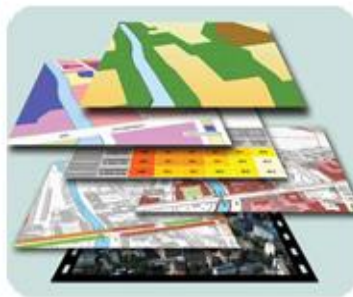


SWITCH Africa Green Sustainable Tourism Regional Meeting

By Dr Jenitha Badul

30 October, Kigali, Rwanda



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Sustainable Tourism

- **Responsible Tourism Requirements - SANS 1162:2011** -Sustainable **Tourism** is defined as a tourism management strategy in which the tourism sector and tourists take responsibility to **protect** and **conserve** the natural environment, **respect** and conserve local cultures and ways of life, and contribute to stronger local economies and a better quality of life for local people.
- Sustainable tourism is also about enabling local communities to enjoy a better **quality of life**, through increased **socio-economic benefits** and an **improved environment**.



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Sustainable Tourism SANS Process

- The National Department of Tourism in consultation with tourism stakeholders; private sector, accreditation agencies; developed the National Minimum Standard for Responsible Tourism (NMSRT).
- The NMSRT's objective is to establish a common understanding of responsible tourism.
- SABS approved the draft NMSRT as a South African National Standard (SANS 1162) on the 28 March 2011.
- Minimum Standard for Responsible Tourism (SANS116) are housed at the South African Bureau of Standards (SABS).



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South African National Standard (SANS 1162)

Purpose of the standard:

- Establish a common understanding of the minimum criteria for responsible tourism,
- Promote responsible tourism in the tourism sector, including accommodation, hospitality, travel distribution systems, as well as all organs of state and entities, organized labour and communities involved or interested in the tourism sector in South Africa
- Establish the minimum criteria for certification of the sustainability of organizations in the tourism sector, and be in line with the National Guidelines for Responsible Tourism and the global sustainable tourism criteria.



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South African National Standard (SANS 1162)

- The standard consists of 41 criteria divided into the following four categories:
 - ❖ Economic criteria
 - ❖ Social and cultural criteria
 - ❖ Environmental criteria
 - ❖ Sustainable operations and management



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National Responsible Tourism Development Guidelines For South Africa

Economic objectives:

- **Maximising local economic benefits** – increasing linkages and reducing leakages
- Ensure **communities are involved** in and benefit from tourism
- **Equitable Business** - Enterprises should pay fair prices for local services purchased or packaged as part of mainstream itineraries
- Assess **economic impacts** as a pre-requisite to developing tourism



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National Responsible Tourism Development Guidelines For South Africa

The **standards** were developed based on a **three tier rating system** which addresses the **social, environmental** and **economic** aspects.

Social objectives:

- **Involve the local community** in planning and decision-making
- **Assess social impacts** as a prerequisite to developing tourism
- **Maintain and encourage social and cultural diversity**



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National Responsible Tourism Development Guidelines For South Africa

Environmental objectives:

- Use **local resources sustainably**, avoid waste and over-consumption
 - ❖ Meter the quantity of water consumed and manage consumption and leakage
 - ❖ Measure electricity consumption and introduce energy saving measures
 - ❖ Waste Management by applying the waste hierarchy principle
- **Maintain and encourage natural diversity**
- **Assess environmental impacts** as a prerequisite to developing tourism



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Existing Green Tourism Rating Systems

- **Fair Trade** in Tourism South Africa promotes sustainable tourism development. It certifies tourism businesses that **operate** in an **ethical and socially-responsible manner**.
- **Greenleaf** focuses on the environmental responsibility of **wilderness areas and lodges**.
- **Heritage SA** concentrates on **large hotels** and conference centres and their respective **environmental management measures**.



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Tourism Grading Council of South Africa

- **1 STAR** - Fair to good (acceptable / modest) quality in the overall standard of furnishings, service and guest care. Clean, comfortable and functional accommodation.
- **2 STARS** - Good quality in the overall standard of furnishings, service and guest care.
- **3 STARS** - Very good quality in the overall standard of furnishings, service and guest care.
- **4 STARS** - Superior (excellent) comfort and quality. High standard of furnishings, service and guest care.
- **5 STARS** - Exceptional quality, luxury accommodation (matching best international standards). Highest standard of furnishings, flawless service, meticulous guest care.



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RSA Strategic Tourism Development

- The formation of the Tourism Business Council of South Africa, as the representative of South Africa's tourism industry (1996);
- The establishment, by provinces, of provincial tourism bodies and mechanisms to develop the sector;
- Cabinet approval of the international Tourism Growth Strategy (2002)
- Launch of the Domestic Tourism Strategy (2004)



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RSA Strategic Tourism Development

- Amendment of the Tourism Act to transform the South African Tourism Board (1999);
- Grading Council of South Africa constituted to drive the grading system (2000);
- Enactment of the Second Tourism Amendment Act (2001)



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RSA Strategic Tourism Strategy

- National Tourism Sector Strategy (NTSS) 2016-2026, the Department of Tourism seeks to ensure sustainable development and growth of the profession in a manner that facilitates inclusive participation and employment creation.



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Transfrontier Conservation Areas

- TFCA – defined by the SADC (15 countries) Protocol on Conservation and law enforcement, and may be established between two or more countries in sharing resources.
- Purpose:
- To promote and conserve biodiversity, contribute to local economic develop, ensure socio-economic development and interaction between communities, establishment of wildlife corridors, and peace and regional cooperation between borders in accessing resources.
- **6- of 10 MoUs** signed by South Africa - **Richtersveld:** SA/Namibia, **Kgalagadi:** SA/Botswana, **Greater Limpopo:** SA/ Mozambique/Zimbabwe, **Lubombo:** Lesotho/South Africa/Swaziland, **Maloti – Drakensburg:** South Africa/Lesotho, **Greater Mapungubwe:** Botswana/South Africa/Zimbabwe.

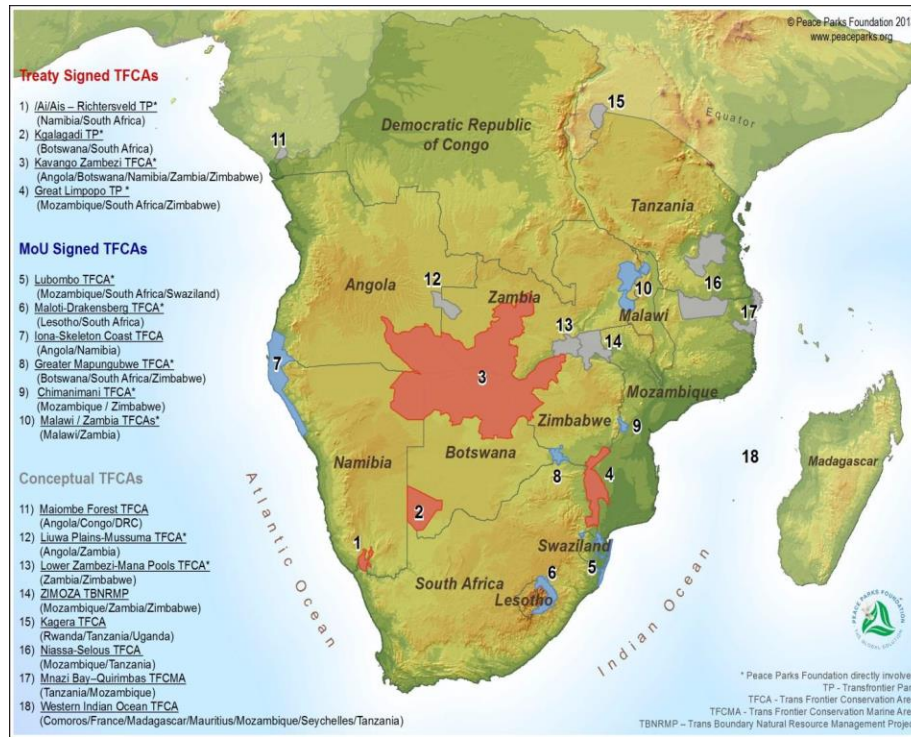


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Transfrontier Conservation Areas



<https://www.researchgate.net/publication/279965061>



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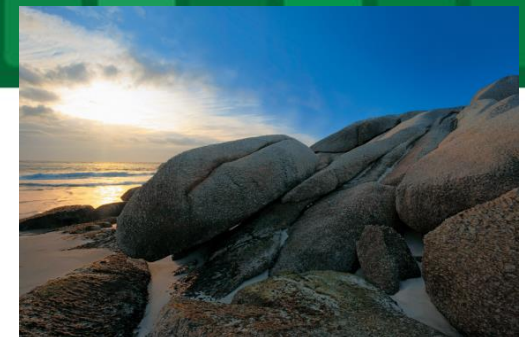
International Agreements

- **Arusha Declaration** which is consistent with Universal human rights.
- Signing of tourism international agreements with approximately twenty countries.
- South Africa joined various international tourism organizations, including World Trade Organization (**WTO**), Regional Tourism Organization of Southern Africa (**RETOSA**), Indian Ocean Tourism Organization (**IOTO**) and the Africa Travel Association (**ATA**).



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Greening of the Built Environment & Event Greening

- **Framework** on greening the built environment
- Green Building Council of Southern Africa (**GBCSA**) rating tools for the built environment.
- Application and training on assessment tools (3 provinces) – primary focus in provinces where **Local Economic Development** is dependent on tourism.
- **Guideline** in hosting of international events in a responsible manner.
- **Carbon footprints** and application of **greening measures** consistent with the SANS standard.



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SWITCH Africa Green Sustainable Tourism Regional Meeting EZEMVELO KZN WILDLIFE

By Pravin Pillay

30 October, Kigali, Rwanda

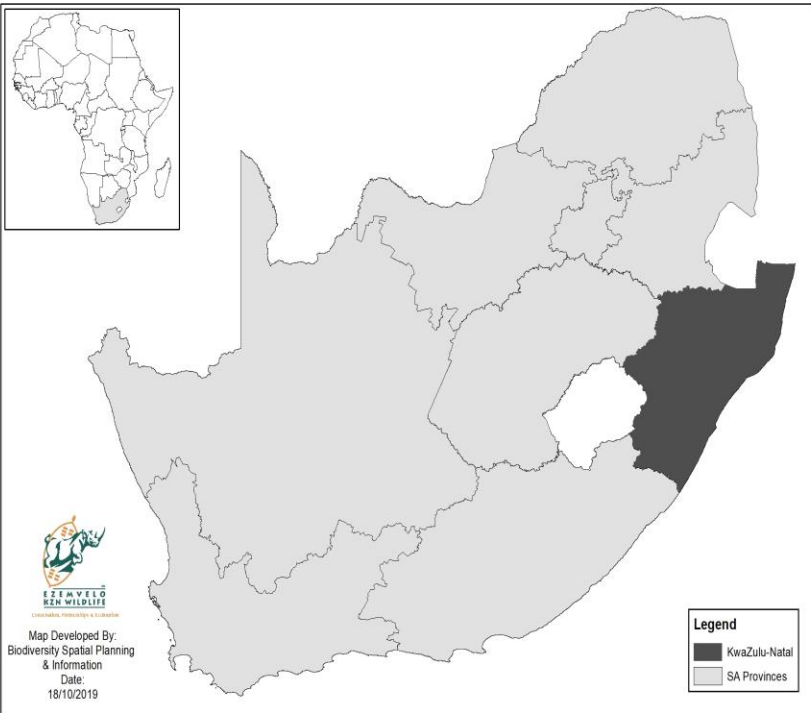


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SA Tourism Context



South Africa (stats SA 2018) :

Total 42 million (arrivals and departures), 30 million foreign (94% tourism travellers) of which 74 % were from Africa (stats SA 2018)

17,7 million domestic trips were undertaken

(South African Tourism (SAT) 2018)

Top 10 overseas Countries	%
The United Kingdom (UK)	16,1 %
United States of America (USA)	14,1 %
Germany	12,8 %
France	7 %
The Netherlands	5,5 %
Australia	4,3 %
China	3,6 %
India	3,5 %
Brazil	2,6 %
Canada	2,5 %

SADC Country	%
Zimbabwe	29,0 %
Lesotho	22,9%
Mozambique	17,9%
Swaziland	11,6%
Botswana	9,0%
Namibia	2,6%
Malawi	2,6%
Zambia	2,2%
Angola	0,9%
Tanzania	0,5%



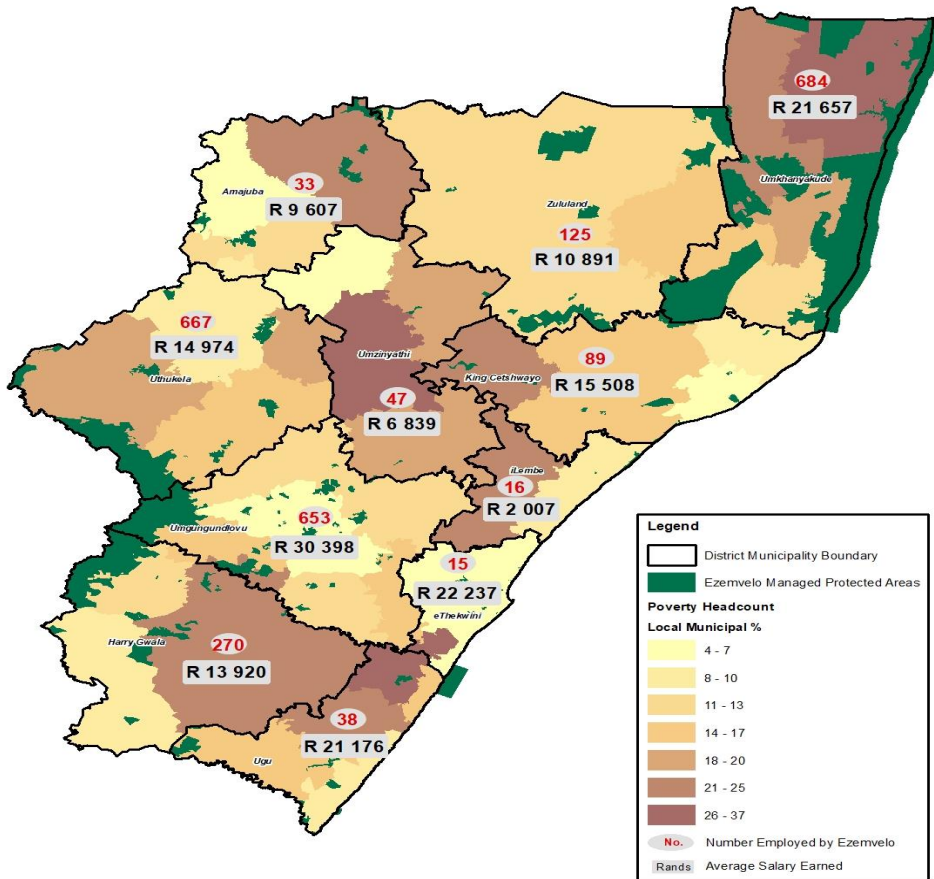
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KZN Tourism Context

Ezemvelo Contribution to Green Economy
 Medium Term Strategic Framework Reporting Period of 2015 - 2020
 (Backdrop of the KZN Poverty Profile extracted from the
 South African Multidimensional Poverty Index Report 2014)
 Assessment Period from
 01 April 2018 to 31 March 2019



KwaZulu-Natal (KZN):

KZN registered just over 2,9m trips in 2018, including 817 399 foreign tourists, an increase of 0,6% over 2017.

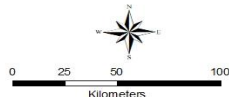
In 2018, spending by domestic visitors in KZN was estimated to be R5bn, with an average spend of R1 724 per trip. This was higher than the national average of R1 490 per trip. The total revenue from tourism was estimated to be R108,9bn, a 5,5% increase over 2017. Tourism supported **123 348 jobs** either directly or indirectly in KZN. (TKZN Annual Report 18/19)



Map Produced by
 Ezemvelo KZN Wildlife
 Scientific Services
 Biodiversity Spatial
 Planning & Information

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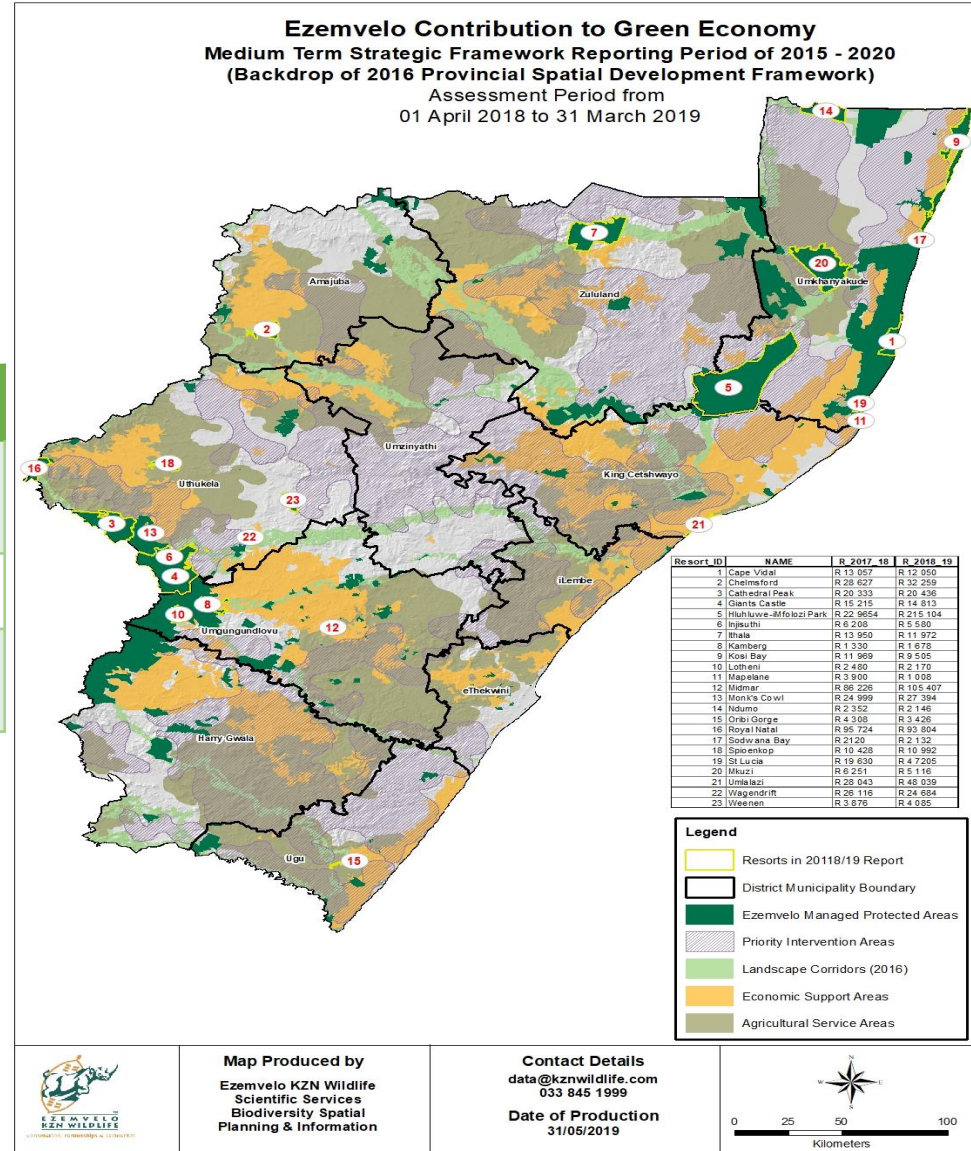
Date of Production
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Ezemvelo Eco-Tourism

Ezemvelo is a public entity of the province, which has the ability of generating its own revenue and one such revenue stream is eco-tourism from the protected area estate.

Tourism Information	FY 2016/17	2017/18	2018/19
No. of tourists visiting Ezemvelo Parks	647 992	656 795	701 005
Accommodation Revenue	R 119 million	R 125 million	R 112 million
Contribution to GDP (stats SA – Tourism account)	R 850 million	R 893 million	R 800 million



EZEMVELO Sustainable Consumptive Use - Hunting

Ezemvelo KZN Wildlife manages the oversight function of hunting within the province through the permitting and compliance function.

Hunting Stats (DEFF 2018)	2016	2017	2018
Hunting Revenue (SA)	R 1,2 billion	R 1,4 billion	R 1,3 billion
No. of Clients (SA)	7 633	6 539	8 290
Hunting Revenue (KZN)	R 60 million	R 108 million	R 91 million
No. of Clients (KZN)	422	970	660

Top 10 KZN countries (KZN hunting stats)	
Country of Client	No. of clients
USA	317
Germany	70
United Kingdom	34
Australia	23
Denmark	19
Austria	17
Canada	16
France	15
Hungary	15
Slovakia	10

Currently the potential of maximising the full value chain to the finished product is being piloted, specifically the venison market potential.

EZEMVELO Challenges

- Climate Change
- Global and Local economic outlook
- Land Degradation
- Land Tenure
- Poaching



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