

Supporting Tourism from a Livelihoods and
Assets Perspective - Building Equity
Southern Africa

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Ford's Asset building approach

- Since 1990's: CBNRM, land reform research and policies, capacity building of practitioners/public and civil society organizations;
- A shift in strategies In 2004 – now to advance market-based livelihoods for rural and poor households in Southern Africa;
- The shift recognizes the importance of and tenure rights but builds strongly on helping disadvantaged groups to build and control financial assets – as critical components to secure ownership and unlock the NR potential for poor people;
- Also recognizes that in many remote areas, land is unsuitable for intensive agriculture and livestock subsistence;
- In the region, tourism based on abundant of wildlife and pristine coastal resources is the best way for communities to derive income; Given significant growth and investment potential in the sector (Mz 5% and SA 7% of GDP), there are real opportunities to contribute to poverty reduction and revitalize rural economies;
- The presence of affirmative and progressive public policies and, poverty reduction strategies in the region. Yet, the rural poor remain vulnerable and are poorly served.

- Economic growth to address legacies of the past, have not reduced poverty and unemployment.
- As a result most rural population still live under \$1 @ day.
- When included, rural communities lack the capacity, skills, financial resources, and access to markets; and, as a result major leakages occur – economic benefits and jobs are given to outsiders and, profits do not remain in the local economy.

Grant-making strategy

1. A multiple approach is adopted to increase the ability of rural communities to build and benefit from tourism sustainably:
2. Support communities located in high value tourism areas to own lodges and enter into partnerships with public and private stakeholders; (ASLF + TNS)
3. Building marketable skills enabling community members to be employed at the lodges and in the wider tourism industry; (ASLF + Untamed Africa + Wilderness Foundation);
4. Marketing community-based tourism routes in nature and heritage sites to help create jobs and diversify the rural economies (OA);
5. Support to value chains linking women craft producers to tourism markets; (CEDARTE, NBW);
6. Entrepreneurship and business linkages to maximize benefits to communities (TNS + CEAD + TBCSA);
7. Regional networks in the global South through convening and learning visits: CBOs and tourism practitioners;

Seeking Impact and Scale

- In 2007, the Foundation commissioned an independent study to assess the *“Carrying Capacity of the Community lodge industry in South Africa – Tracking the Industry in search of opportunities for asset accumulation”*

Some of the study outcomes:

- Community-owned lodges contribute to improved livelihoods and build the asset base of communities;
- Building equity is one the most empowering tools to benefit communities;
- Lodges absorb a significant number of young people from the community – some of them trained to occupy management positions;
- Incomes levels increase between \$1,200 -\$5,000 (average rural wage in SA – US \$80-\$120 monthly/average household 6-7 members);
- Yearly returns to communities from management fees and lodge returns: US \$60,000-\$140,000;
- Trained staff in management positions;
- Trained young men and women as field guides in community and other private lodges; and
- Diversified livelihoods and enterprise opportunities;
- More room to try new partnership approaches and need for scale

The way forward

- Opportunity for reflection
- Collective commitment to move people out of poverty through livelihoods in a context of limited and scarce financial resources (Global and Philanthropic financial crisis);
- Given the global trends and risks associated with tourism, what is the right business model to build livelihoods, create jobs and, sustain the resource base?
- How can we leverage resources locally to build a critical mass of relevant approaches to influence public policy, private sector and other donors?
- How best to advocate for marketing and branding tools that are locally valued and recognizable?
- How best to change policy incentives that benefit the poor and rural economies?
- Do we know what delivery systems can deliver sustainable livelihoods? What skills are needed to create local and representative leadership?
- Do we have effective business model based on partnerships between private sector and rural communities that are robust, successful and beneficial to both?
- How can we demonstrate to public officials that tourism is an asset building to address poverty as opposed to welfare?

Asante Sana!

Thank you!

Syiabonga!

Obrigada!