

## **Community Based Tourism and Development in Third World Countries: The Case of the Bamileke Region of Cameroon**

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**Abstract :** Community based tourism, as a sustainable tourism approach, has been adopted as a tool for development among local communities in third world countries with income generation as the main driver. However, an analysis of community based tourism and development brings to light another driving force which is paramount to development strategies in the difficult conditions of third world countries: this driving force is "place revitalization". This paper seeks to assess the relevance of "place revitalization" to the enhancement of development within the challenging context of developing countries. The research provides a community based tourism model to development in third world countries through a three step process based on awareness, mentoring and empowerment at the local level. It also tries to examine how effectively this model can address the development problems faced by the local communities of third world countries. The case study for this research is the Bamileke region of Cameroon, the breeding ground of community based tourism initiatives and a region facing the difficulties of third world countries that are great impediments to community based tourism.

**Keywords :** awareness, empowerment, local communities, mentoring, place revitalization, third world countries

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