



**Impact Analysis Portfolio Committee (PFC)
Presentation on activities from June 2013 – May 2014
for Alliance 6th Annual Meeting**



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9 May 2014**



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1. Work Package

Portfolio	Thematic content/activities
Impact Analysis	<ul style="list-style-type: none">✓ Develop methodologies for measuring impact that can be utilised by members✓ Train members on impact assessment✓ Collect case studies and other impact information and share with members and target groups via the STCAA website✓ Support members to develop the business case for sustainable tourism certification

2. Activities

a. Expanded membership of IA portfolio:

- Damian Bell, Amos Bein, Steve Collins, Irene Lane, Aimee Russillo, Anna Spenceley (C), Heidi van der Watt

b. Conference calls:

- 3 over past year: on workplan, case studies, IA approach

c. Participation in FTT meeting on IA, Feb 2014

- Anna & Heidi

d. Development of case study template:

- Case study pilot template developed
- Pilot case study developed by Netsai Simbanda of FTT on Mashovela (thank you!)
- Draft commented on by IA group



Case study template

Overview: 2 pages to illustrate how certification has changed a business
– focus on 1 issue

Title: Something catchy!

Illustration

Overview of the enterprise

Overview of the issue/problem addressed in the case study

Initial situation: including the problems that were known

Certification process: what was done during the process

Changes that took place: with illustrations where possible

Impacts of certification: quantified in terms of savings, market advantage etc

Returns on investment: money spent and what the return was

Lessons learned

Authors/acknowledgements/date



e. Impact analysis database development:

- FTT had undertaken work with SAP (method) (2012-13)
- Waiting for IBM technical experts to be available to develop it (ongoing)
- IA group asked what could be done for free /by the group
- Initiated list of metrics (i.e things to measure)
- Initially proposed to develop a ToR for a university student to develop a simple tool – as a precursor to the IBM project
- Sent questions out to CBs in the alliance prior to this meeting relating to the purpose of the database: information on:
 - business impact
 - developmental impact

e. Impact analysis database development:

1. How do you collect and record your data? (e.g. on an excel spread sheet, online system, or other database)
2. Do you collect information during the audit process on:
 - a. **Business impact** (cost savings; more business / higher occupancies / higher prices/profits);
 - b. **Developmental impact** (impact on local economy – employment, procurement etc)
3. Are you able to share this information with the Alliance to support the development of a database to measure the impact of certification?

Only 1 response (thank you Hazel!)

Is the low level of response an indication of lack of interest by CBs in the database?

3. So what next?

- **Challenges:**
 - No funding for IA group – continue this way or get a budget?
 - Very little achieved by the members of the group over the past year
 - Difficult for volunteers to do actual work (lack of time etc)
 - Conference calls useful but follow up by members slow/stall quickly
 - Limited interest from CB members (?)
- **Also** realise that there are **parallel processes** ongoing:
 - FTT developing IA database (will not be compatible with other CBs as integrated within their evaluation system/online)
 - GSTC also developing an IA database
- So the big question:
 - What is the value added of this group?
 - Should it continue? If so, what would it do?

3. Time for a rethink . . .

- a. Keep group open operating at a low level (re lack of \$/time)
- b. Regular conference calls for networking (monthly/bimonthly)
- c. Leave the IA activities but provide input where needed to others?:
 - Communication with GSTC via Amos & Heidi / Updates on FT via Netsai
 - Desk study to collate information on certification/ST impacts:
 - Research commissioned by different CBs / Tourism boards?
 - ToR for study circulate to universities – IA group peer review/guide student
 - IF budget available – develop a simple system (consultancy/student)
- d. Case studies:
 - CBs commit to writing 2 each using the template / pilot example
 - 16 case studies: Fair Trade Tourism, Heritage, EcoAwards Namibia, Botswana Tourism Organisation; Seychelles Tourism Board, Mauritius Tourism Authority, Ecotourism Kenya, Responsible Tourism Tanzania:
 - IA group peer review/comment
 - Synthesis of all cases – publication on Alliance website

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- d. Case studies:
 - CBs commit to writing 2 each using the template / pilot example
 - 12 case studies: Fair Trade Tourism, Heritage, EcoAwards Namibia, Botswana Tourism Organisation; Seychelles Tourism Board, Responsible Tourism Tanzania: IA group peer review/comment
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**But this is all dependent on the level of interest /commitment
to contribute the alliance members**