

# South Africa



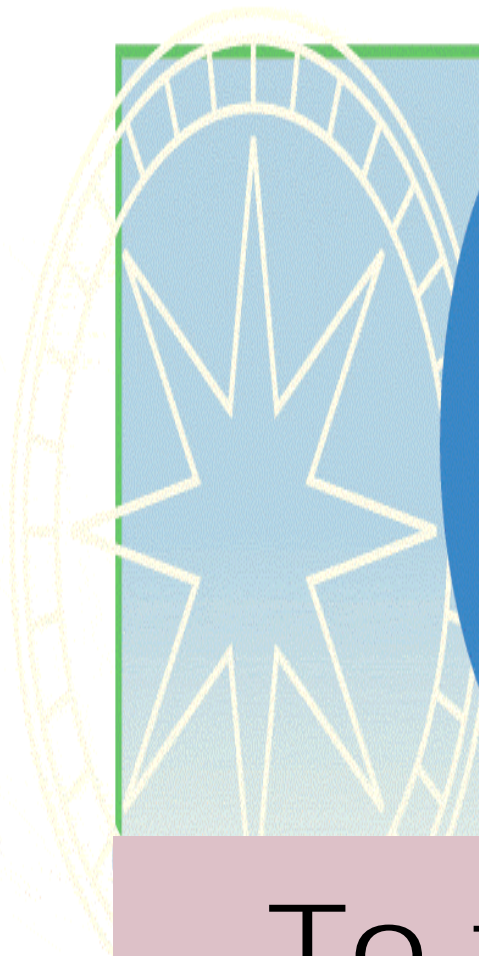


**Maché  
Booyesen**

**Kupi Tudi**

# Sponsors





GTEP

To the Global partners

A BUSINESS AND EDUCATION ALLIANCE





COOP



# AMADEUS

amaDEUS

AN AMERICAN

EXPERIENCE



BUSINESS TRAVEL  
INTERNATIONAL



**HERTZ**

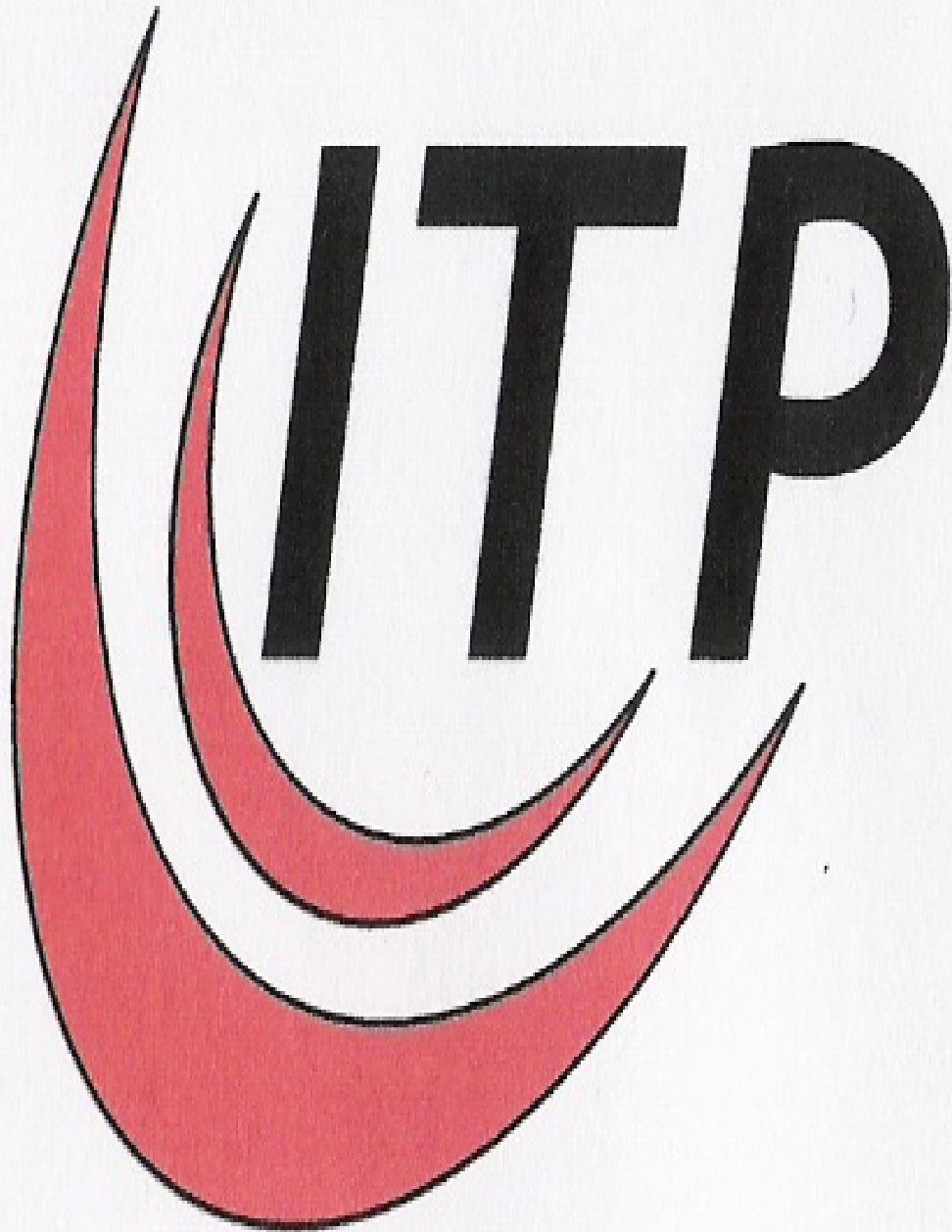


**KLM**

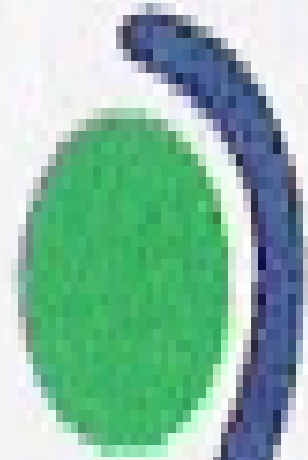


# Lufthansa





*International  
Tourism  
Partnership*



WORLD  
TRAVEL &  
TOURISM  
COUNCIL





And back  
at home

# NP





**SOUTH AFRICAN TOURISM**

North West Province



**Taking  
Pride in  
Our Heritage**



**ZENZELE TRADING**

**SHIELD**





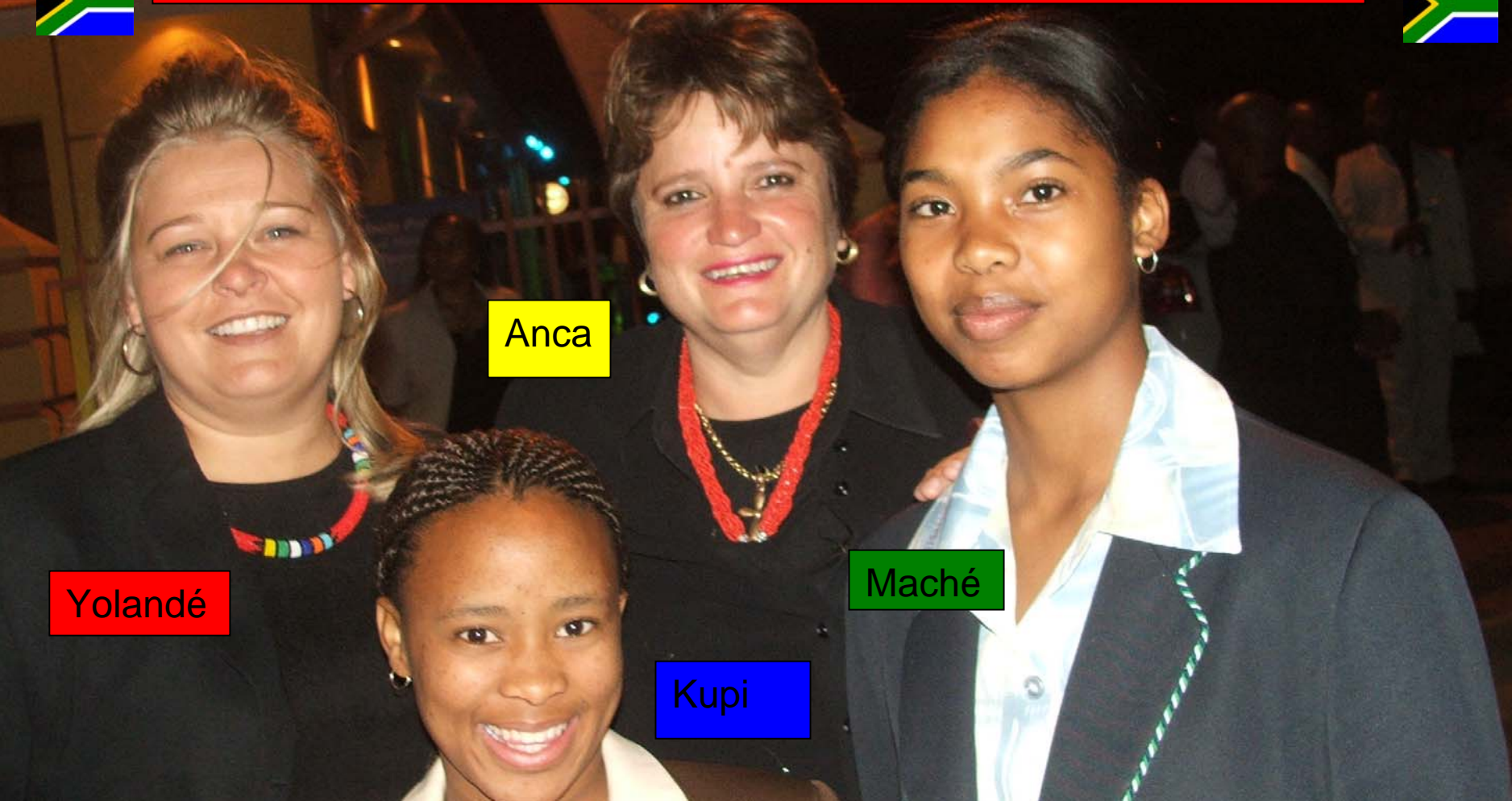
# THANK YOU



# ALDO PAPONE ENDOWMENT

From the South-African team: Thank you for this life changing experience

THE SOUTH-AFRICAN TEAM



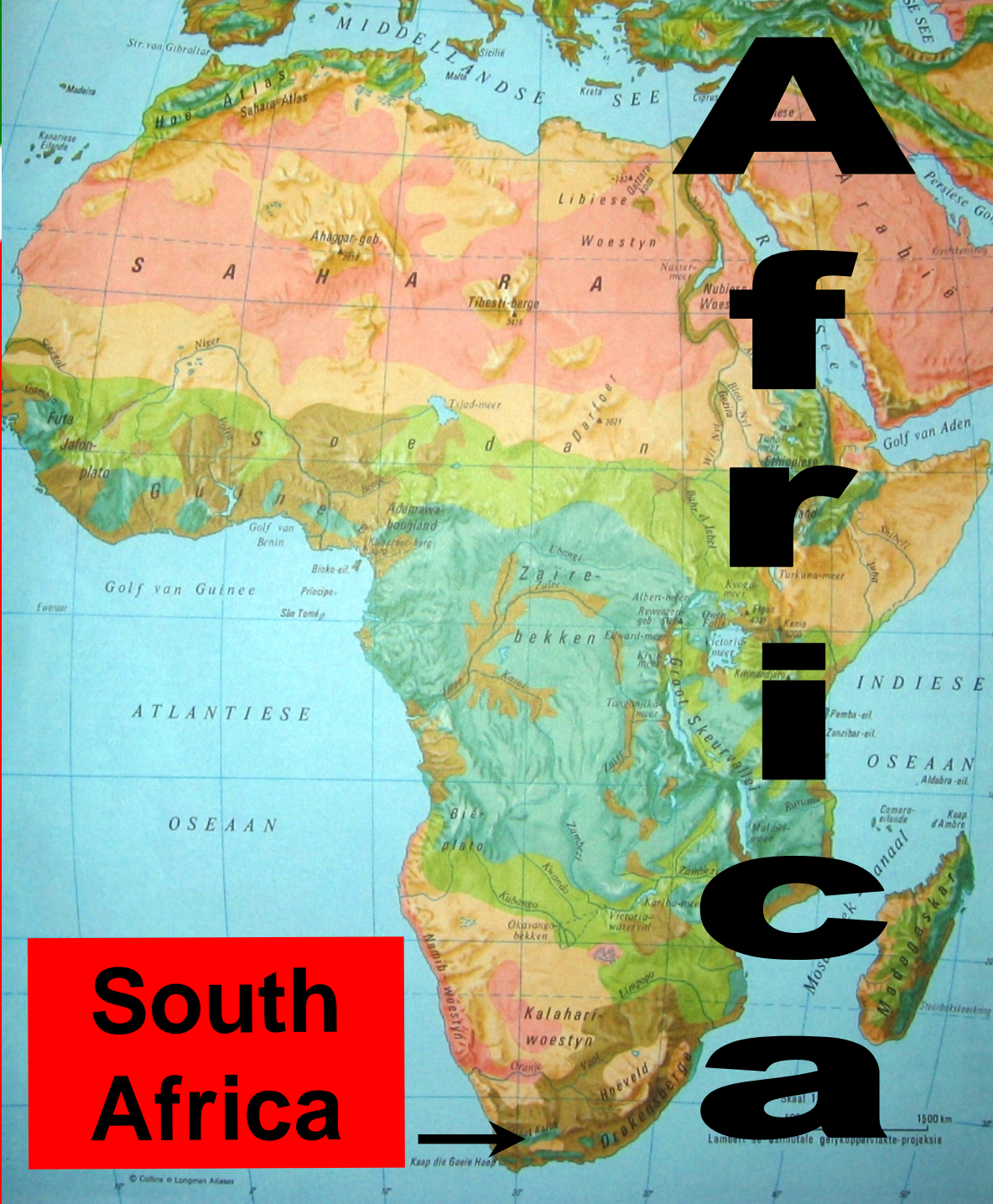
Anca

Yolandé

Maché

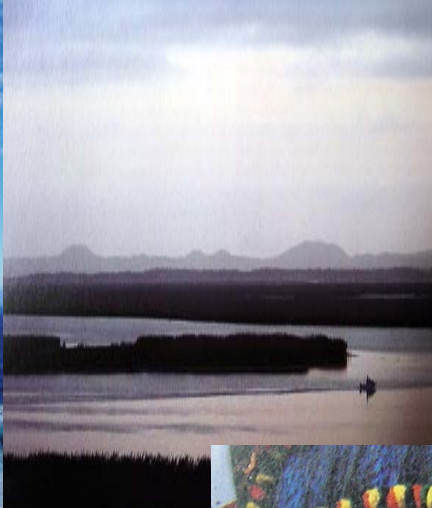
Kupi





**South  
Africa**









# South Africa

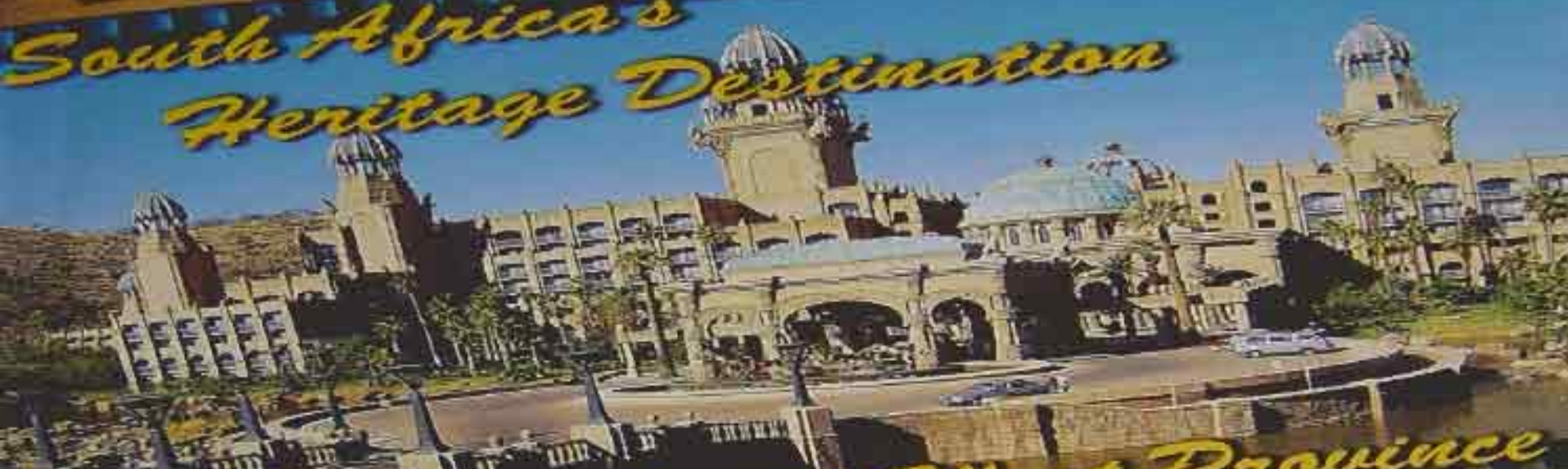
**North West**







*South Africa's  
Heritage Destination*



*North West Province*



[www.tourismnorthwest.co.za](http://www.tourismnorthwest.co.za)







**What do we  
have in our  
province that  
can be used  
for  
Adventure  
Tourism?**





# • Agriculture







# Mining



# IN THE GOLDEN DAYS MINES PROVIDED...

- Lots of gold!
- Prosperity
- Pride
- Job creation
- Job security



- Better infrastructure
- High standard of living
- Social-cultural stability

# THINGS ARE CHANGING



**Mines operating at a loss because the gold price is so low**

**Mines are closing down – 4 shafts closed in the last 18 months**







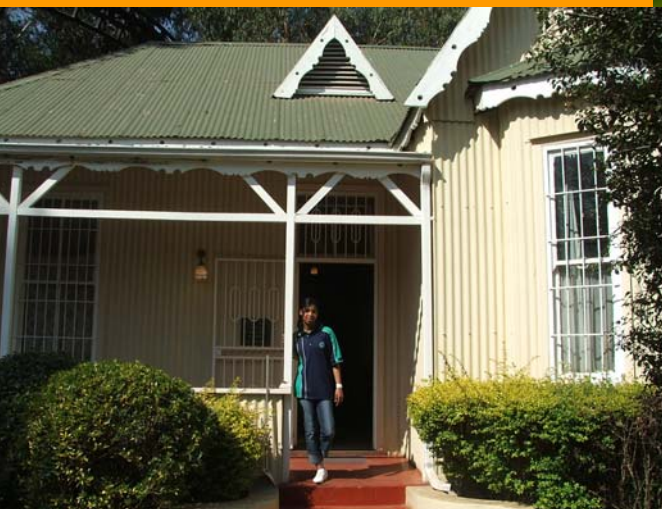
Job opportunities lost  
**5000** people lost their jobs







# Mining infrastructure unused and wasted





A young woman with dark hair, wearing a green and dark blue polo shirt with a small crest on the chest, stands in a dimly lit mine. She is smiling slightly and looking towards the camera. The background shows large, dark, metallic structures and rocks, typical of a mine interior. Overlaid on the right side of the image is large, bold, yellow text that reads: "How can we use the mines' infra- & supra structure for adventure tourism?".

**How can we  
use the  
mines' infra-  
& supra  
structure for  
adventure  
tourism?**

**WHAT IS ADVENTURE?**





# Adventure travel / tourism:

any activity trip that is undertaken by someone who departs from known surroundings **to encounter unfamiliar places and people, with the purpose of exploration, study, business, communication, recreation, sport, or sightseeing and tourism**



# Words used in magazines and brochures describing adventure products.

- Thrill
- Adrenaline
- Excitement
- Fear
- Journey
- Roughing it
- Challenge
- Ultimate
- Terror
- Expedition
- Risk
- Conquer
- Success
- Daring





# Core characteristics of adventure

1. Uncertain outcomes
  2. Danger and risk
  3. Challenge
  4. Stimulation and excitement
  5. Exploration and discovery
  6. Contrasting emotions
- When all present, an adventure is more or less guaranteed.



# A process and a state of mind

- Voluntary
- Taking a step into the unknown
- Include a challenges
- Discovering or gaining something valuable from the experience
- Subjective
- Unique to each person
- Adventure for one person – is not necessarily adventure for another









**BADJA ADVENTURES FOR TEENS**



# Interviewing Mr. C Botes

Shaft #8 Mine Captain  
Gold Fields

6 5 2005



# ADVANTAGES

- Stimulating development in our area
- Conserving mine traditions and culture like gumboot dancing
- Creating greater awareness about our natural resources and how to sustainably conserve them
- Economically empower the local under privileged and disadvantaged community and address poverty
- Creating and promoting cultural pride
- Creating a feeling of UBUNTU (goodwill) and tourism awareness



- 
- Creating new job opportunities
  - Stimulating the establishment of local tourism enterprises
  - Improving living standards locally
  - Generating local tax revenue that in turn can be used to improve local infrastructure
  - Teaching employees new skills
  - Targeting a new market in tourism, i.e. teenagers
  - Educating teenagers through responsible adventure activities



**BADJA**  
EXTREME  
ACTIVITIES



How about going underground, in a cage,  
at 12m per second!?





**BADJA**  
EXTREME  
ACTIVITIES



**Too tame?** Maybe some water sports while we're here? How about canoeing 3 km underground? Water canals are on average 2,5 m deep, 3 m wide and up to 1 km long!



**BADJA**  
EXTREME  
ACTIVITIES



What about some  
serious tunnel  
crawling?

pumping

Temperatures  
range between 27  
- 38 °C !





**BADJA**  
EXTREME  
ACTIVITIES



Maybe  
something on  
the surface?  
**Mine quad  
biking?**



# BADJA EXTREME ACTIVITIES



- **Still not interested? May I suggest something in the air? Something like cable swinging from a mine shaft? It's only 45 m from the ground!**

**BADJA**  
EXTREME  
ACTIVITIES



Not on the  
gold, are  
you crazy?

- If the “flag” you have to defend is a gold vault, surely a game of paint ball takes on a whole new meaning?



THE BADJA MINE DANCE





The BADJA dance





What  
about the  
marketing  
?





# BILL BOARD ADVERTISING



# SMS MARKETING



JULY 2005 VOL. 4 ISSUE # 7

# SCUBA

Monthly



## Features

Mine diving in South Africa

Cage diving

Equipment Check

Secret Dives

Cave Diving

South Afric

**HUGE SUMMER ISSUE!**



# ADVERTISING IN MAJOR MAGAZINES

Interview with Kupa Tudi on New Adrenalin Rush diving p.26





You bring the

**ADRENALINE**

We have the

**RUSH!**

HIGH VOLTAGE







**You haven't lived  
if you haven't  
BADJA'D  
yet!!!!**



# Thank you





# Thank you

