



CALL FOR PROPOSALS

COMMUNITY-BASED TOURISM PROJECTS IN GAUTENG

The Gauteng Tourism Authority (GTA) is inviting prospective Gauteng stakeholders to submit proposals on community-based tourism projects and/or initiatives for implementation through partnership, sponsorship, and collaboration arrangement. Through this process, GTA intends to draw strategic partnerships to inter alia, rebuild the tourism sector's supply side in a manner that addresses the reconstruction of the sector and advancement of transformation through enabling expanded participation of black people, women, youth, and people with disabilities in the sector.

1. Guidelines

What is community-based tourism? Many definitions of community-based tourism are currently used worldwide. Despite the number of meanings in use, most definitions have two key similarities. The first is that the community has some level of involvement in the tourism venture, be it decision-making, ownership, management or simply being involved in the delivery of the tourism service. The second is that, in addition to employment, the community benefits from the tourism venture. These benefits may be economic, social, cultural or environmental – ideally a mix of these main types of benefits.

2. Proposal submission

Community based tourism projects / initiatives proposals to be submitted must detail the following;

- 2.1. **Project profile:** *project definition, background and purpose, market analysis, product and service development, marketing, financial data, organizational structure, ownership, risk factors, and conclusion.*
- 2.2. **Partnership approach:** *project proposal must clearly outline the envisaged financial and/or non-financial partnership by parties [Client (GTA) and Respondent].*
- 2.3. **Target location and beneficiaries:** *the proposed project must be targeted at previously marginalized groups of the society (such as women, people with disability, and youth) from, and be located within the Gauteng geographic area.*
Note: *Where a specific piece of land is central to the delivery of the project, a letter confirming the right to use the land for the proposed activity is required.*
- 2.4. **Project value:** *the value of each proposal will be assessed for support based primarily against the principles of community-based tourism and secondarily against its viability/feasibility prospects.*

The following documents must accompany the proposal to be submitted;

- 2.5. **Respondents' details:** *name and position, contact details*
- 2.6. **Company profile:** *Name and location, background, number of years in operation, management team and structure, experience of implementing projects such as the proposed project/initiative*

The submissions and enquiry must be directed to community-tourism@gauteng.net

Applications open: 9 November 2021

Applications close: 8 December 2021 by 10h00am