Boundless Southern Africa: Tourism that Includes Communities
SADC Tourism Programme 2020–2030

SADC TFCA Annual Network meeting
12 November 2026 at Skukuza, Kruger National Park, South Africa

Outline

1. SADC Treaty
2. Regional Indicative Strategic Development Plan (RISDP)
3. Protocol on Tourism Development 1998 (amended 2009 & 2022)
4. SADC Tourism Programme 2020 – 2030



Local community inclusion across the tourism value chain



Communities, SMEs, women and youth share in the benefits at every stage.

SADC Treaty (as amended): objectives



ARTICLE 5(1)(a) DEVELOPMENT & INCLUSION

Drive economic growth, reduce poverty, improve quality of life across Southern Africa, and support disadvantaged people through regional integration.



ARTICLE 5(1)(g) SUSTAINABILITY

Use natural resources sustainably and protect the environment effectively.

SADC Key policies

RISDP 2020 – 2030: Trade and Tourism

Pillar I: Industrial Development and Market Integration

Deepened regional market integration which is connected to the continental

Increased intra - and extra-SADC regional and global trade in Goods and

Outcome 2: Increased Trade in Services in the SADC Region

Enhanced Cooperation and Regional Coordination on Matters Relating



SADC Protocol on Tourism Development (as amended, 2009 and 2022)
Article 2 - Objectives

Sustainable & inclusive growth

Grow tourism while sharing benefits with SMEs, communities, women and youth.

Competitive services & skills

Raise quality and standards, build skills and create jobs through regional cooperation.

Investment & infrastructure

Improve tourism infrastructure and create a more attractive investment climate.

Safe, accessible & seamless travel

Strengthen safety, accessibility and easier movement through aligned travel rules.

One region, many experiences

Promote SADC as one destination while showcasing each state's unique attractions.

Together, these priorities position SADC as a connected, competitive and inclusive tourism destination.



SADC Protocol on Tourism Development (as amended, 2009 and 2022)

Article 3 - Principles

Private sector investment

Facilitate private sector involvement and investment through incentives, infrastructure and the legal and regulatory framework.

Stakeholder involvement

Fully involve the private sector and other stakeholders in formulating tourism policies.

Public–private co-operation

Establish areas of public–private co-operation and encourage private sector-driven development.

Local communities

Involve local communities and local authorities in tourism planning and development.

Sustainable development

Promote environmentally and socially sustainable tourism based on sound management practices.

Natural & cultural heritage

Preserve and promote the natural, cultural and historical resources of the Region.

Rights & inclusion

Promote human rights, gender sensitivity and responsiveness to people with disability.



SADC Tourism Programme 2020 – 2030

The Programme turns regional strategies, plans and activities into five connected goals:



Grow visitor flows

Stimulate travel to and within the region.



Strengthen reputation

Improve and defend the region's tourism image.



Develop conservation tourism

Develop tourism across Transfrontier Conservation Areas.



Improve visitor experience

Raise experience quality and visitor satisfaction.

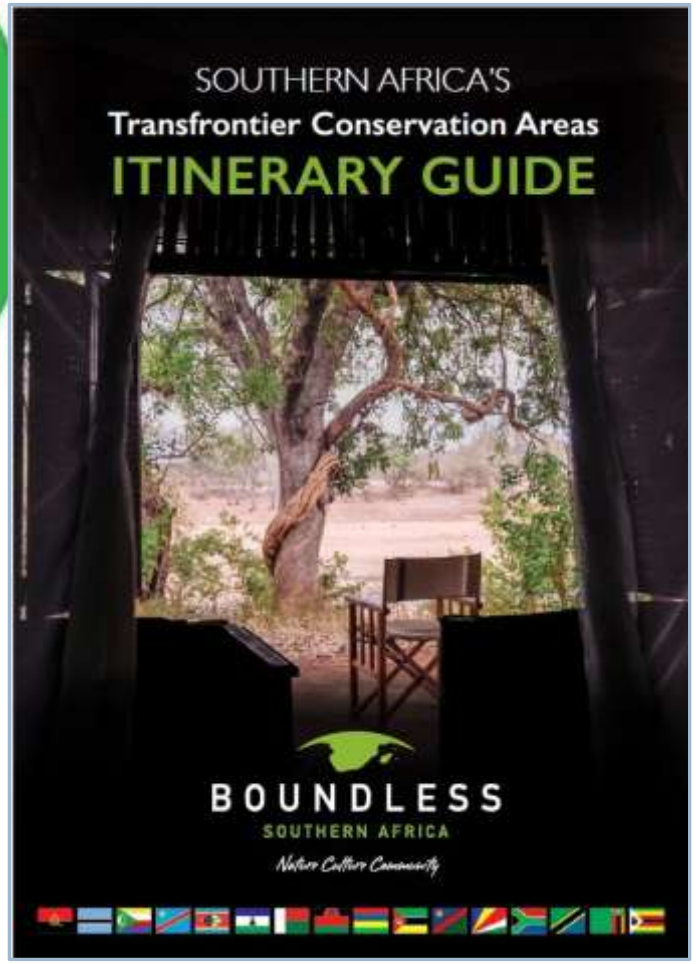


Build partnerships

Maximise tourism partnerships and collaboration.

Together, the five goals aim to remove barriers and facilitate the sustainable development of the tourism industry in the region.

SADC TFCA Itineraries Guidebook



Guide cover



Contents pages



Regional map and overview



Destination spreads

Strategy 3.3 | Rural Economic Inclusion Programme

Enable communities in and around TFCAs to participate directly and indirectly in tourism value chains, using natural and cultural assets and supplying goods and services to tourism enterprises.

ACTIVITY 1 | Community-based tourism initiative

Select two TFCA focal areas, routes or events per year over 10 years.

- Identify routes, areas and events; develop tourism and supplier businesses.
- Mobilise communities, NGOs, companies and support organisations.
- Establish community–operator–authority forums and action plans.
- Conduct product and skills workshops; agree viable business models and governance.
- Prepare area development plans; integrate products into TFCA marketing and implementation.

ACTIVITY 2 | Operational guidelines

Support authentic, eco-friendly, quality community tourism products.

- Develop practical operational guidelines and standards for community products and experiences.
- Cover business viability, safety, hygiene, facilities, equipment, transport and service standards.
- Apply guidelines through training and capacity-building programmes.



Other Regional initiatives affecting Tourism in TFCAs

1. Regional Tourism Statistics

Tourism statistics in TFCAs

- Tourists visiting the TFCAs in SADC
- Revenues from tourism in TFCAs

2. SADC Sustainable Tourism Framework

Regulated tourism activities that observe the principles of

- environmental stewardship
- social inclusiveness
- economic viability

3. Air Access in the region

- Establish a SADC Aviation Implementation Team
- Develop and implement an aviation support programme to address identified sector challenges

4. SADC Tourism UNIVISA

Approval of the legal instrument in the August meeting of Council & Summit: An agreement to establish SADC Tourism UNIVISA

Pending work: Revenue sharing model of the SADC Tourism UNIVISA

Plans for the 2027/2028

1. Validation of the Training Manual on Financial resource mobilisation training for local communities in TFCAs

Rural Economic Inclusion Programme - Incentivize Engagement and Participation of Local Communities in Tourism Development

Enhance the role and benefits of local communities in tourism development.

Promote sustainable management of natural resources linked to tourism.

Reduce poverty by integrating local communities into the tourism economy

2. Expanding TFCA marketing drive:

Promoting TFCA destinations, including cross-border routes, itineraries and events, both regionally and internationally

Panel:

Joyce Loza - Maloti-Drakensberg TFCDA
Maxi Lewis - Community Leaders Network/NACSO
Andrew Parker - Conserve Global
Aubrey Maluleke - Makuleke Contract Park

Thank you
Obrigado
Asante sana
Merci beaucoup

