

## Update on Pro Poor Tourism Pilots, October 2004

Pro-Poor Tourism (PPT) Pilots is working with Southern African companies to facilitate the implementation of local business linkages and partnerships. In this third and final year, much is happening at Pilot sites. The first new local enterprises and suppliers are up and running, with previously unemployed people in new jobs, and more are in the pipeline. Partners are working on increasing their procurement of goods and services from local SMMEs, developing new community-based product for their guests, and strengthening their partnerships with neighbouring communities. More information on the sites, PPT input into the proposed Tourism Scorecard, a 2004 workshop on implementing PPT, and a set of Briefs on PPT internationally, are on [www.pptpilot.org.za](http://www.pptpilot.org.za).

AT ROCKTAIL BAY, Wilderness Safaris staff are working with PPT facilitators to support the newly elected members of the Mqobela Trust, which is a co-owner of the lodge. A new product for Rocktail guests has been developed to involve community members: tourists visit dancers at Mqobela School, a sangoma, and a story teller, then taste local food in a nearby home. Feedback from clients is extremely positive. Opportunities to increase local employment, short term and long term, are being actively pursued, both in negotiations to extend the airstrip and in plans to expand the Rocktail Bay site. These approaches will also inform new WS lodge developments on the coast such as a dive lodge at Manzengwenya and concession sites at Kosi Bay. Partnership, procurement and new product arrangements explored at Rocktail are critical in WS developing Maputaland as a destination.

SPIER, (Stellenbosch, Western Cape), continues to revise its procurement policy and practice to increase supplies from local, pdi (previously disadvantaged individuals), and sustainable suppliers. Spier has developed a new procurement policy and targets for shifting procurement, and is assessing its 357 suppliers via a questionnaire. Much progress has been made this year in identifying local suppliers of goods and services and establishing supply contracts with them. New enterprises include an on-site laundry and a fuelwood cutter and supplier, while lpg supplies are now sourced from a local township supplier. The laundry is already expanding successfully, with 8 new jobs created so far. Work is underway for local contracts on organic produce, greetings cards, re-used linen, and bicycles. Spier's experience indicates that the process can involve considerable effort but generate considerable returns in terms of stronger corporate governance, positive recognition, staff motivation, and cost-saving.

SUN CITY is also looking at local enterprise procurement, to complement its existing community investment. It is assisting two new local enterprises to get established and supply the resort. 4 local women have been trained in making cards, with the aim of meeting Sun City's requirement for approximately 1000 per week. An existing small glass recycling enterprise is being upgraded with new equipment and skills, so that it can supply glasses made from used wine bottles to Sun City, and provide an attraction and product to guests. Sun City is also looking at developing heritage and culture tours, which will stimulate the flow of tourists and earnings to the wider community.

SOUTHERN SUN'S SANDTON COMPLEX was working on developing township tours in Alexandra township. However, with problems in the partnership, and departure of the Marketing Director who was leading on this work, progress is currently stalled.

KER AND DOWNEY, TANZANIA, is working with PPT to restructure its range of community donations and interventions to provide stronger long term benefits for both communities and the industry. The focus is on developing natural resource management partnerships, in which K&D camp managers and neighbouring communities will strategically plan and develop natural resource use and enterprise. This shift in approach has been accepted by top management, and PPT will now assist in planning implementation.

Experience from other tourism initiatives internationally is being drawn upon in assisting the PPT Pilots, and several examples of how companies adapt procurement, utilise local food, develop community-based and cultural products, and use their pro poor approaches to enhance their marketing are included in a set of briefs prepared for the PPT Pilots workshop in May 2004. The workshop enabled partners to exchange lessons on implementing pro poor linkages, and provided a strong call for further work on documenting the business case along with practical guidance. The report, presentations, and briefs are all on [www.pptpilot.org.za/Pilots\\_Workshop\\_report.pdf](http://www.pptpilot.org.za/Pilots_Workshop_report.pdf).

Also on the website is the submission from PPT on the Tourism BEE Scorecard. The aim to broaden BEE is welcome, but given the precise indicators used, the practical effect may be to discourage procurement from the smallest enterprises because they themselves are not scored. See our submission at [www.pptpilot.org.za/news.html](http://www.pptpilot.org.za/news.html).

Looking ahead to 2005: We are planning to hold a workshop for the industry in late April to encourage and support wider implementation of local tourism linkages. Plans are also underway to develop tools and tips for implementers. Although the focus will be the pilot partners, lesson-learning will include experience from companies other than the pilot partners who have attempted local linkages and partnerships in tourism.