Regional Sector Report Sustainable Tourism

Focus on Green Business Development

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Introduction

- Overall objective of the SWITCH Africa Green programme is to support participating countries in Africa in the transition towards an inclusive green economy, based on Sustainable Consumption and Production (SCP) patterns, while generating growth, creating decent jobs and reducing poverty.
- The programme focuses on four priority sectors and a set of cross cutting issues identified based on the needs and priorities of national stakeholders in the participating countries during the inception phase of the project.

Country	IWM	Agriculture	Manufacturing	Tourism
Burkina Faso	✓		✓	✓
Ghana	✓		✓	✓
Kenya		✓	✓	✓
Mauritius		✓	✓	✓
South Africa	✓	✓	✓	
Uganda		✓	✓	✓

Background

- A Survey was developed to capture SCP interventions implemented through the Switch Africa Green programme and the impact of these interventions.
- Design targeted 10% of the 3,000 beneficiary MSMEs.
- Questionnaires were circulated widely for inputs and piloted with the grantees of the programme.
- A database containing details of the beneficiaries of the programme was developed and used to prepare the report on the tourism sector.

Tourism Sector in Africa

- Tourism is one of the fastest-growing sectors in Africa and plays a key role in economic activity, job creation, export receipts, and contribution to GDP. As noted above, the sector accounts for 6.7 percent of employment and accounts for about 8.5 percent of GDP.
- Embracing SCP practices is at the heart of transforming the tourism sector to support long-term sustainability and contribute to the fight against climate change.
- The key SCP impact areas include energy efficiency, water efficiency, waste reduction, biodiversity conservation and sustainable land-use and GHG emission reduction.

Tourism Sector in Africa …contd

Main challenges faced by the sector:

- Financing of the transition to sustainable tourism
- Mainstreaming of SCP practices in the policy process
- Impact of external factors on tourism
- Natural and cultural resources
- Data on sustainable tourism

- The sector also provides a number of opportunities as will be shown in this report.

Projects in the tourism sector

The tourism grant projects were implemented in three countries- Kenya, Mauritius, and Uganda.

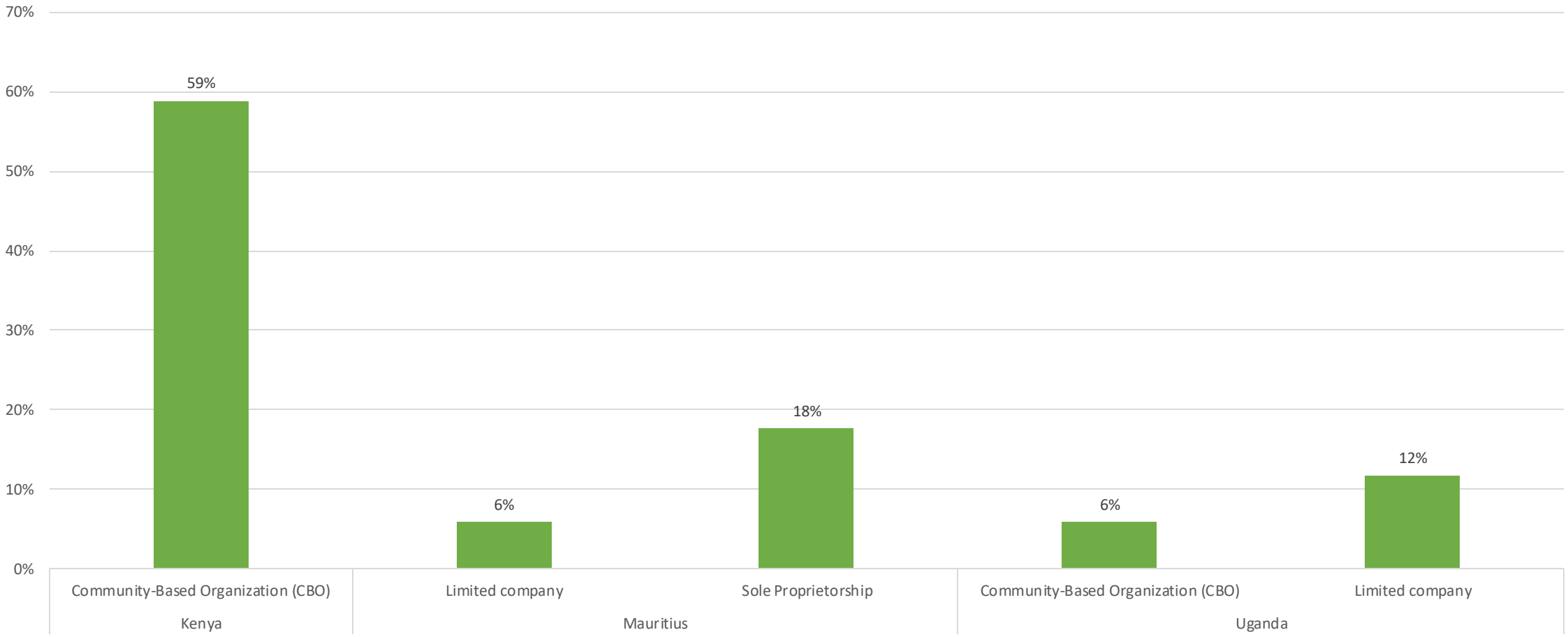
- Kenya - The project focused on promoting community-based tourism activities as well as sustainable markets.
- Uganda - The objective was to support sustainable tourism and eco-entrepreneurship in the lodges.
- Mauritius – The project aimed at supporting Small and Medium hotels in adopting SCP practices, particularly improve understanding of environmental issues, skills development, and support the development of the value chains.

Interventions

At the broad sector level, several strategic interventions were implemented. These include:

- Development and deployment of knowledge and information resources such as sustainable business operations, Do-It-Yourself (DIY) toolkits, and marketing guidelines;
- Capacity building events and MSMEs support including coaching activities training on SCP and green business solutions;
- Awareness creation, sensitization and facilitating networking and learning; and
- Support for improvement in the policy environment in the six countries.

Distribution of MSMEs by Country and Type of Business

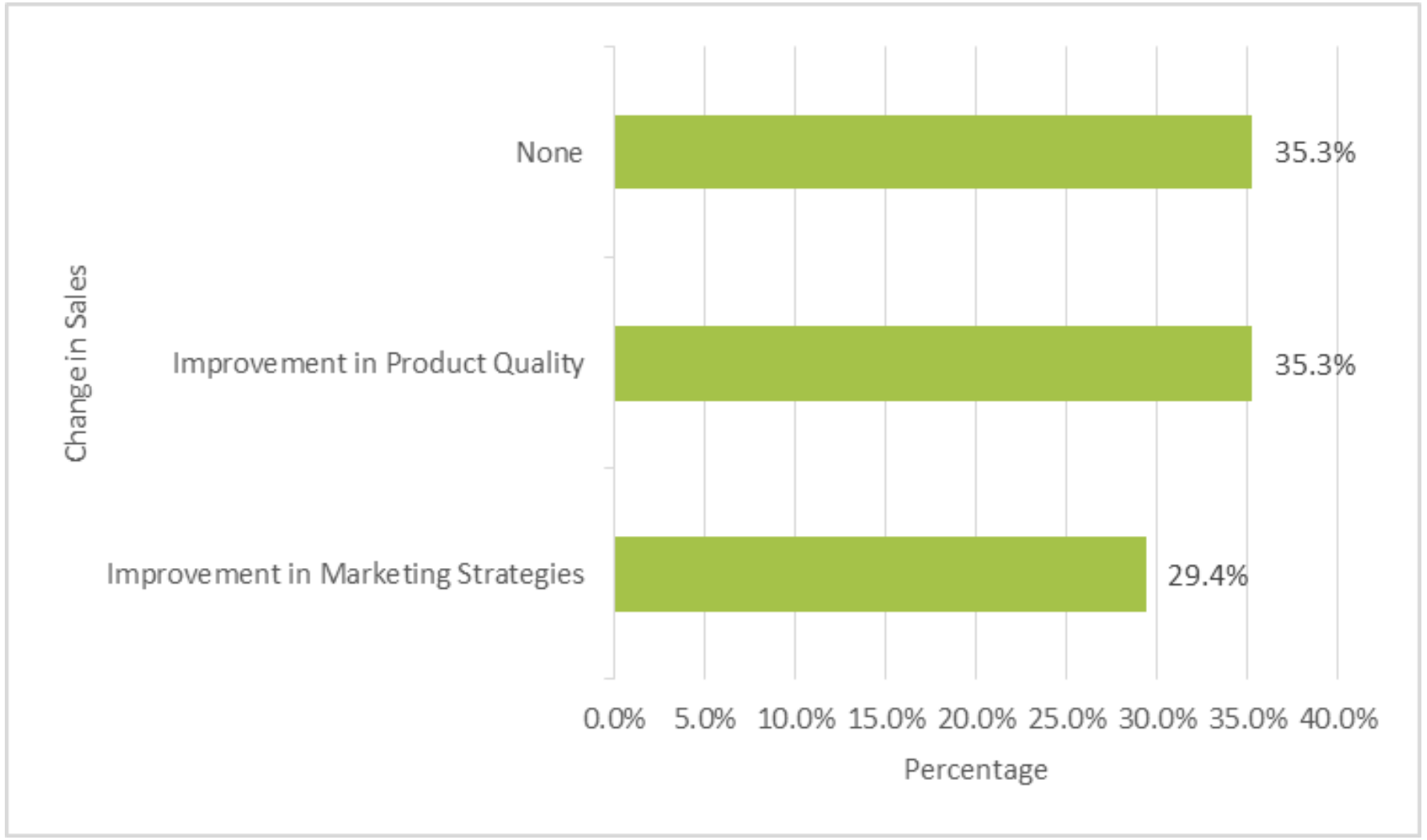


Analysis of impacts

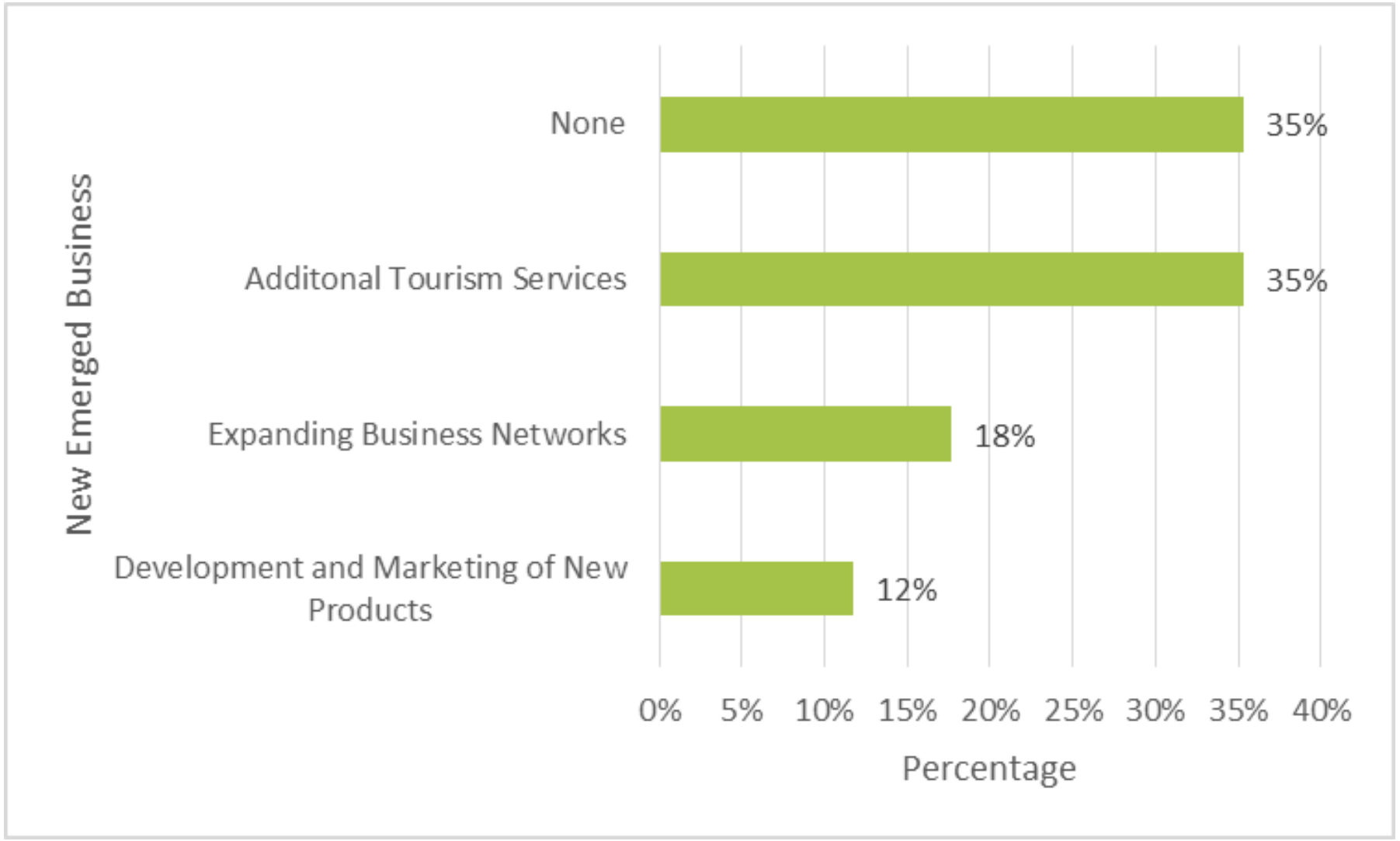
The short-term and medium-term effect of the interventions is to realize the change in behavior and institutional performance, especially in the uptake of SCP practices, improved business performance, and increased awareness of environmental goods and services. The results are discussed along three dimensions of sustainable development:

1. Economic:
   - Change is sales including change in cost of production,
   - Increased incomes, new business opportunities, etc.
2. Social:
   - Employment;
   - Stronger inclusive communities
3. Environmental:
   - Implementation of reduce, reuse, recycle waste measures,
   - Energy and water efficiency processes, etc.

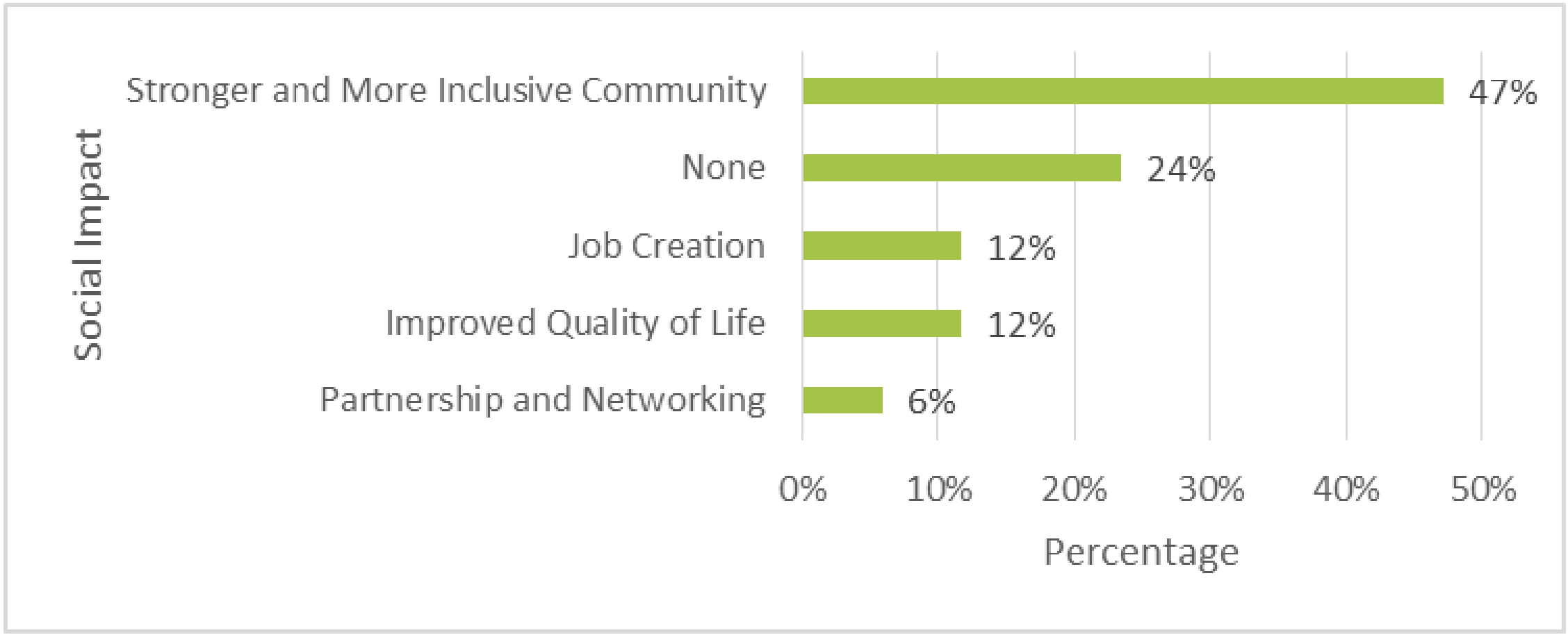
Factors Explaining increased sales



New Business opportunities

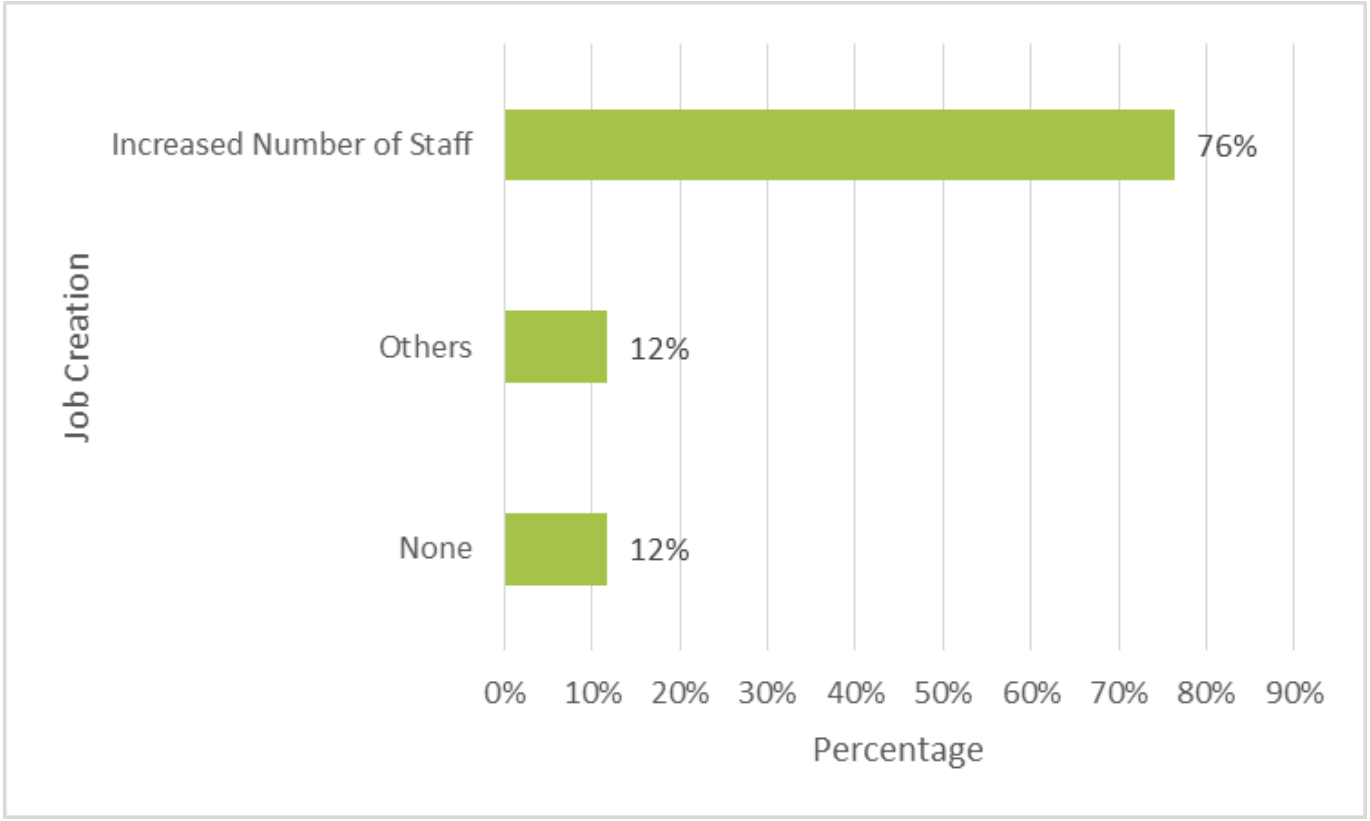


Social Impacts



MSMEs Reporting Creation of New Jobs

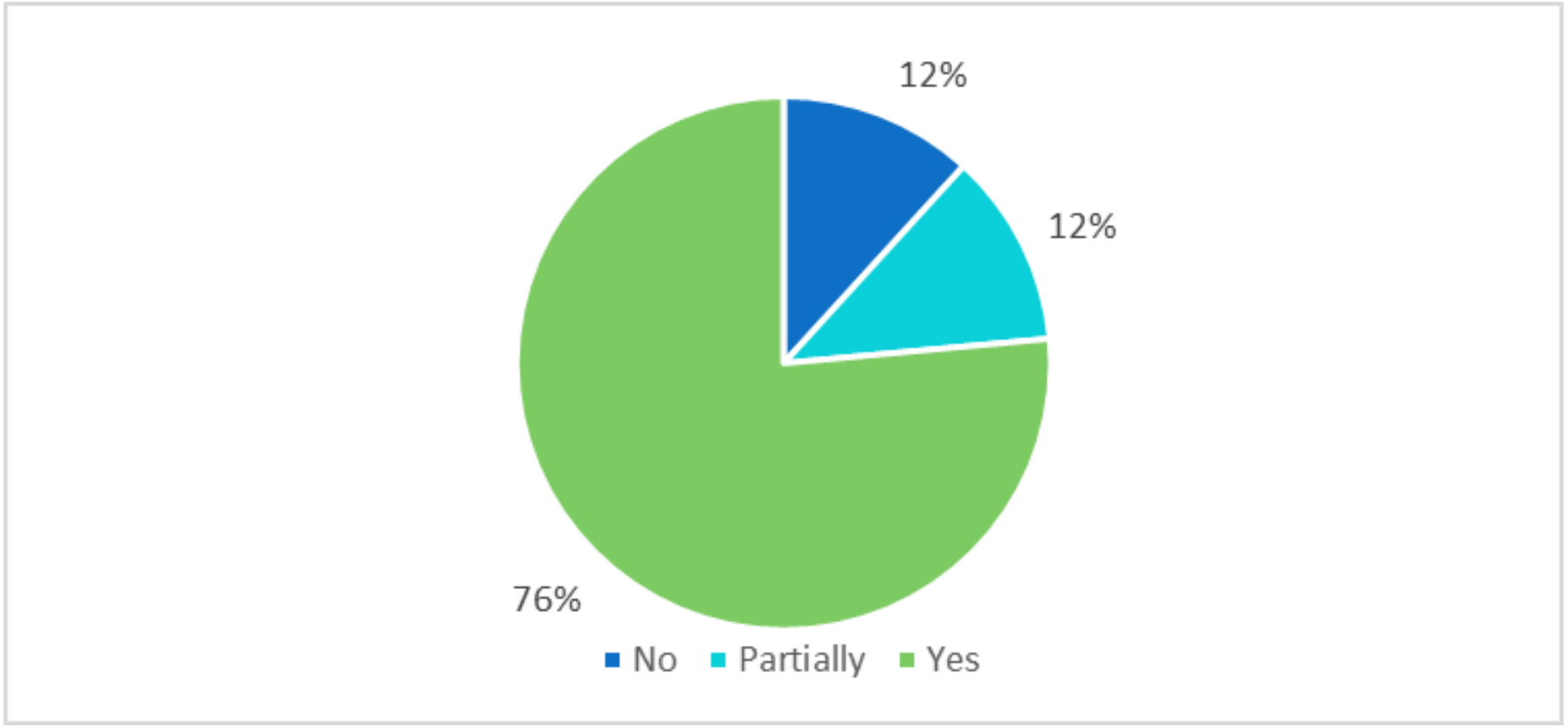
- 76 % reported new jobs had been created during the implementation period.
- The sector is dominated by male employees- about 77%.
- The percentage of youth employment ranges from 23 percent in Kenya, 43% in Mauritius and 45 percent in Uganda.



Energy and Water Efficiency measures

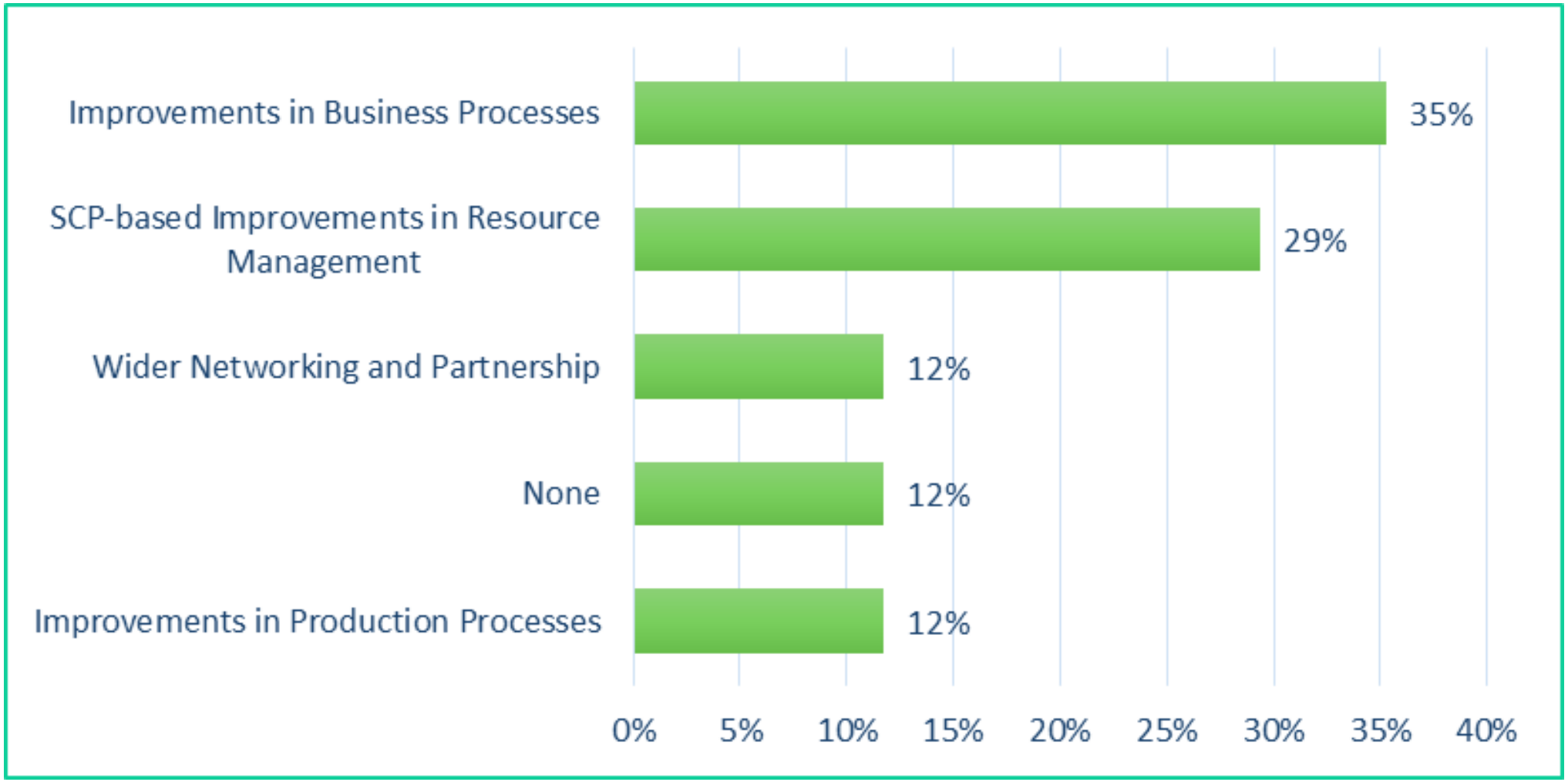
- Sixty-five (65) percent of the surveyed enterprises implemented energy efficiency interventions. The main interventions included using energy-efficient heating systems, switching to LED bulbs, and the use of briquettes.
- Water efficiency measures implemented include rain water harvesting, metering to monitor water use, installation of new water faucets, water re-use for watering of plants and kitchen gardening, reduced water overflow, the introduction of signage in rooms to sensitize visitors, and introduction of ceramic water filters.

Implementation of 3 Rs



The survey data also reveals that overall, 88 percent of the surveyed enterprises implemented RRR interventions that mainly included waste reduction measures. Some of the waste management measures included composting, and segregation.

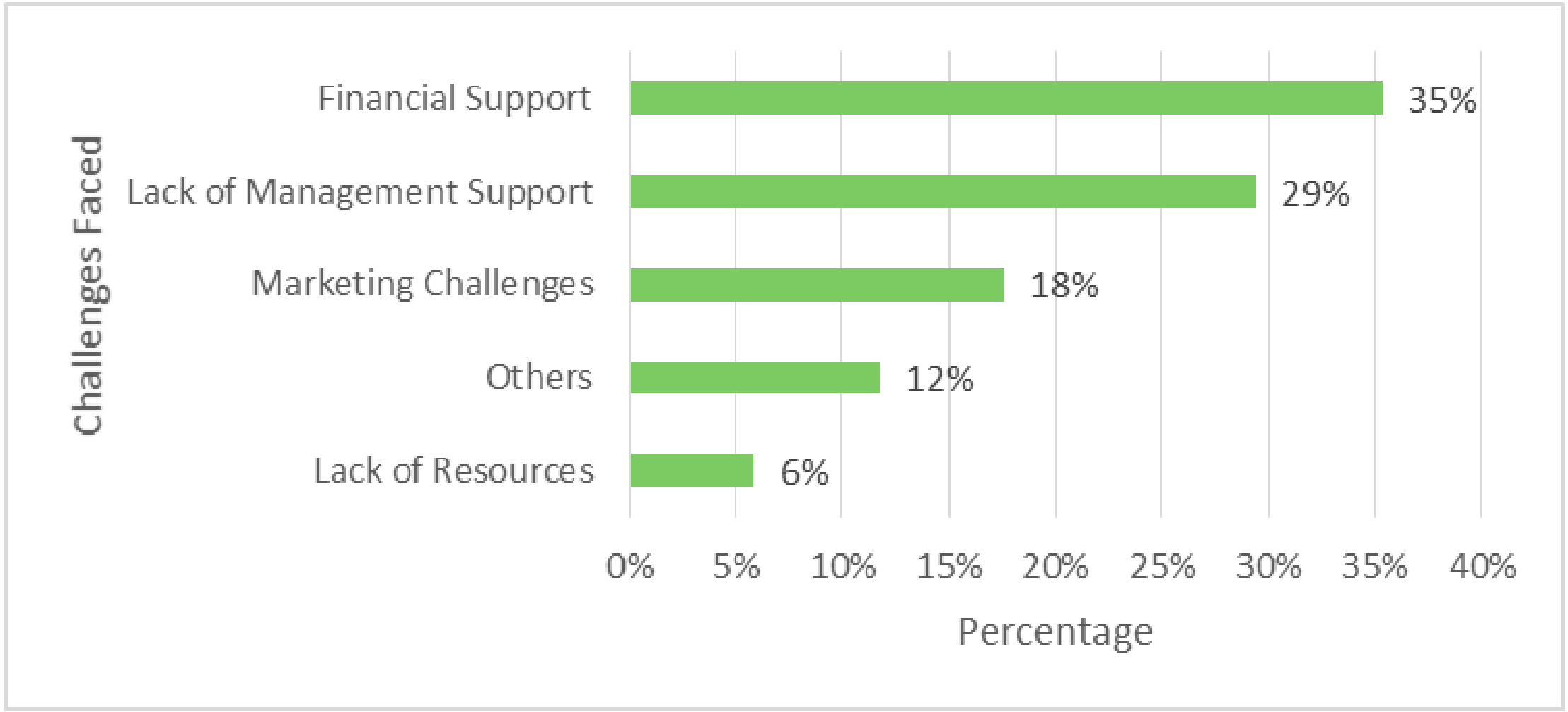
MSME Achievements



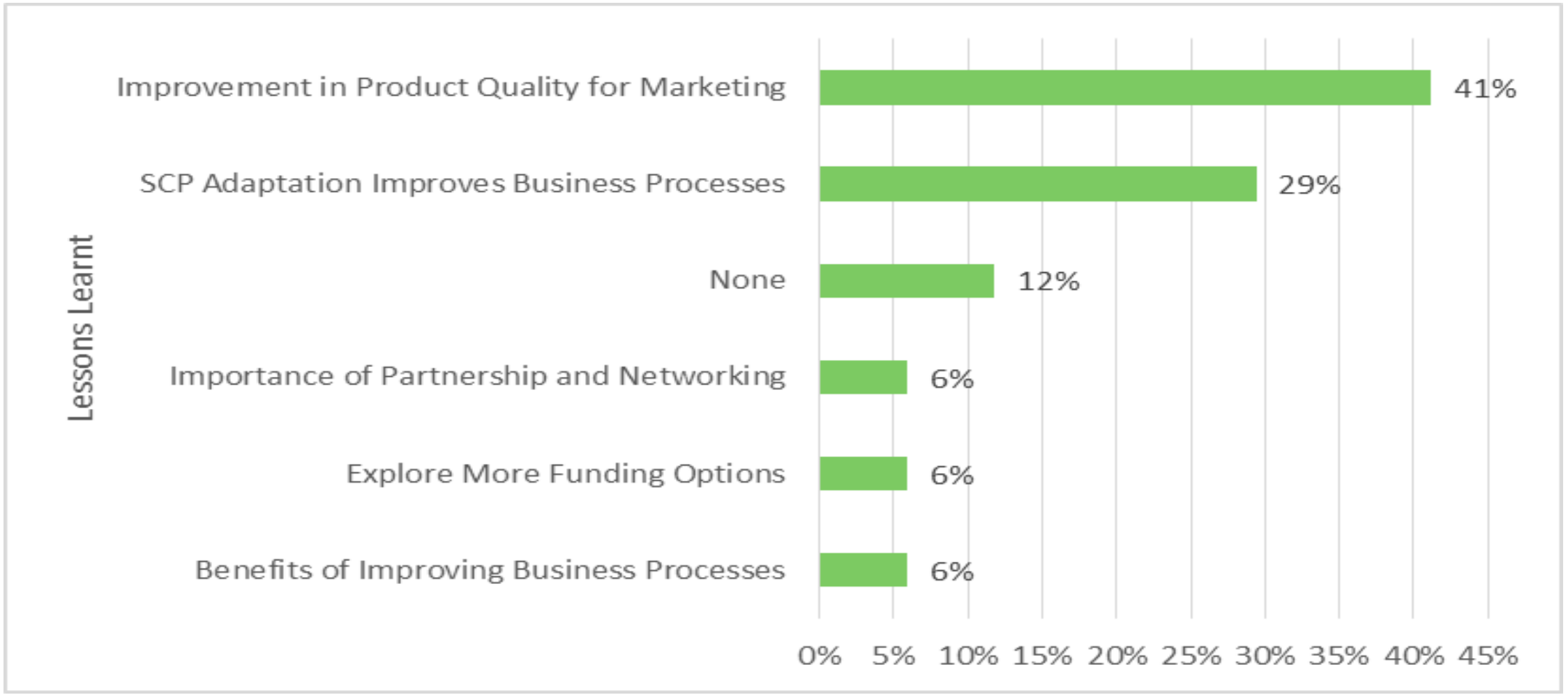
Summary of results

- Results indicate a strong uptake of SCP practices by the participating enterprises.
- There were notable positive impacts in the economic, social and environmental pillars.
- The programme specifically supports SDG 8, SDG 12 and SDG 17 but also contributes to a wide set of SDGs

Challenges faced by MSMEs



Lessons Learnt from Implementation



Conclusion and Recommendations

The findings suggest that sustainable tourism can foster inclusive growth by offering opportunities for income and employment generation while embracing environmental sustainability.

1. **Finance and Investment**

Developing green financing mechanisms for sustainable tourism products and services is crucial. At the government level, there is a need to finance the protection and management of natural and cultural resources as well as invest in relevant infrastructure such as connectivity. There is a need to leverage and support private sector participation in financing and investment in sustainable tourism.

Conclusion and Recommendations...contd

2. Capacity Building and Knowledge sharing

MSMEs require partners on the ground to continuously work with them. Some of the relevant areas for capacity building and knowledge sharing include eco-innovations and solutions, standards and certification, and community-based tourism.

3. Integrated policy Approach

Sustainable tourism is multi-sectoral, multi-stakeholder, and requires effective policy coordination across different levels of government to enhance national and local development and support community participation.

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