



**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.

WHAT IS THE ALLIANCE?

The Sustainable Tourism Certification Alliance Africa, 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.



THE ALLIANCE'S OVERALL OBJECTIVES

Build regional capacity to reduce poverty, improve livelihoods, and promote resource efficiency through sustainable tourism management practices.

Facilitate an integrated approach to sustainable tourism standards-setting and certification that will achieve higher levels of market and development impact, as opposed to certification systems operating in isolation from one another.

CATEGORIES OF MEMBERSHIP

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 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

THE ALLIANCE'S SPECIFIC OBJECTIVES

- Facilitate the 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 demonstrating 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.

WHY AN ALLIANCE?

The external environment is characterised by trends towards international accreditation, harmonisation, dual certification and mutual recognition between standards setting organisations.

The Alliance provides services on behalf of members seeking to secure international recognition, mutual recognition and other forms of partnerships.



STRUCTURE OF THE ALLIANCE

The Alliance's programme of work is organised into four key thematic areas each driven by a Portfolio Committee (PFC). PFC Chairs are elected on a bi-annual basis. The Alliance's Executive Committee is comprised of a Chairperson, Deputy Chairperson, the four PFC chairs and the elected Secretariat.

BECOME A MEMBER

Membership is based on signing a commitment form stating the terms and conditions of membership which include committing time, expertise and information. Contact the Secretariat to obtain an application form.

**For additional information,
please contact the Alliance Secretariat**

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Photos courtesy of Alliance members

