



The Sustainable Tourism Certification Alliance Africa (“the Alliance”)

4th Annual Conference

Garden Court Marine Parade

Durban, South Africa

7 May 2015

Conference Report

EXECUTIVE SUMMARY

The Sustainable Tourism Certification Alliance Africa (“the Alliance”) fourth Annual Conference was held on 7 May 2015 at Garden Court Marine Parade Hotel in Durban, South Africa. The workshop was convened by Fair Trade Tourism (FTT) in its capacity as Alliance Secretariat and with funding secured by FTT from the Swiss State Secretariat for Economic Affairs (SECO).

The event was attended by 53 delegates through which 14 African countries and 3 overseas countries were represented. Southern African countries represented included Botswana, Madagascar, Malawi, Mozambique, Namibia, Seychelles, South Africa, Swaziland, Zambia and Zimbabwe. East African countries included Kenya, Tanzania and Uganda. Overseas countries included Germany, Switzerland and Japan. North Africa was represented for the first time in Alliance history by Egypt. Regional organisations represented included the Regional Tourism Organisation of Southern Africa (RETOSA), Peace Parks, UNEP Southern Africa and Fair Trade Tourism (FTT). International Organisations were well represented with participation from the International Labour Organisation (ILO), Japan International Cooperation Agency (JICA), Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), Sustainable Travel International (STI) and SECO. Public Sector constituted the largest percentage of participants (33%), followed by civil society/non-governmental organisations (21%), private sector (17%), international cooperation agencies (17%) and consultants (12%).

The conference achieved its objective which was to, through a multi-stakeholder approach, examine and discuss the disconnect between tourism and conservation as well as associated SADC tourism development challenges and opportunities. A key conference outcome was establish of a multilateral agreement on southern African regional development priorities in relation to challenges and opportunities discussed.

Four priority themes were discussed during the conference which were: bridging the gap between tourism and conservation; professional knowledge and capacity networks; market positioning; and enabling environment and framework conditions. A number of programmatic priorities were then identified under each priority theme as an outcome of group work. The event programme is attached as Annexure 1.

The following presentations were made during the conference:

1. “Background to Southern African Development Community (SADC) mandate and overview to approach re SADC tourism development”, Simba Mandinenya, Acting Executive Director, Regional Tourism Organisation of Southern Africa (RETOSA);
2. “International perspective: experiences in regional cooperation with contextual examples regarding regional tourism agendas, plans and strategies”, Kirsten Focken, GIZ ProSpect;
3. “Leveraging tourism to contribute towards conservation in protected areas in South Africa – challenges and successes”, Giju Varghese, South African National Parks (SANParks);
4. “Regional Cross-Border Tourism: Recommendations for the Southern African Development Community” Manuel Bollmann, Fair Trade Tourism (FTT).

In Attendance

| | Country | Organisation | Representative |
|----|--------------|--|--------------------------|
| 1 | Botswana | Botswana Tourism Organisation (BTO) | Joyce Morontshe |
| 2 | Botswana | BTO | Richard Malesu |
| 3 | Botswana | Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) – Promotion of Economic Integration and Trade (ProSpect) | Kirsten Focken |
| 4 | Botswana | Wilderness Safaris | Sue Snyman |
| 5 | Egypt | Ministry of Tourism | Emad Hassan |
| 6 | Germany | GIZ – Sustainable Development Through Tourism | Jose Froehling |
| 7 | Japan | Japan International Cooperation Agency (JICA) | Naomi Okiyama |
| 8 | Japan | JICA | Keiichero Takadera |
| 9 | Kenya | Eco Tourism Kenya | Grace Nderitu |
| 10 | Madagascar | Go To Madagascar / Boogie Pilgrim | Sonja Gottlebe |
| 11 | Malawi | Tourism Authority | Rollings Moyo |
| 12 | Mozambique | Tourism Board (INATUR) | Jeremias Manussa |
| 13 | Mozambique | Ministry of Culture and Tourism (MITUR) | Mohamed Harun |
| 14 | Mozambique | MITUR | Zacarias Sumbana |
| 15 | Mozambique | GIZ – Sustainable <i>Economic</i> Development Programme (ProEcon) | Danica Huesken |
| 16 | Namibia | Eco Awards Namibia | Hazel Milne |
| 17 | Namibia | Hospitality Association of Namibia (HAN) | Gitta Paetzold |
| 18 | Seychelles | Ministry of Tourism and Culture | Sinha Levkovic |
| 19 | Seychelles | Ministry of Tourism and Culture | Janice Bristol |
| 20 | South Africa | Peace Parks | Kathy Bergs |
| 21 | South Africa | Fair Trade Tourism (FTT) | Manuel Bollmann |
| 22 | South Africa | FTT | Jane Edge |
| 23 | South Africa | FTT | Malebo Rammekoa |
| 24 | South Africa | &Beyond | Les Carlisle |
| 25 | South Africa | Chemonics – RESILIM | Kule Chitepo |
| 26 | South Africa | Green Girls in Africa | Louise de Waal |
| 27 | South Africa | UNEP Southern Africa | Cecilia Kinuthia-Njenga |
| 28 | South Africa | National Department of Tourism (NDT) | Bekithemba Langalibalele |
| 29 | South Africa | NDT | Sibongumusa Ngidi |
| 30 | South Africa | Regional Tourism Organisation of Southern Africa (RETOSA) | Simba Mandinyenya |
| 31 | South Africa | Heritage Environmental Management Company | Greg McManus |
| 32 | South Africa | International Labour Organisation | Joni Musabayana |
| 33 | South Africa | Transfrontier Parks Destinations | Glynn O'Leary |
| 34 | South Africa | Sustainable Travel International | Daniella Sachs |
| 35 | South Africa | Levelle Perspectives | Lisa Scriven |
| 36 | South Africa | Stand cc | Anna Spenceley |
| 37 | South Africa | Sustainable Tourism Partnership Programme (STPP) | Caroline Ungersbock |
| 38 | South Africa | GIZ – Responsible Inclusive Business Hub (RIBH) | Rebecca Szrama |
| 39 | South Africa | Better Tourism Africa | Heidi van der Watt |
| 40 | South Africa | South African National Parks (SANParks) | Giju Varghese |
| 41 | South Africa | Abang Africa | Henko Wentholt |
| 42 | Swaziland | All Out Africa | Melissa de Oliveira |
| 43 | Swaziland | All Out Africa | Sarah Corley |

| | | | |
|-----------|-------------|--|-----------------|
| 44 | Swaziland | Swaziland Tourism Authority | Bongani Dlamini |
| 45 | Swaziland | Swaziland Tourism Authority | Sipho Simelane |
| 46 | Switzerland | Swiss State Secretariat for Economic Affairs (SECO) | Janice Golding |
| 47 | Tanzania | Responsible Tourism Tanzania (RTTZ) | Damian Bell |
| 48 | Uganda | Nkuringo Gorilla Camp | Lydia Nandudu |
| 49 | Uganda | Adventure Vacation Safaris | Busuulwa Farouk |
| 50 | Zambia | Ministry of Tourism and Arts | Peter Banda |
| 51 | Zimbabwe | Tourism Office | Rudo Tongogara |
| 52 | Zimbabwe | Minister Counsellor – Tourism UNWTO Focal Person for Zimbabwe | Sherry Sibanda |

Alliance Chairperson's opening remarks

Africa is a destination of extremes – from the vibrancy of its cities to the tranquillity of its countryside, and perhaps one of the most important reasons for travel to this continent is the abundance of wildlife that can be seen and experienced.



As tourism increases, so more and more visitors have access to previously wild and untouched areas to experience the game we offer, and the development of tourism products such as accommodation, sightseeing, safari and hunting experiences all impact in hundreds of ways every day. The development of lodges, tented camps and hotels – once restricted to the peripheries of our wilderness areas due to a lack of access, are now being opened-up at an astonishing rate in an effort to meet the demand from visitors and guests. But in many cases, these activities and products are developed and offered without a full understanding of the responsibilities that come with doing business in Africa, and this is a role that the Alliance takes upon its collective shoulders in an effort to ensure sustainable, responsible and fair business practice and operational standards.

The Alliance provides a focussed platform at which the private and public sectors can share and plan for more responsible tourism – and at which aid agencies and donor organisations can play an even greater role in ensuring responsible development of tourism in Africa. Our diversity as an organisation provides a unique opportunity to share a common interest – the responsible development and management of tourism, while at the same time creating linkages and opportunities for greater industry involvement and contributions to sustainability.

Tourism can be one of the most important catalysts for conservation – and indeed the development of the game lodge and private reserve sector has played an important role in the protection and sustainability of many species. In South Africa alone, species such as Rhino, Sable and Roan antelope and many others have been successfully bred by game farmers and reserve operators, and returned to their habitat in healthy numbers. Recently I read of efforts being made by Kenyan authorities to breed the last surviving East African Rhino population in an effort to conserve the species and build tourism, while in Mauritius extensive work has been done by government and the tourism sector in protecting rare and endangered turtle species; in Rwanda the endangered mountain gorilla is being protected not only because of its endangered status, but also because of the tourism potential they bring to the country. And across the continent, conservation and tourism stand side-by-side in a hundred different ways, and we are seeing a gradual awareness being created of the tenuous link that tourism shares with wildlife in general.

If we consider that in southern Africa alone, only 6% of land is allocated to game parks and reserves, and the private sector has an important role to play in conservation and travel. SADC aims to establish a more even distribution of tourism development across the region and it is inevitable that this will include encouraging and providing support for the development of tourism products in previously marginal wildlife areas. Whether this is done with care and responsibility – and an

appreciation of the very dangers that tourism inherently poses to local communities, the environment in general and the protection of species - is something that we need to ensure.

60% of all wildlife in this country is in private hands and the tourism component of this is estimated to be as high as 73%, making tourism and conservation the most unlikely bedfellows. Whether it is a private reserve, game farm, game lodge, national park, wilderness area or conservation project, tourism and conservation exist in a symbiotic relationship - with tourism authorities and organisations using our natural resources to grow the tourism potential of the continent, and tourism needing to protect and conserve wildlife in order to keep the tourists coming. Yet, irresponsible operators across the continent believe conservation is not part of their remit and it's a case of business as usual rather than a more responsible approach to the earth in general.

The 'elephant in the room' remains the game hunting sector – an emotive and highly charged component of the tourism industry. In 2013, professional hunting generated over 9 billion Rands for the South African economy and the game farm/lodge sector created over 70 000 permanent jobs in the last couple of years alone. Yet, without this sector, species extinction would be a very real possibility because uncontrolled hunting and the eradication of free roaming species would undoubtedly take place. Game farms, hunting lodges and private reserves play an important part in the tourism sector, and are recognised as perhaps one of the most important conservation initiatives of our time. This is demonstrated so clearly by the decision by our National Parks authorities to relocate rhino from the parks where they were being slaughtered, to private game farms, reserves and conservation areas where higher levels of protection are provided.

Tourism is a very resource intensive industry, and on a continent that faces incredible challenges just for its own people, unless a more responsible tourism industry steps-up and makes a difference to the natural, social, economic and cultural development of Africa in general, tourism will quickly become seen as a threat to local communities and this will have serious consequences for us all. We need to raise the discussion levels about responsible tourism beyond polite and politically correct chatter to a rousing and invigorating debate. Why must we have development at the expense of our identity or natural heritage? Is it not time that Africa stood up and took a firm position on responsible travel and the development of tourism in general?

Today we are joined by a number of excellent speakers that will explore ways in which the very important link between tourism and conservation can be leveraged for the benefit of our industry and of the continent itself. It is an opportunity to explore ways to work together for a common goal, and to share your thoughts and views on this important subject. This conference also represents the only continental forum at which this subject is being discussed, and it is my fervent hope that by the end of the day, you have been motivated and encouraged to take what has been shared back with you and to start making a difference.

We have a unique and wonderful experience to offer the world, yet unless we start taking sustainability and responsible tourism more seriously, the very reason for coming to Africa ceases to exist. I believe we are the generation to start the journey and that we have a responsibility to hand future generations a legacy that will live on for the benefit of Africa and the enjoyment and wonderment of the world.

In closing, I would like to make special mention – and give our sincere thanks to the Swiss State Secretariat for Economic Affairs (SECO) for their generous funding for this event. Without your support and commitment to the activities of the Alliance, much of what we have achieved – and hope to achieve, would not be possible.

To our Secretariat – Netsai, Malebo and others at FTT, special thanks go to you for organising this event and for keeping the wheels of the Alliance running.

Also, I would like to thank all of you for your support and for being with us today. I look forward to hearing our speakers and to socialising with each of you during this very important conference.

1. Background to SADC mandate and overview to approach re SADC tourism development

Simba Mandinyenya, Acting Executive Director of RETOSA gave the above titled presentation which provided background information relating to the SADC institutional framework for tourism development in southern Africa and issues relating to SADC tourism development and conservation and associated strategic objectives. The presentation is attached as Annexure 2.



Highlights of the presentation included the following:

- RETOSA is a SADC institution whose mandate seeks to ensure tourism contributes to the SADC regional mandate which priorities regional integration and socio-economic development as well as the promotion regional tourism growth and development in an ethical, equitable, integrated and sustainable manner;
- RETOSA’s mandate is in the SADC Protocol on Development of Tourism; and
- RETOSA’s current mandate covers both development and marketing – which includes sustainable tourism development.

2. International perspective on experiences in regional cooperation with contextual examples regarding regional tourism agendas, plans and strategies

Kirsten Focken, Senior Advisor of the GIZ ProsPect programme based in Gaborone with the SADC secretariat, gave the above titled presentation. Highlights of the presentation, attached as Annexure 3, included the following:



- Regionalisation and tourism enjoy a mutually reinforcing relationship;
- Easier border crossings will increase more intra-regional travel which is likely to result in an increase in tourists with longer stays and increased spend in destinations; and

- A number of opportunities can be leveraged from regional / cross border tourism cooperation including; joint promotion and branding; development of innovative products through knowledge exchange and sustainable tourism development;
- A number of SADC protocols are not being effectively implemented. The GIZ ProSpect project is working with the SADC Secretariat with a focus on supporting SADC to implement identified and established protocols; and
- There are many discussions underway in SADC that address the need to adapt new industrialisation strategies. Tourism, however, is not a part of these discussions. The assumption is that this results from a lack of awareness and/or acceptance of the potential for tourism as a sector to contribute to economic development.

Highlights of the questions and answers (Q&A) session that followed included the following:

- i. SADC should leverage learnings from successes and failures in other regionals off the African continent, such as those covered in the GIZ-ProSpect presentation, to inform tourism development initiatives going forward;
- ii. Municipalities across borders should be developed. Around Lake Victoria, which is divided among three countries, municipalities transformed their operations through a network approach to collaboratively make Lake Victoria a ‘destination of choice’;
- iii. In the experience of Abang Africa, an inbound tour operator based in South Africa that works largely in the Dutch market, their travellers do not really ‘see’ borders or regions. They see Africa as a single destination. This creates an opportunity take a ‘product focus’ as opposed to a ‘cross-border’ focus; and
- iv. The Indian Ocean Islands in SADC do not have borders to cross. Rather, the SADC Indian Ocean Islands (Madagascar, Mauritius and Seychelles) have subscribed to the Vanilla Islands concept. The idea of the Vanilla Islands is to make it easier to travel between islands, thereby encouraging island-hopping.

3. Leveraging tourism to contribute towards conservation in protected areas in South Africa – challenges and successes

Giju Varghese, Head: Business Development for South African National Parks (SANParks) gave the above titled presentation. Highlights of the presentation, attached as Annexure 4, were as follows:

- The funding model of SANParks is such that 12% of funding is received from government grants while the balance of 88% is earned from internal tourism revenues;
- Most accommodation in SANParks is in the one, two or three star category and has high occupancy rates;
- In the context of SANParks, tourism certainly pays for conservation as revenues earned from tourism are used to fund SANParks conservation efforts.



Highlights of subsequent discussion on the presentation were as follows:

- i. In Botswana, most parks are owned by government and game rangers etc. are employees of government. Large operations want to operate in exclusive concession areas and enforcement of regulations with private sector operators is a challenge. Government has also invested a lot of resources on protection initiatives that aim to decrease poaching. In this country context engagement and collaboration between government and the private sector needs to be enhanced;
- ii. In Tanzania buy-in from communities has proven to be key in addressing poaching challenges. In Tanzania approximately 60 – 70% of the total operational budget of the Tanzanian National Parks (TANAPA) Agency is invested in anti-poaching initiatives and approximately less than one percent is invested into community development;
- iii. SANParks does very little with respect to investing a percentage of its overall budget into community development initiatives. SANParks is looking for projects to work on using resources generated from community levies. SANParks wants to intensify its efforts re strategizing and implementing community-based projects in order for SANParks to effectively connect to society for a variety of reasons which include reducing poaching;
- iv. The most recently held World Parks Congress highlighted a growing trend in relation to Protected Area authorities working more with volunteer tourists and civil society which, to an extent, is being carried out by SANParks.

4. The perspective of a trans-border tourism operation based within a protected area

Glynn O’Leary, owner of Transfrontier Parks Destinations (TFPD), gave the above titled presentation. Highlights included the following:

- TFPD has encountered challenges working with communities which include: dealing with unrealistic expectations; communities failing to see the link between revenue and expenditure; and disputes between communities and authorities which have impacted negatively on business;
- TFPD experiences difficulties securing funding the Industrial Development Corporation (IDC) as funding models available are not ideal for community-type investment; and
- TFPD experiences a variety of logistical challenges with cross-border processes such as guiding permissions, customs duties, visa costs and procedure and employment regulations.



Subsequent discussion by delegates on the presentation highlighted the significant differences in relation to challenges and successes when comparing the SANParks situation and that of TFPD. The presentation is attached as Annexure 5.

5. Regional Cross-Border Tourism: Recommendations for the Southern African Development Community

Manuel Bollmann, Programme Development Manager for Fair Trade Tourism, presented the draft findings and recommendations of the study which Fair Trade Tourism was commissioned to undertake by GIZ at the end of 2014.



. The primary objective of the study was to demonstrate the economic opportunities from regional integration in the tourism sector and how existing barriers can be overcome. The analysis identified issues to improve the competitiveness of tourism in SADC countries and the region overall.

For this purpose a survey was sent to more than 6000 tourism stakeholders in the region, both public and private. The respondents identified a lack of marketing of the region, insufficient support of cross border regions and inadequate investments in infrastructure and attractions as major barriers.

It was mentioned that better training and knowledge building of both public officials and private sector operators would significantly improve the competitiveness and the value of the tourism products and services. Furthermore regional agreements with regard to the movement of people and also for vehicles crossing the border need to be developed and established to facilitate regional travel.

The study further identifies some areas in the region with a high potential for cross border tourism such as improving access to SADC tourist destinations, expanding the average length of stay and expenditure of tourists, improving conservation through tourism in National Parks and TFCAs, introducing impact assessments on tourism-related government regulations and developing new regional cross-border itineraries.

The study which will incorporate below group work recommendations is currently being finalised. The presentation is attached as Annexure 6.

6. Working group sessions

The conference afternoon session was structured around four working group sections as summarised below.

6.1 Group one: “Bridging the gap between tourism and conservation”

| | |
|-------------------------|--|
| Moderator | Les Carlisle |
| Rapporteur | Richard Malesu, Botswana Tourism Organisation (BTO) |
| Participants | Damian Bell, Responsible Tourism Tanzania (RTTZ) Giju Varghese, SANParks Hazel Milne, Eco Awards Namibia Kathy Bergs, Peace Parks Janice Goldin, SECO Cecilia Kinuthia-Njenga, UNEP Southern Africa |
| Group discussion | In the GIZ ProSpect-commissioned research respondents felt strongest about the |

| | |
|---|--|
| mandate | <p>need for governments to better utilise tourism assets in their countries, the need to protect endangered species more effectively and ensure nature areas are cleaned regularly and free of rubbish.</p> <p>In consideration of the above, discuss the following:</p> <ul style="list-style-type: none"> ▪ How can businesses align aspects of their operations with (or contribute towards) the conservation objectives management of National Parks and other Protected Areas are required to meet? ▪ How can the coordination of government agencies (e.g. Park Authorities vis-à-vis municipalities; Environment vis-à-vis Tourism Ministries) involved in incentivising as well as regulating tourism growth could be improved? |
| Recommendations of the working group | <ol style="list-style-type: none"> 1. Community involvement that ensures enhanced socio-economic benefits e.g. <ul style="list-style-type: none"> ▪ Communicate likely benefits from conservation of natural resources realistically and manage expectations with regards to employment progression and indirect community benefits attentively. ▪ Put in place obligations on the part of operators to contribute to social, economic and environmental sustainability (e.g. Payment for Ecosystem Services, PES; Polluter pays Principle, PPP; fixed or flexible contribution to economic and social development fund – all of the above to be included in licence to operate/concession contracts awarded to operators) ▪ Environmental, socio-economic and cultural education and awareness raising provided to tourists 2. Coordinated government policies <ul style="list-style-type: none"> ▪ Set up and sufficient political empowerment of one-stop-shops for tourism investment in parks/park-boundary zones and obligatory basic and advanced training courses on inter-departmental and intra-cross-border destination level with a special focus on the enabling environment requirements for successful sustainable tourism business development and operations ▪ Collaborative, cross-border consultative meetings between business practitioners and the public sector 3. Incentives for meeting environmental obligations and regulations through: <ul style="list-style-type: none"> ▪ Government-subsidised responsible tourism certification for operators ▪ Renewal of leases dependant on due diligence/ compliance of certified operators |

6.2 Group two: “Market positioning and international media image”

| | |
|---------------------|--|
| Moderator | Sonja Gottlebe, Go To Madagascar |
| Rapporteur | Jane Edge, Fair Trade Tourism |
| Participants | <p>Lisa Scriven, Levelle Perspectives</p> <p>Simba Mandinyenya, RETOSA</p> <p>Naomi Okiyama, JICA</p> <p>Jerry Manussa, Mozambique Tourism Board (INATUR)</p> <p>Jose Froehling, GIZ Headquarters: Sustainable Development Through Tourism</p> <p>Emad Hassan, Egypt Ministry of Tourism</p> |

| | |
|---|---|
| | Sipho Simelane, Swaziland Tourism Authority |
| Group discussion mandate | <p>In the GIZ ProSpect-commissioned research, respondents felt strongest about the need to improve joint tourism marketing of SADC countries and that national tourism organisations could do more to promote cross-border tourism bilaterally and that negative media is deterring tourists away from Africa.</p> <p>Considering the above, please discuss how on SADC level, the attractiveness of southern Africa as a destination could be improved.</p> |
| Recommendations of the working group | <ol style="list-style-type: none"> 1. Ensure that sustainable message is woven into each working strategy, with the objective of positioning Africa as the world leader in responsible tourism. 2. Alliance portal: Develop this as a go-to repository on sustainable tourism destinations and information. 3. Work towards single Africa brand that offers packaged responsible tourism destinations and holidays that adhere to a common set of standards – achieved through mutual recognition. |

6.3 Group three: “Professional knowledge and capacity building”

| | |
|---|---|
| Moderator | Sue Snyman, Wilderness Safaris |
| Rapporteur | Grace Nderitu, Eco Tourism Kenya |
| Participants | <p>Glynn O’Leary, Transfrontier Parks Destinations Rebecca Szrama, GIZ Responsible Inclusive Business Hub Sue Snyman, Wilderness Safaris Louise de Waal, Green Girls in Africa Peter Banda, Zambia Ministry of Tourism and Arts Busuulwa Farouk, Adventure Vacation Safaris Henko Wentholt, Abang Africa Lydia Nandudu, Nkuringo Gorilla Camp Kule Chitepo, RESILIM Grace Nderitu, Eco Tourism Kenya Joyce Morontshe, Botswana Tourism Organisation (BTO)</p> |
| Group discussion mandate | <p>In the GIZ ProSpect-commissioned research, respondents felt strongest about the need to for training of government interacting with tourists on the tourism industry itself. Also, the need to make better use of knowledge transfer from expatriate managers in the hospitality industry was also highlighted.</p> <p>Considering capacity gaps such as the above, please discuss how, within the context of cross-border areas in SADC, informed networks of tourism stakeholders could be developed and a better exchange of knowledge could be fostered/facilitated.</p> |
| Recommendations of the working group | <ol style="list-style-type: none"> 1. Invest in human resource development on all levels: national regional/within cross-border destinations; on municipality and park authority level where applicable; private and public sector – both customers facing and administrative. Establish an expatriate mentorship and capacity development system for the industry within each SADC-country, whereby capacity and knowledge transfer deliverables are tied to work visa; 2. Establish professional exchange networks both between countries on national/bilateral levels and within cross-border destinations, which each involve all relevant administrative bodies in tourism policy (e.g. Environment, Tourism, Home Affairs); |

| | |
|--|---|
| | <ol style="list-style-type: none"> 3. Development and implementation of guidelines toward maximizing benefits for the community, e.g. coupled to public tenders and tourism concession contracts; and 4. Be attentive to local stakeholder needs and establish a participatory, bottom-up consultative process (“Shut up and listen”!). |
|--|---|

6.4 Group four: “Enabling environment and framework conditions”

| | |
|---|---|
| Moderator | Gitta Paetzold, Hospitality Association of Namibia |
| Rapporteur | Sinha Levkovic, Seychelles Ministry of Tourism and Culture |
| Participants | Zacarias Sumbana, Mozambique Ministry of Culture and Tourism (MITUR) Danica Huesken, GIZ Pro Econ (Mozambique) Rollings Moyo, Malawi Tourism Authority Mohamed Harun, MITUR Daniella Sachs, Sustainable Travel International Kirsten Focken, GIZ ProSpect Janice Bristol, Seychelles Ministry of Tourism and Culture |
| Group discussion mandate | <p>In the GIZ ProSpect-commissioned research, respondents felt strongest about the need for governments to better utilise tourism assets in their countries, to invest more public resources into infrastructure and tourist attractions, and reduce red tape at borders – especially customs for temporary import vehicles.</p> <p>Considering barriers such as the above, please discuss how, at SADC level, public-private dialogue could improve the enabling environment and framework conditions for tourism, the movement of people and investment.</p> |
| Recommendations of the working group | <ol style="list-style-type: none"> 1. In order to address the lack of recognition of the relevance of the tourism sector it is proposed to establish: <ul style="list-style-type: none"> ▪ National destination councils (public and private); and ▪ Regional destination councils at the SADC level 2. Lobby groups in each country need to be assisted in continuing to push for the establishment of a SADC-wide Univisa 3. Establish a benchmarking and index of doing business reporting system on each national level among SADC member states and regularly conduct impact assessments, the results of which are fed into all relevant political units, followed by concrete agreement on objectives based on recommendations from the assessments 4. Increase awareness of sustainable tourism in the general population, including public education starting at primary schools |

7. Closing panel

The last part of the conference was a closing panel comprised of stakeholders listed in the table below.

| | |
|--------------------|--|
| Facilitator | Kule Chitepo, RESILIM |
| Panellists | Kirsten Focken, GIZ ProSpect Cecilia Kinuthia-Njenga, UNEP Southern Africa Giju Varghese, SANParks Janice Golding, SECO |

The objective of the panel was to provide an opportunity for stakeholders involved in regional development to convey reflections in relation to the aforementioned outputs of the working group sessions. Reflections are summarised in the table below.

| | |
|--|--|
| <p>UNEP Southern Africa</p> | <p>Tourism contributes a significant percentage of global greenhouse gas emissions. There is a need to push for a reduction in greenhouse gas emissions. Organisations need to look at international conventions and laws to see how we can cascade these provisions at national and regional levels. Conventions exist for biodiversity, the international trade of endangered species, illegal wildlife trade etc. Against this backdrop we need to look at how the tourism sector as a whole (private and public) can contribute towards a win-win situation.</p> |
| <p>SANParks</p> | <p>There has been significant discussion that looks at community development. SANParks has had an interest in this topic for a number of years. The business sector as a whole is talking about responsible businesses – not just tourism and the imperative to consider the ‘triple bottom line’ (social, economic and environmental considerations).</p> <p>We see the synergy between business and the triple bottom line and have an advantageous position regarding leading these discussions in a manner that consolidates existing initiatives that address some and/or all triple bottom line considerations. There is a need to act!</p> |
| <p>SECO</p> | <p>The tourism private sector covers a range of tourism products and services e.g. from backpackers to big international brands. This private sector is an influential change agent that can make valuable contributions to local community development and other related considerations. The sphere of influence of tourism enterprises and all stakeholders participating in the conference is very important.</p> <p>Private sector tourism businesses’ are operating in an environment where ‘hard’ and ‘soft’ laws apply. There are ‘soft’ laws linked to market expectations and this is where certification and other associated programmes become relevant issues.</p> <p>The building of sustainable and competitive tourism enterprises encompasses a lot of issues to be taken into consideration – this takes a lot of business savvy as well as significant exchanges e.g. knowledge, capacity, networks etc.</p> |
| <p>GIZ ProSpect</p> | <p>Climate Change initiatives have not been effective and lack dynamisms. There have been many workshops and conferences convened over the years to look at these issues. The question remains – “Will something change?”.</p> <p>We need to think about “doing things differently” while at the same time considering ‘hard’ business factors. There is also a need for increased public sector involvement. The Alliance creates hope in this regard as conference attendance indicates acknowledgement of a multi-stakeholder approach to discussing important issues relating to sustainable tourism development in southern Africa.</p> |

Closing Remarks

The Alliance Chairperson thanked all present for their participation, the organisers for logistical arrangements and SECO for making the event possible before officially closing the conference.

Annexures

| | |
|------------|--|
| Annexure 1 | Conference programme |
| Annexure 2 | RETOSA PowerPoint presentation |
| Annexure 3 | GIZ ProSpect PowerPoint presentation |
| Annexure 4 | SANParks PowerPoint presentation |
| Annexure 5 | Transfrontier Parks Destinations PowerPoint presentation |
| Annexure 6 | Fair Trade Tourism PowerPoint presentation |
