



Background to Sustainable Tourism Certification Alliance Africa) ("the Alliance")

2007 - 2013



Presentation by Netsai Sibanda,
Network Secretariat
9 May 2013



Vision:

A collaborative, integrated approach to sustainable tourism standards-setting and certification in Africa for the benefit of people, the environment and business

Mission:

To serve as a platform for generating and sharing knowledge, skills, capacity, networks and other resources to create a more enabling environment for sustainable tourism standards and certification in Africa



What is the Alliance?

- Inception in 2007 as the Sustainable Tourism Network Southern Africa (STNSA)
- Dormant from 2010 – May 2012 due to resource constraints
- Re-launched as Sustainable Tourism Certification Alliance Africa (“the Alliance”) May 2012
- Membership comprised of sustainable tourism certification stakeholders in Africa with initial focus on southern and East Africa

Why an Alliance?

- External environment trend towards international accreditation, harmonisation, dual certification and mutual recognition. Alliance provides services to members seeking international recognition, mutual recognition and other forms of partnerships.



Alliance overall objectives

- ✓ *Build regional capacity to reduce poverty, improve livelihoods, and promote resource efficiently through sustainable tourism management practices*
- ✓ *Facilitate an integrated approach to sustainable tourism standards-setting and certification that will achieve higher levels of market development impacts, as opposed to certification systems operating in isolation from one another.*



Alliance specific objectives

- ✓ Facilitate sharing of best practice and harmonisation among sustainable tourism standards-setting and certification bodies in Africa
- ✓ Generate knowledge and understanding of demand for sustainable tourism products in Africa's major tourist source markets
- ✓ Increase demand for certification by travellers, tour operators and tourism businesses by the added value
- ✓ Stimulate activities and investments of the private sector to promote sustainable tourism by demonstrating the benefits and opportunities of particular management practices, and the impacts of sustainable tourism initiatives
- ✓ Represent the interests of members in international meetings, conferences and forums
- ✓ Facilitate the implementation of specific projects that are relevant to sustainable tourism as identified by members



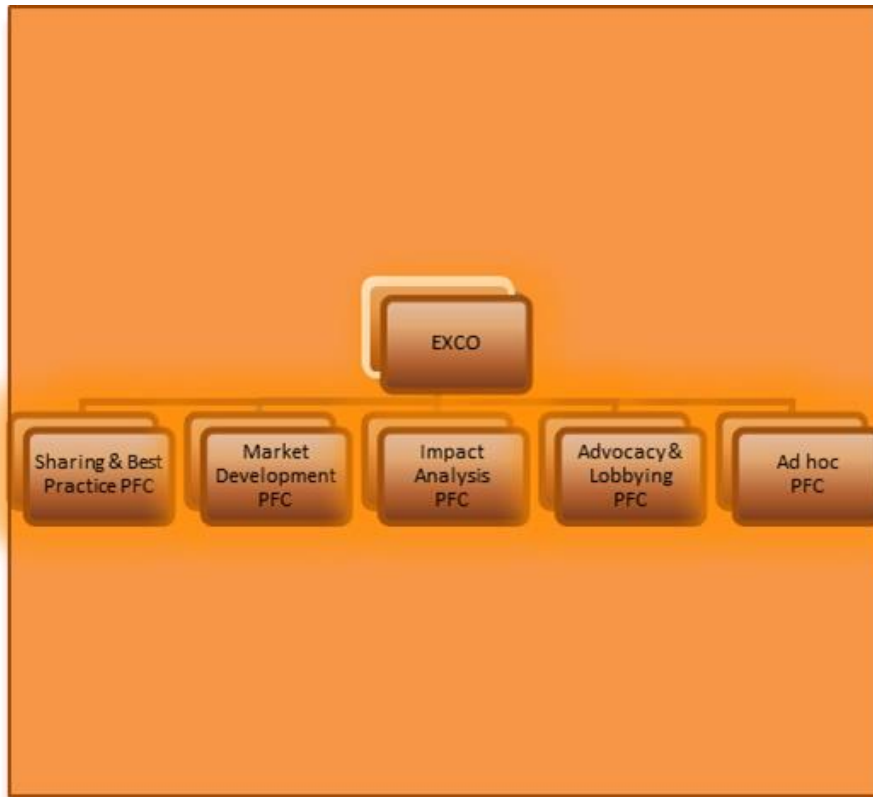
Categories of membership

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1. **Certification scheme owners and certification bodies** based in Africa
2. **International and/or regional certification scheme owners and certification bodies** involved in tourism certification in Africa
3. **Business development service providers (BDSPs) in Africa** providing services to tourism businesses and/or certification schemes
4. **Tourism boards and tourism ministries** responsible for creating an enabling environment for sustainable tourism certification / seeking to position their responsible destinations in the marketplace
5. **Regionally focused organisations** with a stake in sustainable tourism certification



Structure of the Alliance



Overall Chair: Heritage Environmental Management Company

Overall Vice Chair: Eco Awards Namibia



Structure of the Alliance continued...

Portfolio Committee Chairs

Portfolio committee	Chairperson	Organisation
Standards and sharing of best practice	Heidi van der Watt	International Centre for Responsible Tourism (ICRT) South Africa
Market development	Sonja Gottlebe	Boogie Pilgrim - Madagascar
Impact analysis	Anna Spenceley	Stand cc
Advocacy and Lobbying	Bekithemba Langalibalele	South African National Department of Tourism (Responsible Tourism Directorate)



Current membership

	Country/Region	Organisation
1	Africa	Heritage Environmental Management Programme
2	Botswana	Botswana Tourism Organisation
3	Germany	GIZ – Sustainable Development Through Tourism Programme
4	Germany	Tourcert
5	International	Global Sustainable Tourism Council (GSTC)
6	International	International Trade Centre (ITC)
7	International	Rainforest Alliance
8	International	Yellow Railroad
9	Kenya	Basecamp Foundation
10	Kenya	Eco Tourism Kenya
11	Madagascar	Boogie Pilgrim - Madagascar
12	Namibia	Eco Awards Namibia
13	Regional	Africa Safari Lodge Foundation
14	Regional	All Out Africa
15	Regional	Fair Trade Tourism
16	Regional	Open Africa
17	Regional	Serendipity Africa
18	Regional	Stand cc
19	Regional	Regional Tourism Organisation of Southern Africa (RETOSA)
20	Seychelles	Seychelles Tourism Board
21	South Africa	Levelle Perspectives
22	South Africa	National Department of Tourism
23	South Africa	South African Tourism
24	Switzerland	Swiss State Secretariat for Economic Affairs
25	Tanzania	Responsible Tourism Tanzania
26	Tanzania	Tanzania Tourist Board
27	USA	Greenloons



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Thank you!

Merci!

Obrigado!