

Assignment report

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And

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Background

Within the framework of a cooperation agreement with the French department of Haut-Rhin, the Namibian Embassy in Paris has been participating to SOLIDARISSIMO in Colmar for several years.

Being in Colmar in November 2012, the Omusati Governor wished that TST could be part of a touristic project in this area.

Since ten years, Namibia is increasing regularly the number of foreign visitors and received in 2012 more than one million of them. It did contribute towards 15% of the GDP (direct and indirect taxes).

Tourist activities centered on nature are the prime motivation of visitors coming to Namibia.

Ramsar d'Etosha Pan, located close to the OMUSATI area, is the most successful of the 6 National Parks with more than 200000 visitors a year.

In this background, the Colmar Exhibition Center who is organizing the International Fair for Tourism and Travels (SITV), offered to Namibia to be the guest of honor in 2015.



Restatements of the mission

To implement a global strategy regarding organization and touristic promotion in the Omusati area

Specific objectives:

To define with local partners, the draft about development and tourist promotion, as well as the objectives to be achieved.

To set up a quick diagnostic on operating process concerning the existing tourist organization.

To evaluate motivations and possibilities for Namibia to rise to the challenge suggested by Colmar Exhibition Center "BE THE FAIR GUEST Of HONOR" of the SITV in 2015

The mission will permit to make a quick diagnostic on the operating procedures of the existing tourism offer and to set out the strengths and the weaknesses.

The analysis of the inadequacies of this offer as well as the objectives to achieve will be determined with the tourist players of the OUSMATI area.

The local players' level of support as well as their global view will be set up to be sure of the rightness for launching further plans.

Progress of the mission and expectations

The progress of the mission is based on three main points.

To define with local partners, the strengths and the weaknesses of the tourist organization in OUSMATI area. To take into account their global view on the opportunities in this specific area

Expectations: The global view of public and private players is taken into consideration, their support to new touristic development projects launching is confirmed. There is an evaluation on strengths and weaknesses of the OMUSATI organization.

To implement a quick diagnostic on operating process concerning the existing tourist organization

Expectations: TSF and partners have access to a reliable current situation and to an organization draft' offer contributing to the implementation of future tourist projects of development and promotion

To evaluate motivations and possibilities for Namibia to rise to the challenge suggested by Colmar Exhibition Center "BE THE FAIR GUEST Of HONOR" of the SITV in 2015

Expectations: Colmar Exhibition Center has all information and contacts to implement the presence of Namibia as the «THE FAIR GUEST Of HONOR" of the 2015 SITV edition

First meeting during the mission

SHIKONGO	Sema	Director: Tourism	Directeur du Ministère du Tourisme et de l'environnement
GAO GASEB	Fillon	Directorate of Tourism	Directeur du développement au Ministère du Tourisme et de l'environnement
NAOBEB	Digu	Chief Executif Officer Namibia Tourism Board	Directeur exécutif de l'Office National du Tourisme chargé de la promotion de la Namibie à l'étranger
SILOISO	John	SME Development Officer Namibia Tourism Board	Directeur exécutif de l'Office National du Tourisme chargé de la promotion de la Namibie à l'étranger
SHANINGWA	Sophia	Governor OUSMATI REGION	Gouverneur de la Région OMUSATI
SHILEKA	Simon	Chairperson OUSMATI REGION	Chef de Cabinet du Gouverneur de la Région OMUSATI
SHIGWEDHA	Funneka	Director Development OUSMATI REGION	Directeur du Développement de la Région OMUSATI
IMBILI	Meke	Xceptional	Tour pérateur et responsable d'un groupement d'opérateurs spécialisés dans le domaine de l'écotourisme

Presentation of the Omusati regional Council

- ✓ The Region is predominantly an agricultural region with crop and livestock farming.
- ✓ The trade and service sectors in the urban areas provide employment outside the agricultural
- ✓ Sector Manufacturing occurs on a small scale.
- ✓ Tourism holds a potential to become one of the Region's most important industry subject to major investment and marketing initiatives from the private sector.



Strengths, weaknesses and opportunities of economical, touristic and cultural business in Omusati region

infrastructures

✓ **Water supply network:** An irrigation channel coming from Angola brings water for agriculture. **Strengths:** allows agriculture and cattle breeding. **Weaknesses:** During drought periods the canal is not sufficient and there are very serious consequences on culture and cattle

✓ **Electric infrastructures:** The main hydroelectric station is located on the Ruanaca falls and provides a correct power supply in the area. **Strengths:** Installation is recent and of good quality. **Weaknesses:** In drought period, the electric production is precarious and not sufficient. Alternative sources of energy like solar and wind are not yet well developed.



Strengths, weaknesses and opportunities of economical, touristic and cultural business in Omusati region

Agriculture

Omusati is mainly a region for agriculture and cattle. Lots of irrigation projects, organization of large scale farms and associations of small farmers are under the process of realizing.

Strengths: Omusati region has big virgin territories for culture as well as for cattle.

Weaknesses: Lack of water during drought periods. Difficulties for the small farmers to organize themselves.



Strengths, weaknesses and opportunities of economical, touristic and cultural business in Omusati region

L'agriculture

Two interesting pilot projects:

✓ **Etunda irrigation scheme**

It holds a potential to be a leading irrigation scheme in Namibia.

Strengths: It concerns medium size and small farmers. The organization of the project is remarkable and permits the production of Mahangu, maize, corn, watermelons, sweet melons, butternuts, tomatoes and bananas etc... **Weaknesses:** It uses a huge quantity of water and of electric energy.

✓ **Olushanja association of 38 small farmers**

Strengths: capacity of storage and common marketing of production. **Weaknesses:** Lack of technical and financial means in order to get access to water and to produce.



Strengths, weaknesses and opportunities of economical, touristic and cultural business in Omusati region

Water resources

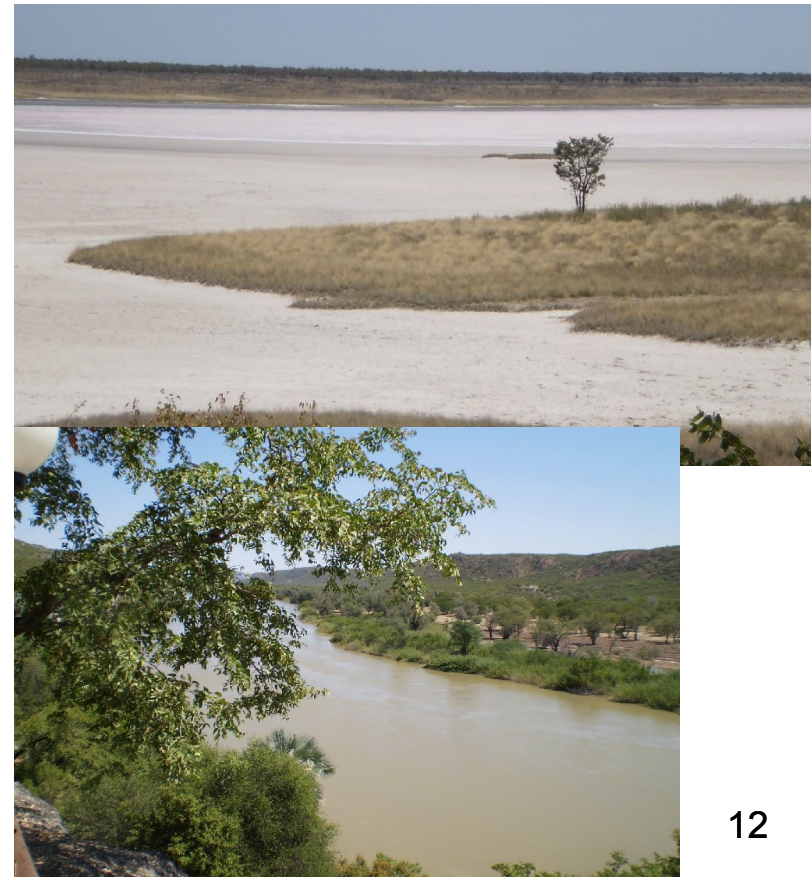
Omusati region belongs to the very flat hydro geological Cecilia Basin located 1150m above sea level.

The region is mainly dependent on rain and on sustainability of underground water.

It is essential to the development of the region to find investors in order to develop projects for collecting and storing rain waters

Electricity

Electricity is the enabling factor for the development of the region. Investments efforts are intended to supply electricity to some potential tourist sites.



Strengths, weaknesses and opportunities of economical, touristic and cultural business in Omusati region

Tourism

The tourist attractive sites in Omusati region: Beside Etosha Park which attracts more than 200000 visitors, there are some other places of interest.

Strengths: Important potential very close of the Omusati region. **Weaknesses:** The offer is not really well identified as final products. Except for one hotel in Utapi, accommodation capacity is more like camp sites or guest houses.

Recommendations:

It is necessary to bring Omusati into being a real tourist destination, so the region could attract a part of the Etosha Park visitors.

The proposal will target individuals and will have to complete of Etosha Park's one, permitting people to discover natural sites, communities, culture and story of the area.



Points of touristic and cultural attractions in Omusati region

Tourism: Natural sites



Despite the drought, Ruanaca falls are a fantastic site that requires a reorganization that allows welcoming visitors in an attractive way.
Recommendation: highlight the remnants of the old power station to be an element of attractiveness.



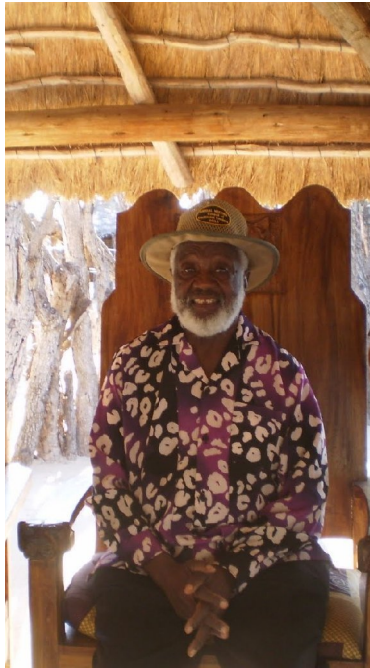
Ruacana Water front and Otjipahuriro have a big potential to become a leisure base. There is already a proposal with the hippo pond.

Recommendation: in a first time, it would be wise to support the projects of private camp site and community camp by completing the offer with an Eco lodge proposal with growth possibility and with a small local restaurant



Points of touristic and cultural attractions in Omusati region

Tourism: Cultural sites and muséums



Omusati Region preserves variety of cultural heritage

The Uukwaluudhi Royal Homestead hosts a Cultural Heritage Museum. The king still has a role in the social organization of the kingdom.



The Onatshiku Cultural village preserves the Uukwambi Royal heritage through an open air museum and exhibitions.

The cultural village offers oral history of the Uukwanbi Royal heritage, sacred burial, traditional cooking and festivals.



Points of touristic and cultural attractions in Omusati region

Tourism: Historical sites



Omuguluwonbashe monument commemorates the first battle for war of national liberation Struggle of Namibia on august 26th 1966.

The monument is going to be upgrade with a statute of the Commander in Chief, president of the Republic Dr Sam Nujoma.



Historical baobabs:

OKAHAO Baobab: this infamous tree was used by South African apartheid army to hang people during the liberation war.

Currently, craft made by local people are on sale at the place.

OMBALANTU Baobab: this tree was used as a landmark, a fortress, a post office, a chapel and a kindergarden.

The trunk has an 8 meters diameter and a chamber was hollowed out which can accommodate 30 standing persons.



**Recommendations for tourism development in the
Omusti region and support proposals from
Tourisme sans Frontières**

Establishment of a schematic development applied to an operational tour

Action	Descriptions	TSF support
Establishing an operational tour	<p>The implementation of this tour will take into consideration the points of attraction and recommendations mentioned in the diagnostic:</p> <ul style="list-style-type: none"> - Ruacana Falls - Otjipahuriro Water front - Uukwaluudhi Royal Homestead and Onastshiku village open museum. - Omugulugwombashe monument and - Okahao and Ombalantu historical baobabs - Etunda irrigation experience - Possibly, conservancies such as the one with the salt lake and the hunting lodge. 	<p>Creating a tour proposal taking into account the strengths and weaknesses of the Omusati region and the tourism potential of Etosha Park.</p> <p>Setting up an assistant from TSF to make operational the tour and to make it a destination product.</p> <p>Define the investments to be achieved and look for investors.</p>

Set up of an organizational framework to insure the touristic development of Omusati region

Action	Description	TSF support
Implementation of a « Group of Tourist Interest » (GTI)	<p>To insure the tourist development of Omusati, it seems important to implement an organizational framework</p> <p>The “group of Tourist Interest” will have to be:</p> <ul style="list-style-type: none"> • A tool for tourism development in Omusati • A general interested business place • A board space for customers • A central space for mediation between customers and operators • An active area for promotion and events creation 	<p>participation to mobilize institutional and private actors and to elaborate the juridical framework of the GTI. This work could be done with the set up of the TSF assistant.</p>

Set up of an organizational framework to insure the touristic development of Omusati region

Action	Description	TSF support
Implementation of a « Group of Tourist Interest » (GTI)	<p>The GTI must have an adapted status which authorize and encourage:</p> <ul style="list-style-type: none"> • Shared participation of both community and touristic operators. •Manageability •Creativity and reactivity <p>From its specificity, GTI must combine:</p> <ul style="list-style-type: none"> • Dynamism from the tourist operators •Balance guarantee from the community in matter of country planning. •Participation of local people for the tourist welcome 	<p>Defining the tasks and operation with all institutional and private actors of Omusati.</p> <p>This work can be done with the set up of the TSF assistant.</p>

Reinforcing of the competencies of tourist actors in the Omusati region

Action	Description	TSF support
<p style="text-align: center;">In tourism development, strengthen Institutional and private partners' competencies</p>	<p style="text-align: center;">The training proposal will aim to operationalize the GTI and finalize the tourist destination as a final product:</p> <ul style="list-style-type: none"> • To train concerned people to the operating mode of a GTI • To establish job descriptions for GTI employees • To train actors and GTI employees to elaborate and promote tourist products • To train guides relatively to the implementation of the Omusati tour . 	<p>The elaboration of training program with all the institutional and private actors:</p> <p>This work can be done with the participation of the TSF assistant.</p> <p>TSF will find the trainers .</p>

Promotion and marketing for Omusati Region

Action	Description	TSF support
<p>promotion and marketing for destination Omusati</p>	<p>It is in a first time a matter of testing the market on a tourism tour including northern Namibia and in particular the Omusati area.</p> <p>This market test could be done during Colmar SITV .</p> <p>This first action could be done in Solidarissimo with a Namibian operator.</p>	<p>TSF will contribute to the test product elaboration and will distribute it to the 400 European tour operators.</p> <p>A special promotion space will be proposed to a Namibian Operator at a very special fare at Solidarissimo in relation with the Namibian embassy in Paris</p>

**Planning of the implementation of the collaboration between the
ministry of tourism and environment, the National Tourism office, The
Omusati Council and Tourisme sans Frontières**

Action	Description	Period of implementation
The elaboration of the test tour	The elaboration of this test tour will be made from the discoveries of the TSF team in the area in relation with a Namibian Tour Operator	June/July 2013
approval of the tour test	The tour will be submitted for advice to the Ministry of Tourism, the national Tourism Office and the Omusati Region	July/August 2013
Implementation on the market	The market test will take place during the Colmar SITV with the expected presence of the Director for tourism and of the representative of the National Tourism Office	from November 8 to 11th 2013

Action	Description	Period of implementation
promotion of the tour	This action will take place during Solidarissimo in relation with the Embassy of Namibia and the expected presence of the Director for tourism and of the representative of the National Tourism Office	from November 8 to 11th 2013
Preparation of the support mission of TSF in Omusati and meeting with potential partners	The support mission will be prepared with the Namibian delegation in Colmar	from November 8 to 11th 2013
Contact with the Colmar Exhibition Center for Namibia to be the guest of honor in 2015	The presence of the Namibian delegation at Colmar SITV 2013 will permit to define the conditions for Namibia presence as the guest of honor in 2015	from November 8 to 11th 2013

Action	Description	Period of implementation
Support mission of TSF for the implementation of the development tourism program in Omusati region	<p>The implementation of the development program will begin with the set up of the TSF assistant helped by one or two experts.</p> <p>The TSF support will take place with 2 or 3 missions in 2014 to be entirely operational in 2015 when Namibia will be the guest of honor.</p>	<p>1st mission: January/February 2014</p> <p>2nd mission : May/June 2014</p> <p>3rd mission : September 2014</p>