



**Sustainable Tourism
Certification Alliance Africa**

Sustainable Tourism Certification Alliance Africa

2nd Annual Conference

PROGRAMME

Thursday, 9 May 2012

Garden Court Marine Parade, Durban, South Africa

08h30 – 09h00 (Registration)

09h00 – 16h30 (Conference)

Facilitator: Sehlabaka Ramafikeng, Acting Chief Executive, Lesotho

Tourism Development Corporation

MEETING OBJECTIVES

1. Share knowledge on current sustainable tourism initiatives inclusive of those that help develop an enabling environment for sustainable tourism certification in Africa
2. Generate knowledge and understanding of demand for sustainable tourism products in Africa's major tourist source markets.

08h30 – 09h00	REGISTRATION AND MORNING REFRESHMENTS
09h00 – 09h20	“Welcome” by Greg McManus, Alliance Chairperson and Managing Director of Heritage Environmental Management Company
09h20 – 09h40	“Background to the Alliance (2007 – 2013)” presented by Netsai Sibanda, Alliance Secretariat and Stakeholder Relations Coordinator, Fair Trade Tourism (FTT)
<i>Session 1</i>	Update on existing initiatives in Africa (Moderator –Damian Bell, Executive Director, Responsible Tourism Tanzania)
09h40 – 10h10	“RETOSA sustainable tourism strategy for the southern African region” presented by Kwakye Donkor, Marketing & Communications Director, Regional Tourism Organization of Southern Africa [regional initiative]
10h10 – 10h50	“Botswana eco-certification system” presented by Richard Malesu, Environment and Safety Coordinator, Botswana Tourism Organisation [public sector initiative]
10h50 – 11h10	REFRESHMENT BREAK
11h10 – 11h50	“Eco Tourism Kenya’s Eco-rating certification scheme” presented by Elizabeth Wachira, Board Member, Eco Tourism Kenya [NGO initiative]
<i>Session 2</i>	Sustainable tourism tools and resources – what’s available globally / global best practice (Moderator – Anna Spenceley, Founder/Director of Stand cc)
11h50 – 12h30	“International Trade Centre (ITC) Standards Map & market analysis tools” presented by Aimee Russillo, ITC [International Speaker]
12h30 – 13h10	“Global Sustainable Tourism Council (GSTC)” presented by Amos Bien, Technical Director, GSTC [International Speaker]
13h10 – 14h10	LUNCH
<i>Session 3</i>	Understanding the demand for sustainable/responsible tourism in key source markets (Moderator – Bongani Dlamini, Marketing Manager, Swaziland Tourism Authority)
14h10 – 14h40	“Market segmentation studies in UK, Germany, Sweden, Switzerland & Netherlands” presented by Katarina Mancama, Marketing Manager, FTT
14h40 – 15h10	“Experience working with the Netherlands Responsible Tourism market from the perspective of an inbound tour operator” presented by Anne Van Der Tuuk, General Manager, Abang Africa
15h10 – 15h40	“Experiences of an Indian responsible tour operator” presented by Gopinath Parayil, Founder and CEO, Blue Yonder Holidays [international speaker]
15h40 – 16h00	REFRESHMENT BREAK
<i>Session 4</i>	Conclusion (Moderator – Hazel Milne, Alliance Vice Chair and Programme Coordinator for Eco Awards Namibia)
16h00 – 16h30	“Summary and concluding remarks” by Hazel Milne, Alliance Vice Chair and Programme Coordinator for Eco Awards Namibia.