

## Our programme in **South Africa**

### Our Objective

To support CapeNature to develop sustainable adventure tourism in nature reserves that increases the positive socio-economic impacts on local communities, and increases the fund for environmental conservation.



### Current situation

Nature reserves are a big draw for tourists visiting South Africa. Within the Western Cape there are however, many reserves with huge untapped tourism potential. With funding cuts impacting on conservation, sustainable income-generation has become increasingly important. In addition, there is an increasing need in South Africa to generate development opportunities for disadvantaged communities.

In response, CapeNature, the Western Cape's public entity for the conservation, sustainable use and access of natural resources, has partnered with the Travel Foundation to develop sustainable tourism on its reserves. The aim of the partnership is to improve income generation for conservation and to provide socio-economic benefits for disadvantaged communities within or near the reserves.

Adventure tourism can include physical activities, interaction with nature, and cultural learning. This

type of tourism is growing in South Africa and much of it takes place in the country's national parks and nature reserves, with around 75% of overseas tourists visiting at least one of these while in the country.

There is a strong demand for adventure tourism within the Western Cape and it compares favourably to other South African destinations, due to the large range of activities available in one region, such as sightseeing, whale watching, wine-tasting and hiking. The UK market is one of the largest tourism source markets for South Africa. UK adventure travel companies contacted by the Travel Foundation identified customer demand for cycling, hiking and community-based, experiential tourism. Their customers are interested in new products which involve being outdoors, high quality locally-sourced food and drink, and interacting with local people or experiencing everyday life.





## Project

### Harnessing adventure tourism for conservation and socio-economic development

2015 - 2018

#### Our approach

We are working in partnership with CapeNature on a pilot initiative to develop, measure and promote adventure tourism activities in five nature reserves.

The project will develop links between tourism, conservation and socio-economic development. Alongside this, we will also be supporting CapeNature to strengthen its internal capacity to diversify its adventure tourism offer.

While the longer-term goal is to work with the majority of the CapeNature reserves suitable for tourism, the focus of the initial pilot project will be on five reserves which have some existing tourism infrastructure and are within close proximity to popular tourist routes.

The chosen reserves are:

- De Hoop
- Hottentots Holland
- Kogelberg
- Goukamma
- Robberg

We are currently in phase one of the project, which is focusing on conducting a detailed feasibility study to assess the potential for both developing sustainable tourism activities in the reserves identified and contributing to socio-economic development for local communities through supply chain and value chain linkages. This will include an analysis of the wider context surrounding each reserve and the identification of potential project partners.

Phase two will focus on developing a pilot project in each of the selected reserves, depending on the recommendations resulting from Phase one. This may include capital investment, building capacity to support small local enterprises, youth employment and destination stewardship and marketing. A socio-economic impact measurement system will be implemented throughout the process in each reserve.

### Phase one activities (September 2015 - March 2016)

Research study in each reserve to identify:

- Market demand and need
- Community interests and capacity to supply
- Product development opportunities
- Training, capacity-building and capital requirements
- Potential project partners (private sector, government, third sector)

We are also working on:

- Identifying and securing funding for phase 2
- Exploring and developing broader partnership and collaboration opportunities
- Developing a framework and implementation plan for each reserve

## Expected impact and outcomes

The expected outcomes include:

- Residents of local communities have new tourism-related opportunities for employment and development of small enterprises, as well as the skills to take advantage of them.
- Support stakeholders have an increased capacity to develop and support tourism-related small, local businesses.
- Increased revenue for conservation in Cape Nature reserves is generated as a result of

sustainable tourism activities.

From these, the following impacts are expected:

- Increased environmental conservation of CapeNature reserves.
- Increased awareness and understanding of the critical linkages between tourism, socio-economic development and environmental conservation.
- Local communities will experience positive socio-economic impacts as a result of tourism.

**In addition to its tangible benefits, it is hoped that this programme will create a model for tourism development in protected areas which funds conservation and also improves livelihoods in disadvantaged communities. It will also contribute towards the Western Cape being established as a sustainable, international adventure tourism destination.**

## Working in collaboration

We are currently working in direct partnership with CapeNature.

It is anticipated that project will involve other stakeholders, including local and international tourism businesses, and provincial and regional governments and tourism authorities.

## Supporting resources

[www.thetravelfoundation.org.uk/destination/south-africa](http://www.thetravelfoundation.org.uk/destination/south-africa)

**Last updated in January 2017 by Terry Brown, Destinations Programme Officer.**



*This partnership with the Travel Foundation allows us to show the world that the Western Cape's nature reserves are able to compete with international tourist destinations while also striking a balance between conserving the natural resources and providing socio-economic benefits so that future generations can inherit a natural heritage rich with biodiversity.*

*Dr Razeena Omar, CapeNature CEO*