



Sustainable Tourism Certification Alliance Africa ("the Alliance")

Annual summary of activities/progress undertaken during May 2013 – May 2014

1. Membership

	Country	Organisation	Category
1	Africa	Heritage Environmental Management Company	Certification scheme owner & certification body based in Africa
2	Botswana	Botswana Tourism Organisation	Tourism boards & ministries
3	Germany	GIZ Sustainable Development Through Tourism	Certification scheme owner & certification body based in Africa Regionally focused organisation
4	Germany	TourCert	International and/or regional certification scheme owners and certification bodies
5	Kenya	Basecamp Foundation	Regionally focused organisation
6	Lesotho	Lesotho Tourism Development Corporation	Tourism board & tourism ministry
7	Madagascar	Go To Madagascar	BDSP
8	Mauritius	Mauritius Tourism Authority	Tourism board & tourism ministry / Certification scheme owner & certification body based in Africa
9	Namibia	Eco Awards Namibia	Certification scheme owner & certification body based in Africa
10	Seychelles	Seychelles Tourism Board	Tourism board & tourism ministry / Certification scheme owner & certification body based in Africa
11	South Africa	International Centre for Responsible Tourism South Africa	BDSP
12	South Africa	Levelle Perspectives	BDSP
13	South Africa	National Department of Tourism	Tourism board & tourism ministry / Certification scheme owner & certification body based in Africa
14	South Africa	South African Tourism	Tourism board & tourism ministry
15	South Africa	Sustainable Tourism Partnership Programme	BDSP
16	South Africa	Stand cc	BDSP
17	Southern Africa	Open Africa	Regionally focused organisation
18	Southern Africa	Africa Safari Lodge Foundation	Regionally focused organisation
19	Southern Africa	Fair Trade Tourism	Certification scheme owner & certification body based in Africa
20	Southern Africa	Regional Tourism Organisation of Southern	Tourism board & tourism ministry / Regionally focused organisation

		Africa (RETOSA)	
21	Southern Africa	Serendipity Africa	BDSP
22	Switzerland	International Trade Centre (ITC)	BDSP
23	Swaziland	Swaziland Tourism Authority	Tourism board & tourism ministry
24	Tanzania	Tanzania Tourist Board	Tourism board & tourism ministry
25	Tanzania	Responsible Tourism Tanzania	Certification scheme owner & certification body based in Africa
26	United Kingdom	Yellow Railroad	Business development service provider (BDSP)
27	USA	LiSeed	BDSP
28	USA	Greenloons	BDSP

## 2. Standards and sharing of best practice portfolio committee (PFC)

2.1 Structure of the PFC is provided in the table below.

<b>Chair</b>	Heidi van der Watt	International Centre for Responsible Tourism – South Africa	South Africa
<b>Supporting members</b>	Lisa Scriven	Levelle Perspectives	South Africa
	Sinha Levkovic	Seychelles Tourism Board	Seychelles
	Damian Bell	Responsible Tourism Tanzania	Tanzania

2.2 Activities as per the approved work plan for 2013 – 2014 are provided in the table below.

	<b>Task</b>	<b>Milestone / deliverable</b>	<b>By when</b>	<b>Who</b>	<b>Status</b>
1	PFC work plan	Approved by EXCO	November 2013	Secretariat	Actioned.
2	Analysis of standards	Standards uploaded onto ITC database compared / analysed	November 2013	Secretariat	Actioned. The following standards are uploaded onto ITC: (i) Fair Trade Tourism (ii) Botswana Tourism Organisation (iii) Eco Awards Namibia (iv) GSTC (v) Responsible Tourism Tanzania
3	Mutual recognition of certification standards	3 Mutual recognition agreements signed	March 2014	Secretariat	Eco Awards Namibia and Responsible Tourism Tanzania have signed Memorandums of Agreement to finalise Mutual Recognition Agreements by July 2014. A consultant has been contracted by Fair Trade Tourism to facilitate alignment of standards against FT

					mandatory criteria.
4	Formal recognition by GSTC	Recognition status achieved by Alliance members	April 2014	Secretariat	Alliance has formally submitted request to GSTC for discounted fees for recognition for formally registered Alliance members (April 2014). GSTC has acknowledged receipt of the request and will revert back to Secretariat once a decision has been taken. The letter is attached as Annexure 1.
5	Evaluation survey	Survey of members conducted	May 2014	Secretariat	Survey to be conducted before closure of Annual Meeting to be held on 9 May 2014. The 2013 survey report is attached as Annexure 2.

### 3. Market development (PFC)

3.1 Structure of the PFC is provided in the table below.

<b>Chair</b>	Sonja Gottlebe	Boogie Pilgrim	Madagascar
<b>Supporting members</b>	Hazel Milne	Eco Awards Namibia	Namibia

3.2 Activities as per the approved work plan for 2013 – 2014 are provided in the table below.

	<b>Task</b>	<b>Milestone / deliverable</b>	<b>By when</b>	<b>Who</b>	<b>Status</b>
1	PFC work plan	Approved by EXCO	November 2013	Secretariat	Actioned.
2	Finalise sustainable tourism market segmentation in new markets (Netherlands, Germany, Switzerland & Sweden)	Market segmentation studies completed	Jan 2014	Secretariat	Actioned. Studies uploaded onto the Alliance website and are available at the following link: <a href="http://www.sustainabletourismalliance.co.za/resource-center/marketing-resources/">http://www.sustainabletourismalliance.co.za/resource-center/marketing-resources/</a>
3	Continuous campaign based on source market research.	Campaign conducted.	On-going	Secretariat & members	On-going.
4	Training of DMOs.	Training conducted and reported on.	June 2013	Secretariat	On-going
5	Publish market segmentation studies on Alliance website.	Studies published.	November 2013	Secretariat	Actioned.

6	Alliance leaflet (in French) to be published on Go To Madagascar website	Leaflet published	April 2014	PFC Chair	Pending.
7	Highlights of 5 market segmentation studies translated into French and published on Go To Madagascar and Alliance websites	Highlights published.	April 2014	Secretariat & PFC Chairs	Pending. English version of highlights are attached as Annexure 3.
8	Develop profile / overview page on RT products in region for tour operators	Profiles published on Alliance website.	April 2014	Secretariat	Actioned. Page can be viewed at the following link: <a href="http://www.sustainabletourismalliance.co.za/travel-sustainably/where-to-travel/">http://www.sustainabletourismalliance.co.za/travel-sustainably/where-to-travel/</a>
9	Publish case-study write up of Eco Awards Namibia initiative regarding affordability and accessibility of certification (and associated issues) based on current research project underway by Eco Awards Namibia, university students and certified businesses	Write-up published.	April 2014.	Secretariat & Eco Awards Namibia	Pending.
11	Standard presentation on Alliance circulated to membership for incorporation in appropriate presentations.	Presentation established and circulated.	April 2014	Secretariat	Actioned. Presentation is attached as Annexure 4.

#### 4. Impact Analysis PFC

4.1 Structure of the PFC is provided in the table below.

<b>Chair</b>	Anna Spenceley	Stand cc	South Africa
<b>Supporting members</b>	Amos Bien	GSTC	International
	Aimee Russillo	LiSeed	USA
	Damian Bell	Responsible Tourism Tanzania	Tanzania
	Irene Lane	Greenloons	USA
	Steve Collins	Africa Safari Lodge Foundation	Southern Africa
	Heidi van der Watt	International Centre for Responsible Tourism – South Africa	South Africa

4.2 Activities as per the approved work plan for 2013 – 2014 are provided in the table below.

<b>Task</b>	<b>Milestone / deliverable</b>	<b>By when</b>	<b>Who</b>	<b>Status</b>
<b>1</b> PFC work plan	Approved by EXCO	November 2013	Secretariat	Actioned.
<b>2</b> Develop case study template	Template developed	November 2013	PFC Chair	Actioned.
<b>3</b> Develop ToR for development of tool to measure developmental and business impact of certification.	ToR developed.	December 2013	PFC members.	Deferred for discussion during working group session on 9 May.
<b>4</b> Secure technical skills from university to develop simplified tool to measure impact of certification based on existing research and recommendations from SAO and IBM	Technical skills secured	May 2014	Responsible Tourism Tanzania	Pending
<b>5</b> Create online database for logging data (re impact methodology)	Online database completed	February 2014	Tbc	Deferred for discussion during working group session on 9 May 2014.
<b>6</b> Training workshop on impact assessment & tools & methodologies	Training conducted and report produced	March 2014	Secretariat & outsourced service provider	Pending completion of tool development.
<b>7</b> Rotational contribution of case studies from members	Contributions submitted by members	April 2014	Secretariat	One case study completed and attached as Annexure 5.
<b>8</b> Logging of impact information	Impact data recorded	April 2014	Secretariat	Pending completion of tool development.
<b>9</b> Publish impact assessment data	Data published	April 2014	Secretariat	Pending completion of tool development
<b>10</b> Evaluation survey	Survey of members targeted by PFC completed & report produced	May 2014	Secretariat	To be conducted in advance of closure of May 2014 meeting.

## 5. Advocacy and lobbying

5.1 Structure of the PFC is provided in the table below.

<b>Chair</b>	Bekithemba Langalibalele	National Department of Tourism	South Africa
<b>Supporting members</b>	Richard Malesu Damian Bell	Botswana Tourism Organisation Responsible Tourism Tanzania	Botswana Tanzania

5.2 Activities as per the approved work plan for 2013 – 2014 are provided in the table below.

<b>Task</b>	<b>Milestone / deliverable</b>	<b>By when</b>	<b>Who</b>	<b>Status</b>
<b>1</b> PFC work plan	Approved by EXCO	November 2013	Secretariat	Actioned.
<b>2</b> Publish annual advocacy calendar	Calendar published on website	February 2013	Secretariat	Actioned. Calendar can be viewed at the following link: <a href="http://www.sustainabletourismalliance.co.za/about-us/events/events-calendar/">http://www.sustainabletourismalliance.co.za/about-us/events/events-calendar/</a>
<b>3</b> Influence regional/international processes that affect the RT certification environment.	Activities undertaken & meetings attended. Feedback shared with membership.	On-going	Secretariat & PFC Chair.	The Alliance was well represented at the following events: (i) Ecotourism and Sustainable Tourism Conference (ESTC) 24-27 September 2013 in Kenya (ii) Regional consultation workshop in August 2013 South Africa (iii) UNWTO General Assembly 24-29 August 2013 in Zimbabwe (iv) Alliance represented at World Travel Market Africa 2-3 May 2014 in South Africa
<b>4</b> Lobby for election of Alliance members to GSTC board of directors	Campaign circulated to GSTC membership	July 2013	Secretariat	Alliance lobbied for GIZ Tourism for Sustainable Development and Fair Trade Tourism. Fair Trade Tourism was appointed to GSTC board of directors (ex-officio certification observer seat).
<b>5</b> Evaluation survey	Survey of members targeted by PFC completed & report prepared	May 2014	Secretariat	To be conducted in May 2014 Annual Meeting.

#### List of Annexures

- Annexure 1 GSTC Letter
- Annexure 2 Membership survey report 2013
- Annexure 3 Highlights of market segmentation studies
- Annexure 4 Standard PowerPoint slide on the Alliance
- Annexure 5 FTT Case Study