"></td>
<td>Subtractive</td>
<td>Joint</td>
</tr>
<tr>
<td rowspan="4">Feasibility of exclusion</td>
<td rowspan="2">Easy</td>
<td>Private Goods and Services
Private hotels, hostels, tour operators, gastronomical services, artisan products</td>
<td>Toll Goods and Services
Museums, heritage centres, nature parks that charge fee for hiking, camping, tourism and wildlife viewing, adventure activities, etc.</td>
</tr>
<tr>
<td>Private businesses
e.g. AUDI, hotels</td>
<td>Private or Public businesses
e.g. AUDI Forum, Theatre</td>
</tr>
<tr>
<td rowspan="2">Difficult</td>
<td>Common Pool Goods and Services
Wildlife, wilderness, jungle, but also cities, towns</td>
<td>Public Goods and Services
Local natural beauty, biodiversity, social and cultural authenticity (e.g. languages, dance, music, knowledge), the destination image</td>
</tr>
<tr>
<td>Public organisations
e.g. Municipality, nature parks</td>
<td>Public organisations
e.g. Tourism organisations</td>
</tr>
</table>

Source: Wijk/Go (2005) cited in Pechlaner et al. (2006), adapted by the author

The contribution of private businesses to a region's status as tourism destination on the example of El Ceibo©

<table>
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<td colspan="4">Nature of consumption</td>
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<tr>
<td colspan="3">Subtractive</td>
<td>Joint</td>
</tr>
<tr>
<td rowspan="6" style="text-align:center">Feasibility of exclusion</td>
<td style="text-align:center">Easy</td>
<td></td>
<td>Public organisations
Tourism organisations</td>
<td>Image
Marketing</td>
</tr>
<tr>
<td rowspan="5" style="text-align:center">Difficult</td>
<td>Private Goods and Services
Private accommodation, hostels, lodges, tour operator, tour guides, gastronomic services, chocolate and other agricultural produce, artisan products</td>
<td>Toll Goods and Services
Interpretation centre, local heritage centres, the El Ceibo® chocolate production plant, adventure activities e.g. the Death Road experience</td>
<td rowspan="4">Landscape
Cocoa farms</td>
</tr>
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<td>Public businesses
Local heritage centres</td>
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El Ceibo®</td>
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<td>Public organisations
Municipalities, nature parks</td>
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Source: Dohnal 2013

Which road could their marriage lead them down?

A beautiful road.

A theme road.

The El Ceibo$^©$ Chocolate Road.

THANK YOU

Research Questions:

- How is community based tourism implemented in Bolivia's national economic and tourism policy?

- How are the public and the private tourism sector connected?

- Can the nation brand 'Bolivia awaits you' benefit from the *El Ceibo*© Chocolate Road and vice versa?

Theoretical Background:

- Nation Branding
- National Tourism Policy
- Tourism and Development
- Sustainability in a Cultural Context
- Eco Tourism
- Theme Roads

Methodology:

- Qualitative approach
- Narrative and problem based interviews
- Triangulation by continuative talks with experts
- Content analysis according to Mayring

Findings:

- The nation brand can benefit from a community based tourism project.
- Positive image gain from cooperating with an established sustainable brand like El Ceibo$^{©}$
- Cooperation with the private tourism sector will set a valuable precedent for the intermediary role the Vice-Ministry for Tourism intends to take
- Maxim based trust between public and private tourism institutions in Bolivia can be built by joint projects and public-private partnerships, which lay the basis for future integration of the two sectors
- El Ceibo$^{©}$ can in turn benefit from better access to government institutions, funds and decision makers regarding infrastructural development

Outlook:

- Difficulties encountered by establishing the PPP and their solutions
- Benefits for cooperating parties
- Change in perception of community based tourism among the population and tourists
- Political priority of industrialization and possible limitations for the development of sustainable tourism destinations in developing countries