

# NATURAL AREAS AND VISITOR MANAGEMENT

## THE BOTSWANA EXPERIENCE

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# Botswana's Journey to Sustainable Tourism

- Botswana has long been recognized as a leader in sustainable tourism, with a strong commitment to conservation, responsible travel, and the protection of its unique ecosystems.
- The country's approach to tourism development has been centered on low-impact, high-value tourism that supports environmental preservation and benefits local communities.

## Importance of Sustainable Tourism in Botswana:

<b>Biodiversity conservation</b>	Protects unique ecosystems and rich wildlife populations.
<b>Community empowerment</b>	Encourages local community participation and benefits from tourism activities.
<b>Economic growth</b>	Strengthens Botswana's economy through responsible tourism practices that attract high-value travelers.
<b>Cultural preservation</b>	Ensures the protection and promotion of Botswana's cultural heritage.

# Botswana Tourism Product Base

- Botswana boasts as one of the best wilderness and wildlife areas in Africa - endowed with a diversity of tourism products ranging from:
  - The stunning beauty of the world's largest intact inland Delta – the **Okavango Delta** (UNESCO World heritage site & Ramsar Site).
  - The unimaginable vastness of the world's second largest Game Reserve – the **Central Kalahari Game Reserve**.
  - The isolation and other worldliness of the **Makgadikgadi** – uninhabited crystalized salt pans.
  - The dramatic rocky and rugged wilderness of the **Eastern Botswana**
  - The amazingly prolific wildlife of the **Chobe National Park** best known for the largest herd of the African Elephants & Wetland city

**THE CONCEPT**



- TDA 6 PANHANDLE**
1. Tsodilo Hills Heritage Park
  2. The Tsodilo Hills Adventure Trail
  3. Panhandle Riverfront Ecotourism Plan

- TDA 5 OKAVANGO DELTA**
1. Delta Concessionary Management Plan
  2. Moremi Game Reserve Tourism Plan
  3. Maun Tourism Centre

- TDA 7 CKGR**
1. CKGR Management/ Tourism Plan
  2. Deception Valley Tourism Plan
  3. Kang/Hukuntsi Community Development Plan
  4. San Community Development Plan

- TDA 4 CHOBE**
1. Forest Reserve Conservancies Integrated Plan
  2. Kasane Waterfront
  3. Kazungula Bridge Recreation Centre

- TDA 3 THE PANS**
1. Sua Integrated Management Plan
  2. Nata Community Rest Stop and Visitor Centre
  3. The Makgadikgadi Pans Adventure Centre
  4. Orapa Mine Visitor Centre

- TDA 2 THE EAST**
1. Mashatu Conservancies Development
  2. Tlokweng Hills Nature and Heritage Trail
  3. Dams Tourism - Shasha, Letlamo and Thune Dams

- TDA 1 GABORONE**
1. Gaborone Old Mall
  2. Gaborone City and surrounding areas Discovery Trail
  3. Gaborone Game Reserve
  4. Gaborone Dam Recreational Resort

- TDA 8 KTP**
1. KTP Tourism Management Plan
  2. Mabuasehube Tourism Plan
  3. Kgalegadi Heritage Trail
  4. Khakwe Community Development Plan

**THE MASTER PLAN**

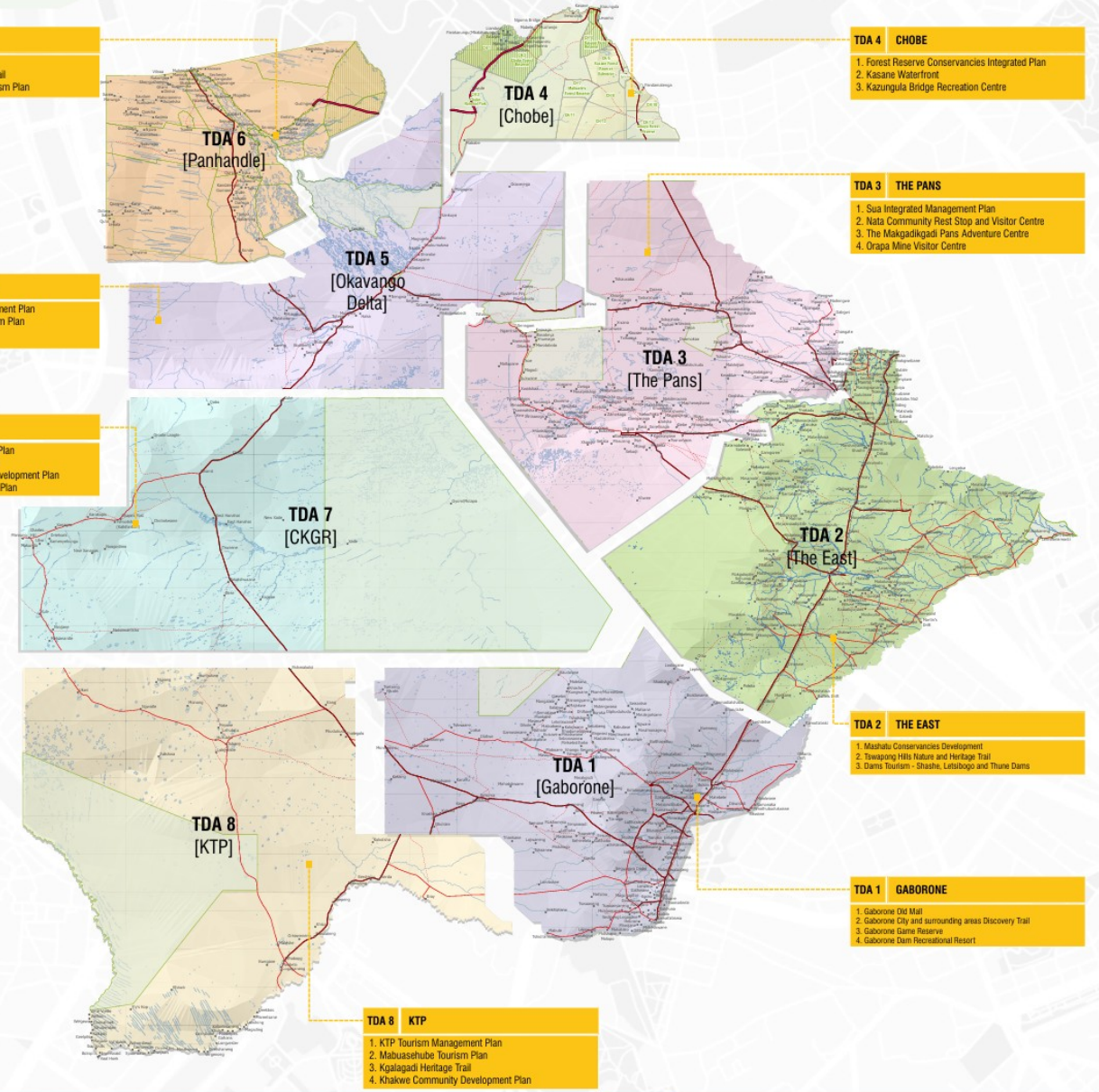
The Master Plan contends that unlocking the potential opportunities for strengthening existing products and developing new products and experiences requires an all-embracing Spatial Planning Structure.

Without this structure, tourism development will occur in an ad hoc manner with little attention paid to how one development initiative may impinge on either the National Tourism Strategy objectives or the performance of other developments.

As such, the Master Plan designates eight (8) Tourism Development Areas (TDAs). The intention behind the composition of the TDAs is to develop a range of differentiated products and experiences based on Botswana's cultural and natural assets that adhere to the tenets of sustainability.

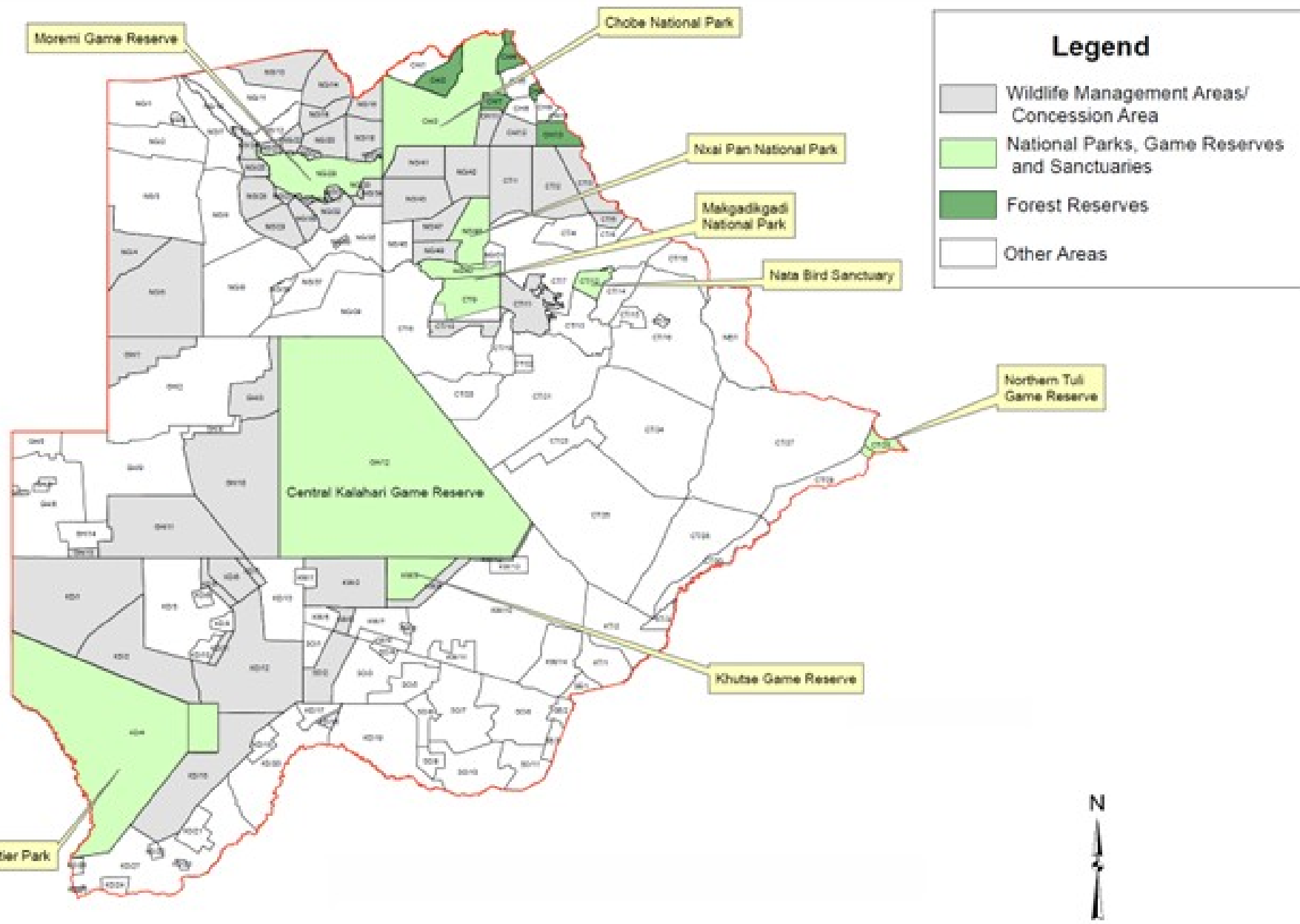
The importance of well-planned TDAs is that they:

- Provide an overall vision and structure for tourism development that will allow investors and entrepreneurs to identify suitable development opportunities that will attract visitor markets.
- Protect and strengthen the existing Botswana product while providing a better environment for the local community, visitors and wildlife.
- Provide an overall design approach, creating a sense of place and promoting urban regeneration.
- Deliver practical proposals for the development of tourism which meet future demand in a phased incremental manner using available resources.
- Demonstrate the economic, social and community benefits to be derived from tourism and provide a stimulus for the creation of employment, entrepreneurial activities and investment opportunities for local communities.



# COMMUNITY-LED CONSERVATION MODEL

- Community Based Natural Resources Management Programme (CBNRM)
- CBNRM was first introduced in Botswana in the early 90s.
- Government - supports local communities to establish CBOs to manage of NRs within (WMAs), Controlled Hunting Areas (CHAs) through sustainable utilization.
- CBNRM provides incentives for communities to manage NRs in a sustainable manner.
- CBNRM programme is managed through the **CBNRM Policy** and the recently introduced **CBNRM Act of 2025**
- The overall goal of these statutes is to :
  - create a foundation for conservation-based development,
  - protect Bio-diversity and eco-systems
  - balanced with the need to improve rural livelihoods



# Chobe national Park decongestion Strategy

## Booking system for the river front

- One way traffic system (game drive) – signage and colour tokens

- One way movement around Sedudu Island (boat cruise)

## Professional guide code of conduct

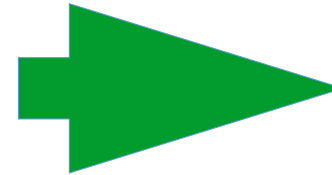
**Client registration form** (to be used for confirmation of booking)

**Drilling of boreholes (AWP) and manage game drive routes**



# Botswana Ecotourism Certification System (BECS)

- » ±240 performance standards for environmental responsibility
- » The program is built on the foundation of the **Botswana National Ecotourism Strategy (2002)** which has five guiding principles.
- » While the BECS is an important step towards promoting sustainable tourism in Botswana, it is crucial for these standards to **align with international best practices and gain recognition by the Global Sustainable Tourism Council.**



To minimise negative social, cultural and environmental impacts of tourism.

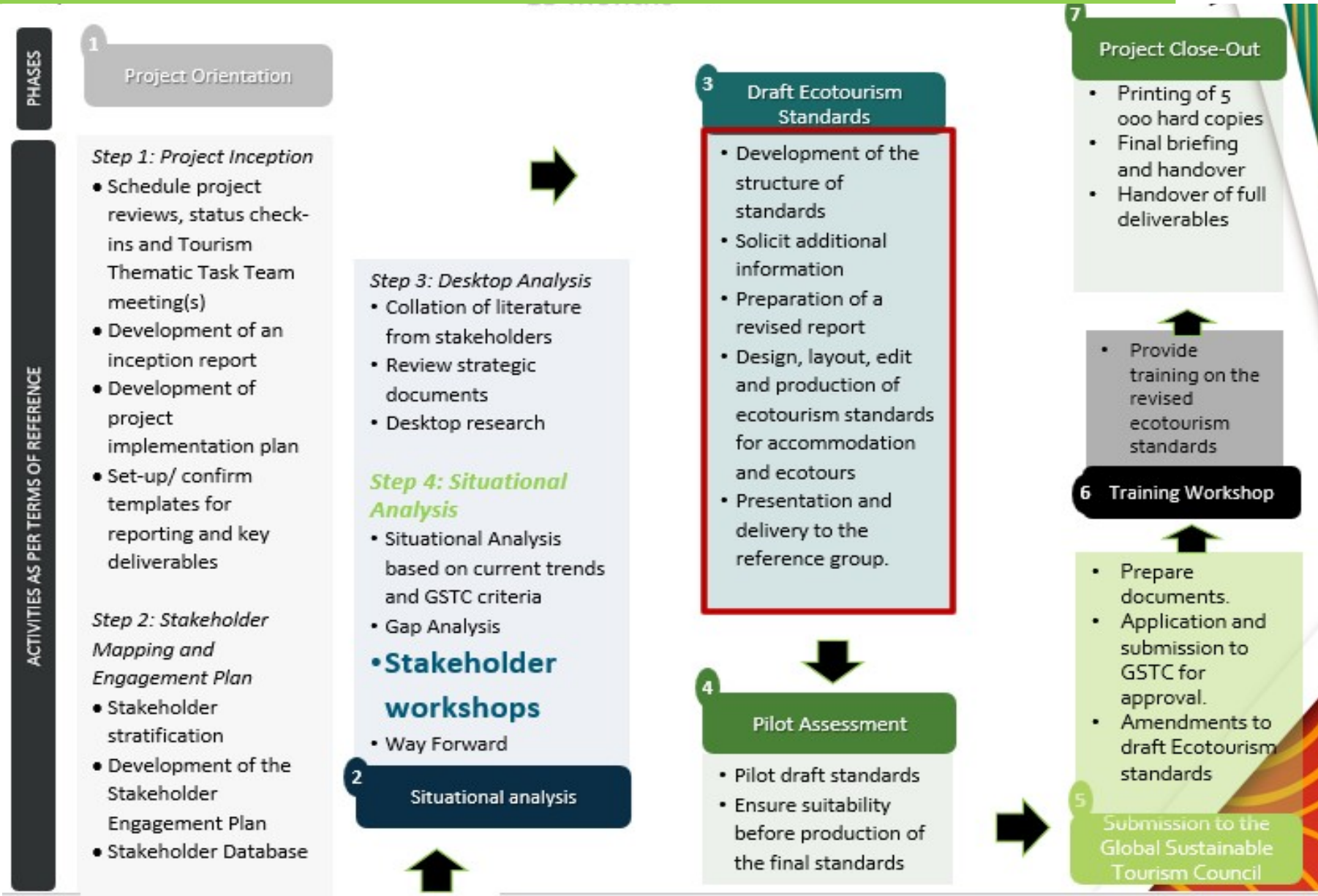
To maximise the involvement of local communities and bring economic benefits to them.

To maximise income for conservation.

To educate visitors and local people of the importance of conserving natural and cultural resources.

To deliver a quality experience for tourists.

# BECS AND GSTC ALIGNMENT (Approach)



**THANK YOU!!**