

# RETOSA

## Strategy Meeting

25 and 26 July 2017

Presented by  
Caroline Ungersbock



SUSTAINABLE TOURISM  
PARTNERSHIP PROGRAMME  
[www.stpp.co.za](http://www.stpp.co.za)





2017 is the United Nations World Tourism Organisation's

**“the year of sustainable tourism for development”**

# What is Sustainable Tourism for development?

## UNWTO / UNEP

“tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”

# The 2002 Cape Town Declaration

Responsible [Sustainable] Tourism is a tourism that creates better places for people to live in and better places to visit

# What is (Sustainable) ~ Tourism?

## Visitor needs

- Safety
- Security
- Information
- Communication
- Quality
- Service
- Healthy environment
- Infrastructure

## Industry needs

- Economy
- Regulation
- Market access
- Investment
- Public / Private collaboration
- Infrastructure

## Environment needs

- Conservation
- Resources efficiency
- Low carbon footprint
- Waste management

## Community Needs

- Healthy environment
- Education
- Jobs
- Communication
- Infrastructure

4 PILLARS



*“Sustainable tourism is really about making sure you can stay in business and that the tourism industry remains a viable industry”*

*Niki Glen: Founder STPP*

# How to build a sustainable industry



*Well, if no one is willing to take responsibility for it, we'll blame it on **government***

# How to build a sustainable industry

## UNWTO / UNEP

To address the needs of:

visitors

industry

environment

host communities

each industry player has a role



# Preamble - Summarised

---

- Tourism has been identified by the United Nations as one of 10 sectors to drive the change to the Green economy.
- Tourism has close linkages to other sectors
- Tourism can create decent jobs
- Tourism can create Trade opportunities

The need for a sustainable approach to Tourism in developing countries is key:-

- Promoting Growth
- Maintaining a balanced use of resources
- Sustainable consumption and production matters

The SADC Protocol on the Development of Tourism (1998) describes SADC's objective to build upon the potential of the region to build on the potential as a tourist destination.



SUSTAINABLE TOURISM  
PARTNERSHIP PROGRAMME  
[www.stpp.co.za](http://www.stpp.co.za)



# The recently launched:-

---

UNEP 10year Framework programme on Sustainable Tourism, Sustainable Consumption and Programme (10YFP, STP and SCP) has given impetus on Southern Africa Tourism Stakeholders to act with a common vision of making our region the Sustainable Tourism global destination of choice

**Sustainable Tourism development IF successfully implemented, will offer huge opportunities for SADC countries to address**

**UNEMPLOYMENT  
ECONOMIC GROWTH  
POVERTY REDUCTION**



SUSTAINABLE TOURISM  
PARTNERSHIP PROGRAMME  
[www.stpp.co.za](http://www.stpp.co.za)



# Purpose of the Steering Committee

---

The SASTSC is a strategic regional platform for mainstreaming Sustainable Tourism in Southern Africa.

The Steering committee will be a strong vehicle for **ADVOCACY** and a driving force to

- ❑ Exchange ideas and agree on strategies of mainstreaming and advancing sustainable tourism programmes and projects
- ❑ Identify specific gaps and barriers to the advancement of Sustainable Tourism in the region
- ❑ Agree on policy framework and the national and regional institutional structures
- ❑ Apply interventionist measures and capacity building programmes at a National and Regional Level



SUSTAINABLE TOURISM  
PARTNERSHIP PROGRAMME  
[www.stpp.co.za](http://www.stpp.co.za)



# Vision & Mission

---

## VISION

To be the world's leading sustainable tourism region

## MISSION

To promote regional tourism growth and development in an ethical, equitable, integrated and sustainable manner through collaborative partnerships



SUSTAINABLE TOURISM  
PARTNERSHIP PROGRAMME  
[www.stpp.co.za](http://www.stpp.co.za)



# Strategic objectives by portfolio

---

## POLICY AND ADVOCACY

To ensure that all Member State's tourism policies, strategies and plans include all principles of sustainable tourism

## CAPACITY BUILDING

To enhance the ability of identified key stakeholders within Member States to define and resolve sustainable tourism challenges

## COMMUNICATION

To ensure that all regional stakeholders are aware of the importance of sustainable Tourism development and associated methodologies for implementation



SUSTAINABLE TOURISM  
PARTNERSHIP PROGRAMME  
[www.stpp.co.za](http://www.stpp.co.za)



# Strategic objectives by portfolio (cont.)

---

## STANDARD AND CERTIFICATION

To support all Member States to adopt a harmonised regional framework for sustainable tourism including quality standards and recognition

## MONITORING AND EVALUATION

Establish and implement a practical and effective monitoring and evaluation system to track progress and report on regional results for improvements

## RESOURCE MOBILIZATION

To secure resources (cash and in-kind) for implementation of activities that support implementation of priority projects as identified in the Action Plan



SUSTAINABLE TOURISM  
PARTNERSHIP PROGRAMME  
[www.stpp.co.za](http://www.stpp.co.za)



# Objectives by year

---

## YEAR 1 – 2016

- ❑ Create measurable common regional baseline indicators by 2016
- ❑ To develop an agreed-to harmonised regional standard through a consultative process with all relevant stakeholders by 2016
- ❑ To ensure that all major media houses in the region have at least one journalist covering sustainable tourism development in the region by end of 2016

## YEAR 2 – 2017

- ❑ Establish shared monitoring and evaluation systems and mechanisms by 2017
- ❑ To ensure that 60% of Member States include or create in their strategy a national awareness campaign on the Sustainable Tourism Principles by 2017
- ❑ Implement capacity building plan across a minimum of 50% of Member States by end 2017
- ❑ To identify a range of potential resources available in the region and beyond to support implementation of a minimum of 50% of priority projects by end 2017
- ❑ To mobilise resources for implementation of at least one priority project by the end of 2017



SUSTAINABLE TOURISM  
PARTNERSHIP PROGRAMME  
[www.stpp.co.za](http://www.stpp.co.za)



# Objectives by year (cont.)

---

## YEAR 3 – 2018

- To have 50% of Member States formally adopt the harmonised sustainable tourism standards by 2018

## YEAR 4 and YEAR 5 - 2019 and 2020

- To have recognition programmes active in all member states by 2020
- To have at least 60% of Member States' plans include all principles of Sustainable Tourism
- To have at least 60% of Member States' policies include principles of Sustainable tourism
- To have at least 60% of Member States National Strategies include all principles of Sustainable Tourism by end of 2020



SUSTAINABLE TOURISM  
PARTNERSHIP PROGRAMME  
[www.stpp.co.za](http://www.stpp.co.za)



# The action plan 2016 - 2020

---

- An action plan has been devised over the next few years.
- We are slightly behind schedule due to the hiccups of the past year
- We will easily be able to catch up
- It is easily achievable with co operation and collaboration
- Copies will be made available
- It will be discussed with the new members of the forum



SUSTAINABLE TOURISM  
PARTNERSHIP PROGRAMME  
[www.stpp.co.za](http://www.stpp.co.za)



# Summary Day 1

---

## Simba Mandinyenena

- Demystify the issue of sustainability / sustainable tourism
- Three main questions:
  1. Where are we now?
  2. Where do we want to be?
  3. How do we get there?

## Caroline Ungersbock presented the SASTF Action Plan

- The objectives are achievable, even though we believe that we are running late on some of issues.
- Key requirement will be collaboration and cooperation of the industry / member states from private sector and public sector



SUSTAINABLE TOURISM  
PARTNERSHIP PROGRAMME  
[www.stpp.co.za](http://www.stpp.co.za)



# Strategic objectives by portfolio

---

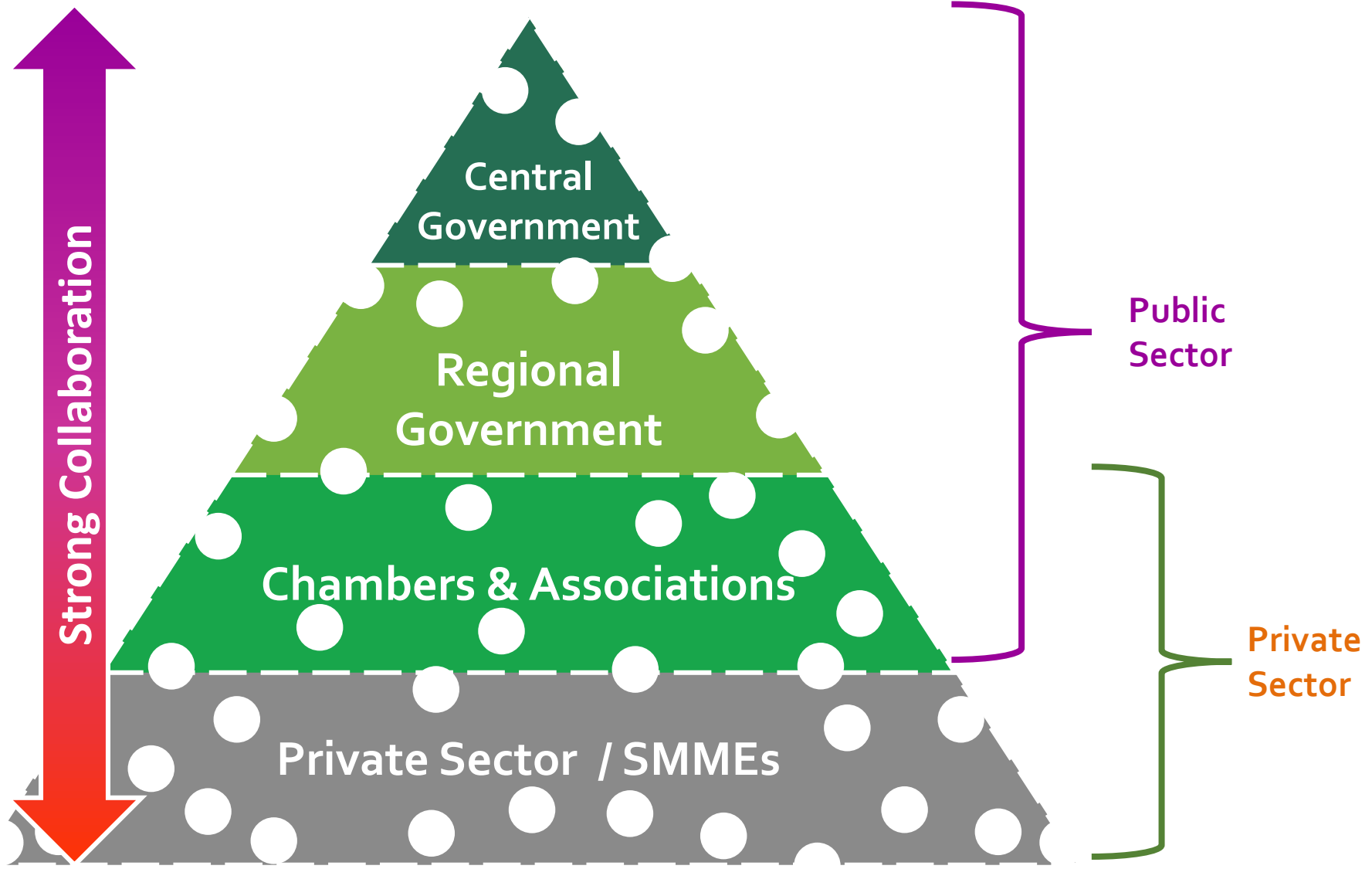
1. *POLICY AND ADVOCACY*
2. *CAPACITY BUILDING*
3. *COMMUNICATION*
4. *STANDARD AND CERTIFICATION*
5. *MONITORING AND EVALUATION*
6. *RESOURCE MOBILIZATION*



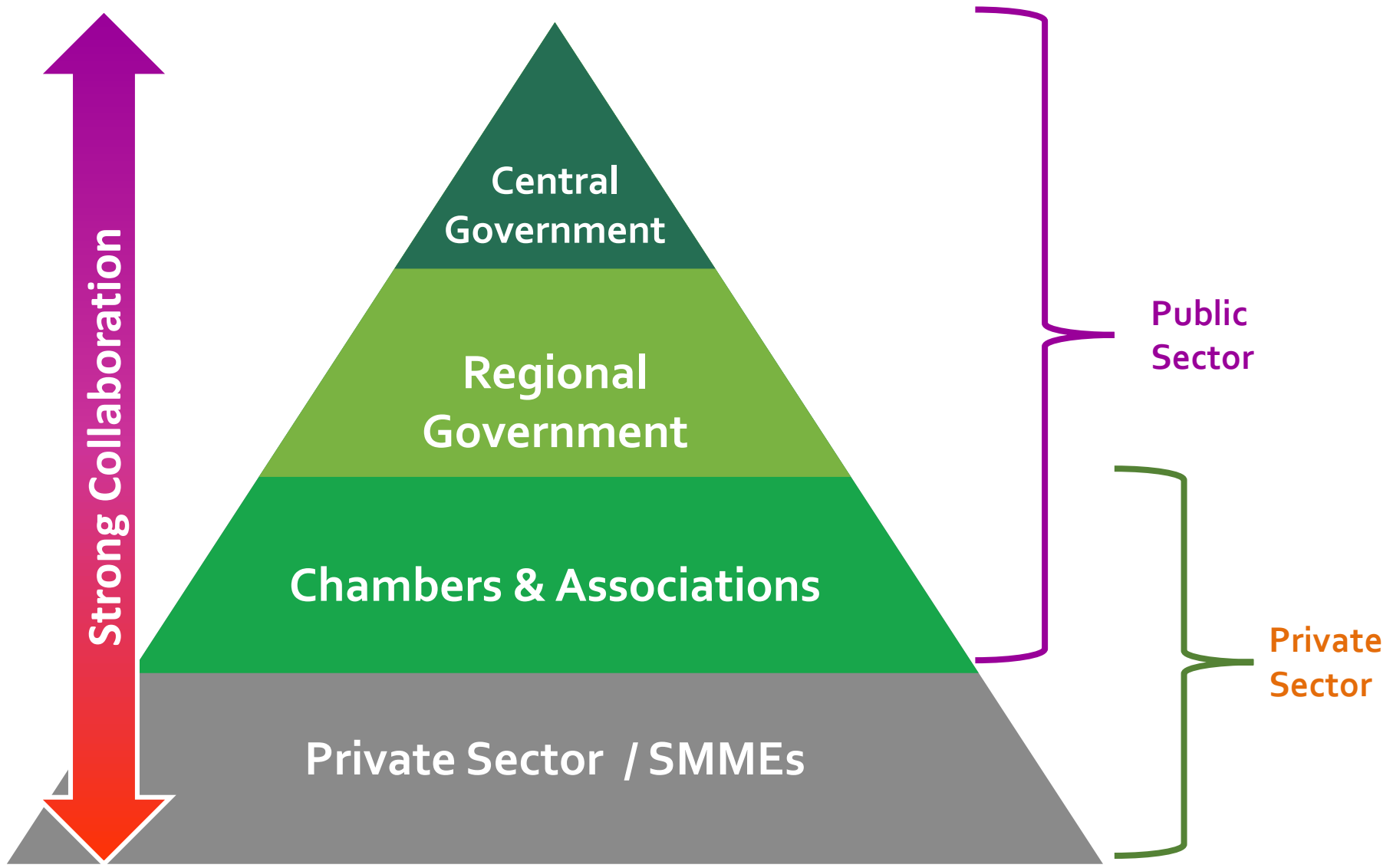
SUSTAINABLE TOURISM  
PARTNERSHIP PROGRAMME  
[www.stpp.co.za](http://www.stpp.co.za)



# Role players (high level)



# We need to make this work



# Policy and advocacy

## What policies / strategies need to be in place for your country?

Where are we?	Where do we want to be?	How do we get there?
<p>YES = 40%            NO = 13 %            DON'T KNOW = 47 %</p> <p>Not all policies are adequately aligned to sustainable tourism principles</p> <p>Do we have plans on how to respond to <b>climate change</b>?</p> <p>Do we have capacity to respond to the impacts of <b>climate change</b>?</p>	<p>YES = 60 %</p> <ul style="list-style-type: none"> <li>• Supporting sustainable business</li> <li>• Policies – impacts need to be understood down the line. e.g. central data base issue – if not registered business, cant receive funding</li> <li>• Lobbying needs to be done by private sector with policy makers.</li> <li>• Sustainability of the assets that we base tourism on needs to be incorporated</li> <li>• Tangible &amp; concrete actions to implement climate change resilience</li> </ul>	<ul style="list-style-type: none"> <li>• Confirm all countries policy status</li> <li>• Confirm that the policies incorporate sustainable tourism principles</li> </ul>

# Standards & certification

## Quality/service standards

Where are we?	Where do we want to be?	How do we get there?
<p>YES = 53 %                      NO = 7 %                      DON'T KNOW = 40%</p> <p>Are we adequately addressing the issues of sustainable tourism, community capacity and climate change in our standards</p>	<p>YES = 60 %</p> <p>Harmonised regional standards</p>	<p>Don't re-invent the wheel – learn from successes</p>



SUSTAINABLE TOURISM PARTNERSHIP PROGRAMME  
[www.stpp.co.za](http://www.stpp.co.za)



# Capacity building

## List the major capacity gaps in your country

Where are we?	Where do we want to be?	How do we get there?
<p><b>All countries have capacity gaps</b></p> <p>Are we adequately addressing the issues of sustainable tourism, community capacity and climate change in our standards?</p>	<ul style="list-style-type: none"><li>• Identify capacity gaps</li><li>• Prioritise capacity gaps</li><li>• Plan &amp; develop tools to bridge capacity gaps</li><li>• Implement capacity building plans in 50 % member states by 2017</li></ul>	<ul style="list-style-type: none"><li>• Research</li><li>• <b>In country capacity building workshops to map capacity building requirements and develop plans</b></li><li>• Representation must be from the implementers on the ground</li><li>• Partner with the right training partners</li><li>• <b>Develop funding plans and collectively source funding</b></li></ul>

# Communication

## Communication gaps between private sector & government

Where are we?	Where do we want to be?	How do we get there?
<p>In some countries more than others</p> <p><b>Lack of trust between private and public sector</b></p> <p>There are models that are working</p> <p>Tried and tested product base vs authentic new experiences are</p>	<ul style="list-style-type: none"><li>• Communication action plan by stakeholder group i.e<ul style="list-style-type: none"><li>• Intergovernmental</li><li>• Industry bodies e.g. associations</li><li>• Private sector business – formal and informal businesses</li><li>• Support mass scale awareness</li></ul></li><li>• <b>Best practice sharing across the region</b></li><li>• Critically understanding the needs to the tourists</li><li>• Community ambassadors</li></ul>	<ul style="list-style-type: none"><li>• Build data bases</li><li>• <b>Build strong partnerships with associations</b></li><li>• Understand communication challenges and use the right mediums</li><li>• Using the right channels to reach the right people via e.g. on social media and community radio stations</li><li>• Create forums for regional collaboration and best practice sharing</li></ul>

# Resource mobilisation (1)

## Monitoring & evaluation & impact assessment

### Programmes that support sustainable tourism implementation?

Where are we?	Where do we want to be?	How do we get there?
<ul style="list-style-type: none"> <li>• <b>Top down approach</b></li> <li>• CBT ventures</li> <li>• TFCA and Parks</li> <li>• Various Initiatives in country</li> <li>• Resource Efficiency</li> <li>• QA &amp; Service training</li> <li>• <b>Nothing mass scale</b></li> <li>• Can't improve what you don't measure – we don't measure well</li> </ul>	<ul style="list-style-type: none"> <li>• Bottom up approach</li> <li>• Mass adoption of ST principles</li> <li>• Bankable project with investment</li> <li>• Agreed indicators for implementation success</li> <li>• <b>DONE PROPERLY</b></li> <li>• CBT must utilise and promote local resources</li> <li>• <b>Initiative must come from local people themselves</b></li> <li>• Benefits must be seen to benefit the same communities</li> </ul>	<ul style="list-style-type: none"> <li>• Strong partnerships</li> <li>• Work with mass scale sustainable tourism implementation partners</li> <li>• Learn from successes / case studies in e.g. TFCA and CBT</li> <li>• <b>Data collection to track impacts</b></li> <li>• Handbook – once the handbook is produced, it can be distributed on social media and radio stations</li> <li>• Guiding principles of CBT adopted in initiatives</li> <li>• Illustrate the business case / cost savings of ST to the staff and communities</li> </ul>

# Resource mobilisation (2)

## Monitoring & evaluation & impact assessment

### Programmes that support sustainable tourism implementation?

Where are we?	Where do we want to be?	How do we get there?
<ul style="list-style-type: none"> <li>• <b>CBT –when funders pull out, projects collapse</b></li> <li>• Access to market challenge</li> <li>• <b>Infrastructure access</b></li> <li>• Not every community can run a tourism project</li> <li>• There are a lot of current projects</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Sustainable business models for all CBTs and other projects</b></li> <li>• Ownership within communities</li> <li>• Management of conflict and trust</li> <li>• Cross sectoral linkages and value chain</li> <li>• E.g. tourists participate in the community activities e.g. basket weaving, dancing, drumming etc.</li> <li>• <b>Understanding our stakeholders</b></li> </ul>	<ul style="list-style-type: none"> <li>• Strong partnerships</li> <li>• <b>Facilitation of processes to extract bankable project</b></li> <li>• Facilitation of engagement between communities and stakeholders</li> <li>• <b>Facilitation of strong project development processes</b></li> <li>• Concerted efforts to understanding stakeholders</li> <li>• Ethics charters, codes of conduct etc to protect environment and culture</li> <li>• Time and resources needs to be understood</li> <li>• <b>Learn and grow from competitors</b></li> </ul>

# Resource mobilisation (1)

## Monitoring & evaluation & impact assessment

### Programmes that support sustainable tourism implementation?

Where are we?	Where do we want to be?	How do we get there?
<ul style="list-style-type: none"> <li>• <b>We don't fully understand the impacts of tourism (positive or negative) on communities</b></li> <li>• Government role and private sector role in implementation of projects need to be understood</li> </ul>	<ul style="list-style-type: none"> <li>• Inclusive Tourism</li> <li>• Direct impacts</li> <li>• Indirect Impacts</li> <li>• Induced Impacts (e.g. staff spending their salaries)</li> <li>• Year-on-year measurements</li> <li>• <b>Clear understanding of difference between long term and short term benefits and impact</b></li> </ul>	<p><b>DON'T MAKE EXCUSES – HOTEL VERDE</b></p> <ul style="list-style-type: none"> <li>• Make staff part of the journey</li> <li>• Award scheme – staff and tourists</li> <li>• Carbon offset programme</li> <li>• Stay true to environment and culture. Let nature dictate on how you develop.</li> </ul>



SUSTAINABLE TOURISM PARTNERSHIP PROGRAMME  
[www.stpp.co.za](http://www.stpp.co.za)



# Action plan 2016 - 2020

---

- An action plan has been devised over the next few years.
- We are slightly behind schedule due to the hiccups of the past year
- We will be able to catch up
- Key requirements:** co-operation and collaboration
- Copies will be made available
- To be discussed with the new members of the forum



SUSTAINABLE TOURISM  
PARTNERSHIP PROGRAMME  
[www.stpp.co.za](http://www.stpp.co.za)



# RETOSA Handbook

---



the  
**HOW-TO-GUIDE** of  
**SUSTAINABLE**  
**TOURISM**



# Focus on SMMEs

Before changes are made, however, SMMEs need to realise their real power in the industry. Tourists seldom visit one single business for extended periods without interacting with other businesses, facilities, attractions and people. Therefore, tourism SMMEs are never alone, and through collaboration with other SMMEs and stakeholders, much better results will be achieved in addressing the needs of tourists and in growing their own businesses. Whether starting up or running an existing business, it is important to remain

relevant, do the right thing, limit business costs and increase profits.

Sustainable tourism is about staying in business while finding solutions to the numerous challenges faced by SMMEs. It is about taking small steps, celebrating successes and improving on past achievements.

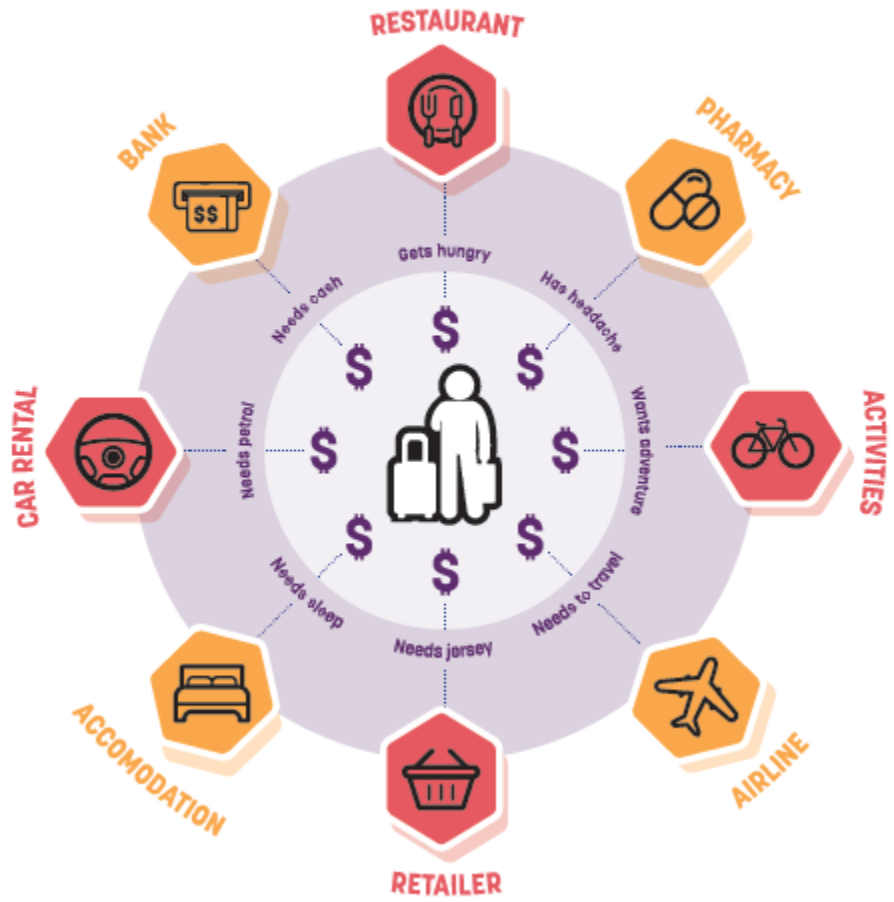


# Roles and responsibilities



Typically, every 10-12 tourists can support one full-time job, and for every one full-time job in tourism, 7-9 additional jobs can be created in supporting industries.

## Tourism is everybody's business.



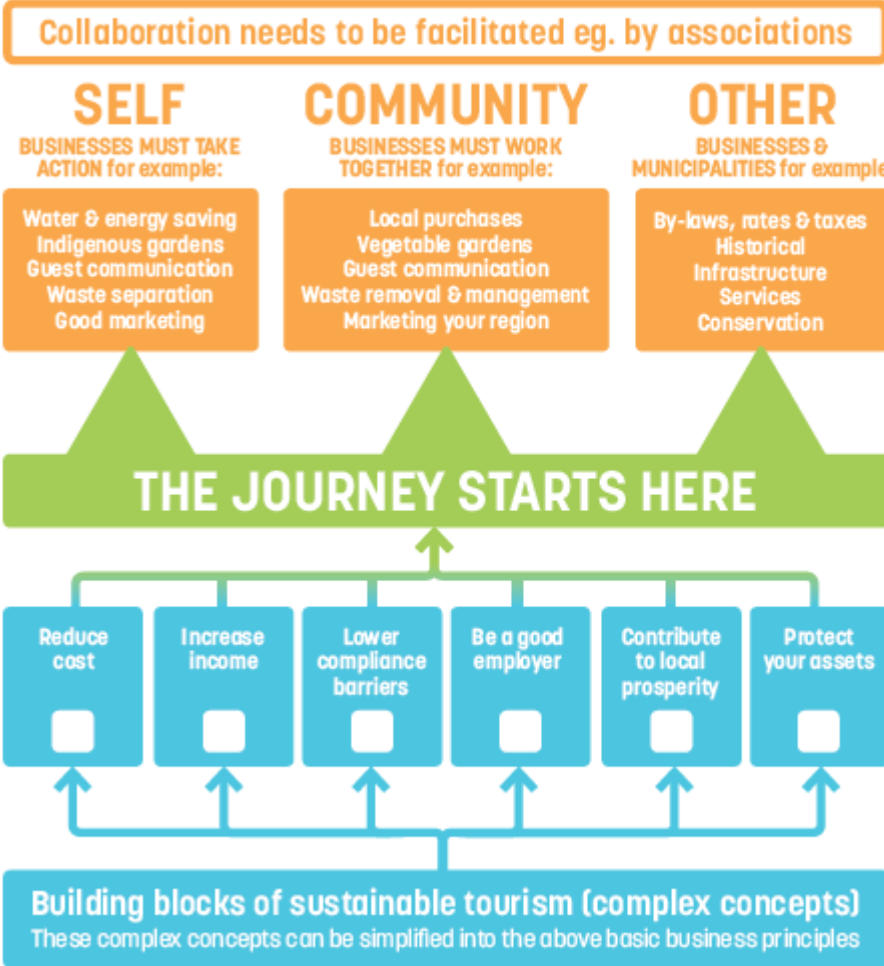
# Simple how-to guide

## 8 Back to basics

As illustrated in the diagram (right), there are many opportunities to start the journey to sustainable tourism implementation. This journey does not have to be daunting! Every tourism stakeholder has a role to play in reducing the negative impacts and increasing the positive short term and long term impacts of tourism. The first step is to determine what needs to be done by imagining the future of your business within the destination it is located.

Ultimately, every business owner wants to achieve the following:

1. Reduce costs.
2. Increase income.
3. Have loyal and happy staff.
4. Operate in a compliant and responsible manner;
5. Live in a community that is healthy, clean and prosperous.
6. Continue benefiting from the tourism attractions in the destination/region.
7. Ensure that the assets around which the tourism destination is built remains viable and sustainable.



# Practical guidance



## 9.2 Reduce or replace

Now that you know what you are going to measure and how you can measure, this section provides ideas of how to reduce costs through managing resources more effectively and efficiently. As indicated on page 26 resource efficiency refers to the optimisation of energy and water consumption, waste production and management and purchasing practices. This section provides guidelines on how to reduce resource consumption and improve purchasing practices.

### A. Energy saving

#### Reduce energy consumption

When confronted with high electricity bills, businesses often look at immediately replacing items such as geysers and light bulbs. However, much can be achieved through changing behaviours and doing things differently first. A study done in the UK (Costa, 2016) showed that when energy efficient technology was installed in businesses, the estimated savings are not always achieved as a result of human behaviour. For example, people are less inclined to switch off a light if they know that the bulb used is energy efficient. Here are some examples of how energy savings can be achieved through behavioural changes.

#### Air conditioner:

- Set the remote control to 21 degrees.
- Switch off air conditioner when rooms / offices are unoccupied - open windows when it becomes cooler to let in fresh air.
- Dust air conditioner vents daily.

#### Kettles:

- Boil only as much water as is required - boil one cup of water for one cup of coffee/tea.
- Use the water immediately after boiling - do not let it cool down and re-boil it.

#### Garden equipment:

- Do not use leaf blowers - sweep / rake leaves instead.

#### Dishwashers:

- Wash only full loads, and omit rinse cycle if not essential.
- Use cooler, energy efficient cycles.

#### Fridges:

- Do not leave fridge doors open for more than 3 seconds if possible.
- Consolidate fridge space if more than one fridge in use - you may be able to switch one off.
- Ensure fridge temperatures are in line with health standard requirements.
- Ensure door seals are tight and defrost regularly.

#### Lights:

- Switch all non-essential lights off while cleaning, including bathroom lights.
- Open curtains to let in daylight when cleaning.

#### Ovens:

- Check standby arrangements - do you need ovens to be on standby all day, if at all?
- Prepare food that does not require re-heating.

#### Pool pumps:

- Run the pool pump less when there are

# Support local economic development

You can also identify which items could be sourced from more environmentally friendly sources, e.g. organic food that does not require harmful pest repellents, or eco-friendly cleaning products that do not contain harmful chemicals.

For alternative cleaning products, it is important to note that eco-friendly products are often sold in concentrated form (i.e. water needs to be added) and smaller quantities are often required to do the same job as traditional chemical based cleaning products. It is important that the manufacturers' guidelines are followed. When switching to a different type of cleaning product, you will need to change cloths and other cleaning equipment, as the residues of chemicals used can interfere with how well the new product is working. In selecting new products, be sure that you test them first and check the price. If eco-friendly alternatives appear to be more expensive, consider quantities, whether or not the product you are looking at is concentrated and whether using the new product will have less negative, or even positive impacts on the environment.

**You can now create a list with headings, like the one below:**

This sheet can be updated monthly. Over time, you will see a difference in where you used to source products and where you are sourcing products now. In essence, you will be investing more in the local economy, which in turn will bring more prosperity to



local communities. Locally produced products will require less transport, and this will save the environment from harmful gases released by trucks and airplanes during transport. If local suppliers are not available, the next best alternative is to look regionally. Imagine if several tourism businesses group together to support local sources - the number of potential additional jobs will increase significantly.

Product	Quantity	Current Source	Price	Alternative source	Price

# THANK YOU

---



SUSTAINABLE TOURISM  
PARTNERSHIP PROGRAMME  
[www.stpp.co.za](http://www.stpp.co.za)

