FINANCING INNOVATION IN TOURISM: PROMOTING CONSERVATION, COMPETITIVENESS, SUSTAINABILITY AND INCLUSION

Tourism – an opportunity for transfrontier conservation areas?

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SADC-GIZ Transboundary Use and Protection of Natural Resources
Tourism - an Opportunity for TFCA as Destinations

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SADC Transboundary Use and Protection of Natural Resources

Reinhard Woytek
A TFCA is defined as…

… an area that straddles the boundaries of two or more countries where the natural and cultural resources are collaboratively managed by the governments and/or authorities involved “.

Commonly it includes one or more protected areas.

… and has touristic potentials of various degrees
What we do:
Support the SADC Secretariat in the implementation of SADC protocols and strategies for sustainable natural resource management in TFCA at
• local (districts, communities, CBOs, PS)
• national (ministries, NGOs)
• regional (SADC Secretariat, iNGOs, TFCA Network, RETOSA, Boundless) levels.

>>> Ultimately to foster regional cooperation and economic development (JOBS!!!!!)

Taleb Rifai: Secretary General, World Tourism Organization (UNWTO) Jobs, Jobs, Jobs!
In: Tourism and Job Creation – Advancing the 2030 Development Agenda
How we do it on...

• local level
  selected TFCA, alternative livelihoods, tourism product development; community partnerships; PPP
• national level
  tourism concessioning guidelines, anti-poaching
• regional level
  cooperation in anti-poaching international marketing (ITB etc.); policy dialogue
And how is this supposed to be sustainable?

Sustainability is not just about cruising the Chobe River with solar charged electrical boats, most of all sustainable tourism has to be PROFITABLE for businesses and countries:

Move from
• projects to products
• transfers to profits
• rent seeking to investments
• paternalism to professionalism
...such as:

- **products**
  kayak trails, desert nights, tour de tuli

- **profits**
  concessions, ownership models, community members as investors

- **(public) investments**
  cross border operator licenses, border crossing, entry regulations, roads, anti-poaching, red-tape

- **professionalism**
  entrepreneurship training, operator training
Thank you!

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