

BEST PRACTICES WORKSHOP: WOMEN EMPOWERMENT & COMMUNITY PARTICIPATION PRESENTATION

DATE: 08 MARCH 2023

VENUE: Western Cape

broadening horizons



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA



PURPOSE

1. *Provide information on the support provided to enhance the participation of **Women and Communities** in the Tourism Sector as we “**Re-Think Tourism**” and ensure inclusive and responsible tourism growth and development.*
2. **Share experiences and challenges.**



CONTENTS

1. Background and Discussion:

- ☐ Framework for Community Based Participation
- ☐ Women In Tourism Programme

2. Framework for Community Based Participation

- Community-based Tourism Initiatives

3. Women in Tourism (WiT) Programme

- WiT Initiatives



Framework for Community Based Participation in Tourism (FCBT)



AIMS AND OBJECTIVES

- The goal of this FCPT is to guide the Government and other key tourism stakeholders in their efforts to encourage community participation in the tourism sector.
- To increase the positive impact tourism can have on local economic development and community quality of life.
- The Framework focused on the following:
 - ☐ **Increasing local economic development linked to Tourism.**
 - ☐ **Increasing the number of sustainable tourism jobs.**
 - ☐ **Increasing the percentage of local people employed by tourist activities.**
 - ☐ **Increasing community or rural resident ownership of tourism related products.**
 - ☐ **Increasing understanding of the tourism sector and related opportunities.**



AIMS AND OBJECTIVES CONT...

Additionally, the Framework will also:

- ☐ **Promote meaningful participation of previously disadvantaged groups in tourism.**
- ☐ **Support Community-Based Tourism (CBT) projects to enter tourism value chain.**
- ☐ **Ensure communities are involved and benefit from tourism.**
- ☐ **Promote Resource Efficiency in Tourism.**
- ☐ **Ensure that tourism sites are resilient and adapt to Climate Change.**
- ☐ **Promote general environment efficiency.**
- ☐ **Promote Universal Accessibility (UA).**



ALULA FRAMEWORK FOR INCLUSIVE COMMUNITY DEVELOPMENT

- The main resource used to develop this framework is the Alula Framework for Inclusive Community Development Through Tourism, which was developed by UNWTO and the G20 Tourism Working Group on the occasion of the 2020 G20 Presidency, 2020.
- In line with the G20 Presidency's objectives, the Alula Framework seeks to advance tourism's potential as an effective means of contributing to and achieving inclusive community development and the Sustainable Development Goals, including: **Empowering People; Shaping the Planet & Shaping New Frontiers.**
- The Alula Framework was created to assist national governments in ensuring an integrated approach to inclusive community development through tourism.
- The Framework points out that a clear evidence-based framework is needed to guide and measure progress.



COMMUNITY PARTICIPATION IN THE TOURISM SUPPLY CHAIN

- This Framework (FCPT) seeks to provide guidance on how to identify and use opportunities presented within the tourism value chain to enable communities to participate in and secure a meaningful and sustainable share of the tourism economy.
- The Department, in partnership with tourism role-players and all spheres of government, is committed to maximising the participation of community members in the tourism value chain in the following specific areas:
 - a) **Domestic Tourism:** Community members should be encouraged to be tourists themselves: this can be achieved, for example, through the implementation of differential pricing methods to encourage local tourism, etc.
 - b) **Destination Development:** Communities as owners /stakeholders of tourism assets, meaning various ownership /stakeholder partnerships can be created when communities own land and /or concession rights in prime tourism destinations.

COMMUNITY PARTICIPATION IN THE TOURISM SUPPLY CHAIN CONT....

- ✓ Art & Crafts, Deco and Furniture
- ✓ Tour Guiding
- ✓ Tourist Safety

f) Land and Conservation management:

- Anti-poaching patrols
- Biodiversity improvement such as working for water/wetlands/grasslands


g) Corporate Social Investment (CSI) and philanthropic investment by rural tourism businesses and philanthropically minded tourists can be optimised through better community participation in the process of allocating the CSI spend.

h) Marketing is difficult for community-based rural tourism products unless they are actively supported by the state and relevant tourism and travel agencies.

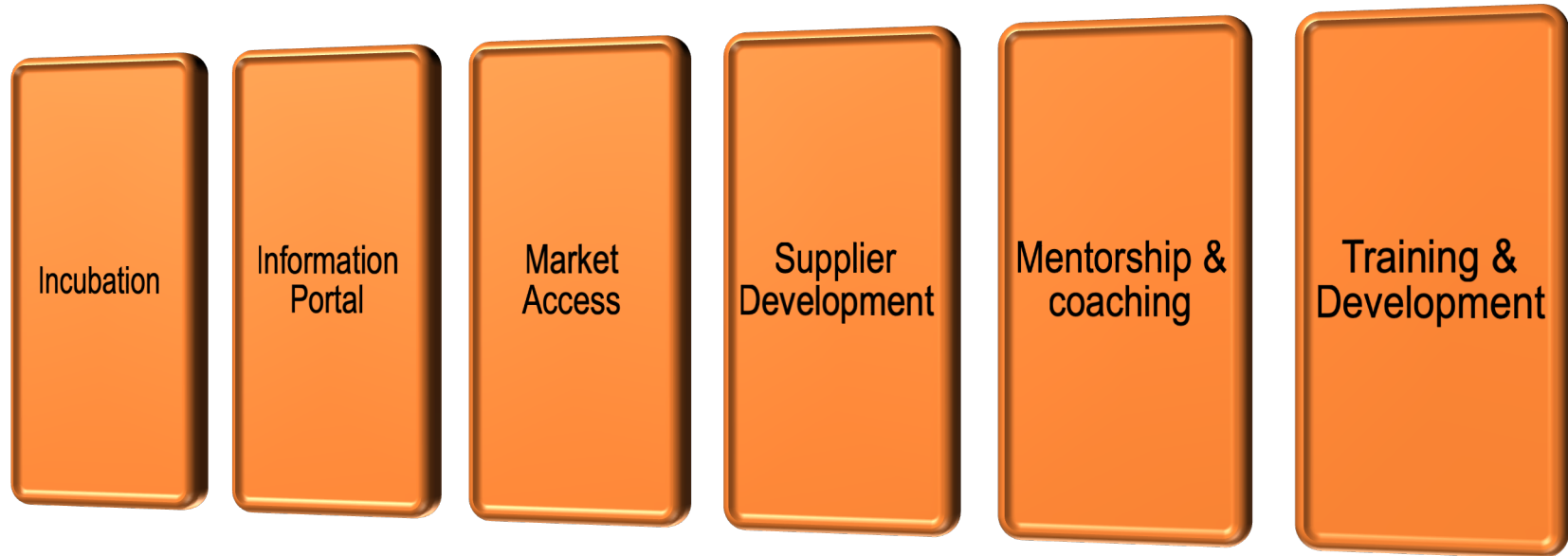


COMMUNITY ORGANISATIONAL SUPPORT AND ADVICE

The Department, in partnership with other state departments and key stakeholders, will support Community Based Organisations (CBOs) by facilitating capacity building of these structures in order to enable the following:

- a. Enrich their understanding of the tourism sector.
 - b. Facilitate the identification of realistic financial expectations and associated timeframes to expect ROIs.
 - c. Understand the legal implications of contracts commercial deals and rights.
 - d. Engage with all levels of Government to ensure integrated support and sustainable development.
 - e. Support the identification and development of tourism business opportunities accessible to community members in partnership with DSBD and provincial departments of economic development and tourism and LED offices of municipalities.
 - f. Focus on the identification of women and youth in the impacted communities for tourism related training and development opportunities, etc.
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Enterprise Development Interventions



ENTERPRISE DEVELOPMENT PROGRAMME

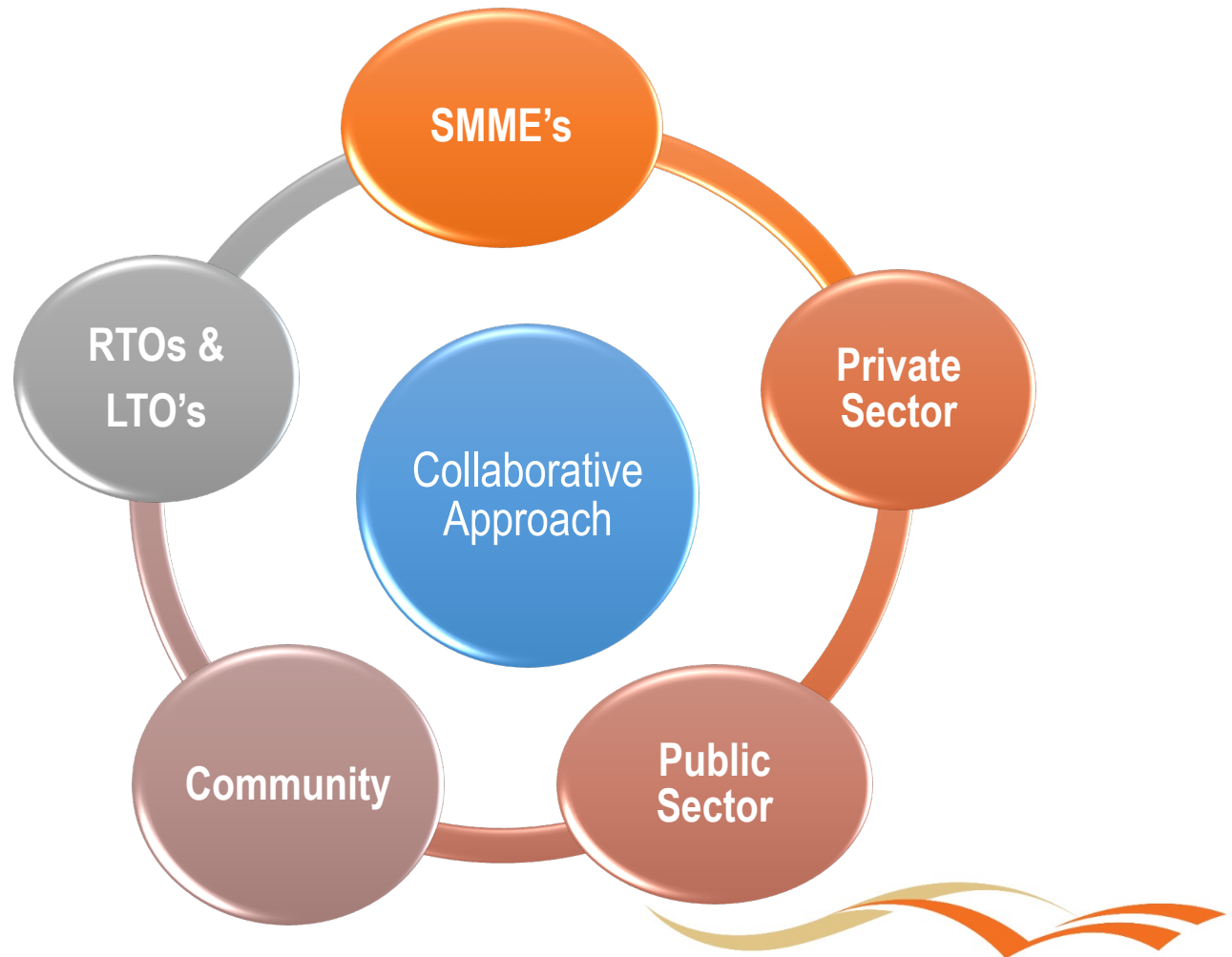


LONG TERM ENTERPRISE DEVELOPMENT FRAMEWORK: 7 STRATEGIC THRUST/PILLARS

- **STRATEGIC THRUST 1:** Build the competitiveness of SMMEs through entrepreneur development, skills training, advisory services, mentorship, and information sharing and market exposure programmes.
- **STRATEGIC THRUST 2:** Driving sector transformation through strategic and deliberate SMMEs empowerment programmes.
- **STRATEGIC THRUST 3:** Embedding technology as an integral element in tourism operations.
- **STRATEGIC THRUST 4:** Partnerships development to leverage resources and skills for effective programme implementation
- **STRATEGIC THRUST 5:** Inculcate a culture of entrepreneurship amongst youth and women through education and financial literacy programmes
- **STRATEGIC THRUST 6:** Facilitate ease of access to finance by attracting private and public funding in the tourism through partnerships.
- **STRATEGIC THRUST 7:** Build capacity for SMMEs networks for business and market linkages



Collaborative Partnerships



Incubators focused on Women & Community

- Provide development through technical support, mentorship and coaching informed by detailed assessments.
- Two (2) years in duration.
- Collaborative approach – Provinces, Local Municipalities, Tourism Agencies and associations, DFI's, Grading, etc.
- Integration into the tourism economy of the area.
- **Incubators:**
 - Tourism Food Service Incubation Programme: 100.
 - Tourism Tech Incubator (Youth): 20
 - Community Based Tourism: 8 Rural and Township Based Projects
 - Tour Operator: 44



Women In Tourism



Background: Women in Tourism Programme

- The Department commenced with the Women in Tourism (WiT) Programme in 2013 as a platform to drive initiatives that support the development and empowerment of women in the tourism sector.
- This platform recognised the challenges faced by women entrepreneurs who are often found at the bottom end of the tourism economic value chain, and identified interventions that will assist in realising the WiT agenda.
- Its focus areas included training on personal development, supporting women to develop a competitive advantage in their businesses and provision of capacity building initiatives.
- The WiT platform is meant to integrate women from the different backgrounds within the sector and to ensure that they converge on a set of common goals and interests within the industry.
- The WiT initiative serves as a mechanism to drive programmes to support the development and empowerment of women in the tourism and hospitality sector as well as provide networking opportunities.



WiT Programme aligned to *SDG Goals & UNWTO Global Report on Women in Tourism – Second Edition:*

1. ***Employment:*** Tourism provides decent work for women: **SDG 5: Gender Equality & SDG 8: Decent Work and Economic Growth.**
2. ***Entrepreneurship:*** Women's tourism businesses lead to women's economic empowerment: **SDG 1: No Poverty & SDG 5: Gender Equality.**
3. ***Leadership, policy and decision-making:*** Women are represented and influential in decision-making spaces at all levels of the tourism sector: **SDG 5: Gender Equality & SDG 16: Peace, Justice and Strong Institutions.**
4. ***Education and training:*** Tourism education and training promotes gender equality and women's empowerment in the sector: **SDG 4: Quality Education & SDG 5: Gender Equality.**
5. ***Community and civil society:*** Tourism supports women to address gender inequalities in homes and communities: **SDG 5: Gender Equality & SDG 17: Partnerships for the Goals.**



Summary Objectives: WiT: South Africa

- ✚ To ensure that women who constitute the majority in the sector are ***Respected, Recognized, Represented, and Rewarded***.
- ✚ To mobilise and create platforms to network, expand business and professional horizons.
- ✚ To facilitate access to business resources, information and opportunities for women entrepreneurs in tourism and hospitality sector.
- ✚ To identify mechanisms that need to be put in place in order to address the barriers faced by women in tourism and hospitality sector.
- ✚ To better leverage opportunities.
- ✚ To highlight problems faced specifically by women in tourism and hospitality sector.



WOMEN IN TOURISM TARGET MARKET

The WiT target market is defined as follows:

- Women who own and operate SMMEs and Co-operatives within the tourism and hospitality sector.
- They must be self-employed and their companies must be registered.
- Women who are engaged in informal income-generating activities but have aspirations to grow their enterprises and become formal entities in the future.
- Women who have an interest in operating businesses and Co-operatives but lack the “know-how” to start. (facilitation and referrals to various partners such as CIPC, SARS, SEFA, SEDA).
- Undergraduate tourism and hospitality students and persons who wish to associate themselves with the objectives of Women in Tourism.



INSTITUTIONAL ARRANGEMENTS: WiT

- Department of Tourism: National Coordinating Committee
- Provincial Departments of Tourism
- Tourism Agencies
- Local Economic Development Offices of local or district municipalities
- Provincial Chapters
- Private Sector



WiT PROJECTS

LIMPOPO PILOT PROJECT: BUSINESS SUPPORT PROGRAMME: 7 Project Supported (Technical Support of UNWTO)

The implementation of the Limpopo Pilot Programme focuses on addressing four (4) key areas based on the UNWTO 2nd Edition Global Report on the Status of Women Empowerment in the Tourism Sector. Key focus areas aligned as follows:

- I. **Leadership and Skills Development,**
- II. **Supplier Development,**
- III. **Market Access and**
- IV. **SMME Development and Mentorship.**

Phase 1: Service provider appointed to undertake the following: Completed

- ☐ Conduct status quo and situation analysis of each site within the broader project;
- ☐ Stakeholder identification and consultation sessions to be held with the affected parties;
- ☐ Confirm situation analysis outcome and recommendations; and
- ☐ Develop a business and implementation plan for 3 years outlining the project objectives, deliverables, human resources and budget requirements.

Phase 2: Service provider appointed to undertake the following: Underway

- ☐ Implement the pilot: 18 – 24 MONTHS





PROJECT GOALS: GENDER EQUALITY

- Improve employment conditions for rural women and youth.
- Increase entrepreneurship opportunities for rural women and youth.
- Develop leadership, policy and decision-making skills amongst rural women.
- Improve and integrate education and training opportunities for women and youth.
- Prioritise gender awareness amongst communities and civil society.
- Improve monitoring and implementation of policies or programmes for gender equality.



PROJECT GOALS : JOB CREATION

- Improve employment conditions for rural women and youth.
- Increase entrepreneurship opportunities for rural women and youth.
- Implement capacity building programme in SMME development including skills development, mentorship; product diversification, marketing and market access.





PROJECT GOALS : MARKET ACCESS

- Enhance the effective usage of digital technologies for rural women and youth.
- Develop the value chain opportunities for rural women and youth.
- Improve the supply chain integration for rural women and youth.



PROJECT GOALS: DIVERSIFICATION OF INCOME STREAMS & FINANCIAL INDEPENDENCE

- Improve financial management skills for rural women and youth.
- Improve income generation and diversification amongst the female beneficiaries.
- Diversify income streams by increasing market access through the value chain
- Develop opportunities for financial stability through supply chain integration
- Increase the number of women with bank accounts and improved financial independence
- Improve the potential for spending power for rural women and youth





PROJECT GOALS : POLICY MAKING

- Develop leadership, policy and decision-making skills amongst rural women.
- Improve and integrate education and training opportunities for women and youth.



WiT *PROJECTS: 2023/24*

Women In Tourism Chapters:

- We have nine provincial chapters
- Executive structures operating as NPOs with a Constitution and AGMs
- Support from Department for first 3 years
- Challenges

Women In Tourism Webinars: Various topical issues covered:

- Marketing and market access
- Insurance
- Business Resilience

Women In Tourism Conference: 2023/24 August 2023

- Hosted by Minister of Tourism
- Venue: Limpopo Province
- International Speakers and 300 delegates expected
- Focus on Women in SA, Diaspora and Middle East (IORA).

Women In Tourism Capacity Building Initiatives

- 450 Women-owned tourism SMMEs assisted between the Department of Tourism and South African Tourism in partnership with the private sector.
- Mentorship Pilot Programme.



Focus on Business Incubator & Support Programme

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Integrated Tourism Development Approach

- ❧ Crucial that any interventions must support growth; income diversification and sustainable economic empowerment.
- ❧ There is a need for capacity building in SMME development, skills development, mentorship; product diversification, marketing and market access.
- ❧ In order to ensure sustainability, there is a recommendation to implement in Youth Development Programme.
- ❧ Need support and involvement of Local and Provincial Government; local NGOs and Community Tourism Organizations.
- ❧ The Skills Development Framework has an overarching focus on Gender Equality and Empowerment: Project Sites and Community Organisations including Schools.





Thank You! Siyabonga! Siyabulela! Dankie! Re A Leboga! Ro Livhuwa Re A Leboha! Ha Khensa!

MERCI BEAUCOUP OBRIGADO

CREATED FOR THE ADVANCEMENT OF WOMEN IN THE TOURISM INDUSTRY