

WOWZULU Sustainable Community Tourism Model

Wilna Botha, Africa!Ignite



A responsible craft and tourism initiative of Africa!Ignite.

Our story



-
- Started with rural children
 - About women (the glue) and youth (the future)
 - Assets-based – what they already have
 - Adds value to what commercial sector offers
 - THE CATALYST: There is a MARKET
 - Partnerships enabled us to test, refine

The model

- Inclusive tourist destinations
- WOWZULU Marketplace catalyst
- Win-win situation
- Destinations become more sustainable
7 current destinations

PRINCIPLES

- Invited in; driven by local partners
- Responsible tourism
- 'Fair trade' relationship – not charity
- Social franchise model

Sustainability

- Good for the economy, society and environment
- Hospitality industry could see benefits
- Inclusive value-chains in destinations
- Wildlife conservation strengthened
- Products eco-friendly
- Low-tech
- WOWZULU Marketplaces role models

Some lesson learned

- Need to align global /European-centred sustainable tourism concepts & language to African realities.*
- Aspects of rural culture constrain successful enterprise development*
- Continued marketing and sales is crucial*
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- It takes long to make community tourism projects successful and extensive, sustained support is needed.*
- Rural communities need strategies to cope with impact of climate change*
- A development approach could create dependency which thwarts entrepreneurship.*



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WOWZULU to WOWAFRICA



- The SA Dept of Tourism has launched WOWZULU as a replicable model and has done feasibilities into replicating in more South African provinces*
- Documented by SEED as a replicable model of Africa*
- Exciting potential to work with partners in Kenya and Ghana to adapt/replicate the model*
- Will be delighted to find more partners.*

SEVEN DESTINATIONS. COUNTLESS ADVENTURES.

Let WOWZULU take you to seven inclusive tourist destinations across KwaZulu-Natal. Each includes a mix of established commercial and environmental/wilderness attractions. At each, a WOWZULU Marketplace welcomes tourists and provides a friendly introduction into the area.



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DURBAN



'Mixed masala' harbour city with 8 km-long beach promenade



INANDA valley – heritage route, vibrant peri-urban culture, beading at Mma Mtshali's, getting active on and around Inanda dam



Established tourist attractions



Community experiences



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THE NORTH COAST



Picturesque coastal resorts with river estuaries



'Kasi taste of local' food at WOWZULU Marketplace in Ballito, plus birds and bees tour in coastal hills



Established tourist attractions



Community experiences



WOWZULU



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Welcome to our WOWZULU Marketpl
your home on the North Coast

WOWZULU is a responsible tourism initiative of the people of KwaZulu-Natal, supported by rural development agency Africagrite and pos
www.wowzulu.co.za | www.africagrite.co.za



- All income benefits local commu
- Fair prices to local suppliers
- Locally made products
- Community ownership
- Environmentally sustainable



ANGRY
BEEES





ST LUCIA WETLANDS PARK



Southern tip of Isimangaliso World Heritage site with 220 km wild coastline, lake systems and rich wildlife in sea, lakes and grasslands



Bicycle rides through rural Khula Village and tree-planting in the forest



Established tourist attractions



Community experiences



WOWZULU



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WINNIE'S TUCK SHOP





WELCOME TO
THE SIMUNYE

Zulu craft
Activities
Stories
Culture!







THE AMPHITHEATRE, DRAKENSBERG



The 1000m high Amphitheatre wall, iconic section of the 1000 km-long Drakensberg World Heritage Site



EMAZIZINI VILLAGE in the heart of the Amphitheatre and tractor-trailer ride up the slopes of the mountain



- Established tourist attractions
- Community experiences



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THE SOUTH COAST



WILD2SOUTH COAST WALK
5-day, 60 km varied beach walk from Mtentu Lodge on the Wild Coast to the Whale View Deck in Ramsgate coastal resort



KWANZIMAKWE and NYANDEZULU – authentic connections with friendly communities on high hills and 'holy mountains' above the sea



- Established tourist attractions
- Community experiences





















WOWZULU



HANDMADE BY RURAL MOTHERS

Caring for our people and planet















ignite

lighting up lives with African design

Hand-embroidered
on recycled maize bags

Made in KwaZulu-Natal
by women craft producers

www.ignitedesign.co.za









Thank you

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Sustainable Tourism
PROGRAMME
Committed to drive the change

WOWZULU



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