Regional Consultation Meeting for Developing the 10YFP Programme on Sustainable Tourism

Airport Grand Hotel

Johannesburg, South Africa

15 August 2013

Meeting Report
Executive Summary

A regional consultation meeting for development of the 10 Year Framework of Programmes (10YFP) on sustainable tourism was held on 15 August 2013 in Johannesburg, South Africa. The event saw excellent attendance from 14 of the 15 Southern African Development Community (SADC) Member States (Angola, Botswana, Democratic Republic of Congo, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe), with only Lesotho being absent from the event. The tourism public and private sectors, as well as civil society were well represented.

The meeting was organised in partnership with the United Nations Environment Programme (UNEP), the Global Partnership for Sustainable Tourism (GPST), the Regional Tourism Organisation of Southern Africa (RETOSA), Fair Trade Tourism (FTT) and the Sustainable Tourism Certification Alliance Africa (the “Alliance”).

Meeting objectives, which were successfully reached, were to:

- Identify priorities and needs based on existing activities in destinations;
- Identify opportunities for collaboration and funding; and
- Discuss implementation and delivery mechanisms for the sustainable tourism programme at regional and national levels.

Highly interactive working group sessions were facilitated around three themes which were:

- Sustainable tourism vision and main impacts by 2020;
- Stakeholder engagement and ‘high-impact’ practices; and
- Identification of indicators and measures of success for sustainable tourism.

A major outcome of the meeting was identification of five specific “working areas” for the 10YFP sustainable tourism programme in the southern African context as follows:

1. Policy frameworks and governance;
2. Private sector performance;
3. Job creation and livelihoods;
4. Environment and biodiversity; and
5. Culture and natural heritage.

There was clear acknowledgement of the importance for destinations to incorporate the three pillars of sustainability (social, economic and environmental) into tourism development activities, as well as confirmed support for development of a 10YFP on sustainable tourism for the southern African region by all SADC Member States in attendance.
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1. **Opening session welcome:** Kwakye Donkor, Director of Marketing and Communications, RETOSA

Mr Donkor officially opened the meeting and welcomed all in attendance.

2. **Welcome remarks, Introduction and meeting purpose:** Simba Mandinyenya, Acting Executive Director, RETOSA

It is a great honour and privilege for me to welcome you all to this very important event. Today, we have close to 50 participants from 14 of the 15 Southern African Development Community (SADC) Member States (MS), including Madagascar who has been missed. As only Lesotho is absent, turnout for the meeting is excellent. As such, I would like to congratulate the MS represented.

We also have with us delegates and colleagues from abroad - UNEP and the GPST. We want to welcome you to southern Africa. South Africa is one of our prime destinations in the region. As such, it is a good sample of what the region offers as a tourist destination, and we all hope you will have some time to explore and sample the product offerings. On behalf of UNEP, FTT and RETOSA, as joint organisers of this meeting, may I take this opportunity to give a special welcome to all in attendance.

This is the first regional consultative conference in development of the 10 Year Framework of Programmes (10YFP) on sustainable consumption and production across the world. Other regions will be doing the same in the near future, while others may not because they are already advanced in implementing the programme.

As a region, we are relatively behind in the context of sustainable tourism. Our situation is worsened by the disparities in the level of economic and tourism development from one MS to another. This consultation meeting is therefore critical and very strategic.

A huge assumption here is that all of us have a clear understanding of sustainable tourism. This has been described in many different ways, but all looking at the production and consumption of tourism goods and services in a manner that:

- Does not degrade the local environment but rather enhances it;
- Enhances local economies of the destination;
- Respects local cultures and the **way of life** of local people;
- Provides values and enhances the experience of visitors to the destination; and
- Leaves the world as a better place for generations to come.
Objectives of the meeting are to:

i. Identify gaps in implementing sustainable tourism with a focus on production and consumption patterns of tourism products and services. In so doing, we need to consider our policy frameworks, planning systems, level of awareness of sustainable tourism, technical capacities, institutional frameworks as well as funding structures for sustainable tourism development;

ii. Identify our needs and priorities as individual countries and as a region in development of the 10YFP on sustainable tourism development and implementation;

iii. Identify opportunities for collaboration and funding;

iv. Identify activities that can be implemented in isolation, as well as areas where we need to harness resources to create economies of scale, and agree on effective networks and partnerships at local, national and regional level;

v. Discuss and identify specific activities as well as how we are going to implement these activities;

vi. Consider in our discussions delivery mechanisms and at what level an activity will be carried out; and

vii. Establish how we are going to measure our performance and progress, as well as how to create awareness of our progress and achievements or non-thereof.

Sustainable tourism is the way forward and is a profitable way of doing business, allowing for sustainable use and benefit from our resources. It creates jobs for locals and creates wealth for local economies. It is therefore strategic in the fight to eradicate poverty. Southern Africa needs all these positives.

I thank you all for your participation and invite you to participate in the discussions before us without fear or favour.

3. Welcome remarks from UNEP South Africa: Cecilia Kinuthia-Njeng, Head – UNEP Liaison Office in South Africa and Regional Programme Coordinator – Southern Africa Regional Office

I would like to thank RETOSA for co-organising this meeting that provides a platform to discuss the development of a global sustainable tourism programme. I would also like to thank FTT and the Sustainable Tourism Certification Alliance Africa (the “Alliance”) for its technical expertise and logistical support in organising this meeting.

The 10YFP is a concrete outcome of Rio+20 – a historical and the only intergovernmental mandate on sustainable consumption and production (SCP). SCP is an
overarching objective of and essential requirement for sustainable development (Johannesburg Plan of Implementation – JPOI and Rio+20). UNEP has been asked to serve as secretariat for implementing the 10YFP, with the support of MS, United Nations (UN) agencies and all concerned stakeholders. The 10YFP should be a key implementation mechanism for the shift towards sustainable consumption patterns, contributing to sustainable development, poverty eradication and prosperity. It is essential considering that:

- World resource use is increasing: annual global extraction of resources is currently 60 billion tons today and could rise to 140 billion tons per year by 2050 under BAU; and
- Another two to three billion middle class consumers in the global population will emerge by 2040, increasing resource demand. These new tourists will demand more resources and explore new destinations that have not been discovered yet. To this end, it is important to decouple economic growth from resource use and environmental impact.

The shift to SCP can only be achieved through a fundamental change in the way we consume and produce. SCP is a cross-cutting issue, and implementation of the 10YFP will contribute to the post-2015 development agenda and the sustainable development goals.

Due to the size and reach of the tourism sector, which has become critical from a resource-use perspective, sustainable tourism has been recognised as a key vehicle for sustainable development by world leaders and has been integrated as one of the five programmes under the 10YFP. By leveraging international collaboration, networks and research, stimulating innovation, replicating and scaling up SCP initiatives, a global programme on sustainable tourism will make a major contribution to the necessary shift to SCP patterns.

We are here today, one year after formal adoption of the 10YFP, to identify priorities and needs based on existing activities in southern Africa on sustainable tourism. It offers unique occasion to discuss implementation and delivery mechanisms for the sustainable tourism programme at regional and national levels, as well as to discuss the challenges and opportunities for delivering transformative change towards sustainable consumption and production patterns in the tourism sector.

Sustainable tourism is not just about being “green” – it is about ensuring a long term future for African tourism based on partnerships and community benefit, unifying as an industry so that we can reap the rewards in years to come, rather than decimate our natural resources and habitats for short term gain.

Many southern African countries are undoubtedly behind the curve in terms of environmentally sustainable tourism, but that is changing with a collective
realisation that our spectacular habitats and abundant flora and fauna are our most precious resources. Sustainable tourism requires complete buy-in from government and communities, but unfortunately in the tourism industry, change is happening very slowly with little or no buy-in from local government and the private sector.

Tourism certainly offers employment, but unless communities have ownership and tourism pays its way, there is no incentive for marginal communities to support or protect it. Try explaining to a hungry local subsistence farmer and his family why they should not kill and eat game that has co-existed in that area for millennia, when existing tourism resources deliver no direct return to him or his family!

The beauty of the tourism industry is that it offers employment opportunities which are not necessarily highly skilled. Skills development is relatively easy and inexpensive. The sustainable tourism industry should facilitate sustainable tourism which empowers and uplifts local communities so that the legacy of tourism practice can have meaning. The utopia we should strive for is one where tourism stakeholders get involved in transformational projects and use their hospitality skills and knowledge to uplift their own staff and communities into product ownership.

Tourism holds massive potential as a growth pole for southern Africa, a region rich in bio-diversity, eco systems and other natural resources that support the economy and livelihoods of its habitants. Tourism should be viewed as a vehicle for expanding the economic space while ensuring environmental sustainability through integrative community based resource management, greening as a viable option, reducing pollution and protecting the eco system.

Last year in February 2012, experts from all over Africa highlighted links between tourism and sustainable use of natural resources. An ad hoc experts group meeting entitled “Harnessing natural resources for sustainable development: opportunities and challenges in the tourism sector in southern Africa” provided a forum for experts to exchange ideas on economic conditions and topical issues relating to sustainable tourism in southern Africa. The meeting, which was held from 28-29 February 2012 in Port Louis, Mauritius, prior to the 18th Inter-governmental Committee of Experts, convened to discuss recommendations for the tourism sector in southern Africa, which were submitted to the 18th Inter-governmental Committee of Experts for their consideration. Delegates noted that there is growing potential for tourism in southern Africa generally, as the region is rich in natural resources and biodiversity. They urged for tourism to be viewed as an opportunity to drive growth while ensuring environmental sustainability in the region, particularly through integration of Community Based Natural Resource Management (CBNRM).

Delegates at the afore mentioned meeting also heard that while Mauritius’ economy benefits from exports such as sugar, clothing, tea and jewellery, over 10% of its
Gross Domestic Product (GDP) is from tourism, which has been operating at below predicted growth rates due to the global financial crisis and volatile consumption patterns. Tourism and sustainable natural resource use were seen by many experts as pertinent in today’s global climate. They noted that Mauritius is viewed as a model in the region for sustainable tourism, which is characterised by strict adherence to a tourism development strategy that emphasises “low rise, low density developments, seascape architecture, use of local materials and sound pollution and waste management”.

I can cite many examples from southern Africa. I have been privileged to see some truly great examples of such as Thakadu River Lodge in Madikwe Game Reserve (South Africa). It is a lodge built, owned and operated by the local community – but instead of just handing it over and setting them up for failure, the surrounding lodges spent three years investing time, energy, skill and intellectual capital into the project to allow the community to attain a sustainable level of competence and to facilitate a genuine understanding of the importance of service delivery.

Another example of truly sustainable ecotourism is Wilderness Safaris, which partners with communities that own and protect the land. It is of paramount importance that tourism companies invest in the local community instead of bringing in hired help from elsewhere.

I would like to thank our collaborators, RETOSA, FTT, the Alliance, the Swedish Ministry of Environment, the United Nations World Tourism Organisation (UNWTO) and the GPST. I would also like to thank all panellists and attendees in advance for sharing their experience. I wish you fruitful deliberations and I will be looking forward to the outcome of this meeting.

4. **Welcome Remarks, Marcio Favilla, Executive Director, Competitiveness, External Relations and Partnerships, World Tourism Organization (UNWTO)**

It is my pleasure to address you today at the 1st Regional Consultation Meeting for developing the 10-Year Framework of Programmes on Sustainable Tourism. One of the important outcomes of the Rio+20 Conference was the establishment of the 10 Year Framework of Programmes (10YFP) to enhance the speed towards more sustainable consumption and production patterns.

The World Tourism Organization, as the specialized agency of the United Nations responsible for tourism, will be one of the Lead Actors of the 10-Year Framework of Programmes on Sustainable Tourism and is supporting the Secretariat, held by UNEP, in preparing our sector’s global action framework to enhance international cooperation on sustainable consumption and production at the regional and national levels.

Governments, private companies, civil society, researchers, UN agencies, financial institutions and other potential actors and partners from all countries are being invited to participate.
Due to the size and reach of the tourism sector, which has become critical from a resource-use perspective, sustainable tourism has been recognized as a key vehicle for sustainable development by world leaders.

Today, more than one billion people are on the move. Last year alone one seventh of the world’s population crossed international borders and some five billion more travelled within their national borders. UNWTO’s forecast shows that by 2030 international trips will reach 1.8 billion a year (this is 5 million trips a day). And Africa is seen as one of the regions with huge growth potential.

Tourism is directly responsible for 9% of direct and indirect global GDP, accounts for 30% of the world’s trade in services and employs one out of every eleven people worldwide.

We also know that tourism presents many opportunities for gender equality, including acting as a vehicle for the empowerment of women. It also creates direct income for local people and thus helps alleviate poverty. We are talking about hundreds of millions of jobs, higher income possibilities, increased investment in infrastructure and countless paths for development.

But in order to identify where we stand, how we perform, as well as to better unfold tourism’s unique opportunities, we need to benchmark tourism against other sectorial activities, to see the cross-cutting issues and develop relevant policy advice. Achieving this requires that we move away from silo-thinking, share information and work towards greater and wider reaching solutions with a more holistic scope.

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 of making “a significant contribution to the three dimensions of sustainable development, has close linkages to other sectors, and can create decent jobs and generate trade opportunities”.

With such a 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 maximize tourism’s contribution to development.

I trust that your active participation in this meeting will help us identify innovative approaches, improve our knowledge base and develop the 10 Year Framework of Programmes on Sustainable Tourism so that sustainable consumption and production patterns can be advanced through tourism.

5. Understanding the challenges to sustainable tourism: recommendations for southern Africa: Anna Spenceley, Stand cc

Dr Spenceley presented highlights of a report entitled “A regional sustainable tourism situational analysis: southern Africa” (Annexure 1), which provides a review of what is happening on sustainable tourism in southern Africa as well as challenges
in relation to mainstreaming thereof. Dr Spenceley’s presentation is attached as Annexure 2. Presentation highlights included the following:

- At the time of the research, tourism certification programmes had certified about 340 tourism products in southern Africa;
- There are a number of joint venture partnerships between the tourism private sector and community based tourism (CBT) operations;
- There are many training and capacity building interventions in the region;
- There is a plethora of technical tools and guidelines around sustainable tourism available;
- There are many conservation and biodiversity initiatives completed and underway in the region;
- The Alliance is one of the main networks in the region helping to communicate issues of sustainability in tourism;
- The tourism public sector has specific capacity building needs;
- The tourism private sector has a series of requirements in order for buy-in to be secured including demand, transparency and good governance, good land tenure etc.; and

Four key recommendations stemming from research findings were to:

i. Improve the enabling environment for sustainable tourism;
ii. Conserve biodiversity – improved capacity for protected area managers of tourism;
iii. Increase supply of sustainable tourism products; and
iv. Increase demand for sustainable tourism.

6. The “10YFP” - a roadmap for developing the sustainable tourism programme:

   **Helena Rey de Assis, Programme Officer, UNEP**

Highlights of the presentation (Annexure 3) included the following:

- The 10YFP is a global framework of action to enhance international cooperation to accelerate the shift towards SCP in developed and developing countries;
- The four main objectives of the programme are to;
  i. Accelerate the shift towards SCP in all countries;
  ii. Increase resource efficiency and decouple economic growth from environmental degradation, creating decent job and economic opportunities;
  iii. Support capacity building and facilitate access to financial and technical assistance for developing countries; and
  iv. Serve as an information and knowledge-sharing platform on SCP.
- UNEP is the appointed secretariat for the 10YFP;
To date, over 105 countries have nominated their national focal points (Annexure 4);

A trust fund has been established that will be administered by UNEP in support of implementation of 10YFP programmes and projects;

Five initial programmes at the core of the 10YFP are:

i. Sustainable tourism, including ecotourism;

ii. Sustainable lifestyles and education;

iii. Sustainable Public Procurement (SPP);

iv. Sustainable buildings and construction; and

v. Consumer information.

The proposed steps to develop a 10YFP programme are as follows:

i. Stock taking and consultations (inclusive of a survey circulated to all meeting participants);

ii. Key partners develop programme proposal. One of the first steps is to put together an advisory group. If a country is interested in becoming a member of the advisory group, Ms Shurland or Ms de Assis will advise on requirements upon request;

iii. Submission of a template for online final comments;

iv. Secretariat approves and board supports; and

v. Implementation (UNEP will try to launch the programme in March 2014).

6. Sharing the southern Africa experience

5 countries presented on sustainable tourism activities and initiatives in their respective destinations. A summary of the oral presentations given is provided below.

6.1 Sustainable tourism in Madagascar: Marcel Rakontoseheno, Madagascar Ministry of Tourism

Tourism is a key pillar of the economy and is ranked amongst the top three business activities, contributing significantly to balance of trade in the country. Despite the high potential for tourism in Madagascar, tourist arrivals to Madagascar totalled only 255,942 in 2012 and generated only US$280 million. This demonstrates the inadequacy of existing tourism offerings in comparison to other islands in the Indian Ocean.

Madagascar has identified sustainable tourism as a key element in the drive towards improving the country’s economic situation. To ensure the legacy of tourism in Madagascar is well maintained, the country is open to trying new initiatives.

Subsequent to Rio+20 a sustainable tourism meeting was held in Antananarivo in June 2012 at which ten resolutions were made. One of the resolutions seeks to urge stakeholders to
evolve from conventional tourism towards sustainable tourism (social, economic and environmental). There is also a desire to develop an enabling environment in which tourism activities can be easily adapted in a manner that takes all tourism stakeholders into account.

Amongst other things, there is desire to:

- Ensure good governance;
- Establish commitment to develop a national policy on sustainable tourism – (which the National Department of Tourism is working on);
- Change national policies to integrate sustainable tourism;
- Mainstream sustainable tourism in Madagascar’s provinces;
- Ensure everyone can benefit from tourism;
- Ensure capacity building is incorporated into sustainable tourism development programmes;
- Ensure the quality of hospitality is good for tourists;
- Work towards establishing better systems to allow accessibility in relation to project financing from donors and banks for sustainable tourism initiatives;
- Foster partnerships between tourism stakeholders; and
- Successfully monitor supply and demand.

Madagascar is committed to sustainable tourism development and is keen to work with key stakeholders including UNEP as well as stakeholders from the region in this regard.

6.2 Sustainable tourism in Seychelles: Marsha Parcou, Seychelles Tourism Board

A new National Action Plan entitled the “Seychelles Sustainable Development Strategy (SSDS) 2012-2020 was recently developed to replace the Environment Management Plan 2000-2010. It is an instrument which incorporates national priorities for sustainable development and lays out a roadmap for implementation of those priorities. Both priority-setting and development of the roadmap result from consultations with various stakeholders and groups. A wide range of stakeholders were consulted to identify constraints and gaps and national priorities. As a result, an Action Strategy was developed to address those priorities.

SSDS Goal 1: Promote a sustainable tourism industry

The five strategic objectives of this goal are to:

i. Significantly minimise the negative impact of tourism development on the environment and society;
ii. Implement sustainability standards by introducing a sustainable tourism label scheme for the industry;
iii. Promote sustainable management of existing local and natural resources within the industry;
iv. Diversify and expand the tourism experience in Seychelles; and
v. Integrate the principles of sustainable tourism into education institutions/organisations.

SSDS Goal 2: Enhance economic benefits of tourism for local communities

The three strategic objectives under this goal are to:

i. Promote Seychellois involvement in tourism development;
ii. Preserve and promote cultural heritage and the traditional values of Seychelles; and
iii. Promote Corporate Social Responsibility (CSR) within the tourism sector.

Programmes and initiatives supporting the SSDS goals

One of the major programmes under Goal 1 of the SSDS has been development and implementation of a sustainable tourism label for accommodation businesses. This label, which is registered as the Seychelles Sustainable Tourism Label (SSTL) was developed through research, stakeholder engagement and local piloting. The criteria used in assessments are international standards, but their development has drawn on local knowledge. Implementation of this label addresses most of the strategic objectives towards promotion of a sustainable tourism industry.

Other initiatives include the following:

- The recent merging of the Ministry of Tourism and the Ministry of Culture. This ensures that culture is better promoted and given more exposure at international tourism fairs;
- The Ministry is working on diversification of product offerings and increasing its marketing efforts for niche and new emerging markets;
- A section within the Ministry of Tourism and Culture is responsible for ensuring standards in the industry. This section is being strengthened and a classification programme will be established next year;
- A number of government policies and structures have been put in place to encourage more local investment in tourism;
- The Town and Country Planning Act and building regulations are being revised and the new draft Act makes provision for more green concepts and technologies. It takes into account environmental concerns and promotes the use of traditional designs;
- The Environmental Impact Assessment (EIA) regulations are being revised to be more comprehensive in the level and scope of development they cover; and
- A number of carrying capacity studies are underway to determine the potential and limitations for future tourism development.
The SSDS as a national document has provided a roadmap towards a comprehensive sustainable development programme. Because all sectors have been involved in its development, future programmes and initiatives of each sector will complement each other.

Seychelles is a very small state with its own characteristics and, as such, its experience may not be applicable to certain SADC MS. However, its sustainable tourism programmes and initiatives can contribute towards the 10YFP sustainable in terms of sharing of information and experience on setting up and implementation of SSTL, best practices and challenges encountered.

6.3 Sustainable tourism in the Namibia: Sem Shikongo, Ministry of Environment and Tourism

Sustainable tourism is engrained in Namibia’s National Constitution of 1990. As such tourism policies for the country incorporate the following principles:

- Government will promote interventions on the basis of national economic benefits;
- Policy must enable the private sector to operate and compete in global markets to generate responsible tourism development;
- Tourism development must be economically, socially and environmentally sustainable;
- Local participation and equity must be increased to ensure spread in relation to tourism beneficiation;
- Tourism development should be linked to preservation of wildlife and culture;
- The human factor should be of prime importance.

There are a number of sustainable tourism initiatives and programmes in Namibia including, but not limited to:

- Community Based Natural Resource Management (CBNRM)
  - Conservancies (more than 44% of Namibia’s surface area is under some form of conservation management)
  - Human Wildlife Conflict
  - The Namibian Association of CBNRM Support Organisations (NACSO)
- The Environmental Investment Fund provides funding for communities and other stakeholders to undertake work linked to sustainability;
- The United Nations Educational, Scientific and Cultural Organization (UNESCO) projects on culture and tourism; and
- Eco Awards Namibia – a civil society led sustainable tourism product certification programme.

Tourism-related challenges in Namibia include:

- Threats to ecosystems and biodiversity;
- Disruption of the coast;
- Deforestation;
- Urban problems;
- Exacerbation of climate change;
- Unsustainable and inequitable resource use (including water overuse); and
- Waste management.

The 4th National Development Plan is currently being implemented. Under this plan, tourism was identified as one of the key focus areas for the next five years. The plan looks at development of a National Tourism Growth and Development Strategy as well as development of a National Tourism Investment Promotion Strategy.

Contributions Namibia can make towards development of the 10YFP sustainable tourism programme include sharing of knowledge, experiences and information on:

- Waste minimisation, re-use and recycling;
- Energy efficiency, conservation and management;
- Management of freshwater resources;
- Waste water treatment;
- Hazardous substances;
- Transport;
- Land use planning and management;
- Product design for sustainability; and
- Partnerships for sustainability.

6.4 Sustainable tourism in South Africa: Bulelwa Seti, National Department of Tourism

South Africa is the first country in the world globally to frame tourism policy using the term ‘responsible tourism’. Responsible tourism therefore remains an important element and an integral part of the country’s strategies as it supports improved levels of competitiveness and sustainability.

South Africa has developed strategies and programmes to promote sustainable tourism as follows:

- National Responsible Tourism Guidelines for South Africa;
- National Responsible Tourism Strategy;
- Tourism Universal Accessibility Action Plan;
- National Minimum Standard for Responsible Tourism – SANS 1162 (2011);
- Accreditation system for certification agencies;
- Tourism Incentive Programme – to encourage and promote responsible tourism;
- Imvelo Awards; and
- Establishment of a partnership with South Africa National Parks (SANParks) to implement responsible tourism principles.
In May 2013 the South African Tourism Minister was requested to lead a new United Nations World Tourism Organisation (UNWTO) Commission on Tourism Development. The Commission is fostered to leverage Official Development Assistance (ODA) resources towards tourism development. Other member countries that serve include (amongst others) Kenya, France and Germany.

South Africa is ready to lead and share its experience in responsible tourism policy and standards development with other countries from the region and on a global scale in support of development of the 10YFP on sustainable tourism.

6.5 Sustainable tourism in the Zimbabwe: Travolta Gezi, Zimbabwe Tourism Authority

In Zimbabwe sustainable development has valued priority. This is especially evidenced by a number of initiatives undertaken by government at policy level which include establishment of the Environmental Management Agency (EMA) and establishment of the Parks and Wildlife Management Authority – all of which fall under the Ministry of Environment and Natural Resources. These initiatives were established to ensure environmental sustainability.

In terms of sustainable tourism, the Ministry of Tourism and Hospitality Industries has come up with a draft tourism policy which spells out issues of sustainability in tourism.

ZTA, which is the implementing arm of government for tourism, promotes sustainable tourism as follows:

✔ **Standards and Grading:** ZTA is there to ensure that the industry maintains set standards which include environmental sustainability components. Operations have to comply with EIA requirements before they register to operate;

✔ **Product Development:** ZTA has a unit responsible for product development. It promotes the development of Community Based Tourism (CBT) initiatives to ensure communities benefit from tourism;

✔ ZTA works with other stakeholders to ensure benefit is derived by disadvantaged groups through initiatives which promote youth and women.

Campfire Association is driving an initiative known as the “Communal Areas Management Programme for Indigenous Resources”. This initiative addresses issues related to community beneficiation from natural resources. This programme also speaks to sustainability considerations in the tourism context.

In the private sector, the tourism industry is organised under an umbrella organisation – the ZCT. This organisation has a variety of members including safari operators and hospitality associations. A number of hospitality associations have programmes that create employment opportunities for local community members in tourism.
In Victoria Falls, for example, Wild Horizons has created the Victoria Falls Wildlife Trust, which employs game ranchers from local communities. The Trust found that after recruiting game ranchers from local communities incidents of poaching dropped to negligible levels. The Trust is also identifying, through headmasters in local schools, children who have a passion for conservation. These children then receive training during school holidays. This programme is aimed at inculcating the importance of conservation for future generations.

7. Working Group Discussions (via themes)

7.1 Working Group 1: Sustainable Tourism Vision and Main Impacts by 2020

Moderator: Ms Jennifer Seif, Fair Trade Tourism

Working group members:

<table>
<thead>
<tr>
<th>Country</th>
<th>Name</th>
<th>Organisation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Japan</td>
<td>Mpho Pekane</td>
<td>JICA</td>
</tr>
<tr>
<td>2 Malawi</td>
<td>Rollings Moyo</td>
<td>Malawí Tourism Association</td>
</tr>
<tr>
<td>3 Mauritius</td>
<td>Jocelyn Kwok</td>
<td>AHRIM</td>
</tr>
<tr>
<td>4 South Africa</td>
<td>Anna Spenceley</td>
<td>Stand cc</td>
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<tr>
<td>5 South Africa</td>
<td>Steve Collins</td>
<td>ASL Foundation</td>
</tr>
<tr>
<td>6 South Africa</td>
<td>Deborah Kahatano</td>
<td>Boundless Southern Africa</td>
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<tr>
<td>7 South Africa</td>
<td>Francois Viljoen</td>
<td>Open Africa</td>
</tr>
<tr>
<td>8 Tanzania</td>
<td>Damian Bell</td>
<td>Responsible Tourism Tanzania</td>
</tr>
<tr>
<td>9 Zambia</td>
<td>Nthemba Kamanga</td>
<td>Ministry of Tourism and Arts</td>
</tr>
<tr>
<td>10 Zimbabwe</td>
<td>Rose Mukogo</td>
<td>Zimbabwe Council for Tourism</td>
</tr>
</tbody>
</table>

Desired impacts and targeted actors and/or main agents of change are summarised in the table below.

<table>
<thead>
<tr>
<th>Desired Impacts</th>
<th>Target actors and/or main agents of change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Conservation and biodiversity</td>
<td>Private sector, government, civil society, and communities.</td>
</tr>
<tr>
<td>✓ By 2020 tourism must play a greater role in biodiversity conservation;</td>
<td></td>
</tr>
<tr>
<td>✓ By 2020 tourism will generate more revenue than current for conservation.</td>
<td></td>
</tr>
<tr>
<td>2 Resource efficiency</td>
<td>Architects, planners and developers on initial construction.</td>
</tr>
<tr>
<td>✓ Identify resources being consumed by organisations;</td>
<td>Government (planning frameworks</td>
</tr>
<tr>
<td>✓ By 2020 tourism industry is making measurable</td>
<td></td>
</tr>
<tr>
<td>Social and economic benefit</td>
<td>Government (trade policies), tour operators, civil society, training institutions, trade associations and tourists.</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>✓ By 2020 tourism must provide net benefit to destination stakeholders e.g. destination communities etc.;</td>
<td></td>
</tr>
<tr>
<td>✓ Relationships need to be fair and equitable. (People need to be paid fairly. Tourism should be demonstrating how it is reducing inequality in wealth distribution. Local people in the value chain should be involved. People should be trained to become part of the employment value chain).</td>
<td></td>
</tr>
<tr>
<td>Culture</td>
<td>Regional development organisations (e.g. Boundless Southern Africa), national tourism authorities, destination marketing organisations (DMOs), media etc.</td>
</tr>
<tr>
<td>✓ By 2020 tourism should preserve culture and heritage;</td>
<td></td>
</tr>
<tr>
<td>✓ UNESCO, industry and communities need to be involved;</td>
<td></td>
</tr>
<tr>
<td>✓ Demand for sustainable tourism must be increased at international, regional and national/domestic level;</td>
<td></td>
</tr>
<tr>
<td>✓ On the supply side an increase in the number and diversity in the kind of tourism operations available geographically is required (evaluation and measuring is important i.e. through certification schemes or some kind of registration process).</td>
<td></td>
</tr>
<tr>
<td>Enabling framework</td>
<td>All tourism stakeholders.</td>
</tr>
<tr>
<td>✓ By 2020 sustainable tourism will be actively promoted by all stakeholders and seen as the easier way to do business as opposed to current norms;</td>
<td></td>
</tr>
<tr>
<td>✓ An enabling framework from government e.g. access to finance mechanisms</td>
<td></td>
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</tbody>
</table>
Three critical implementation requirements:

i. Baseline information in terms of tourism operations, economic impact and supply chain spending in order to allow for effective review of progress by 2020. An institutional framework is required and a significant amount of research is required;

ii. Common standards for the region; and

iii. A better understanding of sustainable tourism – marketing and awareness-raising is important.

7.2 Working Group 2: Stakeholder Engagement and ‘High-Impact’ Practices

Moderator 2: Sem Shikongo, Namibia Ministry of Environment and Tourism and Chair of RETOSA

Working group members:

<table>
<thead>
<tr>
<th>Country</th>
<th>Name</th>
<th>Organisation</th>
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</thead>
<tbody>
<tr>
<td>DRC</td>
<td>Zamuda Sabiti</td>
<td>COREX-RDC</td>
</tr>
<tr>
<td>France</td>
<td>Helena Rey</td>
<td>UNEP</td>
</tr>
<tr>
<td>Madagascar</td>
<td>Serge Rajaobelina</td>
<td>Office National du Tourism de Madagascar</td>
</tr>
<tr>
<td>Mozambique</td>
<td>Filipe Manjate</td>
<td>CTA</td>
</tr>
<tr>
<td>Mozambique</td>
<td>Katia Momade</td>
<td>INATUR</td>
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<tr>
<td>Mozambique</td>
<td>Maria Mahumane</td>
<td>Office National du Tourism de Madagascar</td>
</tr>
<tr>
<td>South Africa</td>
<td>Bulela Seti</td>
<td>NDT</td>
</tr>
<tr>
<td>South Africa</td>
<td>Catherine Nyagah</td>
<td>UNEP</td>
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<tr>
<td>South Africa</td>
<td>Duncal Peltason</td>
<td>HYI</td>
</tr>
<tr>
<td>South Africa</td>
<td>Helen Turnbull</td>
<td>Serendipity Africa</td>
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<td>South Africa</td>
<td>Kagiso Mosue</td>
<td>TBCSA</td>
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<tr>
<td>South Africa</td>
<td>Niki Glen</td>
<td>STPP</td>
</tr>
<tr>
<td>South Africa</td>
<td>Susan Bursey</td>
<td>HYI</td>
</tr>
<tr>
<td>Swaziland</td>
<td>Titie Nkumane</td>
<td>Swaziland National Trust Commission</td>
</tr>
<tr>
<td>Tanzania</td>
<td>Deogratias Malogo</td>
<td>Tanzania Tourist Board</td>
</tr>
</tbody>
</table>
Main target groups to be influenced as identified in the working group session are summarised in the diagram below.

Three good or ‘high impact’ practices that should be scaled up

i. Awareness raising and information dissemination to all relevant and appropriate stakeholders;

ii. Targeted training; and

iii. Community Based Natural Resource Management (CBNRM) initiatives.

Additional best practice initiatives with high impact that have the potential to influence attitudes include:

- Incentives, motivation, awards
- Stakeholder management
- Cross-sectorial engagement
- Policy and legal framework
- Standards setting and certification
- Lobbying
- Domestic tourism
- Use of appropriate tools

Enabling framework conditions necessary for implementation

i. Adaptive management approach (learning by doing)

ii. Communication
iii. Motivation  
iv. Implementation  
v. Political will and commitment (necessary policy and legal framework in place)  
vi. Adequately trained and skilled human resources  
vii. SMART financing  
viii. Willingness to change attitudes  
ix. Target-setting, monitoring and evaluation

General discussion on Group 2 presentation:

- A monitoring committee needs to be established to keep regional stakeholders informed of what is happening on the ground;
- Care must be taken to avoid “re-inventing the wheel”;
- Programmes/projects developed must not be overly complex;
- RETOSA is well placed to input into programme/project development given its established communication structures and levels of engagement with relevant stakeholders;
- The Global Sustainable Tourism Council (GSTC) has developed sustainability criteria for accommodation and tour operators. This can be used as a point of reference to inform development of indicators;
- Expectations of communities need to be managed in order to ensure they are realistic and do not put too much pressure on the private sector; and
- Programmes and projects developed should consider the need to promote trust amongst relevant stakeholders in order to address expectations and ensure successful delivery.

7.3 Working Group 3: Identify Indicators and Measures of Success for Sustainable Tourism

**Moderator:** Deirdre Shurland, Global Partnership for Sustainable Tourism (GPST)

**Working group members:**

<table>
<thead>
<tr>
<th>Country</th>
<th>Name</th>
<th>Organisation</th>
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<tbody>
<tr>
<td>1 Angola</td>
<td>Joana Augusta</td>
<td>Ministry of Hotels and Tourism</td>
</tr>
<tr>
<td>2 Botswana</td>
<td>Tebogo Oletile</td>
<td>HATAB</td>
</tr>
<tr>
<td>3 Botswana</td>
<td>Temalo Lesetlhe</td>
<td>Department of Tourism</td>
</tr>
<tr>
<td>4 Madagascar</td>
<td>Marcel Rakotoseheno</td>
<td>Ministry of Tourism</td>
</tr>
<tr>
<td>5 Mauritius</td>
<td>Niven Muneesamy</td>
<td>Mauritius Tourism Authority</td>
</tr>
<tr>
<td>6 Mozambique</td>
<td>Isabel Macie</td>
<td>Mozambique Embassy</td>
</tr>
<tr>
<td>7 Namibia</td>
<td>Almut Kronsbein</td>
<td>FENATA</td>
</tr>
<tr>
<td>8 Namibia</td>
<td>Hazel Milne</td>
<td>Eco Awards Namibia</td>
</tr>
<tr>
<td>9 Seychelles</td>
<td>Marsha Parcou</td>
<td>Seychelles Tourism Board</td>
</tr>
<tr>
<td>10 Southern Africa</td>
<td>Simba Mandinyenya</td>
<td>RETOSA</td>
</tr>
<tr>
<td>11 South Africa</td>
<td>Cecilia Kinuthia-Njeng</td>
<td>UNEP South Africa</td>
</tr>
</tbody>
</table>
Indicators across the three pillars of sustainability as identified in the working group session are summarised in the diagram below.

Mechanisms and channels required to report on these indicators

Mechanisms (existing and required) are summarised in the table below.
Three critical implementation requirements identified

i. Participation of the following groups in relation to establishment of mechanisms and channels:
   ✓ Industry
   ✓ Public Sector
   ✓ Communities

ii. Need to consider how to integrate activities at national levels (there will be difficulty in setting targets considering wide variances from one country to another); and

ii. It is necessary to consider capacity of developing countries to measure and monitor progress.

8. Panel Discussion on the Key 10YFP Priorities

Panellists: Jennifer Seif, FTT; Sem Shikongo, Chairman-RETOSA; Deirdre Shurland, GPST.

Key Question 1: Based on the southern African experience, what outcomes should the global 10YFP sustainable tourism programme prioritise in the short (1-3 years) and long (4-10 years) term?

Panel respondent: Jennifer Seif

In the short term (1-3 years):

- By 2015 we should focus on assisting stakeholders (public sector officials, community members, staff etc.) to acquire new knowledge and understanding. This should be put in place before we can try to achieve higher-level outcomes;
- Institutional capacity challenges should be reviewed and addressed. There are many weak institutions. There is also a lack of meaningful partnerships between public and private sectors, as well as communities and the private sector;
- Baseline information is required;
- Agreement from the region on common indicators is required;
- Mechanisms to report on indicators so progress can be measured and monitored are required;
- The development of a business case for the private sector to become involved in sustainable tourism is necessary; and
- A developmental case for donors and development banks in order to encourage investment in sustainable tourism initiatives is required.

In the long term (4-10 years):

- The supply of sustainable tourism products in destinations should have increased;
Destination stakeholders should have benefited meaningfully from tourism – especially the economically poor (e.g. through community ownership, access to value chains, jobs etc.);
Southern Africa is should be delivering an improved tourism experience based on the principles of sustainability;
Local people are enabled to insist on certain types of tourism; and
Local people must get value out of tourism e.g. feeling proud of their cultural heritage and being able to present this in a meaningful way to tourists.

General discussion on Key Question 1:

Total buy-in from people in destinations is essential. Awareness-raising needs to be carried out at grassroots level – without creating unrealistic expectations. This should be done in parallel with other activities. Two examples of this are:
- **Mauritius**: the Prime Minister has established a national strategy for sustainable development. All other ministries will have to follow suit. Programmes and projects on sustainable development are underway. Within this strategy, one of the programmes looks at sensitising people on all issues pertaining to sustainable development.
- **DRC**: tourism operators have worked together to create a platform through which they raise awareness among local communities on environmental and cultural issues in tourism. These operators are also looking to establish a higher education institution where training of youth, women and the retired on sustainable tourism will take place. These initiatives are being undertaken in partnership with the tourism public sector.

People in destinations at grassroots level should be supported to understand that one does not have to work directly through tourism to benefit. Benefits can be derived through participation in value chains;
Awareness raising needs to be undertaken in to help corporates understand niche market opportunities related to sustainable tourism;
If tourism is contributing meaningfully to biodiversity conservation there will be a national interest to move towards sustainable tourism development in order to avoid situations in which tourism (as an industry) takes resources away from other sectors;
Natural and cultural resource bases should be enhanced rather than damaged and deteriorated by tourism;
The donor environment is changing. Donors value partnerships a lot more now than in the past. Examples of joint marketing/funding partnerships:
- In South Africa the National Treasury published a PPP model that serves as a guideline for development of any private sector activity where public land is involved. These activities are all kept in line with strict treasury guidelines;
- The DFID Challenge Fund and other such co-financing funds incentivise the private sector to take on non-core activities i.e. activities that are not directly linked to their bottom line (profits) that they would not otherwise undertake;
- South African Tourism (SAT) has joint marketing agreement (JMA) programmes where it enters into partnerships with tour operators (inbound and outbound) through a co-financing model i.e. both SAT and the private operator are required to invest in initiatives. FTT has successfully concluded two JMAs with SAT;
- In Maputo a lodge is being developed on a special reserve through a joint venture between a community and a private sector model. Investment into the venture has been made from the private sector, the community (through an equity fund) and the ASL Foundation. Under this initiative, the community transitioned from being a ‘landlord’ to sharing risk from the development. This is a model that should be replicated in a move away from traditional structures in which community-owned structures are handed over to the private sector through long term leases;
- A number of examples of partnerships exist within RETOSA programmes. One example is the capacity building project on tourism statistics. UNWTO provides the expertise, RETOSA provides co-funding, and MS pay for participation of their appointed nominees. MS also volunteer to host meetings thereby contributing to workshop costs. This is a model that can be replicated at regional level;
- Open Africa, a regional organisation, secures funding for most of its projects through partnerships between traditional donors and corporates institutions;
- A non-specific example is one in which local government entered into an agreement with a local tourism organisation it funds. A requirement built in to this agreement, was that the local organisation was required to incorporate issues of sustainable tourism into their planning and activities and reporting; and
- An additional non-specific example is that of tourism industry charity events held to raise funds for Corporate Social Responsibility (CSR) initiatives of relevance specific destinations.

Key question 2: Where are the opportunities for collaboration and funding for implementing the 10YFP?

Panel respondent: Sem Shikongo, Chair-RETOSA

- It is essential that communication and funding applications are tailored/designed to speak to the priority areas and interests of the donor/development agencies in question;
- The issue of sustainability must be mainstreamed into national development agendas. All countries in the region have a vision to aspire to. These visions must
encapsulate sustainability, with tourism being positioned as an engine for economic growth and job creation etc.;
Government lacks capacity/skills to secure funding from traditional donors. This could be left to the private sector but through a partnership approach with the public sector; and
Barriers between the private sector and the public sector need to be broken down. If there is no trust between the two sectors it will be difficult to access funding. Civil society may serve as a ‘bridge’ between the two sectors.

**Key question 3: What are the implementation and delivery mechanisms for the 10YFP sustainable tourism programme?**

**Panel respondent:** Deirdre Shurland, GPST

- The process has to start at enterprise level in terms of tourism operations reporting on their occupancies. Tourism operations are measuring occupancies quite well. However, there is reluctance at enterprise level to share information. Tourism operations need to be convinced to share data which can then be aggregated and reported as national/regional data;
- Resource efficiency data has to be aggregated nationally and/or even regionally;
- UNWTO, the World Travel and Tourism Council (WTTC) and others have worked well over the years. As such, relatively good statistics on GDP, direct and indirect employment etc. are available. Responsible tourism data could be incorporated into existing mechanisms. Data could then be aggregated at national level;
- There is need to strengthen existing mechanisms in tourism ministries and statistics departments;
- A conduit needs to be identified where data can be fed from enterprises through an appropriate chain in a way that provides consistency as far as possible (government department responsibility); and
- Verification mechanisms should be put in place in order to ensure consistency.

**General discussion on Key Question 3:**

- There is need of incentives for tourism businesses to report – given that this is a time consuming process;
- Statisticians should explain the format in which data is to be presented as well as specify protocols for collecting information to industry and other agencies in order to ensure uniformity in reporting. In a number of countries hotels report through their associations. In these cases the associations should then push their members to report. It is then the responsibility of industry and those analysing data to determine what can be done and over what period. Possible examples:
  - In South Africa there are many private sector associations that are federated by the TBCSA. It would be up to TBCSA in South Africa to drive their
members and constituencies to begin to report against the requirements that are set out in responsible tourism policy documents.

- In Namibian context, on the periphery of tourism, a form for integrated resource management has been established – known as ‘environmental shepherds’. These individuals are located in environmental conservancies and monitor a variety of areas e.g. livestock, rainfall etc. This data is kept daily, monthly and annually. The possibility of incorporating sustainability criteria in this context could be explored.

9. Final Interactive Plenary

**Moderator:** Simba Mandinyenya, Acting Executive Director, RETOSA

Priority “working areas” for the 10YFP sustainable tourism programme identified for southern Africa are provided in the table below.

<table>
<thead>
<tr>
<th>Priority working areas</th>
</tr>
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<tbody>
<tr>
<td><strong>1</strong> Policy frameworks and governance</td>
</tr>
<tr>
<td>✓ Cross-ministerial collaboration and stakeholder engagement</td>
</tr>
<tr>
<td>✓ Lobbying with legislators</td>
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<tr>
<td>✓ Sustainable tourism as shared vision at all levels</td>
</tr>
<tr>
<td>✓ Monitor implementation and indicators for success</td>
</tr>
<tr>
<td>✓ Alignment of national/regional development policies and sectoral policies</td>
</tr>
<tr>
<td>✓ Incentives</td>
</tr>
<tr>
<td>✓ Tourism expenditures/budget management</td>
</tr>
<tr>
<td>✓ Attract sustainable investors</td>
</tr>
<tr>
<td>✓ Build institutional capacity</td>
</tr>
<tr>
<td><strong>2</strong> Private sector performance</td>
</tr>
<tr>
<td>✓ Monitoring and reporting indicators</td>
</tr>
<tr>
<td>✓ Common standards and labels around the regions</td>
</tr>
<tr>
<td>✓ Sustainable investment and finance</td>
</tr>
<tr>
<td>✓ Implementation of and compliance with CSR policies and standards</td>
</tr>
<tr>
<td>✓ Develop the business case and raise awareness in markets</td>
</tr>
<tr>
<td>✓ Increase supply (volume, diversity, geographic spread)</td>
</tr>
<tr>
<td><strong>3</strong> Job creation and Livelihoods</td>
</tr>
<tr>
<td>✓ Net social economic benefits to communities</td>
</tr>
<tr>
<td>✓ Demonstrate that tourism reduces inequalities</td>
</tr>
<tr>
<td>✓ Decent and quality jobs</td>
</tr>
<tr>
<td>✓ Incorporate sustainability principles into national tourism plans and encourage the public and private sectors to work together to make sure that local communities reap benefits</td>
</tr>
<tr>
<td>✓ Address issues such as health, occupational safety and working conditions</td>
</tr>
<tr>
<td>✓ Enabling local communities to promote sustainable tourism</td>
</tr>
</tbody>
</table>
Tourism value chains

4 Environment and biodiversity
- Consumer information
- Increase demand for sustainable tourism products to support conservation
- Resource efficiency
- Waste, renewable energy, conservation
- Capacity building
- Awareness
- Better planning and management of culturally and ecologically sensitive attractions and destinations

5 Culture and natural heritage
- Conserve natural and cultural heritage
- Leverage indigenous knowledge systems to obtain useful insights into sustainability

Cross cutting areas

Cross cutting areas are summarised in the table below.

<table>
<thead>
<tr>
<th>Identified cross cutting areas</th>
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</thead>
<tbody>
<tr>
<td>✓ Capacity building</td>
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<tr>
<td>✓ Stakeholder engagement</td>
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<tr>
<td>✓ Finance and investment</td>
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<tr>
<td>✓ Poverty alleviation</td>
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<td>✓ Planning and management</td>
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<td></td>
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<tr>
<td>✓ Consumer information</td>
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<tr>
<td>✓ Communication and marketing</td>
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<tr>
<td>✓ Networking and partnerships</td>
</tr>
<tr>
<td>✓ Knowledge-sharing</td>
</tr>
<tr>
<td>✓ Market access</td>
</tr>
</tbody>
</table>

General discussion on working areas:

The 10YFP sustainable tourism programme for southern Africa should try to align with the New Partnership for Africa’s Development (NEPAD) Tourism Action Plan. NEPAD looks at the continent at large and is being resuscitated at the highest level. As such NEPAD will be discussed at a side event to be held during the upcoming UNWTO General Assembly in Victoria Falls (Zimbabwe and Zambia). There is need to look at how the region can partner with the NEPAD secretariat to implement the programme of work to be developed.

10. Final remarks and next steps, Helena Rey de Assis, UNEP

Next steps are summarised in the diagram below.
Further to the above, the following was conveyed:

- UNEP wants to start implementing the programme in the first half of 2014;
- The survey circulated to all meeting participants should also be circulated to tourism-related organisations that work with the organisations represented at the meeting;
- Subsequent to review of survey findings further consultations will be conducted;
- UNEP will work closely with RETOSA to create a blog for sustainable tourism related matters that will be used to keep stakeholders from the region informed of developments regarding the 10YFP programme for sustainable tourism; and
- UNEP is looking at fundraising and finance mechanisms for priorities identified for the region.

12. Closure

Mr Sem Shikongo thanked all stakeholders involved in making the meeting possible for their efforts as well as all delegates for their participation and formally closed the meeting.

Annexures

Annexure 1 Regional sustainable tourism situational analysis of southern Africa
Annexure 2 Dr Anna Spenceley presentation
Annexure 3 Helena Rey de Assis presentation
Annexure 4 National focal points director
Annexure 5 Regional consultation meeting agenda
Annexure 6 Delegate contact details
Annexure 7 Regional consultation meeting pictures