

Sustainable Island Mauritius - (SUS-ISLAND) Greening of the Tour Operators' Value Chain



Collaborating Centre on Sustainable Consumption and Production (CSCP), Germany - Coordinator



Ministry of Tourism - Partner

Mauritius Tourism Promotion Authority - Partner

Mauritius Tourism Promotion Authority - Partner

Private Sector Associations in the field of Tourism - Partner

University of Mauritius - Partner



Duration:
48 months

Total budget:
1,231,321 Euros

Location:
Mauritius and Rodrigues Island



BACKGROUND

Every year, more than 1.3 Million tourists visit the Island of Mauritius. The Tourism Industry contributed more than 12% to the total GDP and provided more than 30,000 direct employment in 2017. The Mauritius Tourism Development Plan sets the target that Mauritius acquires the "Green Destination" status by 2030. Promoting sustainable tourism that reduces the negative environmental impacts, improves positive sustainability impacts, especially on local communities, while improving the sectors' competitiveness is key to green growth of Mauritius.

Mauritius Tourism Authority (MTA) is a parastatal body operating under the aegis of the Ministry of Tourism (MoT). It aims to promote sustainable development of the tourism industry. MTA and MoT have developed the sustainable tourism standard [MS165] and launched support scheme to a scheme to support Micro, Small & Medium Enterprises (MSMEs) according to the eco-label criteria. Going further to that, the MTA has embarked on the Sustainable Island Mauritius Project so as to assist Tour Operators (who drive the most of tourist business in Mauritius) in greening its value chain through an innovative methodology which is the pro-handprint framework also referred to as the Mauphi Framework. This is being done in partnership with CSCP from Germany.

The handprint method piloted by the CSCP serves as a promising solution, as it measures and communicates the positive sustainability impacts of products to strengthen innovations that create positive impacts (handprint) and reduce negative impacts (footprint).

OBJECTIVES

The overall objective of SUS-ISLAND is to promote sustainable tourism in Mauritius by demonstrating and scaling up a self-sustaining mechanism for improving sustainability impacts along the value chain, and improving awareness and market of sustainable tourism products.

Leveraging the significant role played by TOs as one of the major economic agents of mass tourism, SUS-ISLAND intends to position Mauritius as a sustainability beacon among the Vanilla Islands.

Specifically, SUS-ISLAND will support TOs and their suppliers to develop, promote and scale up sustainable tourism innovation, which reduces their respective value chain footprints (negative sustainability impacts, e.g. resource and energy consumption, pollution etc.), improves handprints (positive sustainability impacts, including green jobs generation, local community empowerment, sustainability awareness, quality of life etc.) and improves tourists' satisfaction. SUS-ISLAND, therefore, contributes to expanding both the supply and demand of sustainable tourism products.

ACTIONS/ ACTIVITIES

- Promotion of market-oriented sustainable tourism innovation;
- Improvement of the sustainability of tourism supply chains by introducing sustainable consumption and production (SCP) practices to TOs and their suppliers, especially hotels, pleasure craft operators, tour guides, and handicraft makers amongst others;
- Raising public awareness and creating the market for sustainable tourism products; and
- Creating enabling environments by supporting SCP-oriented policy, green finance and participation of local populations to scale up sustainable tourism innovation.