



Introduction of the Eco-label in the tourism sector in Mauritius

by

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Introduction

- In line with the “Maurice Ile Durable” (MID) concept
- Leading role of Government to make the tourism industry more sustainable
 - Maximising the positive effects
 - Minimising the negative impacts

Eco-label & standards

- Eco-label will be awarded under a certification scheme
 - Standards to be met
- Development of the standards
 - Standards configured according to best practice
 - Universally accepted criteria and guidelines - GSTC criteria used a basis
 - Wide stakeholder consultation and involvement to ensure buy-in
 - Standards worked out by a committee consisting of governmental institutions and the private sector
- Standards pertain to the 3 dimensions or 'pillars' of sustainable development
 - Economic, Social and Environmental sustainability
- MS 163 standards gazetted

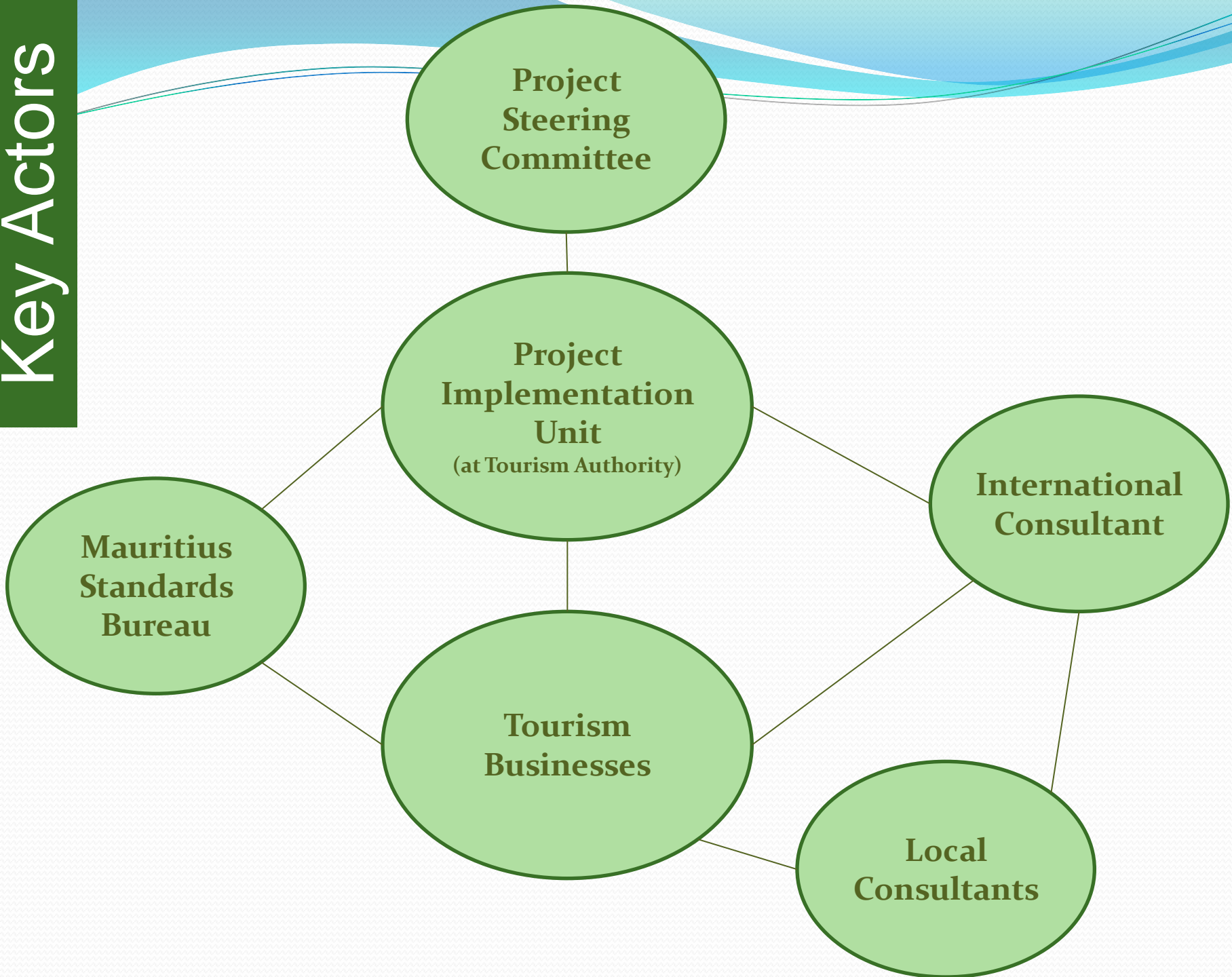
MS 165:2013

- Standards for sustainable tourism
- Cover the following:
 - Sustainable management
 - Social and economic benefits to the community
 - Cultural heritage values
 - Environmental respect
 - Resources conservation
 - Green purchasing – Supply chain management
 - Energy conservation
 - Water conservation
 - Sustainable construction
 - Wastewater management

Eco-label scheme

- Funds provided by “Maurice Ile Durable (MID) Fund”
- Cost-sharing grant to motivate tourism businesses
 - 50% of the cost of local consultant
 - 50% of the cost of getting the MS 163 standards
 - Maximum grant of USD 1,500
 - Target - 100 tourism businesses per year
- Funds available to also cover international accreditation
- Scheme will cover selected activities
- Tourism business to prove that it has already paid out the first 50%
 - Before the remaining 50% could be disbursed by TA
- Official launching in June 2014

Key Actors



Local Consultants

- Expression of interest from local consultants
 - To sensitise the management/team leaders of the tourism business on the benefits of certification
 - To provide consulting service to help the tourism business qualify for certification
 - To determine how sustainable the tourism business is, that is, what is its “baseline” and where it is in comparison to standards?
 - To assess the gaps and assist the tourism business to fill the gaps
 - to devise a concise plan with clear objectives
 - to gather resources and find out external assistance
 - to assist the tourism business in implementing the plan
 - to monitor and evaluate progress
 - To assist the tourism business to apply for certification and to follow up with the internal “desk officer” as well as the Mauritius Standards Bureau

International Consultant

- Capacity building
 - Key technical officers / auditors – Ministry, TA, MSB
 - Local consultants
- Sensitisation
 - Operators and selected employees
 - Including the employees that will be appointed as liaison
 - Benefits of certification
 - The standards
 - How to get certified – the process
- Assist in pilot testing the standards
- Monitoring and evaluation

Other key issues

- Development of a logo
 - the eco-label to be displayed by a certified tourism business as a mark of conformance
- Phased approach
 - Certification of tourist accommodations, night clubs, restaurants,...
- Certification to cover a period of two to three years
- International 3rd party accreditation
- Awareness campaign
 - Workshops
 - Brochures
 - Webpage
 - Email marketing