OTJIMBOYO TOURISM OPTIONS PLAN

Vision
Tourism development in the Otjimboyo conservancy should capture the existing tourism resource which makes use of the main road running through the conservancy, offering alternative accommodation facilities whilst at the same time adding value to the experience through secondary activities. Tourism development in the conservancy should benefit all the community through employment, education, and entrepreneurial opportunities. Tourism should not only aid in the sustainable management of natural resources but should increase natural resource productivity. Tourism should also follow national legislation and planning and should involve government, private sector, NGOs, the community and the Traditional Authorities.

Tourism Potential
Types of tourism
- Potential to link to passing trade market offering self-catering accommodation, or
- Visit and market level accommodation. Good access to main roads and links to the
- Training and education. Potential to add value to the experience through activities

Main Tourism Features
- Villages of the Upemba River and Brandberg, scenic rock art at the Brandberg, possible
- Ride of crafts and alternative activities such as donkey cart trips (4 x 4 route) all
- Based from the luxury Lodge site.

Key Issues and Limitations
- Highly dependent on passing trade market and have no control over what the
- Neighbouring conservancies establish. Any other mid-market self-catering
- Accommodation would directly compete with the luxury site.

Levels of Tourism Choice

Select a Feature
Specialist Activity
- It is a feature that the Otjimboyo Conservancy has that can
- Help with tourism development. It can be a feature like a river,
- A geological feature like a rock art site, or an animal species
- Such as lions or cheetahs.

Environmental Features

Environmental Features

Cultural Features

Cultural Features

Economic Features

Economic Features

Tourism Development Plan

Tourism Development Plan

Appendix

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