

MODULE 2.2, HANDOUT #4: Business Options Plan - Otjimboyo

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.

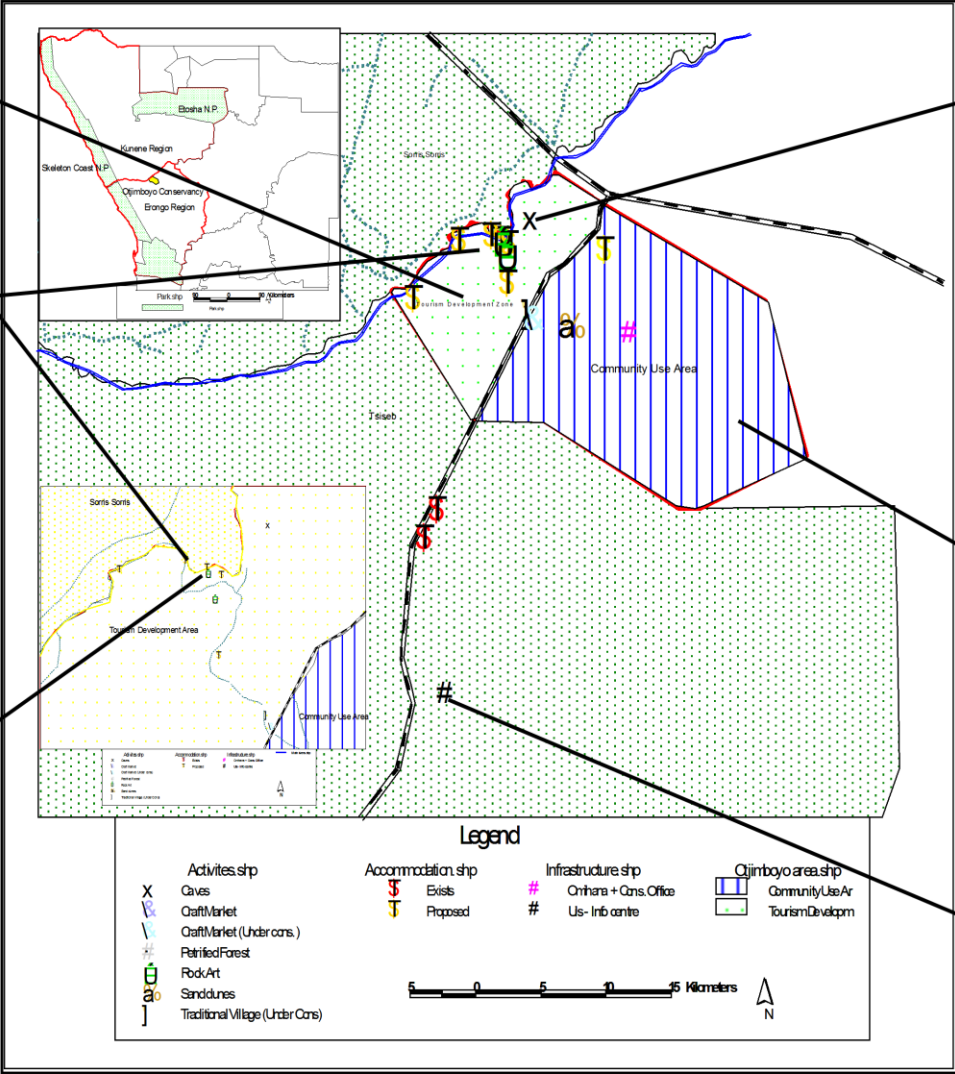
Tourism Potential	
Types of tourism	Potential to link to passing trade market offering self catering accommodation, or mid market level accommodation. Good access to main road and links to the Brandberg.
Main Tourism Features	Views of the Ugab River and Brandberg, some rock art at the Itavere sites, 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:	Raised 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 to the lodge site.
Description:	Bouldery 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 (pattie 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 'perfume'. 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 Omihana. 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	
NAMRTP vol. 2 (2000)	Management Area
Levels of Tourism	Infrastructure - Medium Volume, Medium impact (luxury tented camps and lodges, mid market lodges, tented camps and community camps)
Environmental Issues	Activities - Medium volume, low impact - any environmentally sustainable tourism activity
TMENR vol. 2 (2003)	Market Demand
Summary	Recommended Carrying Capacity
Tourism to focus on following resources	Activities should be used to add value to the experience rather than attract people. Tips to the rock art at Itavere or the Brandberg should be encouraged (using donkey carts) should be encouraged. Other activities could include horse riding and craft selling. 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	Concern Area
Visitor	Litter
Visitor	Visitor on visitor conflicts (overcrowding)
Human waste	Human waste
Environmental	Erosion/Tracks and roads
Human wildlife conflicts	Human wildlife conflicts
Notification	Notification
Alien Invasive species	Alien Invasive species
Sustainable Tourism	Quality of the Tourism Product
Occupancy Levels of tourism operations	Occupancy Levels of tourism operations

Schedule of Activities for Tourism Options	
Aspect	Activity
Institutional Arrangements	Develop a benefit distribution and investment plan
Communications	Inform the public and other stakeholders about the plan and their role in the plan
Leases	Visit and document Itavere site for lease purposes
Advertise tender sites	Invite tenders for Itavere lodge / Self Catering accommodation
Royalty fees	Set rates for new lodges/camps
Additional Conservancy Activities	Establish a body to aid and support the development of crafts and supply to markets (Uis and possibly Windhoek)
Environmental management	Perform Environmental Assessments of tourism development at Itavere, and the activity area - including SEA, Needs Assessment and Limits of Acceptable Change
Monitoring of tourism developments	Monitor occurrence and establishment of new lodges/camp developments

Environmental Impacts	
NAME	TYPE
Itavere Lodge	Mid market level, Self catering or lodge
Visits to rock art	Activity
Visits to Wondergat	Activity

Requirements Prior to Development - 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

Framework and Options Development

Based on the community workshops and the established framework options for tourism development were drafted

Feedback Meetings to Stakeholders and Communities

Presentation of the drafted options to the relevant stakeholders to gain acceptance and outline issues regarding the various conservancy and the options

Development and Presentation of Draft Final Plan

Final Plan