

# Tourism Certification Initiatives in Africa

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A report to The International Ecotourism Society

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## 1. OVERVIEW

In November 2004 the International Ecotourism Society commissioned a review of tourism certification systems operating in Africa, supported by the Ford Foundation. The aim of the review was to summarise the main components of each system, including the implementation structure, its main criteria, organisations involved, and associated costs. This paper complements a previous review of marketing and incentives offered by certification systems in Africa (Spenceley, 2004).

## 2. APPROACH

Information on tourism certification systems was gathered primarily through the use of internet search engines, journal articles, books on certification, and by direct emails and phone calls to key stakeholders involved in certification programs.

## 3. AFRICAN ENVIRONMENTAL AND SOCIAL TOURISM CERTIFICATION INITIATIVES

Three certification systems addressing environmental and social issues of tourism have been identified that evolved in Africa: Fair Trade in Tourism South Africa, Heritage Ecotourism Rating Scheme in South Africa, and the EcoRating Scheme in Kenya.

### 3.1 Fair Trade in Tourism South Africa

Fair Trade in Tourism South Africa (FTTSA) was launched in 2002 as an independent initiative of IUCN (the World Conservation Union) that aims to encourage equitable and sustainable tourism growth and development in South Africa. FTTSA does this by promoting the concept of Fair Trade in Tourism, and by marketing fair and responsible tourism businesses using the “Fair Trade in Tourism” Trademark. This Trademark is an independent symbol of fairness in tourism, which is monitored by FTTSA staff to maximise its effectiveness as a marketing tool for all Trademark users (Seif, 2002).

Commercial tourism products can apply for the trademark if they are (Seif, 2002):

- tourism resources (i.e. attractions and places of interest);
- tourism facilities (i.e. accommodation, conference, restaurant, entertainment); or
- tourism services (i.e. transport, tour guides, tour operators, ground handlers, travel agents).

Tourism associations, non-governmental organisations (NGOs) and other non-commercial entities are not eligible for the trademark (Seif, 2002).

For tour operators, FTTSA can assess specific, pre-packaged tours. Although a tour or a component of a tour may be awarded the Trademark, the tour operator as a business entity (with a wider and potentially changing market offering) may not (Seif and Gordon, 2003).

The main criteria for the trademark is that products meet the six FTTSA principles (Seif, 2002):

1. **Fair Share:** All participants involved in a tourism activity should get their fair share of the income from the operation wherein benefits are in direct proportion to one’s contribution to the activity.
2. **Democracy:** All participants involved in a tourism activity should have the right and opportunity to participate in decisions that concern them.

3. **Respect:** Both host and visitor should have respect for human rights, culture and environment. This includes:
  - Safe working conditions and practices
  - Protection of children and young workers
  - Promoting gender equality
  - Understanding and tolerance of socio-cultural norms
  - Conservation of the environment
  - HIV / AIDS awareness
4. **Reliability:** The services delivered to tourists should be reliable. This means:
  - Quality reflecting value for money
  - Basic safety ensured by host and visitor
5. **Transparency:** Tourism activities should establish mechanisms of accountability. This includes:
  - Ownership of tourism activities must be clearly defined
  - All participants need to have equal access to information
  - Sharing of profits, benefits and losses must be transparent
6. **Sustainability:** The tourism activities should strive to be sustainable. This includes:
  - Increased knowledge through capacity building
  - Improved use of available resources through networking and partnerships
  - Economic viability through responsible use of resources and democratic management

Tourism establishments first undergo a self-assessment process, followed by an independent, on-site evaluation. After an expert panel review, successful candidates are awarded the Trademark. Products that satisfy the minimum fair trade criteria are awarded the trademark on a 12-months basis. At the time of the award, FTTSA (with input by the independent assessor) and the product will establish mutually agreed upon targets for improvement over the period of award, to improve quality as well as compliance with the FTTSA criteria (Seif and Gordon, 2003).

Products pay a nominal charge for their self-assessment questionnaire to be reviewed, and subsequently pay for an independent assessor to evaluate their business. The assessment cost depends upon the size of the enterprise and is set by FTTSA. Should an enterprise be recommended for the trademark, an annual user fee is based on the highest published daily rate charged for the 12 month certification period multiplied by a weighting for the capacity of the business (see Table 1). This system provides small businesses with a discount and ensures that large establishments do not receive an unfair advantage. The following formula is used to calculate the annual user fee (Seif and Gordon, 2003):

$$\text{User Fee} = R (\text{highest published daily rate}) \times W (\text{weight})$$

<b>Table 1: Calculation of the FTTSA user fee</b>			
<b>Category</b>	<b>Daily capacity (e.g. number of beds or seats that can be filled in one day)</b>	<b>Weight (<i>W</i>)</b>	<b>User Fee Fee = <math>R \times W</math></b>
A	1-4	0.8	$R \times 0.8$
B	5-12	0.9	$R \times 0.9$
C	13-24	1.0	$R \times 1.0$
D	25-52	1.5	$R \times 1.5$
E	53-104	2.0	$R \times 2.0$
F	105 or more	4.0	$R \times 4.0$
Source: FTTSA, undated			

There are currently seven accommodation products certified as fairly traded and using the FTTSA trademark in South Africa.

### 3.2 Heritage Ecotourism Rating Scheme, South Africa

Qualitour is a private South African company that launched the Heritage Ecotourism Rating Program in 2001. The program is linked with Green Globe (see section 4.2) and is partnered with AJA South Africa, the registered Green Globe auditors for the region. The Heritage program is designed to offer certification to businesses throughout the tourism industry in South Africa based on the International Hotels Environment Initiative, as the company believes that Green Globe is not wholly suitable to South African realities (as it does not work at the community level). However, all enterprises enrolled with the Heritage program automatically receive Green Globe affiliate status, while qualification for Green Globe certification takes longer (Koch *et al*, 2001).

The sectors of the tourism market covered by the scheme are (Qualitor, undated):

- accommodation;
- nature/wildlife reserve;
- your operator;
- restaurant;
- tourist attraction;
- conference centre; and
- tourism service provider.

There are nine main criteria within the Heritage scheme (Pers. com. G. McManus, 2005):

- purchasing and procurement;
- business partnerships;
- design and construction elements;
- transport and maintenance;
- flora, fauna and land;
- communications and marketing;
- management systems (i.e. noise, energy, water, waste, air quality and chemical and pesticide use); and
- community involvement (i.e. employment policies, education and training, charity and community support and outreach programs).

Qualitour also evaluate environmental management plans and the commitment of top management.

Companies apply for the Heritage scheme and Qualitour responds by undertaking an audit of their operations. The evaluations cover 64 elements that are each given a weighted score (e.g. community and resource use issues weighted heavier than marketing). If enterprises score more than 50.1% or more they are accepted onto the scheme into the silver class. Enterprises are then provided with assistance with action plans, work plans and an environmental manual. Should they reach 75% compliance they receive the Gold award, and at 91% they move on to the Platinum level (Pers. com. G. McManus, 2005).

Regardless of the class of membership, enterprises pay between R11,000 and R29,500 per year depending on their capacity (e.g. enterprises of 1000 beds would pay the maximum fee). The fee covers the annual membership and audit costs, and companies can choose from a discounted annual fee or quarterly payments. (Pers. com. G. McManus, 2005).

There are currently 40 accommodation facilities and conference centres certified under this scheme (Pers. com. G. McManus, 2005).

### 3.3 EcoRating scheme, Kenya

The EcoRating scheme is a voluntary initiative spearheaded by the Eco Tourism Society of Kenya (ESOK). The scheme was started in 2002, and aims to promote sustainable tourism by recognising efforts to promote environmental, economic, and socio-cultural values in Kenya. It does this through a systematic approach that verifies tourism organisations' performance against an agreed set of criteria ([www.esok.org/Ecorating.htm](http://www.esok.org/Ecorating.htm)). The criteria mainly cover environmental and socio-economic issues. ESOK emphasises the sustainable use of resources and protection of the environment in addition to the support of local economies through linkages and building of capacity of local communities and employees (ESOK, undated).

The certification scheme covers accommodation; namely hotels, lodges, camps, bush homes and bandas. Facilities undertake a self-assessment by completing a questionnaire and returning it with supporting documentation to the ESOK secretariat. The secretariat convenes a meeting of the eco-rating committee (an independent evaluation team), who review the applications to verify compliance with ESOK criteria and make recommendations for certification as necessary. The committee has representation from a broad cross-section of institutions, both private and public and is re-constituted every two years (ESOK, undated).

There are three levels of certification: Bronze, Silver and Gold. Qualification for the different levels depends on the total scores on the assessment questionnaire. The self-assessment by the applying facility is followed by an external audit before certification is awarded. All successful applicants receive a certificate of recognition and are allowed to display and use the scheme logo on their property and on promotional material. Ratings are valid for two years, and subsequently business need to re-apply if they have to continue use of the scheme logo (ESOK, undated).

The main criteria for certification are environmental, social and economic (ESOK, 2002):

- **Environmental:** purchasing, pollution, conservation, development impacts, resource use, green and appropriate technology, design;
- **Economic:** job creation, local and employee benefits, helping local suppliers, research and development in communities, training;
- **Social (employees):** wages, human rights, labour rights, equal opportunities, training, flexible working programs; and
- **Social (community):** fair complaints system, community development projects, assistance to communities, health and safety.

There is a \$150 application fee, which includes the assessment for the Bronze level, and there is an additional annual fee of \$60. The application for the Silver award and assessment is \$500 and the annual fee is also \$60 (Pers. com. J. Kephher-Gona, 2005). ESOK offer a 10% discount to hotel groups that certify more than one property in a group within the first year of the initial audit. Members of certain organisations, such as ESOK, also receive a 5% discount on the annual fee (ESOK, 2002).

There are 21 lodges, camps and hotels certified under the ESOK scheme.

## 4. INTERNATIONAL ENVIRONMENTAL AND SOCIAL TOURISM CERTIFICATION INITIATIVES OPERATING IN AFRICA

Seven international certification systems addressing environmental and social issues of tourism were identified that were applied in Africa: ISO14001, Green Globe 21, Blue Flag, the Green Hotels Association, the Centre for Environmentally Responsible Tourism and Greenstop.net.

### 4.1 ISO 14001

The website of the International Standardization Organization (ISO) states that its standards add value to all types of business operations. They contribute to making the development, manufacturing and supply of products and services more efficient, safer and cleaner. ISO is effectively a network of the national standards institutes of some 140 countries, 32 of which are in Africa. It has a central office in Switzerland, which coordinates the system and publishes the finished standards. All strategic decisions are referred to the ISO members, who meet for an annual General Assembly ([www.iso.org](http://www.iso.org)).

ISO 14001, first published in 1995, is the standard against which an organization may have its Environmental Management System audited by an independent certification body that then vouches for the conformity of the system to the standard's requirements by issuing an "ISO 14001 certificate". Guidelines are applicable to any organization, regardless of size, type or level of maturity, that is interested in developing, implementing or improving an environmental management system – and therefore not only tourism enterprises may use it. The system addresses resource use, energy consumption, waste generation and use of recoverable resources ([www.iso.org](http://www.iso.org)).

The cost of obtaining a copy of the standards is CHF 75 ([www.iso.org](http://www.iso.org)) (R149 in South Africa). Once obtained, the company must set up its own environmental policy and an environmental management system. Reports indicate that the independent certification costs can range between US\$500 and \$15,000 (Bailly, 1998) but that the real costs (i.e. including staff time, training, travel, consultation etc.) can range between US\$20,000 - \$40,000 (Honey and Stewart, 2002).

Up to the end of December 2003, at least 66 070 ISO14001 certificates had been issued in 113 countries and economies. Africa accounted for 23 776 of these certificates (4.19%) which were awarded in 45 countries on the continent (ISO, 2004). It was not possible to determine how many of these certificates were issued to tourism enterprises.

### 4.2 Green Globe 21

The World Travel and Tourism Council (WTTC) initiated Green Globe in 1994 in England. The scheme has evolved over the past decade from a process-based framework into one that is more performance-based. Green Globe 21 provides tourism operations with a framework to benchmark their environmental and social performance, achieve certification, and continuously improve their performance. The scheme addresses enterprise policies, the regulatory framework, performance, EMS and stakeholder consultation (Koeman *et al*, 2001). In Africa there are Green Globe 21 enterprises in Kenya, Egypt and the Seychelles ([www.greenglobe21.com](http://www.greenglobe21.com)).

Green Globe 21 covers a wide range of sectors of the tourism economy, namely accommodation, activities, administration offices, cableways, airlines, airports, attractions, community/destination, convention centre, cruise vessel, ecotourism, exhibition hall, farmstay, golf course, marina, railway,

resort, restaurant, tour company, tour operator, trailer park, vehicles, vehicle rental, vineyard, visitor centre, and winery (Green Globe, undated a).

The system has four standards suitable for companies, communities, ecotourism enterprises, and design and construction activities (Green Globe, undated a). The four standards have different main criteria, which are outlined in Table 2.

<b>Table 2: Main areas of focus within Green Globe’s four certification standards</b>			
<b>Company Standard</b>	<b>Communities standard</b>	<b>Ecotourism standard</b>	<b>Design and construction</b>
<ul style="list-style-type: none"> <li>• Environmental and Social Sustainability Policy</li> <li>• Legislative Framework Environmental and Social Sustainability Performance</li> <li>• Environmental Management System</li> <li>• Consultation and Communication</li> </ul>	<ul style="list-style-type: none"> <li>• Community Authority</li> <li>• Regulatory Framework</li> <li>• Environmental And Social Sustainability Policy</li> <li>• Environmental And Social Sustainability Planning Systems</li> <li>• Environmental And Social Sustainability Benchmarking</li> <li>• Community Stakeholder Consultation And Performance Reporting</li> </ul>	<ul style="list-style-type: none"> <li>• Ecotourism policy, performance and regulatory framework</li> <li>• Natural area focus</li> <li>• Interpretation and education</li> <li>• Ecologically compatible infrastructure</li> <li>• Ecologically sustainable practice</li> <li>• Contributing to conservation</li> <li>• Ecotourism benefiting local communities</li> <li>• Cultural respect and sensitivity</li> <li>• Customer satisfaction</li> <li>• Responsible marketing</li> <li>• Ecotourism product minimal impact</li> </ul>	<ul style="list-style-type: none"> <li>• Sustainable Design and Construction Policy</li> <li>• Regulatory Framework</li> <li>• Sustainable Design Assessment</li> <li>• Sustainable Design Process Management</li> <li>• Sustainable Construction Process Management</li> <li>• Community and Stakeholder Consultation and Performance Reporting</li> </ul>
Sources: Green Globe, 2001; 2003a; 2004a, 2004b			

There are three levels of participation in Green Globe – Affiliates, benchmarking and certification. All levels of participation (A = Affiliate/Awareness; B = Benchmarking, C = Certifying) require annual renewal. For B and C, this involves annually undergoing Benchmarking and Certification. Therefore an operation can work towards achieving targets over time, and can commit to a process of continual improvement (Green Globe, undated a). The implementation structure through these three steps is outlined in Table 3.

<b>Table 3: Awareness, Benchmarked and Certified levels of participation in Green Globe</b>	
<b>Awareness (Affiliate)</b>	<ul style="list-style-type: none"> <li>· Register with Green Globe</li> <li>· Learn about the Green Globe 21 Program</li> <li>· Produce an Environmental and Social Sustainability Policy for submission to Green Globe</li> </ul>
<b>Benchmarked</b>	<ul style="list-style-type: none"> <li>· Measure indicators for core and optional key performance areas</li> <li>· Submit measurements &amp; Environmental and Social Sustainability Policy to Green Globe</li> <li>· Earth Check runs independent assessment of measures</li> <li>· Make annual improvements</li> <li>· Pre-requisite for Certification</li> </ul>
<b>Certified</b>	<ul style="list-style-type: none"> <li>· Meet the relevant Green Globe 21 Standard (including successful Benchmarking and an operating Environmental Management System)</li> <li>· Have on and off-site assessment conducted by accredited third party assessor</li> </ul>
Source: Green Globe, undated b	

The annual fee is dependent upon the level of participation (A, B, or C), location and the type of participant (i.e. company, community or protected area). The fees in 2003 for African enterprises are outlined in Table 4, not including the costs of independent audits.

<b>Table 4: Annual fees for Green Globe</b>		
<b>Level of participation</b>		<b>Annual Fee (US\$)</b>
<b>COMPANY</b>		
Affiliate	Single site or Site per activity	Year 1: \$ 75 Renewal: 50% of benchmarking category
Benchmarking & Certification	Micro company <5 employees, <10 rooms	\$ 225
	Small Enterprise < 50 employees < 70 rooms	\$ 450
	Large Single Site > 50 employees > 70 rooms	\$ 1 100
	Large Diversified Company (minimum fee)	\$ 6 000
<b>COMMUNITY</b>		
Micro Community (Less than 10,000 population / equivalent)		Year 1: \$3 000 Renewal: \$750
Small Community (10,001 to 250,000 population / equivalent)		Year 1: \$6 000 Renewal: \$1 500
Large Complex Communities (guideline fee) (> 250,000 population / equivalent)		Year 1: \$12 000 Renewal: \$3 000
<b>PROTECTED AREAS</b>		
Small (Limited area/budget/visitation/activity)		\$ 750
Medium (tourism focus/multi operations/limited area)		\$ 1 500
Large (large area/complex activities)		\$ 3 000
Source: Green Globe 2003b		

Green Globe's website indicates that 18 products in Egypt (accommodation, cruise vessels and resorts) and 2 products in the Seychelles (accommodation) are either certified or in the process of certification at one of the available levels ([www.greenglobe.com](http://www.greenglobe.com)).

### 4.3 Blue Flag

Blue Flag was presented to the European Commission by the Foundation for Environmental Education in Europe (FEEE) in 1987. The FEEE is a not for profit NGO of member organisations from 35 countries in Europe, Africa and America. The commission launched the initiative as one of several activities during the 'European Year of the Environment' that year. Blue Flag now operates a beach certification system in 25 countries, including South Africa. ([www.blueflag.org](http://www.blueflag.org)).

The award of a South African Blue Flag beach is based on compliance with 14 criteria covering: (Blue Flag, undated a):

- **Management:** administration, activities, cleaning, ablutions
- **Water quality:** compliance with standards, no pollution
- **Safety:** provision of lifeguards and suitable infrastructure
- **Information and education:** notice boards, beach monitoring, environmental education project,

There are two levels to the implementation of Blue Flag: country level and local level. In order for a new country to start up the Blue Flag Campaign, a suitable organisation must be identified to carry out the task as national Blue Flag operator. The organisation must be a non-profit, non-

governmental, independent organisation and it must have environmental education and protection as important objectives (Blue Flag, undated b).

Once such an organisation is found or founded, it must become a member of the FEEE. The organisation must therefore be in accordance with the statutes of FEEE, be able to raise the necessary funds to pay the subscription fee (€4000 per year), be able to run the Blue Flag Campaign and also be prepared to participate in the other FEEE activities (Blue Flag, undated b; Pers. com. Kelly, 2005).

To implement the Blue Flag Campaign country, the member organisation (the Wildlife and Environment Society (WESSA), in the case of South Africa) must go through the following four steps in the implementation process (Blue Flag, undated b):

- 1) Organise a Blue Flag workshop/meeting;
- 2) Establish a Blue Flag national committee;
- 3) Carry out a Blue Flag feasibility phase (i.e. production of national and local feasibility report);  
and
- 4) Run a Blue Flag pilot phase (i.e. testing the compliance at pilot sites, filling out the gaps)

Once this process has been successfully completed, the member organisation coordinates the national process for Blue Flag. The implementation at the local level, for beaches and marinas to apply for Blue Flag status. When local authorities apply for the Blue Flag they pay a R7500 non-refundable application fee to WESSA. Beaches go through a one-year pilot phase where they undertake regular water quality monitoring and upgrade their facilities (e.g. such as introducing disabled access ablution facilities). During this phase WESSA work closely with the local authority to ensure that when they apply for full status they will receive their accreditation. WESSA undertake an unannounced site visit and audit of the Blue Flag criteria at the beach at the end of the pilot phase. A national jury of coastal management and tourism stakeholders, which convenes annually, then reviews the information collected. Subsequently their findings are presented to an international jury for consideration, and to ensure that the Blue Flag is being applied consistently (Pers. com. A. Kelly, 2005). Blue Flags are awarded one season at a time, and if any of the imperative criteria are not fulfilled during the season or the conditions change, the Blue Flag is withdrawn

There are currently 14 Blue Flag beaches in South Africa, located in KwaZulu Natal, the Western Cape and the Eastern Cape. There are a further 19 pilot beaches in the first phase of their application (Pers. com. A. Kelly, 2005).

#### **4.4 "Green" Hotels Association<sup>®</sup>**

The "Green" Hotels Association<sup>®</sup> was started in 1993 by this for-profit company (Pers. com. P.Griffin, 2005). The scheme is aimed at hotels, companies selling environmentally friendly products, educators and environmental organisations.

Member hotels are not 'certified' as such, but make their own determination about what environmental path they take. The Association requires that hotel management are committed to saving water, saving energy and reducing solid waste (pers. com. P. Griffin, 2004). The membership fee includes a list of practical information, ideas and options for reducing their impact on the environment. The association works globally, predominately in the USA, and they have one member hotel in Africa, located in Egypt. The payment scheme is outlined in Table 5.

<b>Table 5: Fees for the Green Hotels Association</b>		
<b>Type of member</b>	<b>Activity</b>	<b>Fee structure</b>
Hotel	Commitment to conserving water and energy and reducing solid waste	\$1 per guestroom per year (12 months), with a minimum of US\$100/year and up to a maximum of \$750/year.
Ally	Vendors offering approved environmental products and services. Information on the vendor is distributed to members and on the internet.	Sales < \$1 million - \$250/year (12 months), Sales > \$1 million - \$350/year. Company logo w/Internet listing \$50/yr
Educator	Faculty and public employees interested in "green" programs in the hospitality industry.	Faculty and Public Employees \$100/year (12 months).
Environmentalist	Organizations and associations interested in Earth-saving ideas and wishing to support "Green" Hotels Association <sup>®</sup> members.	Up to 50 employees - \$250/year (12 months); 51+ employees - \$350/year.
<i>Extra fee</i>	<i>All members outside USA</i>	<i>\$20 added for postage</i>

#### 4.5 Centre for Environmentally Responsible Tourism

The Centre for Environmentally Responsible Tourism (CERT) was established in 1994 as an independent, voluntary and non-profit-making organisation, to demonstrate how responsible tourism can protect the environment, wildlife and cultural aspects of holiday destinations. CERT's aim is to show how travellers can play a part in protecting the world's natural resources and develop a sustainable future for destinations and the travel industry ([www.c-e-r-t.org](http://www.c-e-r-t.org)).

Companies recognised by C.E.R.T. as Environmentally Responsible, are urged to follow stringent environmental guidelines before they are allowed to incorporate the C.E.R.T. logo in their literature and marketing activities. Inclusion of the C.E.R.T logo demonstrates enterprises' commitment to integrating environmental issues into their office environment, their business planning, and by making a financial contribution to conservation projects. The scheme covers hotels, lodges and transport companies, while in addition travellers are encouraged to purchase local goods and to be selective when it comes to buying souvenirs ([www.c-e-r-t.org](http://www.c-e-r-t.org)).

In Africa there are 13 CERT products, which are located in Namibia, South Africa, Swaziland and Botswana. These include accommodation facilities, tour companies, game reserves, a golf estate and a car rental company.

It was not possible to reach C.E.R.T. to obtain information regarding their main criteria for certification, their implementation structure or costs associated with the scheme.

#### 4.6 Greenstop.net

Greenstop operates a website with a 'Greenstop Destinations Directory'. Tourists can use the directory to identify hotels, conference venues, holiday and travel companies that are making an effort to work in an environmentally responsible manner ([www.greenstop.net](http://www.greenstop.net)).

To qualify for listing on the website, the scheme asks enterprises to rate how far they have progressed in environmental responsibility, by comparing their activities against a checklist that addresses waste, water, energy, purchasing, transport, and future plans (see Table 6).

<b>Table 6: Structure of Greenstop.net</b>	
	<b>Accommodation and Travel and tourism providers</b>
1 "stop" (●) organisations are working in an environmentally friendly way on at least some level(s).	<p><u>Two or more from Waste, Water, Energy, Purchasing and/or similar activities</u></p> <ul style="list-style-type: none"> <li>• <b>Waste</b> Do you minimise/ compost waste, reduce wastage e.g. dispensers in bathrooms etc., re-use office paper etc.?</li> <li>• <b>Water</b> Do you check for dripping taps etc., offer guests opportunity to cut down on laundry?</li> <li>• <b>Energy</b> Do you turn down heating thermostats by one degree, use some energy saving lighting where appropriate, switch off equipment you are not using, make sure TVs are not left on standby?</li> <li>• <b>Purchasing</b> Do you buy natural/biodegradable products, buy locally produced goods, use local businesses?</li> <li>• <b>Transport</b> Do you consider your use of transport and food/produce miles and do you take CO2 emissions into consideration?</li> <li>• <b>Plus Future plans</b> Are you prepared to adopt further targets for the next year?</li> </ul>
2 "stop" (●●) companies are deeply committed to environmentally responsible management with environmental management policies and active programmes	<p><u>Most if not all of the above, given individual establishment circumstances PLUS</u></p> <ul style="list-style-type: none"> <li>• Do you monitor water/energy consumption and energy costs and have you involved the staff in this process?</li> <li>• Have you calculated your carbon emissions and identified ways in which you can reduce them?</li> <li>• Are you beginning to write down what you do and define best practice?</li> </ul>
3 "stops" (●●●) have achieved environmental excellence through certification, awards or development of their own stringent policies	<p><u>All of above PLUS a significant number of the activities listed below</u></p> <ul style="list-style-type: none"> <li>• You have a fully defined environmental management policy, probably written down if your establishment is a fairly large one and there is considerable staff changeover.</li> <li>• You have involved the staff in the decision making process and in some case have appointed staff champions for the different areas.</li> <li>• You have also initiated programmes that benefit or involve the local community.</li> <li>• You inform your guests of your activities.</li> <li>• You are committed to helping the local economy through your activities.</li> <li>• You may have already reached gold standard or achieved certification through a recognised certification process (this is not compulsory).</li> <li>• You have won awards and local/national recognition for your efforts.</li> <li>• You have set targets to reduce your carbon emissions and have an action plan to ensure you meet that target.</li> <li>• You buy or invest in carbon credits from carbon offset projects, e.g. carbon sequestration from forestry or sustainable livelihood projects.</li> <li>• Your policy is subject to continuous review and analysis.</li> <li>• You set yourself annual realistic targets</li> </ul>

Greenstop operates worldwide, and has nine certified hotels in Kenya, Morocco, Tanzania and Zimbabwe, in addition to six operators offering tours and products in those destinations. There is no fee for being included on Greenstop.net.

It was not possible to reach Greenstop.net to verify the implementation structure of their scheme.

## 5. COMPARATIVE ANALYSIS

An overview of the certification systems discussed in this report is presented in Table 7.

<b>Table 7: Comparison of Certification schemes</b>									
<b>Activities</b>	<b>African Social and Environmental schemes</b>			<b>International Social and Environmental schemes operating in Africa</b>					
	<b>Fair Trade in Tourism SA</b>	<b>Heritage</b>	<b>Eco-Rating Scheme</b>	<b>ISO 14001</b>	<b>Green Globe 21</b>	<b>Blue Flag</b>	<b>“Green” Hotels Assoc.</b>	<b>Centre for Env. Resp. Tourism</b>	<b>Greenstop. net</b>
<b>Year started</b>	2002	2001	2002	1995	1994	1987	1993	1994	?
<b>Institution</b>	Fair Trade in Tourism South Africa (NGO)	Qualitour (company)	Ecotourism Society of Kenya	ISO & national standards agencies	Green Globe	Foundation for Environmental Education in Europe and national NGOs	“Green” Hotels Association©	C.E.R.T.	Greenstop. net
<b>Location</b>	South Africa	South Africa	Kenya	25 African countries	Kenya, Egypt, Seychelles	South Africa	Egypt	Namibia, South Africa, Swaziland, Botswana	Kenya, Morocco, Tanzania, Zimbabwe
<b>Market sectors</b>	Tourism resources, facilities & services	Accommodation, reserves, tour operator, restaurant, attractions, conference centre, service providers	Accommodation	All industrial sectors	Accommodation, tour operators, transport, attractions, conference centre, administration, service providers	Beaches and marinas	Accommodation	Accommodation tour and transport companies	Accommodation conference venues, holiday and travel companies
<b>Main criteria</b>	Fair share, democracy, respect, reliability, transparency, sustainability	Purchasing, partnerships, design, transport, land, marketing, management systems, communities	Environmental, Economic, social	Environmental	Policy, environmental, community relations, construction	Management, water quality, safety, information and education	Environmental: water, waste, energy	Environmental and local economic purchasing	Environmental: waste, water, energy purchasing, transport
<b>Implementation structure</b>	Self assessment, independent audit	Audit by Qualitour	Self assessment, independent audit. Three levels	Independent audit	Develop policy and indicators, independent audit. Three levels	Pilot phase and audit by responsible NGO	Receive information and implement as desired	?	Self assessment
<b>No. products in Africa</b>	7	40	21	23 776 (not all tourism)	18	14	1	13	9
<b>Cost</b>	Annual fee calculated from rack rate and capacity (varies), plus audit fee	R11,000 – R29,500 p/a (~\$1964 - \$5268 p/a)	\$150 - \$500 audit fee based on level of award, plus \$60 annual fee	Literature and audit fee	Varies from \$75 p/a to \$12,000 depending on type of enterprise and capacity	R7500 p/a (~\$1339 p/a)	Varies from \$100 p/a to \$750 p/a depending on type and capacity	?	Free

## 6. DISCUSSION

This review of certification systems in Africa addressed three commercial systems developed within the continent. These are Fair Trade in Tourism South Africa (FTTSA), the Heritage Ecotourism Rating Scheme, and the Ecotourism Society of Kenya's EcoRating Scheme. In addition, seven international certification systems – developed outside Africa – are currently applied in various forms. These were ISO14001, Green Globe 21, Blue Flag, Green Hotels Association, the Centre for Environmentally Responsible Tourism (CERT) and Greenstop.net. Similarly to the previous report on marketing and incentives (Spenceley, 2004), this paper has been constrained by the lack of detailed information obtained on the certification systems from Greenstop.net and CERT.

The certification systems tend to be implemented either by NGOs or for-profit companies. Aside from ISO14001 (which is undertaken across 25 African countries) a number of tourism certification systems were present in South Africa (4 schemes), Kenya (3 schemes), while one type of system was present in seven other countries: Egypt, the Seychelles, Namibia, Swaziland, Morocco, Tanzania and Zimbabwe. The study indicated that currently at least 123 African tourism enterprises have some form of tourism certification – which is a tiny proportion of the number of tourism establishments on the continent.

All of the certifications systems except one worked with the accommodation sector (Blue Flag addresses beaches and marinas only). Other sectors addressed included tourism facilities, attractions, services, transport, conference centres, and administration offices.

The schemes tended to address environmental criteria; concentrating on waste, water and energy issues. FTTSA, however, predominately deals with socio-economic criteria relating to fair trade with some environmental issues incorporated.

Implementation structures of the schemes were frequently a combination of self-assessment and independent audits. Enterprises tended to pay for the independent audit and then, if they met the scheme's criteria, would contribute an annual fee to the certifier. The cost of certification ranged from free (Greenstop.net) to \$12,000 per year (Green Globe 21's most expensive scheme).

This review indicates that tourism certification is in its infancy in Africa, with a range of schemes operating under similar criteria. South Africa and Kenya elicit the strongest move towards certification on the continent.

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