## **WOWZULU Sustainable Community Tourism Model**



# 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 /Europeancentred 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.









### 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 provices
- -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.





















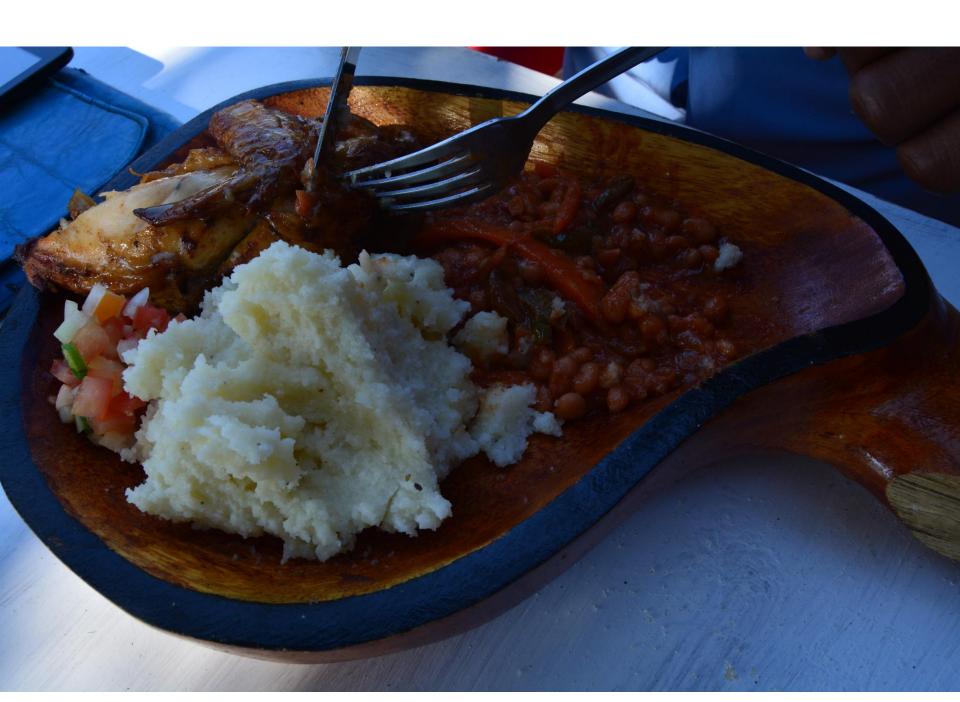
























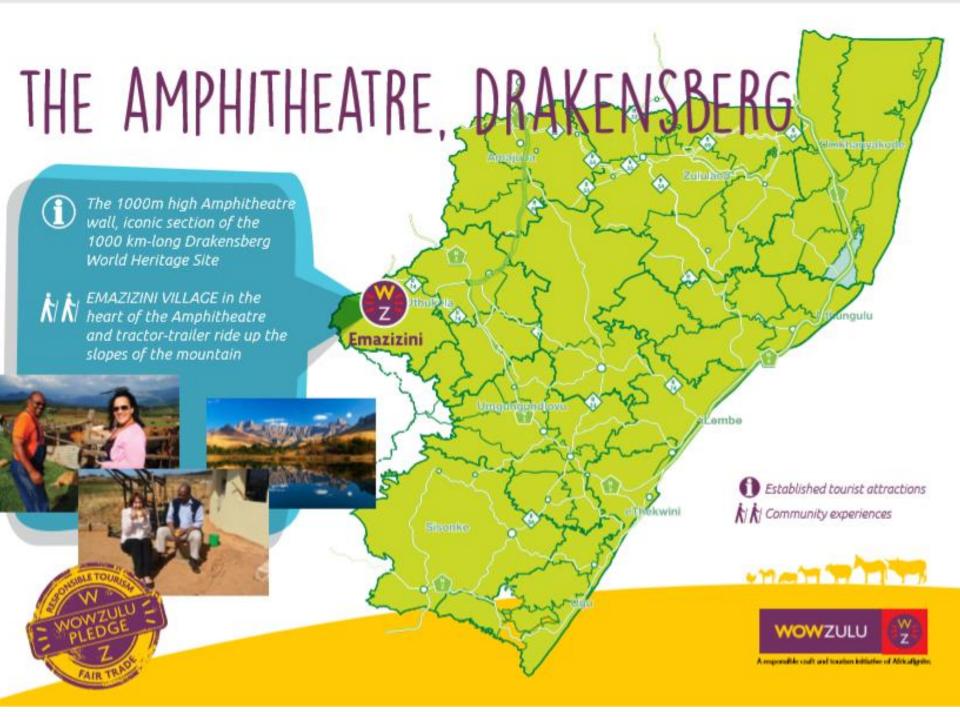




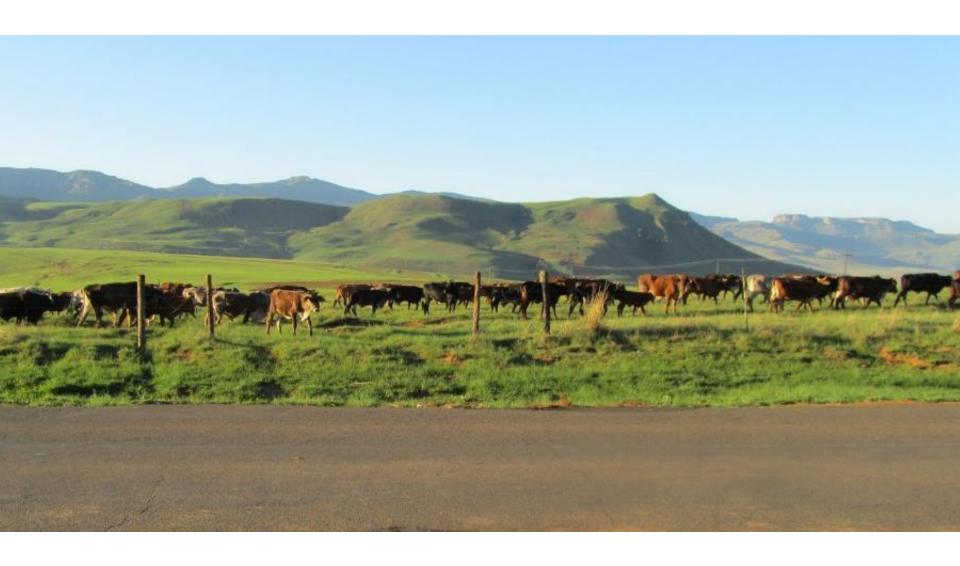




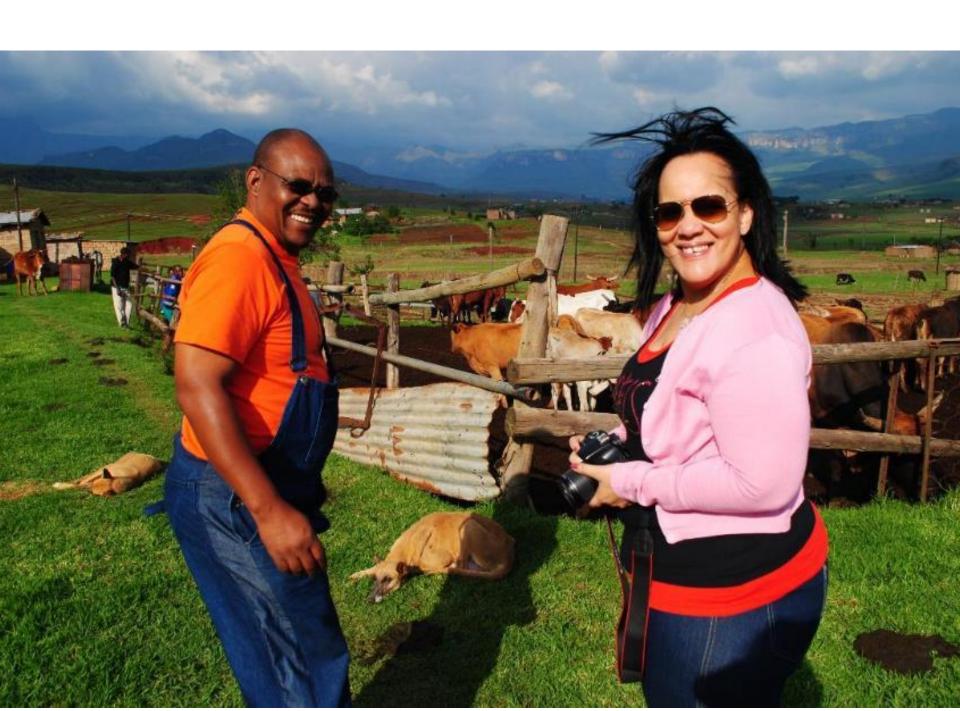










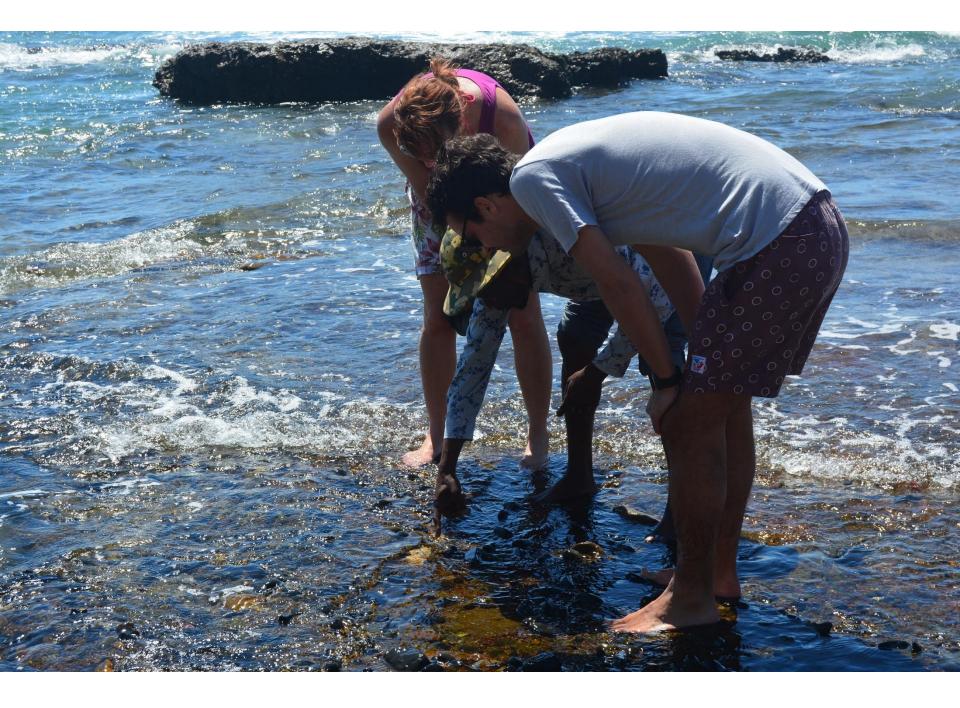






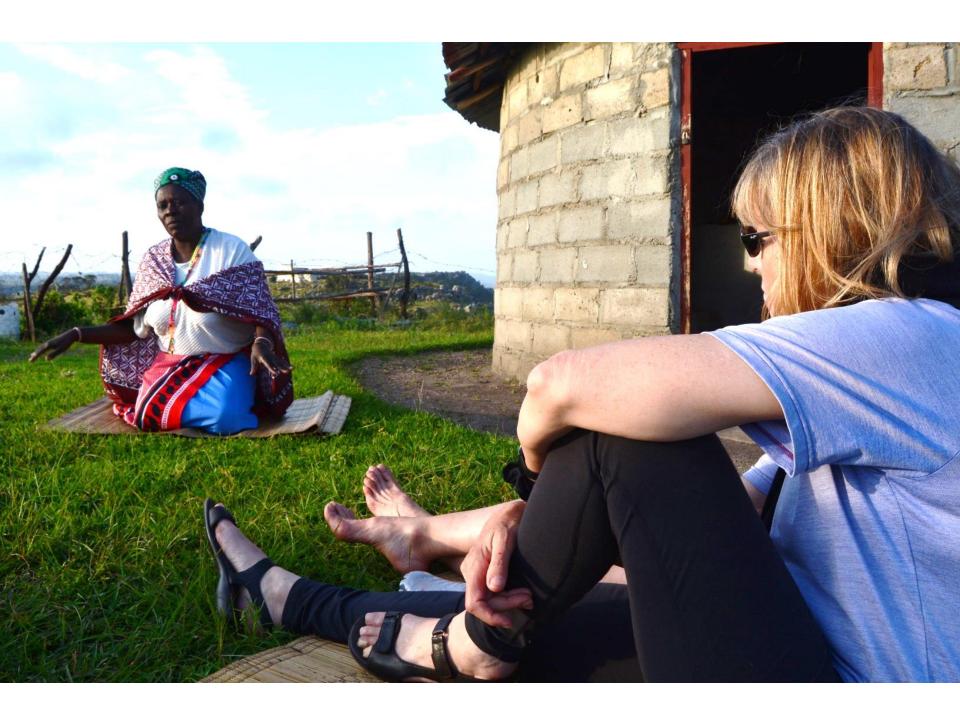






















## WOWZULU



## HANDMADE BY RURAL MOTHERS Caring for our people and planet























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