

Transfrontier Parks Destinations

Developing a viable and sustainable tourism industry that balances the needs of the local community with those of nature



Project author or developer:
Transfrontier Parks Destinations

Where:
ZA / South Africa / Cape Town

Website:
www.tfpd.co.za

Transfrontier Parks Destinations (TFPD) is a Black empowered company registered in South Africa and operating in Southern African Transfrontier Parks and adjacent Conservation Areas. TFPD's philosophy is: "To partner with communities to commercialise their tourism assets." The principle being to develop community owned tourist accommodation facilities to a standard equivalent to any commercially owned lodge of a similar grading/standard and to ensure that the community members employed at the TFPD managed lodge are trained to a standard that will enable them to be employed at any other Southern African owned lodge. TFPD's operations, and their ownership, currently include "Xaus Lodge - Khomani San and Mier Communities in the Kgalagadi Transfrontier Park" "Witsieshoek Mountain Lodge - Batlokoa Community in the Maloti Drakensberg Transfrontier Park" "Machampane Wilderness Camp" park authorized development agreement in Parque Nacional do Limpopo, the Mozambique sector of Great Limpopo Transfrontier Park "Great Limpopo Wilderness Camps & Trails - in Mozambique and Limpopo Province, in terms of agreements with Parque Nacional do Limpopo and Limpopo Tourism Agency "African Ivory Route Wilderness and Cultural Camps" "Vhavenda, Tsongo, Ba-Hananwa, North Sotho, Lobedu in the Great Limpopo Transfrontier Park" "Awelani Lodge and Eco-tourism Park" "Vhavenda (Mutele Community)" "outside northern section of the Great Limpopo Transfrontier Park. TFPD's core objective is epitomized by its existing operations. The community owned lodges in the TFPD stable, open up the natural environment of Southern Africa's Transfrontier Parks and the cultures of the Communities residing in adjacent areas to visiting tourists. Neither the bio-diversity of the area nor the dignity of the people is damaged in this process. Employment is offered to the local community members both at the lodge and in ancillary activities in the tourism value chain. Training is given to the community members in skills that will enable them to make use of entrepreneurial opportunities in eco-tourism and related industries. TFPD's contribution is to provide management, administrative, marketing, sales, training and operational skills and support. In 2010 "Xaus Lodge won the Imvelo Award for Responsible Tourism in the "Best Practice" Economic Impact" category. This product range allows TFPD to maximize its return from its marketing spend by offering clients a varied wilderness and cultural experience, frequently encouraging return visits to Southern Africa. The TFPD brand is well established with tour operators in Europe and Southern Africa. The excellence of the client service and experience has resulted in regular and repeated business from local and foreign tour operators. The intention is to obtain environmental credentials for all the TFPD lodges but currently "Xaus Lodge is GreenLine certified and FTSA accredited, and TFPD's Wilderness Hiking and Canoe Trails in Parque Nacional do Limpopo are Green Flag accredited. TFPD have the experience, resources and business vision to effectively develop profitable destinations and activities in the Transfrontier Peace Parks. The destinations gain the benefit from being able to offer a complementary tourist experience to that of TFPD's other products and at the same time reduce its operating costs in areas such as procurement, transport, relief management and overall marketing, financial and operational management.

