

SADC/GIZ PROJECT
“Mhlumeni Goba Community Tourism And Conservation Initiative”

GENERAL PRESENTATION



16/05/2014, MAGADZAVANE LODGE



GENERAL OBJECTIVE

- To protect biodiversity through economic development and skills training, specifically ecotourism and related activities

SPECIFIC OBJECTIVES

- To increase income through newly established sustainable tourism activities; improve administrative and technical management capacities thanks to specific training of some of its members.
- To establish an integrated cross border collaborative project planning and development process
- To help create an important ecotourism destination and improve biodiversity management of an internationally recognized area of biodiversity significance.

PARTICIPATORY APPROACH

The participatory process has been key for the project. Project sensitization was done in a community meeting and also with the traditional leadership and a committee has been chosen to represent them.

RURAL EXTENSION METHODOLOGY

A study tour to Shewula, a community conservation and Tourism project in the Lubombo to share experiences with Mhlumeni was carried out with the members of the Community Board.

Experience sharing was also done with the community of Madjedjane in Mozambique, South of Maputo

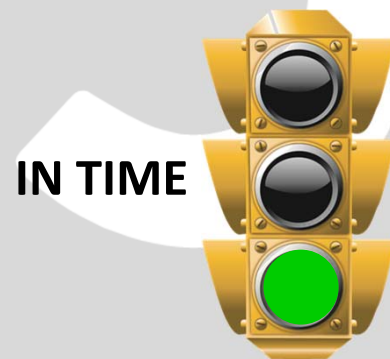
INTEGRATED APPROACH TO ECOSYSTEM MANAGEMENT AND TOURISM DEVELOPMENT

The key to communities to understand conservation and why people would be attracted to their area is knowing what resources they have - hence the participatory mapping in the communities. The communities are learning that it is important to know what you have in their area so that they can better conserve. Interestingly the communities want to be better informed about other topics and most importantly how they can manage their area.

GENDER APPROACH

Women participation is key to the project in promoting sustainability. Livelihoods are very important to promote in this area and there is already a few projects run in partnership with COSPE. Focus is also given to the youth, especially for the Eco-Trail- they have been given priority to develop livelihoods as well, some of them will be doing a bee keeping training and have been assisted with the necessary gear.

1. **PLANNING AND GOVERNANCE**
2. **DESIGN, CONSTRUCTION AND REHABILITATION OF LODGE INFRASTRUCTURE**
3. **TRAIL DEVELOPMENT**
4. **TRAINING IN BASIC HOSPITALITY RELATED FIELD FOR ECOTOURISM, INCLUDING GUIDING**
5. **MARKETING AND PRODUCT DEVELOPMENT**
6. **INTERNATIONAL FACILITATION**
7. **PROJECT MANAGEMENT**



Q1: JANUARY – MARCH 2014

- Establish Mhlumeni - Goba Cross Border NRM forum
- Spatial planning of ecosystem services and functions
- Other Stakeholder Development Activities

Q2: APRIL – JUNE 2014

- Socio-Economic Baseline
- NRM status and activities baseline
- Governance analysis
- Main recreational values
- Cross Border Forum Meeting

Q3: JULY – SEPTEMBER 2014

Incorporate market analysis into business plan

Q4: OCTOBER – DECEMBER 2014

- Draft Eco Business Plan with proposed Sustainable livelihood activities
- Cross Border Forum Meeting

ESTABLISH MHLUMENI - GOBA CROSS BORDER NRM FORUM

- Goba community show a less organized structure than Mhlumeni; even though Goba has a management plan which was developed through FAO funding in April 2000. The administration of Goba seem complicated, the committee- Goba Ntava Yedzu 'Our Mountain' in Shangana did not have the same sensitization level about eco-tourism and conservation issues in the past , compared with Mhlumeni. Though the association is from Goba, community participation is weak and needs strengthening. Furthermore, funds to develop activities in Goba has not been made available. Therefore the activities in the Community have not yet started.
- Goba community needs to complete a capacity building process before carrying out specific touristic activities in order to get the best results – the ecosystem mapping will also be important and lead to critical thinking and decision making as part of the area is already overgrazed.
- Sharing experiences for the two communities is essential and will help share solutions to some challenges each may have – community to community. It will moreover strengthen community conservation and tourism in the Lubombo, with Shewula part of the team.
- The new Eco Trail Brochure promotes cross border cooperation, especially for the communities involved.



SPATIAL PLANNING OF ECOSYSTEM SERVICES AND FUNCTIONS and MAIN RECREATIONAL VALUES

MHLUMENI

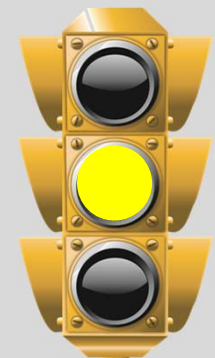
- Meetings with institutions and partners to share methodology, choices and to get data was organized; the Dutch government is supporting the project in the methodology for the participation .
- In April, May and June, 1 initial general meeting, 5 specific meetings and 1 final general meeting, some field activities with the involvement of some specialist are foreseen.
- A GIS expert is already involved with the Ecosystem services mapping and also a community tourism specialist.



GOBA

The spatial planning activities will start from August after the development of focused Capacity Building trainings, benefiting from the Mhlumeni pilot experience. Foreseen activities on May and June :

- Finalize Ntava Yedzu registration Process
- Preliminary activities (involvement in Mhlumeni spatial planning process)
- Preliminary trainings
- Preliminary GPS activities



OTHER STAKEHOLDER DEVELOPMENT ACTIVITIES

MHLUMENI

- COSPE, a project partner is already carrying out livelihood activities in the area of Mhlumeni. 14 indigenous chicken farmers are supported and sorghum and legume farmers will be assisted with processing, branding and marketing of their products. Beekeeping is another income generation activity that is promoted and hence a training planned with the Ministry of Agriculture for the youth
- Trainings in guiding and camp management will be done with Southern African Wildlife College and other trainers. The guiding course will be done in June which will include other communities in the Eco-Trail.



GOBA

- CESVI is scheduling the Capacity building activities
- CESVI is also promoting the Ntava Yedzu Registration Process



SOCIO-ECONOMIC BASELINE

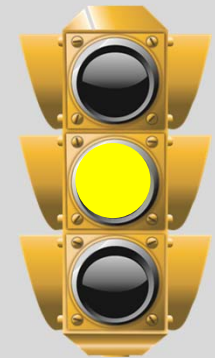
MHLUMENI

A socio economic baseline was done in the community of Mhlumeni and that help as a guide in designing livelihood activities with the participation of the community
A lot of livelihoods have been proposed and a few have started already as listed above



GOBA

This will be done after funds are available to Goba to carry out activities - delays have been caused by the transition within CESVI and lack of follow up



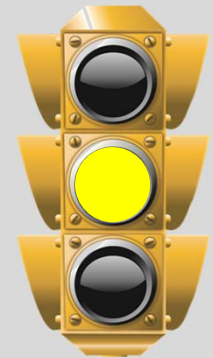
NRM STATUS AND ACTIVITIES BASELINE

MHLUMENI

The spatial planning activities will define a clear picture of the NRM status through the participatory process, the data collection, the field activities and the technical analysis of the collected data. The activities baseline proposal was shared with stakeholders and will modify and improve during spatial planning process.

GOBA

The NRM status and activities baseline definition will start during the Capacity Building trainings and develop during the following steps .



GOVERNANCE ANALYSIS

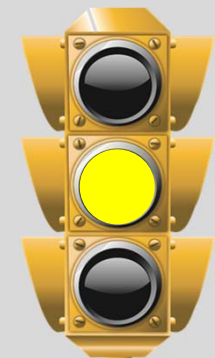
MHLUMENI

- During the earlier meetings it is clear that Mhlumeni community has a well developed structured/organized system. Some associations were already existing in the community for different projects .
- The community inner-council is the governing body and a Community Board of Trustees to manage the natural resources and tourism project was elected and received capacity building training. They have done study tours to Shewula and Mozambique with some members of Goba the association.
- The Mhlumeni Board have a constitution awaiting approval by the Chief's council to proceed the registration as an official community Trust.



GOBA

- The ecosystem mapping will assist the association to raise community awareness- see how resources they have and what conservation efforts should be applied , what opportunities still exist etc.



CROSS BORDER FORUM MEETING

The only cross-border forum meeting was through the visit to Madjedjane for the community of Mhlumeni and Goba committee members.

2 More cross-border meetings are foreseen between the months of June and August

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Q1: JANUARY – MARCH 2014

- Recruitment of consultant/site manager for camp designs

Q2: APRIL – JUNE 2014

- Preliminary camp designs

Q3: JULY – SEPTEMBER 2014

- Presentation of camp designs to community and other stakeholders
- Involvement of a builder
- Initial access and construction activities

Q4: OCTOBER – DECEMBER 2014

- Continue access and construction

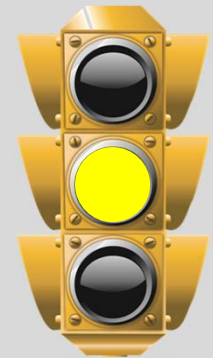
RECRUITMENT OF CONSULTANT/SITE MANAGER FOR CAMP DESIGNS

MHLUMENI

Infrastructure choice has been a challenge given the limited funding available for this project. The builder who also has made a sketch of the first structure has experience in designing some accommodation facilities for Shewula and other community products. His efficiency and experience in such projects and especially designing with stone will make work in Mhlumeni easy.

GOBA

During the participatory mapping activities foreseen for the next months of August in September that will help Ntava Yedzu to develop awareness about bio-diversity some potential sites for camp will be explored.



PRELIMINARY CAMP DESIGNS

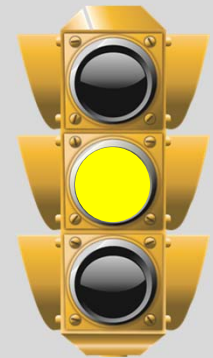
MHLUMENI

Basic facilities like Shewula is preferred- starting with an ablution facility and kitchen with the available funding and promote camping to start with



GOBA

Not foreseen in this phase- a lot of groundwork still have to be done



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3. TRAIL DEVELOPMENT

SUB-ACTIVITIES 2014



Q1: JANUARY – MARCH 2014

- Initial trail design with communities
- GPS and mapping
- Recruit eco trails developer

Q2: APRIL – JUNE 2014

- Trail design and development with eco trail developer

Q3: JULY – SEPTEMBER 2014

- Trail development

Q4: OCTOBER – DECEMBER 2014

- Trail development

3. TRAIL DEVELOPMENT

SUB-ACTIVITIES 2014



INITIAL TRAIL DESIGN WITH COMMUNITIES

GPS AND MAPPING

RECRUIT ECO TRAILS DEVELOPER

MHLUMENI

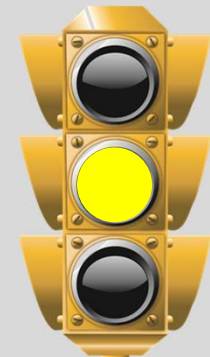
The Eco trail concept was introduced to the community and the cross-border collaboration with Goba in Mozambique. Existing trails will be used and are being mapped by GPS

Meetings with partners and stakeholders to collect information and areas of collaboration were discussed with All Out, Swazi trail(an adventure operator) and information on existing trails the Mhlumeni Goba trail could be linked to. This led to the design of the Lubombo Eco- Trail brochure highlighting the cross-border aspect.

GOBA

A trail to link Goba to Mhlumeni has not been mapped yet but there are some existing trails in the area- what is important is a trail that will be mapped and an interesting route for tourists walking there to appreciate the biodiversity of the area as the people/ culture of the area. The mapped and marked trail will be included in the next brochure which should be done when the two community products up and running.

A first participatory mapping is foreseen for the next coming months of August and September



4. TRAINING

SUB-ACTIVITIES 2014



Q1: JANUARY – MARCH 2014

- Training needs analysis for Goba and Mhlumeni

Q2: APRIL – JUNE 2014

- Training program in project administration and financial management; field guides; security; hospitality and natural resource management

Q3: JULY – SEPTEMBER 2014

- Continue Training program

Q4: OCTOBER – DECEMBER 2014

- Continue Training program

4. TRAINING

SUB-ACTIVITIES 2014



TRAINING NEEDS ANALYSIS FOR GOBA AND MHLUMENI

MHLUMENI

A training needs assessment is important for both communities, below are prioritized trainings:

Community Based Natural Resources Management
Project Management
Hospitality
Nature guiding
Financial administration

GOBA

Training on CBO Management
Training on CBO Accountability
Training on Basic Concepts for PCM (Project Cycle Management)
Training on "Basic Concepts for CBO constitution"
Training on "Basic Concepts for CBO Registration"
Training on "Basic Concepts for CBO Structure"



TRAINING PROGRAM IN PROJECT ADMINISTRATION AND FINANCIAL
MANAGEMENT; FIELD GUIDES; SECURITY; HOSPITALITY AND NATURAL RESOURCE
MANAGEMENT

MHLUMENI

Specific training for this project is important, the additional meeting in Mhlumeni about air quality regulation, climate regulation, waste treatment, pollination, biological control, grazing land management.

GOBA

As previously described. Other trainings may be identified once the participatory planning is done



Q1: JANUARY – MARCH 2014

- **Recruit tourism marketing and product development consultant**

Q2: APRIL – JUNE 2014

- **Identify existing and potential markets in SA, Mozambique and Swaziland**

Q3: JULY – SEPTEMBER 2014

- Present findings to stakeholders
- Incorporate tourism findings into Eco Business Plan- the results from the ecosystem mapping are crucial for the Eco business plan.

Q4: OCTOBER – DECEMBER 2014

- Design brochures and website- a website for the Eco trail has already been discussed with a graphic designer
- Publish and distribute brochures – a new brochure with the Mhlumeni – Goba product completed

RECRUIT TOURISM MARKETING AND PRODUCT DEVELOPMENT CONSULTANT

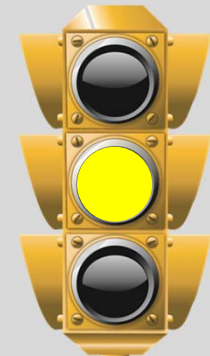
MHLUMENI

The consultant is already engaged in the Mhlumeni community. She brings a lot of experience having worked on an Eco Tourism project before in a Swazi rural community which is Swaziland's flagship project for 13 years.



GOBA

Goba has not recruited yet but meet with the Goba community every Month for some capacity building.



IDENTIFY EXISTING AND POTENTIAL MARKETS IN SA, MOZAMBIQUE AND SWAZILAND

- The recent Tourism Indaba in Durban has helped start selling the trans-border Trail though there is need to package it with other activities/products in the Lubombo. The Eco Trail brochure is a first step towards and was welcomed with a lot of enthusiasm also by partners in the TFCA. All Out and Swazi Trails are already partners to bring volunteers to the Mhlumeni community and promote the trail. Sense Africa- a UK operator has been approached to bring volunteers to Mhlumeni from 2015 and has been to Mhlumeni already for an assessment.
- Refine tourism product according to market analysis – accreditation of the trails by HOSA is necessary to attract more of the hiking organized groups. The Lubombo Eco Trail is very rich in biodiversity(plants and birding), people , beautiful landscape etc. Importantly ideal for hiking, biking, 4*4 trails, culture and scenic beauty.



Q1: JANUARY – MARCH 2014

- **Participate in spatial planning and community consultations**
- **Establish Cross Border Community NRM Forum with constitution**

Q2: APRIL – JUNE 2014

- **Contribute to market analysis and tourism product development**

Q3: JULY – SEPTEMBER 2014

Q4: OCTOBER – DECEMBER 2014

PARTICIPATE IN SPATIAL PLANNING AND COMMUNITY CONSULTATIONS

The spatial planning has attracted the Dutch delegation to the Lubombo and possible collaborations are being discussed to share experiences and expertise in the field with possible support in other communities in the Lubombo.

ESTABLISH CROSS BORDER COMMUNITY NRM FORUM WITH CONSTITUTION

The Cross-border community forum will be strengthened once the two community Trusts have registered legally. It also needs TFCA facilitation for its success.

CONTRIBUTE TO MARKET ANALYSIS AND TOURISM PRODUCT DEVELOPMENT

An adventure company Swazi Trails who is also tour operator will be engaged to help with an analysis of the market and the Swaziland Tourism Authority.





**THANK YOU
FOR THE ATTENTION**

