



# Sustainable Tourism Certification Alliance Africa



## **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.*

### **About the Alliance**

The Sustainable Tourism Certification Alliance Africa (the "Alliance"), formerly known as the Sustainable Tourism Network Southern Africa (STNSA), is an alliance of sustainable tourism certification stakeholders in Africa, with an initial focus on countries in southern and East Africa. The Alliance aims to enable an integrated approach to sustainable tourism certification throughout the continent.

---

## **ALLIANCE 3<sup>RD</sup> ANNUAL CONFERENCE**

**GARDEN COURT MARINE PARADE, DURBAN, 8 MAY 2014**

### **MEETING OBJECTIVES**

*Establish a harmonised understanding (with initial focus on southern and East Africa) of the business and developmental imperatives for African tourism destinations to transition away from conventional tourism and move towards the adaptation of responsible tourism principles and practices;*

*Highlight the developmental and market access opportunities responsible tourism destinations are positioned to benefit from; and*

*Raise awareness of responsible tourism certification initiatives currently underway in southern and East Africa.*

---

For additional information, please contact the Alliance Secretariat

Email: [secretariat@sustainabletourismalliance.co.za](mailto:secretariat@sustainabletourismalliance.co.za)

Tel: +27 (0)12 342 2945

Fax: +27 (0)12 342 2946

Website: [www.sustainabletourismalliance.co.za](http://www.sustainabletourismalliance.co.za)

<b>Session 1:</b>	<b>Official opening and keynote</b>	
09h00 - 09h15	Official opening and conference purpose	Greg McManus, Alliance Chair, Heritage Environmental Management Programme
09h15 - 09h30	Welcoming remarks	Bekithemba Langalibalele, South African National Department of Tourism
09h30 - 09h40	Introductions	Bongani Dlamini, Swaziland Tourism Authority
09h40 - 09h55	Background on the Alliance	Netsai Sibanda, Alliance Secretariat
09h55 - 10h25	Keynote: "The developmental and business imperatives for African destinations to transition towards Sustainable Tourism principles and practices"	Anna Pollock, Conscious Travel
10h25 - 10h40	Refreshment Break	
<b>Session 2:</b>	<b>Highlighting the developmental and market access opportunities Sustainable Tourism destinations are positioned to benefit from</b>	
10h40 - 11h10	"Demonstrating developmental benefits of Sustainable Tourism destinations"	Manuel Bollmann, GIZ Division for Tourism and Sustainable Development
11h10 - 11h40	"Understanding the challenges to sustainable development"	Anna Spenceley, Stand cc
11h40 - 12h00	Interactive plenary	Roland Vorwerk, Boundless Southern Africa
12h00 - 13h00	Lunch break	
<b>Session 3:</b>	<b>Raise awareness of Sustainable Tourism certification initiatives currently underway in southern and East Africa</b>	
13h00 - 13h20	"Profiling a Sustainable Tourism destination in Botswana"	Richard Malesu, Botswana Tourism Org.
13h20 - 13h40	"Seychelles Sustainable Tourism Label (SSTL)"	Sinha Levcovick, Seychelles Ministry of Tourism
13h40 - 14h00	"Establishing a national certification programme in Mauritius"	Niven Mueesamy, Mauritius Tourism Authority
14h00 - 14h20	"Rolling out certification in Madagascar"	Sonja Gottlebe, Boogie Pilgrim
14h20 - 14h40	"Profiling a Sustainable Tourism Product"	Simon Blackburn, Three Trees
14h40 - 15h00	Interactive plenary	Heidi van der Watt, International Centre for Sustainable Tourism - SA
15h00 - 15h20	Refreshment break	
15h20 - 15h50	"A ground-breaking collaboration: working towards Mutual Recognition"	Jennifer Seif, Fair Trade Tourism Damian Bell, Sustainable Tourism Tanzania Hazel Milne, Eco Awards Namibia
15h50 - 16h10	Interactive Plenary	
16h10 - 16h30	Summary and concluding remarks	Kwakye Donkor, RETOSA