Workshop on cross-border tourism products in SADC TFCAs

Southern Sun O.R. Tambo Airport
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Background

- "TFCA development strategy for 2010 and beyond" (2005) : **positioning of TFCAs as favourable tourism and investment destinations**
    - establishment of the' Boundless Southern Africa' brand, as a regional tourism brand for TFCAs under the Regional Tourism Organization of Southern Africa (RETOSA) initially covering nine countries but now mandated to cover all SADC Member States

- Component 7 of the SADC TFCAs Programme (2013):"**Development of TFCAs into marketable regional tourism products**"
    - cross-border tourism can "increase value and volume of sustainable nature-based tourism flows to the region; and to inculcate more equitable partnerships between the private sector and communities in the tourism industry."

- SADC TFCA Network (2016) identified the need for **guidelines on cross border tourism**
    - TFCA Network Community of Practice (CoP) on Tourism recommended that the guideline should focus on the step-by step planning of **cross-border tourism products in SADC TFCAs**

Process of developing guidelines on cross-border tourism products

- Engagement of consultant with support of GIZ/TUPNR Project and Tourism Community of Practice
- Inception meeting
- Literature review & strategic questionnaires
- Expert input/ (workshop) – *We are here*
- Detailed interviews & market research with potential tour operators
- Drafting of Situation Analysis Report (SAR)
- Drafting of Guideline
- Validation Workshop
- Approval by Member States through SADC Structures

Objectives

- To agree on Table of Contents of the SAR and Guideline on cross-border tourism products in SADC TFCAs;

- Identify key activities that ensure the successful development and operationalization of cross-border tourism products in SADC TFCAs;

- To review key aspects of the step-by step planning of cross-border tourism products that informs the SADC Guideline, and;

- To identify lessons learnt, good practices and challenges to inform the SADC Guideline.