

“The many faces of  
Tourism” within  
Kavango Zambezi and  
Greater Mapungubwe  
TFCAs

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# Outline

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Introduction to TFCAs

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Collaborative Destination Marketing

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Culture & Community Theme

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Kavango Zambezi TFCA

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Greater Mapungubwe TFCA

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Challenges and Lessons Learned

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# Tourism development context for SADC TFCAs

- ❑ Natural resources that straddle international boundaries are shared assets
- ❑ Potential to meaningfully contribute to biodiversity conservation & socio-economic development of rural communities
- ❑ TFCAs enable wildlife to move seasonally and make better use of a variety of habitats
- ❑ Tourism plays a great role in conserving and maintaining ecosystems in Pas – because assets within these areas are what forms the basis for enhancing visitor experience
- ❑ TFCAs are potential instruments for promoting regional integration, cooperative tourism and rural development
- ❑ Many renowned tourism destinations are already situated within SADC TFCAs & by developing tourism at a TFCA level, there is great potential to generate employment in these largely rural and marginal areas, thereby contributing to poverty reduction

# What do TFCAs have to offer?

- TFCAs bring together some of the best and most established natural and wildlife areas in SADC.
- SADC TFCAs don't just have conservation value. They also have high cultural heritage and tourism value and are in some of Southern Africa's most marginalized rural areas.

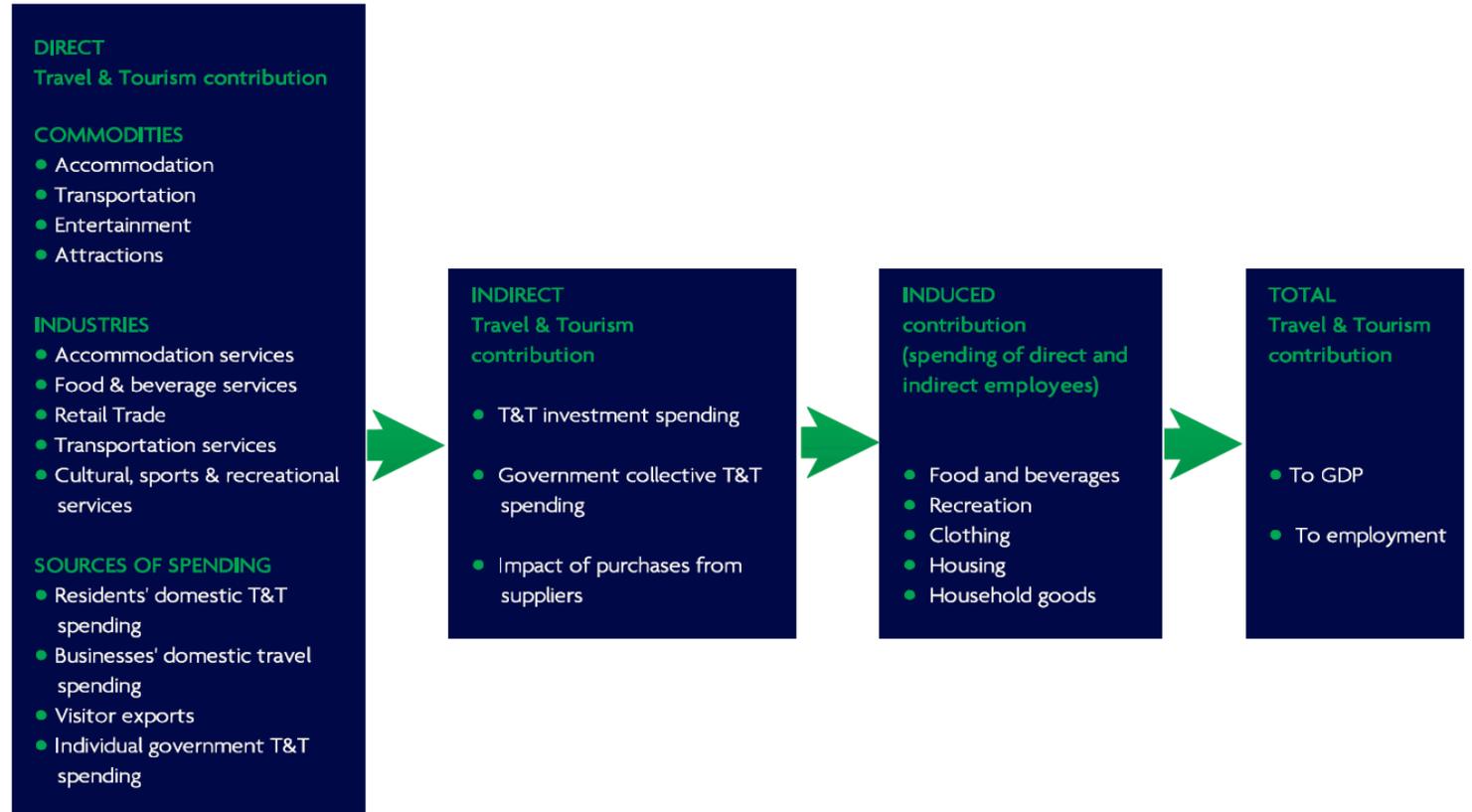


## Leveraging tourism for job creation & rural economic inclusion...

- ❑ Tourism is:
  - ❑ Multi-faced
  - ❑ Cuts across sectors
  - ❑ Diverse
  - ❑ Typically has low barriers to entry
  - ❑ Allows for wide participation – including participation of the informal sector
  - ❑ Labour-intensive
  - ❑ Highly dependent on HEALTHY natural capital which includes wildlife, scenery, culture and heritage



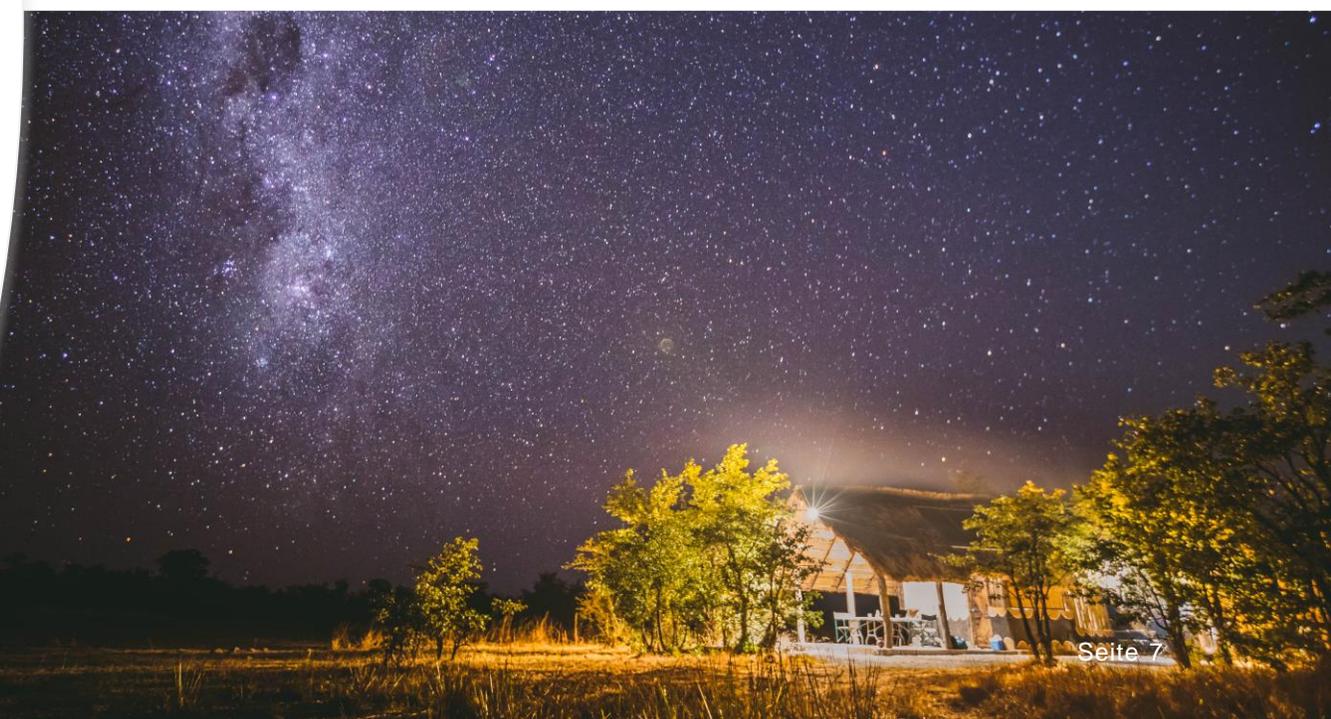
# The extent of the tourism value chain



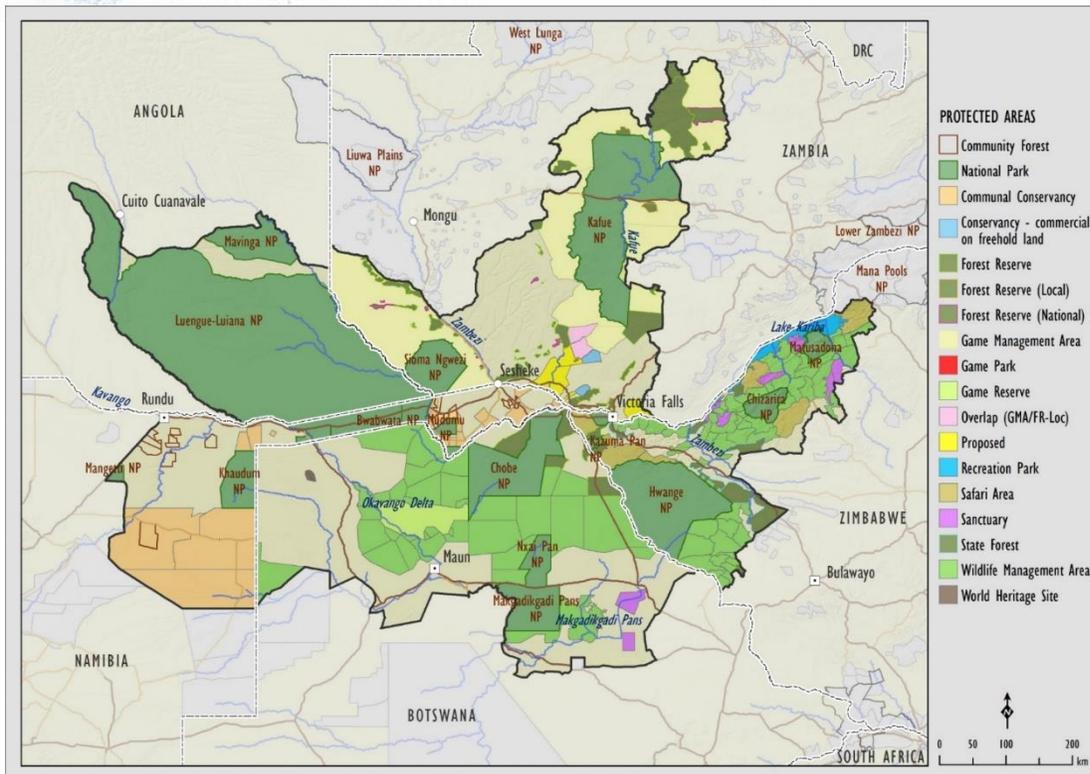
# What source markets are calling for?

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Experiences in **nature** / 'off the beaten track' that are **unique** and present opportunities for **cultural and heritage** encounters...



# KAZA TFCA .....



- ❑ The world's largest TFCA at 520,000 Km<sup>2</sup>
- ❑ 20 National Parks
- ❑ 85 Forest Reserve
- ❑ 22 Conservancies
- ❑ 11 Sanctuaries
- ❑ 103 WMA

Population: 2,677,086  
Density: 5.15 pp Km<sup>2</sup>  
Population Growth: 2%



# KAZA TFCA .....

- ❑ Represents a bold commitment on the part of five countries – Angola, Botswana, Namibia, Zambia and Zimbabwe to;
  - ✓ To conserve biodiversity at a large scale
  - ✓ To market this biodiversity using nature based tourism as the engine of rural economic growth and development
  
- ❑ KAZA TFCA primary purpose –
  - ✓ to manage shared natural and cultural heritage resources to derive equitable socio-economic benefits
  - ✓ Harmonization of strategies, practices and policies together with promotion of coordinated transboundary partnerships and investments



# Notable successes...

- ✓ Development and management structures for the TFCA
- ✓ Development of National Integrated Development Plans (IDPs) for all 5 partner countries
- ✓ Development of a Master IDP
- ✓ Variety of Strategies and Action Plan
- ✓ Identification of Wildlife Dispersal Areas
- ✓ Piloting of the KAZA UNIVISA

# PUTTING KAZA ON THE MAP

Delve into our map highlighting the mighty Kavango Zambezi Transfrontier Conservation Area and 16 must-visit destinations – including the central hub and gateway towns of Victoria Falls and Livingstone.

BY **CARRIE HAMPTON**

## 1 KHAUDUM NATIONAL PARK, NAMIBIA

**True wilderness for 4x4 fans**

**Getting there:** On the 140km drive from Popa Falls at the western end of Bwabwata National Park, expect challenging off-roading in deep sand.  
**Don't miss:** Tackling wild and wooded country in a 4x4. Khaudum is remote and untamed with no facilities – you're required to travel in a self-sufficient convoy of at least two vehicles. The rewards? Solitude, wilderness and sightings of elephant, zebra, giraffe – and maybe lion, cheetah and wild dog – all to yourself.  
**Where to stay:** The Khaudum Campsite offers shade and little else.



Khaudum National Park, Namibia

## 2 BWABWATA NP, NAMIBIA

**Between two rivers**

**Getting there:** Allow a 3hr drive from Livingstone to Katima Mulilo, across a couple of rivers.  
**Don't miss:** This little-visited park of floodplain and woodland is bookended by the Okavango and Kwando rivers – the birdwatching is excellent, particularly when summer migrants arrive. There are plenty of hippos, crocs, elephant, red lechwe and, if you're lucky, lion and wild dog.  
**Where to stay:** There are a couple of luxury tented lodges along the Kwando River and a riverside campsite for self-drivers.

## 4 ZAMBEZI-CHOBE RIVER CONFLUENCE, NAMIBIA

**Island life**

**Getting there:** From Victoria Falls it's an hour or so by road to Kasand, followed by a boat ride downriver for around 40 minutes, with two border crossings en-route.  
**Don't miss:** Impallia Island – located at the meeting point of two of Africa's greatest rivers, it's a prime spot for birdwatching, fishing, boat trips, relaxing at a waterfront lodge or visiting one of the local villages.  
**Where to stay:** The KAZA Collection includes Kaza Safari Lodge and Cascade Island Lodge.

## 3 OKAVANGO DELTA, BOTSWANA

**Watery wilderness of the Kalahari**

**Getting there:** Maun is the stepping-off point for the Okavango. A 1½hr flight (or 7½hr road trip) from Victoria Falls, it offers charter flights and road transfers to lodges in Moremi Game Reserve or private concessions.  
**Don't miss:** The wet and the dry. Nourished by life-giving waters from the Angolan highlands, the Okavango is a green-fingered mosaic of channels, lagoons, reedbeds and islands where different camps and lodges offer everything from game drives and bush walks to mokoro rides and boat trips depending on your location and the seasonal ebb and flow of floodwaters. Wildlife abounds in this utopia – from swamp-dwelling lions to jewel-like reed frogs.

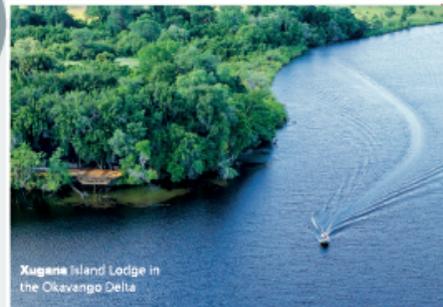
## 5 OKAVANGO PANHANDLE, BOTSWANA

**Paradise for birders and anglers**

**Getting there:** A full day's drive from Victoria Falls or Livingstone through Namibia's Zambezi Region, crossing three rivers and borders.  
**Don't miss:** The wildlife and the fishing. Just before the Okavango River spills out into the delta, it flows through the panhandle's floodplains and papyrus-choked lagoons where birders can set their sights on fishing owls, bee-eaters and African skimmers, and anglers can try their luck with tiger fish and bream. A drier diversion to the south, Tsodilo Hills World Heritage Site is adorned with Bushman rock art.  
**Where to stay:** As well as affordable houseboats, the region has several campsites and lodges.

## 7 CHOBE NATIONAL PARK, BOTSWANA

**Elephant heaven**



Xugena Island Lodge in the Okavango Delta

DESERT AND DELTA SAFARIS



Tiger fish

## 8 LIVINGSTONE, ZAMBIA

**Gateway to the KAZA region and Victoria Falls**

**Getting there:** The new Harry Mwanga Nkumbula International Airport is a hub for local and international flights.  
**Don't miss:** Chilling out at a riverside lodge on the Upper Zambezi or staying overnight at a more rustic island camp – the birdwatching, canoeing and sunclowner boat trips are legendary. Upping the adrenaline levels, book yourself onto a 'Flight of the Angels' flip over Mosi-oa-Tunya, or sign up for whitewater rafting, quad biking or a bungee jump off Victoria Falls Bridge. There's also great curio shopping, as well as local village visits. Don't miss the Livingstone Museum. See also pages 72-73.

## 9 KAFUE NATIONAL PARK, ZAMBIA

**Land of the antelope**

**Getting there:** Drive a little over three hours from Livingstone or fly into one of several airstrips close to lodges.  
**Don't miss:** The antelopes. Kafue is renowned for its diversity, from lumbering eland to fleet-footed diklers. Plains in the far north of the park where thousands of red lechwe splash across vast, rolling floodplains under the attentive gaze of lion, leopard and cheetah. Swamp-dwelling sitatunga are also found here, along with avian A-listers like Pel's fishing owl and African finfoot.  
**Where to stay:** Scattering of seasonal bushcamps in Busanga; permanent lodges in the south.



Pel's Fishing Owl

## 11 KAZUMA PAN NATIONAL PARK, ZIMBABWE

**Wild plains for intrepid travellers**

Remote and difficult to access, this is a park for self-sufficient bush fanatics. Good hunting territory for lion, cheetah and wild dog, its open grassland supports large herds of buffalo and elephant, while the system of pans attracts a wide range of water birds.

## 14 VICTORIA FALLS, ZIMBABWE

**KAZA's other hub, south of the river**

**Getting there:** The recently upgraded Victoria Falls International Airport has capacity to move around two million people per year on local and international flights.  
**Don't miss:** Victoria Falls and Zambezi National Park – one gives you misty-eyed, close-up views of the great waterfall from rainforest-cloaked footpaths, while the other is big five country. The town of Vic Falls, meanwhile, is booming; hotels are expanding, there's a cool food scene and it's buzzing with energy.  
**Where to stay:** Like Livingstone, Vic Falls is awash with options, from campsites to lodges. See also pages 72-73

## 15 LAKE KARIBA, ZIMBABWE

**Messing about in boats**

**Getting there:** Milibisi is roughly a 3hr drive from Victoria Falls, while Safari Logistics and Executive Air can fly you to Kariba Town.  
**Don't miss:** A full moon overnight voyage sleeping on the ferry from Milibisi to Kariba – it will fill you with 'Kariba magic'. Sprawling over 280km, this man-made lake is a mecca for anyone with a love of fishing, birding or watersports.  
**Where to stay:** Get afloat on a houseboat for a unique and very special experience.

## 16 MATUSADONA NATIONAL PARK, ZIMBABWE

**Lakeside home of the big five**

Rising from the southern shore of Lake Kariba up into the rugged Zambezi escarpment, this magnificent park is well-known for the stunning Sanyati Gorge (streaked with waterfalls during the rains). The sunsets over the lake are also spectacular, while wildlife highlights include large herds of buffalo and good numbers of lion. You can track black rhino on foot or watch wildlife from a houseboat.  
**Where to stay:** Houseboats moor here overnight, and several lodges are situated in the park, mostly along the shoreline.



ZAMBEZI CARRIAGE & WHEROS

## 12 CHIZARIRA NATIONAL PARK, ZIMBABWE

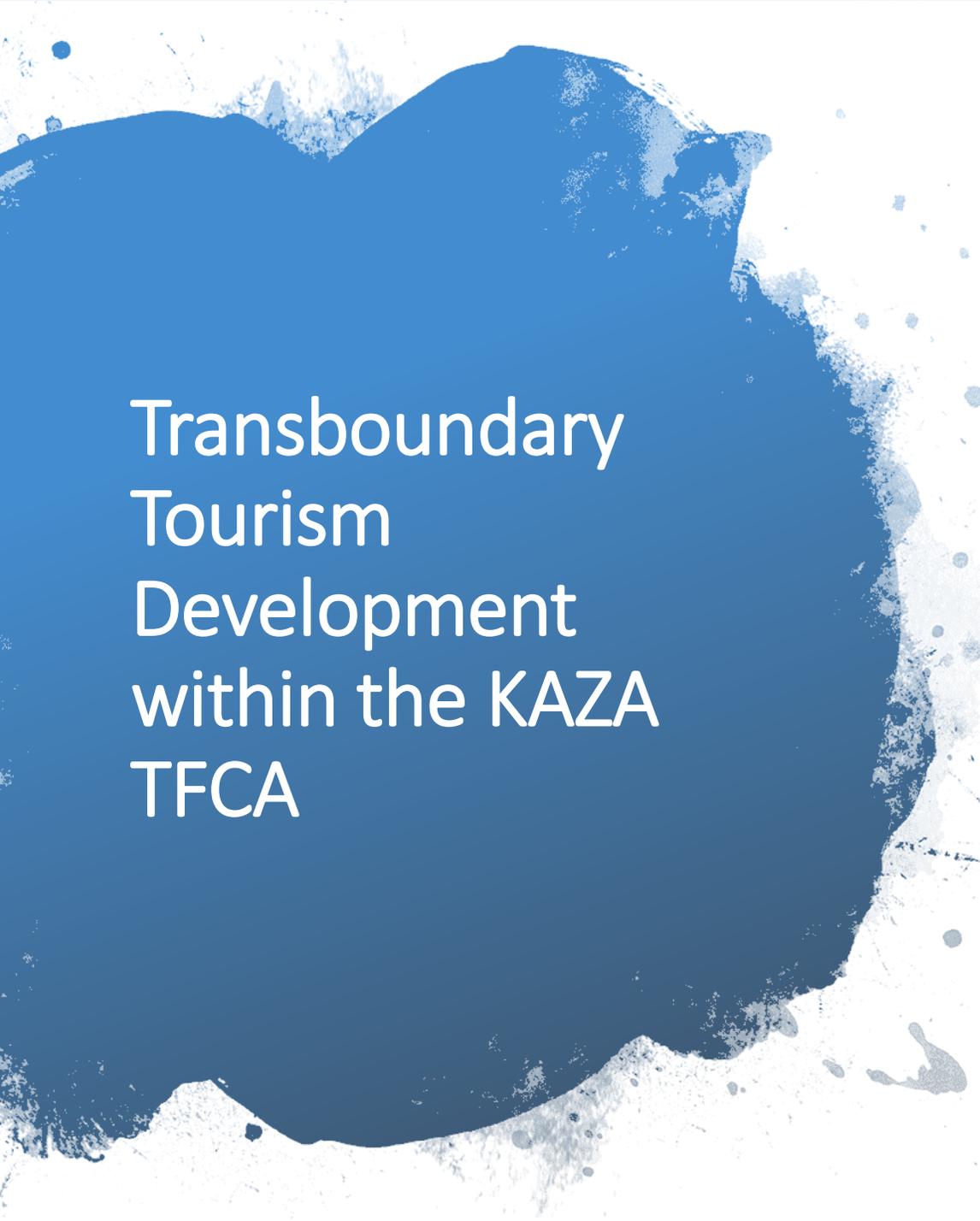
**Stepping out in the wilderness**

Remote and rarely visited, with no permanent tourist accommodation currently available, Chizarira rewards well-equipped travellers with rugged scenery that's particularly good for walking safaris. Wildlife includes klipspringer, greater kudu, roan, elephant, buffalo, lion and spotted hyena.

## 13 HWANGE NATIONAL PARK, ZIMBABWE

**Zim's ultimate big game country**





# Transboundary Tourism Development within the KAZA TFCA

- ❑ Objective to develop KAZA into the premier tourist destination in Africa within the context of sustainable development
- ❑ KAZA Tourism Working Group constituted to provide expert advice on issues related to transboundary tourism development and communicates at a transboundary level
- ❑ The TWG is further mandated with transboundary tourism product development, as well as oversight of the same, as and when products are development by stakeholders

# Strategic documents & interventions to date

- Transboundary Tourism development Strategy – to provide strategic direction in advancing sustainable transboundary tourism in the TFCA: DRAFT awaiting approval from statutory structures
- KAZA Brand/Logo guidelines: DRAFT awaiting approval from statutory structure
- Transboundary Tourism Product Evaluation Framework: DRAFT awaiting approval from statutory structure
- TORs for Packaging of Tourism Offerings of the KAZA TFCA – with support from SADC/GIZ TUPNR (Compile and cluster tourism attractions to increase the tourism appeal of the KAZA TFCA as a tourist destination) to be completed end August 2020
- Facilitation of transboundary tourism activities

# Examples of TTP and Activities

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- ❑ KAZA Landover Experience Tour of 2019
  - ❑ The Great KAZA Birding Route
  - ❑ Chobe Zambezi Boat Safari
  - ❑ KAZA Golf Classic
  - ❑ KAZA Mountain bike cruze
  - ❑ Transboundary Code of conduct for the use of the Chobe River
- 



# Land Rover Experience Tour of KAZA 2019



# The Great KAZA Birding Route

- ❑ Purpose – promotion of the regions birding assets including birding sites, birder friendly accommodation establishments and local bird guides to the international birdwatchers
- ❑ Outcome – the addition of a key niche tourism product of the region that will promote the protection of Key Biodiversity areas within the KAZA

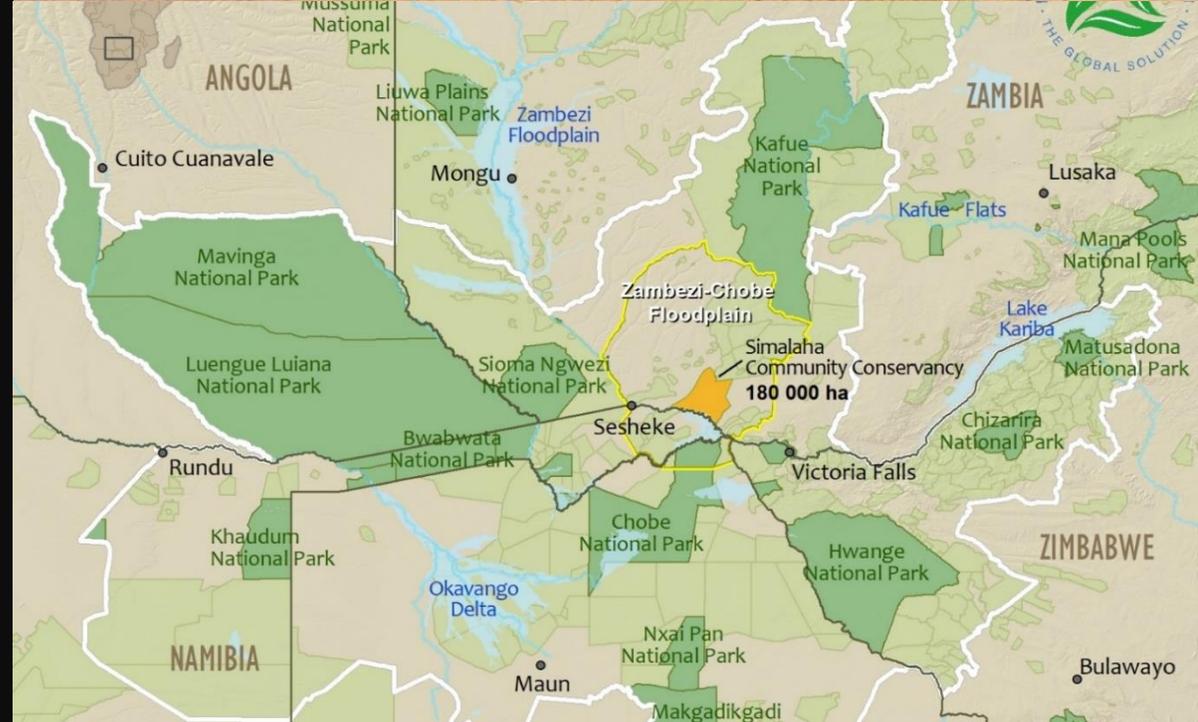


# Chobe Zambezi Boat safari

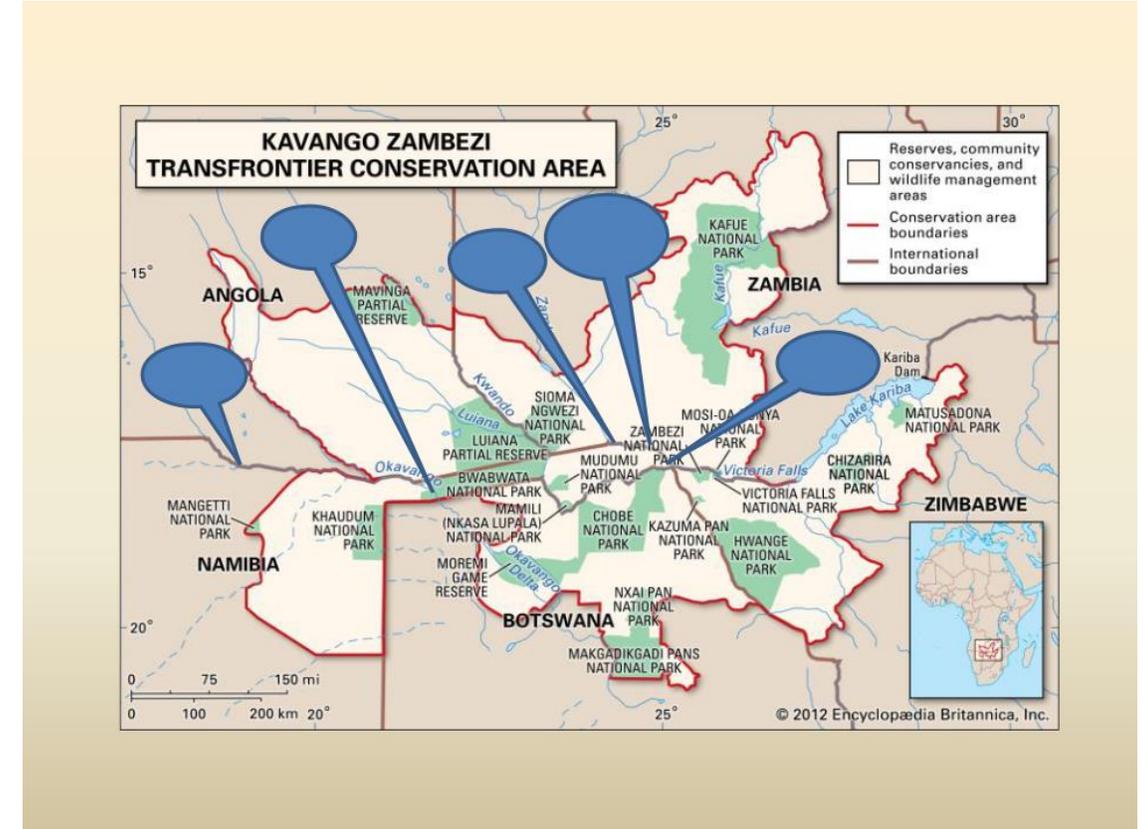
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A cross border boat safari from Namibia, short visit into Angola, cross into Zambia (Simalaha conservancy) and enter Botswana through Kasane and continue to Victoria Falls (Zimbabwe)

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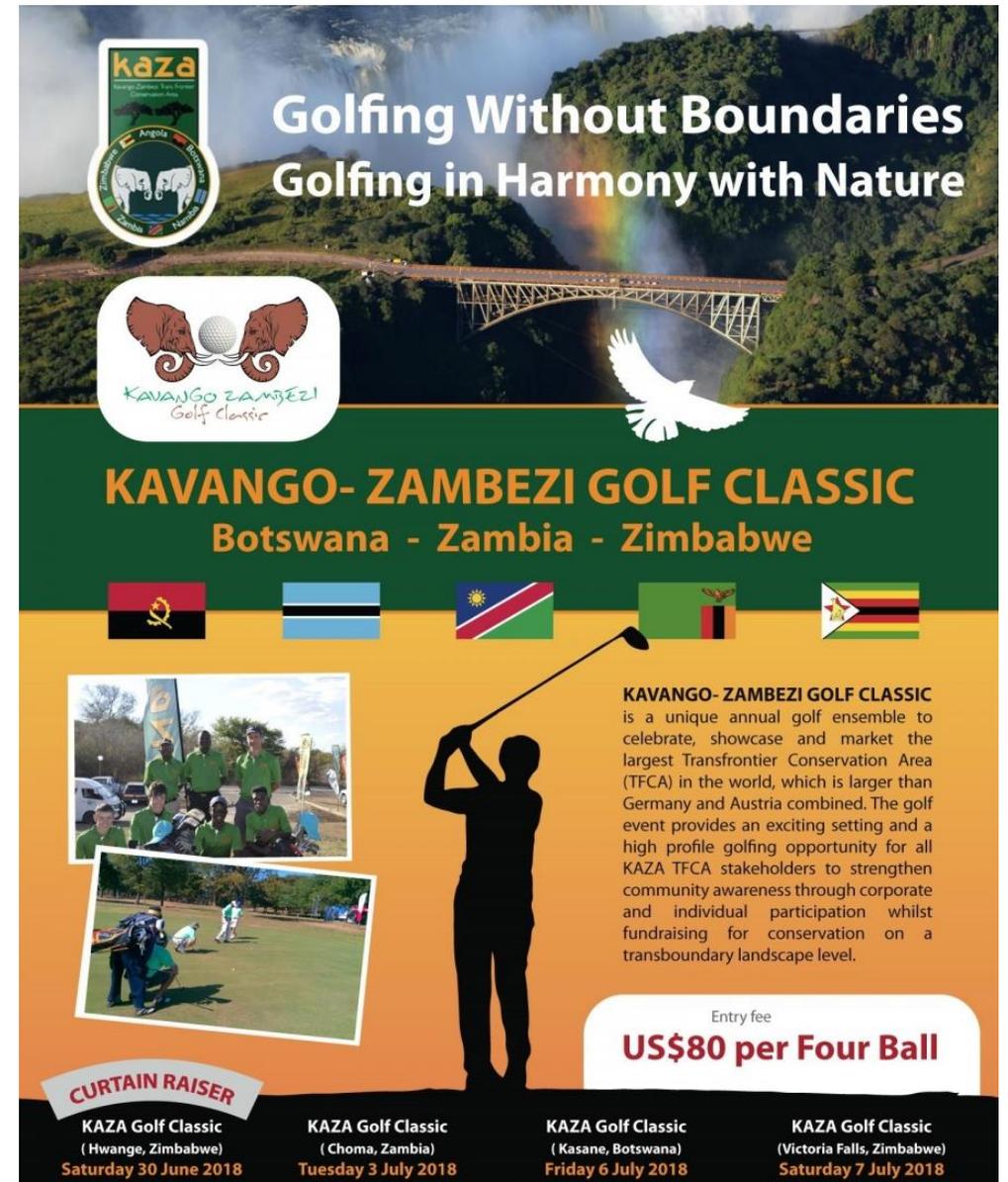


# Zambezi – Chobe boat cruise .....



# KAZA Golf Classic 2018

- ❑ Hwange – 33 participants
- ❑ Zambia – 42 participants
- ❑ Botswana – 50 participants
- ❑ Zimbabwe – 74 participants
- ❑ Total of 199 participants



The poster features a scenic background of a bridge over a river with a rainbow. At the top left is the KAZA logo. Below it is the 'KAVANGO ZAMBEZI Golf Classic' logo with two elephants. The main title 'KAVANGO-ZAMBEZI GOLF CLASSIC' is in large orange letters, with 'Botswana - Zambia - Zimbabwe' below it. A row of five national flags (Zimbabwe, Botswana, Namibia, Zambia, Zimbabwe) is displayed. On the left, there are two photos: one of a group of people and one of a golfer on a green. On the right, a silhouette of a golfer is shown. A text box on the right describes the event. At the bottom, a white box states 'Entry fee US\$80 per Four Ball'. The footer contains four columns of event details.

**Golfing Without Boundaries  
Golfing in Harmony with Nature**

**KAVANGO-ZAMBEZI GOLF CLASSIC**  
Botswana - Zambia - Zimbabwe

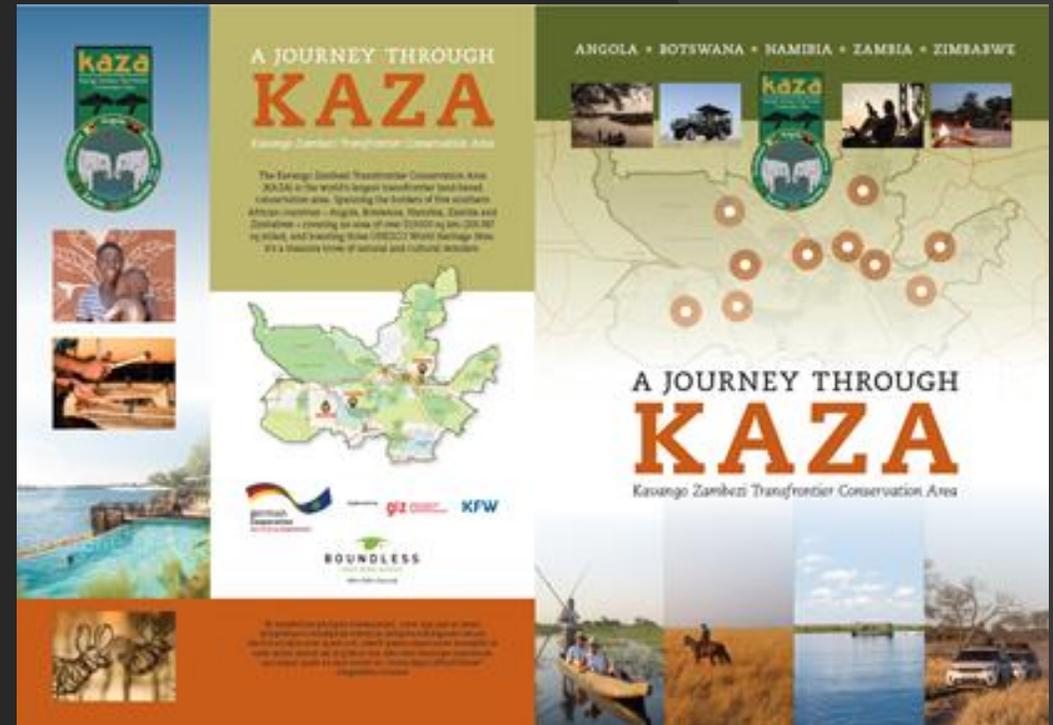
**KAVANGO-ZAMBEZI GOLF CLASSIC** is a unique annual golf ensemble to celebrate, showcase and market the largest Transfrontier Conservation Area (TFCA) in the world, which is larger than Germany and Austria combined. The golf event provides an exciting setting and a high profile golfing opportunity for all KAZA TFCA stakeholders to strengthen community awareness through corporate and individual participation whilst fundraising for conservation on a transboundary landscape level.

Entry fee  
**US\$80 per Four Ball**

CURTAIN RAISER			
KAZA Golf Classic ( Hwange, Zimbabwe) Saturday 30 June 2018	KAZA Golf Classic ( Choma, Zambia) Tuesday 3 July 2018	KAZA Golf Classic ( Kasane, Botswana) Friday 6 July 2018	KAZA Golf Classic (Victoria Falls, Zimbabwe) Saturday 7 July 2018

# Collaborative Destination marketing

- ❑ Requires marketing and investment that goes beyond conventional marketing towards *market development* which focuses on both supply and demand sides, and that adds value to the tourism experience in a manner that expands the benefit of tourism to more than one country
- ❑ This intends to complement individual Partner Countries efforts, while diversifying KAZA's tourism offerings through capitalising on the region's natural and cultural heritage assets and contributing to socio-economic growth
- ❑ A consultancy is set for completion end August 2020;
  - Identify, develop and package content related to KAZA's biodiversity and cultural heritage story and expansive tourism offerings (accommodation, activities, attractions, cultural heritage encounters)
  - To provide critical information on transboundary itinerary options (both print & electronic)
  - Marketing tools : Business-to-Business, Business-to-consumer (B2C) marketing efforts for regional and international travel trade to use and access information for new travel itineraries and/or expansion of existing itineraries

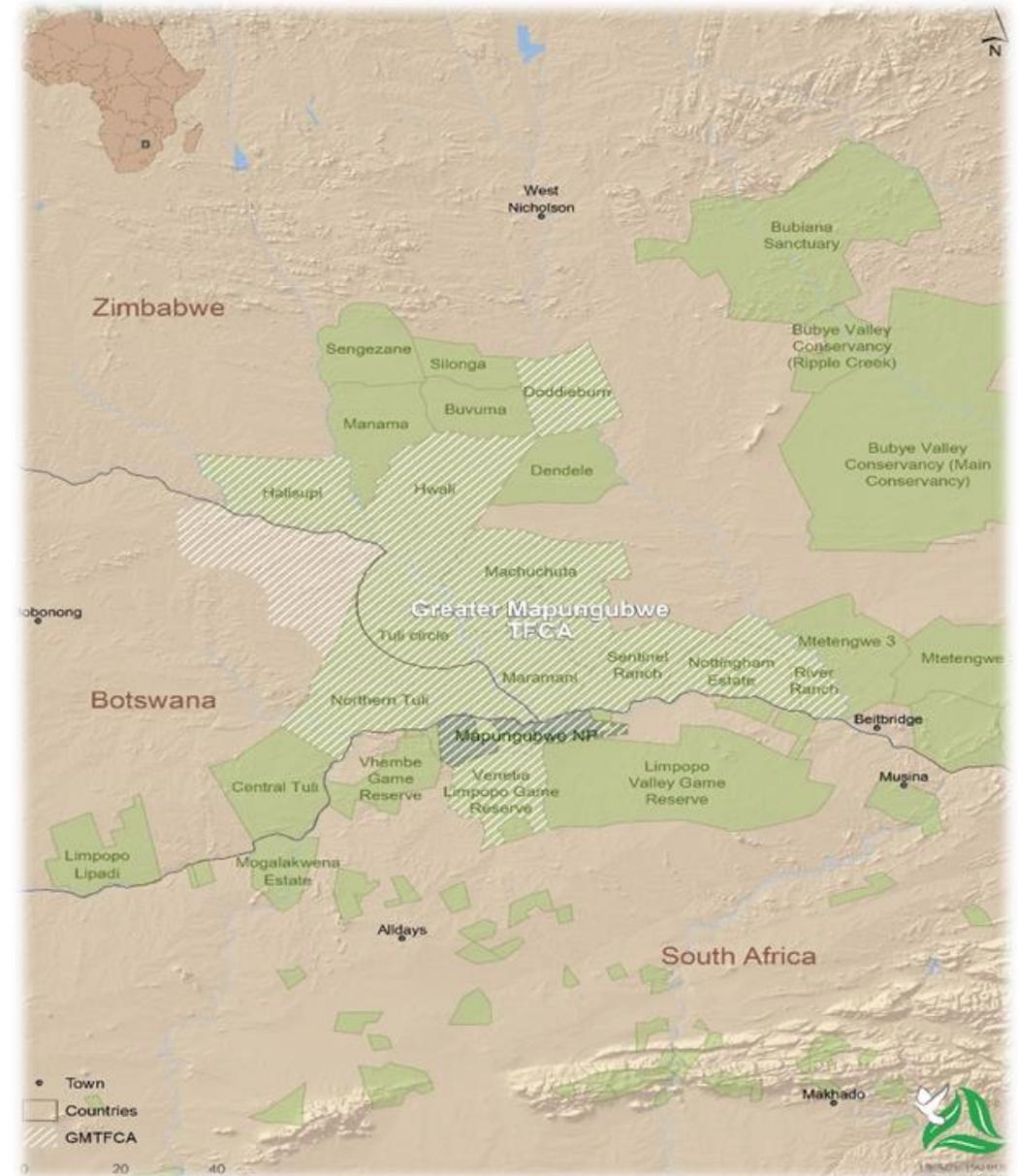


# Multi-country but single DESTINATION approach to tourism market development of individual TFCAs

	Single country/destination	Multi-country/destination
Tourist / traveler	One country visited	Two or more countries visited
	Specific country destination or experience desired	Experience a varied and diverse itinerary by adding value to a single long-haul trip
	Less time and resources needed	More time and resources needed.
	Target market demographics limited to those of a single-targeted country / destination	Broad target market – young, middle-aged, affluent, adventure seeking, socially conscious, etc.
Country / destination	Country solely responsible for all marketing and promotion efforts	Cost sharing through joint marketing and promotion efforts
	Promotes competition among countries and drives isolationism and protectionism	Foster closer ties and enhances cooperation and collaboration among countries
	Traditional mono-product is often the main appeal and sustained	Potential to develop new tourism products and market niches
	Traditional status quo is maintained of all-inclusive enclaves dominated by international tour operators and global distribution networks	Opportunity to expand the benefits of tourism to other regions, actors and communities locally
TFCAs and SADC region	Single country / destination is the main attraction	Multi-country / destination packaging a key element
	Traditional avenues of market access and promotion to potential visitors maintained	Provides access to a wider market and an opportunity to increase visitor numbers capitalizing on a wide region promotional effort
	Country benefits solely and directly from its own efforts	Opportunity to expand participation in tourism and spread tourism benefits regionally
	Focus on promoting and developing country / destination image	Strengthens regional image and appeal by showcasing the diversity of the region
	The country or individual destination is promoted	The region promoted as the destination

# The GMTFCA

- Situated at the confluence of the Limpopo and Shashe rivers
- Straddles Botswana, South Africa and Zimbabwe
- MoU signed in 2006 by the three Partner Countries
- Selection of the Limpopo/Shashe area based on;
  - Rich biodiversity
  - Scenic beauty
  - Cultural importance
  - Area supports populations of big game and offers potential for the development of a viable consumptive and non-consumptive tourism industry



# The Greater Mapungubwe TFCA.....

Protected Area	Status	Tenure
<b>Botswana</b>		
NOTUGRE	Game Reserve	Private
<b>South Africa</b>		
Baobab Nature Reserve	Nature Reserve	State
Mapungubwe National park	National Park National Heritage site World heritage Site	State-National
Venetia Limpopo Nature Reserve		Private
Vhembe Game Reserve	Game Reserve	Private
<b>Zimbabwe</b>		
Halisupi WMA	Wildlife Management Area	Community
Hwali WMA (Gwanda Rural District Council)	Wildlife Management Area	Community
Machuchuta WMA	Wildlife Management Area	Community
Maramani WMA	Wildlife Management Area	Community
Nottingham Estate	Game Ranch	State
Sentinel Ranch	Game Ranch	State
Tuli Circle Safari Area	Safari Area	State



## GMTFCA update and Cross-border products/events

- ❑ The annual Nedbank Tour De tuli
  - Four day mountain bike tour organized by Wilderness safaris
  - 300km of challenging single-track across ancient elephant trails and remote terrain within the GMTFCA
  - The tour is supported by all the three PCs, enabling border crossings
  - Goal is to raise funds for Children in the wilderness (CITW), a non-profit orgn supported by Wilderness safaris
  
- ❑ Safari-on-the- Run
  - Annual cross-border trail running event,
  - Covers 90km over three days
  - Maramani Community Campsite is the base for this four-night event

# Challenges & Lessons in implementing the TFCAS

GMTFCA Treaty still to be finalised and signed – PCs to review draft treaty and establish readiness for signing

The treaty will also assist in formalising GMTFCA structures

KAZA TFCA – there is a challenge of consistency of participation and delays with roll out of the UniVisa to all 5 Partner States

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# Thank you!

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