SOUTHERN AFRICA WOMEN IN TOURISM CONFERENCE 2014
REPORT

River Crossing Lodge
Windhoek, Namibia
16 – 17 October 2014
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1. OPENING REMARKS

The RETOSA inaugural Southern Africa Women in Tourism Conference, 2014, was hosted by Namibia through the Namibian Ministry of Environment and Tourism on the 16th and 17th of October. This two day event with participants from eight RETOSA Member States was a huge success.

The welcoming and introduction of the Women in Tourism Conference was given by RETOSA Acting Executive Director, Mr Simba Mandinyenya. He highlighted the main objective of the conference as the establishment of a regional platform where the women in tourism in Southern Africa can create their own voice, a strong voice, a voice for the voiceless and an advocacy movement which will meet annually to:

- Exchange ideas, experiences and agree on strategies of mainstreaming and advancing women in tourism programs and projects.
- Identify specific gaps and barriers to the advancement of women in tourism
- Agree on policy framework and the national and regional institutional structures
- Agree on interventionist measures and capacity building programs at a National and regional level.

The welcoming address was followed by a key note address from the Namibian Deputy Minister of Environment and Tourism Hon. Pohamaba Shifeta, who pointed out that the conference constituted an ideal opportunity for women to establish themselves as a force never to be ignored in mainstreaming the women in tourism agenda. The Minister pointed out that tourism is a top income generator regionally and offers critical opportunities for countries to address unemployment, economic growth, poverty reduction and education, thus forging an industry that is inclusive and underlines equal rights and opportunities. The Hon. Minister stated that the two day event should inspire and motivate women, and deliver a strong and formidable position for women in tourism in Southern Africa.

The inaugural Southern Africa Women in Tourism Conference culminated with the formulation of an Action plan derived from the topics discussed during the conference,
as well as the establishment of a Southern Africa Women in Tourism Steering Committee.

Note: The programme, the presentations, and the list of participants to the conference are attached at the end of this report as Appendix 1, 2 and 3.
2. ACTION PLAN

Group discussions took place on the final day of the conference whereby participants discussed strategies which are presented below.

2.1 POLICY ISSUES – BARRIERS FOR MAINSTREAMING WOMEN IN TOURISM PROJECTS AND ENTERPRISES

2.1.1. CHALLENGES

- Inequality between men and women in the sharing of power and decision making at all levels.
- Access to information for women and youth in the tourism sector.
- Seasonality of tourism - income from the sector may only be secured for a few months in the year.
- Access to finance – tourism projects are capital intensive and most women in tourism projects have small to medium scale enterprises, and they have poor access to loans, the interests are prohibitive.
- Land tenure and land ownership concern. This especially affects women in rural areas where land tenure discriminates against them, thus affecting the long term stability of women run businesses.
- Poor government support to women run businesses on funding, tax incentives, securing business permits, and bureaucratic procedures.

2.1.2. STRATEGIES & RESOLUTIONS

- Establish a collective regional lobby group to bring policy issues to the forefront of both the public and private sector. RETOSA should act as a vehicle to bring these issues forth to the relevant stakeholders.
- Financial institutions should subsidize interest rates as a stimulus for local women entrepreneurship.
- Establish a Women in Tourism Network, Forums or, Women Empowerment Programmes at national level to act as a platform where issues pertaining to Women in Tourism can be raised.
- Ensure that the national and regional tourism policy has a focus on gender mainstreaming to support women in tourism.
- Implement mentoring, skills transfer and empowerment programmes at national and regional level with a special focus on women.
- Establish a sector specific funding modalities for the tourism sector e.g. regional tourism development bank.
• Link women with international donors to promote women entrepreneurs in Tourism

2.1.3 IMPLEMENTATION
• Strategies are to be implemented by RETOSA, the elected Steering Committee and National Organisations.

2.2 EFFECTIVE TOURISM MARKETING FOR WOMEN IN SMALL-LARGE SCALE ENTERPRISES

2.2.1 CHALLENGES
• Poor Communication Infrastructure- with new technology and more experienced consumers, tourism business need to keep abreast with industry changes to remain competitive globally. Access to internet is limited or very expensive in some Member States, limiting the businesses’ capability to remain competitive in the sector. The impacts of this are more pronounced for the women and youth in the communities.

2.2.2 STRATEGIES & RESOLUTIONS
• Develop collaborations, and/or business associations with competitive strategies including:
  o Putting the consumer first by providing quality products and services
  o Developing radical innovations and strengthen value chains
• Establish effective branding and promotions of tourism business through collaborations with both the public and private sector stakeholders.
• RETOSA should implement regional marketing and promotional programmes for women run projects.
• The National Governments and RETOSA should provide training workshops to develop e-marketing, social media and website development skills.
• Increase the visibility of the region and its cultural and natural tourism products through increased marketing materials and media such as travel shows, magazines and newsletters.

2.2.3 IMPLEMENTATION
• Strategies are to be implemented by RETOSA, the elected Steering Committee and National Organisations.
2.3 QUALITY STANDARDS IN TOURISM SERVICES AND PRODUCTS

2.3.1 CHALLENGES
- There is no standardised classification or grading of accommodation establishments in the region.
- Limited ownership of large tourism establishments by women in the sector.
- Limited access to information on opportunities available to women in the sector.
- Risk adverse nature of women limits their capacity to expand or participate in partnerships in the sector.
- Women in the tourism sector relate closely to traditional gender roles in the sector (cooking, cleaning, and caring for visitors) and do not take on more challenging prominent roles in the sector.
- Lack of education limits women’s capabilities to take on more key decision making roles in the sector.
- Lack of organisation and networking by women in tourism amongst themselves, and with relevant support institutions is limiting their access to opportunities available.

2.3.2 STRATEGIES & RESOLUTIONS
- Harmonise and regulate quality standards within the region.
- Harmonise the classification of grading systems for tourism accommodation in the RETOSA Member States.
- Develop a handbook providing guidelines of the quality standards expected in the region for different services, establishments and products in the tourism sector.
- RETOSA should facilitate an integrated approach to quality standards in tourism services through standards setting and certification that will achieve higher levels of market and developmental impact.
- Develop a brand which will provide recognition for the standards throughout the region which can be displayed on the company website, marketing materials and establishment. Guests can expect standard grading through the identification of the logo within the region.

2.3.3 IMPLEMENTATION
- Strategies are to be implemented by RETOSA, the elected Steering Committee and National Organisations
2.4 CAPACITY BUILDING AT A BUSINESS, NATIONAL AND REGIONAL LEVEL

2.4.1 CHALLENGES
- Limited awareness of the potential and opportunities offered by the tourism sector.
- Lack of skills and knowledge to take advantage of the opportunities and for the advancement of women within the ranks of the tourism sector.
- Inhibiting policies in relation to mainstreaming women in tourism.
- Poor financial management within women owned tourism enterprises.
- Poor technological advancements among women affecting competitiveness in the sector.

2.4.2 STRATEGIES & RESOLUTIONS
- Establish Women in Tourism Forum.
- Increase exposure to practical work for recent graduates through internships ensuring training institutions are offering relevant courses Run awareness workshops on opportunities available in the sector.
- Provide mentorship and training programs. Women in well established businesses could provide mentorship and guidance to new entrants.
- RETOSA to run regional Train the trainer programs so that there is skills transfer right down to the entity/local level.
- Leadership skills should be developed amongst women in the sector
- National Governments and RETOSA to run national and regional Annual Women in Tourism Awards respectively to incentivise women entrepreneurship in the sector

2.4.3 IMPLEMENTATION
- Strategies are to be implemented by RETOSA, the elected Steering Committee and National Organisations.
2.5 CHALLENGES OF FUNDING WOMEN RUN TOURISM BUSINESSES, ACCESSING FUNDING FOR TOURISM PROJECTS AND FORMULATION OF BANKABLE PROJECT PROPOSALS

2.5.1 CHALLENGES
• Limited access to funding.
• Lack of security to secure funding.
• Limited understanding of what is required to obtain funding.
• Limited awareness of financing options available in the sector.
• Limited capacity in developing bankable project proposals for funding.

2.5.2 STRATEGIES & RESOLUTIONS
• Establish a funding information clearing house dedicated to Women in Tourism.
• Develop a guide or manual on how to access funds
• Create a forum for discussion between investors, policy makers, financial institutions and women in the region.
• Run capacity building workshops for project proposal formulation and tourism management skills development in general.

2.5.3 IMPLEMENTATION
• Strategies are to be implemented by RETOSA, the elected Steering Committee and National Organisations.
3. SOUTHERN AFRICA WOMEN IN TOURISM STEERING COMMITTEE

The conference was concluded with the establishment of Southern Africa Women in Tourism Steering Committee.

The following were elected to sit on the Southern Africa Women in Tourism Steering Committee for the 2015/16 financial year.

Botswana    Lerato Mokomane  
DRC          Rosette Saiba   
Lesotho      Moshoeshoe Pulane 
Namibia      Katrina Kandjii  
South Africa Dimakatso Malwela 
Tanzania     Tully Kulanga   
Zimbabwe     Marah Hativagone
4. THE WAY FORWARD

The conference mandated RETOSA to retain the responsibility of organising the next conference in 2015.

The Women in Tourism Conference, was successfully concluded with the development of an Action Plan, and the election of the Regional Steering Committee. The next phase will see the Southern Africa Women in Tourism Steering Committee meeting to establish targeted measures based on the action plan. First there will be a pre-Steering Committee meeting by way of a teleconference to be held on the 7th of November, whose main purpose will be to agree on the agenda and venue for its meeting. A full meeting of the Southern Africa Women in Tourism Steering Committee will be held in February 2015 where the committee will adopt programs and projects for implementation during the course of its tenure.

The Women of Southern Africa
This is Your Moment
This is Your Time
Arise!
## APPENDIX 1

**Southern Africa Women in Tourism Conference, 16–17 October 2014**  
**River Crossing Lodge**  
**Windhoek, Namibia**  
**Program of Activities**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activities</th>
<th>Lead</th>
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<tbody>
<tr>
<td><strong>15 OCTOBER  2014</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DAY 1</strong></td>
<td></td>
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<tr>
<td>1.50 pm – 2.00 pm</td>
<td>Arrival of Delegates and Transportation to Hotels</td>
<td>Ministry of Tourism, Namibia</td>
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<tr>
<td><strong>16 OCTOBER 2014</strong></td>
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<tr>
<td><strong>DAY 2</strong></td>
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<tr>
<td>8:00-9:00 am</td>
<td>Arrival and Registration of Delegates</td>
<td>RETOSA/ Ministry of Environment and Tourism, Namibia</td>
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<tr>
<td>9:00 am</td>
<td>Welcome and Introduction of Women in Tourism Conference</td>
<td>RETOSA</td>
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<tr>
<td></td>
<td>Introduction of Minister</td>
<td>Ms Seimy Shidute, Deputy PS, Ministry of Environment and Tourism, Namibia</td>
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<tr>
<td>9:15 am</td>
<td>Official Opening and Key Note Address of Women in Tourism Conference</td>
<td>Hon. Deputy Minister of Environment &amp; Tourism, Namibia</td>
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<tr>
<td></td>
<td><strong>Moderator for Discussions</strong></td>
<td>Mr Sem Shikongo, Director of the Ministry of Environment &amp; Tourism, Namibia; Chairperson of RETOSA Board.</td>
</tr>
<tr>
<td>9:30 am</td>
<td>1. Policy Issues- Barriers for Mainstreaming Women in Tourism Projects and Enterprises</td>
<td>- Ms Seimy Shidute-Deputy PS, Ministry of Environment &amp; Tourism, Namibia</td>
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<tr>
<td></td>
<td>In this talk we shall focus on policy issues which are hindering the establishment of women owned</td>
<td>- Ms Veronica Ufunguo Tourism Services Manager, Ngorongo Conservation</td>
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</table>
tourism enterprises. Can success of women initiatives be divorced from mainstream policy making?

<table>
<thead>
<tr>
<th>Area, Tanzania</th>
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<tbody>
<tr>
<td>Ms Uzeeli Kiangi- Assistant Director, Ministry of Natural Resources and Tourism, Tanzania</td>
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<tr>
<td>Ms Lerato Mokomane- Tourism Officer, Department of Tourism Botswana</td>
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<tr>
<th>10:30am</th>
<th>MORNING TEA BREAK</th>
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<tr>
<th>11:00am</th>
<th>2. Experiences and Challenges of running a tourism business</th>
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<tr>
<td></td>
<td>In this talk speakers will give accounts of the experiences and challenges they have had operating a tourism businesses.</td>
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<tr>
<td></td>
<td>Miss Wapitso Boitumelo-Founder/Managing Director Institute of Aviation and Tourism Botswana</td>
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<tr>
<th>11:30am</th>
<th>3. Effective Tourism Marketing for Women in Small - Large Scale Enterprises, includes a focus on Social Media Marketing.</th>
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<tbody>
<tr>
<td></td>
<td>Focus on effective marketing strategies which can be implemented by small – large scale tourism enterprises in rural and urban areas.</td>
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<tr>
<td></td>
<td>Clo Willaerts – Social Media Expert, Ex-Change, Belgium</td>
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<td>Mr Elirehema Maturo – Coordinator Tanzania Cultural Tourism Program, Tanzania Tourist Board, Tanzania</td>
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<tr>
<th>12:30</th>
<th>LUNCH</th>
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<tr>
<th>2:00pm</th>
<th>4. Quality Standards in Tourism Services and Products</th>
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<tr>
<td></td>
<td>Evaluation of how to improve quality of products and services within the tourism industry(all tourism related accommodation, restaurants, tour guides, tour operators and other</td>
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<tr>
<td></td>
<td>Mrs Mary-Anne Situma- Zimbabwe Tourism Authority</td>
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<th>12:30</th>
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<tr>
<td></td>
<td>Mrs Mary-Anne Situma- Zimbabwe Tourism Authority</td>
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</tbody>
</table>
tourism related service providers); raise levels of demand nationally, regionally and internationally; promote competitiveness within the industry and provide reliable information on quality standards for the tourist and travel industry.

- Effects of Climate Change on Tourism Development, Mitigation and Adaptability

- Mr Sem Shikongo- Director of the Ministry of Environment & Tourism, Namibia; Chairperson of RETOSA Board.

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<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker 및 Details</th>
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<tbody>
<tr>
<td>3.00pm</td>
<td>5. Capacity Building at a Business, National and Regional Level</td>
<td>Ms Dimakatso Malwela-CEO of Women of Value, South Africa</td>
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<td>Naomi San – JICA Advisor, Japan International Cooperation Agency</td>
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<tr>
<td></td>
<td>This talk will focus on capacity building projects that can be initiated</td>
<td>This talk will also assess how to eliminate the capacity gaps identified throughout the conference at a business, national and regional level.</td>
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<tr>
<td></td>
<td>to overcome the barriers women are facing in tourism, and enhance</td>
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<td></td>
<td>opportunities for women through tourism education, skills enhancement,</td>
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<td></td>
<td>sustainable tourism development and capacity building programmes at a</td>
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<td></td>
<td>business, regional and national level.</td>
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<tr>
<td>4:00pm</td>
<td>Closing Remarks</td>
<td>RETOSA</td>
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<tr>
<td>6:00pm</td>
<td>Welcoming Cocktail Event</td>
<td>Namibia Tourism Board</td>
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**END OF DAY 2**

**17 OCTOBER 2014**

**DAY 3**

9:00am  | Arrival of Delegates                                                 | RETOSA                                                                              |
<p>| 9:30am  | Welcome and Opening of Conference                                  | RETOSA                                                                              |</p>
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<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Presenter/ Organisation</th>
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<tbody>
<tr>
<td>9:40am</td>
<td>6. Challenges of funding women run tourism businesses; accessing funding for tourism projects and formulation of bankable project proposals</td>
<td>• Ms Moseketsi Mpeta - Industrial Development Corporation, South Africa</td>
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<tr>
<td></td>
<td>What are the funding options available for tourism businesses, along with the funding models available for businesses operating in the rural and urban sector: and small-medium scale organisations?</td>
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<tr>
<td>10:45am</td>
<td>MORNING TEA BREAK</td>
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<tr>
<td>11:15am</td>
<td>MOTIVATIONAL SPEECH</td>
<td>Hon. Netumbo Nandi Ndeitwah - current Minister of Foreign Affairs, Patron of Women in Tourism, Namibia and former Hon Minister of the Ministry of Environment &amp; Tourism, Namibia</td>
</tr>
<tr>
<td>11:30am</td>
<td>Breakout and Plenary Session</td>
<td>Presenters/ RETOSA</td>
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<tr>
<td></td>
<td>This breakout session is being done with the aim of framing ideas that will guide sustainable development of women in tourism in Southern Africa. Delegates will be split into groups and assigned one of the topics discussed. Each group will discuss key points identified in each topic and formulate an action plan which will be presented back to entire forum.</td>
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<tr>
<td></td>
<td><strong>Presenters/ RETOSA</strong></td>
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<tr>
<td></td>
<td>• Policy Issues – Barriers for Mainstreaming Women in Tourism Projects and Enterprises</td>
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<td>• Effective Tourism Marketing for Women in Small-Large Scale Enterprises</td>
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<td>• Quality Standards in Tourism Services and Products</td>
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<td>• Capacity Building at a Business, National and</td>
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</table>
### Regional Level

- Challenges of funding a women run tourism business, accessing funding for tourism projects and formulation of bankable project proposals

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<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Organizer</th>
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<tbody>
<tr>
<td>1:00pm</td>
<td>LUNCH</td>
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<tr>
<td>2:00pm</td>
<td>Presentation of findings and recommendations of breakaway sessions (Overseen by 1 Facilitator who will assist with formulation of 1 action plan)</td>
<td>Breakaway Groups Mrs Hativagone, Chairperson of Zimbabwe Tourism Authority, Zimbabwe</td>
</tr>
<tr>
<td>4:00pm</td>
<td>Election of Regional Steering Committee to carry out annual objectives established in Women in Tourism Strategy and Action Plan</td>
<td>Mrs Hativagone-Chairperson of Zimbabwe Tourism Authority, Zimbabwe</td>
</tr>
<tr>
<td>4:30pm</td>
<td>VOTE OF THANKS</td>
<td>Mr Sem Shikongo, Director of the Ministry of Environment &amp; Tourism, Namibia; Chairperson of RETOSA Board.</td>
</tr>
<tr>
<td>4:45pm</td>
<td>Closing of Women in Tourism Conference</td>
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<tr>
<td>7:30pm</td>
<td>Dinner</td>
<td>Ministry of Tourism, Namibia Hilton Hotel</td>
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### 18 OCTOBER 2014 - DAY 4

**OPTIONAL EXCURSION IN NAMIBIA**

- Game Drive 16h00
- Namibian Cuisine Experience 10H00-12h30

Ministry of Tourism - Namibia
<table>
<thead>
<tr>
<th>Namibian Culinary Demonstration hosted by the Namibian Chefs Association at the Polytechnic of Namibia</th>
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<tr>
<td>City Tour 09h00</td>
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</table>
ADDRESS BY SEIMY SHIDUTE DPS OF ENVIRONMENT AND TOURISM
ON THE OCCASION OF THE
OPENING OF THE SOUTHERN AFRICA WOMEN IN TOURISM CONFERENCE
16TH-17TH OCTOBER 2014
WINDHOEK
Namibia
The issue of women in tourism brings to the fore a number of policy issues that must be considered if women are to be empowered fully in order to contribute to tourism growth and development in the region.

In my presentation I will focus on three aspects, the policy issues that emanates and have relevance to women in tourism, the barriers to women in tourism and finally I will conclude with a number of recommendations for policy action.

When we take a critical look at the policy issues surrounding women in tourism the following policy issues emerge and must be addressed in a policy framework.

I believe the overall aim of a policy framework focusing on women in tourism must be to improve people’s quality of life, particularly that of women in Africa in general and Southern Africa in particular. Women are the future of Africa and therefore improving the quality of life of women will have a multiplier effect on the lives of many in Africa especially children and the youth.

Another issue that must be considered is the impact of tourism on the social and cultural fabric of society. Tourism despite its positive impacts on society and the economy also has negative impacts especially on women and the youth. These negative impacts are felt especially in the following three areas amongst others:

- sexual exploitation of the women in tourism as well as the youth
- Inappropriate exploitation of culture,
- HIV/AIDS and other sexually transmitted diseases

In addressing the inequality between men and women in the sharing of power and decision-making at all levels, Governments and other actors should promote an active and visible policy of mainstreaming a gender perspective in all policies and programmes so that before decisions are
taken, an analysis is made of the effects on women and men, respectively.

This calls for the gender mainstreaming in tourism policy and strategy within the sub region. The inclusion of women and the youth in many of our economic sectors still remains a challenge in the sub-region and has implications for gender mainstreaming. This is also the case for the tourism sector. There is thus a need for the policy framework to ensure the fair inclusion of women in youth in the tourism sector.

Another serious consideration for the policy framework to consider is the serious lack of systematic information on women and youth in the tourism sector. There is a need to establish a set of indicators in our sub-region. This indicator framework can be used to monitor and evaluate the performance of tourism as a tool for women empowerment. These indicators can also be used to assess the extent to which tourism is advancing the need of women in our sub-region.

Having identified some of the major policy issues facing women in tourism that must be addressed by a policy framework be it regional or national the need arise to consider what are the major barriers prevalent in the tourism sector that affect the empowerment of women. Based on the Namibian situations these key barriers are identified as follows:

- The seasonal nature of tourism. Seasonality is a main challenge to investment since income in the sector may be secured only for a few months in the year.
- Access to finance. Funding remains and is one of the key barriers that must be addressed by the policy framework. The issue is not lack of funds in the region but however access to funding especially for small-scale tourism enterprises which are the backbone of many rural communities in our sub-region.
• Land tenure and land ownership concern. This affect especially women in rural areas where land tenure may not be secure or land ownership may not be clear. This can serve as a serious deterrent to drawing investors into the sectors who could go into joint ventures with entrepreneurs in the region.

• Communication challenges. Tourism is about communication. Many of our rural communities may be excluded from the real benefits of tourism simply due to communication challenges.

• Cultural and traditional concerns. These can have serious impacts on the regions competitiveness of culture and tradition is not maintained and promoted aggressively as part of the tourism product in our region and in our states.

• Infrastructural development; the lack of appropriate and quality tourism infrastructure in any tourism destination can be a serious barrier to tourism growth and development and thus deny the multiplier effect of tourism from all stakeholders including women.

• Human resources capacity, skills and training amongst others. Tourism is about service delivery and more service delivery. Excellent customer care is king in the tourism sector.

It is my hope that as we consider these issues over the next two days we can also reflect and consider some of these policy proposal that I would like to put on the table. I believe that they may have potential to bring more focus and attention to the issue of women in tourism.

1. We need to have a collective regional lobby group to bring our issues to the fore to both the public and private sector. RETOSA can be the vehicle to achieve this and the women in tourism initiative should become an institutionalized platform for interaction amongst women. Two concrete way forwards on this can be:

   • The establishment of a Southern Africa Network of Women in Tourism
• The development of a Women in Tourism Empowerment Programme

2. We need to identify best practices, including in-depth engagement with potential best practices to see what works and why in the region.

3. We need to establish a focal point for information on funding activities and facilitate the dissemination of these opportunities among women and young people.

4. We need to ensure that a gender approach is mainstreamed and much more decisive actions are needed in the interests of women.

As we move on this road towards taking our rightful place in the tourism sector as women it is absolutely essential that we ensure mentoring, skills transfer and empowerment agenda is integrally ingrained in all tourism policy with a special focus on women.

I thank you.
POLICY ISSUES – BARRIERS FOR MAINSTREAMING WOMEN IN TOURISM PROJECTS AND ENTERPRISES
THE CASE OF NGORONGORO CONSERVATION AREA IN TANZANIA

BY VERONICA UFUNGUO

NGORONGORO CONSERVATION AREA IN TANZANIA

Location: Arusha Region
Coordinates: 3°12’32”S 35°27’46”E
Area: 8,292 Km²

Established in 1959, Ngorongoro Conservation Area (NCA) in Tanzania is a multiple land use management Area Where human and wildlife co-exist in harmony.
Introduction cont....... 

- Ngorongoro Conservation Area Authority (NCAA) is the authority which manages the NCA with three main functions which are Conservation of natural resources, Tourism promotion and safeguard the interest indigenous residents (pastoral community).

Introduction cont....... 

- Tourism involves movement of people from places where they reside to another places/destinations for the purpose of leisure, education, conferences and meetings to mention just a few, but also the activities they (tourists) then pursue on those destinations.
TOURISM IN NGORONGORO CONSERVATION AREA

Being one of the main tourist attractions in Tanzania, NCA has a lot to offer in terms of tourist attractions.

WHAT TO SEE IN NGORONGORO

PEOPLE AND CULTURE

HUMAN ORIGIN
- OLDUVAI GORGE
- LAETOLI FOOTPRINT

CRATERS AND WILDLIFE

Introduction cont.....

• Women in Ngorongoro and neighboring communities are involved on tourism activities mainly on service provision
• Women in this area are involved in small scale business projects and enterprises
TOURISM OPPORTUNITIES FOR WOMEN IN NGORONGORO

- Selling of handcrafts
- Running of small restaurants and canteens
- Dancing ie “ngoma” groups
- Selling of Dairy Products

WOMEN TOURISM RELATED BUSINESS IN NGORONGORO

Selling of handcrafts
BARRIERS FOR MAINSTREAMING WOMEN IN TOURISM PROJECTS AND ENTERPRISES IN NGORONGORO, TANZANIA

**Policy issues......**

1. Lack of Enabling environment specifically on finance
   - Soft loans are difficulty to access
   - Loan interests are ‘killer’ and not ‘supportive’

2. Lack of government support
   - On acquisition of funds (even the process)
   - On securing business permits
   - Procedures are so bureaucratic
   - Taxes are high and no consideration for women
Policy issues cont.....

• Infrastructure for communication is poor

3. Land ownership
• NCA being a protected area, land ownership is limited and thus affects the long term stability and sustainability of businesses

4. Lack of support from private sector
• Codes of conduct are exploitative

Barriers cont....

• Cultural /social issues.....

• Have less education opportunities
• Maasai women are family keepers – have less time or no time at all to engage themselves in business
• Other norms like early marriages restrict them from doing business
THE WAY FORWARD

Policy issues

Enabling environment:
1. SPECIAL SCHEMES ON SOFT LOANS FOR WOMEN
2. CONSIDERATION ON LOAN INTERESTS (interest should be reasonable)

Government support:
1. CONSIDERATION ON TAX INCENTIVE IN WOMEN TOURISM PROJECTS
2. PROVISION FOR FRAMEWORK FOR SUSTAINABLE TOURISM POLICIES
3. NEED FOR THE GOVERNMENT TO LINK WOMEN WITH INTERNATIONAL DONORS IN ORDER TO PROMOTE WOMEN ENTREPRENEURS IN TOURISM
4. SPECIAL EDUCATION SCHEMES FOR WOMEN

Support from Private sector:
HARMONISATION OF CODES OF CONDUCT

CONCLUSIONS

• Most women tourism related projects and enterprises are on small scale
• There are a lot of challenges for women to be successful on their businesses especially on policy issues
• The government support is highly needed in order to mainstream women tourism projects and enterprises
KARIBU NGORONGORO! WELCOME TO NGORONGORO!

THANK YOU FOR YOUR ATTENTION
SOUTHERN AFRICA WOMEN IN TOURISM CONFERENCE

POLICY ISSUES; BARRIERS FOR MAINSTREAMING WOMEN IN TOURISM: TANZANIA

Ministry of Natural Resources and Tourism
Presented by
Uzeeli M. J. Kiangi
Tanzania
Tanzania Basic Facts

- Tanzania has an area of 945,087 km²
- The population is now estimated to be around 45 million (2012 Census)
- Tanzania scored 2nd after Brazil in natural resources. (World Economic Forum in 2012).
- Boasts of unparalleled tourism assets and world’s most famous places, including – The Kilimanjaro, Ngorongoro Crater, Selous Game Reserve, Selous, Serengeti, Olduvai Gorge, Kilwa Ruins and exotic Zanzibar etc
- Finest Indian Ocean beaches and the exotic 'spice islands' of Zanzibar and Mafia
- Lake Victoria, the largest in Africa and the source of the Nile, Lake Nyasa and Tanganyika

Importance of Tourism to Tanzania

- The total number of international tourist has continued to increase 1,077,058 tourists in 2012 to 1,095,884 in 2013
- Foreign exchange receipts increased from US $1712.75 Million in the year 2012 to US$1853.28 Million year 2013
- The sector directly accounts for 17.2% to GDP and 25% of total export earnings
- Average number of days stay per tourist is 11 days
Major Tourist Activities

- Game viewing
- Mountain hiking
- Walking safaris
- Diving
- Canoeing
- Beach holiday
- Sport fishing
- Cultural tourism
- Filming

Tourism Policy of 1999

Tourism Policy Objective:
- Tourism Policy seeks to assist in effort to promote the economy and the livelihood of the people, essentially poverty alleviation through encouraging the development of sustainable and quality tourism that is culturally and socially acceptable, ecologically friendly, environmentally sustainable and economically viable.
The Role of Women in Tourism Policy

- Women, especially in the rural areas play an important role in the development of tourism. The 1999 tourism policy has recognized the role of women in tourism sector, which have been stipulated in the page 29 and 30 of the tourism policy.

Some of them are:

- To organize themselves and lead the implementation of tourism community projects that will have positive environmental, social and economic impacts.
- Promote and ensure respect for women in development, marketing and promotion of tourism.

Tanzania Cultural Tourism Programme (CTP) Initiative

- In the Tanzania context, Cultural tourism is a community-based sustainable tourism initiative aimed at empowering Local communities to participate in tourism business activities.
- CTP started in 1995 as Government initiative supported by SNV with 3 pilot projects (enterprises)
- In 1999’s National Tourism Policy stipulated the need to involve local communities in tourism
- The programme has supported about 51 tourism projects and enterprises some of which are managed by women.
With government support, the following among others, were achieved:

- Establishment of 57 Cultural Tourism Enterprises
- 13 CTEs out of 57 CTEs are owned and managed by women
- 50% of each CTE is staffed by women as service providers providing a wide range of services and products
- Guidelines for establishing and operating cultural tourism activities have been developed and in use
- Guidelines for home-based tourism products have been developed and in use: Home-stays
- Capacity building in handcraft designing, quality improvement & management, tour guiding, business management and quality services have been extended to over 500 women in the last 2 years.

**Services Offered as Part of Cultural Tourism**

- Accommodation in local community campsites, homes and guest houses
- Traditional food & beverages
- Tours by trained local tour guides
- Cultural entertainment
- Selling of souvenirs-curios & crafts
Successful enterprises managed by women:

- Tengeru CT Enterprise:
  - Daily community activities
    - Coffee farm tour
    - Women Pottery centre tour
    - Hair braiding
    - Vegetable market tour
    - Banana fibre handicrafts
    - Organic agricultural farms

Community support by Tengeru CTE

- Direct employment: 126 people (36 men, 90 women)
- Indirect benefits:
  - Supply books to local primary schools: over 4,000 text books
  - Planted over 51,800 trees around Mount Meru and in Maasai land in the last 3 years
  - Renovated 42 local school classrooms
  - Constructed 2 Teacher’s houses
  - Supported 80 Orphans with school fees, uniforms, mattresses and all other school requirements
  - Supported Women water project: US $12,000
Ee-Yeiyo CTE

- Museum tours
- Traditional dances
- Traditional food
- Tour around a farm
- Diary and bee-keeping
- Bid making
- Tree planting projects
- Traditional music & dance filming projects

Example: Mto wa Mbu Cultural Tourism - Arusha Tanzania

<table>
<thead>
<tr>
<th>Fees in TShs (1500 TShs = 1 USD in 2012)</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of tourists</td>
<td>3165 Pax</td>
<td>5,029 Pax</td>
<td>6,991 Pax</td>
<td>9,143</td>
<td>7,800</td>
</tr>
<tr>
<td>Income Generated in Five Years</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Village Development Fund</td>
<td>11,900,000</td>
<td>17,000,000</td>
<td>17,973,000</td>
<td>25,529,000</td>
<td>25,409,000</td>
</tr>
<tr>
<td>Guide fees</td>
<td>17,888,000</td>
<td>26,272,000</td>
<td>29,630,000</td>
<td>34,257,000</td>
<td>60,340,000</td>
</tr>
<tr>
<td>Administration Fee</td>
<td>15,340,000</td>
<td>23,448,000</td>
<td>23,964,000</td>
<td>32,772,000</td>
<td>36,352,000</td>
</tr>
<tr>
<td>Contact person fee (100%)</td>
<td>17,629,000</td>
<td>23,738,000</td>
<td>18,331,100</td>
<td>19,090,000</td>
<td>43,632,000</td>
</tr>
<tr>
<td>Traditional food (100%)</td>
<td>7,903,000</td>
<td>10,090,000</td>
<td>16,905,000</td>
<td>32,190,000</td>
<td>51,278,000</td>
</tr>
<tr>
<td>Accommodation (100%)</td>
<td>1,490,000</td>
<td>290,000</td>
<td>1,110,000</td>
<td>17,178,000</td>
<td>26,850,000</td>
</tr>
<tr>
<td>Souvenirs (50% goes to Masai jewelry maker)</td>
<td>8,850,000</td>
<td>13,715,000</td>
<td>17,033,000</td>
<td>17,028,000</td>
<td>22,057,000</td>
</tr>
<tr>
<td>Voluntary Donations</td>
<td>13,290,000</td>
<td>16,190,000</td>
<td>18,428,200</td>
<td>22,364,000</td>
<td>25,228,000</td>
</tr>
<tr>
<td>Total income in TShs</td>
<td>34,815,000</td>
<td>131,735,000</td>
<td>154,721,300</td>
<td>201,253,000</td>
<td>283,276,000</td>
</tr>
<tr>
<td>Total income in USD</td>
<td>23,210</td>
<td>17,632</td>
<td>103,194.29</td>
<td>134,198.61</td>
<td>180,737.28</td>
</tr>
</tbody>
</table>
**Success Factors For CT in -TZ**

- Commitment of the Government to develop Cultural Tourism
- Support from the private sector such as Tour Operators
- Financial and technical support from the Development Partners i.e; ST-EP Foundation, UNWTO, FAO- UN and SNV
- Dedicated public unit for coordinating CT under the MNRT
- Increased awareness among tourism stakeholders
- Increased demand for cultural tourism product from tourists

**Challenges for mainstreaming women in Tourism:**

- Interest rates are too high to stimulate entrepreneurship: There is high demand for capital by women entrepreneurs
- High tax and levies for entrepreneurs venturing in Large-scale tourism business
- Current land use conflict are of concern: Agriculture Vs Tourism and Mining Vs Tourism
- Low education which hinders them from competing equally.

**How do we address these challenges?**

- Financial institutions should subsidize interest rates as a stimulus for local entrepreneurship: demand for and supply of capital would ensure appropriate rates for borrowing
- Taxes and levies affecting women to engage in tourism should be harmonized and streamlined wherever possible.
- Ensure balanced and integrated land-use planning with regard to agriculture, mining and tourism – and in many cases, agriculture and mining will complement tourism
- Seminars and workshops should be organized to educate women concerning the importance of engaging themselves in tourism activities.
Ahsanteni!  Thank You!  Merci!
OVERVIEW

The Government of Botswana recognises gender mainstreaming in all sectors of the economy as a way of facilitating the integration of its nationals in the socio economic development of the country. The tourism sector is not an exception in this endeavour.
PARTICIPATION OF WOMEN IN TOURISM

- Successful tourism creates **jobs** hence women can be employed directly and indirectly in tourism
- Tourism encourages **entrepreneurship**: women can be operators, provide services, suppliers to the industry, etc.
- Tourism creates **wealth**: through participation in tourism women will prosper.
- Tourism builds **skills**: Women will acquire skills to further develop their businesses

Available opportunities for Women in Botswana tourism sector

- Accommodation facilities
- Tour guides
- Arts and crafts
- Agro tourism
- Cultural villages
- Other indirect Tourism projects
Distribution of licensed tourism enterprises

Licensed Tourism facilities as at September 2014

- Accommodation: 583
- Mobile safaris: 11
- Travel Agencies: 3
- Transfers: 7
- Motor boats: 14
- Other activities: 24
- Mokoro: 2
- External operators: 1
- Houseboats: 7

Entrepreneurial support/ tourism funding and financing

- Citizen Entrepreneurial Development Agency
- National Development Bank
- Gender Affairs Department
- Department of Youth
Mentorship programmes

- Local Enterprise Authority (LEA)
- Women in Business Association (WIBA)
- Department of Youth
- Youth Focal Points in all government departments

Capacity building efforts for women entrepreneurs

Initiatives by the government to provide entrepreneurial skills development, technical assistance for Botswana, especially women to ensure a balanced investment for a sustainable development include;

- Development of an eco tourism strategy in recognition of the need to expand tourism product range
Capacity building efforts cont'

- The Community Based Natural Resources Management programme whose main objective is to provide guidance on how local communities can meaningfully derive economic benefits from the commercial utilisation of natural resources
- Awareness workshops and presentations across the country
- Training levy fund utilised to train the hospitality staff which are mostly women

Challenges faced by tourism entrepreneurs in Botswana

- Tourism projects are capital intensive and most women entrepreneurs operate at small-medium scale
- One of the requirements for funding is security (personal contribution towards attaining a loan) which most of the small operators are not able to provide hence difficulty in accessing some funding
- Insufficient capacity
Conclusion

- It is worth noticing that in addressing some of these challenges, the government is undertaking a review of the tourism policy, 1990, regulations have also been reviewed to factor the current challenges and incorporate solutions for future improvements.
TOPIC 2: EXPERIENCES AND CHALLENGES OF RUNNING A TOURISM BUSINESS

PRESENTATION 1 – Boitumelo Wapitso

MS BOITUMELO WAPITSO
MANAGING DIRECTOR
INSTITUTE OF AVIATION AND TOURISM BOTSWANA
EXPERIENCES AND CHALLENGES OF RUNNING A TOURISM BUSINESS

AM PROUD TO DEDICATE THIS PRESENTATION TO ALL WOMEN ESPECIALLY MY MOTHER.

MRS GAOFENGWE MONTSHO
BORN ON THE 19TH DECEMBER 1977

- In Lobatse, South East of Botswana, Some 70 kilometres from the capital city Gaborone.
- Lobatse, a town full of history, the town that its people gave world African leaders refuge. Nelson Mandela and Late President of Mozambique Samora Machel.

EDUCATIONAL BACKGROUND

- 1984-1985 went to pre-school at the cattle post in the remote settlement called Maisane in Southern District of Botswana.
- Attended class in classroom built of mud and grass thatched and I was connected with nature and history from then.
PRIMARY EDUCATION

1986-1992 I received my primary education from Hill Primary School and this is back in Lobatse now.

1988 I started to do bookkeeping for my mother, who is a street vendor. I was ten years of age.

I learnt that being in business one can actually be in charge of own finances, I learnt of been financially independent and financially disciplined.

JUNIOR SECONDARY

1993-1994 went to Itireleng community Junior Secondary School. It is at this school that my love of history and understanding of being answer.
SENIOR SECONDARY EDUCATION

1995-1997 went to the oabase Senior Secondary School the Schools that produced the world beautiful women with brains, the likes of Mpule Kwelagobe Miss Universe 1999. at this school myself I was one of the respected athletes of that time my colleagues called me L.V nickname for the football legend of South Africa Doctor Khumalo.

Should the sports back home been taken serious as it is today I could have taken it as my business.

My participation in sports opened a new chapter of enjoying travelling to far place within the country to participate in interschool athletic competitions. This is where I saw that we have beautiful country with its terrain and landscapes abundant wild life.

TERTIARY EDUCATION

2000-2001 studied Business studies at University Botswana but I had to quit school due to a tragic car accident that left my step father dead.

From that time onwards I never attend fulltime schooling which took more than six months in classroom-based lecturing. I preferred skill based training.
SKILL BASED PROGRAMMES


PROFESSIONAL AFFILIATIONS

- Am proud member of Botswana rada cross since 1996 and in 2011 I was selected as Chair person of child care committee.
- 2004-2007 worked as Travel sales Consultant Tete Travel and Tours in Maun.
- 2007 Left Tete and joined Kwando Safaris as front office personnel (receptionist) this where I saw my skills of customer services.
- 2008 Joined safari Air services as flight scheduling Assistant
- 2008 - 2010 Botswana in Kasane, Chobe Botswana as Airline Sales Agent.
- 2009-2011 employed myself with IATA Training and Development Institute in Canada Montreal where I studied International Travel and Tourism Programme (Stepping into Management). Upon completion I was awarded with Diploma in International Travel and Tourism Management.
- 15th March 2012 I left to start my own company which started its operations on the 1st November, here I took a risk I started this company my last salar
2009-2011 enrolled myself with IATA Training and Development Institute in Canada Montreal where I studied International Travel and Tourism Programme (stepping into Management) upon completion I was awarded with Diploma in International Travel and Tourism Management.

CLARIO TRAVEL AND TOURS

Clario Travel and Tours is the company that has positioned itself as a meaningful player in the Travel and Tourism industry by providing high quality service to its customers.

Our services are:

- Airline tickets sales both Domestic and International,
- Travel Packages for both Business and Leisure Travellers,
- Travel Insurance Sales,
- Car rentals,
- Game Drivers, Boat Cruise and Day Trips,
- Travel Mapsales
- Heath and visa information advice.
STRATEGICAL LOCATION

Clario Travel and Tours is based in Kasane Chobe Region along the president avenue. Kasane is a town in Botswana, close to Africa’s Four Corners, where four countries almost meet: Botswana, Namibia, Zambia and Zimbabwe.

The town lies on the south bank of the 200-300 metres wide Chobe River which forms the border with the extreme tip of Namibia’s Caprivi Strip. The Namibian island of Impalila lies opposite the town on the north bank of the river, and

CONT

there is a border crossing by passenger ferry to Namibia. About 8 kilometres to the east of Kasane is the village of Kazungula, where Botswana has 1.6 kilometres of frontage to the Zambezi river immediately below its confluence with the Chobe River. Here the Kazungula border post serves the Kazungula Ferry crossing to Kazungula in Zambia on the north bank of the Zambezi. Nearby a second border post serves the road into Zimbabwe which runs 70 kilometres east to Victoria Falls.
Kasane is at the north-eastern boundary of Chobe National Park and its road links make it a popular access point for tourists to the park as well as those including it in an itinerary taking in the Okavango Delta, the Caprivi Strip and Victoria Falls.
CONTACT DETAILS

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MOBILE: +267 71446669
Skype: clariotravel 1
Website: still under construction
E-mail: clariotravel @botsnet.bw
Follow us on twitter @Clario_travel
Facebook.com/Clariotravel and tours

EXPERIENCES OF RUNNING A TOURISM BUSINESS

Historically men were hired to fill the role of management and staff supervision hence men heavily control the male -to- female ratio for management and supervisory roles. However, more and more women are moving into these executive positions or starting their own travel businesses.

Here my experience are that running travel business one needs:

- Technical skills and Knowledge: whatever the business you are in ,there are technical skills that goes with that .
- Communication systems, all wireless technology that customers use.
CONT.

INTERPERSONAL SKILLS:
Owners of travel business must be able to talk to and listen to their staff in a way that recognises their contribution to sales, services and customer retention. As an entrepreneur, it's not your job to build a business effect its your job to build your people who will then go on to build it for you. You have to empower them, one can ask why? That's a right question and its good to ask right questions, since you will get the right answers and the answer to this is, it's because doing so will revolutionise the way your company grows and improves. With this philosophy behind you, you can build more than a business, you can build a legacy on which the sun never sets.

CONCEPTUAL SKILLS:
This requires the owner to be able to take a broader view of issues and problems, they must be able to see these in the context of organisation as a whole, to see the bigger picture, these skills are becoming increasingly important in times of change, uncertainty and opportunity.

CHALLENGES OF RUNNING A TOURISM BUSINESS

➢ Access to funds (started up capital)

➢ Access to free land to build area of operation; this very difficult hence only those who have money can actual benefit more since they can buy from those who acquired it while things were easy.

➢ Penetration into International Market; the industry is controlled by foreign based companies who have been around for quiet sometime thus making them to have an up hand in the industry market.

➢ Cyber crime;
As result of technology used in the travel and tourism, our business get exposed to high cyber crime, you need a whole lot of money to get protected from this.
GOING FORWARD

Opportunities for Improvement – Public Policy
The specific areas to be improved.
1. Women’s access to banking relationship as governments start commercialising its services.
2. Ensuring women equal rights is a first step towards improving attitudes towards high potential female entrepreneurs and in executive positions.
3. Beyond providing the basics to foster female entrepreneurship
   ➢ Countries need to improve women’s access to skills Training Programmes.
   ➢ Access to finance, and access to resources such as land. But in order for businesses to prosper, countries must also concentrate on efforts to improve the overall business environment.

YOU CAN DO IT !!!!

Against all odds you can do it
We Take You There !!!!

THANK YOU
PULA
TOPIC 3: EFFECTIVE TOURISM MARKETING FOR WOMEN IN SMALL-LARGE SCALE TOURISM ENTERPRISES

PRESENTATION 1 – Clo Willaerts

Social media and buying decisions
How travelers use social media to decide on where to go next
Clo Willaerts (@bnox)
52% of Facebook users got inspired to travel by friend’s photos
WORLD MAP OF SOCIAL NETWORKS
July 2014

Facebook  QZone  V Kontakte  Odnoklassniki  Facenama

credits: Vincenzo Cosenza vincos.it  license: CC-BY-NC  source: Alexa
59%
post on Facebook about their upcoming trips
Soon ... #camping #namibia #excited #spitzkoppe

Like · Comment · Share · Buffer

👍 Myriam Plaquet, Toon Troubleyn, Roger Delahaye and 21 others like this.

View 4 more comments

Bert Troubleyn Moh, naar Namibië? Je had ons erover moeten aanspreken op de trouw, wij waren daar in 2013 met het gezin. Als je nog tips wil, laat je 't maar
52% “like” a page specific to an upcoming vacation
Last week we asked you all what some of your favourite food and wine experiences in Australia were. Here are some of the most popular suggestions... as chosen by you.
39% upload photos to social networks during their trip
39% share travel experiences on social channels following their trip
Smartphones, Tablets, or Laptops: What's Best for Travelers?

By Nomadic Matt | Published October 7th, 2014

On the first Tuesday of each month, Dave Dean from Too Many Adapters is here giving you great tips and advice on travel tech and gear. Here is his column this month.

“Should I bring a laptop, tablet or smartphone?” It’s a question I’m often asked – and for good reason. There are pros and cons to each device and, with overlapping features, picking the one that’s right can be confusing.

There are a lot of issues to think about with each device –
Digital travel marketing inspiration

RITOSA is the Regional Tourism Organization of Southern Africa. A SACCU body responsible for the promotion and marketing of tourism in Angola, Botswana, Democratic Republic of Congo, Lesotho, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe.

http://retosa.co.za

21 spectacular trees and forests
Guaranteed you’ve never seen trees like this before.

Full list here.

Kolmanskop
Ghost Town in Luderitz, Namibia

Namibia’s Fish River Canyon looks petite to anyone who’s ever visited Arizona’s Grand Canyon. Still, the gorge runs an impressive 1,800-feet deep and 100 miles long. It is the second largest natural gorge in Africa, and one of the most picturesque scenes the continent has to offer. Here’s why you should visit the Fish River Canyon right now.

(retosa.tumblr.com

Up close and personal – Unmissable’s Top 10 Wildlife Holidays with a Difference 

(retosa.tumblr.com
Effective Tourism Marketing for women in Small-Large Scale Enterprises

Contents

1. Introduction
2. Marketing strategy for Destination Tanzania
3. 12 Goals for the coming 5 years
4. Marketing Interventions Vs Local players
5. Supporting women in Marketing
6. Conducting e-marketing for players
7. Product development
8. Target groups
9. Conclusion
1.0 Introduction

- Tanzania: The Land of Kilimanjaro, Zanzibar & The Serengeti
- Unforgettable Tanzania
- Tanzania: Authentic Africa

2.0 How do we market Destination Tz

- Tanzania: Reviewed the destination’s marketing strategy
- The New Marketing strategy focus
  One country, two complimentary products
  - Mainland - nature, wildlife, beaches, mountains and lakes for high value tourism
  - Zanzibar - pristine beaches, turquoise seas and history, for medium to high value tourism
3.0 The strategy has 12 Goals

Having clear goals is important for the success of any destination's marketing interventions.

Here are some few goals:

1. Positioning: Tanzania is one of the most beautiful countries in the world, inhabited by friendly and warm-hearted people. It offers the experienced traveller the unforgettable beauty of nature, wildlife and beaches - away from the crowds, back to the essence. The spirit of Africa, simple and inspiring.

Unforgettable Tanzania

Other goals:

- Segmenting the markets: Primary, Secondary and Tertiary source countries
- Increasing market shares from total source markets
- Market development and target group
- Focus on existing markets with existing products (market penetration, low risk)
- Focus the new products in existing markets (product development)
- Focus of the existing products in new markets (market development)
4.0 Destination’s marketing interventions vs local tourism players:

- **Public Private Partnership:** Tanzania Tourist Board (TTB) vs Tourism Confederation of Tanzania (TCT): Plan, implement and evaluate together

- **Strong partnerships:** TTB, TANAPA, NCAA, Directorate of Tourism & Other government agencies

**How do we go:**

Organizing workshops and training seminars around the country to share the content of the strategy and plans of TTB in Marketing Tanzania to become the most preferred Destination on planet Earth

5.0 Supporting women as we implement destinations’ marketing strategies:

- **Build capacity:** Product knowledge, packaging, service delivery and quality management. E.g.: How to conduct a 100% pure Coffee tour

- **Improve customer service standards**

- **Participation in Local & Int. tourism events**
  E.g.: Swahili Int. Tourism Expo-Hosted buyers entering into business contracts with locals

- **Participation in international tourism related conferences:** AICC and other UNWTO events

- **FAM trips for travel writers and travel agents/wholesalers**
6.0 Conduct e-marketing for local entrepreneurs’ products by:

- Hosting and up-dating Websites
- Having a specialized Social Media Officer
- Facebook
- Flickr
- YouTube
- Involve local Tanzanians more digitally
- Invite bloggers on FAM tours: visit women managed enterprises
7.0 What are our target groups?

**Adventure seekers** - go off the beaten track (they want to do something different) E.g: World challenge

**Nature lovers** - love wildlife and will travel far to see and enjoy it. Eg. Overseas Adventure

**4S** - are Sun, Sea and Sand seekers, (they want to escape to the sea)

**Exotic bonders** – honeymooners, couples, families, friends, they want to experience something together

**Responsible travellers** - looking for responsible ways to interact with local communities and their culture and environment.

8.0 Product development

- Strengthen the tourism infrastructure: airports, airstrips and the quality and level of service
- Develop the Southern Circuit, the mainland coast and the Western area

**Visitor management**

- Protect must see / must do sites
- Spread tourism geographically
9.0 Conclusion

- Joint effort is needed for implementation of any country’s Marketing Strategy
- Ownership is essential: Every entity in tourism business must feel and become part of country’s marketing interventions
- Capacity building and awareness raising is important to ensure that we sail in the same boat
- Monitoring performance quarterly and annually is equally important
TOPIC 4: QUALITY STANDARDS IN TOURISM SERVICES AND PRODUCTS

PRESENTATION 1- Mary-Anne Situma

ZIMBABWE TOURISM AUTHORITY
PRESENTATION
BY
MS M.A SITUMA
EXECUTIVE DIRECTOR INDUSTRY MANAGEMENT
TO
THE SOUTHERN AFRICA WOMEN IN TOURISM
CONFERENCE 16-17 OCTOBER 2014 WINDHOEK
NAMIBIA
QUALITY STANDARDS OFFERED BY WOMEN IN TOURISM
A CASE OF ZIMBABWE

PRESENTATION OVERVIEW

• Highlight the current status of women’s participation in the Tourism Sector of Zimbabwe
• Highlight identified reasons for low level participation of women in Tourism
• Highlight the quality of the product offered by women in the Tourism Sector of Zimbabwe
• Examine the role of women in the provision of quality standards
The table below shows the total number of facilities owned by women in Zimbabwe.

<table>
<thead>
<tr>
<th>Product Category</th>
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<th>Total number of facilities owned by women</th>
<th>Percentage of facilities owned by women (%)</th>
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- Of the 1294 facilities registered in Zimbabwe women own 102
- Which is 7.6 percent of total facilities in Zimbabwe.
- Most female owned facilities are in the restaurant and accommodation categories.
- No wholly female owned hotel.
- Female business ownership is predominant in SMMEs and informal sector (small lodges, restaurants, arts, and crafts)
Female participation reflects traditional gender roles.

Very few women own large tourism enterprises for example hotels, luxury lodge or are involved in lucrative activities such as hunting.

WHY LOW LEVEL PARTICIPATION

- Lack of capital
- Cultural practices (men viewed as main providers, women as providers of food and accommodation)
- Lack of access to information on opportunities
- Lack of education
- Risk averse nature of women limits their capacity to expand or participate in partnerships
- Lack of organisation and networking by women in Tourism amongst themselves and with relevant support institutions
Reasons why more women in the tourism industry are in the informal food sector

• Informal food sectors require less capital hence most women can afford to start up small business.
• Women are not risk takers hence they fear losing large amounts of money and prefer to start up small food businesses.
• The tourism industry requires a minimum of 7 to 8 hours and this may be difficult for many women with children due to gender roles. Starting a small informal food business would be more flexible.
EMPLOYMENT IN THE SECTOR

- Recently completed NAMACO survey revealed 63% males and 37% female
- Few women in managerial positions (females mostly in reservations, marketing, waiting tables.

Some reasons why few women are in the managerial positions
Tourism is an industry that most women relate closely to in terms of their traditional gender roles in the household i.e cooking, cleaning, caring for visitors.

Fear of the unknown—women are generally afraid to be leaders hence they take up lower and unskilled occupations.
Low self esteem and lack of confidence in the ability to supervise men.

Cultural practices that impede women from being managers. It is culturally believed that men should attain leadership positions.
Lack of relevant qualifications for managerial positions.

WOMEN AND QUALITY IN TOURISM
Traditionally women are seen as centres of excellence when it come to hospitality in the home. They are generally responsible for the maintenance of the standards in the home.

The question is how do women fare in the provision of quality standards in the Tourism Sector.

• Of the 54 accommodation facilities registered by women, 9 of them are rated as comfort or better (3 star and above).
• 32 are rated standard (1 or 2 star)
• 13 have no star rating (meeting minimum standards only)

It’s been noticed that given education and access to finance these female operators continuously strive to improve their quality and standards.

• Given the necessary support women are capable of competing effectively with their counterparts.
ADVANTAGES ENJOYED BY WOMEN IN PROVISION OF QUALITY STANDARDS

• Women have the ability to smile and express delight in service provision - most women generally know how to express their emotions.

• Most women are able to suppress their emotions so as to suit the condition of the working environment. e.g. when a female waiter is scolded by a guest, she is most likely to ignore and continue as if that never took place.

• Most women who own facilities are hands on operationally and this is due to gender roles hence their facilities tend to be cleaner.

• Most women are highly receptive and follow instructions for the improvement of their facilities. For example, when ZTA Quality Assurance Executives advise of shortfalls within facilities, it has been observed that women listen more and make necessary changes as compared to men.

• Women are very good at managing their finances hence they re-invest in developing their facilities.

• Women more than men make use of “word of mouth” to market their facilities.
Mabel Engwe Lodge owned by Mabel

Lodge at the Ancient City owned by Chipo Mtasa
Challenges faced by women in trying to produce/maintain quality standards inc.:

- Discrimination imposed by men at the workplace—women are not taken seriously.
- Gender roles that come in between work and their lifestyles at home. For example, unlike men, women cannot afford to find time to travel around to gain experience.
- Lack of capital for those wishing to start businesses
- Women are not empowered and lack the needed knowledge in terms of venturing into business.
- Culturally—men refuse to let their wives run businesses or to work especially in the tourism sector.

Conclusion

The lower positions that women hold are the ones that have contributed to growth and excellent services within the tourism industry.

Although men still hold sway in the Tourism Sector, the fact cannot be ignored that women have made positive changes in the areas where they participate.

When it comes to quality women truly understand the bible verse that say

1. “....be hospitable to one another without complaint” 1 Peter 4 vs 9
2. “...A little sleep, a little slumber and poverty will walk in through the door” Prov 19 vs 15
THANK YOU
Quality in the tourism industry involves consistent delivery of products and guest services according to expected standards.
QUALITY DELIVERY

- Guest satisfaction, guest retention and word of mouth advertising.
- Retention of existing guests by exceeding their expectations;
  - regular training and empowerment of service-oriented staff, search for best practices through benchmarking; and, pursuit of quality accreditation through the various schemes, such as the eco awards,

CONTINUE: QUALITY DELIVERY

- To meet or exceed customer expectations, organizations must fully understand all service attributes that contribute to customer value and lead to satisfaction and loyalty
QUALITY MANAGEMENT

- International Organization for Standardization (ISO)

  - defines quality management as “all activities of the overall management function that determine the quality policy, objectives and responsibilities and implement them by means such as quality planning, quality control, quality assurance and quality improvement within the quality system.”

TOTAL QUALITY MANAGEMENT

- total quality management (TQM) is a participatory process

  - that empowers all levels of employees to work in groups in order to establish customer service expectations and determine the best way to meet or exceed these expectations.
TQM CONCEPT

- The tourism should adjust to many changes in order to produce and offer products and services suitable to satisfy their guests.
- To inspire and motivate its human resources, as well as to create a competitive advantage that will enhance the property itself and the total tourism industry.

COMPONENTS OF QUALITY

1. Consider the guests being served
2. Determine what the guests desire
3. Develop procedures to deliver what guests want
4. Train and empower staff
5. Implement revised systems
6. Evaluate and modify service delivery systems.
REGULAR & SYSTEMATIC EVALUATION

- Measuring the matching degree of customers’ needs and expectations, and comparing the results with perceived quality,
- Acting as a basis for the strategic process, identifying improvement activities; and
- Controlling competitiveness in quality with the help of benchmarking

What is considered quality service?

- Value for money, clean and comfortable room, friendly and well-trained staff, healthy and delicious food
- Anticipation and satisfaction of the guests’ needs
- Smile, politeness, timely service and communication
CONCLUSION

- the fundamental products of the industry are
  - destination experiences that incorporate commercial
  - tourism services as well as non-commercial activities and interactions.
- To be a successful tourism based enterprise within a competitive destination requires a high degree of strategic management skill with a capability to manage both dynamic internal as well as external factors.
Effects of climate change on tourism development

The oil storm

- Cars, trucks, buses, trains, ships, and jets require oil
- Without oil no fast transportation
  - No food products of all kinds cannot be transported anywhere
  - Tourists will not be able to visit our destinations
  - Construction equipment cannot operate
  - Agricultural production ceases
  - Production of multiple thousands of products come to a standstill
  - Military shut down – fighter jets, helicopters, and aircrafts are grounded
  - We as humans become vulnerable and modern life ceases
**Climate change and tourism**

- Tourism industry needs to confront the challenge of climate change
- Tourism is the fastest growing industry
  - This spectacular growth provides both a challenge and an opportunity
- There is a need to integrate climate change into the broader institutional, industry, sectoral, policy and national goals and programs
  - Mainstreaming climate change
  - Incorporation of climate change adaptation and mitigation into all institutional, private, and not for profit tourism development and planning strategies and tourism business strategies

**UNWTO and climate change**

- Priority issue in the programme of work of UNWTO
- Working towards raising awareness on climate change issues in the tourism sector and on
- Integrating tourism into UN and other international policy processes on climate change
Climate change impacts on tourism

- Direct climatic impacts
  - Climate is a principal resource for tourism
  - Co-determines the suitability of locations for a wide range of tourist activities,
  - Is a principal driver of global seasonality in tourism demand
  - Has an important influence on operating costs, such as heating-cooling, snow-making, irrigation, food and water supply and insurance costs
  - Changes in length and quality of climate-dependent tourism seasons (sun-and air or winter sports holidays)
    - Considerable implications for competitive relationships between destinations and therefore the profitability of tourism enterprises

- Indirect environmental change impacts
  - Environmental conditions are a crucial resources for tourism
  - Wide-range of climate-induced environmental changes will have profound effects on tourism at the local and regional destination
  - Changes in water availability, biodiversity loss, reduced landscape aesthetics, altered agricultural production, increased natural hazards, coastal erosion and inundation, damage to infrastructure, increased incidence of vector borne diseases

- Impacts of mitigation policies on tourist mobility

- Indirect societal change impacts
  - Risk to future economic growth and political stability of some nations
  - National and international security risks that will intensify
  - Tourism Vulnerability hotspots
**Contribution of tourism to climate change**

- Emissions from tourism, including transports, accommodation and activities account for about 5% of global CO(2) emissions
- Tourism is a long-haul activity
- The ecological footprint is visible, however it can be managed

**Economic Effects**

- Very little economic effects modelled for most of our countries
- Most work done looked at tourism, wildlife use and natural resources
- Climate change impacts will lead to reduced carrying capacity and lead to shifts in land suitability meaning that large stock numbers will be particularly hard hit
- Non-tourism wildlife use is expected to drop to 75% of current levels
- Natural resource usage will not be affected
- Tourism seems to be fairly resilient
Mitigation

- Mitigation requires technological, economic and social changes and substitutions that lead to emission reduction
  - Technological innovation, market mechanism and behavioral change
  - Estimated impact of climate change on tourism (moderately strong)
  - Relative level of tourism specific climate change knowledge (extremely poor)
- Is it possible?

Adaptation

- Tourist high (time, cost and money)
- Tour operators, transport providers, travel agents (adaptive capacity)
- Hotels/Resorts, Attraction, operators, communities (Low)
Adaptation

- Place adaptation in a developmental context
- Build on current adaptive experience to cope with future climate variability
- Recognise that adaptation occurs at different levels in particular, at the local level
- Recognise that adaptation is an ongoing process

Adaptation needs

- Responsibility for development
- Education and communication
- Information and good science
- Financing adaptation
- Support networks
- Legislation and enforcement
- Linking with other planning processes
- Risk management
Climate Change and Tourism information implementation nexus

1. Examine and define problems and issues
2. Collect and collate data
3. Analyze and convert data into useable information
4. Develop and refine appropriate policies
5. Implement policies
6. Regulate and monitor

Potential sources of financing adaptation in developing nations

- GEF
- FDI
- Insurance
- UNFCCC
- ODA
- Public expenditures
- Disaster preparedness
- Disaster pooling
Finally
- The human species needs serious behavioral change
- Adapt or perish

References:
- Dr. Michael N. Humavindu (2014): Notes on Economics of Climate Change Impacts in Namibia, Windhoek, Namibia
- John Hagee (2011) Earths Final Moment, USA
Thank you
TOPIC 5: CAPACITY BUILDING AT A BUSINESS, NATIONAL AND REGIONAL LEVEL

PRESENTATION 1 – Dimakatso Malwela

NAMIBIA
CAPACITY BUILDING FOR WOMEN IN TOURISM
WITH
RETOSA
DR DIMAKATSO MALWELA

WOMEN OF VALUE IN SOUTH AFRICA

A NPO Established in 2011 and official registered in 2012

Community based projects
Social Capital

Partners (Local government/Provincial/ Agencies - SEFA, Private Sectors – Nedbank, MCIT SETA

Member of SACCI
THE FOUNDER – MDM Malwela

Professional level

- Honorary Doctorate from UNISA (University of South Africa) for Community Capacity building projects and social upliftment in SA.
- Degree in Informatics and Advance Project Management (NQF Level 7).

Current Positions

- CEO Women of Value in South Africa
- Managing Director DIPA Holdings (Manufacturer)
- Managing Director: Nhlakanipho Investment
- Chairperson of the Gauteng Cooperatives Provincial Working Group under the formation of the Gauteng Department of Economic Development
- Young women Development Programme Mentor (Gauteng Premier’s Office)
- Leader in manufacturing projects and Business consulting for Women ministry.

HIGHLIGHTS - TOURISM PLACES IN SA
TOURISM IN SOUTH AFRICA

- In 2012, G20 heads of state recognised tourism as a driver of growth and development, as well as a sector that has the potential to spur global economic recovery.
- Tourism is regarded as a modern-day engine of growth and is one of the largest industries globally.
- South Africa has earmarked tourism as a key sector with excellent potential for growth: the government aims to increase tourism’s contribution, both direct and indirectly, to the economy from the 2009 baseline of R189.4-billion (7.9% of GDP) to R499-billion by 2020 (National Department of Tourism, 2012). Tourism supports one in every 12 jobs in South Africa.

Introduction and background

- Gauteng is currently the leading economy in the country and in the SADC region and a key player in Africa’s economy.
- According to the World Bank’s Development Report, between 2000 and 2010, six of the ten fastest economies are in Africa.
- In all respects, Gauteng is the heartbeat of South Africa’s economy and gateway to Africa.
- Gauteng constitutes 1.46% of our country’s landmass, our economy is worth more than a trillion rand of goods and services and contributes to 36% of the National Gross Domestic Product, the largest economy in our country.
Lead in Africa’s New Industrialisation

• Gauteng is the engine that drives most sectors of our country’s economy and the biggest contributor to growth and employment:
  — 32% of all jobs, 40% of manufacturing, transport, communication, pharmaceutical and financial sectors and 41% of the SMME’s in the country are located in our province.

• Headquarters of more than two-thirds, of the national and international companies that do business in Africa.

• Gauteng is the fourth biggest economy on the continent, contributing 11% to Africa’s economy.

• All these facts demonstrate the strategic significance of our province in strengthening economic trade and partnerships with African and BRIC countries.

CRITICAL CHALLENGES

Critical challenges remain that require fundamental change and radical socio-economic transformation in tourism business.

• We need a dramatic turnaround related to:
  ✓ Access to funding
  ✓ Lack of skills and knowledge (insufficient information)
  ✓ Policies and standards
  ✓ Access to market
  ✓ Work in Silos
  ✓ Financial management
  ✓ Technology Advancement
Develop Key Economic Sectors for Capacity Building

- Identified **key sectors** to create **decent employment** and ensure greater **economic inclusion**.
- Targeted sectors include finance, automotive, ICT, tourism, pharmaceuticals, creative industries, construction and real estate.
- **Promotion of new SMMEs and township enterprises** - brought into these key sectors of the economy.
- **Dialogue with the private sector players** in each of these sectors – consensus to unlock **potential of these key sectors** of the provincial economy to **create more decent jobs** and be **more inclusive** of blacks, women and youth and the people with disabilities.
- Establish partnerships with research institutions, to create an enabling environment for the establishment of innovation-driven, knowledge-based, smart and green economy.

BUILDING CAPACITY WITH SUPPORTIVE STRUCTURES

- **Affirmative procurement**
  - Procurement policies that facilitate the **women in tourism business**, women and people with disabilities who have demonstrable commitment to succeed in the world of entrepreneurship.

- **Building the social sector**
  - Launch **Incubation Centres and Township Hubs** - that offer technical support, (with clear process of funding); off-take agreements and access to markets driven by women.
  - Unveil a comprehensive and integrated arts and crafts for labour work, encourage **Community Work Programmes** that will create job opportunities.
  - Promote cultural centres within communities (dancing groups for youth, centres for women, music and competition in schools).
Create Possible Opportunities

Promoting the heritage

Liberation struggle heritage: living monuments, sites, liberation routes, tourism infrastructure, flagships; renaming public amenities etc.

- Cultural development & big events as economic drivers
  - Promotion of sports, creative industries and high-impact big events to drive inclusive growth and tourism
- Repositioning National Commemorative Days
  - National Days as pilgrimages, linked to big events strategy and tourism
- Expanding community-based sport & culture amenities
  - Comprehensive plan to rollout sport, recreation & cultural facilities in every ward level
- Building social cohesion
  - Fostering constitutional values, national symbols, non-racialism, etc.

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e-Classroom of the Future – ICT Training

The facilities of the new e-classroom will allow for flexibility in communication, technology advancement (email and access to internet).
JICA’s work on Tourism in Southern Africa

October 16, 2014
Women and Tourism Conference

What is JICA

- JICA = Japan International Cooperation Agency
- Japanese Government ODA
  (Official Development Aid)
- HQ: Tokyo, Japan
- Local Offices in SADC countries: South Africa, Zambia, Zimbabwe, Madagascar, Mozambique, D.R. Congo, Tanzania, Namibia, Botswana, Malawi
JICA’s mission in supporting Tourism

If developed properly, tourism can possibly bring huge benefits to local community such as additional income, opportunity to join social activity, promotion of local culture, strengthen the unity of local community, etc...

JICA’s support in tourism

- Developing tourism master plan
- Setting up operational mechanism that maximizes the benefit to the community
- Capacity building to local people

JICA’s Cooperation with RETOSA (Sept 2014 to Feb 2016)

1. Making CBT promotion strategy in Southern African countries (SADC countries)

   ➔ strategy for taking bigger portion of the pie

2. Making marketing and promotion strategy for tourists from East Asian countries (mainly Japan) to Southern African countries

   ➔ strategy for making bigger pie
1. Making CBT promotion strategy in Southern African countries (SADC countries)

- Survey and identify the factor to successful CBT in SADC countries
  - Please cooperate with the survey sheet

- Analyze and come up with lesson learned/suggestion

- Setting up “SADC Standard” of CBT and make strategic plan for promoting CBT in the area.

2. Making marketing and promotion strategy for tourists from East Asian countries (mainly Japan) to Southern African countries

- Survey the market trends and expectations of Japanese tourists to SA countries
  - Survey at O.R. Tambo International Airport

- Networking with travel companies handling tour from Japan to SA countries
  - Organizing SA Tourism promotion fair with tour companies in Japan

- Make Promotion strategy for East Asian countries
How Japan see the potential of Tourism in Southern African Region

- Main segment of the tourists are “High-end” (it’s expensive to travel from Japan), Middle-upper age, experienced tourists
- What tourists want to see is Wild Nature and Animal. Those are what we can not find in Asia.
- Also interested in native culture of Africa
- More ladies are interested in traveling Africa than men
- Once traveling all the way from Africa, they want to see as many sites/countries as possible in one tour
- For company, it is good business (sales 1 tour to Africa = 10 tour to Korea)

Destination of Japanese tourists
(Year 2012, total number 18,490,657 person)

1. Korea 3,518,792
2. China 3,518,200
3. Hawaii 1,452,563
4. Taiwan 1,432,315
5. Thailand 1,372,257

....
49. South Africa 26,284 (less than 1 %)
Please inform RETOSA staff if you know good model of CBT site in your country. We want to visit and study them, then PR to the travel company in East Asia.

Simba Mandinyenya  simba@retosa.co.za
Naomi Okiyama  okiyama.naomi@gmail.com

Thankyou very much!

ありがとうございました
TOPIC 6: CHALLENGES OF FUNDING WOMEN RUN TOURISM BUSINESSES; ACCESING FUNDING FOR TOURISM PROJECTS AND FORMULATION OF BANKABLE PROJECTS

PRESENTATION - Moseketsi Mpeta
Introduction to IDC Tourism SBU Funding Activities

Sectors covered by SBU:
- **Accommodation:** Hotels, guest houses, game lodges (efficiency of room size currently under review)
- **Niche Tourism:** Adventure & sports tourism, business tourism, attractions (including theme parks and natural attractions)
- **Exclusions:** Stand alone restaurants (unless linked to an attraction), casinos and gambling facilities, property development, timeshare/fractional developments.

SBU Approach to development of these sectors:
- Proactive development of projects in subsectors through identifying potential projects, project scoping, pre-feasibility and feasibility studies
- Assessment and funding of applications as received
- Active participation and sponsorship of industry events (HICA, AHIF, Imvelo Awards etc)

Key elements to IDC's funding approach outside RSA:
- Strategic alignment towards supporting development of business-oriented accommodation supply in ROA
- Funding outside RSA largely limited to debt funding

Financing Products

IDC offers a wide array of financial instruments, including:
- Commercial debt
- Equity (Mainly for qualifying SA businesses)

These may be provided as a single facility or as a combination, if applicable

The minimum funding amounts are as follows:
- R1m for RSA
- R2.5m for SACU
- USD1.5m for SADC
- USD 5m for ROA

A financial contribution of between 40%-50% from the shareholders is required.
Financing Criteria

- Consider funding of start-ups, expansions and refurbishments
- Project must demonstrate merit and have a development impact
- Security is tailored to the transaction and may include personal suretyship, corporate guarantees, bonds over fixed and movable assets, pledge and cession of shares
- Comprehensive business plan must be submitted.
- Minimum local (RSA) export content requirement, where >25% of value of IDC funding needs to consist of goods and services procured from RSA
- Appropriate funding structure, with general starting assumption being a 50/50 debt/equity ratio, and with equity having been secured.
- Maximum IDC exposure of overall funding requirement of 60%.

The Business Plan / Bankable Feasibility Study

- Be concise but comprehensive and should cover the following:
  - Shareholding and statutory requirements
  - Detailed marketing study;
  - Land must be zoned for hotel development
  - Developed concept design and product offering
  - Development cost estimation;
  - Profiles of the identified project team
  - Financial feasibility;
  - SWOT analysis;
  - Management and technical services agreements
  - HR, skills development etc.
  - Any other pertinent and material aspects to the relevant project.
- Must present a compelling investment case
Potential Constraints Experienced in Projects

- Suitability of the land for the intended development
- Challenges in raising the required equity contributions
- Support and buy-in from affected communities
- Onerous EIA and other regulatory requirements
- Availability of bulk infrastructure services (energy, water, sewage)
- Accessibility to key demand markets

Thank you
### APPENDIX 3

**CONTACT DETAILS OF WOMEN IN TOURISM PARTICIPANTS**

<table>
<thead>
<tr>
<th>NAME</th>
<th>ORGANISATION</th>
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<tbody>
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