

Developing sustainable cross-border tourism products in our Transfrontier Conservation Areas

**Expert Workshop - Development
of a SADC Guideline on cross
border tourism products in TFCAs
30-31 January 2018**

TFCA DEVELOPMENT STRATEGY



In 2005 Tourism and Environment Ministers of 9 SADC countries endorsed a TFCA Development Strategy for 2010 and beyond. The objective of the strategy was to increase the tourism potential of Southern Africa by consolidating the marketing and investment promotion efforts of existing transfrontier initiatives.

Marketing Programme Objective:

1. Package the TFCAs tourism offering into a comprehensive Brand
2. Raise awareness about the TFCAs
3. Active marketing of TFCAs as tourist and investment destinations



TFCA DEVELOPMENT STRATEGY PHASES I AND II



Phase I: The Boundless Southern Africa brand to focus marketing efforts on 7 TFCAs, these being: /Ai /Ais-Richtersveld, Kgalagadi, Kavango-Zambezi, Greater-Mapungubwe, Great Limpopo, Lubombo and Maloti-Drakensberg.

Phase II: At the Joint meeting of SADC Ministers responsible for Environment and Natural Resources, Fisheries and Aquaculture and, and Tourism held 23-24 November 2017, Ministers approved the implementation of Phase 2 of the TFCA Development Strategy, which would see the Boundless Southern Africa initiative cover all 18 TFCAs throughout SADC



GEARING UP FOR PHASE II



Ministers noted that Phase II of the Strategy would be used to consolidate the achievements of Phase I and to replicate and upscale lessons learnt and best practices to all 18 TFCAs in the region, resources permitting. Phase II will also be used to ensure the development and sustainability of all TFCAs across the region based on the following lessons learned:

1. The need to coordinate TFCA destination marketing efforts better and to use one common brand;
2. The need to develop more cross-border tourism itineraries and routes through more TFCAs; and
3. The need to support work towards removing obstacles that hinder cross-border tourism development in TFCA.



PARTNERS FOR PHASE II

- Regional Tourism Organisation of Southern Africa
- 18 TFCAs across SADC
- National Tourism, Environment and other Departments and Ministries
- National and Provincial Tourism Boards and Conservation Agencies
- Communities living in and alongside TFCAs
- GIZ
- Peace Parks Foundation
- Private Sector, including tour operators and other tourism stakeholders



PRINCIPLES UNDERPINNING CROSS-BORDER EVENTS



- Minimize physical, social and behavioral impacts.
- Build environmental and cultural awareness and respect.
- Provide positive experiences for both visitors and hosts.
- Generate direct financial benefits for conservation and communities.
- Deliver memorable interpretative experiences to visitors that help raise sensitivity to TFCA's political, environmental and social contexts.
- Design, construct and operate low-impact facilities.
- Recognize the rights and spiritual beliefs of the Indigenous People in the community and work in partnership with them to create empowerment.









DESERT KNIGHTS

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DESERT KNIGHTS

Ben Jon

TOYOTA

















Building a cross- border team

Nedbank
Tour de
Tuli 2016







BOUNDLESS
SOUTHERN AFRICA
Nature Culture Community



Thank you!