

**Sustainable Tourism Certification Alliance Africa (the “Alliance”) 4<sup>th</sup> Annual Conference**

***“Bridging the gap between tourism and conservation – southern African challenges and opportunities”***

**7 May 2015, Garden Court Marine Parade, Durban, South Africa**

---

**BACKGROUND**

Africa has been described as being caught in a dilemma between managing its economic growth to create jobs, improve livelihoods and living conditions, and to improve its economic competitiveness, which is consistently lagging globally (World Economic Forum 2013).

Against this backdrop...

***Conservation:***

One of the central tenets of conservation states that protected areas are not only necessary to secure the planet’s ecological integrity but, more broadly, that they are an essential component of any healthy, peaceful society. THE GLOBAL SOLUTION: this is the appealing slogan of one of the most powerful conservation actors that promotes transfrontier conservation areas or “peace parks” which aim to protect biodiversity and stimulate development across international boundaries (Bram Buscher 2014).

Protected areas have – on the whole – done little to halt global biodiversity loss, which became abundantly clear from the 2010 Global Biodiversity Outlook (Secretariat of the Convention on Biological Diversity 2010). Protected areas also hold a poor social record, particularly in southern Africa. Displacements, racialised dispossession and lack of access to resources are all intimately connected to the historical development and contemporary governance of protected areas and conservation more broadly (W.Adams and Hutton 2007; Brockington, Duffy, and Igoe 2008; Dowie 2009; Galvin and Haller 2008; Hughes 2010).

***Tourism:***

Across the southern African region, the need exists for improving the tourism sector’s sustainability and its contribution to conservation and natural resource management (NRM) including community-based management initiatives (Global Partnership for Sustainable Tourism, GPST 2013).

Tourism has been identified by the United Nations as one of the ten sectors to drive the change towards a Green Economy and was included in the Rio+20 Outcome Document as one of the sectors capable, due to its size and reach, of making a significant contribution to the three dimensions of sustainable development. Tourism has close linkages to other sectors, can create decent jobs AND generate trade opportunities. With such significant potential for development, the need for a sustainable approach to tourism in developing countries is key: promoting growth in the long-term while maintaining a balanced use of resources is imperative and sustainable consumption and production patterns can help maximise tourism’s contribution to development (UNWTO 2013).

The SADC Protocol on the Development of Tourism (1998) describes SADC’s objective to build upon the region’s potential as a tourist destination. The protocol states that SADC aims to establish a more even distribution of tourism development across the region and also to create a positive enabling environment for a tourism industry that can support socioeconomic development. Member States agree to encourage private sector involvement in the tourism sector through mechanisms including incentives, infrastructure and appropriate regulatory frameworks (SADC 1998).

**THE SOUTHERN AFRICAN DEBATE**

Tourism and conservation have become recurrent and associated themes in the region. For example, South Africa, along with Tanzania, Botswana and Namibia, are particularly well known for the tourism and conservation brand and the ‘big 5’ (GPST 2014). We also know from scholarly work that conservation and development solutions are usually framed so that they are attractive to potential donors (Ferguson 1994; Mosse 2005). This has arguably seen success in the context of the global development agenda. Tourism, however, continues to be an adjunct of conservation, even though there are clear cross cutting issues that give rise to its relevance to conservation, policies, advocacy, etc. In general, development aid does not support key necessities for tourism development such as destination development, vocational training and critical forms of capacity building,

such as linking trade in tourism services to markets and establishment AND management of destination management organisations (DMOs).

Tourism occurring in protected areas in SADC tends to involve appreciation of nature, wildlife and culture – with a variety of services and experiences already in existence. Tourism, in this context, has arguably untapped potential to contribute significantly and positively to conservation efforts. A variety of tourism activities, products and services were identified in development of protected area investment guidelines commissioned by GIZ in 2014 as indicated in the table below.

<b>Activities</b>	Wildlife viewing, sports, hunting, adventure, education, volunteer work.
<b>Tourism products, services</b>	Accommodation, heritage and culture, transport and tour operations, natural resource use, catering facilities, retail facilities, information provision.

**MEETING OBJECTIVES**

Through a partnership with the Regional Tourism Organisation of Southern Africa (RETOSA) and with funding support from the Swiss State Secretariat for Economic Affairs, the Alliance invites its members and stakeholders, comprised of regional governments, private companies, civil society, researchers, UN agencies and other potential actors and partners, to discuss the disconnect between tourism and conservation, challenges and opportunities.

**EXPECTED OUTCOMES**

The expected outcome of the event is a multilateral agreement on priorities in relation to challenges to be addressed and opportunities to be explored, from a southern African perspective. The document will be used as an advocacy and lobbying tool to build relationships and mobilise resources to fully leverage the cross-cutting opportunities identified within the context of tourism and conservation.

Time	Item	Annotation
8:45 – 9:00	Registration of Participants	Alliance Secretariat
<b>OPENING SESSION: “CONTEXTUAL PERSPECTIVES”</b>		
<b>FACILITATOR: Fair Trade Tourism (FTT)</b>		
9:00 – 9:10	Opening and background to the Alliance	<b>Greg McManus</b> , Alliance Chairperson, Heritage Environmental Management Programme
9:10 – 9:20	Background to Southern African Development Community (SADC) mandate and overview to approach re SADC tourism development.	<b>Simba Mandinyanya</b> , Acting Executive Director, Regional Tourism Organisation for Southern Africa (RETOSA)
9:20 – 9:25	Summary of conference objectives	<b>Netsai Sibanda</b> , Stakeholder Relations Manager, Fair Trade Tourism (FTT)
9:25 – 9:55	Key Note: International perspective: experiences in regional cooperation with contextual examples regarding regional tourism agendas, plans and strategies	<b>Kirsten Focken</b> , Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)
9:55 – 10:10	Participant Interactions: Questions & Answers	<b>Kule Chitepo</b> , Chief of Party, USAID Contractor for Resilience in the Limpopo River Basin (RESILIM)
<b>10:10 – 10:30</b>	<b>Tea break</b>	
10:30 – 11:00	Presentation: Leveraging tourism to contribute towards conservation in protected areas in South Africa – challenges and successes.	<b>Giju Varghese</b> , South African National Parks
11:00 – 11:10	Participant Interactions: Questions & Answers	<b>Kule Chitepo</b> , Chief of Party, RESILIM
11:10 – 11:30	Presentation: The perspective of a trans-border tourism operation based within a protected area.	<b>Glynn O’Leary</b> , Transfrontier Parks Destinations
11:30 – 11:45	Participant Interactions: Questions & Answers	<b>Kule Chitepo</b> , Chief of Party, RESILIM
11:45 – 12h00	Summation of opening session.	<b>Kule Chitepo</b> , Chief of Party, RESILIM
<b>12h00 – 13h00</b>	<b>Lunch</b>	

<b>AFTERNOON SESSION: “OPPORTUNITIES DESPITE CONTEXTUAL CHALLENGES”</b>		
<b>FACILITATOR: Fair Trade Tourism (FTT)</b>		
13h00 – 13h20	Presentation: GIZ-commissioned regional research findings – identified opportunities despite contextual challenges	<b>Manuel Bollmann</b> , Fair Trade Tourism
13h50 – 14h00	Briefing by session facilitator and division of participants into 4 working groups to discuss top 4 opportunities identified by GIZ research.	<b>Netsai Sibanda</b> , Fair Trade Tourism (FTT)
14:00 – 15:00	Working group breakaway sessions	<p><b>Group 1: Bridging the gap between tourism and conservation</b>  <u>Moderator:</u> Les Carlisle, AndBeyond  <u>Rapporteur:</u> Richard Malesu, Botswana Tourism Organisation</p> <p><b>Group 2: Market Positioning &amp; International Media Image</b>  <u>Moderator:</u> Sonja Gottlebe, Go To Madagascar  <u>Rapporteur:</u> Jane Edge, Fair Trade Tourism</p> <p><b>Group 3: Professional Knowledge and Capacity</b>  <u>Moderator:</u> Sue Snyman, Wilderness Safaris  <u>Rapporteur:</u> Grace Nderitu, Eco Tourism Kenya</p> <p><b>Group 4: Enabling Environment &amp; Framework Conditions</b>  <u>Moderator:</u> Gitta Paetzold, Hospitality Association of Namibia  <u>Rapporteur:</u> Sinha Levkovic, Seychelles Ministry of Tourism &amp; Culture</p>
15:00 – 15:20	<b>Tea break</b>	
15:20 – 15:40	Presentation on outputs of working group sessions	<b>Roland Vorwerk</b> , Boundless Southern Africa
15:40 – 16:00	Participant Interactions: Q & A	<b>Roland Vorwerk</b> , Boundless Southern Africa
16:00 – 17:00	Closing panel: Challenges and opportunities have been identified with recommended associated actions. Stakeholders in regional development discuss working group outputs and recommendations.	<p><b>Facilitator: Kule Chitepo</b>, Chief of Party, RESILIM</p> <p><b>Panellists:</b></p> <ol style="list-style-type: none"> <li>1. Kirsten Focken, GIZ</li> <li>2. Cecilia Kinuthia-Njenga, UNEP Southern Africa</li> <li>3. Doreen Robinson, USAID Southern Africa</li> <li>4. Giju Varghese, South African National Parks</li> <li>5. Janice Golding, Swiss State Secretariat for Economic Affairs (SECO)</li> </ol>
17:00	<b>Closure</b>	<b>Greg McManus</b> , Alliance Chairperson, Heritage Environmental Management Programme
17h00– 19h00	Networking cocktail	