



# SANParks

## National Tour Guide Symposium

- The Adventure tourism possibilities in  
Protected areas -

18 February 2016

# WELCOME



## ***THEME:***

“BUILDING A SUCCESSFUL AND SUSTAINABLE TOURIST GUIDING SECTOR”

- How can SANParks help
  - ✓ Stay in touch with the market
  - ✓ Offer great products
  - ✓ Focus on sustainability
- Capitalise on the Adventure tourism possibilities

# Activity Hubs – developing business in and around National Parks

- Activities in National Parks traditionally been limited
- Introduction of contemporary activities are seen as an exception more than the rule
- Parks do offer relaxation, connecting to nature and mostly self-drives
- However, there is a definite need to cater to the guests who are looking at optimising the visit to a National Park
- Objective of the Wild Activity Hubs (WAH's):
  - Located close to communities which will allow these communities to benefit
  - Activity centres accessible to tourists
  - Increases spent in National Parks and contributes to improved visitor experience

# CONCEPT – visually



Attract visitors from the park



Successful Land Claimants and local communities to be involved and to benefit



visitors from inside the park



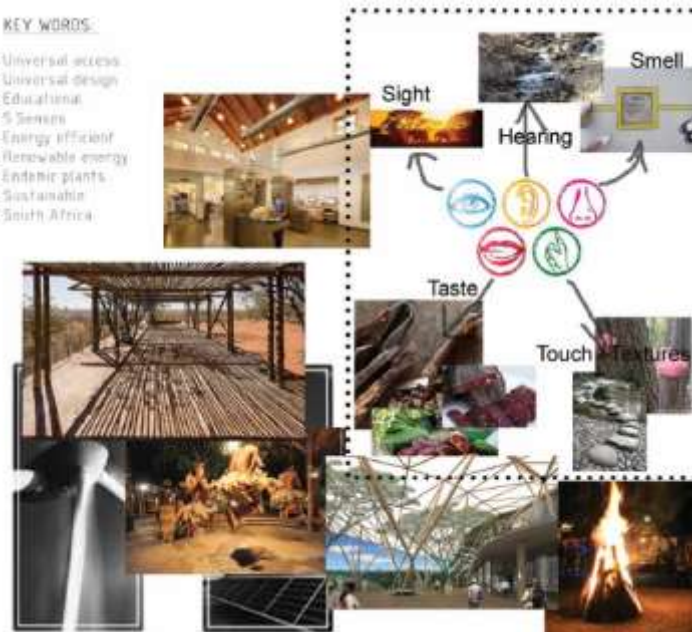
Profitable Symbiotic with Phalaborwa town and existing products





**KEY WORDS:**

- Universal access
- Universal design
- Educational
- 5 Senses
- Energy efficient
- Renewable energy
- Endemic plants
- Sustainable
- South Africa



**KEY WORDS:**

- Affordable
- South Africa
- Natural
- Exclusive Backpackers
- Energy efficient
- Renewable energy
- African Experience
- Universal access



**ACTIVITY HUB**

- Beer brewery
- Information
- Knives - courses
- Belt /Leather courses
- Local craft
- Wine bar
- Cheese Maker
- Bulchery
- Ice-cream
- Community visits
- Amarula Factory
- Shebeen visits

- Restaurant's (Local cuisine)
- Open fire braai etc

- Hunting Shop (Safari and outdoor )
- Archery

- Bookings
- Game drive



# Objectives of the Wild Activity Hub

- Increase activities -> optimize stay in National Parks
- Increased stay -> increased revenue
- Activity hub model -> allows for creation of many small businesses benefitting from established operation
- Great model for beneficitation and involvement of local communities -> traditional and cultural activities to be introduced
- All done in environmental friendly way



Adventure Tourism, valued at \$263 billion is one of the fastest growing categories of tourism that attracts high value customers, supports local economies, and encourages sustainable practices (Global Report of Adventure Tourism, 2014)

# Way forward

FUNDING



CONCEPT BUY-IN



ACTIVITIES FINALISED



DETAIL PLANNING  
CONCLUDED



# Way forward

- SANParks received funding for the Planning Phase of:
  - ❖ Phalaborwa Activity Hub
  - ❖ Shangoni gate (Phase 1 New gate for high clearance vehicles with new camp site and picnic sites on Shingwedzi river) - Funding for Phase 2 with extended gate and tarred access with associated activities at hub to follow
- Involvement of local communities - integral in making this initiative a success





Thank you