

# IMPACT OF COMPETITIVE CAPABILITIES EMPOWERED BY COMMUNITY BASED TOURISM PROJECTS ON BUSINESSES SUCCESS

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The purpose of this paper is to reveal the impact of Community Based Tourism empowerment projects on the success of rural tourism businesses and determine the key competitive capabilities of the business success which were geared by empowerment projects. The paper is positivism in nature and a sample of micro and small-scale tourism entrepreneurs (MSSTEs) in rural tourism destinations who received the facilitation from the two selected community-based tourism (CBT) projects. The primary source of data collection was the structured questionnaire. Five hypotheses were formulated and tested to reveal any significant impact is there on the business success due to community empowerments and as well as to determine which variable among the five constructs of competitive capabilities affects mostly to create variance in the success of tourism business in rural tourism destinations. Results were obtained mainly through correlation and multiple regression analysis. Findings revealed that a significant impact is created on the business success of MSSTES by the empowerment efforts of CBT projects. Among the five constructs of competitive capabilities which stimulated to possess with MSSTEs, the capacity enhancement, promoting community collaboration and cohesiveness, and business know-how and management are the only predictors which affect business success. Facilitating for network building and sustainability practices are not the good predictors. Though the insignificant impacts have shown on the business success due to network building and sustainability practices, positive but weak correlations reported between these variables. Then, the emphasis of policy planners and practitioners required to be given on the inappropriate assistance of the CBT projects on network building and sustainability practices among the community entrepreneurs.

**Keywords:** *Business success; Community based tourism projects; Competitive capabilities; Micro and small scale tourism entrepreneurs; Rural tourism destinations*

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