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RESPONSIBLE TOURISM- EMPOWERMENT OF WOMEN

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HOSTED BY: CAPSTONE TRAINING AND
DEVELOPMENT: JOHANNESBURG, SOUTH AFRICA

Gaps and Opportunities

- Institutional
- Implementation
- Research
- Systemic issues
- Personal Deficiencies
- Partnerships
- Demand and Supply
- Marketing
- Segmentation across
- Policy & Regulatory Framework, Strategies objectives, Goals
- Programming, Capacity Building, Access to finance, structural
- Data, Information & Statistics: Availability, Reliability,
- Action research/ Pilots
- Govern configuration
- Standardization & Harmonization/ Coherence/ Integration
- Transformational

Way Forward: Priorities

1. Improving Access to Market

- Establish research hub. Explore trends. Deliver a strategic and compelling SADC brand, (Uniform Visa)? Define and develop brand ambassadors, Product development. Package opportunities. Define unique selling points. Technological access.

2. Communication strategy

- Frequency and quality of communication,

3. Security

- **Infrastructure**
- **Rewards mechanisms.**

Way Forward

4. Programming: SMME's and Informal sector and low jobs:

Strategic Value chain and Growth Invest in targeted women and youth/ community programmes and initiatives. Link to global chains Promoting community based tourism. Direct support to self-help groups, village committees, savings and loans groups and others can provide the initial 'push' to move organizations to higher level and access to new economic opportunities. Innovation,

5. Transformational Partnership development. Open channels of collaborations across sectors and departments. Leverage marketing through partnerships.

6. Access to finance

Way Forward

- **Supportive conducive environment and Institutional Support.** Policy, Strategies. Develop responsible tourism guidelines for framework. Advocate for affirmation action, quotas, Concesations.
- Social mobilization and particularly the empowerment of women's groups, through increased capacity for collective action will provide communities with greater "voice" and bargaining power in dealing with the private sector, markets and financial services. Placement of women in strategic positions in Boards and places of influence and key key making decisions.
- **Research, Data, and Statistics.** Auditing in the supply and demand chain.