

Communities and tourism

Reality in South Africa



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Development Strategy for
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South African Context

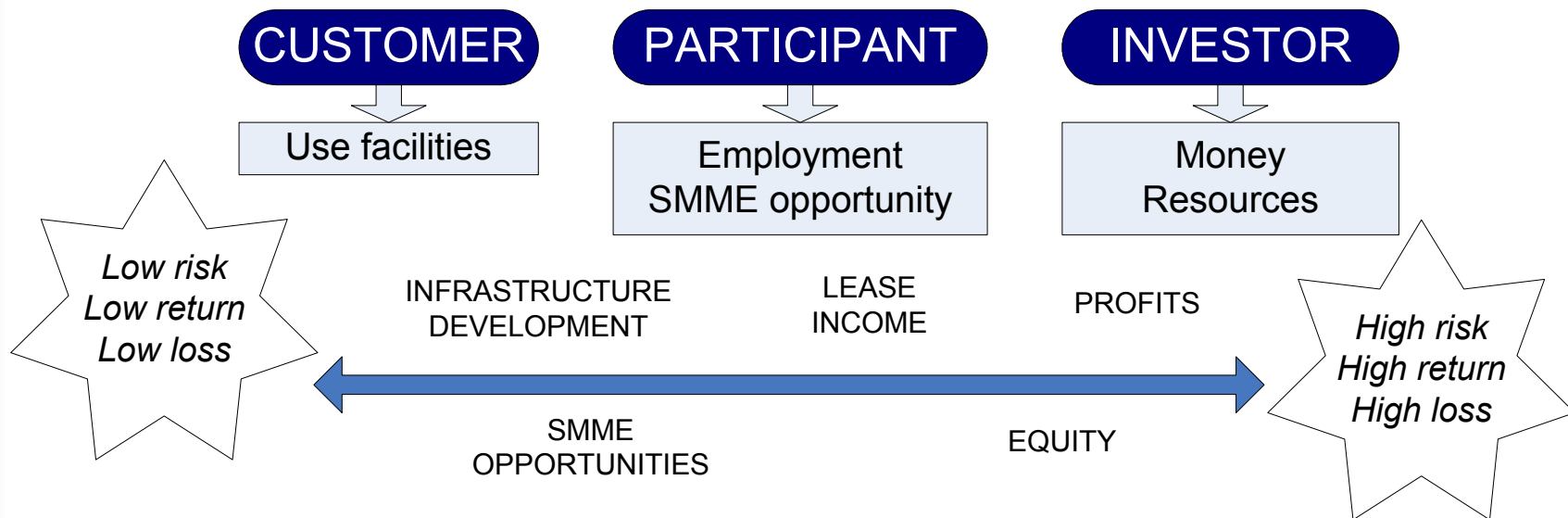


- End of apartheid 1994, new constitution
- **Tourism White Paper 1996** – responsible tourism & stakeholder responsibilities defined
 - *Responsible tourism guidelines*
 - *Responsible tourism in destinations*
 - *Responsible tourism training for provincial planners*
- Total **domestic** tourism spend 2003 R47.0 bn (~\$7.2 bn)
- Total **foreign** direct spend 2003 R53.9 bn (~\$8.3 bn)
- **Growth** foreign arrivals 1994 to 2003 79.3%

Objectives

- poverty alleviation & local economic development
- biodiversity conservation
- capacity building and empowerment

The role of communities in tourism enterprises



Stakeholders and Implementation Approaches

Public sector

- Planning gain: SANParks commercialization
- Poverty Relief Programme
- Employment Equity Plans
- Tourism Enterprise Programme



Private sector

- Wilderness Safaris - % revenue/equity
- Conservation Corporation Africa - donations

NGO / Development Agencies

- Fair Trade in Tourism South Africa / IUCN
- PondoCrop/EU – Amadiba adventures
- GtZ – Makuleke / Richtersveld



Major challenges

- **Access** to markets, information, credit, training etc
- **Land tenure**
- **Skills** shortages
- **Quality & availability** of community based products and services
- **Time/effort taken to make tourism pro-poor**
- Enterprises still need to profit
- Tender processes / donations with empowerment aspects

Indicators & tools used

- **Indicators:** Socio-economic, environmental, turnover
- **Triple bottom line**
 - SANParks tender processes
 - Sustainable Nature Based Tourism Assessment Toolkit
 - Responsible Tourism
 - Global Reporting Initiative
- **Socioeconomic**
 - Sustainable livelihoods
 - Pro-poor tourism
 - Fair Trade in Tourism
 - Tourism Business Council



Project Achievements & Lessons learned

Tangible economic and environmental benefits?

- **Long timescale when low community capacity**
 - Partnerships/Joint ventures increase speed & capacity quickly
 - Power – access to information, positions, credit & token BEE
 - HIV/AIDS
 - Unrealistic expectations
- **Demand for social responsibility**
 - Private sector – tour operators
 - Tourists – foreign demand studies
 - Government - policy





Conclusion

- Enabling policy *with* implementation
- **Use planning processes** for empowerment
- **Flexibility over time**
- **Realistic timescales**
- **Different strategies : different situations**
- **Trust** between stakeholders over time
- **Monitoring, targets, reporting** : ratchet up performance

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