

How will the policy benefit local people?

- ✓ People can benefit from tourism and participate in tourism planning
- ✓ People will be encouraged to develop tourism enterprises. Incentives will be created to enable people to benefit from tourism on their land and to conserve wildlife and natural resources
- ✓ Development on communal land must be acceptable to the people
- ✓ Established tourism businesses are encouraged to work with people in communal areas.
- ✓ Tourism development will work hand-in-hand with conservation of the environment.

What are the main principles?

- ▶ People must be consulted and their ideas included in tourism planning and legislation.
- ▶ Legislation should assist and support tourism development.
- ▶ The informal tourism sector should be organised and recognised as representing community interests.
- ▶ Large businesses operating on communal land should involve and benefit local residents, who often gain little from wildlife and tourism on their land.



Where do we go from here?

1. Increase representation in tourism organisations

The establishment of groups such as the Namibian Community-based Tourism Association (NACOBTA) strengthens community tourism activities by representing rural people on existing tourism boards and associations. It is important for people to join local and regional tourism associations to give community-based tourism a voice at regional and national level.

2. Prioritise community interests in planning

When residents or people from outside an area want to use land for tourism, the Ministry will judge whether the development:

- ✓ has been agreed to by the local people
- ✓ will benefit local communities
- ✓ may affect other local tourism enterprises
- ✓ agrees with the regional and national tourism plans
- ✓ will affect the environment positively or negatively

3. Support tourism enterprises run by communities/ local residents

A new grading system will be created to include enterprises such as community camp sites and traditional demonstration villages.

They will be promoted and marketed to attract tourists, while training will be given to improve the skills of rural people and communities involved in tourism.

4. Promote maximum benefit to communities from private sector tourism enterprises on communal land

People can choose how and if they want to run tourism ventures. The Ministry encourages revenue-sharing and partnerships in which many people stand to benefit.

5. Enhance rights over tourism resources

Conservancies are one of the ways in which people can gain rights over use of resources such as wildlife and tourism sites. Once the conservancy legislation is passed, the Ministry will help people to start wildlife conservancies and tourism ventures in communal area

6. Investment in Communal Areas

Good planning, training of staff, marketing and promotion are important when starting a tourism venture.

Commercial tourism ventures are encouraged to set-up local funds which will help people in rural areas to plan and start new activities

7. Ongoing promotion of community-based tourism development

A Community Tourism Officer has already been appointed to coordinate activities and to help improve communication between communities, the Government, non-governmental organisations and the private sector.

