



# Improving Sustainable Tourism in Mauritius through greening the value chain of tour operators (SUS-ISLAND)



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SWITCH Africa Green  
Regional Meeting on Sustainable Tourism  
Kigali, Rwanda  
29-30 October 2019



## The Tourism Industry at a glance in 2018

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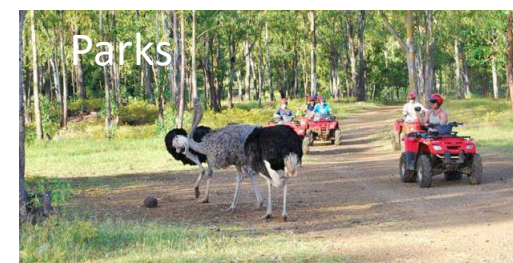
- 1,399,408 Tourist Arrivals
- 4.3% Growth
- RS 64.0 Billions Earnings
- Nearly 15% contribution to GDP
- 93.4% of Tourists coming on holidays
- Average Length of Stay 10.4 Nights
- Average Bed Occupancy in Hotels 67%
- In 2018, 63.9% of Inbound Tourists travelled on package tour
- In 2018, among those staying in hotels, 79.6% of tourists were on package tour

# The Share of TO's in Mauritius and Its Value Chain

1. Even though there is a worldwide trend to move towards Independent Travelling, Mauritius still received 900,000 via Tour Operators.
2. These Tourists spend on average 8.7 nights
3. 358 Inbound Tour Operators are licenced by the Tourism Authority employing more than 3600 direct employees



Handicraft





Get to know the Locals



Make your own Memento



Give Something Back

Deep Dive a District

# LIVE & LOCAL FRIENDS



Get Lost



Drink in the Local Culture



Be Nice

UN-TOURIST YOURSELF

# Sus-Island Project



December 2017 - Project approval received from Switch Africa Green



July 2018 – Appointment of the Project Coordinator and kickstart of the project

# SUS-ISLAND contributes to the vision...

Mauritius and Rodrigues become a **green destination** to visit and **sustainable island** to live, where

01

Tour operators, suppliers and stakeholders are mobilized and empowered to develop, promote and deliver sustainable tourism products for the mainstream market

02

Sustainability becomes innovation ingredient for tourism products

03

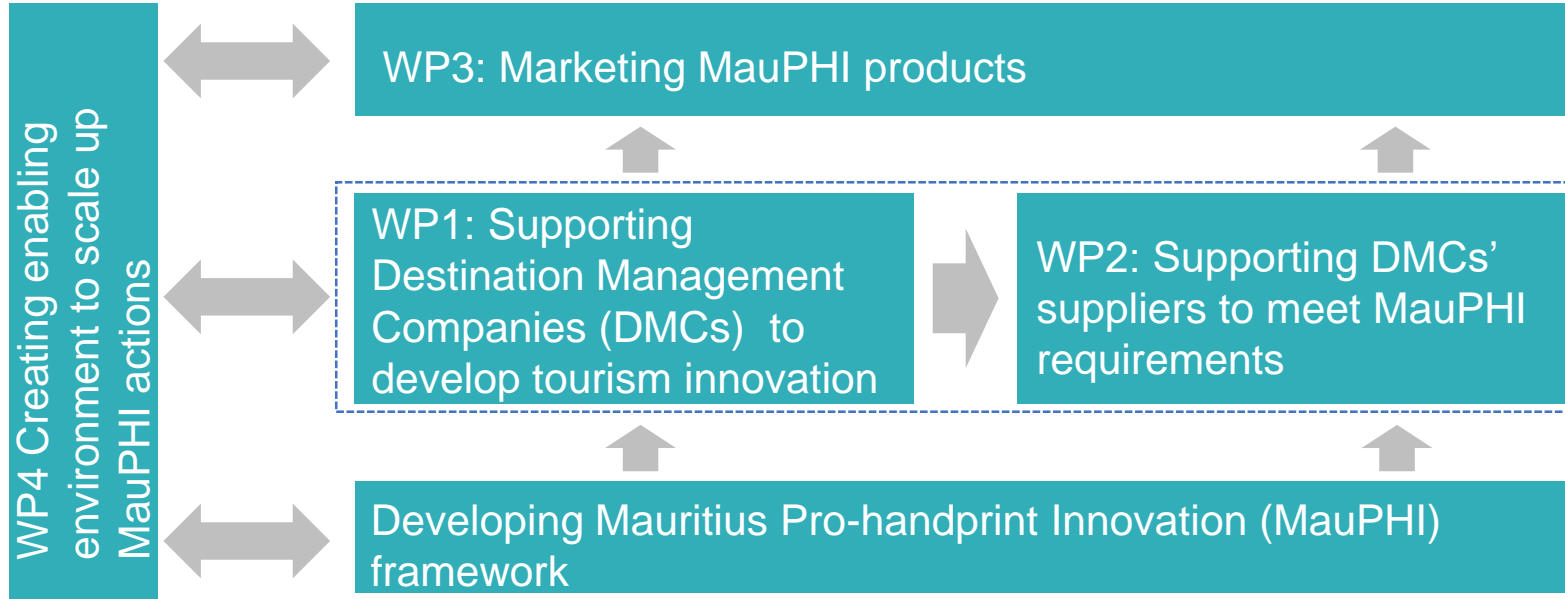
Mainstream tourists are attracted by and enjoying tourism products that generate positive economic, societal, environmental and cultural impacts for Mauritius

04

Tourism generates sustainable solutions to the local challenges

# Project overview

**Objective:** to demonstrate and scale up a self-sustaining mechanism for improving sustainability impacts along the tourism value chain, and improving awareness and market of sustainable tourism products.



## Implementation partners



## Project duration

July 2018 – June 2022

## Activities led by CSCP

### WP1:

- Develop MauPHI Framework
- Guide the pilot DMCs to develop tourism innovation

### WP2:

- Support DMC suppliers on MauPHI process
  - Hotels
  - Pleasure craft operators
  - Handicraft makers
  - Taxi Operators

### WP3:

- Organize MauPHI campaign towards tourists

### WP4:

- Improve access to finance

# Mainstream sustainable tourism innovation

Sustainable tourism innovation means tourism innovation that

- Exceeds customer expectations and demand
- Improves positive sustainability impacts (handprint.) and/or lowers negative sustainability impacts (footprint).



## ..... **Increasing positive impacts**

- Social wellbeing
- Community development
- Responsible sourcing
- Cultural Preservation
- Ecosystems quality
- Authentic experience
- Sustainability awareness
- ...

## **Reducing negative impacts**

- Resource overuse
- Emissions
- Waste generation
- Water
- Social consequences
- ...

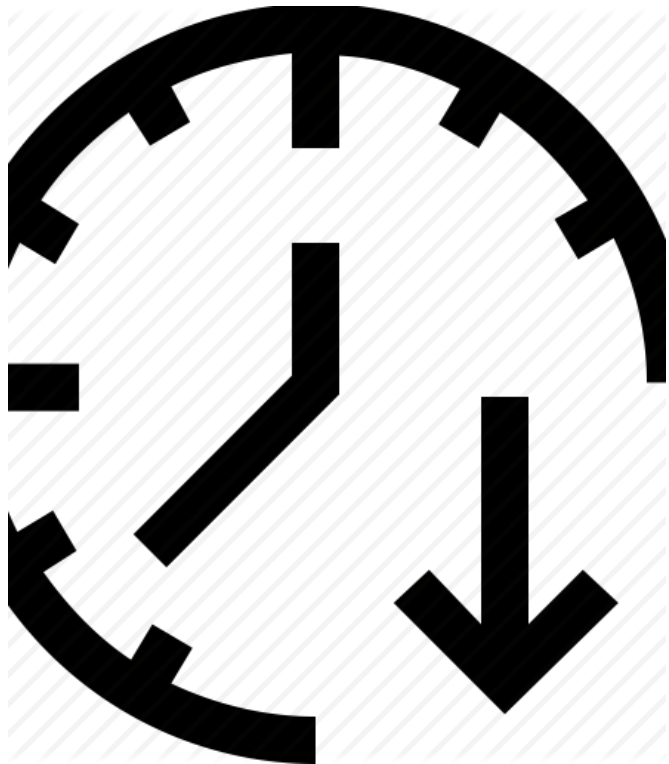


# What does “sustainability” mean in SUS-ISLAND?

## MauPHI Criteria

<b>Customer</b>	
<b>Product attractiveness</b>	<b>Product innovativeness</b> (e.g. uniqueness; novelty; openness) <b>Tourism asset preservation</b> (e.g. preserving beaches, marine ecosystem and natural sites etc.) <b>Improving cleanliness</b> (e.g. addressing challenges like stray dogs, beach cleanness)
<b>Quality</b>	<b>Authentic experience</b> (e.g. local culture and nature integrated; connectivity with the locals; human touch; rendering the visitors to immerse and discover) <b>Customer satisfaction</b> (e.g. accurate promotion; good reliability; responsiveness, assurance and empathy; good price-value ratio; satisfaction monitored and corrective actions taken) <b>Safety and health</b> (e.g. improved customer awareness and knowledge on safety and health; improved sense of security in the travellers; full accessibility)
<b>Customer awareness</b>	<b>Information provision and interpretation to customers</b> (e.g. customers with improved awareness and knowledge of the nature and culture, as well as appropriate behaviour for sustainable travel)
<b>Destination</b>	
<b>Community development</b>	<b>Community co-development</b> (e.g. collaborative planning, development and delivery of the products and services; cultural interaction, improved local pride) <b>Local sourcing and sustainable entrepreneurs</b> (e.g. maximized ratio of locally sourced goods and products, empowering sustainable and local entrepreneurs) <b>Community support</b> (e.g. improved local community development issues, such as education, training, infrastructure, climate change mitigation and adaptation, safety etc.)
<b>Employment</b>	<b>Local employment</b> (e.g. improved job opportunities and skills for the local vulnerable local groups like the disabled, the poor, the youth, the women etc.) <b>Decent work and employee satisfaction</b> (e.g. decent wage; trainings; opportunities for advancement; engagement in sustainability management)
<b>Preservation of culture and nature</b>	<b>Biodiversity conservation</b> (e.g. support to conservation activities; consumers, staff and/ or stakeholders engaged and empowered on preserving biodiversity) <b>Culture preservation</b> (e.g. proactive preservation and enhancement of local properties, sites and traditions of historical, archaeological, cultural and spiritual significance)
<b>Environment</b>	
<b>Resource use</b>	<b>Direct energy use</b> (e.g. energy use in vehicles due to energy efficiency and miles travelled, energy use in the office, energy use other operation) <b>Direct water usage</b> (e.g. water for customers, for vehicles cleaning, for the office or the other operation)
<b>Pollution and emission</b>	<b>Solid waste and harmful substances</b> (e.g. food waste, paper, plastic, glass etc. from the service, office and other operation; hazardous waste from e.g. cleaning chemicals, pesticides, batteries etc.) <b>Wastewater</b> (e.g. waste water from cleaning the vehicles, the office and other operations) <b>Other pollution</b> (e.g. Noise from the vehicles; pollutants from vehicles: Sulphur oxides, nitrogen oxides, unburned hydrocarbons, carbon dioxide, carbon monoxide and particulates)
<b>Biodiversity</b>	<b>Biodiversity threat</b> (e.g. threats to the ecosystem - like lagoon, natural parks etc. - from pollution caused by large fleets, impacts of scuba divers, and environmental issues from golf courses, sewage treatment in coastal areas) <b>Natural sites and wildlife</b> (e.g. impact from wildlife viewing and inappropriate interactions like feeding or acclimate them to the presence of people; wildlife like birds or fishes, corals taken away; illegal poaching and hunting; animals displayed or traded illegally) <b>Animal welfare</b> (e.g. animals acquired, bred or held captive)
<b>Community</b>	
<b>Community overload</b>	<b>Community services, livelihoods and infrastructure</b> (e.g. jeopardize aquatic resource use, rights-of-way, transport and housing, island or beach access)





Activities organised so far

# Pilot PHASE of MauPHI

- Mautourco has developed its MAuPHI Framework and has initiated talks with Der Touristik for the sales of new Sustainable activities.
- The Sustainable Tours designed with hotel package shall be on the e-platform of Der Tour and official launching shall be made during ITB 2020.
- MauPHI designs with 30+ DMC's and Hotels to start after ITB by April 2020

The logo for Mautourco, featuring the word "mautourco" in a lowercase, orange, sans-serif font, followed by a stylized orange graphic element consisting of three curved lines that suggest a flame or a wing.

mautourco

The logo for Der Touristik, featuring the word "DER" in a large, bold, white, sans-serif font with a stylized arch over the 'E', and the word "Touristik" in a smaller, white, sans-serif font below it, all set against a red circular background.

DER  
Touristik



# MauPHI Framework

SUS-ISLAND has the vision of bringing sustainable tourism to the mass market, which creates value for the company and customers by integrating sustainability as an innovation ingredient. To achieve this, SUS-ISLAND will apply the Mauritius Pro-Handprint Innovation (MauPHI) Framework, which is a tool guiding business to target, manage, measure and communicate the positive impacts of tourism along the value chain.





# Mautourco Pilot Phase

- An in-depth self diagnosis of Mautourco's activities
- Design of a Mission and Vision Statement towards Sustainable best practices in all sectors of operations
- Capacity building of all Staff
- Design of a Sustainable Package including the whole value Chain with Der Touristik and Beachcomber Hotels as partners
- Testing of the product on-going
- Product to be on sales soon to measure the MauPHI Impact





## Training of 1000 Operators in Rodrigues on Basics of Tourism and Sustainable Tourism

- The Rodrigues Regional Assembly and Tourism Authority signed an MoU under Sus-Island to finance the training of 1,000 operators on Tourism and sustainability on Saturday 21 September at the Administrative Office of the RRA in the presence of the Minister of Tourism, the Chief Commissioner of Rodrigues and the EU Ambassador in Mauritius.
- Sus-Island to participate at the level of Rs 2,500 per participant up to a maximum level of Rs 2.5 Million, which represents 50% of the cost of training per participant.
- The Training is due to start in October 2019, to be dispensed by Vatel Hotel and Business School.

# Rodrigues

- Site visits of Small and Medium Hotels to help assist them on Handprint Innovations
- Technical Support to Hoteliers to decrease their carbon footprint





# MauPHI and Hotels Workshop and Visits

- Final phase with Mautourco and Der Tour. The sustainable package shall be launched during ITB 2020.
- Workshop with selected Hotels was held at Henessy Park Hotel on the 16<sup>th</sup> of Sep where 40 Hoteliers and Partners attended. Hoteliers were requested to work on potential Handprints within their midst.
- Technical Hotel Visits for Utilities Audits – Tamarin Veranda, Le Paradis, Le Palmiste, 20 Degree Sud, Radison Blu, Vatel Rodrigues and Eco Lodge
- An ongoing follow up is being monitored so as to test the performance of the recommendations.



# MSB Accreditation by GSTC



- Meetings were held with the Mauritius Standards Bureau and they were informed about the approval of the Tourism Authority to finance the accreditation by the GSTC under the eco-label fund
- Mautourco would be the first Operator to be certified MS 165: 2019 GSTC approved having been our pilot organisation for the MauPHI framework.
- Registration is starting and MSB made a presentation on the MS 165 to the Mautourco team.
- The Sus-Island and TA have been invited by the GSTC to attend the Global GSTC conference, [GSTC2019](#), which will be held in the Azores (Portugal) on December 4th-7th.
- Currently, Mauritius is not a GSTC Destination Member, but it is believed this might be needed anyway if Mauritius is to become a GSTC-Accredited Certification Body.

# MoU with SME Mauritius

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- A Memorandum of Understanding was signed with SME Mauritius for the certification in Sustainable best practices.
- SME Mauritius shall finance a grant of Rs. 15,000/ per application from registered SMEs up to a maximum number of 30 SMEs.
- TA shall contribute Rs 5,000 towards the Certification process of each of the 30 SMEs.
- **Total sponsorship per SME shall be at Rs 20,000 for a maximum of 30 Operators (Hotels and others included)**





# Taxi Operators Training



- SUS-ISLAND promotes sustainable tourism innovation along the value chain of tour operators, with the target groups being inbound tour operators, their current and potential suppliers (particularly hotels, pleasure craft operators, tour guides and taxi drivers, local handicraft makers and other service providers), tourists, and enablers (government, financial institutions, industry associations, Mauritian population).
- Taxi Drivers are encouraged to develop their own Full Day Sustainable Tours
- **Training:**
  - Training started in September 2018 at Bel Ombre – 24 participants
  - Le Morne – 64 Participants
  - Flic en Flac – 30 participants
  - Balaclava – 72 participants
  - Ongoing training in other regions until June 2020 encompassing 1500 Taxi Operators.
  - Training in collaboration with VATEL Hotel School



## Certificate in Tour Guiding New Batch

- 22 students enrolled in 2018 on a 2 year course
- New Batch of 24 due to start in October 2019
- Price per Student: Rs 10,000



# Handicraft Sector

- Meetings and visits were held in the context of the visit of Nikola Berger:
- Ongoing meetings with Nikola Berger - My Moris, Local Hands, Beachcomber at Bambous, Localhands, GaviK Company Limited, Tourism Authority, SME Mauritius, Trainers, Handicraft operators, Victoria Fauve, Mauritius Glass Gallery, So Flo Pop Up store, Goodoldthyme, Le Marchand at Rue Lise, Mission Verte, Made in Moris.
- Workshops were organized at Voila Bagatelle for the Train the Trainer (14) and Handicraft Operators (25)
- Follow up Meetings would be done on the MauPHI until April 2020 when Mrs Berger shall come back.
- Project with SME Mauritius on a Handicraft App to showcase all Artisans in Mauritius with the help of My Moris.



## Events

- Salon du pret a partir
  - 4 to 6 October at SVICC
  - 3 stands and Handicraft Operators and Recycling companies invited to showcase their products
- Marche Ecologique
  - Sus-Island in its visibility initiatives has sponsored 200 eco-cups with branded logos of EU, Sus-Island, TA to the 1000 participants of La Messe du Tourisme.
  - It has also sponsored one Free form marquee with tables for some 40 Handicraft and Recycling companies to showcase their products

700 Key holders with the Sus-Island logo and QR code to its website and Newsletter were produced for the WTA Awards Invitees and for the participants in the Sustainable Conference organised during the Hotel World at the SVICC



# Cleaning & Sensitisation Campaigns ongoing with various partners





# Newsletter



Tourism is one of the key pillars of the Mauritian economy. It has been accelerating over the years and today attracts about 1.4 Million visitors making it a powerful engine for investment, entrepreneurship, wealth and job creation. On the other hand, there are many challenges that Mauritius faces because of tourism, plastic pollution, coastal reef erosion, air and water pollution to name a few. However, these are not the only factors that increase the footprint of the tourism industry.

The Ministry of Tourism's "Tourism Strategic plan 2018 – 2021", sets the vision that Mauritius becomes "A leading and sustainable island destination". To achieve the vision, 7 missions are defined, and 4 of them target improving sustainability and innovation of the tourism industry. That is where the SUS-ISLAND project comes in. The project's approach is not only to focus on how to lower the footprint of tourism but also its handprint. We employ a tool called Mauritius Pro-Handprint Innovation (MAUPHI) Framework, where we support the creation of products and services along the entire tourism value chain - tour operators, suppliers, tourists, and enablers - to create more value to you and to Mauritius.

Brochure and Website  
[www.sus-island.com](http://www.sus-island.com)





Thank You!