

Developing a model for sustainable community-based tourism

*Local Government Tourism Conference
4 April 2017*



WOWZULU



BE WOWED BY THE ZULU HEARTLAND

About Africa!Ignite

Non-profit rural development agency.

Works across rural KZN.

*Born in 2004, to support
communities around schools.*



What we do

What
we
TRY
not to
do

Create opportunities for rural women and youth to improve their quality of life.

Help them to:

- *Earn a decent living,*
- *Improve knowledge and skills,*
- *Tell their stories.*
- *Develop enterprises*

*'Uplift' people,
Do things FOR them,
Give hand-outs.*



**SUPPORT FOR WOMEN, YOUTH
AND ENTREPRENEURS**



**Youth action
desks**

Focus areas

Story-telling

**Craft
enterprise
development**

**Tourism
development**

Telling stories of KwaZulu-Natal

At the heart of all we do

*Powerful catalyst for marketing rural,
enterprise development, tourism*



WOWZULU SUSTAINABLE TOURISM FRANCHISE MODEL



WOWZULU



BE WOWED BY THE ZULU HEARTLAND

- *First a strategy to ignite rural craft sales*
- *Steep learning curve with hard lessons learnt.*
- *Flagship WOWZULU marketplace at Isandlwana in Battlefields.*

WOWZULU



BE WOWED BY THE ZULU HEARTLAND

Strategy to create jobs and develop sustainable enterprises across KZN.

- Jobs Fund: About R12M over 3 years incl. counterpart funding

- Six WOWZULU Marketplaces in inclusive destinations with tourism & craft enterprise development.

- PLUS Booking website; tour operation; partnerships with tour operators.

Responsible Tourism as an international tourism trend

- *'Green', eco-, sustainable, responsible.*
- *Growing segment of tourist market.*
- *Europe, US, Canada, Australia and New Zealand.*
- *Experienced travellers, focused on sustainability.*

Experiential tourism

- *Tourists want to meet people and participate actively.*
- *“Authentic connections with people”.*
- *‘Tourists visit the first time because of attractions, they come back because of people.’ Tui Travel.*
- *Growth of Airbnb, Uber, etc...*

WOWZULU THEORY OF CHANGE

5. STRATEGIES

- Create inclusive destination with community owned offers plugged into the value chain.
- Establish relationships to link rural producers and entrepreneurs to markets.
- Unlock potential for community tourism and craft enterprise in areas where agriculture is not viable.
- Create access to commercial business partners, as well as urban and international markets.
- Capitalize on KZN's strength as a functional economic region and attractive responsible tourism destination.
- Replicate innovative model that has been tested by Africa!Ignite over two years.



1. THE PROBLEM

KZN's rural communities and rural women and youth in particular are severely marginalised:

- pervasive poverty
- high unemployment
- inequality

Potential for community tourism and craft enterprise in deep rural areas, as an alternative to agriculture, but

- poor understanding of markets,
 - poor marketing and limited access to markets
- KZN has the potential to be a prime responsible tourism destination, but
- limited availability of and access to safe, authentic community sites and initiatives imposes limits.



6. ASSUMPTIONS

- Politics, the economy and the environment will remain stable enough for WOWZULU to continue.
- WOWZULU website marketing KZN tourism offers will offer a portal to the growing responsible tourism market and bring new international and national visitors to the region.
- European and other international tour operators who promote sustainable and eco-tourism will want to add WOWZULU responsible tourism to the portfolios that they market and sell.
- WOWZULU marketplaces and linked tourism offerings in surrounding areas establish authentic, safe destinations for tourists to visit.
- Local tourism entrepreneurs and crafters embrace opportunities to increase sales and grow their offerings.
- Local and provincial partners support and promote economic development in the region.



4. INFLUENTIAL FACTORS

POSITIVES

Rural development, jobs and enterprise development are national priorities.
Fair trade and 'experiential/sustainable' tourism are world trends.
KZN Growth and Development strategy for 'new tourism offerings'.

NEGATIVES

SA and world political and economic instabilities.
Environment under threat.
Poor education in rural areas has not created a strong foundation for entrepreneurial development.
Lack of interest in entrepreneurship creates a challenge.



2. NEEDS and ASSETS

There are many valuable assets in rural communities.

Ignite assets to change the marginalised status of rural communities. The following are key areas:

- Entrepreneurs and crafters need start-up funding and training in business and production skills
- There is a shortage of positive role models for rural entrepreneurs
- School leavers have potential but no marketable skills and qualifications
- Access to national and international markets is limited.



3. DESIRED RESULTS

Reduce gap between rural and urban.
People in rural communities earn a better living, have more opportunities, and are better equipped with information, knowledge and skills to access these opportunities. They are more resilient, more visible, have more power and choices.
Authentic immersion in Zulu culture made available through Destinations that are plugged into surrounding tourism offerings.
Preserve culture by building a strong, proud Zulu craft and story-telling brand.
WOWZULU recognized as a trusted international tourism offering, reaching national and international markets and offering tourism 'menu' through the website and brochures.

WOWZULU



BE WOWED BY THE ZULU HEARTLAND

KEY SUCCESS FACTORS

- *On a tourist route or linked to destination.*
- *Supportive host who benefits.*
- *Do not create competition.*
- *Proactive local entrepreneurs.*
- *Attractive and interactive community-based tourism products/experiences.*
- ***PARTNERSHIPS!***

WOWZULU DESTINATIONS



WOWZULU

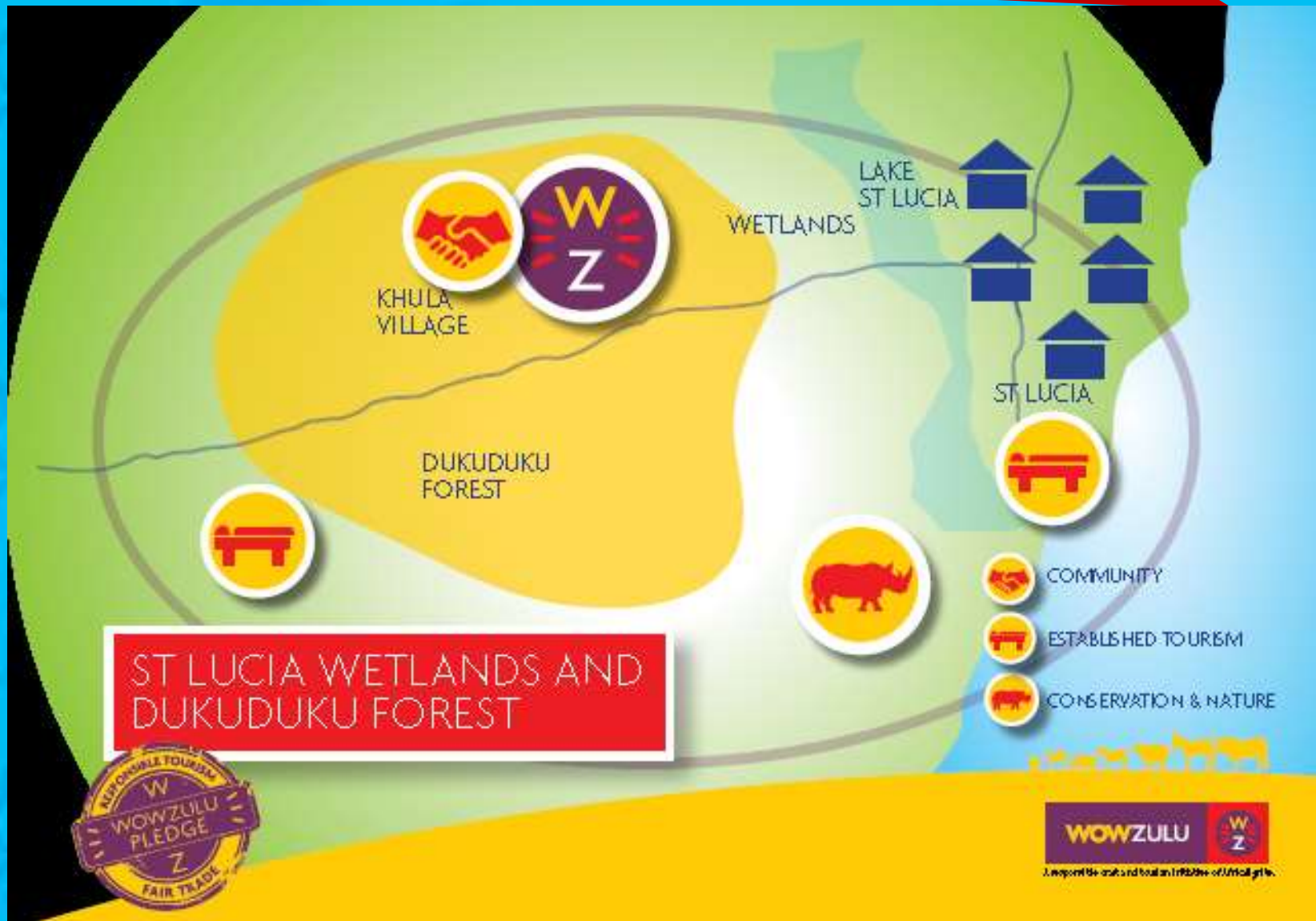


1. Isandlwana, KZN Battlefields
2. Khula Village, St Lucia Wetland Park
3. Ohlange, Inanda Valley
4. Emazizini, Northern Drakensberg
5. Ballito, Ilembe District
6. Ndumo/Tembe, Far North
7. Nyandezulu, South Coast
8. KwaNzimakwe, South Coast

How does it work?

- We only go where we are INVITED
- Critical to build partnerships, we cannot do it alone:
 - Leadership – traditional, municipal, local
 - Environment
 - Community
 - Business
- Social Franchise model
- Profit based – individuals must benefit

Ecosystem Approach



Principles underpinning the model

- Steering Committee.
- Underpinned by strategic alliances.
- Symbiotic partnership - commercial and community-owned products.
- Communities must benefit.
- Identifying entrepreneurs and plugging them into the value chain.

Principles underpinning the model (2).

- Adds value to the destination.
- Inclusivity – creating an equal platform to market multiple offers.
- Fair trade and sustainability.
- Increase international marketability of destination
- Experiential Activities

Marketing and Sales Strategy to increase foot traffic



Established commercial tourism: Accommodation, mainstream tourism experiences

WOWZULU MARKETPLACE AS CATALYST:
Local products, tourist info, pick-up point, stories

Existing routes centre on: Wildlife, nature, beaches, scenery, history & culture; adventure

Emerging community tourist area: Authentic community tourism experiences, locally made craft (+/- 60 jobs created)

The logo for WOWZULU features the brand name in a bold, sans-serif font. The 'W' and 'Z' are in a light yellow color, while 'OW' and 'ULU' are in white. To the right of the text is a circular emblem with a red background and a white 'W' above a white 'Z'. Below the main logo, the tagline 'BE WOWED BY THE ZULU HEARTLAND' is written in a smaller, white, sans-serif font.

WOWZULU

BE WOWED BY THE ZULU HEARTLAND

THE WOWZULU MARKETPLACE

Flexible Franchise model

Creates a gateway into/safe home in area:

- *Coffee shop;*
- *A gift/souvenir/craft shop;*
- *Story-telling, activities to participate in;*
- *Tourism information centre.*
- *Experiential offering - from the marketplace, tour guides to take visitors to connect with living communities.*



WOWZULU



BE WOWED BY THE ZULU HEARTLAND

Role of Africa!ignite

Franchise support:

- Business development
- Product development with local stakeholders
- Crowd in funding
- Marketing and Sales:
 - Brand development
 - Marketing collateral
 - Booking portal
 - Trade shows
 - Tour Operators
 - Hotels/Lodges
 - Itineraries, pricing,



Lessons learnt

- *IT IS NOT EASY.*
- *Building trust does not happen overnight*
- *It takes time –commitment, perseverance.*
- *The ‘flame’ must be there - a local champion.*
- *Role of National, provincial and local government crucial*
- *Need collaboration of product owners.*
- *Need support from commercial for emerging.*

Lessons learnt

- *Win, win for destination if offer increases.*
- *Make tourists your allies.*
- *Create the pipeline to Market – accessible, interesting, safe.*
- *Business support, business support, business support*
- *“Crowd-in” support mechanisms:*
 - *Mentorship*
 - *Training*
 - *Development*

Where to next?

- *Strengthen the model and viability in existing Marketplaces and destinations*
- *It takes 5-7 years to establish business sustainability*
- *Expand nationally*
- *WOWZA*
- *Supply chain development*
- *Best of rural in urban areas*

WOWZULU



Discover unique places. Meet local people. Touch your soul.
KwaZulu-Natal's leading responsible tourism operator



ABOUT US ▾

DESTINATIONS ▾

RECOMMENDATIONS

BLOG ▾

CONTACT US

SEARCH HERE



PLAN YOUR
GETAWAY

Destination

ALL DESTINATION



Activity

ALL ACTIVITY



Accommodation

ALL ACCOMMODATION



WOWZULU



BE WOWED BY THE ZULU HEARTLAND

PARTNERS

- *The Jobs Fund – National Dept. of Treasury*
- *National Department Tourism*
- *KZNDEDETEA*
- *Ethekwini Municipality*
- *Durban Tourism*
- *KwaDukuza Municipality*
- *Enterprise Ilembe*
- *Ugu South Coast Tourism, Ray Nkonyeni Municipality*
- *Traditional Authorities*
- *Wildlands Conservation Trust*
- *Durban Green Corridor*
- *UMDA*
- *UNEP*
- *UNDP*

Joslyn Walker

joslyn@africaignite.co.za

Bongiwe Mlangeni

bongiwe@africaignite.co.za

www.wowzulu.co.za

WOWZULU



BE WOWED BY THE ZULU HEARTLAND



AFRICA
IGNITE

IGNITING RURAL DEVELOPMENT