WOWZULU Sustainable Community Tourism Model

Wilna Botha, 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.

− 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.
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.
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

RESponsible TOURISM

WOWZULU PLEDGE

FAIR TRADE

WOWZULU

A responsible crafts and tourism initiative of Africultures.
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

RECOMMENDED TOURIST ATTRACTIONS

A responsible crafts and tourism initiative of Abahlahle.
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
ISANDLWANA

Site of a famed Zulu victory over the British and Fugitives’ Trail along which British fled

Walking and cycling through rural Isandlwana Village

Established tourist attractions
Community experiences

WOW ZULU
A responsible craft and tourism initiative of Africafystry.
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.
Phumbuzili Mbongwe heads the 45-member Amazini Craft Co-operative.
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
HANDMADE BY RURAL MOTHERS
Caring for our people and planet
ignite
Hand-embroidered on recycled maize bags
Made in KwaZulu-Natal by women craft producers
www.ignite-design.co.za
Thank you
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