

# Route development methodology

## 1. Stakeholder meeting

- Objectives:**
  1. Secure stakeholder commitment
  2. Define route parameters
  3. Establish platform to start route development process
- Methodology:**
  1. Overview of OA
  2. Identify partners (Local NGO's, Gov dept's etc.)
  3. Discuss route parameters
  4. Planning next steps
- Challenges:**
  1. Determining route viability
  2. Securing commitment from local authorities

## 2. Workshops & Data gathering

- Objectives:**
  1. Secure buy-in from local product owners and communities
  2. Outline the structure of the route
  3. Identify the USP's
  4. Identify Flagship Feature
  5. Establish Route Forum
  6. Appoint Route Mentors and Monitors
  7. Identify critical success factors for the route
  8. Collection of baseline data and information for website
  9. Determine route name and branding
- Methodology:**
  1. Overview of OA
  2. Big Five exercise
  3. 'Polishing the apple'
  4. Election of a Route Forum
  5. Define the parameters and structure of the route
  6. Determine a route name
  7. Selection of a flagship feature
  8. Appointing mentor and monitors
  9. Define route needs
  10. Determine critical success factors
  11. Discuss the Route Management Handbook
  12. Conduct field visits to all participants
  13. Plan launch function
- Challenges:**
  1. Power differentials amongst participants
  2. Securing on-going buy-in from Route Forums
  3. Identifying mentors and monitors
  4. To encourage collaboration amongst participants

## 4. Marketing

- Routes**
  - Objectives:**
    - Obtain media exposure
    - Brand building
    - Erecting route signage
    - Developing brochures
    - Exhibiting at travel shows
  - Methodology:**
    1. News releases
    2. Journalist visits
    3. Signage applications
    4. Brochure design and development
  - Challenges:**
    1. Financial constraints
    2. Lack of marketing skills
    3. Restrictive guidelines for signage
- Open Africa**
  - Objectives:**
    1. Brand building
    2. Increasing website exposure
    3. Obtain media coverage
    4. Fundraising
  - Methodology:**
    1. News releases
    2. Magazine articles
    3. Exhibiting at travel shows
    4. Radio interviews
  - Challenges:**
    1. Financial constraints
    2. Product diversity
    3. Human resources

## 3. Route aftercare/ Networking

- Objectives:**
  1. Collecting and disseminating success stories and generic lessons from within the network (knowledge sharing)
  2. Ensuring route sustainability
  3. Securing government and other support
  4. Generating an ethic of collaboration amongst route participants
- Methodology:**
  1. Periodic site visits by the Route Networker
  2. Phone Calls
  3. Linkages meetings
- Challenges:**
  - Financial constraints
  - Skills development
  - Commitment from Route Forum members
  - Communication (Route Forums)
  - Goal setting (Route Forums)