Practical Initiatives in Responsible Tourism in Destinations:

Development of an online directory for community-based tourism enterprises in Southern Africa

Dr Anna Spenceley,
Zack Rozga and Jodi McKeeman

21-24 March 2008, Kerala, India

An initiative of UNWTO/STEP-ESA / RETOSA (Regional Tourism Organisation of Southern Africa) / SNV Tourism Practise Areas ESA

Presentation outline

- Aim and objectives of project
- Approach
- Basic statistics on the CBTEs
- Overview of the southern Africa CBTE website
- Local impacts of CBTEs on local communities
- Partners and CBTE limitations
- Implications for interventions
- Where to get more information

Aim and objectives

- **Update Regional Tourism Organisation of Southern Africa's (RETOSA) of Community-based Tourism Enterprises (CBTE) in Southern Africa, and create web-based database**
- **Develop market access capacity among CBTEs**
- **Review potential for CBTE quality certification**

This presentation concentrates on process of developing the directory and socio-economic impacts of CBTEs in Southern Africa.

Approach (1)

Which definition of CBTE?

Problem: No standard definition identified for CBTE

So, the project used 3 main criteria for accommodation enterprises:

1. **Located within a community** (e.g. on communal land, or with community benefits such as lease fees); or
2. **Owned by one or more community members** (i.e. for the benefit of one or more community members); or
3. **Managed by community members** (i.e. community members could influence the decision making process of the enterprise)

Advantage: could include joint-ventures and township tourism enterprises

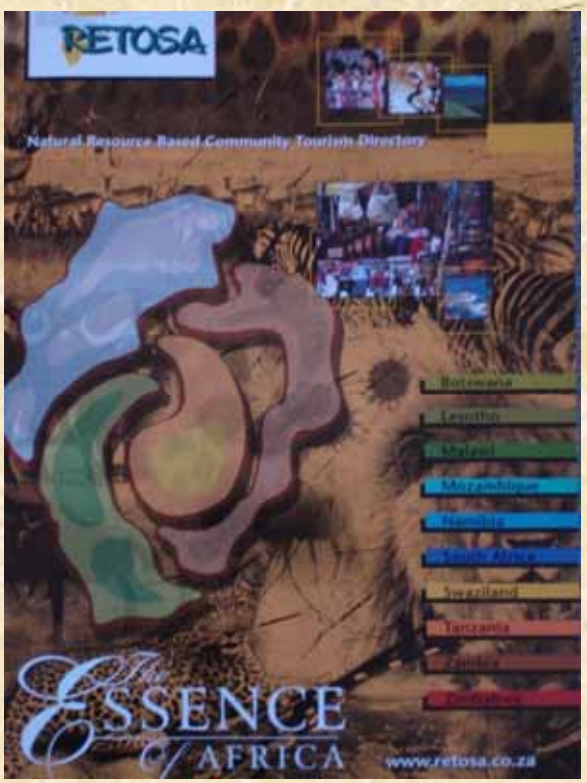
Approach (2)

Desk study phase:

- Information on CBTEs and marketing training materials

Consultation phase:

- Contact with agencies and individuals working in 14 RETOSA membership countries
- Develop agreements to collect new information and share CBTE information



14 RETOSA countries: Angola, Botswana, DRC, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, South Africa, Swaziland, Tanzania, Zambia, Zimbabwe

Approach (3)

Data collection:

- Agreements with 12 universities, tourism boards, private sector companies & NGOs
- Volunteers paid honorarium & travel expenses to survey enterprises using structured questionnaire & guidelines
- Volunteers enter data into on-line database
- Data checked by project team

Mozambique

- 218 CBTEs assessed in 12 countries *(none identified in DRC or Angola)*
- 12.8% (28 enterprises) re-assessed - independent audits to check validity and accuracy

Basic CBTE statistics

Type of accommodation:

•Bed & Breakfast (47.7%)
•Campsites (44.5%)
•Traditional chalets (24.8%)
•Game lodges, guest houses, homestays (17.4% each)
•Self catering flats (11.5%)
•Backpackers (10.6%)

Capacity: 1 to 5 rooms or units (49.5%) Capacity for 6531 people

Occupancies: 885 visitors per year. 3.9 nights average length of stay

Community-based tourism website

Page 1

Example: Click on Namibia

www.community-tourism-africa.com

Map Search Results

You can use the map at right to view your country of South Africa Province search results. Each orange point represents a Community Based Tourism (CBT) accommodation. Scroll over the dot to see the name, location town and the price category for the accommodation. Click on the orange dot to be directed to the homepage of the CBT listing.

If you can't view the map at right click **here** for instructions.

Product name	Location	Type	Enterprise Theme	Price Category
Aabadi Bush Camp	Okahandja, Namibia	Campsite (bring your own tent), Traditional chalet (e.g. Rondavel, Kraal)	Cultural, Safari/ Game Viewing/ Wildlife, Rural	Budget, Mid-Range
Brandberg White Lady Lodge and Camping	Uis, Namibia	Campsite (bring your own tent), Game Lodge,Luxury tents	Cultural, Safari/ Game Viewing/ Wildlife, Desert, Mountain, Golf, Natural Area/ Park	Mid-Range
Bumhill Community Campsite	Ka			udget

Click here: Community Campsite

Bumhill Community Campsite

Country: Namibia
Price category: Budget
Location: Katima Mulilo, Namibia *(see map under Location tab, below)* The enterprise is located 8 m from the Trans Caprivi Highway in Bwabwata National Park in the western Caprivi next to Kongola Bridge.
Nearest town with air access: Mpacha
Enterprise Theme: Cultural, Highway / Roadside, Safari/ Game Viewing/ Wildlife, Natural Area/ Park, Rural
Distances to Local points of interest (in km): Mpacha Airport = 100; Kongola Take Away = 5

Rooms & Rates | Facilities & Services | **Conservation Benefits** | Reservations | Location

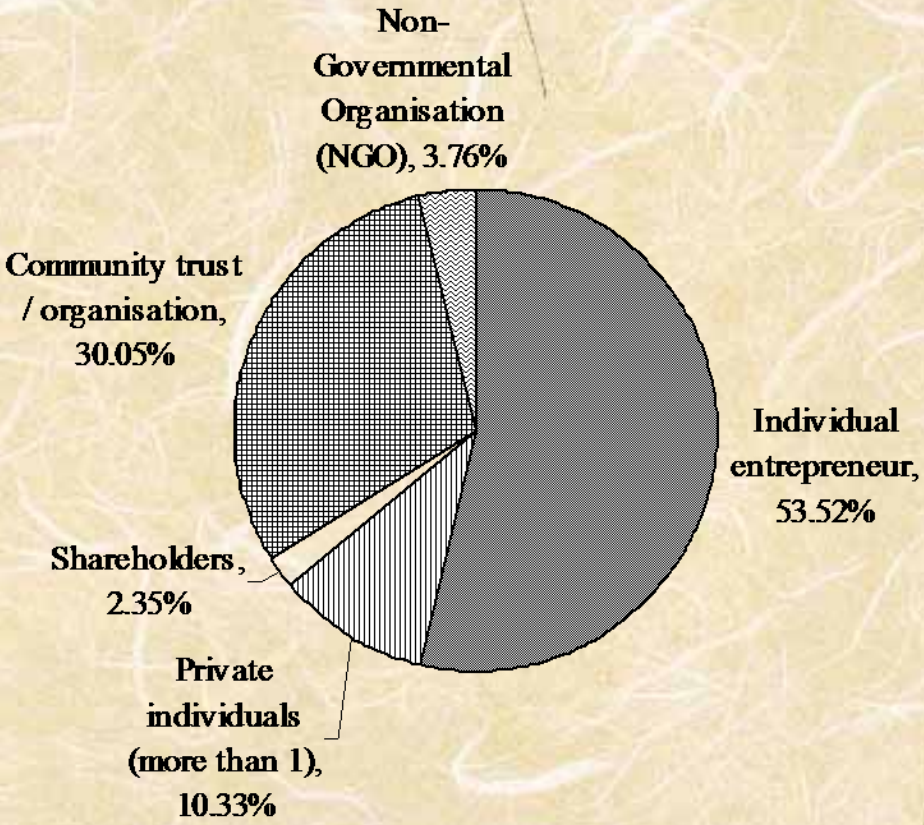
Sustainability Commitment Statement: "The wealth of the community which bring development and upliftment." Training is being undertaken and in-house training is being given to ensure that staff from the local community know how to run a tourism business and maybe one day in the near future would be able to set up their own establishment and run it successfully. The management is also responsible for ensuring that income derived from the campsite is used for conservation and for the benefit of the local communities.
Certification : Ministry of Environment & Tourism(Namibia)
Owner of the Enterprise: * Local community
Owner of the land the enterprise lies on: * Community organisation (e.g. trust)
How local people are involved in decision making: Special meetings and AGM are held on various occassions to discuss the way forward and to improve on major obstacles to overcome.
Local Benefits: Profits are shared with the community.

The product information on this page was last updated: 19 Nov 2007

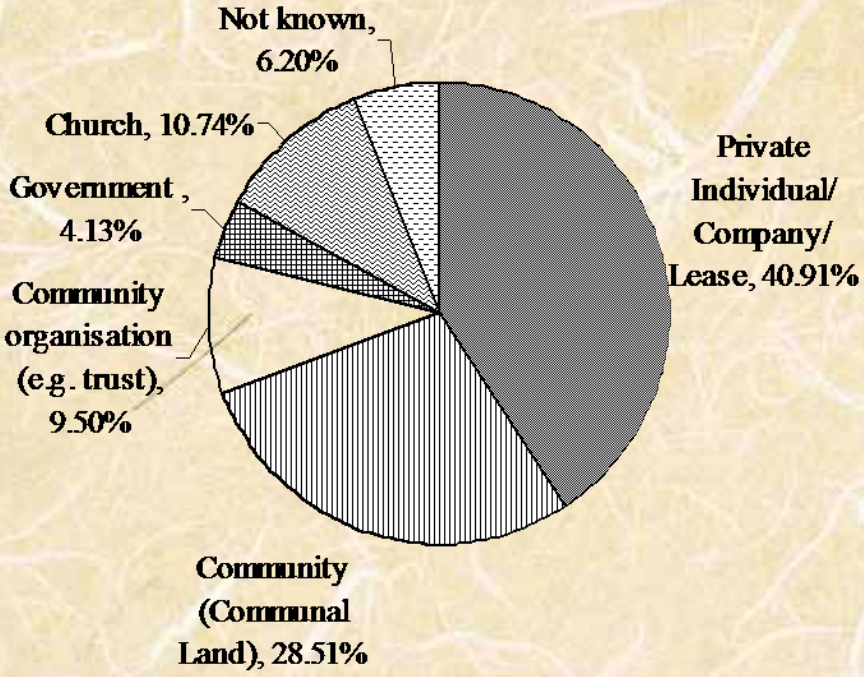
201 enterprises available

Impacts of CBTEs in Southern Africa (1)

Ownership of enterprise



Landowners



Impacts of CBTEs in Southern Africa (2)

Decision making:

- 50% reported that the host community made decisions about how the enterprise was run, through meetings, elected community trusts/ committees, or using a village representative or council.

Employment:

- 2644 people between 218 enterprises
  - 1587 men (60.0%), 1048 women (39.6%) and 9 youths under the age of 17 (0.3%)
- 94.7% were from the local community (2504 employees)
- Average number of employees per enterprise: 12.1 people

Impacts of CBTEs in Southern Africa (3)

Local community benefits:

- Access to finance (45.0%)
- Employment (38.5%)
- Community infrastructure development (30.3%)
- Training (28.9%)
- Product purchasing (28.0%)

Money given to local projects in previous year: US$4,461,331 equivalent

- 186 of the enterprises (85.3%) had provided $35,129 to local projects.
- 30 of the enterprises (14.8%) could not determine what amount of money was provided, while 2 provided in-kind benefits.

Maholoka chalet on the Mehloding Trail in South Africa

Impacts of CBTEs in Southern Africa (4)

Local procurement of products and services:

- Craft (39.5%)
- Fruit and vegetables (28.9%)
- Services such as cultural dancing, singing and entertainment (42.7%)
- Guiding (28.9%)
- Catering (13.8%)

On average, 196 of the enterprises (89.9% of the sample) spent the equivalent of US$6,616 per year on products and services from the local community.

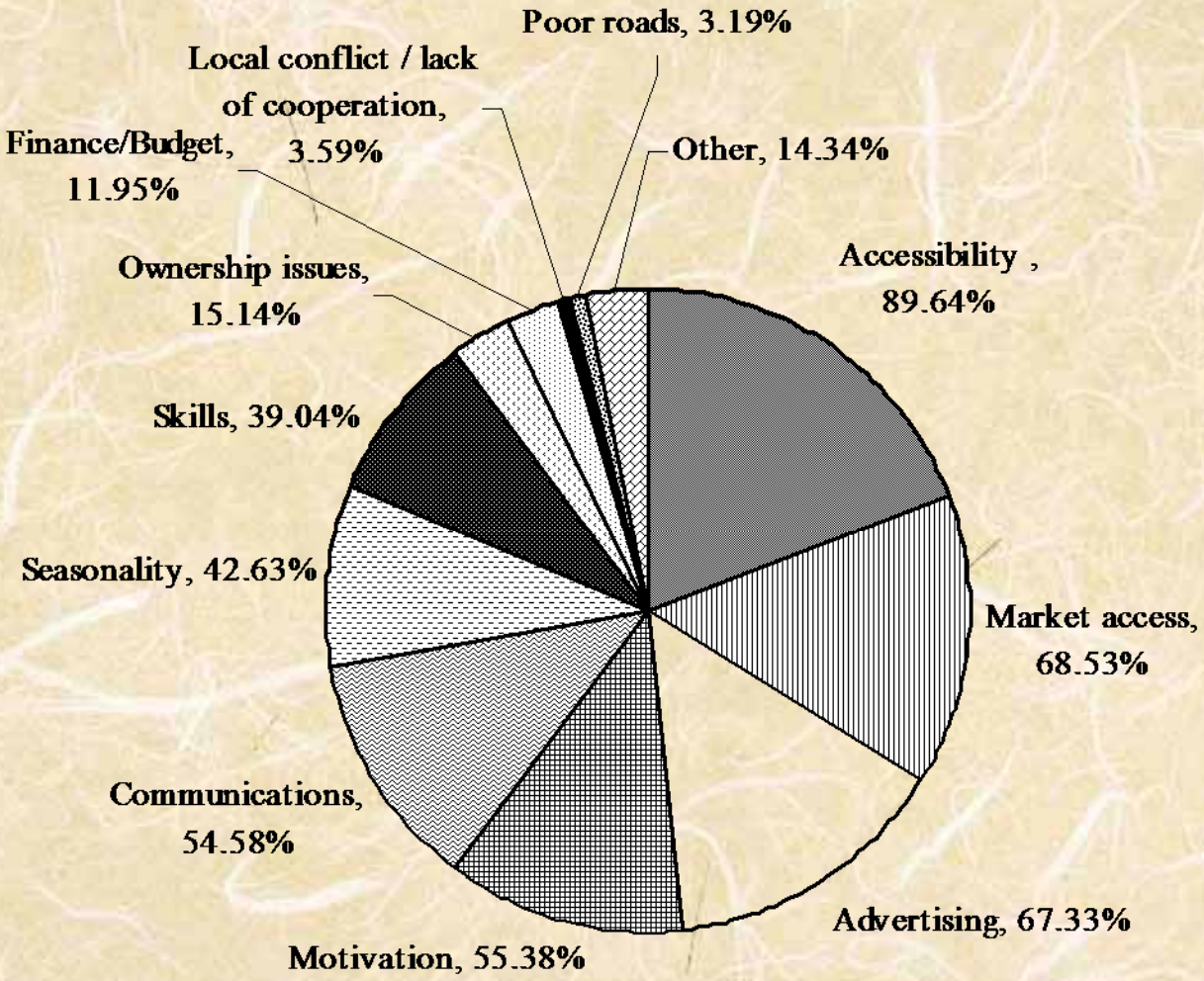
Cumulatively, they spent $965,954 locally. However, 22 of the enterprises could not report how much money they spent locally (10.1% of the sample).

Partners and champion agencies

Type of organisation supporting CBTE	% of enterprises
Non-governmental organisation	17.89%
Destination Management Organisation	9.17%
Community Based Organization	5.05%
Conservation parastatal	4.13%
Private sector - accommodation	3.67%
Private sector - tour operator	3.67%
Local authority	2.29%
Private sector - tourism association	2.29%
Private sector – other	2.29%
Donor	1.83%
Government	1.83%
National government	1.83%

55.5% CBTEs had external partner or champion agency

Limitations to developing CBTEs



Implications for CBTE interventions

Assisting existing CBTEs:

•Key tourism and management training

•Business plans and market research

•Market access – link to customers and monitor impact of website on turnover

•Ensure they maintain correct contact & booking details with website/tour operators

•Expand impacts through value chain

•Consider doing something else if unviable

www.community-tourism-africa.org

Planning new CBTEs:

•Consider joint-ventures with private sector

•Establish commercial viability

•Transparency and active participation of stakeholders at all stages

•Monitoring impacts (economic, social, environmental)

Where to get more information

earthscan
publishing for a sustainable future

Plus peer-reviewed contributions from **20 practitioners** in Africa:

- Introduction: Responsible tourism in southern Africa
- Part 1: Policies, institution interventions and market demand
- Part 2: Wildlife and ecotourism
- Part 3: Community-based tourism
- Conclusion: Implications for stakeholders working on responsible tourism interventions

- Information on responsible tourism initiatives by GtZ, Business Linkages Challenge Fund, USAID, TechnoServe, and private sector enterprises in 12 countries
- Due for publication Sept 2008, in collaboration with IUCN SASUSG
- www.anna.spenceley.co.uk