

# **SUSTAINABLE TOURISM CERTIFICATION ALLIANCE AFRICA**

## **5<sup>TH</sup> ANNUAL CONFERENCE**

**A collaborative, integrated approach to sustainable tourism  
standards-setting and certification in Africa for the benefit of  
people, the environment and business**

4 April 2016 in Cape Town



### **ABOUT THE CONFERENCE**

Effective tourism development in African is development that is facilitated by both public and private sectors in a collaborative way in order to enhance opportunities for tourism development to significantly contribute towards poverty reduction, creation of decent and sustainable jobs, improved livelihoods and effective sustainable consumption and production of natural resources. At the same time, development of tourism products and destinations should be implemented in a way that offers diverse and marketable product offerings for the travel trade and independent travellers in key markets for the continent encompassing cross-border, regional and inter/intra-regional travel itineraries.

Against this backdrop, the Alliance has made significant leeway in supporting responsible and sustainable tourism development in identified member countries through collaborative approaches to address these challenges and opportunities and has reached a point where it is ready to explore, discuss and investigate tangible opportunities in this regard.

## PROGRAMME

<b>08H30 – 09H00</b>	<b>Registration</b>
<b>Session 1</b>	<b>Opening and official keynote</b>
<b>09h00 – 09h15</b>	<b>Official welcome and background to the Alliance</b> Greg McManus, Heritage Environmental Management Programme, Alliance Chairperson
<b>09h15 – 09h35</b>	<b>Introductions</b> Hazel Milne, Eco Awards Namibia, Alliance Vice Chairperson
<b>09h35 – 09h50</b>	<b>Overview of conference objectives</b> Netsai Sibanda, Fair Trade Tourism, Alliance Secretariat
<b>09h50 – 10h20</b>	<b>Keynote: Travel trade perspective on demand for responsible tourism products and itineraries across Africa</b> Matthias Leisinger, CSR and Sustainability Consulting, (former Vice President CSR, Kuoni)
<b>10h20 – 10h40</b>	<b>Interactive plenary</b>
<b>10h40 – 11h00</b>	<b>Tea break</b>
<b>Session 2</b>	<b>Successes in harmonisation of leading schemes in Southern and East Africa: A collaborative, integrated approach to sustainable tourism standards-setting and certification in Africa</b>
<b>11h00 – 11h20</b>	<b>Mutual Recognition: process, challenges, lessons learned and outcomes</b> Mutual Recognition between Fair Trade Tourism and Botswana Tourism Organisation, Eco Awards Namibia, Seychelles Sustainable Tourism Label and Responsible Tourism Tanzania Netsai Sibanda, Fair Trade Tourism
<b>11h20 – 11h35</b>	<b>Interactive plenary</b> Grace Nderitu, Eco Tourism Kenya
<b>11h35 – 12h05</b>	<b>Potential Across Regional itineraries</b> South Africa – Mozambique: Terra Agua Ceu Vanilla Island Hopping between Seychelles-Madagascar: Seychelles Sustainable Tourism Label and Go To Madagascar/Boogie Pilgrim
<b>12h05 – 12h35</b>	<b>Potential Transregional Itineraries – Cape to Cairo</b> Emad Hassan, Egypt Ministry of Tourism: Green Star Hotel Programme Damian Bell, Responsible Tourism Tanzania
<b>12h35 – 12h55</b>	<b>Interactive plenary</b> Piet Theron, Boundless Southern Africa
<b>12h55 – 13h55</b>	<b>Lunch break</b>
<b>13h55 – 14h05</b>	<b>Introduction to breakaway sessions</b> Discussions on potential cross-border, inter and intra-regional itineraries Manuel Bollmann, CIM Integrated Expert, Fair Trade Tourism
<b>14h05 – 15h00</b>	<b>Breakaway sessions</b> <ul style="list-style-type: none"> <li><b>(i) South Africa-KAZA linked itineraries</b> Facilitator: Anita Streich, Managing Director ATC</li> <li><b>(ii) Vanilla Islands</b> Facilitator: Matthias Leisinger, Former Vice President CSR, Kuoni</li> <li><b>(iii) Trans-regional</b> Facilitator: Henko Wenthold, Abang, Africa Travel</li> </ul>
<b>15h00 – 15h30</b>	<b>Presentations on working group outcomes</b> Working group facilitators
<b>15h30 – 16h00</b>	<b>Interactive plenary</b> Jose Froehling, GIZ – Sustainable Development Through Tourism
<b>16h00 – 16h20</b>	<b>Tea break</b>
<b>16h20 – 17h20</b>	<b>Tour Operator Panel</b> Facilitator: Randy Durban, CEO, Global Sustainable Tourism Council <b>Panelists:</b> Kuoni (Switzerland, United Kingdom, Scandinavia) Tourvest (South Africa) ATC (South Africa) Abang Africa Travel (Southern Africa) Boogie Pilgrim (Madagascar) Terra Agua Ceu (Mozambique)
<b>17h20 – 17h30</b>	<b>Conference summary</b> Netsai Sibanda, Fair Trade Tourism, Alliance Secretariat
<b>17h30</b>	<b>Concluding remarks and conference closure</b> Greg McManus, Heritage Environmental Management Programme

