

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, NGO's, the community and the Traditional Authorities.

Tourism Potential

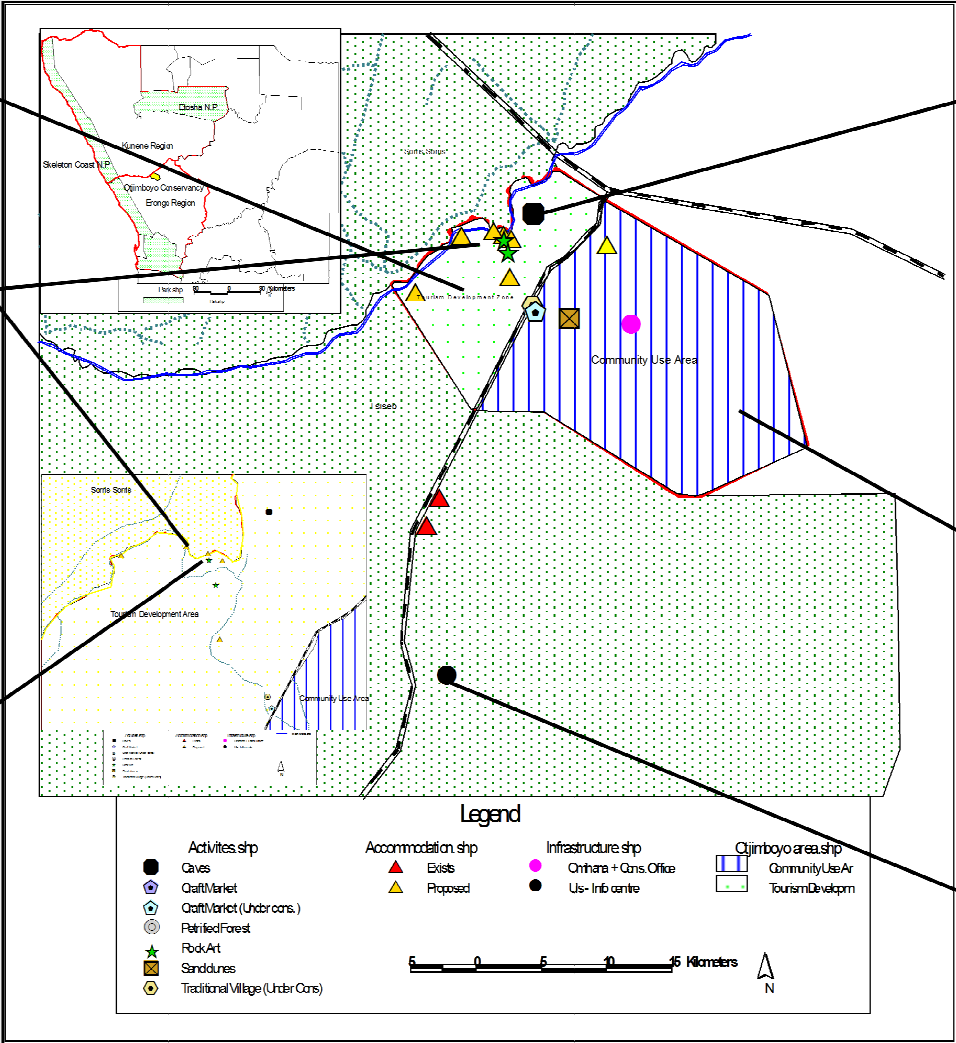
Types of tourism	Potential to link to passing trade market offering self catering accommodation, or mid market level accommodation. Good access to main road and links to the Brandberg.
Main Tourism Features	Views of the Ugab River and Brandberg, some rock art at the Itavere sites, possible sale of crafts and alternative activities such as donkey cart trips (to rock art) all based from the Itavere Lodge site.
Key Issues and Limitations	Highly dependant 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 Itavere site.

Tourism Development Area	
Type:	Area to be developed for tourism activities
Status:	Proposed tourism development area
Location:	West of the main road and east of the Ugab river.
Description:	Accommodation facilities at Itavere, and the development of other activities such as horse riding, donkey cart trips, and rock art trips.
Management:	Community/Conservancy
Issues and Constraints:	Limited resources, creating a dependency on surrounding attractions (Brandberg, White Lady Paintings) to attract visitors to the area.

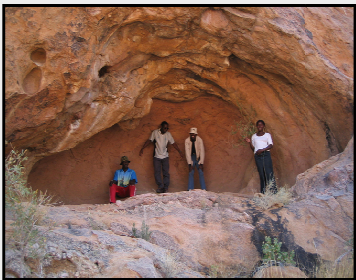
Itavere	
Type:	Mid Market Lodge or Self Catering accommodation - 8 to 10 rooms (max 20 people)
Status:	Proposed lodge site
Location:	Overlooking the Ugab river
Description:	Revised site overlooking the Ugab river on the one side and the Brandberg on the other. Elephant are supposed to frequent the Ugab river providing good viewing opportunities from a safely elevated position.
Management:	JV agreement with a private operator
Issues and Constraints:	Competition is the largest issue. Due to the conservancy being dependant on attractions outside of the conservancy - i.e. the Brandberg. Good service, clean and competitively priced facilities will also help in relieving this issue. Possible use of week end visitors from Windhoek would be beneficial.



Itavere Rock Art	
Type:	Activity
Status:	Existing rock art to be utilised as an activity
Location:	Close proximity to the Ugab river, hikeable distance from the lodge site.
Description:	Boulder area with scattered rock art sites. Mainly paintings which can be difficult to see.
Management:	Community run activity based out of the lodge.
Issues and Constraints:	Weathering of the rock paintings could stop this activity. At present the rock art is difficult to see.



Wondergat	
Type:	Activity
Status:	Area of interesting geological formations and vegetation.
Location:	Close proximity to a small settlement (cattle post) and close to the Ugab River. Site is elevated and nestled in some hills. Walkable distance from the lodge site.
Description:	Some interesting geology and vegetation in the area. Plants which are used by the Himba people as a "portum". Village close by could provide an insight to Herero way of life.
Management:	Community run activity based out of the lodge.
Issues and Constraints:	Possible conflicts with Elephants in the river. Seasonal flooding of the river would extend the distance of the hike. Activity is dependant on people staying at the lodge.



Community Development Area	
Type:	Community use area
Status:	Used by community
Location:	Eastern side of the main road from Uis to Khorixas.
Description:	Area of settlement and agriculture. Area to be reserved for the community to use and no tourism to develop in this area.
Management:	Community use area
Issues and Constraints:	Area holds the majority of the population, with the settlement of Ombana. Movement of livestock to the Ugab river during dry periods could be a problem.



Uis	
Type:	Town
Status:	Exists
Location:	South of the conservancy
Description:	Small town with all the necessary infrastructure to support tourism development.
Management:	n/a
Issues and Constraints:	Any new developments which cater for the same market as the Itavere site will be competition to the Itavere site.

Guiding Framework	
NWTRMP vol. 2 (2000)	Zone and Management Areas
Levels of Tourism	Infrastructure - Medium Volume, Medium impact (luxury tented camps and lodges, mid market lodges, tented camps and community campsites). Vehicle Movements - medium volume, medium impact, off road driving only in designated routes and areas. Activities - Medium volume, low impact - any environmentally sustainable tourism activity
Environmental Issues	Water extraction and pollution and the down stream effects from large tourism facilities.
TMENR vol. 2 (2003)	Market Demand
Summary	Recommended Carrying Capacity Initial development of one mid market or self catering accommodation facility at the Itavere site - 8 - 15 rooms/bedded tents. Facility should be well advertised and sign posted to capture the passing trade market. Tourism to focus on following resources Activities should be used to add value to the experience rather than attract people. Trips to the rock art at Itavere or the sand dunes at Otjovareba (using donkey carts) should be encouraged. Other activities could include horse riding and self catering. Craft selling should be undertaken at the lodge site and at Uis in the new Information Centre rather than on the road.

Limits of Acceptable Change	
Component	Conservancy Area
Visitor	<p>Liberal</p> <p>Survey Instrument - &gt;5 complaints/year or references to survey to alter problems, or loss of wilderness value</p> <p>Survey Instrument - &gt;5 complaints/year or references to survey to alter problems, or loss of wilderness value</p> <p>Human waste</p> <p>Survey Instrument - &gt;5 complaints/year or references to survey to alter problems, or loss of wilderness value</p> <p>Environmental</p> <p>Forest/Tracks and roads</p> <p>Annual visual assessment - No new tracks around erosion points.</p> <p>Human wildlife conflicts</p> <p>Survey Instrument - &gt;3 reported incidents during a season</p> <p>Wildlife</p> <p>Periodic visual assessment - No change permitted.</p> <p>Alien invasive species</p> <p>Survey Instrument - No alien invasive plant species in the river system.</p> <p>Sustainable Tourism</p> <p>Quality of the Tourism Product</p> <p>Survey Instrument - &gt;3 complaints/year or references to survey to alter problems, or loss of wilderness value</p> <p>Occupancy Levels of tourism operations</p> <p>Annual Occupancy rate for each tourism operation - ~10% Occupancy rate for two years running</p>

Schedule of Activities for Tourism Options									
Aspect	Activity	Priority Ranking	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Comments	
			1st Half	2nd Half					
Institutional Arrangements	Develop a benefit distribution and investment plan								
	Review the benefit distribution and investment plan							NACOBTA should assist in this review to ensure that part of the revenue is being put back into the tourism developments (belonging to the community) and not all spent on other things.	
Communications	Inform the public and other stakeholders about the plan and their role in the plan							NACOBTA to inform stakeholders in Windhoek, and conservancy to inform neighbouring conservancies.	
	Begin communications between conservancies to establish linkages, especially with Sorris Sorris and Uis information centre. This would assist in controlling tourism developments in the area, establish marketing opportunities and actual marketing from the information centre.								
	Continue communications with neighbouring conservancies regarding tourism developments in and around the area so as to ensure no new developments conflict with the existing tourism developments.							Making the Otjomboyo tourism options plan available to the neighbouring conservancies so that everyone is aware of what would be a potential conflict.	
	Communicate with Namibian Tourism Board on standards, and implement these in conjunction with the Namibian Tourism Board (NTB) and ensure that they are understood by all.								
Leases	Inform neighbouring lodges about opportunities and possible concerns, especially those in the neighbouring conservancies which are running similar facilities. Especially lodges in the Sorris Sorris and Tstetsib conservancies.								
	Visit and document Itavere site for lease purposes.							Identify exact location of sites for the leases (can often be undertaken with the JV partner) and options associated with these sites.	
	Ensure all new PTOs and Board leases for tourism developments are in the conservancy's name.	1						Apply to the Land Board for all tourism related PTOs or leases. These should all be in the conservancy's name so as to maintain control.	
	Prepare detailed tender documents and contracts between community and investors in line with the Joint Venture Agreement Study findings.							The LAC could also be used in the drafting of agreements and to ensure that all agreements are legally binding.	
Advertise tender sites	Invite tenders for Itavere lodge / Self Catering accommodation.							NACOBTA business unit could be helpful in finding investors for the various tourism options.	
Royalty fees	Set rates for new lodges/camps								
	Set rates for community tourism activities and controls on quality and value of the activity.							All community run ventures should pay an annual fee to the conservancy so as to ensure that operations are well managed and controlled. The conservancy can thus also maintain control on numbers and types of activities in the conservancy.	
	Identify targets for rate increases								
	Ensure rates and controlling/monitoring mechanisms exist for all developments. Update these from time to time								
Additional Conservancy Activities	Continue building conservancy office and attempt to install communication links - phone lines, possibly internet.								
	Establish a body to aid and support the development of crafts and supply to markets (Uis and possibly Windhoek).								
	Establish signage welcoming people to the conservancy, describing what the conservancy has to offer, as well as highlighting basic visitor "rules"								
	Develop the skill base for secondary tourism activities within the community, including guide training, public relations and general public services							This secondary tourism industry could create employment and small business opportunities for community members - such as horse riding activities and guided trails.	
Environmental management	Perform Environmental Assessments of tourism development at Itavere, and the activity area - including SEA, Needs Assessment and Limits of Acceptable Change							These EIAs (of each development) should also detail the processes of dealing with both solid and liquid waste as well as water abstraction. These assessments should outline specific activities to be undertaken by the operators to deal with the waste, and how to monitor waste and water abstraction levels. JV could undertake this activity.	
	Incorporate waste management activities and procedures for monitoring and dealing with waste water and solid waste, generated by tourism developments, into EIAs and Conservancy Management Plans.								
	Set up a community participation based environmental monitoring system							This system would look at developments and the operational impacts involved with these developments i.e. road conditions, tourist on tourist conflicts, wildlife tourist conflicts.	
	Undertake periodic monitoring of all environmental issues through the established monitoring systems.							Although harvesting is limited it must be monitored and all results given to MET for inspection, particularly the wildlife officials.	
	Monitoring of resource harvesting for crafts and livelihoods to ensure sustainability.								
Monitoring of tourism developments	Monitor occurrence and establishment of new lodge/camp developments							Monitoring should be of occupancy rates and bed nights to establish occupancy rates for both further developments and to ensure bed night levies have been paid. This information could lead to the development of additional camps if there is a high demand for the camps and they are often full then this would warrant the expansion of the existing camping facilities (i.e. the development of more sites) or possible opening of a separate site.	
	Monitor performance of lodges/camps based on bookings and occupancy rates							LACs should be monitored annually. Initially, some assistance will be needed from NACOBTA to assist with monitoring and determining necessary actions.	
	Taking bookings and occupancy rates into account, assess the public demand for lodge accommodation and camping facilities, and establish if there is a need to expand or decrease the number of facilities.							NACOBTA to ensure all camps are within the NTB regulations and then to train community people in the NTB regulations.	
	Monitor LACs							A compilation of community concerns will highlight what areas need to be addressed and need re-thinking, regarding tourism and possible conflicts. This can be done through questionnaires and visitor books.	
	Ensure all tourism activities and developments adhere to NTB standards.								
	Compile Community concerns with regards to tourism activities								
	Assess visitor satisfaction								
	Activity to be Undertaken by the Community								
	Activity to be undertaken by NACOBTA								
	Activity to be undertaken by the Community with assistance from NACOBTA								

Environmental Impacts												
NAME	TYPE	DESCRIPTION	Construction				Operation				Total	COMMENTS
			Landscaping	Abiotic	Biotic	Sub-total	Landscaping	Abiotic	Biotic	Sub-total		
Itavere Lodge	Mid market level, Self catering or lodge	Small development 8 - 10 rooms of various sizes. Self catering style accommodation or mid market lodge. Some emphasis on local activities - i.e. hikes or rides to rock art.	3	4	3	10	4	3	3	10	20	Site is positioned above the Ugab river looking down onto the river or towards the style andberg. Pollution into the river, especially of waste water, would be the largest potential impact.
Visits to rock art	Activity	Either hikes, rides (horses or donkey carts) to rock art sites.	0	0	0	0	1	2	4	7	7	Area is situated within 3 km of the lodge site and would be accessible to hiking or riding. Loss of paintings to weathering is a potential problem as this would decrease the tourism potential for the trail.
Visits to Wondergat	Activity	Proposed area for hikes and rides viewing the vegetation and geological formations. Possible visit to the village close by would add value to this activity incorporating a cultural aspect.	0	0	0	0	1	2	4	7	7	If the visit to the village is included as an option then there is potential for some social impact. Flooding in the Ugab would also mean that the trail would be longer as people would have to "go around".
* = ranking 0-5 from zero to high impact												

Requirements Prior to Development - Zone III	
North West Region Tourism Master Plan, Vol. 2, Urban Dynamics Africa.	
SEA required for tourism development, special emphasis being placed on:	
1. Biodiversity	XXX
2. Endangered species	XXX
3. Wilderness value	XXX
4. Ephemeral river catchments	XXXX
Needs assessment:	
1. Economic	XXX
2. Social	XXX
3. Demand	XXX
Limits of acceptable change:	
1. Sense of place	XX
2. Wildlife	X
3. Cultural	XXX
4. Physical	XXX
5. Tourism Experience	XXXX
X- negligible importance, XX - Minor Importance, XXX - Moderate Importance, XXXX - Major Importance	

Consultation & Planning Process	
Options Workshop and Data Collection	Community workshops held to identify areas, limits and direction they wanted to see tourism develop within the conservancy. Visits into the field to visit and map sites for tourism potential, and to identify potential impacts. Meetings with relevant stakeholders to obtain planning information and literature.
Framework and Options Development	Based on the community workshops and the established framework options for tourism development were drafted. The framework was based primarily on the NWTRMP - Tourism Market Demand Study and other relevant literature.
Feedback Meetings to Stakeholders and Presentation of the draft options to the community to gain acceptance, a sense of ownership and ensure accuracy in the representation of the options.	Feedback Meetings to Stakeholders and Presentation of the draft options to the community to gain acceptance, a sense of ownership and ensure accuracy in the representation of the options. Presentation of the options back to the community to gain acceptance, a sense of ownership and ensure accuracy in the representation of the options. Presentation of the options back to the community to gain acceptance, a sense of ownership and ensure accuracy in the representation of the options.
Development and Presentation of Draft Final Plans	Economic assessment of the different options. Development of plans, for review. Presentation to community and stakeholders for acceptance and ownership.
Final Plan	