Creating a sustainable community tourism model for South Africa

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AGENDA /

- WOWZULU community tourism – the model
- Key success factors
- Barriers to success
- Opportunities
- Call to Action
The WOWZULU Community tourism model

• The WOWZULU model creates income for small community tourism enterprises who are on the doorstep of popular tourist destinations, by linking them into the wider tourism offer of the destination, and by giving them business development as well as international and national marketing and sales support.

WOWZULU key success factors

• On a tourist route or linked to destination
• Support from the commercial sector within each destination
• Do not create competition
• Proactive local entrepreneurs
• Attractive and interactive community tourism products/experiences
• PARTNERSHIPS!
• Ongoing marketing and sales support
Barriers to success

- Community tourism development takes time, commitment and perseverance. Funding period does not always allow for this
- A limited number of local champions in rural communities
- Few mentors who can offer support to emerging entrepreneurs
- Provincial and local government do not prioritise tourism as a driver of the economy and do not budget for it
- Community product owners work in isolation and need to collaborate more to enhance their collective offering
- Challenge to get support from commercial for emerging entrepreneurs
Opportunities

• Expand community tourism as a low carbon model
• Communities can benefit socially and economically
• Identifying entrepreneurs and plugging them into the value chain
• Adds value to the destination and increases its international marketability
• Inclusivity – creating an equal platform to market multiple offers
• Experiential activities appeal to a new generation of tourists
Call to Action

• Strengthen and document WOWZULU as a best practice model for inclusive sustainable community tourism

• Ensure the preservation of cultural and natural heritage in tourist destinations

• Support self-sustainable, community tourism development through mentoring, empowerment, partnerships and collaborations between the private sector, non-governmental organizations, government and the local communities

• Develop a sustainable tourism language that is easily understood by all stakeholder groups to strengthen communication efforts