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NATIONAL MINIMUM STANDARD FOR RESPONSIBLE TOURISM

SUSTAINABLE TOURISM NETWORK SOUTHERN AFRICA

10 MAY 2012

…Presentation Outline

- Background
- The Need for a National RT Standard
- NMSRT Development Process
- NMSRT Accreditation
- SANS 1162 Implementation
- Challenges
- Conclusion

…Some background

- DEAT produced the 1996 White Paper on Development and Promotion of Tourism - Responsible Tourism a guiding principle.

- National Responsible Tourism Guidelines developed by DEAT in 2002, endorsed as national sector guidelines for tourism development in SA..

- Responsible Tourism Manual and Handbook developed in 2003: practical actions, examples of best practice, guide implementation.

- 2010 National Tourism Sector Strategy (NTSS).

- Draft Tourism Bill 2011 – power for Tourism Minister to set Norms and Standards.

- NMSRT published in March 2011 by SABS as SANS 1162.

- National Responsible Tourism Strategy for SA, 2012.

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In 2002, SA hosted the 1ˢᵗ International Conference on Responsible Tourism, leading to the **"Cape Town Declaration on RT in Destinations"**.

FEDHASA launched the Imvelo Awards,

and the 1st certification programme started up.

…Any kind of tourism?

To achieve the true potential of the tourism industry it must be clear that **any old tourism will not work.**

A new tourism is required that would boost other sectors of the economy and create entrepreneurial **opportunities for the previously neglected groups**; that would be **kind to the environment**; that will bring peace, prosperity and enjoyment for

all South Africans.

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...Context – proliferation of tourism sustainability labels globally with widely divergent assessment criteria
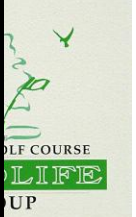
Global Sustainable Tourism Council's Criteria (2009) - attempts to bring some order in the confusion

...Sustainability certification supports tourism policy

❑ 1996 Tourism White Paper identifies **responsible tourism as key to all tourism activities.**

❑ **National Responsible Tourism Guidelines** published in 2002

Various weaknesses in current set-up

❑ **Problem statement:** There were 6 tourism sustainability certification programmes in SA, several being developed:

– **different sets of criteria for certification.**

– **some well-aligned to the 2002 RT Guidelines; others certifying on only one or two of the three main elements of responsible tourism.**

– **tourism businesses and consumers find it difficult to evaluate the credibility of certification schemes, leading to multiple certification.**

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NMSRT increases credibility and improves consumer confidence
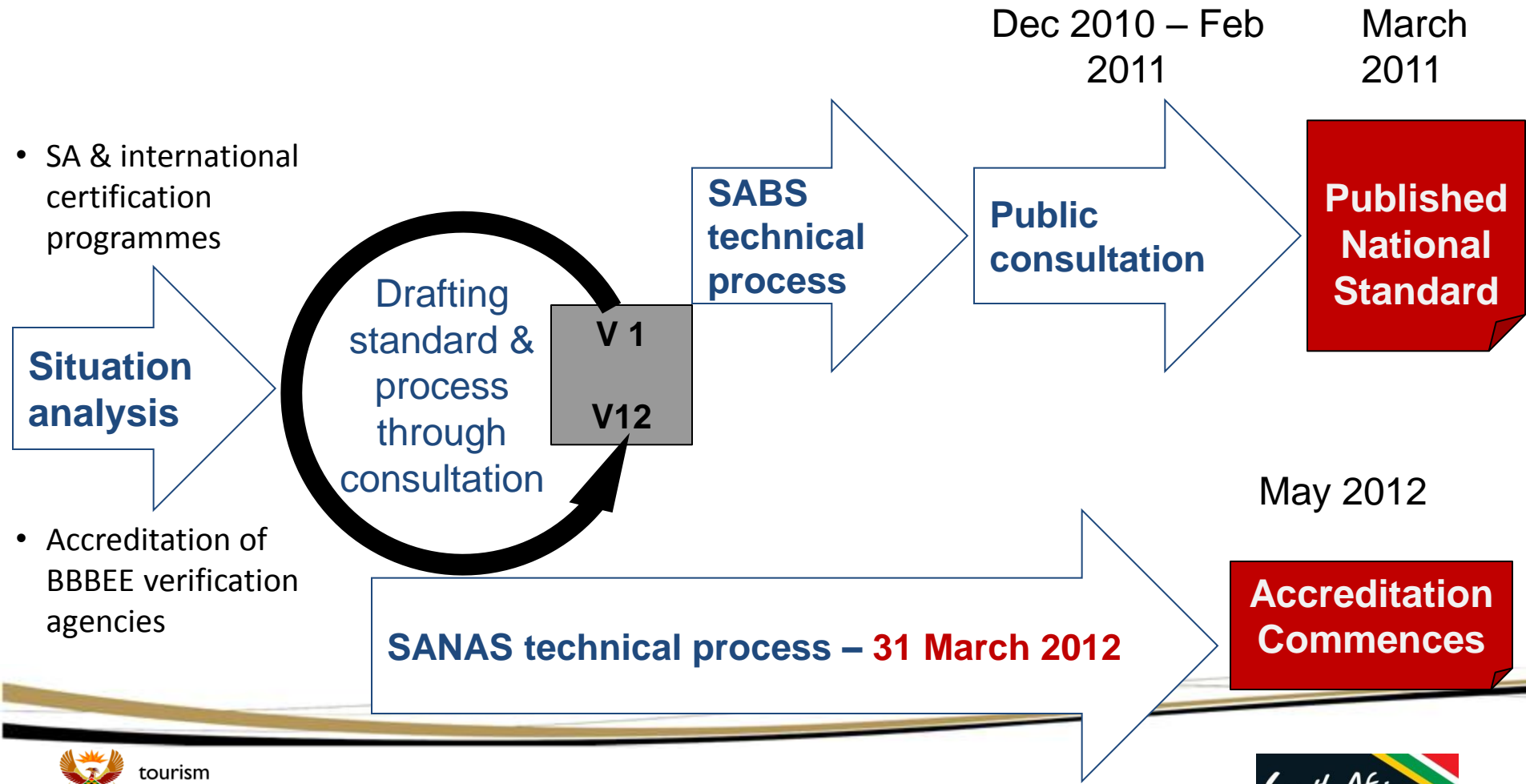
❑ **The NMSRT was created to:**

  – establish a **common understanding of responsible tourism;**

  – **harmonise** the different sets of criteria currently used; and

  – be the **baseline standard** that any tourism business should aspire to reach.

❑ Associated accreditation system will award a **mark of accreditation to tourism certification agencies that are competent** to offer sustainability certification schemes to tourism businesses.

SANS 1162 published as South African National Standard by SABS on 31 March 2011

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… Developing SANS 1162 and the accreditation process

- SA & international certification programmes

Situation analysis

- Accreditation of BBBEE verification agencies

Drafting standard & process through consultation

V 1

V12

SABS technical process

Dec 2010 – Feb 2011

Public consultation

March 2011

Published National Standard

SANAS technical process – 31 March 2012

May 2012

Accreditation Commences

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Economic criteria [8]

Social & cultural criteria [9]

Sustainable operations & management [10]

Criteria [41]

Environmental criteria [14]

- Based on the National Responsible Tourism Guidelines (2002), Global Sustainable Tourism Criteria (GSTC), amongst others
- Reflects South African context and priorities

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...So the NMSRT has Global perspective will local context

Sustainable management & operations

Environmental responsibility

Socio-cultural responsibility

Economic responsibility

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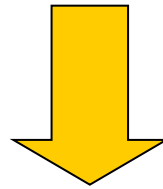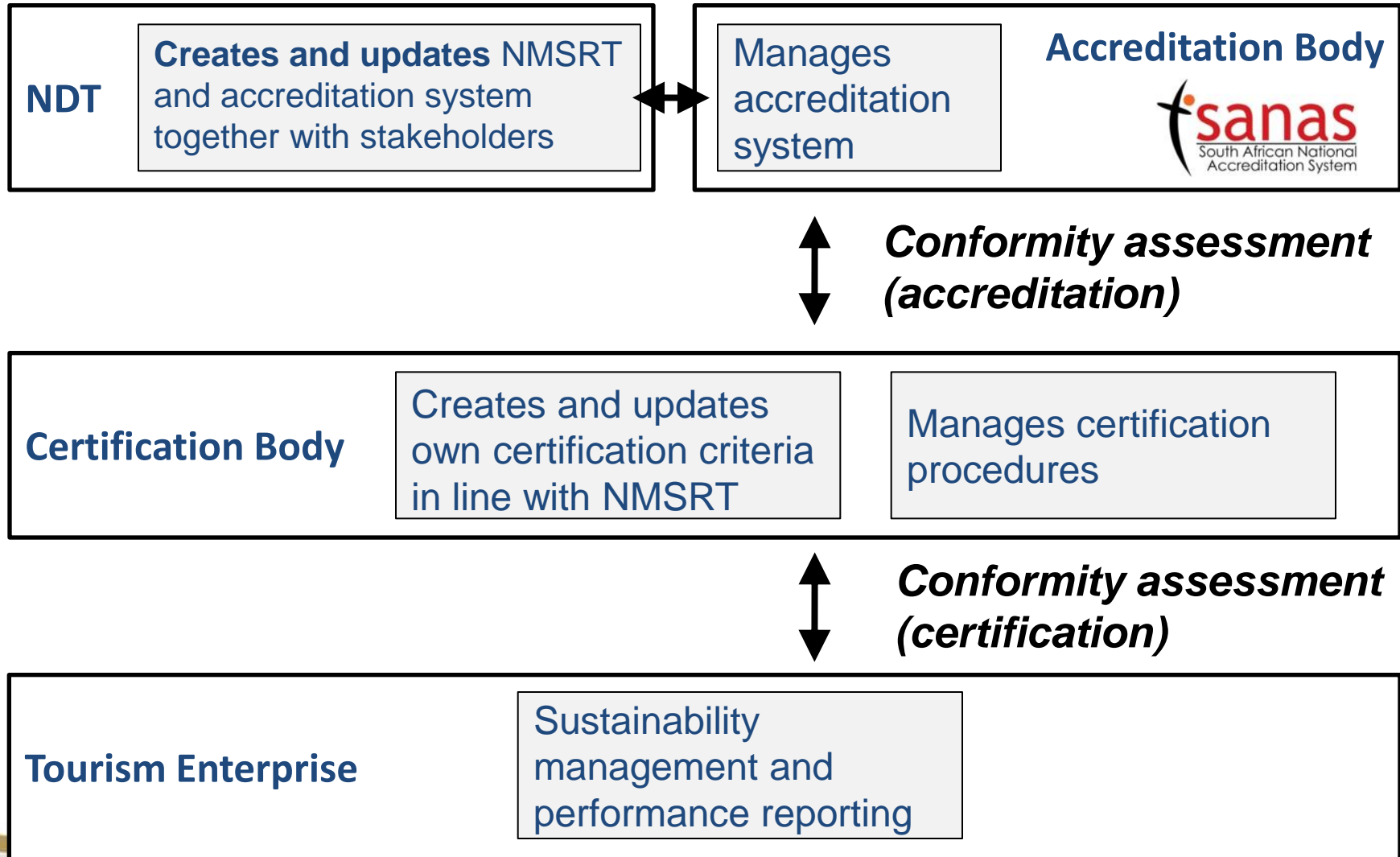❑ Third-party attestation that a tourism certification agency is competent to perform sustainability certification and has documented certification systems/processes in place.

✓ Assurance that service providers are competent and professional.

✓ Assurance that certificates meet certain minimum standards.

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...NMSRT – Accreditation relationship

NDT	**Creates and updates** NMSRT and accreditation system together with stakeholders	Manages accreditation system

Accreditation Body

Conformity assessment (accreditation)

Certification Body	Creates and updates own certification criteria in line with NMSRT	Manages certification procedures

Conformity assessment (certification)

Tourism Enterprise	Sustainability management and performance reporting

...Some Challenges

❑ Development through consultation…imperative…but can hamper progress if not managed efficiently.

❑General low uptake of sustainable tourism certification.

❑ High costs of accreditation and certification.

❑ Financial sustainability of Tourism Certification Agencies.

❑ ISO 65 presents even more challenges.

❑ SANS 1162 relationship with GSTC and ECO-Mark Africa.

NDT to consider incentives to support implementation.

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- ❑ **Appointment of Specialist Technical Committee:** Certification Agency guidance documents, process, fee schedule, Accreditation evaluation documents .

- ❑ **Certification agency preparation:** Briefing sessions, Training (management systems), adjustment of systems and documentation.

- ❑ **Assessors**: Assessor recruitment and training.

- ❑ SANAS opens for accreditation applications from April 2012.

- ❑ Certification Agencies to apply for accreditation through SANAS.

- ❑ NDT and SANAS to host accreditation workshop at Indaba 2012.

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Siyabonga! Thank You! Dankie!

Consuming today, with tomorrow's visitor in mind!

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NMSRT – Social and Cultural Criteria

Protection and support of local cultures, places of importance and traditions to ensure equity and sustainability in the area of operation

- ➢ Protection of historical, archaeological, cultural and spiritual sites
- ➢ Provision of access to local communities
- ➢ Restriction on tourist activities on provision of basic services
- ➢ Use of local arts, crafts, cultural artefacts in operations, decor
- ➢ Support local development initiatives
- ➢ Provide opportunity for tourists to buy locally produced goods....where legal
- ➢ Communicate behavioural codes to visitors
- ➢ Provide information to staff on HIV/AIDs and general wellbeing

This means:
Source locally. Protect local flavour and history. Help with community upliftment.

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NMSRT – Environmental Criteria

Protection and restoration of natural resources and conservation of local biodiversity

➢ Measurement of consumption and target setting

➢ Greenhouse gas emissions reduction

➢ Waste management plans

➢ Limit use of harmful substances

➢ Reduce pollution incl noise, light, run-off, erosion...

➢ Adherence to trade in listed endangered wild life – national and international

➢ Plant indigenous

➢ Eradicate invasive

➢ Restoration of local biodiversity & conservation

➢ Avoid adverse effects on ecosystems

➢ Provide information to visitors

This means:
Measure and manage water, waste, energy and products responsibly.

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NMSRT – Economic Criteria

Restoring balance to bringing prosperity to the local environment and its people

- ➢ Equitable recruitment processes
- ➢ Local employment / emphasis on designated groups
- ➢ Local purchasing of goods and services & set targets
- ➢ Support of SME's
- ➢ Living wages
- ➢ Prohibit child labour, forced labour, sexual exploitation
- ➢ Report transparently on guest contributions

This means:
Support local business . Employ local people and treat fairly.

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NMSRT – Sustainable Operations and Management

Implementation of appropriate management systems, measurement tools, policies and procedures to positively impact on natural, economic, social and cultural diversity

- ➢ Local and National Regulation
- ➢ Policies & Procedures
- ➢ Sustainable Management System
- ➢ Staff awareness and training
- ➢ Measurement tools
- ➢ CPA – deliver what is promised
- ➢ Public availability of information
- ➢ New constructions recognises environmental and cultural aspects
- ➢ Access for disabled people
- ➢ Customer feedback and corrective actions

This means:
Empower yourself with local by-laws. Share information. Implement measures.

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