

COMMUNITY BENEFICIATION

A strategy for Community Development and poverty alleviation
through job creation and own business opportunities

Local Government Tourism Conference

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Theme

“Tourism Development: Why Local Government Matters”

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About CCTNSA

FOUNDERS

CCTNSA was founded by a dynamic team of Five (5) private viz. academics, business men and women. Extremely successful in our own fields ranging from Travel & Tourism, Finance, Tourism Training, Public Relations & Communication Management as well as Youth Development.

RESEARCH & STUDY TOUR

Local research was conducted on Community Tourism Followed by a study tour to Jamaica subsequent to its nomination by UNESCO as one of the successful Community Tourism Model in 2011.

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Vision & Mission

VISION

Make every aspiring citizen aware of the broad benefits of tourism and create opportunities to participate directly as well as benefit from tourism.

MISSION

To support the development of community tourism in South Africa and internationally and to educate all stakeholders of its importance to the cause of peace, poverty alleviation and sustainable development, offer local and foreign visitors diverse 'community experience' vacations, tours and related products.

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COMMUNITY BENEFICIATION

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South Africa has committed itself to adopting strategies to create employment opportunities and to alleviate poverty.

President Jacob Zuma alluded to this fact in his State of the Nation Address and elaborated further on Tourism as a vehicle.

Tourism has been identified as a key catalyst for change. It has the potential to develop communities and create employment and alleviate poverty.

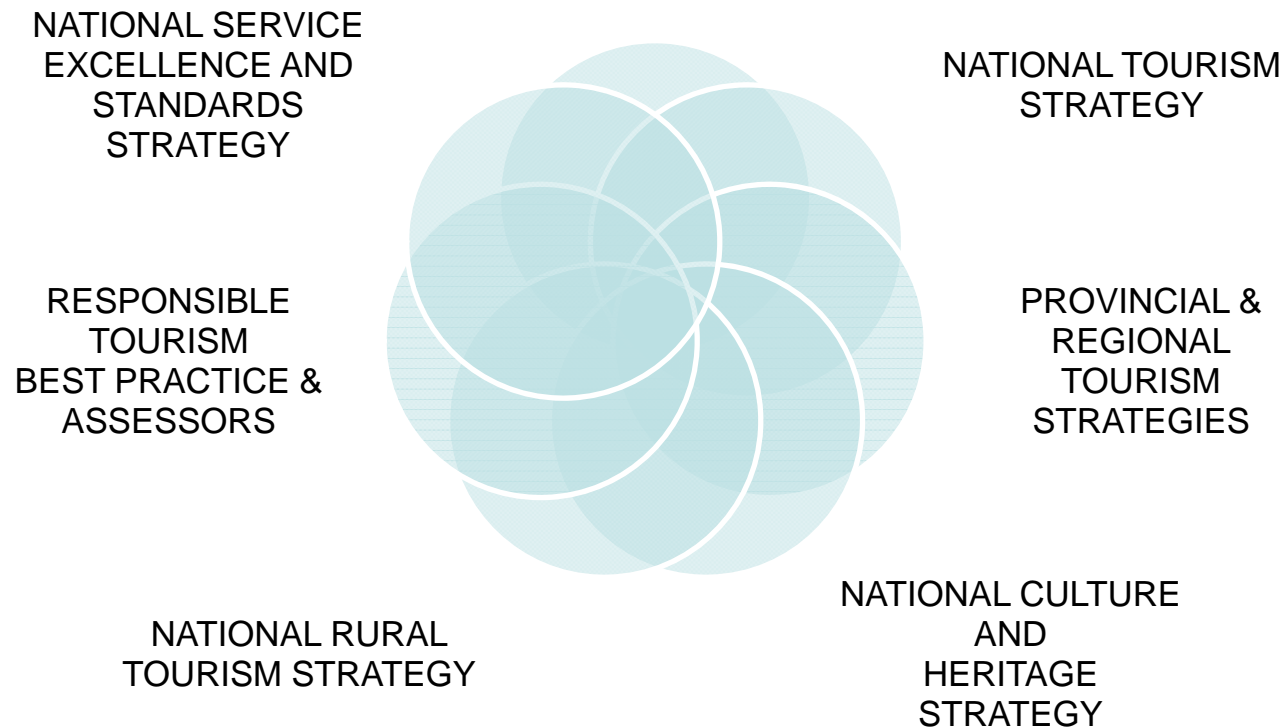
Community Tourism, in particular, offers enormous opportunities to achieve Government's strategic objectives.

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TOURISM STRATEGIES

Community Development and poverty alleviation
through job creation and own business opportunities



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TOURISM IS A GROWTH INDUSTRY

- **Tourism offers communities of all shapes and sizes a unique development opportunities.**
- **Tourism is widely recognized for creating and sustaining jobs, and bringing new money to an area.**
- **Visitor spending supports local business, speciality shops, restaurants and recreational facilities which might otherwise not survive.**
- **Tourism can also lead to the regeneration of redundant buildings, help with local conservation and environmental improvement, and be the key source of civic pride.**

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TOURISM SECTOR TO BOOST THE ECONOMY

The National Tourism Sector Strategy (NTSS) seeks to increase Tourism's total direct and indirect contribution to the economy to R499 billion by 2020 said Tourism Deputy Minister Tokozile Xasa.

Through the NTSS, said Xasa, the tourism sector is committed to creating a total of 225 000 additional jobs by the year 2020.*

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TOURISM SECTOR TO BOOST THE ECONOMY

"It provides for the growth and development of the domestic and events tourism as sustainability pillars, it further provides for capacity development at local government level."

"Government is committed to working towards ensuring that tourism becomes rooted at local government level to promote ownership by local communities, with a particular emphasis on community development and job creation," she said.

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BENEFICIATION TOURISM

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DEVELOPING AND PROTECTING OUR HERITAGE AND SITES

BUILDING RURAL and TOWNSHIP COMMUNITIES

**SUPPORTS SOUTH AFRICA'S DOMESTIC
TOURISM STRATEGY**



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RESPONSIBLE COMMUNITY TOURISM

Transforms and develops communities
Leaves a legacy for our children.



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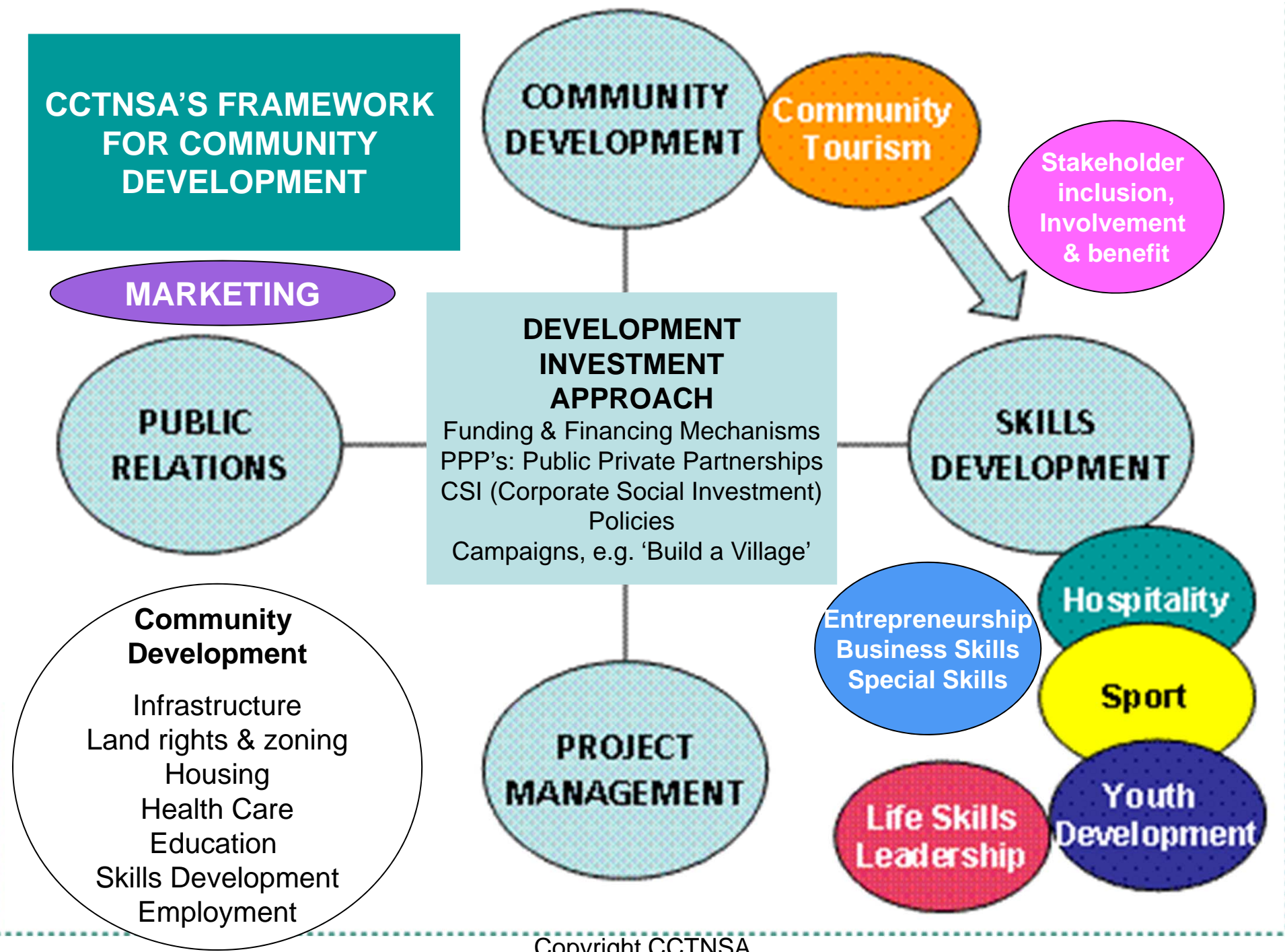
COMMUNITY TOURISM AS A DRIVER FOR LOCAL ECONOMIC DEVELOPMENT, ENTERPRISE DEVELOPMENT AND COMMUNITY DEVELOPMENT

OBJECTIVES

- To capacitate and empower communities
- To grow the local economy
- To create employment and own business opportunities
- To reduce poverty
- To improve the lives of the people living in the community: social and economic
- To protect the environment, culture and heritage of the community

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CCTNSA'S FRAMEWORK FOR COMMUNITY DEVELOPMENT



BIGGEST CHALLENGE



**Culture of entitlement
Handouts
Greed
Unprofessionalism**

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COMPONENTS FOR A COMMUNITY ORIENTATED TOURISM STRATEGY

- **Consultation and self-mobilisation approach**
- **Continuous research**
- **Project Management, monitoring and evaluation strategies**

- **Prime considerations**
 - Business and economic considerations
 - Management considerations
 - Social and Cultural considerations
 - Environmental and accessibility considerations

- **Response strategies**
 - Local heritage and culture
 - Diversification and controlled growth
 - Local investment and employment
 - Integration and coordination

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COMMUNITY STAKEHOLDERS



UNDERSTAND THE FOLLOWING WHEN 'DEVELOPING' COMMUNITY TOURISM OR COMMUNITY BEEFICIATION PROJECTS:

- Local conditions, culture and knowledge will influence the outcome.
- Each community has its own identity and values.
- Tourism works within a system.
- The tourism system defines the rules for local tourism.
- Developing a business is a process.
- International standards play a significant role in product development and marketing.
- Each individual on the Tourism / Community Development Committee has a specific role to play in the development of the community-based tourism product.
- Failure to learn the rules and to effectively and efficiently manage the process will result in failure

ENTREPRENEURSHIP

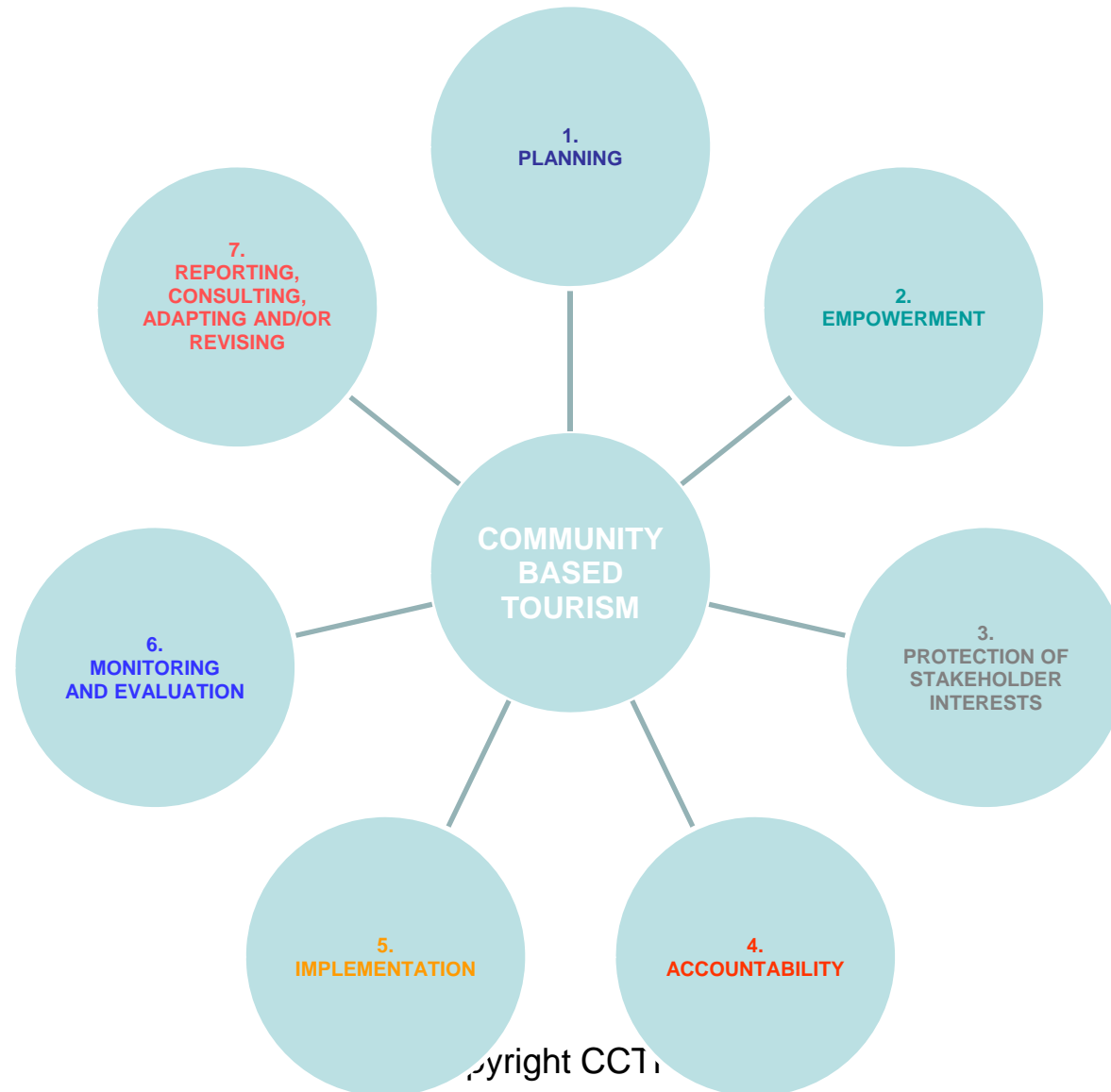
A key aspect of Community Development is the identification and capacitating of entrepreneurs to create income generating opportunities for the benefit of communities

- An entrepreneur is a person who has the ability to scan and identify opportunities in his or her environment, gather the resources necessary to take advantage of the opportunities and implement successful action to utilize the opportunities
- Entrepreneurs are people who create a new product or service and then proceed to put form to their dream by opening a small business

ENTREPRENEURSHIP SKILLS

- Introduction to and understanding Entrepreneurship
- Planning a New Venture
- Innovation and Creativity
- Environmental Analysis
- Marketing & Strategy
- Business Operations, Ethics, Labour and Production
- Management of Resources including of people
- Finance
- Business Planning

THE SUCCESS OF COMMUNITY TOURISM VENTURES IS DEPENDENT ON 7 PRIMARY FEATURES WHICH ARE:



COMMUNITY TOURISM PLAN

- **A Tourism Plan** prepared with widespread local involvement and support helps to ensure that community and district residents can optimize the benefits available from tourism activities, while successfully dealing with any real or perceived negative circumstances.
- **A Community Tourism Plan** is a written document produced on behalf of a community by a group of people representing a broad cross-section of interests within that community.
- The **Plan** provides a framework for business, local government, cultural and other organizations to analyze tourism resources and concerns, and to encourage tourism development and promotion.

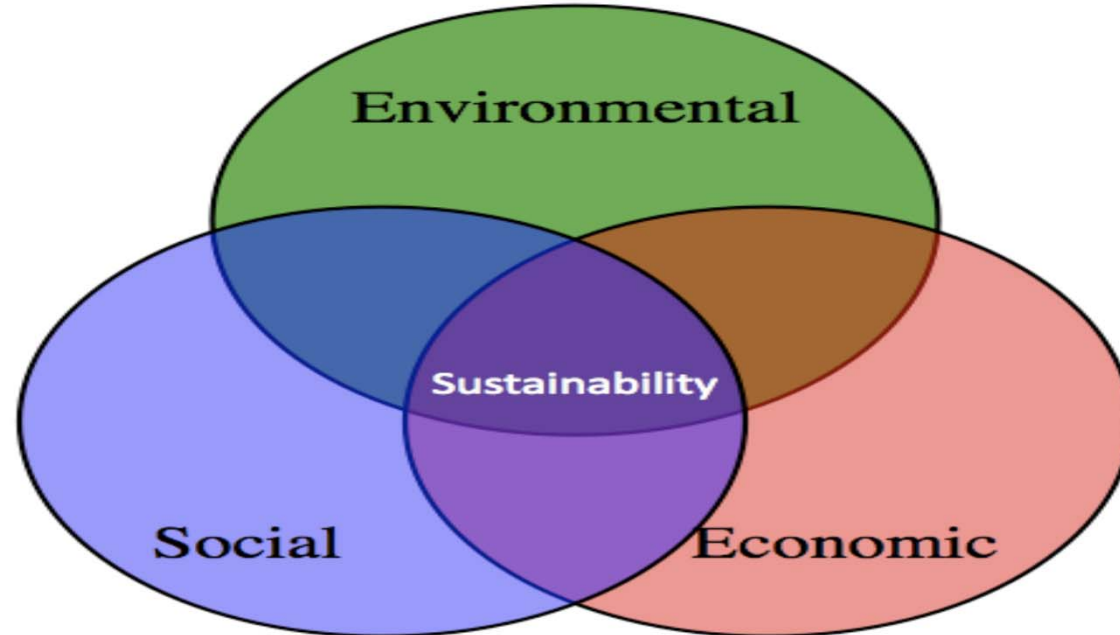
EFFECTIVE COMMUNITY TOURISM PLAN

- Attract sustainable numbers of tourists to a community
- Increase their spending and/or length of stay in a community;
- Minimize any adverse social, economic and/or environmental effects of tourism in a community;
- Increase the quality and possibly the number of retail and service facilities in a community;
- Enrich the quality of cultural attractions and events in a community;
- Increase a community's image and civic pride; and
- Improve the quality of life available to residents and surrounding district.

**ADOPTING GOOD PRACTICE IN COMMUNITY BASED TOURISM
CONTRIBUTES TO EACH OF THE 'THREE PILLARS OF SUSTAINABILITY'
DELIVERING SOCIAL, ENVIRONMENTAL AND ECONOMIC BENEFITS.**

Overall sustainability is best achieved when environmental, economic and social objectives are all being met through the same initiatives.

That is, effective Community Based Tourism can address social needs, contribute to building a more sustainable environment, and be Commercially viable.



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OPPORTUNITIES

- Hospitality Staff
- Tour Guides
- Tour Operators
- Transport Operators
- Event Organizers
- Sport Officials, Administrators & Players
- Adventure Sport activities (hikes; cycling, biking, etc.)
- Artists & Craftspeople
- Dancers & Musicians
- Food Producers & Retailers
- Security Personnel
- Other

SKILLS DEVELOPMENT

- Tourism Sensitization
- Service Excellence
- Entrepreneurship
- Business skills
- Specialized skills – Tour Guides, Hospitality Management

SPECIAL PROJECTS

Focus on arranging, facilitating and supporting Community Development initiatives such as:

Funding Mechanisms for Projects

Training & Skills Development

Sport, Cultural, Arts and Education Activities and Exchange Programmes

Youth Development

etc.

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OPPORTUNITIES

- Co-operatives: maintenance personnel
- Retailers
- Event Organizers
- Sport Officials, Coaches Administrators & Players
- Artists & Craftspeople
- Dancers & Musicians
- Security Personnel
- Other

SKILLS DEVELOPMENT

- Tourism Sensitization
- Service Excellence
- Entrepreneurship
- Business skills
- Specialized skills



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OPPORTUNITIES

- Concept Development
- Project Planning and Management
- Destination Modeling
- Community Tourism Committee
- Monitoring & Evaluation
- Other

SKILLS DEVELOPMENT

- Tourism Sensitization
- Service Excellence
- Entrepreneurship
- Business skills
- Managing Diversity
- Leadership & Management Development
- Administration skills
- Specialized skills

TRAINING AND DEVELOPMENT

Focus on Community Tourism as a 'driver'
for Community Development and LED
such as:

entrepreneurship,
business skills,
service,
etc.

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OPPORTUNITIES

- Educators
- Facilitators
- Assessors and Moderators
- Training Course Material
Design and Development
- Curriculum Development
- Vocational Training
- Coaching and Mentoring
- Learnerships / Internships
- Administrators
- Other

SKILLS DEVELOPMENT

- Tourism Sensitization
- Service Excellence
- Entrepreneurship
- Business skills
- Specialised skills
- Other

COMMUNITY TOURISM

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Thank You

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