

Open Africa Context

A not for gain pan-continental NGO

- Africa needs jobs above all else
- Has only 2% of world tourism market
- Is the world's plant & animal kingdom
- Plentiful attractions but too few customers
- Suffers the burden of negative perceptions coupled with poverty induced erosion of tourism's resource base

Project Objectives

- Link the splendours of Africa in a network of tourism routes
- Do this within the framework of a systematized & replicable development and marketing process
- Make it work for the local populace
- Establish global connectivity through use of the latest technology (www.africandream.org)

Stakeholders & Implementation Approach

- Inclusive - anyone who can add value is in
- Demand driven – ie, only implemented where asked for
- The process is fast, efficient, simple & inexpensive
- Communities themselves make all decisions
- Local social entrepreneurs are the drivers

Major Challenges

- Significantly increase the number of routes
- Coordinate the knowledge gained
- Secure technical, financial, and other supportive partnerships
- Maintain the development and motivation momentum

The background of the slide features a collage of images. On the left, the word "DISCOVER" is written in large, bold, grey letters. To the right, there is a map of South Africa with a red line indicating a route. Above the map, the text "The Highways of SA" is visible. The overall background is a light, textured grey.

Indicators Used

- The route data is accurate and spatial
- The system is dynamic, so every change represents a measurable statistic
- Growth in hits on the website
- Column inches of media exposure
- New businesses established and employment statistics
- Demand for new routes

Achievements & Lessons

A woman in a dark dress stands at the front of a meeting room, gesturing with her hands as if presenting. She is facing a group of people seated at tables. The room has large windows in the background, and the overall atmosphere is professional and collaborative.

- Critical mass of 48 routes established
- The system works and has proven potential
- Lessons – NB of local movers and shakers
- Don't impose anything from the outside
- Within rural communities confidence tops the list of what is needed most

Solid Recommendation

The route concept within a systematised approach is producing encouraging results
Open Africa would be happy to share with anyone who is interested.

www.africandream.org