ECO-TOURISM ECONOMY WORKSTREAM

10 March 2018
East London Convention Centre
East London

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#EntrepreneursmeetInvestors
Background

Focus areas:

• Background and dynamics of Eco-tourism in RSA;
• The journey of Eco-tourism SMMEs in RSA (practical experiences from different SMMEs);
• Supporting the development of Tourism SMMEs (existing supporting programme within both government and private sector);
• Interaction amongst SMMEs and engagement between SMMES with the funders.
Issues

• Slow transformation within eco-tourism sector;
• No visible champions;
• Facilitating market access;
• Provision of bulk infrastructure support;
• Clear eco-tourism definition (review of white paper on tourism);
• Lack of bankable business proposals which then affect opportunity for funding;
• Importance of Multiplier factors in making decisions for tourism projects/plans.
Issues continues...

• Clientele attitude towards emerging establishments;
• Turn-around time for payment of services rendered to government;
• Lack of tailor-made/SMMEs specific capacity building programmes;
• Stringent requirements and processes from funders;
• Lack of local support for SMMEs;
• Biasness in donation of game;
• Lack of information on support programmes.
Issues continues...

- Lack of cultural aspects and local activities within tourism packages;
- Business branding and marketing;
- Lack of basic supporting infrastructure e.g. road network, bulk services, amenities;
- Lack of start-up capital;
- SMMEs working in silos;
- Promotion of value-add products;
- Limited assistance on marketing and business linkages.
Challenges

• Lack of statistics related to eco-tourism;
• No clear understanding of the market size;
• Limited marketing information linked to eco – tourism;
• Political instability affects eco – tourism growth;
• Regulating eco- tourism activities;
• Developing eco – tourism enterprise is a complex and difficult task.
Challenges continues...

- Lack of transformation in the eco – tourism sub – sector i.e high start-up cost, lack of awareness by black people of opportunities in the sub-sector;
- Local economy unable to provide reliable, continuous and comparatively priced supply of required product;
- Business expansion to meet the demand;
- Development of sustainable product during the off-season;
- Lack of clear support lines for emerging SMMEs;
- Lack of resources.
Key Solutions/Opportunities

- Strengthen mentorship and incubation programmes;
- Bringing on board investors for business expansion;
- Unlock eco – tourism infrastructure;
- Explore preferential procurement;
- Provision of Enterprise development;
- Promotion of digital platforms for marketing;
- Facilitating market access opportunities and funding;
- Leveraging of international relationships i.e Multilateral Agreements;
Key Solutions/Opportunities cont...

- Tailor made capacity building programme;
- Understanding of multiplier effects of tourism projects;
- Create linkages between the formal tourism sector and local economy;
- Capitalise on integration of land use to develop strong linkages between tourism and other economic sectors;
- Proper business planning;
- Create awareness and education across the eco-tourism value chain to unlock development;
Key Actions

• Marketing;

• Access to Capital;

• Upscaling of Eco-tourism infrastructure development;

• Awareness, Capacity building & skills development.
Thank You