

Sustainable Tourism Certification & Awards



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Netherlands

Development

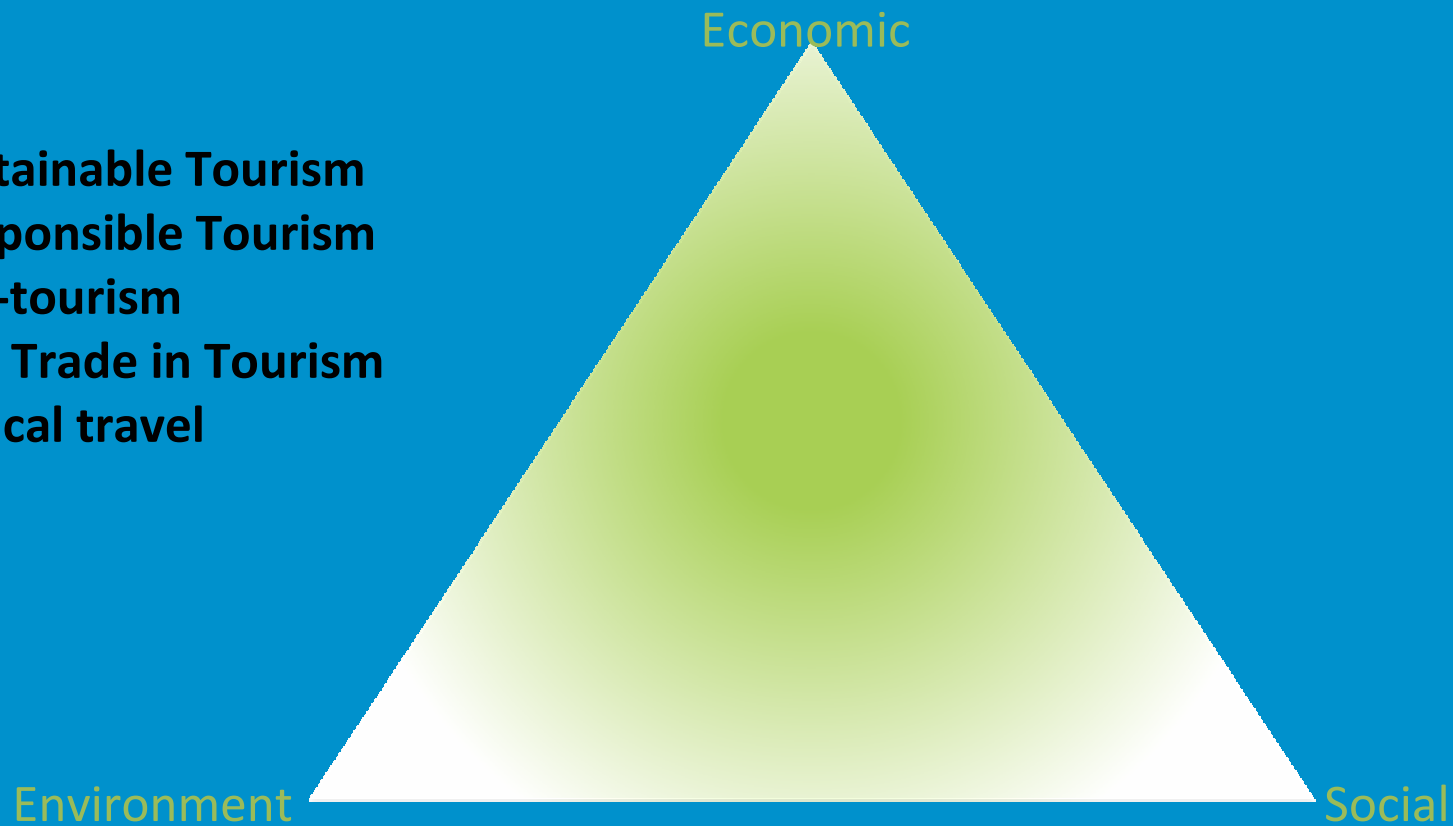
Organisation



Connecting People's Capacities

Triple Bottom Line

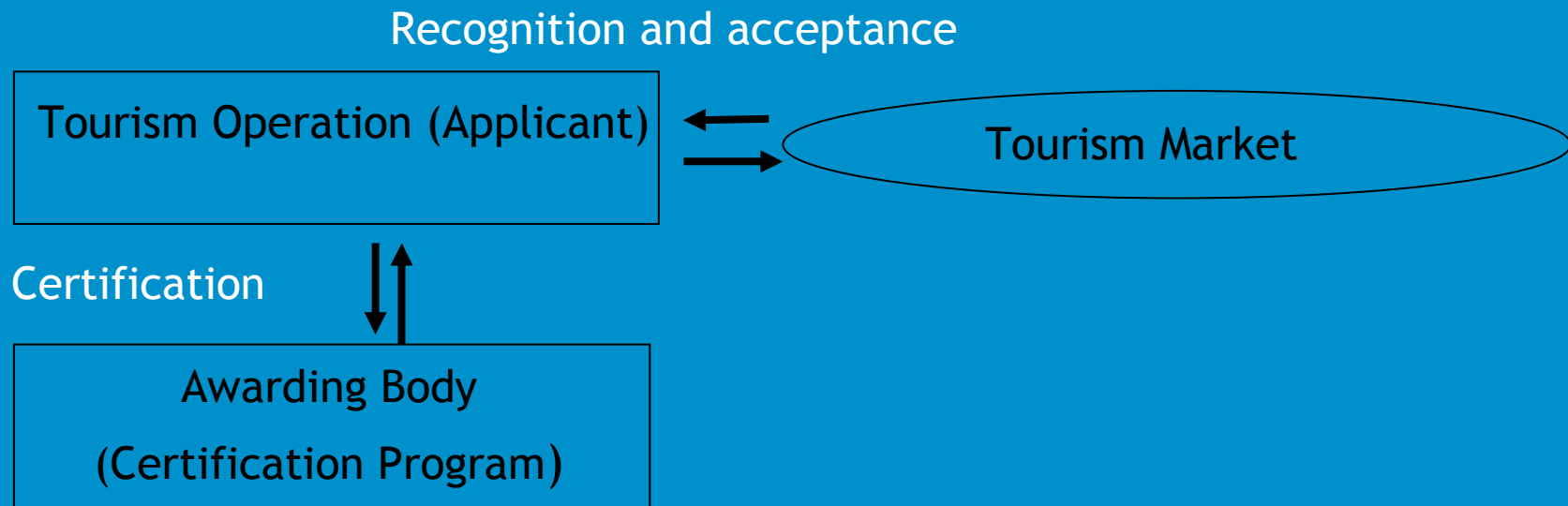
Sustainable Tourism
Responsible Tourism
Eco-tourism
Fair Trade in Tourism
Ethical travel



Importance of Sustainability in African Tourism

- Poverty and inequality
- Biodiversity conservation
- Threats related to climate change
- Cultural heritage
- Democracy and governance
- Market demand

Approaching Effective Certification



Sustainable tourism certification in Africa

Botswana – Botswana Tourism
Board

Egypt – Green Star Hotel Initiative

Kenya – Ecotourism Kenya Eco-rating
scheme

Madagascar – Green Label

Morocco – Zakoura Microcredit
Foundation Programme*

Namibia – eco awards Namibia

Seychelles – Seychelles
Sustainability Label*

South Africa

Audubon Green Leaf

Baobab Green Leaf

Certification Programme

Fair Trade in Tourism South
Africa

Green Flag Trails

Green Leaf Environmental
Standard

Green Stay SA*

Green Wilderness*

Heritage Environmental Rating
Programme

Zambia – South Luangwa
Environmental Awards*

* denotes scheme in development

State of the market place

- Consumer confusion
- Travel business confusion
- Lack of credibility for good certification programs



Issues in tourism certification

Marketing

- Consumer and industry confusion about number and variety of certification seals in the marketplace
- False claims
- Confusion between tourism certification and other tourism awards and endorsements
- Local certification schemes with no international recognition

Communication

- Isolated efforts
- Fragmentation
- Duplication of efforts

Tourism Sustainability Council

- Established in 2009
- Merger between two initiatives: The partnership for Global Sustainable Tourism Criteria (GSTC Partnership) and the Sustainable Tourism Stewardship Council (STSC)
- A global membership council representing a range of tourism stakeholders
- Leadership under the umbrella of the United Nations: UNEP, UNWTO and UNF

TSC Mission and Objectives

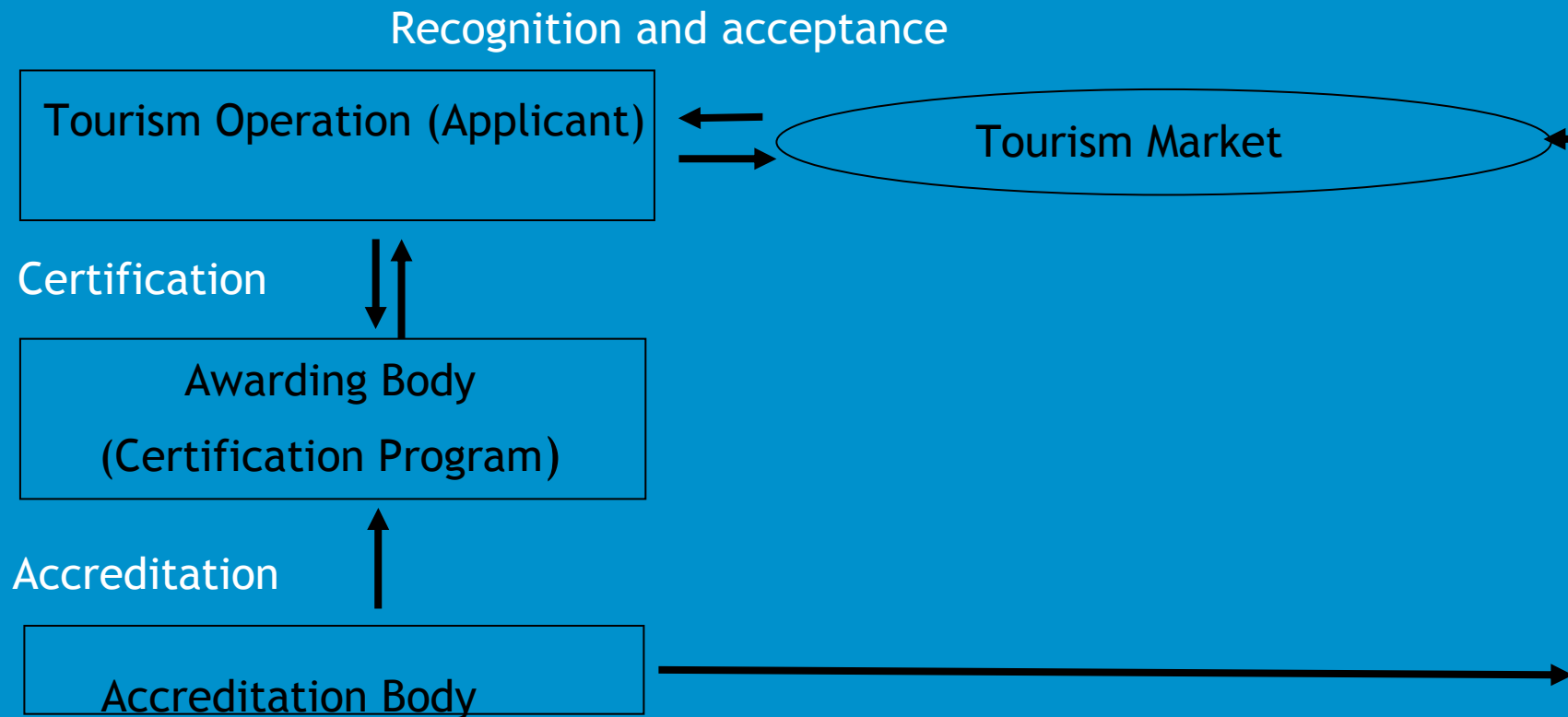
Mission:

- To foster the increased knowledge and understanding of sustainable tourism practices and the adoption of universal sustainable tourism principles.

Objectives:

- Foster increased knowledge and understanding of sustainable tourism practices
- Facilitate the adoption of universal sustainable tourism principles (*Global Sustainable Tourism Criteria; accrediting sustainable tourism certification programs internationally*)
- Build demand for sustainable travel

Approaching Effective Certification



Sustainable tourism awards

Global:

- Tourism for Tomorrow Awards (WTTC)
- World Legacy Awards (National Geographic)
- Responsible tourism awards
(responsibletravel.com, Virgin holidays)

National:

- Imvelo Responsible Tourism Awards (South Africa)

Status in Rwanda

Global Sustainable Tourism Criteria – adopted as part of National Tourism Masterplan

GSTC and UNWTO Global Code of Ethics adopted as part of UNWTO Congo-Niles Trail stakeholders, and Musanze stakeholders

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No certification program **yet** but potential to work with an existing international program (e.g. **Fair Trade in Tourism South Africa**, Green Leaf (South Africa), EcoRating program (Kenya))

No sustainable tourism award system **yet**