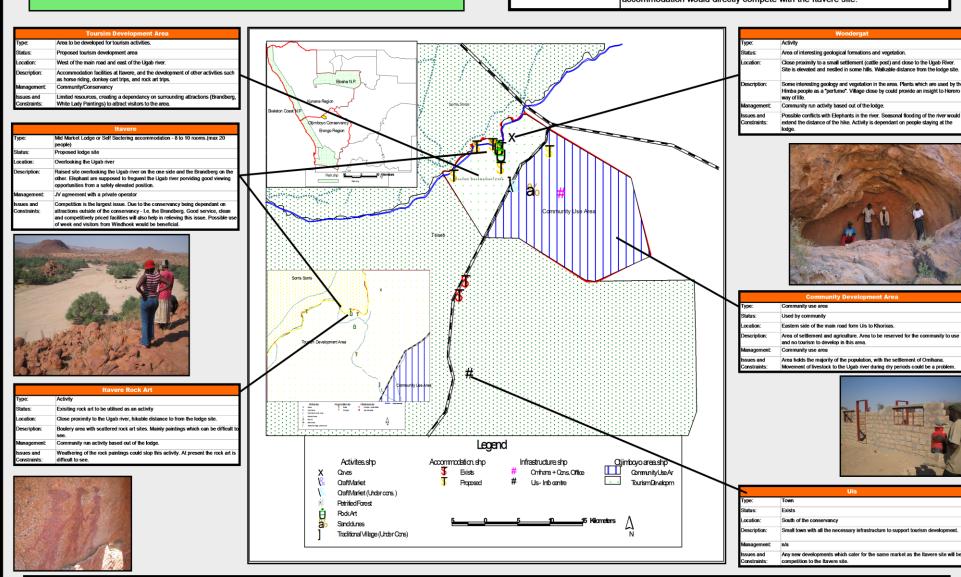
OTJIMBOYO TOURISM OPTIONS PLAN

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
	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 depedant 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.



	Gu	iiding Framework
NWRTMP vol. 2 (2000)	Zone and Management Area	Precominantly Zone 3, Management areas "L" and "H". Low international appeal and few scenic areas, cultural tourism seen as the main drawcard.
	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
	Evironmental Issues	Water extraction and pollution and the down stream effects from large tourism facilities.
TMDNR vol. 2 (2003)	Market Demand	20 - 30% of visitors camping, 60% mid market, 10 - 20% Up market facilities.
		Marketing focus should be desert elephant, and rhino, Twyfelfontein rock art, pristine natural and remote environment, health and relaxation products and photographic tourism.
		Lodge sizes 8-10 rooms, concessions 10 000 - 15 000ha, 10-15 years.
Summary	Recommended Carrying Capacity	Initial development of one mid market or self catering accommodation facility at the Itavere site - 8 - 15 rooms/ bodded tents. Facility should be well advertised and sign posted to capture the passing trade market.
	Tourism to facus an following resources	Activities should be used to add value to the experience rather than attract people. Trips to the rock art at litaves or the sand chairs at Cipiudipowine (using donlery carts) should be encouraged. Other activities could include horse ring and cart setting. Cart setting should be undertaken at the ologe site and at Us in the new Information Centre rather than on the road.

Concern Area	LAC	Mitigation measure				
Litter	Survey Instrument - >5 complaints/area/year or references in survey to littler problems, or loss of wilderness value.	Increase in management activities, increase in the number and servicing of bins (at sites), litter drives. Increase in awareness - information to tourists (signs, pamphlets, interpretive centres).				
Visitor on visitor conflicts (overcrowding)	Survey Instrument - > 5 complaints/area/year or references in survey to overcrowding or tourist on tourist conflicts, or loss of wilderness value.	Reduction of vehicles and tourists allowed into the area, limiting the number of available beds in the area. This is not seen as being of high priority but could be an issue in time.				
Human waste	Survey Instrument ->5 complaints/area/year or references in survey to human waste issues, or loss of wilderness value.	Increase visitor awareness through information signs, pamphlets, interpretive centres.				
Erosion/Tracks and roads	Annual visual assessment - No new tracks around erosion points.	increase visitor awareness of off road driving and making now tracks, increase road maintenance by either the conservancy or the JV partner. Restrict number of users/vehikes. In this case erosion could also be found on tracks used to access rock art.				
Human wildlife conflicts	Survey Instrument ->3 reported wildlife conflicts/area during a season	Increase awareness to people using widdle areas through "rules to aproaching animats" information. If this doesn't help, limit the number of vehicles/ people (hikers) in the area so as to reduce the number of conflicts, or make the area only available to trained guides.				
Nutrification	Periodic visual assessment - No change permitted.	Any seepage from tourism establishments to be repaired and stopped or establishment to be closed down.				
Alien Invasive species	Survey Instrument - No alien invasive plant species in the river system.	Information for tourists dealing with what species are alien (most common) at information points. Removal of all alien invasives identified by tourists in the surveys.				
Quality of the Tourism Product	Survey Instrument ->3 reports/establishment/year that the tourism product was too expensive for what is offered	Review of the rates - possible reduction in rates, change to a different market.				
Occupancy Levels of toursim operations	Annual Occupany rate for each tourism operation - <10% Occupany rate for two years running	If less than 10% for two years then conservancy is not realising full potential of the site/activity and site/activity must be closed/stopped or ownership changed.				
	Concern Area Litter Visitor on visitor conflicts (overcrowding) Human waste Erosion/Tracks and roads Human widdle conflicts Nedrification Alten Invasive species Causily of the Yourism Product Occupancy Levels of	User Survey Instrument -> 5 completed in the Complete Instrument -> 5 completed Instrument -> 5				

Environmental Impacts												
			Co	nstruc	tion			Ope	ration	1		
AME	TYPE	DESCRIPTION	Landscape	Abiotio	Blotle	Sub-total	Landscape	Ablotic	Blotic	Sub-total	Total	COMMENTS
	level, Self catering or	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		Site is positioned above the Ugab river looking down onto the river or towards the Brandberg. Pollution into the river, especially of waste water, would be the largest potential impact.
isits to rock t		Either hikes, rides (horses or donkey carts) to rock art sites.	0	0	0	0	1	2	4	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.
isits to /ondergat		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.	o	0	0	0	1	2	4	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 - North West Region Tourism Master Plan, Vol. 2, Urban Dynamics Africa.	Zone III
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	х
3. Cultural	XXX
4. Physical	XXX
5. Tourism Experience	XXXX



NWTP's , Tourism Market Demand Study and other relevant Hierature.

Feedback Meetings to Stakeholders and Communities of derafted options to the relevant stakeholders to gain acceptance and outline issues and the support of the stakeholders to gain acceptance and outline issues granting the various conservances and the regarding the various conservances and the Presentation of the options back to the communities to gain acceptance, as sense of communities to gain acceptance, as sense of the options in the presentation of the options in the communities of the cytissues and findings of more presentation of the cytissues and findings of the communication of the properties of the cytissues and findings of the cytissues and findings of the cytissues and presentation of Draft Final Plan

Feedback and the cytissues and the cytissues of the cytissues and the cytissues of the cytissues and the cytissues are cytissues and the cytissues and the

Aspect	Schedule of Activitie	3 101 10	41116		-				
Aspect	Activity	Priority	Yr 1		Yr 2	Yr 3	Yr 4	Yr 5	Comments
		Ranking		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 pa of the revenue is being put back into the tourism
									developments (belonging to the community) and not all sp
									on other things.
Communications	Inform the public and other stakeholders about the plan and their role in								NACOBTA to inform stakeholders in Windhoek, and
	the plan Begin communications between conservancies to establish linkages,		IIIII		\vdash	\vdash	\vdash	_	consevancy to inform neighbouring conservancies.
	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								Making the Otjimboyo tourism options plan available to the
	tourism developments in and around the area so as to ensure no new developments conflict with the existing tourism developments.								neighbouring conservancies so that everyone is aware what would be a potential conflict.
	Communitcate 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.								
	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 Tsiseb								
	conservancies.	L						L	
Leases	Visit and document travere site for lease purposes.								Identify exact location of sites for the leases (can often
									undertaken with the JV partner) and options associated with these sites.
	Ensure all new PTO/Land Board leases for tourism developments are	1							with these sites. Apply to the Land Board for all tourism related PTOs or
	in the conservancy's name.	ľ							leases. These should all be in the conservancy's name :
									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 agreement and to ensure that all agreements are legally binding.
	and any occurrence of a venture of a venture and equipment study findings								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								All community run ventures should pay an annual fee to
	value of the activity.								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
	Identify targets for rate increases								conservancy.
	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.								
ACUVILIES	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				annn	annin	annin	annn	This secondary tourism industry could create employmen
	community, including guide training, public relations and general public								and small business opportunities for community members
Environmental management	services. Perform Environmental Assessments of tourism development at		ıllilli	11111111		\vdash	\vdash	_	such as horse riding activities and guided trails. These EAs (of each development) should also detail the
ciivii oliillelikai ilialiayellielik	tavere, and the activity area - including SEA, Needs Assessment and								processes of dealing with both solid and liquid waste as
	Limits of Acceptable Change.								well as water abstraction. These assessments should
	Incorporate waste management activities and procedures for								outline specific activities to be undertaken by the operator
	monitoring and dealing with waste water and solid waste, generated by tourism developments, into EIAs and Conservancy Management	l							to deal with the waste, and how to monitor waste and water abstraction levels. JV could undertake this activity
	Plans.								
	Set up a community participation based environmental monitoring								This system would look at developments and the operati
	system I ledestake pariodic monitoring of all an incorporate incurse through the		-						impacts involved with these developments i.e. road
	Undertake periodic monitoring of all environmental issues through the established monitoring systems.	l							conditions, tourist on tourist conflicts, wildlife tourist conflicts.
	Monitoring of resource harvesting for crafts and livelihoods to ensure								Although harvesting is limited it must be monitored and al
	sustainability.	l							results given to MET for inspection, particularly the wildli
Monitoring of tourism	Monitor occurrence and establishment of new lodge/camp		-		mm				offtakes. Monitoring should be of occupancy rates and bed nights
developments	developments								establish occupancy rates for both further development:
•	Monitor performance of lodges/camps based on bookings and								and to ensure bed night levies have been paid. This
	occupancy rates		-						information could lead to the development of additional
	Taking bookings and occupancy rates into account, assess the public demand for lodge accommodation and camping facilities, and establish	l							If there is a high demand for the campsites and they are often full then this would warrant the expansion of the
	if there is a need to expand or decrease the number of facilities.								existing camping facilities (i.e. the development of more
			_						sites) or possible opening of a separate site.
	Monitor LACs	l							LACs should be monitored annually. Initially, some assistance will be needed from NACOBTA to assist wit
									monitoring and determining necessary actions.
	Ensure all tourism activities and developments adhere to NTB								NACOBTA to ensure all camps are within the NTB
	standards.	l							regulations and then to train community people in the NT regulations.
	Compile Community concerns with regards to tourism activities								regulations. A compilation of community concerns will highlight what
		l							areas need to be addressed and need re-thinking, regar
									tourism and possible conflicts.
	Assess visitor satisfaction	l							This can be done through questionnaires and visitor boo
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	Activity to be Undertaken by the Community Activity to be undertaken by NACOBTA								