

# GTTP South Africa

## Responsible Tourism Webinar



# 1. Introduction to Responsible Tourism



# Webinar Content:

1. Introduction
2. Three Pillars of Sustainable Tourism
3. National Responsible Tourism Guidelines
4. Responsible Tourists
5. Responsible Tourism Industry
6. Global Warming and the Tourism Industry
7. Role-players in Responsible and Sustainable Tourism
8. Imvelo Awards
9. Learner Activities and Teaching Tips

# Responsible Tourism:

- tourism ‘that creates better places for people to live in, and better places to visit’.
- about the legacy and the consequences of tourism – for the environment, local people and/or local economies.



# Why Responsible Tourism?

Due to growing consciousness, tourists now want to go to places that:

- Protect the environment
- Support local communities
- Have a positive economic impact on the local area.

# Why Responsible Tourism?

In the UK, the Association for Independent Tour Operators (AITO) has developed a Responsible Tourism policy and sets down guidelines for its implementation.

These guidelines prioritise the following:

- The protection of the environment
- Respect for local cultures
- Provision of measurable benefits to local communities
- Conservation of natural resources
- Minimising pollution ([www.aito.co.uk](http://www.aito.co.uk))

Why is environmental awareness is important to the tourism and hospitality industries?



# International trends....

- Greener lifestyle choices
- Impacts on tourism industry – large carbon footprint due in particular to air travel
- Hospitality has negative environmental effects – use of resources, waste generation, etc.

# International trends....

A study of consumer patterns in the Europe shows...

- Tourists expect high environmental quality in their destinations
- Prefer eco-labeled accommodation
- 2 out of 3 *UK travellers* think it is important that a tour package is “specifically designed to cause as little damage as possible to the environment.”
- About 40% of *Germans* think that it is particularly important to find environmentally friendly accommodation
- 82% of *Dutch* tourists believe that including environmental information into all travel brochures is a good idea.

These are our three major inbound markets!



# International trends....

The 2nd Annual CMI Green Traveller Study (2011) reports that:

- Travel and hospitality consumers are quickly becoming informed in the issues connected with “green travel,” and are demanding greater social and environmental engagement from destinations and suppliers.
- With this shift in consumer consciousness, *consumption patterns are trending toward more responsible, earth-friendly alternatives*

# International trends....

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- With this shift in consumer consciousness, *consumption patterns are trending toward more responsible, earth-friendly alternatives*
- Tourism products need to more actively promote their green status and programmes on their websites.

# International trends....

*To recap: Our market is changing – and if we don't change with it, we are unlikely to flourish in the future!*

- Tourists are looking for responsible establishments to help offset the carbon required to get here.
- Best way to reassure them is to have *credible* environmental certification such as
- Green Globe – and Heritage



# National trends....

- Hotel groups already responding to this trend and members of Heritage are:
  - Sun International (overall Imvelo winners)
  - Legacy Hotels
  - Southern Sun Hotels
  - Independents
- Conferencing: ICC, SCC, CTICC
- Attractions: National Zoo, Joburg Zoo, uShaka, 2 Oceans,

# Responsible Tourism:

- provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues
- minimises negative economic, environmental and social impacts
- is culturally sensitive
- encourages respect between tourists and hosts
- builds local pride and confidence

# Responsible Tourism:

- brings money into the community
- enhances the well-being of host communities
- improves working conditions and access to the industry
- involves local people in decisions that affect their lives and life chances
- makes positive contributions to the conservation of natural and cultural heritage to the maintenance of the world's diversity

# The Environment and Tourism:

Tourism developments worldwide have had a substantial impact on the natural world.

Tourism can play a role in destroying the natural environments in a number of ways, for example:

- visual impact of hotel and resort complexes
- noise and air pollution from increased traffic
- contamination of water supplies and
- the loss of natural habitats

# 2. Three Pillars of Sustainable Tourism





**SUSTAINABLE TOURISM**



**ECONOMIC**

**SOCIAL**

**ENVIRONMENT**

# Economic: (PROFIT)

- We need a sustainable economic model that ensures fair distribution and efficient allocation of our resources.
- This pillar supports initiatives like:
  - ensuring economic growth maintains a healthy balance with ecosystem
  - ensuring that local people are employed
  - ensuring that local products are purchased
  - ensuring that local tourism products are developed



# Social: (PEOPLE)

- We have an ethical responsibility to do something about human inequality, social injustice, and poverty.
- This pillar supports initiatives like:
  - promoting a local tourism culture,
  - peace,
  - social justice,
  - supporting local development and education
  - respecting local culture
  - reducing poverty, and
  - other movements that promote social equity



# Environment: (PLANET)

- Our natural resources are limited and we cannot take them for granted.
- This pillar supports initiatives like:
  - natural resources, sensitive habitats, and local needs,
  - renewable energy,
  - reducing fossil fuel consumption and emissions,
  - sustainable agriculture and fishing,
  - organic farming, tree planting and reducing deforestation,
  - recycling, and better waste management



# 3. Responsible Tourism in South Africa



# South Africa & Responsible Tourism

White Paper

Etc....

National Responsible Tourism Guidelines



# Economic Guidelines: (PROFIT)

These guidelines are all aimed at the tourism property to promote RT practices – including:

- Assess economic impacts before developing tourism
- Maximise local economic benefits
- Ensure communities are involved and benefit from tourism
- Assist with local marketing and product development
- Business must be equitable
- Prices must be fair



# Social Guidelines:

# (PEOPLE)

- Involve local communities in planning and decision-making
- Assess social impacts before developing tourism
- Maintain and encourage social and cultural diversity
- Be sensitive to the host culture



# Environmental Guidelines: (PLANET)

- Assess environmental impacts before developing tourism
- Use local and natural resources sustainably
- Avoid waste and over-consumption
- Maintain and encourage natural biodiversity



# 4. Responsible Tourists



# How to be a Responsible Tourist:

- **Do your homework**
  - Read up on the places and on what you can and cannot do in the place you want to visit
- **Go green**
  - If you are staying longer, ask your hotel to clean your sheets and towels not every day but when they are ready for the laundry.
  - With regard to air conditioners, heaters, and other electronic gadgets. Turn them off. Better still, stay in hotels that have recycling programs well in place and abide with their guidelines.
- **Help preserve local heritage**
  - Care needs to be taken to allow others to enjoy this as well. Be mindful of other visitors.

# How to be a Responsible Tourist:

- **Support local businesses:**
  - Try to buy something from the local stores with local brands. You will help circulate money in the local economy and support or create jobs for local people.
- **Experience the place:**
  - Walk around. Eat in local restaurants. Talk to the locals. Learn a few words in the local language and use it.
- **Respect the cultural practices of the locals:**
  - Wear appropriate clothing
  - Respect important sites



# 5. Responsible Tourism Industry



# Economic Responsibility of Industry:

- Employment:
  - Fair
  - Diverse workforce
  - Local people
  - Provide skills
- Purchasing:
  - Buy local
  - Pay fair prices
- Product development
  - Local places of interest
  - Local crafts
  - Local products

**Buy  
Local**  
SPEND IT HERE • KEEP IT HERE



# Social Responsibility of Industry:

- Cooperative structures with local community
- Promote a local tourism culture
- Support local development and Education
- Respect local culture

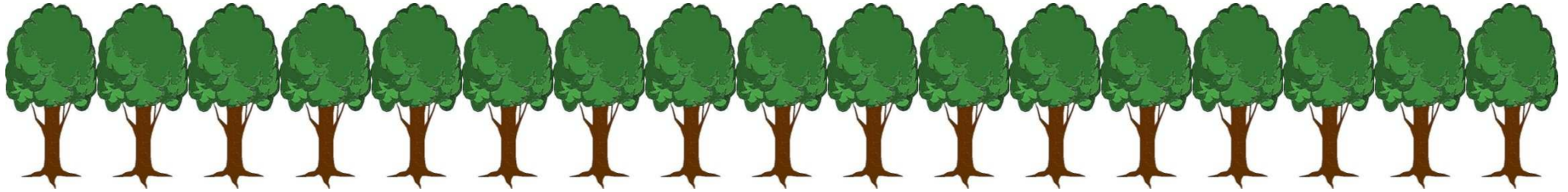


# Environmental Responsibility of Industry:

- Planning, design and construction
  - Impact assessments, Local materials, Aesthetically pleasing
- Nature Conservation
  - Land management, Fauna and Flora, Natural resources, Education
- Water Management
  - Design and planning, saving water, treat effluent, septic tanks
- Energy Management
  - Design and planning, heat/cool systems, lights, energy efficient
- Waste Management
  - Reduce, Reuse, Recycle

## DID YOU KNOW???

- For every ton of paper recycled, 17 trees are saved, with 40% less energy and 30% less water required



- Every ton of glass recycled saves 1.2 tons of raw material and 114 litres of oil energy



# Global Warming and Tourism:

- In less than 100 years from now, polar bears, the snowy peaks in the Swiss Alps, the islands of Maldives, and the Great Barrier Reef will be a thing of the past! This spells doom for the travel and tourism industry!
- The travel and tourism industry is set to grow by leaps and bounds and as we move forward, it is estimated that this industry would grow by about 4.5% annually.
- This can give environmentalists and climate change experts sleepless nights.



# 5. Global Warming and the Tourism Industry

# What is Global Warming?

- Global warming is caused by greenhouse gases absorbing heat and warming the atmosphere.
- Greenhouse Gasses are mostly natural and are not all bad:
  - Carbon dioxide
  - Water vapour
  - Methane
  - Nitrous oxide
  - Ozone
- Greenhouse gases are found naturally in the Earth's atmosphere but are also emitted through human activities – the most dangerous one being Carbon Dioxide - CO<sub>2</sub>



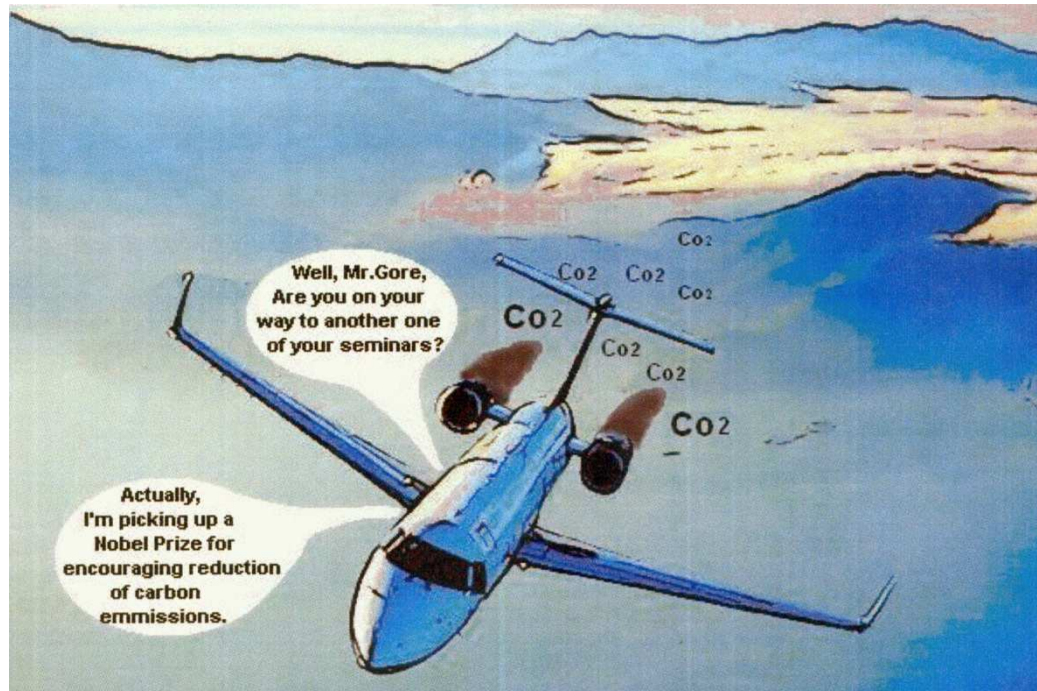
# Global Warming and Tourism:

- This would mean that people who ideally go to the beaches will not be able to go the beaches, scuba diving and snorkeling.
- Skiing in the mountains will become just another memory
- Rising sea waters may submerge many monuments (eg London Tower)



# Global Warming and Tourism:

- Thanks to low airfares, more and more people are now travelling
- This means more money but also more environmental issues
- This is because the aviation industry is a major pollutant of the environment and airplanes emit carbon dioxide.



# Global Warming and Tourism:

- An effective way of combating this is to plant more trees which offset carbon which in turn offsets the carbon dioxide that we emit while flying.
- Preserve the future of travel, preserve the planet



# 7. Role Players in Responsible and Sustainable Tourism

# Role Players:

- National Department of Tourism
- Department of Water and Environmental Affairs
- Provincial Tourism Authorities and Departments
- FEDHASA
- Heritage Environmental Management Company
- Kundiza Training and Consulting



# 8. Imvelo Awards



# The Imvelo Awards

- Annual Responsible Tourism Awards
- Recognise tourism and hospitality businesses that make a real, measurable and sustained contribution to Responsible Tourism.
- Huge impact on tourism in South Africa
- Creating significant awareness of environmental management issues in the industry.



**Imvelo Awards**  
for responsible tourism

# The Imvelo Awards

- In line with Responsible Tourism guidelines for SAs hospitality industry and UN WTOs code of ethics.
- Supported by the Heritage Environmental Rating Programme.
- FEDHASA is the custodian of Imvelo
- Main Imvelo partners for 2011:
  - Absa
  - Department of Tourism
  - Department of Water Affairs
  - Eskom
  - Industrial Development Corporation
  - Don't Waste Services.



# Categories

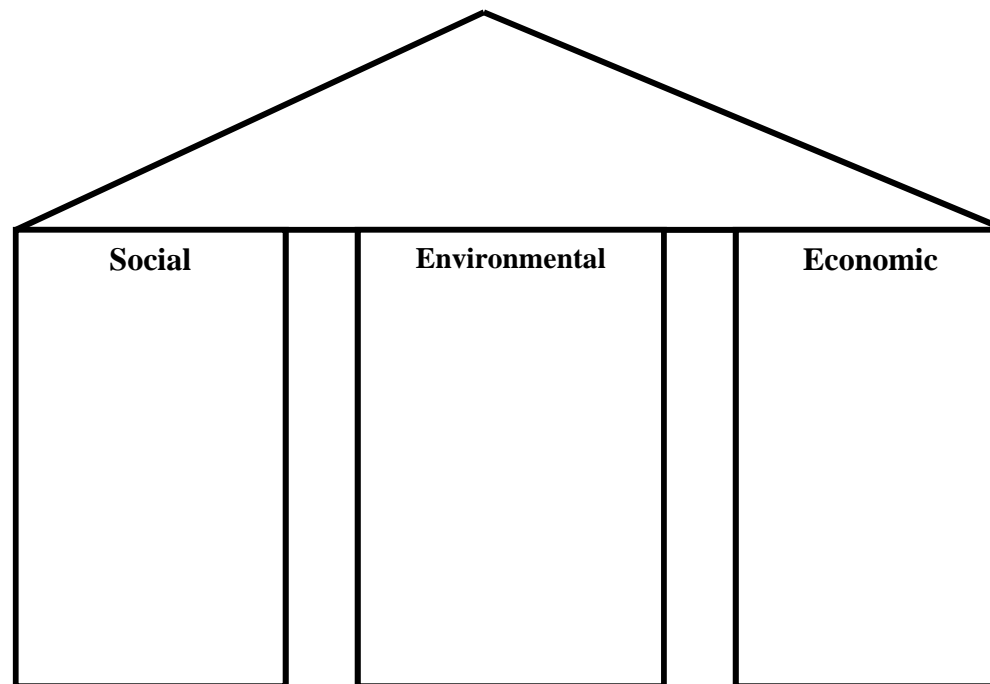
- Best Social Involvement Programme
- Best Practice – Economic Impact
- Best Overall Environmental Management Systems
- Best Single Resource Management Programme
- Most Empowered Tourism Business
- Investor in People Award
- Chairman's Award



# 9. Learner Activities and Teaching Tips

# Activity 1: Responsible Tourism

The concept of Responsible Tourism rests on three pillars. Learners must write down in each of the pillars what they understand by each of these terms with relation to tourism.



## Activity 2: Responsible Tourism

Working in groups, learners must identify examples of good Responsible Tourism Practice that they know of in a hotel or a nearby tourism and leisure property.



# Activity 3: Group Discussions

- Working in groups of 4, discuss why any hotel should practice Responsible Tourism.
- List the benefits on a sheet of flipchart paper and present these to the class.

# Activity 4: Brainstorm

- As a group, brainstorm ways in which you can encourage hotel staff as well as guests to be Responsible.

# Activity 5: Responsible Tourism Posters

- Using flipchart paper and the materials, draw a poster illustrating Responsible Tourism.
- The poster that is voted best by the whole group will win a prize and be displayed in the classroom

# Questions & Comments





# Thank You!

