



Things I
learnt on
the road
less
travelled

Launch of the Welsh Responsible Tourism Group

Bangor University

Bangor, Wales

4 November 2011

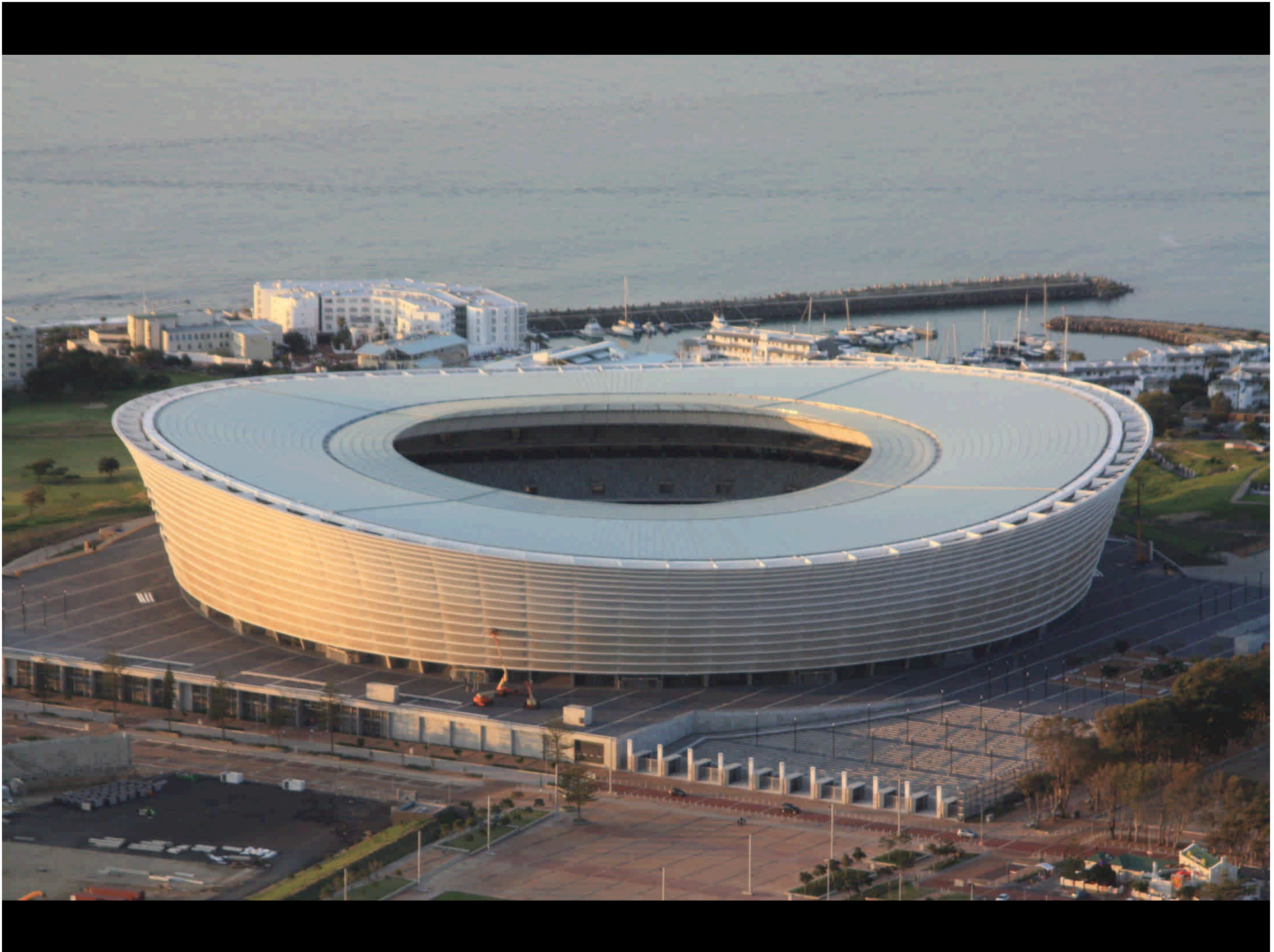
Heidi Keyser-van der Watt

International Centre for Responsible Tourism – South Africa













































MAKAZI'S GUEST HOUSE

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CA 294-092







R MPHETA HIGH SCHOOL

nc

TRADITIONAL HERBALIST
MUTHI CLINIC DR HASSAN &
MAAMAAMINA 0788836449

PROF.
ISMAIL
HERBALIST
CALL
0788836449









All shall be equal before the law

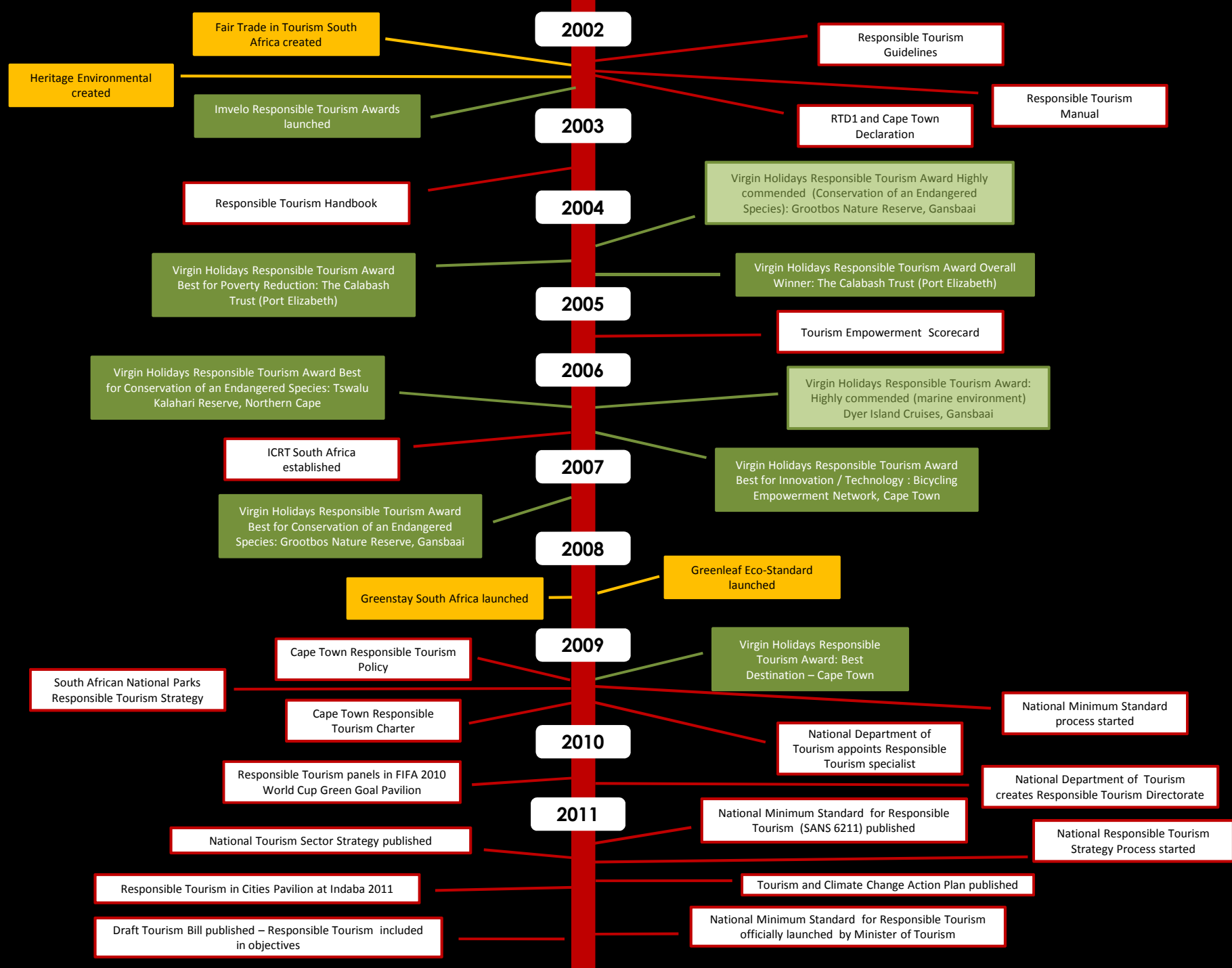






1996







National Tourism Sector Strategy



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA





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SOUTH AFRICAN NATIONAL STANDARD

Responsible tourism — Requirements



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Schedule Tourism Draft Bill, 2011

2. Objects of Act

The objects of this Act are-

- (a) to promote responsible tourism for the benefit of South Africa and for the enjoyment of all South African and foreign visitors;
- (b) to provide for the efficient, effective and harmonised marketing of South African tourism products;
- (c) to promote quality tourism products and services;
- (d) to provide for growth, development and employment in the tourism sector; and
- (e) to enhance co-operation and co-ordination between all spheres of government in developing and managing tourism.

Signing of Responsible Tourism Charter

October 2009



2009 Virgin Holidays Responsible Tourism Awards: Best Destination – Cape Town







Responsible Tourism

South Africa's Cities:
**Taking
responsibility
for tourism**



Partnership

In 2009, five organisations got together to make a formal commitment to one another, drafting a Charter on Responsible Tourism that would guide them through this next stage of the journey together

[MORE INFORMATION](#)



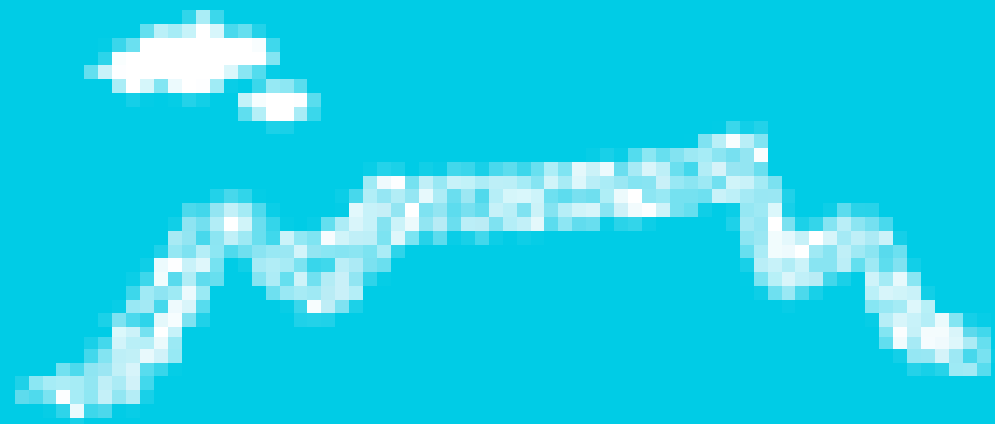
The Responsible Tourism Charter
The Responsible Tourism Charter is a set of principles and standards that guide the tourism industry towards sustainable and responsible practices. It was developed by five leading organisations in Cape Town in 2009.



Responsible Tourism in Practice
Responsible Tourism is not just a concept, it is a practice. It involves making choices that support the well-being of the community, the environment, and the economy. This section provides examples of how the Responsible Tourism Charter is being implemented in Cape Town.



Supporting Partners
The Responsible Tourism Charter is supported by a number of leading organisations in Cape Town. These partners are committed to promoting responsible tourism and ensuring that the industry operates in a sustainable and ethical manner.



RESPONSIBLE TOURISM in Cape Town

Imagine

that tourism in
Cape Town:

1. BECOMES A MAJOR
ECONOMIC CONTRIBUTOR
TO THE
COUNTRY'S GDP
AND PROVIDES
EMPLOYMENT FOR
MANY OF THE
COUNTRY'S POOR
PEOPLE.

2. BECOMES A MAJOR
SOURCE OF REVENUE FOR
THE GOVERNMENT.

3. BECOMES A MAJOR
SOURCE OF REVENUE FOR
THE GOVERNMENT AND
LOCAL COMMUNITIES
AND PROVIDES
EMPLOYMENT FOR
MANY OF THE
COUNTRY'S POOR
PEOPLE.

4. BECOMES A MAJOR
SOURCE OF REVENUE FOR
THE GOVERNMENT AND
LOCAL COMMUNITIES
AND PROVIDES
EMPLOYMENT FOR
MANY OF THE
COUNTRY'S POOR
PEOPLE.

5. BECOMES A MAJOR
SOURCE OF REVENUE FOR
THE GOVERNMENT AND
LOCAL COMMUNITIES
AND PROVIDES
EMPLOYMENT FOR
MANY OF THE
COUNTRY'S POOR
PEOPLE.

6. BECOMES A MAJOR
SOURCE OF REVENUE FOR
THE GOVERNMENT AND
LOCAL COMMUNITIES
AND PROVIDES
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MANY OF THE
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7. BECOMES A MAJOR
SOURCE OF REVENUE FOR
THE GOVERNMENT AND
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AND PROVIDES
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MANY OF THE
COUNTRY'S POOR
PEOPLE.

8. BECOMES A MAJOR
SOURCE OF REVENUE FOR
THE GOVERNMENT AND
LOCAL COMMUNITIES
AND PROVIDES
EMPLOYMENT FOR
MANY OF THE
COUNTRY'S POOR
PEOPLE.



Responsible Procurement From
A HOW-TO GUIDE

Defining and implementing responsible
procurement at the business level

Responsible Tourism
Cape Town



SUPPORTER



Responsible Tourism





Responsible Tourism Cape Town TOURISM CHARTER

We, tourism operators, tourism organisations, researchers and educators, governmental and non-governmental organisations, and citizens, declare our support, motivation, action and defense for the construction of Cape Town as a responsible destination, committed to continual improvement in responsible tourism practices that protect and enhance the natural, cultural, social and economic environment.

As signatories, we support the principles of sustainable development and management of tourism. In particular, we:

- Recognise the importance of the United Nations World Tourism Organization's Global Code of Ethics, which aims to promote responsible, sustainable and universally accessible tourism and sharing its commitment to equitable, responsible and sustainable world tourism
- Are conscious of the White Paper on Tourism and sharing its commitment to Responsible Tourism as the most appropriate approach to tourism in South Africa
- Endorse the recognition of the White Paper on Tourism that all stakeholders should take responsibility for realising the principles of Responsible Tourism
- Recognise the principles and responsibilities set out in the Cape Town and Kerala Declarations endorsing South Africa's National Responsible Tourism Guidelines
- Are cognisant of South Africa's National Minimum Standards for Responsible Tourism
- Are aware of the City of Cape Town's Responsible Tourism Policy, its intention to develop Cape Town as a responsible destination, and the City's commitment to Responsible Tourism as an approach to destination management
- Commit to make tourism more sustainable, and accept that it is the responsibility of all stakeholders in tourism to achieve more sustainable forms of tourism

As signatories, we commit to:

- Work towards developing, operating and marketing tourism in a manner that upholds the guiding principles for Responsible Tourism, being tourism that:
 - makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity;
 - minimises negative economic, environmental, and social impacts;
 - provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues;
 - is culturally sensitive, engenders respect between tourists and hosts, and builds local pride and confidence;
 - provides accurate information about accessibility of facilities and infrastructure for people with disabilities (visual, communication, mobility) to customers;
 - generates greater economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry; and
 - involves local people in decisions that affect their lives and life chances.
- Continually improve our performance in the context of sustainable development and management of tourism
- Encourage our partners, suppliers and sub-contractors to improve their contribution to sustainable development and management of tourism, and will work with them and share information to assist in this
- Engage in our communication with tourists to promote behaviour and activities compatible with the principles of Responsible Tourism
- Develop these principles into a corporate Responsible Tourism Policy within 6 calendar months of signing this charter
- Develop a corporate Responsible Tourism Management Plan within 12 calendar months of signing this charter. As part of this we will define measurable goals, and will monitor and report publicly on our progress.

SIGNED: _____ ORGANISATION: _____ DATE: _____

**Industry & consumer
awareness and
information**

**Approval at
highest political
level**

**Multitude of
stakeholders
with different
capacities**

THE JOURNEY

**Alignment with
international,
national, regional
and local policies**

**Diverse
stakeholder
agendas &
priorities**

**Reflects locality's
specific priorities**

**City of Cape Town
(Tourism Dept)
co-ordination and
leadership**



My
travel
Log

1. Some will say you're on a road to nowhere
2. Expect delays
3. Convoy members travel at different speeds
4. Beware the speed bumps and gatekeepers
5. Be prepared to take side-roads
6. Keep the end destination in mind
7. Make time to stop and refresh
8. It's not just about the destination
9. Share the GPS track

More Information?

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Slideshare www.slideshare.net/heidikeyser

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<http://planeta.wikispaces.com/capetown>



DANKIE
ENKOSI
DIOLCH YN FAWR

