



**tourism**

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REPUBLIC OF SOUTH AFRICA

## **FINAL REPORT:**

**INTERVENTIONS AND INCENTIVES  
NEEDED TO IMPROVE THE NUMBER OF  
ENTERPRISES, INCLUDING STATE-  
OWNED TOURISM ATTRACTIONS,  
THAT EMBRACE RESPONSIBLE  
TOURISM MANAGEMENT PRACTICES**

**UNIVERSITY OF VENDA**

**MARCH 2017**

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## Acronyms and Glossary

|          |                                                                                                                   |
|----------|-------------------------------------------------------------------------------------------------------------------|
| BBBEE:   | Broad-based black economic empowerment                                                                            |
| BEE:     | Black economic empowerment                                                                                        |
| CHENACT: | Caribbean Hotel Energy Efficiency Action                                                                          |
| CMP7:    | Seventh session of the Conference of Parties to the Kyoto Protocol                                                |
| COP17:   | Seventeenth session of the Conference of the Parties of the United Nations Framework Convention on Climate Change |
| CSR:     | Corporate social responsibility                                                                                   |
| CSRI:    | Council for Scientific and Industrial Research                                                                    |
| DEA:     | Department of Environmental Affairs                                                                               |
| DEAT:    | Department of Environmental Affairs and Tourism                                                                   |
| DTI:     | Department of Trade and Industry                                                                                  |
| EU:      | European Union                                                                                                    |
| FEDHASA: | Federated Hospitality Services Association                                                                        |
| FTT:     | Fair Trade in Tourism                                                                                             |
| GCET:    | Global Code of Ethics for Tourism                                                                                 |
| GRI:     | Global Reporting Initiative                                                                                       |
| GSTC:    | Global Sustainable Tourism Council                                                                                |
| HES:     | Hotel Energy Solutions                                                                                            |
| IHEI:    | International Hotels Environmental Initiative                                                                     |
| ILO:     | International Labour Organisation                                                                                 |
| IUCN:    | International Union for Conservation of Nature                                                                    |
| KZN:     | KwaZulu-Natal                                                                                                     |
| LED:     | Light-emitting diode                                                                                              |
| LTO:     | Local tourism organisation                                                                                        |
| NDT:     | National Department of Tourism                                                                                    |
| NGO:     | Non governmental organisation                                                                                     |
| NRTS:    | National Responsible Tourism Strategy                                                                             |
| NTSS:    | National Tourism Sector Strategy                                                                                  |
| PPT:     | Pro-Poor Tourism                                                                                                  |
| RE:      | Resource Efficiency                                                                                               |
| RT:      | Responsible Tourism                                                                                               |
| RTM:     | Responsible Tourism Management                                                                                    |
| SABS:    | South African Bureau of Standards                                                                                 |



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|         |                                                          |
|---------|----------------------------------------------------------|
| SANAS:  | South African National Accreditation System              |
| SANS:   | South African National Standard                          |
| SANSRT: | National Minimum Standard for Responsible Tourism        |
| SAT:    | South African Tourism                                    |
| SATSA:  | South African Tourism Services Association               |
| SCORE:  | Sustainable Competitive and Responsible Enterprises      |
| SMME:   | Small medium and micro-enterprises                       |
| STTP:   | GSTC Sustainable Tourism Training Program                |
| TBCSA:  | Tourism Business Council of South Africa                 |
| TGCSA:  | Tourism Grading Council of South Africa                  |
| TIP:    | Tourism Incentive Programme                              |
| UA:     | Universal access                                         |
| UNCED:  | United Nations Conference on Environment and Development |
| UNEP:   | United Nations Environment Programme                     |
| UNWTO:  | United National World Tourism Organisation               |
| WTTC:   | World Travel and Tourism Council                         |

## Glossary

### Responsible tourism

A tourism management strategy in which the tourism sector and tourists take responsibility to protect and conserve the natural environment, respect and conserve local cultures and ways of life, and contribute to stronger local economies and a better quality of life for local people (The South African National Standard for Responsible Tourism (SANS 1162:2016)).

### Tourism

Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited (UNWTO, 2011).

### Responsible tourism management

Responsible tourism management may be defined as the management of the impacts of tourism on the destination's environment, economy and community and maintenance and enhancement of the



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destination's resources for the present and future needs of both tourists and the communities that host them (UNWTO, 2007).

### **Tourism destination**

A tourism destination is a physical space in which a tourist spends at least one overnight. It includes tourism products such as support services and attractions and tourist resources within one day's return travel time. It has physical and administrative boundaries defining its management, and images and perceptions defining its market competitiveness (UNWTO, 2007).

### **Sustainable tourism**

Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities (UNEP & UNWO, 2007)



# 1. BACKGROUND AND CONTEXT OF THE STUDY

## 1.1. Introduction

Tourism activities have a direct and indirect impact on the environment. Global acknowledgement of this issue resulted in the introduction of responsible tourism programmes at the Earth Summit held in Rio de Janeiro in 1992, the result of which were Agenda 21 and the Rio Declaration which articulated the main principles for sustainable development in the 21st century (WTTC et al., 2002). In 1999, the United Nations World Tourism Organisation (UNWTO) established the Global Code of Ethics for Tourism (GCET) to achieve responsible and sustainable tourism. The Global Code of Ethics is a set of principles designed to guide key players in tourism development including governments, the travel industry, communities and tourists. Most importantly, it aims to help maximise the sector's benefits while minimising its potentially negative impact on the environment, cultural heritage and societies across the globe. Recently, the United Nations declared 2017 as the International Year of Sustainable Tourism for Development.

According to the National Responsible Tourism Strategy (NDT, 2012), South Africa was the first country to explicitly include responsible tourism in its national policy, the 1996 White Paper on Development & Promotion of Tourism in South Africa. The Responsible Tourism Handbook defines responsible tourism as a tourism management strategy in which the tourism sector and tourists take responsibility to protect and conserve the natural environment, respect and conserve local cultures and ways of life, and contribute to stronger local economies and a better quality of life for local people (Department of Environmental Affairs and Tourism (DEAT), 2003).

Responsible tourism is about enabling local communities to enjoy a better quality of life, through increased socio-economic benefits and an improved environment. It is also about providing better holiday experiences for guests and good business opportunities for tourism enterprises (DEAT, 2003). Responsible tourism is not a tourism product or brand. It represents a way of doing tourism policy, planning and development to ensure that benefits are optimally distributed among impacted populations, governments, tourists, and investors. Responsible tourism acknowledges that there is a place for well-conceived eco-tourism products. However, it also recognizes that when drawing on experience, foresight and new techniques, mass tourism itself can be practiced in ways that minimize and mitigate its obvious



disbenefits (Husbands & Harrison 1996:1). According to Goodwin (2011) “the idea of responsible tourism has at its core the imperative to take responsibility; to take action. Consumers, suppliers and governments all have responsibilities. The ambition of responsible tourism is to address the impacts of mainstream tourism, to enhance the positive and to reduce the negative.” “Responsible Tourism is about everyone involved taking responsibility for making tourism more sustainable” (Goodwin, 2011:31).

Responsible Tourism has the same goal as that of sustainable development and the pillars are therefore the same as those of sustainable tourism. The major difference between the two is that, in responsible tourism, individuals, organisations and businesses are asked to take responsibility for their actions and the impacts of their actions (Sharpley, 2009).

The key elements of responsible tourism are:

- Avoiding waste and over-consumption
- Using local resources sustainably
- Maintaining and encouraging natural, economic, social and cultural diversity
- Being sensitive to the host culture
- Involving the local community in planning and decision-making
- Assessing environmental, social and economic impacts as a prerequisite to developing tourism
- Ensuring communities are involved in and benefit from tourism
- Marketing tourism that is responsible, respecting local, natural and cultural environments
- Monitoring impacts of tourism and ensure open disclosure of information (DEAT, 1996:15)

## 1.2. Responsible Tourism in South Africa

The following section details the principal interventions initiated by the national Department of Tourism (NDT), and its predecessor, the Department of Environmental Affairs and Tourism (DEAT).

The South African National Responsible Tourism Guidelines were produced in 2002 to provide guidance and indicators to be able to achieve the principles of responsible tourism contained in the 1996 White Paper. In the same year 2002, South Africa hosted the first International Conference on Responsible Tourism in Destinations, resulting in the "Cape Town Declaration" upon which countries attending agreed



to implement responsible practices in their upcoming tourism plans and programmes. The National Tourism Sector Strategy (NTSS) (NDT, 2011) also advocated for responsible and sustainable tourism for the benefit of all South Africans and its visitors. A Responsible Tourism Manual for South Africa was published by DEAT in 2002. The manual provided tourism enterprises with information about responsible tourism, the opportunities that it presented for improving their business performance, and a range of practical and cost-effective responsible actions available to tourism businesses. A summarized version of the Responsible Tourism Manual was published as a Responsible Tourism Handbook in the same year.

Despite the global and national focus on responsible tourism, there seems to be a slow uptake among tourism enterprises in South Africa to embrace responsible tourism management practices. Van der Merwe and Wöcke (2006) researched the responsible tourism practices in the hotel sector, and concluded that many hotels do not participate in responsible tourism initiatives because of - amongst others - a lack of awareness of responsible tourism and confusion about what responsible tourism means. Also, tourism business managers and owners recognise the benefits of sustainability practices, the majority (60%) did not believe that government is helping them put in place responsible tourism practices and only 17% viewed government's efforts positively. A more recent study by Bartis and Baldie (2014) among non-hotel accommodation establishments in Nelson Mandela Bay echoed many of these findings.

The negative effect that travel has had on the environment over the years has resulted in a growing demand for responsible tourism programmes from international and national environmental organisations. Similarly, tourists are also responding to the call for responsible travel. A research study by Ipsos in the United Kingdom found that over 60% of respondents who were surveyed indicated that they are willing to spend more money during their holiday provided that the funds were used to guarantee good wages and working conditions for workers in the destination and to preserve the environment. Similarly, 71% of TripAdvisor consumers were found to be interested in choosing a sustainable product offer informed by the responsible practices (Cape Town Tourism Department, 2011). These research findings suggest that applying the principles of responsible tourism can make tourism products more appealing to visitors (NDT, 2012b:33).

The NTSS also recognises the need to improve and promote responsible tourism practices. In 2011, the National Department of Tourism developed the South African National Standard for Responsible Tourism



(SANSRT) which establishes specific minimum requirements for the performance of organizations in the tourism sector in relation to sustainability. The SANSRT was developed through a consultative process with tourism stakeholders and approved by the South African Bureau of Standards (SABS) as a national standard (NDT, 2012). SANS 1162:2011 aimed to establish a common understanding of responsible tourism that would lead to the harmonisation of the different sets of criteria for certifying the sustainability of tourism enterprises (NDT, 2012b:25).

In order to encourage tourism certification bodies to align their schemes with SANS 1162:2011, an accreditation programme for certification bodies was meant to be established under the auspices of the South African National Accreditation System (SANAS). Accreditation by SANAS would demonstrate the competency of a certification scheme to carry out SANS 1162 conformity assessment of tourism businesses (Department of Tourism, 2012a:25). However, due to a variety of reasons, with the prohibitive cost of accreditation being the primary, not a single tourism certification body has been accredited. Tourism certification bodies argued that the uptake of certification by tourism business was not sufficient and hence did not generate enough income to offset the cost of accreditation. Stronger support by government to support tourism businesses to prepare for certification and foster demand through preferential government buying was put forward as ways to increase the appetite for certification.

In 2015, the NDT and SABS collaborated to pilot a tourism certification programme within the SABS. The process entailed certification gap analyses and corrective certification preparation for 10 tourism enterprises selected by the NDT, but only seven enterprises developed SANS 1162:2011 Management Systems and the other three businesses did not meet the requisite criterion. These businesses were located in Gauteng, KwaZulu-Natal, the Western Cape and the Eastern Cape. Several of the assessed enterprises were located in national parks. The outcome of the pilot process and learnings therefrom are not known.

The NDT launched the Tourism Incentive Programme (TIP) in 2015, part of which was aimed at implementing energy efficiency and universal access measures in tourism operations. The first phase comprised the implementation of solar arrays and solar water heating at a selection of publicly owned tourism attractions including national botanical gardens, national parks and heritage sites. The roll-out of the incentives to the private sector is meant to commence in the 2016/17 fiscal. However, the learnings





from and outcomes of the implementation process have not been published. In addition, no details regarding the private sector phase have been released to date.

In addition to the various initiatives of the NDT, several government entities and non-governmental organisations have implemented support programmes aimed at deepening industry awareness and encouraging mainstreaming of responsible tourism management practices. The following are examples of past and current programmes:

- City of Cape Town: Responsible Tourism Cape Town (workshops, collateral, website, technical assistance)
- eThekweni Municipality: COP17/CMP7 responsible tourism workshops & manuals
- Gauteng Tourism Authority: Responsible Tourism Manual, GeePee Responsible Tourism Challenge (technical assistance)
- NDT & City of Cape Town: universal access in tourism workshops and product marketing website
- NDT: survey of universal access at protected areas
- NDT: Climate Change Charter
- Ezemvelo KZN: assessment of sustainability within protected area in KwaZulu-Natal
- Northern Cape Tourism: workshops
- West Coast District Municipality: Go Green Weskus programme
- Tourism Grading Council of South Africa: universal access grading requirements
- International Labour Organisation: SCORE programme – business development support (resource efficiency & fair labour practices)
- Fair Trade Tourism: business development support as certification preparation
- Better Tourism Africa: speed marketing sessions at trade shows for responsible tourism operators, information disseminated via a blog and social media
- Green Girls in Africa: information disseminated via a blog and social media
- Sustainable Tourism Partnership Programme: Responsible Tourism Handbook, Magaliesburg Sustainable Town

The above is not an exhaustive list. A comprehensive review of the successes and shortcomings of these initiatives has not been undertaken to date. In many instances, no information about programme progress



or outcomes can be found in the public domain. Such a review is essential to ensuring that future incentive programmes achieve the aim of mainstreaming responsible management practices.

As mentioned earlier, South Africa has made good strides in developing good policies and strategies on responsible tourism. However the sector still faces challenges of implementation, monitoring and evaluation. Currently, compliance to the SANSRT is neither compulsory nor incentivised, hence a number of enterprises do not embrace or adhere to the standards as there are no penalties or sanctions imposed for non-compliance (NDT, 2011). In addition, incentives to encourage compliance are ad-hoc and fragmented across a multitude of stakeholders. Despite the general claims clause contained in SANS 1162:2011, no public authority or consumer has challenged claims of sustainability by tourism businesses. Consequently, without any enforcement of the SANSRT, any tourism business can claim itself a responsible, ethical or green tourist operator (NDT, 2011). Van der Merwe and Wöcke (2006:2) points out that tourism enterprises tend to associate the concept of responsible tourism with the concept of corporate social responsibility (CSR), which Kotler and Lee (2005:3) defines as a commitment to improve community well-being through discretionary business practices and contributions of corporate resources. For most businesses, responsible tourism is still a discretionary add-on, and not a principle guiding every action and decision of the business. In addition, the National Responsible Tourism Strategy (NDT, 2012b) points out that the absence of incentives will continue to constrain the mainstreaming of responsible tourism and its scaling up across South Africa.

In light of the background, there is a need for research to determine the interventions and incentives needed to increase the number of enterprises, including state-owned tourism attractions, which embrace responsible tourism management practices. The findings and recommendations of the study will be used to inform the necessary intervention strategies and plans and a programme of action to achieve the aims and objectives of responsible tourism.

### **1.3. Rationale for the study**

The rationale for this study is based on the realisation that the tourism industry has a tremendous capacity for generating both costs and benefits in destination areas. The industry's increasing impact has led to a range of real and potential problems in destinations - environmental, social, cultural, economic, and political - creating a need for alternative and more environmentally and host-friendly practices in tourism



businesses and operations. As such, this study will help identify key interventions and incentives necessary for the uptake of responsible operating practices in the tourism sector in South Africa.

#### 1.4. Problem statement

The 1996 Tourism White Paper (DEAT, 1996) identifies responsible tourism as key to all tourism activities. This has culminated in the development of several policy documents on responsible tourism development in South Africa. The 2012 National Responsible Tourism Strategy (NRTS) for South Africa aims to:

- Provide national guidelines for the development and implementation of responsible tourism;
- Set a national framework for the development and implementation of norms and standards for responsible tourism;
- Create a coordinated approach for NDTs involvement in tourism sustainability;
- Harmonise the implementation of responsible tourism at provincial and local government level;
- Identify opportunities for community participation in tourism; and
- Guide strategy development for tourism development and management in South Africa.

The distinguishing characteristic of responsible tourism is the focus on the **responsibility of role-players** in the tourism sector and destinations in general to take action within the domains under their control. The questions that arise are:

- To what extent have enterprises in the tourism sector implemented or have been implementing the requirements contained in the SANSRT and any other responsible tourism practices?
- What are the barriers to the implementation of responsible tourism management practices?
- What interventions are currently in place to support tourism enterprises in implementing responsible tourism management practices?
- What interventions are needed to improve on these role players' implementation of the SANSRT?

#### 1.5. The purpose of the study



The main aim of the study is to identify interventions and incentives needed to improve the number of enterprises, including state-owned tourism attractions, which embrace responsible tourism management practices with the view to improve adherence to the SANSRT. This will assist in increasing the level of uptake of responsible tourism amongst tourism enterprises in South Africa.

## 1.6. Research objectives

The research set out to achieve the following objectives:

- Review the literature on the different interventions and incentives used in other countries to improve the uptake of responsible tourism management practices;
- Review past and current interventions and incentives in South Africa directed at increasing the uptake of responsible tourism management practices;
- Investigate key drivers of consumer selection of tourism products and destinations;
- Provide case studies of South African tourism enterprises that are implementing the requirements contained in the SANSRT;
- Consult relevant stakeholders on the challenges that prevent implementation of the SANSRT by South African tourism enterprises;
- Make recommendations on interventions required to improve the uptake of responsible tourism management practices; and
- Make recommendations on how to incentivise tourism enterprises to improve the uptake of responsible tourism management practices.

## 1.7. Structure of the report

The report consists of the following sections:

1. Background and context
2. Literature review
3. Research design and methodology
4. Findings – Part A: Stakeholders
5. Findings – Part B: Certification bodies



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6. Findings – Part C: Product owners
  7. Findings – Part D: Case studies
  8. Findings – Part E: Tourists
  9. Conclusions and recommendations
  10. Limitations
- References



## 2. LITERATURE REVIEW

### 2.1. Introduction

The tourism industry is placed among the largest industries in the world. It is a major contributor of foreign exchange and provider of employment opportunities to all sectors of the community (WTTC, 2015). However, concern about the negative socio-economic and environmental impacts that can derive from indiscriminate tourism development (Kasim, 2006; Akama and Kieti, 2007), which generates a volume of tourist flows higher than the destination's carrying capacity (NDT, 2012a), led international organisations to coin the term 'sustainable tourism' and consequently, 'responsible tourism'.

The purpose of the literature review is to:

1. provide an overview of the concept of responsible tourism and related definitions;
2. summarise national and international codes and principles of responsible tourism, with the focus on those applicable to enterprises; and
3. discuss different interventions and incentives used in other countries to improve the uptake of responsible tourism management practices.

### 2.2. The concept and definition of responsible tourism

The concept of responsible tourism emerged in the literature in the early 1990s (Stanford, 2006) following a decision made during a seminar hosted by the UNWTO in Tamanrasset in Algeria in 1989 that the term "alternative tourism, which was at that time being used to label tourism that was socially and environmentally responsible, was ambiguous (Smith, 1990). The definition of responsible tourism was agreed as "...all forms of tourism which respect the host's natural, built, and cultural environments and the interests of all parties concerned" (Smith 1990: 480). Subsequently, Husbands & Harrison (1996) describe responsible tourism as tourism that can be practiced in ways that minimize and mitigate obvious costs. Harrison, Jayawardena & Clayton (2003) expanded this definition to define responsible tourism as product development, policy, planning, and marketing being instituted in ways to ensure that tourists, host populations and investors reap the long-term benefits of a vibrant and healthy industry".



In the South African context, responsible tourism is defined by the National White Paper on the Development and Promotion on Tourism in South Africa (DEAT, 1996:4) as: “tourism that promotes responsibility to the environment through its sustainable use; responsibility to involve local communities in the tourism industry; responsibility for the safety and security of visitors and responsible government employees, employers, unions and local communities”.

This definition suggests that responsible tourism must benefit local populations economically and culturally. It includes social, environmental, economic and often institutional elements of tourism. The relevant sections of the White Paper emphasise social and economic equity. Another definition worth mentioning is contained in the Cape Town Declaration (2002) that defines responsible tourism as tourism that:

- minimises negative environmental, social and cultural impacts,
- generates greater economic benefits for local people and enhances the well-being of host communities, by improving working conditions and access to the industry,
- involves local people in decisions that affect their lives and life chances,
- makes positive contributions to the conservation of natural and cultural heritage and to the maintenance of the world’s diversity,
- provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural and environmental issues,
- is culturally sensitive and engenders respect between tourists and hosts.

Numerous related concepts are used by governments, NGOs, tourism associations and so forth. Many of these, such as ecotourism, fair-trade tourism, rural tourism, supportive tourism, community-based tourism, pro-poor tourism and geotourism among others, have been defined as similar as sustainable/responsible tourism (Schwarz, 2006; Bohdanowicz, 2006). Both the National Responsible Tourism Strategy and the national Community-based Tourism Guidelines contain sections that set out the definitions of these terms, and their similarities or differences to responsible tourism. For ease of reference, as summary table is presented in Appendix E.



Three points can be made in conclusion. As a management philosophy, responsible tourism applies all **forms** of tourism, including mass tourism, and can be implemented in any tourism context. Secondly, it also embraces a triple bottom line philosophy to contribute to and enhance local communities and cultures, natural environments and economies, as well as to minimise negative impacts in these areas. Lastly, responsible tourism is meant to benefits all stakeholders involved. In order to reap the benefits of government policies, there is an urgent need for continual monitoring of the actions of and benefits to key role players in the tourism sector. In fact, Butler (1998: 16) argues that without the implementation of monitoring tools, “the use of the term ‘sustainable tourism’ is meaningless”.

### 2.3. Codes and guidelines of responsible tourism

Several key national and international guidelines and policy documents were reviewed to establish an understanding of the principles of responsible tourism and how they relate to the management practices of tourism enterprises. Table 1 summarises these documents and their application for tourism enterprises. A description of these documents can be found in Appendix E.

The above definitions, codes and policy documents that define responsible tourism embrace the widely accepted ‘triple bottom line’ concept (DEAT, 2002, Spenceley, *et al.*, 2002 and Kerala Tourism, 2008). Furthermore, the most important considerations for tourism enterprises implementing responsible tourism in South Africa include:

- preventing or minimizing negative social impacts on local communities;
- enhancing economic benefits and minimize negative economic effects on local communities;
- reducing negative impacts of the industry on tourism on the natural environment;
- helping to conserve and showcase cultures; and
- ensuring that the benefits of tourism are fairly distributed.





**Table 1: Guidelines and policy documents of relevance to responsible tourism management practices within tourism enterprises**

| Year         | Document                                                                  | Publisher                        | Scope        | Application of the document for tourism enterprises                                                                                                                                                                              |
|--------------|---------------------------------------------------------------------------|----------------------------------|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1996         | Agenda 21 for the Travel and Tourism Industry                             | WTTC,<br>UNWTO,<br>Earth Council | Global       | Identifies the contribution of tourism businesses in the pursuit of environmentally sustainable development as integrating sustainability into management functions, systems and procedures within ten priority areas of action. |
| 1996         | White Paper on the Development and Promotion of Tourism in South Africa   | DEAT                             | South Africa | Identifies the responsibilities of tourism enterprises in the pursuit of responsible tourism as the key guiding principle for tourism development in South Africa.                                                               |
| 1999         | Global Code of Ethics                                                     |                                  | Global       | Provides a common and comprehensive set of principles designed to guide the development of responsible tourism enterprises.                                                                                                      |
| 2002         | The Cape Town Declaration                                                 | ICRT                             | Global       | Recognises the different forms that characterises responsible tourism and can be adopted by tourism enterprises.                                                                                                                 |
| 2002         | Responsible Tourism Guidelines                                            | DEAT                             | South Africa | Provides guidance on the implementation of responsible tourism as set out in the 1996 White Paper on the Development and Promotion of Tourism in South Africa.                                                                   |
| 2002         | Responsible Tourism Manual                                                | DEAT                             | South Africa | Provides guidance and best practice on the implementation of responsible tourism.                                                                                                                                                |
| 2003         | Responsible Tourism Handbook                                              | DEAT                             | South Africa | Provides guidance and best practice on the implementation of responsible tourism. A self-evaluation was also included.                                                                                                           |
| 2009<br>2017 | GSTC Criteria: Hotel & Tour operators<br>GSTC Criteria: Industry Criteria | GSTC                             | Global       | Provides minimum requirements for responsible tourism that also serve as global baseline standards for sustainability in tourism.                                                                                                |
| 2009<br>2017 | GSTC Criteria: Industry Criteria –<br>Performance Indicators              | GSTC                             | Global       | Provides guidance in measuring compliance with the GSTC Criteria for Hotels/Tour operators.                                                                                                                                      |
| 2011         | South African National Standard for Responsible Tourism                   | SABS                             | South Africa | Provides minimum requirements for responsible tourism that also serves as national baseline standards for sustainability in tourism.<br>Provides guidance on the implementation of responsible tourism.                          |
| 2012         | South African National Strategy for Responsible Tourism                   | NDT                              | South Africa | Contains action plans to guide implementation of responsible tourism standards and norms and provide for mechanisms to measure progress                                                                                          |
| 2015         | SANS 1162: 2011 Interpretation Guide                                      | SABS                             | South Africa | Provides high-level guidance on achieving adherence to the requirements of the SANSRT                                                                                                                                            |



## 2.4. International interventions and incentives to improve adoption of RTM

In the 'Holiday Makers', Krippendorf (1999) called for "rebellious tourists and rebellious locals" "to develop and promote new forms of tourism which will bring the greatest possible benefit to all the participants - travellers, the host population and the tourist business, without causing intolerable ecological and social damage." Empirical studies suggest that effective implementation of responsible tourism can enhance the positive impacts of tourism while minimising the negative impacts. However, generally there have been too few "rebellious locals", and in South Africa the number of tourism businesses implementing responsible tourism management practices have not been sufficient for significant reductions in environmental pressures or significant positive impacts within destinations. A sustainable tourism destination then would be one in which responsible tourism has been mainstreamed, and adoption within the industry is widespread.

Sustainable tourism is not intended to regulate, but there have been interventions and incentives from the public sector aimed at improving the adoption of responsible tourism management practices within enterprises. These interventions and incentives are sometimes implemented in partnership with civil society organisations and members of the private sector that have a vested interest in responsible tourism in destinations. There are some instances, but not many, of interventions from civil society organisations and members of the private sector.

What follows is a discussion of the past and current interventions and incentives in other countries as well as in South Africa designed to improve the uptake of responsible tourism management practices. Interventions can be grouped into eight categories:

- "How to" information guides (manuals, guidelines, handbooks, toolkits)
- Provision of responsible tourism management tools
- Development of standards and certification
- Awareness and information-sharing workshops
- In-depth training
- On-site implementation support
- Technology roll-outs
- Funding for technologies



#### 2.4.1. “How to” information guides

Numerous publications have been developed to provide tourism enterprises with broad-brush strategies and approaches to responsible tourism. These include guidelines, manuals, handbooks and toolkits. Table 2 presents a sample of the multitude of publications produced internationally and in South Africa to provide tourism enterprises with information on responsible tourism. The list of international publications only includes those publications developed by international agencies, and not those developed by specific destinations.

Some publications are targeted to a specific audience, be it within a destination, or a particular sector of the tourism industry. Most publications cover all three of the pillars of responsible tourism, but some, like the 2005 how-to guides on developing pro poor tourism in South Africa published by the Overseas Development Institute, focus on the social and economic dimensions of responsible tourism. Most publications are developed for use by all sectors of the tourism industry, although publications have also been developed specifically for the accommodation and tour sectors.

Interestingly, apart from the City of Cape Town’s Responsible Tourism How-to Guide, the second edition of which was published in 2015, no publication has been developed in South Africa in recent years. This raises the question as to how tourism enterprises learn of new trends, new technologies, new management practices and the latest best practice examples, and suggest that there is a need for relevant and up-to-date information.

#### 2.4.2. Provision of responsible tourism management tools

Although there are many resources that provide information about responsible management practices to tourism enterprises, there are few easily accessible responsible tourism management tools that simplify the process of conducting assessments, establishing baselines, creating relevant policies and implementation plans, controlling and improving responsible tourism business processes, monitoring and evaluating results for better decision-making.



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**Table 2: Publications providing information on responsible tourism**

| Year | Publisher                                           | Name of publication                                                                                                                                                                                                                                                                                                                  | Location      | Target sector   | Content                         |
|------|-----------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-----------------|---------------------------------|
| 2002 | Department of Environmental Affairs and Tourism     | National Responsible Tourism Development Guidelines                                                                                                                                                                                                                                                                                  | Global        | All sectors     | Environmental, economic, social |
| 2002 | United Nations Environmental Programme              | Sustainable Tourism in Protected Areas: Guidelines for Planning and Management                                                                                                                                                                                                                                                       | International | Protected areas | Environmental, economic, social |
| 2003 | Department of Environmental Affairs and Tourism     | Responsible Tourism Manual                                                                                                                                                                                                                                                                                                           | South Africa  | All sectors     | Environmental, economic, social |
| 2003 | Department of Environmental Affairs and Tourism     | Responsible Tourism Handbook                                                                                                                                                                                                                                                                                                         | South Africa  | All sectors     | Environmental, economic, social |
| 2003 | Rainforest Alliance                                 | Guide for Sustainable Tourism Best Practices                                                                                                                                                                                                                                                                                         | Global        | All sectors     | Environmental, economic, social |
| 2003 | United Nations Environmental Programme              | A Manual for Waste and Water Management: What the Tourism Industry can do to Improve its Performance                                                                                                                                                                                                                                 | International | All sectors     | Environmental                   |
| 2004 | The Centre for Environmental Leadership in Business | Supply Chain Engagement for Tour Operators                                                                                                                                                                                                                                                                                           | Global        | Tour operators  | Economic                        |
| 2005 | Overseas Development Institute                      | 'How to guides' on developing pro poor tourism: <ul style="list-style-type: none"> <li>• How to boost procurement from local businesses</li> <li>• How to stimulate local cultural and heritage products</li> <li>• How to build local partnerships</li> <li>• How to set corporate priorities and manage internal change</li> </ul> | South Africa  | All sectors     | Economic, social                |



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| Year       | Publisher                              | Name of publication                                                                                | Location     | Target sector  | Content                         |
|------------|----------------------------------------|----------------------------------------------------------------------------------------------------|--------------|----------------|---------------------------------|
| 2005       | United Nations Environmental Programme | Integrating Sustainability into Business                                                           | Global       | All sectors    | Environmental, economic, social |
| 2006       | Federation of Tour Operators           | Supplier Sustainability Handbook                                                                   | Global       | Tour operators | Environmental, economic, social |
| 2006       | Gauteng Tourism Authority              | Responsible Tourism Manual                                                                         | South Africa | All sectors    | Environmental, economic, social |
| 2008       | Biodiversity: My hotel in action       | International Union for Conservation of Nature                                                     | Global       | Accommodation  | Environmental                   |
| 2008       | UNWTO/UNEP                             | Climate Change - Adaptation and Mitigation in the Tourism Sector: Frameworks, Tools and Practices. | Global       | All sectors    | Environmental                   |
| 2011       | City of Cape Town                      | Responsible Tourism How-to Guide                                                                   | South Africa | All sectors    | Environmental, economic, social |
| 2011       | eThekweni Municipality                 | COP17/CPM7 Responsible Accommodation Campaign Toolkit                                              | South Africa | Accommodation  | Environmental, economic, social |
| Unkn<br>wn | Rainforest Alliance                    | Guide to Best Practices for Sustainable Tourism in Tropical Forests                                | Global       | Accommodation  | Environmental, economic, social |
| 2013       | UNWTO                                  | Recommendations on Accessible Tourism                                                              | Global       | All sectors    | Universal Access                |
| 2014       | South African Bureau of Standards      | SANS 1662:2011 implementation guide                                                                | South Africa | All sectors    | Environmental, economic, social |



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| Year | Publisher         | Name of publication                                   | Location     | Target sector | Content                         |
|------|-------------------|-------------------------------------------------------|--------------|---------------|---------------------------------|
| 2015 | City of Cape Town | Responsible Tourism How-to Guide (2 <sup>nd</sup> ed) | South Africa | All sectors   | Environmental, economic, social |
| 2016 | UNWTO             | Recommendations on Accessible Information in Tourism  | Global       | All sectors   | Universal Access                |



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An on-line Responsible Tourism Self-Assessment Tool available on the NDT's Tourism Knowledge Portal has four sections, in line with the four sections of SANS 1162:2011. The tool consists of a series of questions, and provides a percentage score for each completed section. Awareness of the tool is most likely low. Should the NDT wish to promote the tool in the future, a re-evaluation of the tool to remove redundant questions or clarify ambiguities is needed.

Hotel Energy Solutions (HES), a UNWTO-initiated project in collaboration with a team of United Nations and European Union (EU) leading agencies in Tourism and Energy<sup>i</sup>, is among the few tools currently available. HES delivers information, technical support & training to help SMMEs in the tourism and accommodation sector across the European Union to increase their energy efficiency and renewable energy usage. HES is a free service and has online toolkit that provides detailed energy performance reports, personalised technology solutions, a carbon footprint report, a return on investment calculator for energy solutions, and a tool for benchmarking<sup>ii</sup>.

HES is the most extensive tool available to tourism enterprises interested in implementing responsible tourism management practices – apart from the information resources mentioned above. Other tools developed include an online carbon footprint calculator developed for transport providers by the Caribbean Carbon Neutral Tourism Programme, the aim of which was to assist the Caribbean region to respond to climate change by enhancing its climate resilience<sup>iii</sup>. The programme ended in 2012 and the tool is now not available. A sister programme, Caribbean Hotel Energy Efficiency Action (CHENACT), developed indices that allow hotels to benchmark hotel energy performance, as well as models for investing in energy efficiency.

The International Tourism Partnership created the Hotel Carbon Measurement Initiative (HCMI) and Hotel Carbon Measurement Initiative (HWMI) in collaboration with the World Travel & Tourism Council (WTTC). The HCMI/ HWMI enable a property to measure and report on the carbon footprint or water per occupied room and per area of meeting space per hour. Both of these tools are available on-line.

#### **2.4.3. Development of standards and certification**

South Africa is among the destinations that have developed a standard for responsible tourism that is aligned to the Global Sustainable Tourism Criteria. SANSRT was developed in response to various schemes certifying the sustainability of tourism businesses using different sets of criteria<sup>iv</sup>.



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A shortcoming of the existing certification schemes were that they were not all aligned with the three pillars of responsible tourism, and it was difficult for both tourism businesses and consumers to evaluate the schemes' credibility. The SANSRT was therefore developed with the sole objective of establishing a common understanding of responsible tourism and bring about harmonisation between certification schemes. The standard was published as a national standard by the South African Bureau of Standards in 2011.

In South Africa, the criteria for certification used by the certification schemes are loosely in line with both SANS 1162 and the Global Sustainable Tourism Council (GSTC) criteria, criteria that serve as the global baseline standards for sustainability in travel and tourism. Both the Fair Trade Tourism and the Green Tourism Active schemes are recognised by the GSTC, and hence fully aligned. None of the existing schemes are accredited under SANS 1162 or the GSTC, and hence the level of alignment is not known.

Egypt's Green Star Hotel Programme is another national standard and certification scheme that aligns with GSTC criteria. The objective of the programme is to improve the environmental performance and competitiveness of Egypt's hotel industry. As part of the programme, hotels receive on-site training from professional trainers<sup>v</sup>.

#### **2.4.4. Awareness and information-sharing workshops**

Workshops are effective at educating a group people of people on a particular topic. The objective of eThekweni Municipality's COP17/CMP7 Responsible Accommodation Campaign held in 2012 was to encourage hospitality sector to adopt responsible tourism, in preparation for Durban's participation in a major conference on climate change. Two workshops were held with the intention of introducing accommodation establishments to the concept of responsible tourism, as well as provide practical information on how the businesses can implement responsible tourism management practices. Businesses attending were further supported with a toolkit with additional resources<sup>vi</sup>. Information about changes in levels of awareness and the uptake of responsible operating practices post the workshops is not available.

The objective of the NDT workshops on the Tourism Incentive Programme (TIP) held nationally during 2015 was to educate tourism enterprises of the support and the different types of support available under





the programme. Information about changes in levels of awareness and the uptake of responsible operating practices post the workshops is not available.

The informal and participatory nature of workshops also makes them good opportunities for participants to share best practice. This was the objective of the City of Cape Town's Responsible Tourism Pilot Project held in 2011. People attending the workshop were from tourism enterprises that were already implementing responsible tourism, and the workshop served as a platform for them to engage and share experiences<sup>vii</sup>.

#### **2.4.5. In-depth training**

Internationally, there are several programmes that offer training for tourism enterprises, either in in-person training sessions or online. Two of these programmes, the GSTC Sustainable Tourism Training Program (STTP)<sup>viii</sup> and Travelife Training<sup>ix</sup>, offer training based on standard, and both training courses include an exam and personal certification of the participant. The STTP training is not targeted towards a particular sector, but the Travelife Training and the online training offered by The Travel Foundation<sup>x</sup>, a tourism development organisation based in the United Kingdom, offers different learning streams for different sectors.

Kuoni Travel and the TUI Group, both multinational tour operators and among the largest in the world, pioneered responsible tourism practices in own operations and along the supply chain. Both are committed to improving the sustainability of their supply chain. TUI encourages hotels in its supply chain to implement credible sustainability certifications, and sets its own hotels as examples of responsible tourism good practice<sup>xi</sup>. Kuoni developed an e-learning course to train procurement and product staff to prioritise sustainability in their decisions. Furthermore, the company uses workshops and individual coaching to build the capacity of its most important suppliers in key business locations on a variety of topics. These workshops bring together various stakeholders at the destinations, fostering collaboration and building awareness and expertise among hoteliers<sup>xii</sup>.

#### **2.4.6. On-site implementation support**



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Several programmes offer businesses direct training and support that is tailor-made for their needs, an example being Egypt's Green Star Programme in which every hotel registering with the programme receives training from certified trainers towards compliance with the Green Star standard<sup>xiii</sup>.

Fair Trade in Tourism offers similar but more extensive support through a dedicated business development consultant. The support is free for prospective FTT clients and is aimed at assisting enterprises meet the FTT criteria with a view towards getting certified. Support begins after the enterprise completes an online application that provides a diagnosis of the business and guides the type of support the enterprise receives. Support that is typically required includes policy development, the development of operating procedures that relate to responsible tourism management, and in many instances support to be compliant, particularly in meeting labour legislation. Most businesses applying for support through FTT are already in some way implementing responsible tourism.

Several destinations have implemented pilot projects in responsible tourism for a variety of reasons. In South Africa, both Gauteng Tourism Authority and the City of Cape Town ran pilot projects in which tourism enterprises were supported in implementing responsible tourism management practices aligned with SANS 1162 (or elements thereof), the aim of which was to create awareness of the benefits of operating responsibly as well as provide practical information on how to do so<sup>xiv</sup>. The purpose of a pilot project in Egypt in 2008 ran along the same lines, but the objective was to test the newly developed Green Star hotel standard<sup>xv</sup>. A similar project run in Bonn was met with initial reluctance by the participating hotels, but was adopted wholeheartedly after the hotels realised their efforts resulted in financial benefits. From 2006 to 2010, 49 hotels, caterers and event locations successfully participated in Sustainable Bonn<sup>xvi</sup>.

When Hotel Energy Solutions wanted to test their online toolkit, Bonn was selected as a pilot destination. Haute Savoie in France also participated in the HES pilot, and a technical expert was allocated by HES to the participating SMMEs to provide relevant advice in regards to energy efficiency and renewable energy solutions, on the basis of the HES e-toolkit. When the pilot project ended, CCI Haute Savoie contracted the technical expert for another year to conduct energy audits in more hotels.

With the aim of improving climate change resilience, a pilot study was held in the Caribbean. The aim of the Caribbean Hotel Energy Efficiency Action Programme (CHENACT) was to understand energy



consumption patterns among hotels. Tourism enterprises benefited from the CHENACT pilot from energy audits or assessments, the introduction of energy efficient technologies, indices for benchmarking hotel energy performance and models for investing in energy efficiency. CHENACT is now in its second phase, in which participating hotels will receive technical support to facilitate access to financing instruments<sup>xvii</sup>.

#### **2.4.7. Technology roll-outs**

South African tourism enterprises have benefited from Eskom roll-outs of energy efficient appliances, the most recent being in 2011 when Eskom began a roll-out of energy saving showerheads and water restrictors at enterprises with multiple shower facilities, at no cost to approved enterprises. Existing showerheads were removed and replaced with low flow showerheads. Although over 300 organisations participated in this programme, it is unknown how many of these were from the hospitality sector<sup>xviii</sup>, nor what the related changes in energy and water use were. Tourism enterprises may well have also benefited from earlier roll-outs of compact fluorescent light bulbs, and later roll-outs of light-emitting diode (LED) lighting.

#### **2.4.8. Funding for technologies**

Funding for tourism enterprises to invest in responsible tourism is rare, and all instances of potential funding schemes are linked to energy efficiency technology or renewable energy. The NDT's Tourism Incentive Programme (TIP) is one such example, in which the installation of renewable energy sources at tourism facilities would be funded. The pilot was planned as a phased approach starting with state owned destination areas, followed by a staggered subsidy to incentivise retrofitting by private sector enterprises<sup>xix</sup>. At the date of this assignment, the project had not yet progressed into the second phase.

### **2.5. Conclusion**

This section provided clarity on the meaning of the concept responsible tourism management, and provided an overview of the various codes and guidelines that elaborate on the characteristics and requirements of RTM. Eight categories of support mechanisms that have been used in different parts of the world and in South Africa were discussed. This section fulfils the following research objectives:



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- Review the literature on the different interventions and incentives used in other countries to improve the uptake of responsible tourism management practices
- Review past and current interventions and incentives in South Africa directed at increasing the uptake of responsible tourism management practices

The next section sets out the research design and methodology.



### 3. RESEARCH DESIGN AND METHODOLOGY

The aim of this section is to provide an outline of the method that was employed for the research project, including a brief description of the research design, the population and sampling technique, the data analyses tool as well as the ethical implications of the project

#### 3.1. Research design

For the purpose of this research triangulation was selected as the most relevant research methodology. Triangulation's aim is to study the object of research in at least two ways or more (Mabunda, 2004). Sieber (1973) comments that mixed methods can assist with data collection and data analysis. Multi-method research combines qualitative and quantitative research methods in order to provide a more complete set of findings.

According to Bryman and Cramer (2011:358) quantitative research emphasizes the importance of quantifying data in collection and analysis phases, and is also grounded in positive social sciences that mainly reflect the scientific method of the natural sciences. Veal (2006:99) describes qualitative research as a method that involves highly detailed information about a few cases. Burns and Burns (2008:19), further add that qualitative data captures expressive information not conveyed in quantitative data about perceptions, values, needs, feelings, and motivations that underlie behaviours at an individual level.

Both qualitative and quantitative research methods were used in this project to investigate the views of consumers and stakeholders, and examine the adoption of responsible tourism practices within tourism businesses. Babbie & Mouton (2001) states that triangulation can be used to achieve objectivity, reliability and validity in both quantitative and qualitative research. Triangulation was therefore used in this project in order to achieve a balanced approach. Four of the five types of triangulation techniques identified by Babbie & Mouton (2001) were used in the research:

- **Data triangulation**, two or more kinds of data sources would be used, which entails gathering data through several sampling strategies so that pieces of data at different times and social situations, as well as on a variety of people, are, gathered (Guion, 2002).



- **Method triangulation**, more than one research method would be applied, for example two or more data collection methods such as the questionnaire interviews, literature study, two or more data analysis (Tredux & Durrheim, 2002).
- **Research triangulation**, the research team collaborates with other researchers during field work as well as during gathering and interpretation of data.
- **Theoretical triangulation**, the research team utilises research materials from different ideas, theories, assumptions, hypotheses and interpretation to see where data fits in.

## 3.2. Population and sampling

The population for this study consists of four main groupings – a) tourism enterprises; b) tourists; c) government institutions, trade associations and NGOs that are involved in tourism development and that have implemented responsible tourism support programmes and d) responsible tourism certification bodies.

### 3.2.1. Population

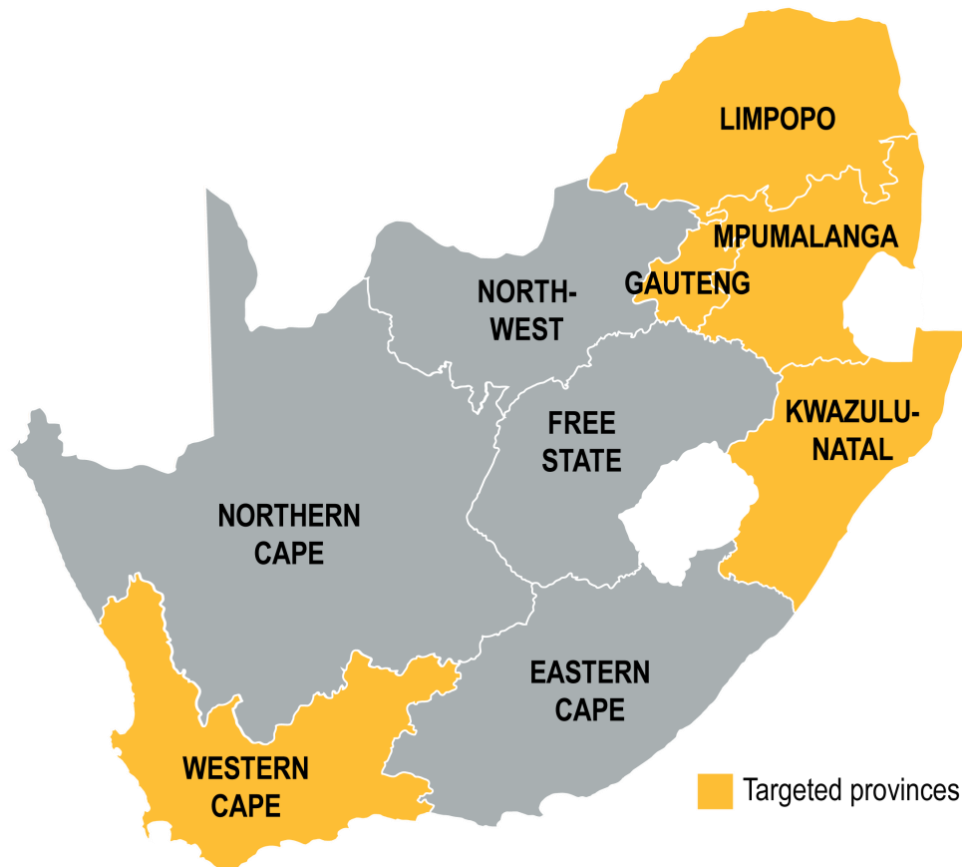
Five provinces - Limpopo, Mpumalanga, Gauteng, Western Cape and KwaZulu-Natal - indicated in yellow in Figure 1 below were selected for the research. The selection was based on the following reasons. Limpopo, Mpumalanga and Gauteng were selected on the basis of the research team having a solid working relationship with tourism officials in those provinces and thus making it possible to access the sample. Given the vast amount of work done in responsible tourism in the Western Cape and the number of certified products, it was rational to include it in the sample to extract information from tourism enterprises already advanced in implementing responsible tourism. KwaZulu-Natal was chosen because it is one of the top three best performing provinces in terms of tourism (SA Tourism, 2015:11). Gauteng has a concentration of certified products and several government and NGO support programmes have been implemented in the province. Gauteng was also selected because it was necessary to study the perspectives of tourism enterprises in an urban context.



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Figure 1: Provinces included in the research



- a) Government institutions: provincial tourism authorities and tourism marketing agencies in the five targeted provinces
- b) Certification bodies: 5 existing tourism certification schemes
- c) Tourism enterprises:

The population of tourism enterprises in the five provinces was established by collating databases of tourism authorities/ parastatals in the five provinces. The population comprised 3874 product owners from KwaZulu-Natal (2391), Mpumalanga (760), Gauteng (355), Limpopo (200) and the Western Cape (168). This population represented different sectors within tourism and hospitality industry including accommodation providers, restaurants, tour operators, travel agencies, provincial parks, car rental companies and event organisers. Essential contact details such as telephone numbers, physical addresses and email addresses were captured.



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- d) Tourists: international and domestic visitors frequenting purposively selected attractions

### 3.2.2. Sampling method

A sample is a sub-set of a larger grouping called a population, and samples are frequently studied in order to learn something of the characteristics of the population of which they are part (Clark, Riley, Wilkie & Wood 1998:76). According to Creswell (2005:359), the sample is a group of participants in the study selected from the target population, from which the researcher generalizes to the target population.

The following sampling methods were used for the four populations:

- a) Government institutions: Purposive sampling was employed, due to the fact that researchers purposively selected certain groups within the population targeted in order to attain certain relevant information as accordance to Palys, (2008).
- b) Tourism certification schemes: no sampling, all certification bodies were invited to participate
- c) Tourism enterprises: Random sampling technique was employed where all the tourism enterprises included in the provincial databases as provided by the provincial authorities were considered in order to attain the necessary information. Each tourism enterprise as provided by the provincial authorities had an equal probability of participating (The Economics Times, 2017).
- d) Tourists: random sampling at purposively selected attractions

## 3.3. Data collection

### 3.3.1. Secondary data sources

Secondary information for this research project was sourced from both published and unpublished works, including government publications; academic and trade journals; technical reports and electronic media. The research team also accessed a substantial body of information related to the research topic and objectives located in the project accounts, reports and related documentation of multi-lateral organisations and development funding and assistance organisations such as UNEP and UNWTO.





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### 3.3.2. Primary data sources

Primary data denotes data collected entirely by the researcher for use in the project being researched (Pellissier, 2007:32). The primary data for the current study was collected through the use of four different research instruments designed to extract information from the four identified groups (government institutions, responsible tourism certification bodies, tourism enterprises and tourists). The research instruments were adapted from local and international studies conducted between 2003 and 2014 by Adam, Breetzke, Cousins, and Wood, (2003), Stanford, (2006), Tshipala, (2013), Winchenbach, (2013) and Debicka, and Oniszczuk-Jastrzabek, (2014) and the literature review above. When designing these instruments, specific emphasis was also put on the SANSRT and the GSTC Criteria. Each instrument is detailed under the different phases of the research described below.

#### Phase 1A: Survey of government institutions

A survey of provincial government institutions that play a key role in tourism in the five targeted provinces was conducted. Four stakeholders per province were targeted for participation (Table 3).

**Table 3: Government institutions and trade associations surveyed**

| Position                | Organisation                                                      |
|-------------------------|-------------------------------------------------------------------|
| GAUTENG                 |                                                                   |
| Head of Department      | Economic Development (GDED)                                       |
| Chief Executive Officer | Gauteng Tourism Authority (GTA)                                   |
| Chief Executive Officer | Johannesburg Tourism Company (JTC)                                |
| Chief Executive Officer | Gauteng Growth and Development Agency (GGDA)                      |
| KWAZULU NATAL           |                                                                   |
| Head of Department      | Economic Development and Tourism                                  |
| Chief Executive Officer | Tourism KZN                                                       |
| Executive Member        | SATSA KZN                                                         |
| Chief Executive Officer | Durban Convention Bureau                                          |
| LIMPOPO                 |                                                                   |
| Head of Department      | Limpopo Department of Economic Development, Environment & Tourism |
| Chief Executive Officer | Limpopo Tourism Agency                                            |
| Chairperson             | Polokwane Tourism Association                                     |
| Chairperson             | Makgobaskloof Tourism Association                                 |
| MPUMALANGA              |                                                                   |
| Chief Executive Officer | Mpumalanga Tourism and Parks                                      |
| Chairperson             | Highveld Regional Tourism Organisation                            |
| Chairperson             | Nkangala Region                                                   |
| Chairperson             | Ehlanzeni Region                                                  |



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| Position                | Organisation                                   |
|-------------------------|------------------------------------------------|
| WESTERN CAPE            |                                                |
| Head of Department      | Department of Economic Development and Tourism |
| Chief Executive Officer | WESGRO                                         |
| Chief Executive Officer | City of Cape Town                              |
| Chairperson             | Cape Town Tourism                              |

A structured questionnaire (Annexure A) was used to survey this sample. The questionnaire contains questions linked to the four dimensions of the SANSRT, and contains four sections:

- Section A: Responsible tourism management practices within their own organisation
- Section B: Responsible tourism management practices within government
- Section C: Responsible tourism management practices within the private sector
- Section D: Support for practices

The questionnaire was a structured instrument with close-ended questions and was administered online through the Survey Monkey platform.

### **Phase 1B: Survey of responsible tourism certification bodies**

The views of certification bodies were obtained through an open, semi-structured questionnaire. This method of data collection reveals insights, perceptions and the thinking of the participants as well as their feelings. The method permits more in-depth views, comments and openness from respondents as opposed to closed-ended questions.

The respondents for this group consisted of the following certification organisations active in South Africa - Fair Trade Tourism, Heritage Environmental Certification, Green Tourism Active, Ecotourism Africa and Green Leaf. All organisations invited to participate in the research responded with completed questionnaires.

A questionnaire (Annexure B) was used to survey this sample. The survey composed of 11 questions based on the four criteria within SANSRT. It is a semi-structured instrument consisting of open-ended questions, and was designed to be used in either a face-to face or telephonic interview, or completed independently by the respondent. All respondents elected to complete the questionnaire independently.

### **Phase 2A: Survey of tourism enterprises**



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A survey of tourism product owners/enterprises was conducted. The sample comprised of accommodation establishments, restaurants, parks, travel agencies, tour operators and event organisers within the five targeted provinces. The sample also included tourism enterprises that have been beneficiaries of support programmes or are members of certification schemes.

The survey had a dual purpose:

- i. understand current levels of uptake of responsible tourism management practices; and
- ii. identify the interventions and incentives needed to ensure their long-term growth and sustainability

A quantitative questionnaire (Annexure C) was used as a tool for data collection. The questionnaire contains the following four sections:

- Section A: Product Owners Information,
- Section B: RTM within the business,
- Section C: Support for RTM received
- Section D: Support required

The questionnaire was a structured instrument with close-ended questions and was administered on-line through the Survey Monkey platform.

160 respondents participated in the survey – a response rate of 24%.

### **Phase 2B: Survey of tourists**

A survey was conducted among tourists in order to understand tourists' key drivers when choosing a holiday destination. Initially, tourists in all five provinces were meant to be sampled, however due to time constraints, only three provinces - Limpopo, Mpumalanga and the Western Cape - were sampled. Tourists were randomly selected at purposively selected attractions.

A quantitative questionnaire (Annexure D) is used as a tool for data collection. The questionnaire contains close-ended questions divided into the following five sections:

- Section A: Demographic information



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- Section B: Sustainability awareness and interest
- Section C: Responsible actions at home
- Section D: Sustainable travel
- Section E: Eco labels

Field work was conducted by tourism students enrolled at Cape Town University of Technology and by Impact Research International at various intercept sites in the provinces (See Table 5 below).. A total of 1,045 questionnaires were completed.

**Table 4: Data collection sites**

| <b>Province</b> | <b>Data collection sites</b>                                                                                       | <b>Data collector</b>              |
|-----------------|--------------------------------------------------------------------------------------------------------------------|------------------------------------|
| Gauteng         | Apartheid Museum<br>Nelson Mandela Square<br>Cradle of Human Kind<br>Gold Reef City<br>Lion & Rhino Nature Reserve | Impact Research International      |
| Limpopo         | Adventures with Elephants<br>The Cave of Hearths<br>Polokwane<br>All-days<br>Bella Bella Hot Springs               | Impact Research International      |
| Western Cape    | Kirstenbosch Botanical Gardens<br>V&A Waterfront<br>Table Mountain<br>Cape Town Stadium                            | Cape Town University of Technology |

### **Phase 3: Case study development**

According to University of Southern California. (2016) and UNSW Australia (2013), a case study is an account of an activity, event or problem that contains a real or hypothetical situation and includes the complexities one/organisation would encounter. Case studies are used to assist one to see how the complexities of real life influence decisions. In this study, two case tourism enterprises were selected for the case studies, based on the following criteria:

- Case 1: The Backpack – selected as an example of an establishment that has implemented responsible tourism management practices without any support



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- Case 2: The Lodge at Atlantic Beach – selected as an example of an establishment that has implemented responsible tourism management practices with support

The rationale behind the two scenarios is to highlight the importance of support measures and the kind of support needed. The following questions guided the development of case studies for this project:

- The establishment's responsible tourism management practices journey
- Responsible operating practices at the establishment
- Support for implementing responsible tourism
- Barriers to operating responsibly
- Support needed by the establishment
- Benefits of operating responsibly
- Lessons learnt by the establishment
- Areas in which support is needed

In developing these case studies, large hotels and operators (e.g. Tsogo Sun and Singita) were not considered due to the significant resources they have to implement responsible tourism management practices. The rationale for the selection of The Backpack and the Lodge at Atlantic Beach was to gain insight on the experience of an "average tourism business in South Africa" – the SMMEs that make up the bulk of the tourism industry and the type of business that would most benefit from support from the NDT.

### **3.4. Data analysis**

#### **a) Tourists**

The study applied a quantitative approach and analysed the data through descriptive statistics. The data was tested for validity and reliability by checking internal constancy using Cronbach alpha where 94% reliability was achieved, indicating that the questions asked what was intended and that there was no internal constancy problem. Statistica software and Microsoft Excel was used to analyse the data. The data set was captured based on codes allocated by the researcher and edited using data cleaning techniques before analysis. Data obtained from the field was coded. According to Flick



(2011:246) coding is the process of developing concepts in the context of grounded theory, and in quantitative research, this means allocating numbers to responses.

b) Certification bodies

Qualitative data was analysed through content analysis which was applied by reading the transcripts to acquire an overall understanding of content related to the aim of the study, grouping subcategories with similar events and incidents together as categories, naming each category by using content-characteristic words, and finally identifying subthemes.

### 3.5. Structure of the presentation of the results

The presentation of the findings follows the structure as indicated in Table 5 :

**Table 5: Presentation of results**

| Research conducted                                       | Presentation          | Report section                            |
|----------------------------------------------------------|-----------------------|-------------------------------------------|
| Survey of government institutions and trade associations | Quantitative findings | 4. FINDINGS – PART A: STAKEHOLDERS        |
| Survey of certification bodies                           | Qualitative findings  | 5 FINDINGS - PART B: CERTIFICATION BODIES |
| Survey of tourism enterprises                            | Quantitative findings | 6 FINDINGS – PART C: PRODUCT OWNERS       |
| Case studies                                             | Qualitative findings  | 7 FINDINGS – PART D: CASE STUDIES         |
| Survey of tourists                                       | Quantitative findings | 8 FINDINGS – PART E: TOURISTS             |

A summary and recommendations will also be provided followed by limitations of the research.



## 4. FINDINGS – PART A: STAKEHOLDERS

### 4.1. Introduction

This section of the report presents the results on the data collected from the government stakeholders for the National Department of Tourism research project on Responsible Tourism Management Practices in South Africa. The objective of the research project is to identify interventions and incentives needed to increase the number of government stakeholders that embrace responsible tourism management practices with the view to improve adherence to the National Minimum Standard for Responsible Tourism (SANS 1162:2011).

The study aimed for 20 responses from government stakeholders. Twelve stakeholders contacted participated in the research, representing a 60% response rate and meeting the targeted response rate of above 50%.

Quantitative analysis was used to analyse the collected data and descriptive statistics with frequencies and percentage is used to describe the data acquired.

Given that the respondents represent but a small percentage of government or government-funded tourism entities in South Africa, the results reported here cannot be generalised to the country as a whole.

The findings are reported in accordance with the sections of the research instrument, and as follows:

- Section A: RTM within own organisation
- Section B: RTM within government
- Section C: RTMP within the private sector
- Section D: Support for RTMP

### 4.2. RTM within stakeholder organisations

This section of the research examined responsible tourism management practices within the organisations stakeholders work for. Knowledge of the contents of key charters, guidelines and strategies



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serves a foundation for implementation, and hence stakeholder awareness of cornerstone documents was tested.

### Awareness of cornerstone documents

Table 6 shows that a strong majority (two thirds) of respondents are familiar with the key overarching tourism sector policy and strategy such as the Tourism BBEEE Charter and National Tourism Sector Strategy. However, given the status of the NTSS, the finding that a third of respondents are not familiar with the documents is a cause for concern. The finding that two thirds of respondents are familiar with the Responsible Tourism Guidelines is encouraging. Awareness of documents that pertain to a specific topic is relatively low, with significant percentages of respondents indicating not being familiar with the Framework for Universal Access in City destinations and Green House Gas Emissions Reduction Voluntary Accord (41.7% and 54.6% respectively). The finding that less than a quarter of respondents are familiar with the specifications of the national standard is a concern. It would also appear that respondents are not aware that SANS 1162:2011 is the National Standard for Responsible Tourism, as the responses regarding familiarity with the documents are dissimilar. Not entirely surprisingly, half or more of respondents are of not familiar with global documents such as the Global Code of Ethics and Global Sustainable Tourism Criteria.

**Table 6: Awareness of cornerstone documents**

|                                                          | Not familiar | Slightly familiar | Familiar |
|----------------------------------------------------------|--------------|-------------------|----------|
| Global Code of Ethics                                    | 50.00        | 8.33              | 41.67    |
| Global Sustainable Tourism Criteria                      | 58.33        | 0.00              | 41.67    |
| Tourism BBEEE Charter                                    | 25.00        | 8.33              | 66.67    |
| National Tourism Sector Strategy                         | 33.33        | 0.00              | 66.67    |
| Responsible Tourism Guidelines                           | 33.33        | 0.00              | 66.67    |
| National Responsible Tourism Strategy                    | 16.67        | 8.33              | 75.00    |
| SANS1162:2011                                            | 50.00        | 25.00             | 25.00    |
| Green House Gas Emissions Reduction Voluntary Accord     | 54.55        | 27.27             | 18.18    |
| National Standard for Responsible Tourism                | 50.00        | 33.33             | 16.67    |
| Framework for Universal Access (UA) in City destinations | 41.67        | 8.33              | 50.00    |





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**Table 7: T test results - Awareness of cornerstone documents**

|                                           | Mean | Std.Dv | N  | Std.Err | t-value | df | p     |
|-------------------------------------------|------|--------|----|---------|---------|----|-------|
| Tourism BBEEE Charter                     | 3.50 | 1.24   | 12 | 0.359   | 2.787   | 11 | 0.018 |
| National Tourism Sector Strategy          | 3.67 | 1.30   | 12 | 0.376   | 3.102   | 11 | 0.010 |
| National Responsible Tourism Strategy     | 3.58 | 1.31   | 12 | 0.379   | 2.862   | 11 | 0.015 |
| Responsible Tourism Guidelines            | 3.42 | 1.68   | 12 | 0.484   | 1.894   | 11 | 0.085 |
| Global Sustainable Tourism Criteria       | 2.50 | 1.57   | 12 | 0.452   | 0.000   | 11 | 1.000 |
| Global Code of Ethics                     | 2.58 | 1.56   | 12 | 0.452   | 0.185   | 11 | 0.857 |
| SANS1162:2011                             | 2.42 | 1.62   | 12 | 0.468   | -0.178  | 11 | 0.862 |
| GHG Emissions Reduction Accord            | 2.09 | 1.30   | 11 | 0.392   | -1.043  | 10 | 0.321 |
| National Standard for Responsible Tourism | 2.58 | 1.16   | 12 | 0.336   | 0.248   | 11 | 0.809 |
| Framework for UA in City destinations     | 2.75 | 1.42   | 12 | 0.411   | 0.609   | 11 | 0.555 |

The results shows that there is a significant difference between responses regarding Tourism BBEEE Charter, National Tourism Sector Strategy and National Responsible Tourism Strategy; the p value is less than 0.05 and the mean score of 3.50, 3.67 and 3.58 respectively is greater than 2.5 indicating that respondents are indeed familiar with these documents. The results thus shows that there is no significant difference between participant responses in relation to the remainder of the documents, in this case, the p value was greater than 0.05 and the mean score around 2.5 indicating that there is no significant difference regarding whether the participant are familiar with the documents or not.

### **Understanding of concept responsible tourism management**

To assess their understanding of the different dimensions of the concept, stakeholders were asked to indicate the extent to which they associate specific phrases with responsible tourism. These phrases are all derived from the Responsible Tourism Guidelines and National Tourism Sector Strategy. The results are presented in Table 8.

**Table 8: Associations with the term “responsible tourism management”**

|                                                                                      | Never | Usually | Often |
|--------------------------------------------------------------------------------------|-------|---------|-------|
| Greater economic benefits for local people & enhanced well-being of host communities | 0.0%  | 16.7%   | 83.3% |
| Minimising negative environmental impacts                                            | 0.0%  | 16.7%   | 83.3% |
| Improved working conditions and access to the industry                               | 0.0%  | 20.0%   | 80.0% |
| Minimising negative social impacts                                                   | 8.3%  | 16.7%   | 75.0% |
| Involving local people in decisions that affect their lives and life chances         | 0.0%  | 25.0%   | 75.0% |
| Positive contributions to the conservation of natural and cultural heritage          | 0.0%  | 27.3%   | 72.7% |
| Cultural sensitivity and respect between tourists and hosts                          | 0.0%  | 36.4%   | 63.6% |
| More enjoyable experiences for tourists                                              | 0.0%  | 45.5%   | 54.6% |
| Access for disabled people                                                           | 16.7% | 33.3%   | 50.0% |



|                                      |      |      |      |
|--------------------------------------|------|------|------|
| Minimising negative economic impacts | 0.0% | 0.0% | 0.0% |
|--------------------------------------|------|------|------|

More than two thirds or more of respondents associate reducing negative environmental and social impacts, greater economic benefits for local people and enhanced well-being of host communities, and improved working conditions and access to the industry with responsible tourism management. Two thirds drew associations with participation of local people in decisions that affect their lives and life chances and positive contributions to the conservation of natural and cultural heritage. Most of these associations relate to effects on destinations and local communities. Associations with dimensions of responsible tourism that relate to the effect on consumers and marginalised groups are less pronounced. It is interesting to note that some respondents do not link managing negative economic impacts, greater economic benefits for host communities or local participation in decision-making to RTM at all.

**Table 9: T- test results on responsible tourism management**

|                                                                                        | Mean | Std.Dv | N  | Std.Err. | t-value | df | p     |
|----------------------------------------------------------------------------------------|------|--------|----|----------|---------|----|-------|
| Minimising negative environmental impacts                                              | 4.33 | 0.78   | 12 | 0.225    | 8.158   | 11 | 0.000 |
| Minimising negative social impacts                                                     | 4.33 | 0.78   | 12 | 0.225    | 8.158   | 11 | 0.000 |
| Greater economic benefits for local people and enhanced well-being of host communities | 4.33 | 0.89   | 12 | 0.256    | 7.155   | 11 | 0.000 |
| Minimising negative economic impacts                                                   | 3.50 | 1.24   | 12 | 0.359    | 2.787   | 11 | 0.018 |
| Improved working conditions and access to the industry                                 | 4.08 | 0.67   | 12 | 0.193    | 8.204   | 11 | 0.000 |
| Involving local people in decisions that affect their lives and life chances           | 4.17 | 1.03   | 12 | 0.297    | 5.606   | 11 | 0.000 |
| Positive contributions to the conservation of natural and cultural heritage            | 4.33 | 0.89   | 12 | 0.256    | 7.155   | 11 | 0.000 |
| More enjoyable experiences for tourists                                                | 4.09 | 0.94   | 11 | 0.285    | 5.590   | 10 | 0.000 |
| Access for disabled people                                                             | 3.73 | 0.79   | 11 | 0.237    | 5.177   | 10 | 0.000 |
| Cultural sensitivity and respect between tourists and hosts                            | 4.09 | 0.83   | 11 | 0.251    | 6.348   | 10 | 0.000 |

The results shows that there was a significant difference between participants responses since the mean score is above 2.5 and p values are less than 0.05 level of significance. This implies that respondents often associate the term responsible tourism management with the various dimensions listed in Table 9.

### **Organisational policies and documents related to RTM**

Only half of the respondents indicated that the organization have an internal responsible tourism policy that guides actions towards the environment, local people and local businesses. Respondents were



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requested to identify policy or planning instruments (acts, bylaws, strategies, etc.) of the organization with explicit reference to responsible or sustainable tourism as mentioned by respondents.



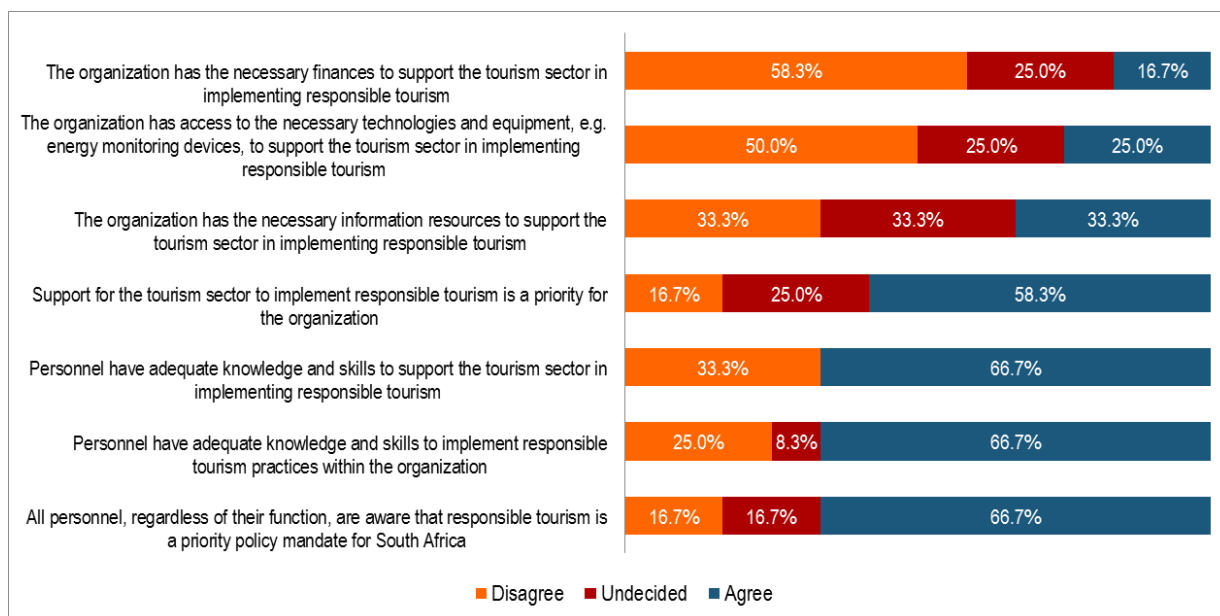
**Table 10: Policy or planning instruments of the organisation that explicitly refer to responsible/sustainable tourism**

| Document                                                  | Date      |
|-----------------------------------------------------------|-----------|
| Gauteng Responsible Tourism Manual                        | 2012      |
| Gauteng Responsible Tourism Manual                        | 2015      |
| How To Brochure - includes section on responsible tourism | 2002      |
| National Responsible Tourism Guideline                    | 2013-2017 |
| Tourism Durban Members Protocol                           | 2013-2017 |
| Tourism Strategy                                          | 2014      |
| The KwaZulu-Natal Meeting Planner Guide                   | 2015      |
| Gauteng Responsible Tourism Strategy                      | 2011      |
| National Tourism Sector Strategy                          | 2013-2017 |

### Status of RTM within organisation

Respondents' views on the level of priority attached to RTM, personnel knowledge and access to information, technological and financial resources required to support the implementation of responsible tourism practices within the organisation and the tourism sector are show in Figure 2.

**Figure 2: Status of RTM within the organisation**



Even though South Africa's apex policy and strategy documents for tourism have responsible tourism as a primary objective, only 58% of respondents indicate that support for the tourism sector to implement responsible tourism is a priority for the organization. Given the explicit policy mandate, it is also rather worrying that not all personnel are aware that responsible tourism is a priority policy mandate for South



Africa, and that only two-thirds of respondents are of the view that personnel have adequate knowledge and skills to implement responsible tourism practices within the organization. It is essential that government tourism bodies lead by example and that every staff member is aware of the actions they can take within the organisation. Respondents also believe that organisations are not adequately equipped to assist the tourism sector with implementation – although personnel are generally seen to have adequate knowledge and skills, most respondents indicated that their organization did not have the necessary finances or access to the necessary technologies and equipment. Also, only a third of respondents were convinced that the organization has the necessary information resources to support the tourism sector in implementing responsible tourism.

T-test results for this set of findings are set out in Table 46, Appendix G.

### Human resource allocation and development

The human resource capacity to support implementation of RTM in the private sector was explored in greater depth, and the results are presented in Table 11.

**Table 11: Human resource allocation for RTM**

|                                                                                                                                                        | %      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| Personnel tasked with the development and promotion of responsible tourism in the area also have other job functions described in the job descriptions | 33.33% |
| The organization has personnel whose sole function is the development and promotion of responsible tourism in the area as per their job descriptions   | 25.00% |
| None of our staff members are tasked explicitly with developing and promoting responsible tourism in their job descriptions                            | 41.67% |

As shown previously, RTM is not a priority for the organisations of respondents. It is therefore no surprise that a large percentage of respondents indicated that none of their staff members were allocated responsible tourism as a function. In a third of cases, staff members with responsibility for responsible tourism also carry out other job functions. Only a quarter of respondents indicated that the organisation had staff members whose sole function is to develop and promote responsible tourism.

Although respondents indicated that staff did not have the requisite knowledge and skills to support the private sector, most respondents stated that their organisations do not offer any training in Responsible Tourism Management to personnel.



### **In-house responsible tourism practices**

Recycling waste and managing water and energy use are often first things that spring to mind when the term “responsible tourism” is mentioned. Waste management and charitable community outreach activities are the most prevalent RT practices in the organisations represented in the survey (Table 12). However, only about a quarter of respondents indicated that operational practices or energy efficient technologies aimed at reducing energy consumption were used regularly, and a quarter stated that these were not in place at all. In light of ever increasing energy prices and periodic energy outages in South Africa, these findings are of considerable concern.

**Table 12: In-house responsible tourism practices**

|                                                                                                          | Yes    | Sometimes | No     |
|----------------------------------------------------------------------------------------------------------|--------|-----------|--------|
| Are efforts made to reduce the amount of waste produced (e.g. refusing, reusing/repurposing, recycling)? | 72.73% | 27.27%    | 0.00   |
| Does the organisation participate in charitable community development or outreach activities?            | 63.64% | 27.27%    | 9.09%  |
| Does the organisation use any energy efficient technology or equipment?                                  | 27.27% | 45.45%    | 27.27% |
| Does the organisation implement operational practices to decrease overall energy consumption?            | 27.27% | 45.45%    | 27.27% |

### **Universal accessibility**

South Africa’s tourism grading criteria applicable to private businesses include a range of mobility, audio and visual accessibility requirements (albeit voluntary). Furthermore, the country’s constitution explicitly prohibits unfair discrimination against people on the basis of disability or health status, and the 2015 White Paper on the Rights of Persons with Disabilities sets out a variety of government policy positions and actions on disability. The limited accessibility of the organisations represented in the sample, as shown in Table 13, is also of considerable concern.

**Table 13: Universal accessibility**

|                                                                                                                                                                | Yes   | Partially | No    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------|-------|
| Are the organisation’s premises accessible for people with mobility restrictions?                                                                              | 45.5% | 9.1%      | 45.5% |
| Are the organisation’s premises accessible for people with hearing restrictions?                                                                               | 18.2% | 18.2%     | 63.6% |
| Are the organisation’s premises accessible for people with visual restrictions?                                                                                | 18.2% | 63.6%     | 18.2% |
| Is information made available by the organization by the platforms that are accessible to people with sensory challenges, e.g. visual or hearing disabilities? | 0.0%  | 36.4%     | 63.6% |
| Are personnel trained in providing service to people with disabilities?                                                                                        | 27.3% |           | 72.7% |



### Criteria for procurement and funding

The 2009 Responsible Tourism Policy of the City of Cape Town identifies supply chain management (procurement) and funding as two levers of change that government can use to ‘incentivise’ private sector adoption of responsible tourism practices. It is heartening to note that some respondents stated that their organisations are using these mechanisms. However, the low percentage again reflects a previous finding that RTM is generally not prioritised.

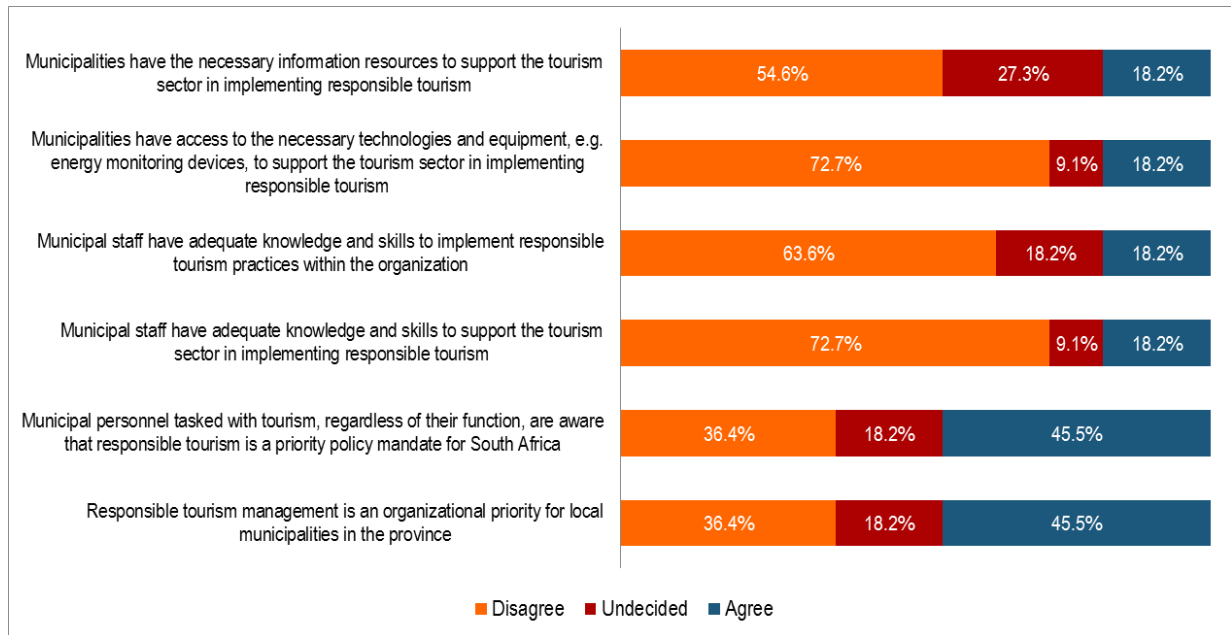
**Table 14: Procurement and funding criteria**

|                                                                                                                                                                                                                                                                                                              | Yes   | No    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-------|
| Does the organisation require providers of tourism services, e.g. accommodation, car rental, conference venues, conference organisations, transport providers, procured by the organisation to demonstrate their commitment to responsible tourism, e.g. through certification or business policy statement? | 27.3% | 72.7% |
| Does the organisation require tourism organisations receiving funding to demonstrate their commitment to responsible tourism, e.g. through certification or responsible tourism policy statement?                                                                                                            | 27.3% | 72.7% |

### 4.3. RTM within local government

The following section examines the state of RTM in municipalities, as perceived by the respondents in the stakeholder survey. Three of the eleven respondents who replied to this series of questions represented a municipality.

**Figure 3: Status of RTM in municipalities**



The preceding section reported that only 58% of respondents stated that support for the tourism sector to implement responsible tourism was a priority for their own organization, with 17.7% stating outright that it was not a priority. Figure 3 paints an even bleaker picture of the status of support for RTM in municipalities in the provinces of respondents. Less than half of respondents indicated that support for the tourism sector to implement responsible tourism was a priority for municipalities in the province. However the mean score was higher than 2.5 indicating that participants were undecided about this statement (Refer to Table 47 for t-test results). Just under two-thirds of respondents believe that municipal personnel have adequate knowledge and skills to implement responsible tourism practices within their own organizations. Most respondents also believe that municipalities are not adequately equipped to assist the tourism sector with implementation – personnel are seen not to have adequate knowledge and skills, and respondents indicated that municipalities do not have the necessary finances or access to the necessary technologies and equipment. Less than 20% of respondents were convinced that municipalities have the information resources needed to support the tourism sector in implementing responsible tourism.

T-test results for this set of findings are set out in Table 47, Appendix G.

#### 4.4. RTM within the private sector





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Stakeholder views on responsible tourism management within the private sector (including local tourism organisations) was sought, and this section presents results related to opinions on knowledge of the contents of cornerstone documents and the priority conferred on RTM.

**Table 15: Stakeholder views on private sector awareness of cornerstone documents**

|                                                            | Not familiar | Slightly familiar | Familiar |
|------------------------------------------------------------|--------------|-------------------|----------|
| Tourism BBEEE Charter                                      | 18.2%        | 9.1%              | 72.7%    |
| Green House Gas (GHG) Emissions Reduction Voluntary Accord | 9.1%         | 18.2%             | 72.7%    |
| National Tourism Sector Strategy                           | 18.2%        | 27.3%             | 54.6%    |
| Responsible Tourism Guidelines                             | 18.2%        | 36.4%             | 45.5%    |
| Framework for Universal Access in City destinations        | 40.0%        | 20.0%             | 40.0%    |
| Global Code of Ethics                                      | 36.4%        | 27.3%             | 36.4%    |
| Global Sustainable Tourism Criteria                        | 36.4%        | 27.3%             | 36.4%    |
| National Responsible Tourism Strategy                      | 18.2%        | 45.5%             | 36.4%    |
| National Standard for Responsible Tourism                  | 27.3%        | 36.4%             | 36.4%    |
| SANS1162:2011                                              | 54.6%        | 18.2%             | 27.3%    |

The majority of respondents were of the view that the private sector players are familiar with the Tourism BBEEE Charter and GHG Emissions Reduction Voluntary Accord. The BBEEE charter has direct bearing on the private sector, and hence this result is plausible. However, the result related to the latter document is surprising, given that most respondents indicated that they were personally not familiar or only slightly familiar with the document. The related p-values are 0.002 and 0.914, which explains the result in relation to the GHG accord. About half of respondents believe that private sector players are familiar with the National Tourism Sector Strategy, which raises a question on the level of insight private sector stakeholders have of the policy principles and strategies for tourism in South Africa. Again, it would also appear that respondents are not aware that SANS 1162:2011 is the National Standard for Responsible Tourism, as the responses related to the documents are dissimilar. The results shows a p value less than 0.05 for Tourism BBEEE Charter, National Tourism Sector Strategy and Responsible Tourism Guidelines and the mean score above 3, and thus meaning that the three documents are the most known by participants. The p-value for all the other documents is more than 0.05, meaning participants are not as familiar with these documents.

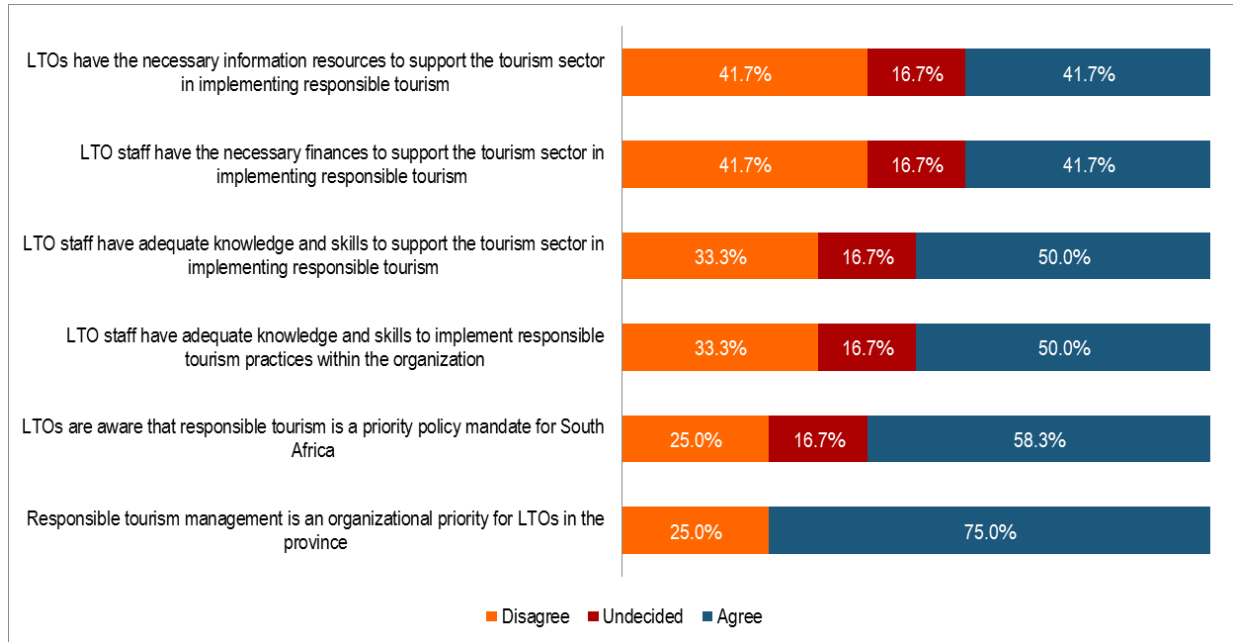


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## Status of support for RTM in LTOs

Figure 4: Status of RTM in LTOs



When asked about their views on RTM in LTOs, three quarter of respondents stated that responsible tourism management is a priority for LTOs in the province, even though only 58.3% stated outright that they agree that LTOs are aware that responsible tourism is a priority policy mandate for South Africa. Figure 3 paints an even bleaker picture of the status of support for RTM in municipalities in the provinces of respondents. Just half of respondents believe that LTO staff have adequate knowledge and skills to implement responsible tourism practices within their own organizations. Most respondents also not convinced that LTOs are adequately equipped to assist the tourism sector with implementation, with weak points in relation to the required knowledge and skills, finances and information resources needed to support the tourism sector in implementing responsible tourism.

The results show that there is a significant difference between the responses in relation to the first two statement due to the p value less than 0.05 and the mean score above 2.5 between the stakeholders, and thus meaning that RTM is a priority for LTO's in their respective provinces whilst LTO's are aware that RT is a is a priority mandate for SA. Please refer to T-test results for this set of findings are set out in Table 48, Appendix G.



### Status of RTM in tourism businesses

Stakeholder opinion on the status of RTM in tourism businesses in the province were examined. The results are presented in Table 16 and discussed below.

**Table 16: Status of RTM in tourism businesses**

|                                                                                                                             | Disagree | Undecided | Agree |
|-----------------------------------------------------------------------------------------------------------------------------|----------|-----------|-------|
| Responsible tourism is a business priority for management                                                                   | 16.7%    | 25.0%     | 58.3% |
| Tourism staff are aware that responsible tourism is a priority for South Africa                                             | 41.7%    | 25.0%     | 33.3% |
| *                                                                                                                           |          |           |       |
| Tourism businesses provide access for disabled people                                                                       | 0.0%     | 16.7%     | 83.3% |
| Tourism businesses implement waste management practices                                                                     | 8.3%     | 16.7%     | 75.0% |
| Tourism businesses contribute to community development                                                                      | 16.7%    | 8.3%      | 75.0% |
| Tourism businesses employ fair labour practices                                                                             | 8.3%     | 25.0%     | 66.7% |
| Tourism businesses implement resource efficiency measures                                                                   | 25.0%    | 25.0%     | 50.0% |
| Tourism businesses make a point of buying from local small businesses                                                       | 16.7%    | 33.3%     | 50.0% |
| Businesses have the necessary finances to implement RTMP                                                                    | 33.3%    | 33.3%     | 33.3% |
| Businesses have the necessary information resources implement RTMP *                                                        | 25.0%    | 50.0%     | 25.0% |
| Personnel have adequate knowledge and skills to implement RTMP *                                                            | 25.0%    | 50.0%     | 25.0% |
| Businesses have the necessary equipment or technologies to support RTMP                                                     | 33.3%    | 33.3%     | 33.3% |
| *                                                                                                                           |          |           |       |
| Progress made with the implementation of responsible tourism practices in tourism businesses in your area is satisfactory * | 41.7%    | 41.7%     | 16.7% |

\*  $p$  value > 0.05, mean score > 2.5

Although just over half of respondents stated that responsible tourism is a priority for the management of tourism businesses, two thirds were not convinced that the staff of tourism businesses knew that South African tourism policy deem this to be a priority. In relation to specific RTM practices, three-thirds or more indicated that tourism businesses provide access for disabled people, implement waste management practices and contribute to community development. Only half could state with certainty that tourism businesses implement resource efficiency measures and make a point of buying from local small businesses, and that tourism businesses employ fair labour practices. Most could not state with full conviction that tourism businesses have the necessary finances, information resources, or knowledge or skills to implement RTMP. Despite relatively positive views on the uptake of specific practices, such as waste management, the vast majority of respondents indicated either that progress in relation to responsible tourism practices in tourism businesses in the area is not satisfactory or were undecided whether it was. Table 16 and Table 49 show statements with  $p$  values greater than 0.05 and mean scores above 2.5. This means that there is significant difference between participant responses and that most

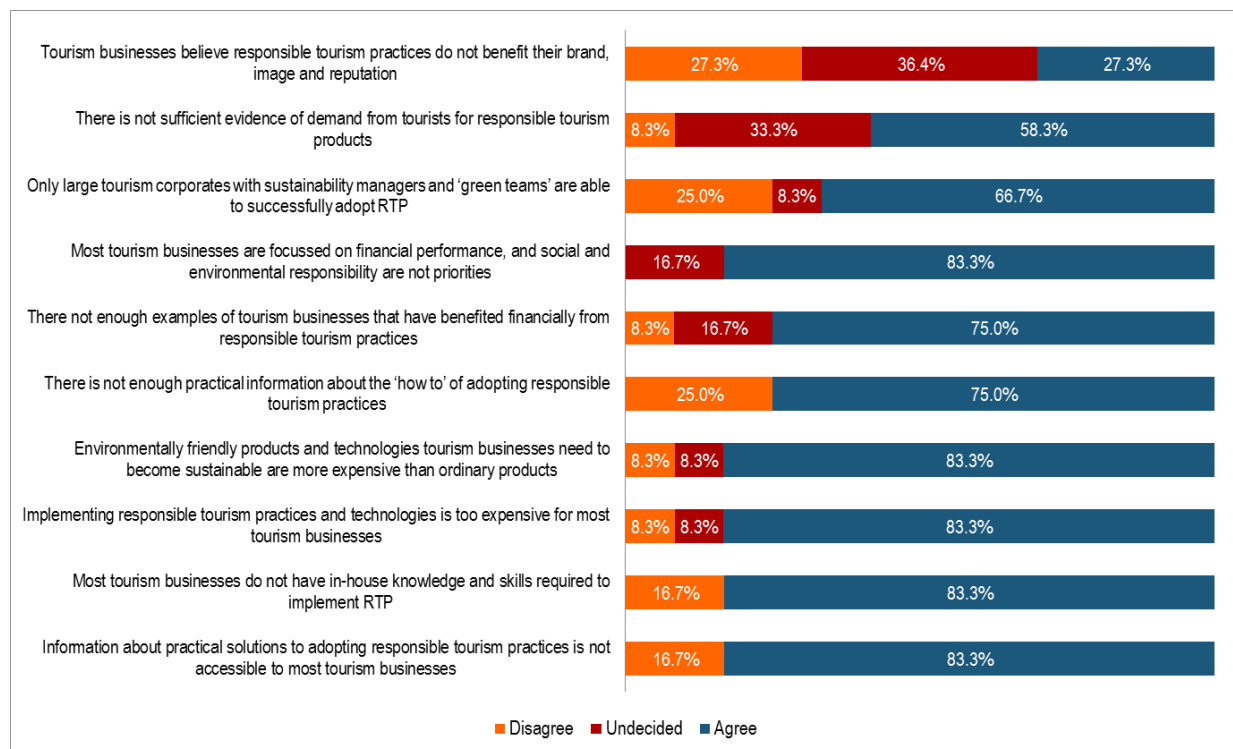


respondents were not convinced that the staff of tourism businesses knew that South African tourism policy deem this to be a priority.

### Barriers to RTM in tourism businesses

Stakeholder views on a range of potential barriers to the take up of RTM in tourism businesses were explored. Figure 5 lists the barriers and presents respondent responses.

**Figure 5: Barriers to RTM in tourism businesses**



A large majority (75 – 83.3%) of respondents agree on the following barriers:

- availability of and easy access to practical information and solutions on the 'how to' of responsible tourism practices and the associated financial benefits
- prohibitive costs of implementation, products and technologies
- insufficient in-house knowledge and skills and the perceived need to be a large tourism corporates with sustainability managers and 'green teams'

Most respondents (83.3%) stated that tourism businesses focused on financial performance and not social and environmental responsibility, contradicting the statement that responsible tourism is a priority



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for tourism businesses, as discussed on page 26 (Table 16: Status of RTM in tourism businesses). A small majority deemed a lack of evidence on demand for responsible products to be a barrier. However, only about a quarter could state unequivocally that a lack of positive brand impact and business reputation is a hindrance.

The results shows that for all statements there is a significant difference between the responses, with p value less than 0.05 and mean score above 2.5. This means that there is a significant difference between respondents who agree and disagree that the specified barrier exists. The mean score indicate that majority agree that the listed barrier is a reality for tourism businesses.

### **Support mechanisms and/or incentives for RTM**

Building on the questions related to barriers, stakeholders were requested to offer their view on the potential usefulness of a range of possible support mechanisms or incentives.



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Table 17 ranks the options in order of the perceived utility. The top five support mechanisms/incentives selected by respondents fall into two broad categories, i.e. hands-on and practical information and solutions and funding for technologies. This corresponds with the principal barriers to implementation discussed above.

The t test results shows that there is a significant difference between respondents, due to p value less than 0.05 and mean score above 2.5. This means that there is a significant difference between respondents who agree and disagree about the usefulness of a specified incentive or support measure.



**Table 17: Views on utility of support mechanisms and/or incentives for RTM**

|    |                                                                                                                                                                                                     | Not useful | Somewhat useful | Useful |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------------|--------|
| 1  | Implementation workshops providing detailed information about practical solutions and tools to implement responsible operating practices in general (i.e. not necessarily aligned to SANS1162:2011) | 0          | 8.3             | 91.7   |
| 2  | Database of suppliers providing products and services related to responsible tourism practices e.g. environmentally friendly cleaning materials, guest amenities, printing services                 | 0          | 8.3             | 91.7   |
| 3  | Funding to implement resource efficiency technology, e.g. solar panels, energy meters                                                                                                               | 0          | 8.3             | 91.7   |
| 4  | 'How-to' working sessions with businesses already practicing responsible tourism                                                                                                                    | 0          | 8.3             | 91.7   |
| 5  | Awareness workshops providing introductory information about the principles and benefits of responsible tourism management practices                                                                | 8.3        | 0               | 91.7   |
| 6  | In-depth implementation workshops - providing detailed information about practical solutions and tools to implement responsible operating practices to meet the requirements of SANS1162:2011       | 8.3        | 8.3             | 83.3   |
| 7  | On-line information tools, e.g. websites, self-assessment, manuals, handbooks, case studies, videos                                                                                                 | 0          | 16.7            | 83.3   |
| 8  | On-site training for staff                                                                                                                                                                          | 0          | 16.7            | 83.3   |
| 9  | Printed publications, e.g. manuals, handbooks, guidelines                                                                                                                                           | 8.3        | 8.3             | 83.3   |
| 10 | Conferences or seminars with case studies or examples of businesses implementing responsible tourism                                                                                                | 8.3        | 8.3             | 83.3   |
| 11 | Recognition for responsible tourism practices through a category in area tourism awards                                                                                                             | 0          | 16.7            | 83.3   |
| 12 | Recognition in marketing of the area e.g. preferential profiling that distinguishes the business from others without proven commitment to operating responsibly                                     | 0          | 18.2            | 81.8   |
| 13 | Allocation of technical expertise to provide on-site assistance to tourism business, e.g. energy audits, responsible tourism audits, on-site staff training                                         | 9.1        | 9.1             | 81.8   |
| 14 | On-line (digital) training for staff                                                                                                                                                                | 0          | 25              | 75     |
| 15 | Rebates or discounts on membership fees for tourism organisations                                                                                                                                   | 8.3        | 16.7            | 75     |

Respondents were requested to provide information on support for responsible tourism management practices offered by their organisations; these results are presented next.

#### **4.5. Support for RTM**

Table 13 lists a range of mechanism that could be used to incentives or support tourism businesses to adopt RTM, most of which were deemed to be potentially useful to tourism businesses to overcome identified barriers. However, only a third of organisations had already provided support or incentives, and half did not plan to offer any support or incentives.



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**Table 18: Actual or planned support and/or incentives for RTM**

|                                                                                              | %    |
|----------------------------------------------------------------------------------------------|------|
| Yes, the organization has provided incentives and support in past or current financial years | 33.3 |
| Yes, the organization intends to provide incentives and support in future financial years    | 16.7 |
| No                                                                                           | 50.0 |

**Table 19: Types of support mechanisms and/or incentives provided or planned \***

|                                                                                                                                                                                                            | Planned for<br>FY 2017/18 | Planned for<br>current fiscal<br>year<br>2016/17 | Provided<br>during<br>current fiscal<br>year<br>2016/17 | Provided<br>during FY<br>2012/13 -<br>2015/16 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|--------------------------------------------------|---------------------------------------------------------|-----------------------------------------------|
| 5 Awareness workshops providing introductory/basic information only about the principles and benefits of responsible tourism management practices                                                          | 50.0%                     | 0.0%                                             | 16.7%                                                   | 33.3%                                         |
| 1 Implementation workshops providing detailed information about practical solutions and tools to put into place responsible operating practices in general (i.e. not necessarily aligned to SANS1162:2011) | 30.00                     | 60.00                                            | 0.00                                                    | 10.00                                         |
| 6 In-depth implementation workshops: detailed information about practical solutions and tools to implement responsible operating practices to meet the requirements of SANS1162:2011                       | 20.00                     | 60.00                                            | 0.00                                                    | 20.00                                         |
| 9 Printed publications, e.g. manuals, handbooks, guidelines                                                                                                                                                | 0.00                      | 0.00                                             | 25.00                                                   | 75.00                                         |
| 7 On-line information tools, e.g. websites, self-assessment surveys, manuals, handbooks, case studies, videos                                                                                              | 20.00                     | 0.00                                             | 20.00                                                   | 60.00                                         |
| 8 On-site training for staff in tourism businesses to demonstrate responsible tourism practices                                                                                                            | 40.00                     | 20.00                                            | 20.00                                                   | 20.00                                         |
| 13 Allocation of technical expertise (e.g. consultants, graduate students) to provide on-site assistance to tourism business, e.g. energy audits, responsible tourism audits, on-site staff training       | 40.00                     | 0.00                                             | 0.00                                                    | 60.00                                         |
| 10 Conferences or seminars with case studies or examples of businesses implementing responsible tourism                                                                                                    | 33.33                     | 0.00                                             | 33.33                                                   | 33.33                                         |
| 11 A category in our tourism awards recognizes achievement in responsible tourism practices                                                                                                                | 37.50                     | 0.00                                             | 25.00                                                   | 37.50                                         |
| 3 Funding to implement resource efficiency technology, e.g. solar panels, energy meters                                                                                                                    | 33.33                     | 0.00                                             | 0.00                                                    | 66.67                                         |

\* Please note a low number of respondents

A range of support mechanisms have been offered or are in pipeline. However, the majority of respondents stated that their organisations did not monitor the outcomes achieved through the support to ensure that the desired effects were attained and to inform planning of future support.



**Table 20: Monitoring of outcomes of support**

|                                                                                                                                       | Yes   | No    |
|---------------------------------------------------------------------------------------------------------------------------------------|-------|-------|
| Does your organisation monitor whether support provided to tourism businesses achieved the intended outcomes as a standard procedure? | 36.4% | 63.6% |

Half of respondents claimed that their organisation provides preferential marketing support for tourism businesses that have demonstrated a commitment to responsible tourism. Table 21 presents the mechanisms and the prevalence of their use.

**Table 21: Market access and marketing support actions for responsible operators**

|                                                                                                                                                 | %    |
|-------------------------------------------------------------------------------------------------------------------------------------------------|------|
| Trade shows: responsible businesses selected preferentially for financial/other support to attend trade shows                                   | 41.7 |
| Printed marketing collateral (brochures, visitor guides, itineraries, etc.) – icon or symbol identifying business as responsible operator       | 41.7 |
| Digital marketing platforms (websites, apps) - icon or symbol identifying business as responsible operator                                      | 25.0 |
| Trade familiarization trips - responsible businesses selected preferentially for inclusion in itineraries                                       | 25.0 |
| Media relations - set of profiles or stories of responsible tourism experiences businesses selected preferentially for inclusion in itineraries | 25.0 |
| Printed marketing collateral: dedicated section/publication profiling responsible businesses                                                    | 16.7 |
| Media relations - responsible businesses selected preferentially for inclusion in itineraries                                                   | 16.7 |
| Digital marketing platforms – dedicated section profiling responsible businesses                                                                | 8.3  |

## 4.6. Conclusion

The section above details the results of the survey of government and government-funded entities to identify the interventions and incentives they feel is needed to increase the number of organisations and enterprises that embrace responsible tourism management practices. This includes a description of stakeholders’ knowledge of cornerstone documents related to RTM, and the state of RTM within the stakeholder organisations themselves. It also describes stakeholders’ views on the state of RTM within municipalities and the private sector, and subsequently lists a range of incentives or support that stakeholders deem potentially useful for tourism enterprises to overcome barriers to adopting RTM.

The key findings are summarised below:

### Comprehension of RT

- Relatively balanced understanding of RT, with somewhat stronger associations with the socio-cultural and environmental parts than the economic part



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- RT associated with benefits for local communities and staff, and not with more enjoyable experiences for tourists
- Low level of association of universal access with RT

### Awareness of cornerstone documents

- strong majority, but not all, of respondents familiar with the key overarching tourism sector policy and strategy, e.g. National Tourism Sector Strategy, Tourism BBEEE Charter
- Low level of familiarity with the contents of the SANSRT
- lack of recognition of technical designation of the SANSRT

### RT policy

- Low prevalence of internal RT policy statements

### Status of RTM

- Support for RTM is not a priority in public sector tourism organisations
- Limited conviction that RTM is a priority for private sector
- Personnel knowledge and skills to implement responsible tourism practices within the organization or support private sector uptake inadequate
- Insufficient information, technical and financial resources to assist the private sector

### RT practices within organization

- Limited uptake of resource efficiency practices and technologies
- Significant deficiency in universal accessibility

### Staff development in relation to RTM

- Most organisations do not offer RTM training for staff
- Most organisations do not train staff to provide service to people with disabilities

### Procurement and funding

- RT practices/commitments of suppliers generally not considered in procurement processes
- RT practices/commitments of applicants generally part of funding evaluation criteria

### Perceived barriers to implementation in the private sector

- availability of and easy access to practical information and solutions on the 'how to' of responsible tourism practices and the associated financial benefits
- prohibitive costs of implementation, products and technologies



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- insufficient in-house knowledge and skills and the perceived need to be a large tourism corporates with sustainability managers and 'green teams'

#### Support mechanisms and/or incentives for RTM

- two broad categories, i.e. hands-on and practical information and solutions and funding for technologies identified as of value for tourism enterprises
- despite clear need for support, public sector organisations either had not offered any support in the past and were not planning to offer support either

#### Preferential marketing support

- some preferential marketing support for tourism businesses that have demonstrated a commitment to responsible tourism, however the mechanisms are not those preferred by tourism enterprises

The following section presents the findings of the survey of certification bodies, a grouping well-positioned to identify the challenges that prevent compliance to the national responsible tourism standards.



## 5. FINDINGS - PART B: CERTIFICATION BODIES

This section of the report presents the findings the certification bodies. The qualitative questionnaire was initially meant for a face-face interview. However, due to time constrains, it was then sent to five certification bodies who then had time to answer the questions in writing. The primary goal of this study was to identify challenges that prevent compliance to the national responsible tourism standards and thus, information from these 5 organisations which are advocates of sustainability was necessary. A total of 5 certification bodies were approached, and 5 participated in the research.

The data received was analysed through content analysis procedures. Content analysis involved reading the transcripts to acquire an overall understanding of the content in relation to the aim of the study. This was followed by grouping of subcategories of similar events and incidents into categories and naming of each category with content-characteristic words. The eight categories or themes identified are competitive advantage; South Africa's national standard; average tourism business, barriers; hindrances and solutions; certification; support; implementation and business audit. Sub themes identified under each category are presented in Table 22 below.

**Table 22: Themes and subthemes**

| Categories                            | Subthemes                                                                                                                                                        |
|---------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| A. Competitive advantage              | a) Promote<br>b) Business benefits<br>c) Changing consumer preferences<br>c) Market advantage<br>d) Awareness                                                    |
| B. South Africa's national standard   | a) Sad<br>b) Voluntary<br>c) Advocate<br>d) Integration<br>e) Apathy                                                                                             |
| C. Average tourism business           | a) Lack of awareness<br>b) Not mandatory                                                                                                                         |
| D. Barriers, hindrances and solutions | a) Insufficient "know-how"<br>b) Perceived cost of compliance<br>c) Perceived lack of demand<br>d) Inadequate government support<br>e) Incentives and regulation |



| Categories          | Subthemes                                                                                                                                |
|---------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| E. Certification    | a) Credible validation<br>b) Implementation as proof                                                                                     |
| F. Industry support | a) Recognition<br>b) Education<br>c) Subsidise<br>c) Promote                                                                             |
| G. Government role  | a) Awareness<br>b) Compliance monitoring<br>c) Work in partnership with private sector<br>c) Set conditions for support<br>d) Incentives |
| H. Business Audit   | Business Audit                                                                                                                           |

### 5.1. Role of responsible tourism practices in South Africa’s future success as a tourism destination: a competitive edge

Respondents were asked if they think widespread uptake of responsible tourism practices in the sector is necessary for South Africa’s future success as a tourism destination. All 5 (100%) respondents believe that widespread uptake of responsible tourism practices in the sector is necessary for South Africa’s future success as a tourism destination. The principal theme identified from respondents’ responses is competitive advantage. The five subthemes are: promote, business benefits, changing consumer preferences, market advantage and awareness.

**a) Promotion** - respondents indicated that the rest of the world is way ahead of South Africa on this front and tourists are demanding more and more that tourism destinations have responsible tourism practices. As such, responsible tourism should be promoted within the sector as Tourism Act No. 3 of 2014. Respondent 3 said” *One of the objectives of the Tourism Act No. 3 of 2014 is to promote responsible tourism within the sector*”

**b) Business benefits** – Respondent 2 indicated that the widespread uptake of responsible tourism practices will make business sense as responsible business practice can improve operating efficiency, reduce instances of non-compliance to certain laws and regulations, and improve client/public perceptions of the tourism industry. Economic and social benefits are extended to local communities and there are many environmental benefits especially when organisations take actions that move beyond the



requirements intended in the South African National Minimum Standard of Responsible Tourism (SANSRT).

Respondent 3 stated that, "Responsible business practices can improve operating efficiency and reduce instances of non-compliance to certain laws and regulations as well as improve client/public perceptions of the tourism industry, economic and social benefits".

**c) Consumer preferences** - Respondents indicated that widespread uptake of responsible tourism practices is necessary for the creation of a sustainable environment. One respondent stated that the modern, global traveller is looking to leave a positive imprint wherever they visit. Contemporary travellers are more conscious of the impact they have when they visit a destination. With the increased information and awareness on climate change and fair labour practices, travellers are more sensitive to such issues and therefore do not want to be seen to be adding to this phenomena.

"With all this said, sustainability plays a vital role in ensuring that the natural and cultural assets of communities / countries are looked after and can be enjoyed for many more years to come. This will essentially contribute the creation of a sustainable environment. Obviously, South Africa wants to tap into this new category of traveller, our tourism industry will need to provide a tourism industry that is equally sensitive to these issues" (Respondent 4)

**d) Market advantage:** Respondents (100%) indicated that when the tourism industry is responsible more tourists we can be attracted to our country

**e) Awareness:** Respondents (100%) indicated that awareness is an important factor for responsible business practice in this industry.

"Without greater awareness of the need for responsible business practice in this industry, we cannot hope to compete globally and to attract the increasingly aware tourist to this country". (Respondent 5)

## **5.2. Client awareness of South Africa's national standard for responsible tourism**

Respondents were asked for their opinions on how familiar their clients are with South Africa's national standard for responsible tourism. Of the 5 respondents, 2 of 5 (40%) indicated that their clients are very



familiar, while another 2 of 5 (40%) not familiar and 1 of 5 (20%) indicated that no one really bothers. While the main category to look at is the South Africa's national standard, the subthemes that were mentioned by respondents, are voluntary, advertised, and recommendations.

### 5.2.1. B. South Africa's national standard

**a) Sad & b) Voluntary** - Respondents who indicated that their clients are not familiar with South Africa's national standard for responsible tourism stated that it is sad that this is the case. In their view, the main weakness of the SANSRT is its voluntary nature and that adherence is hence not required by law, in public sector procurement processes or associated with tax benefits. The SANSRT also competes with other internationally recognised voluntary standards that clients favour as many are multinational organisations. Also, none of the existing certification bodies are accredited as compliant with the SANSRT.

**c) Advocacy and d) Integration** - Respondents who indicated that their clients are very familiar with South Africa's national standard indicated the importance of creating awareness to make the standard known and prevent confusion and to integrate the SANSRT into the existing certification schemes.

"Most of the clients have forgotten that the country has a minimum standard for responsible tourism as it was not effectively advertised and advocated, thus leaving a lot of people in the travel trade unaware its existence. Often, when we have meetings with clients to help them through our process they are sometimes surprised by what is required. In 2011 when the standard was introduced many travel trade individuals got to hear about the Standard and how it would be implemented. Currently there is confusion on the SANS 1162:2011 standard" Respondent 3

**e) Apathy** - Respondents suggested that no one really bothers to inform themselves of the content of the SANSRT and the associated implementation guidelines.

### 5.3. Awareness of SANSRT amongst 'average tourism business'

Four of five respondents indicated that the average tourism business is not familiar with the SANSRT, and pointed to the non-mandatory status of the SANSRT and restricted access to information about the requirements of the standard as the main reasons for the lack of awareness.



### 5.3.1. C. Average tourism business

a) **Lack of awareness** – The lone respondent who indicated that tourism businesses are familiar with the SANSRT voiced the concern that despite this, there is still lack of follow-through at national level, the industry has become bored with the talk and this is damaging the concept and the intention of the standard. The remainder of the respondents indicated that most tourism businesses are not familiar with SANSRT, due its voluntary nature, a lack of wide-spread promotion of the standard within the sector, and difficulty in accessing the standard given that it has to be purchased from the SABS. One respondent also indicated that businesses think that adherence to SANSRT is difficult to achieve, and are not aware that many simple, inexpensive changes can be made to align with the requirements of the standard.

b) **Not mandatory** - Another challenge is due to the fact that, it is not a mandatory standard to which the industry has to comply so is largely ignored. There are also no SANAS accredited certification bodies.

## 5.4. Uptake of responsible tourism management practices in the tourism sector

All 5 respondents indicated that the uptake of responsible tourism management practices within the tourism sector is not satisfactory. Respondents cited lack of knowledge, Challenges, Barriers & Hindrances, poor participation and Incentivise, implementation and encourage as reasons.

### 5.4.1. D. Barriers and hindrances

#### a) Insufficient “know-how”

Respondents indicated that reason for a not satisfactory uptake of responsible tourism management practices, is due to insufficient awareness of the SANSRT and lack of knowledge of easy, low cost practices. “Not enough is being done, when discussing responsible tourism management practices in the industry there are of course many great leaders however the majority are still not knowledgeable enough and whilst they are aware they should be doing something they either don’t know where to start, are worried about costs or have put the matter to the side” (Respondent 1). Information documenting the experience of role models can demonstrate the benefits of responsible tourism, and help to create understanding of the process, reasons, and necessity. Without a strong cadre of champions and models of this way of doing business, the lack of awareness leads to the slow uptake in the wider industry. The





dearth of information about the practices of different types and sizes of tourism businesses contribute to insufficient understanding about responsible tourism and the perception that it that it is something that can only be done by huge tourism organisations. Adoption of environmental practices is perceived as more problematic, as social and economic arenas benefit from other government regulations such as BBBEE.

#### **b) Perceived cost of compliance**

Respondents indicated that many tourism businesses view responsible tourism as costly and potentially disruptive. The perceived cost of implementing responsible practices often causes business to shy away from becoming responsible. The potential cost is seen as two-fold: financial and time. Some businesses are apprehensive about having to draft new company policies (or amending existing ones) and that the new policies might “disrupt” how the business has been operating. As most tourism businesses are small enterprises with limited resources, they are almost always wary of taking up new/different practices as they anticipate the cost implications.

#### **c) Perceived lack of demand**

There is less pressure from the public to implement responsible business practices particularly in South Africa where price and quality are still the most important factors when choosing a destination/accommodation.

#### **d) Inadequate government support**

Respondents indicated that the lack of a strong stance by government in relation to the importance of responsible tourism as a mandate derived from its policy and strategy documents, is a significant barrier. Respondents felt that unless the NDT and SA Tourism became fervent advocates of responsible tourism and drew a ‘line in the sand’, halting marketing, supporting or encouraging of businesses that do not certify to the National Standard, mixed messages being received by businesses will continue to undermine uptake. They were of the view that the NDT should look inward to analyse weaknesses in the processes of launching and creating acceptance of the SANSRT, and should support and recognise private initiatives that are already in place and working.

#### **e) Incentives and regulation**



Responsible tourism management practices should be made compulsory by the tourism authorities in the country and they should give incentives to businesses that comply with responsible tourism practices, this will encourage more businesses to participate. The inability of the NDT to incentivise, implement or encourage more businesses to commit to the standard or to RT in general has undermined the potential. Respondents also indicated difficulty in spending time, money and effort on something that is not a mandatory requirement, thus it is too easy to enter the sector and start a tourism business with very few statutory requirements. Respondents feel that if there is a push from government for businesses to operate in a responsible manner then the private sector will definitely follow.

## 5.5. Certification as a proof of sustainability

Three of five respondents were of the opinion that certification is the only way in which a tourism business can demonstrate its commitment to sustainability; while one of five indicated that it is not the only way.

### 5.5.1. E. Certification

Certification is associated with two contrasting positions: certification as credible validation versus implementation as proof.

**a) Credible validation** – Certification was generally seen as an objective and credible means of verifying the sustainability claims of tourism businesses, avoiding false claims and green washing. However, concerns about the robustness of some certification procedures were raised. Respondents felt that certification was needed for tourists to know that a tourism business operates sustainably.

**a) Implementation as proof** – Respondents that indicated that certification is not the only way in which a tourism business can demonstrate its commitment to sustainability, saw certification as following on robust implementation of sustainability practices. Respondents also indicated that responsible tourism is a lifestyle, i.e. it is something that is ingrained in the culture of an organisation, and will present itself in the way a business conduct its operations: food preparation, procurement, waste handling etc. – rendering labelling as the ‘cherry on top’ rather than the only proof of implementation.

## 5.6. Agents responsible for driving adoption of responsible operating practices



All five respondents indicated that government and government-funded entities have a key role to play, with the National Department of Tourism (NDT) as central actor in driving the adoption of responsible operating practices in the tourism sector. Respondents were also clear that multiple stakeholders should be involved, and that this should be done in a spirit of co-operation and partnership. The following role-players were named:

- all three spheres of government involved in tourism i.e. the NDT, SAT, provincial government and municipalities
- government and quasi-government organizations such as the provincial and national tourism bureaus
- NDT- in conjunction with qualified, experienced independent labels.

## 5.7. Role of tourism associations

Respondents indicated that tourism sector associations should support their members to implement responsible operating practices through education, providing a business case and assisting in regulation.

### 5.7.1. F. Industry support

Respondents indicated that to support their members to implement responsible operating practices, tourism sector associations should:

**a) Educate** – Respondents indicated that educating members is important. Thus tourism sector associations should educate their members, running workshops to raise awareness and advising them of the resources available to support implementation of responsible operating practices

**b) Provide a business case** – Respondent suggested that tourism sector associations should

- Subsidise the costs of joining certification schemes
- Highlight the potential increase in revenue for tourism businesses by operating responsibly

**c) Assist in regulation**

Two respondents indicated that without regulation, actions taken associations would have limited effect. Respondent was of the opinion that businesses in South Africa should be forced to take up responsible



tourism practices. This is because businesses in SA traditionally focus on minimizing costs and maximizing profits with little serious regard to the long term sustainability.

“Government has the responsibility of promoting the responsible tourism as mandated in the Tourism Act No.3 of 2014. Section 7 of the act also gives the Minister the authority, through a consultative process, to introduce norms and standards such as the SANMRST. Tourism associations thereby can enforce and promote the regulations that government puts in place in order to drive responsible tourism practices” (Respondent 4)

One respondent were of the view that associations should also be supported and compelled to take responsible tourism seriously. Respondent indicated that all industry associations in Cape Town committed to RT in 1996 when they signed the Cape Town Responsible Tourism Charter, but without recognition and support – even encouragement by the NDT, there is no reason to actually do anything about it. Make active support by associations and industry bodies a prerequisite for recognition by Government.

## **5.8. Role of government and government-funded entities**

Respondents repeated responses to preceding questions, and emphasised creating awareness, compliance monitoring, working in partnership with the private sector, conditional support, financial and marketing incentives, as meaningful interventions that would support the implementation of responsible operating practices in tourism businesses.

### **5.8.1. Government support**

**a) Awareness creation** – provide information on cost effective ways of implementing responsible operating practices

**b) Compliance monitoring** – Respondent is of the opinion that tourism businesses should be required to submit detailed management plans to support their applications to enter the tourism business sector, and then should be strictly limited to their core business, monitored and penalized heavily for any poor practice and infringements.



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**c) Work in partnership with the private sector** - Recognise existing RT initiatives, certifications and programmes and encourage participation by industry.

“Even though certification has been an active part of our industry for the past twelve years, Government have never supported or recognised any of the initiatives – preferring rather to duplicate and replace them with half-baked attempts to create parallel structures or SOE’s that do not work. Stop duplicating and work together. SA Tourism should stop trying to incorporate the National Standard into an already precarious Star Grading system because the reason for practicing RT will be lost. Rather, make recognition of RT compliance through an independent, recognised certification or management label a prerequisite for grading. The industry only supports grading because of its marketing and branding potential, and by making RT an entry step for grading, both objectives of government can be met. There is a very real and unrealistic fear by the NDT that the private sector (existing labels) is going to make money from the implementation and management of the RT standard. That is precisely why it will work, because there is an incentive to do so, and unless the Government stop trying to offer certification for nothing (such as incorporating RT in the Grading standard), any attempt to get the National Standard working will fail. Let businesses pay for their certification – and the process of becoming Responsible, and they will appreciate and support the process – give it for nothing and they will only pay lip-service”.

Respondent 5

**d) Financial and other incentives** - marketing and operational support, incentives and funding based on the extent to which the industry support and apply the certification standard.

**e) Set conditions for support** – Respondents felt that government should not provide support for uncertified businesses, thus restricting the ability of uncertified products to market themselves on official platforms at trade shows. Instead government should provide marketing and promotional campaigns for certified products to encourage uptake of responsible tourism practices and certification.

“Make certification or independently verified compliance to the RT standard a pre-requisite for grading! Stop recognition of businesses that self-proclaim their performance. Why for example, does the Department (and SA Tourism) award businesses that are not part of recognised and independent RT labels? Unless the NDT is prepared to support existing programmes and stop recognising the PR efforts



of some clearly irresponsible companies, there will be no point in supporting the National Standard” (Respondent 5)

“Talk of incentives and the need for RT have been going around for eight years – and still nothing has been done. The DoT has clearly lost the ‘plot’ and will not listen to suggestions and solutions that have been submitted repeatedly over the years. Political correctness in their thinking is throttling their ability to get the process moving and there seems to be a higher consideration against offending anyone in the industry than in making RT a priority. The time has come to decide whether being a responsible destination is a nice to have or a strategic imperative for the country. While the Department vacillates, the labels that have driven the process since 2006 battle to survive as more and more industry players change their focus and ignore the National Standard and sustainability in general. Show leadership and make a decision”. Respondent 5

#### **5.8.2. Audit of own operating practices**

Four of five respondents stated that they had undertaken a responsible business audit of its own operating practices. However, only one of the entities disclosed the standard against which they were assessed and whether the process entailed external verification (i.e. accreditation).

#### **5.8.3. H. Business audit**

- Continuous internal audits on their responsible business practices against standards and best practices that are beyond the minimum requirements
- Work in association with Ecotourism Australia, accredited<sup>xx</sup> by the Global Sustainable Tourism Council, so they audit all the operations on an ongoing basis to ensure we maintain the standards and integrity of their reputation
- Done as part of our annual business practice review.

The respondent representing the organisation that has never undertaken a responsible business audit of its own operating practices indicated having tried to get accredited by SANAS, finding it the cost too high and the projected buy-in by tourism businesses too low to warrant the cost. The audit was to accredit the organisation as an auditor against SANS 1162:2011.



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## 5.9. Conclusion

Certification bodies have close working relationships with enterprises implementing RTM and are well-positioned to respond to a survey on the interventions and identify needed to improve adoption of responsible tourism management practices. The section above examines the results of the survey in which certification bodes identify the contribution of responsible tourism as to the competitiveness of South Africa as a tourism destination, awareness and attitudes towards RTM among enterprises, the challenges enterprises face in operating responsibly and being compliant, support needed by enterprises and the role of both themselves and government in supporting enterprises to comply with South Africa's national standard for responsible tourism.

The following section examines the results of the survey of tourism product owners which tested the state of RTM within enterprises and the support product owners feel is needed to improve the adoption of responsible tourism management practices.



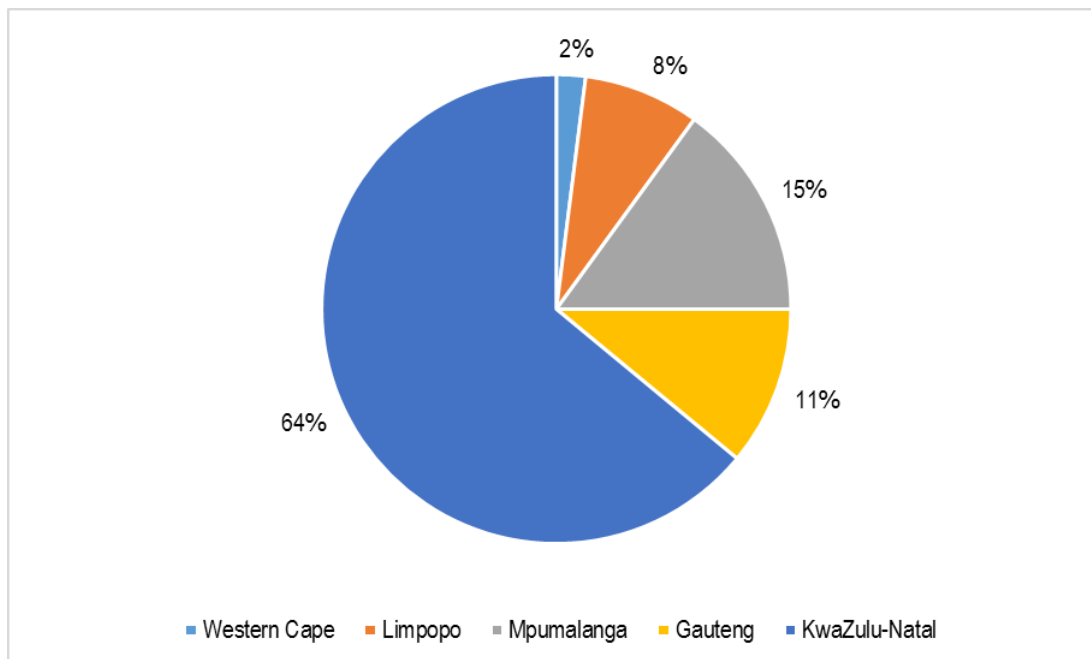
## 6. FINDINGS – PART C: PRODUCT OWNERS

### 6.1. Introduction

Tourism product owners in four provinces (Gauteng, Kwazulu-Natal, Mpumalanga and Limpopo) were surveyed using a self-administered electronic questionnaire. The survey achieved a 24% response rate, falling within the average online response rate of between 20-30% (Fieldsurveys, 2017).

One hundred and sixty (160) responses were received. Almost two-thirds of the responses were received from KwaZulu-Natal, followed by Mpumalanga (15%) and Gauteng (11%). There was a very low response to the survey from the Western Cape (2%) Figure 6).

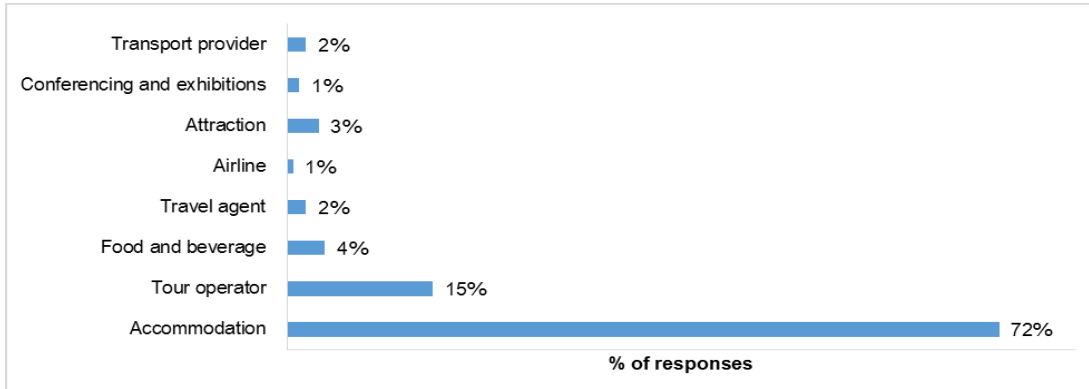
Figure 6: Geographic distribution of product owners



The bulk of the responses were received from the accommodation sector (72%), and the only other sector from which a substantial percentage of responses were received is tour operators (Figure 2).



**Figure 7: Sectoral representation of the sample**



A quantitative analysis of the data collected was conducted, and the results are presented below in two categories:

1. Responsible tourism management within the business
2. Support for responsible tourism management

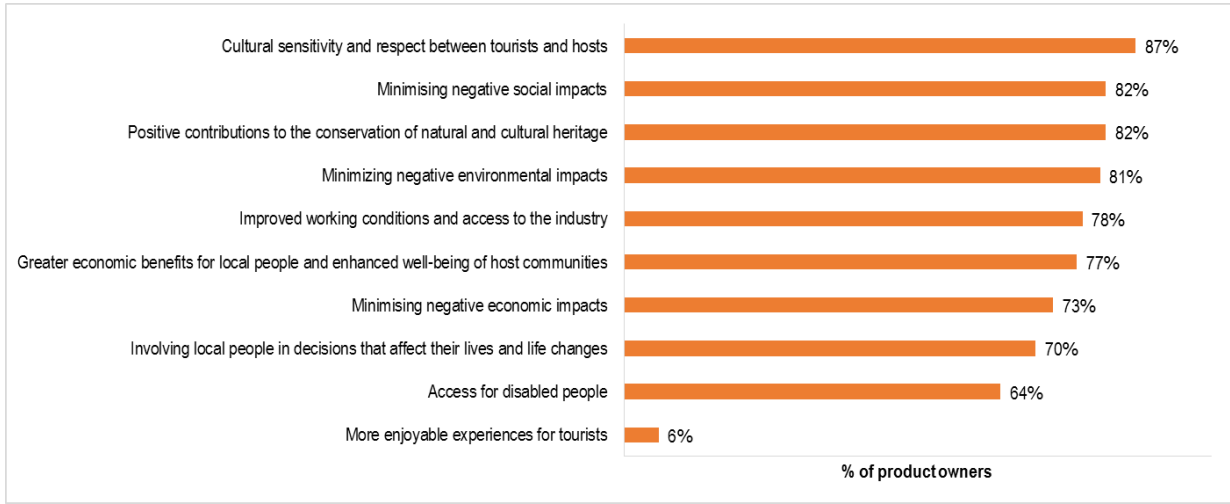
## **6.2. Responsible tourism management practices within the business**

### **6.2.1. Associations with the term “responsible tourism management”**

A substantial percentage of tourism product owners associate responsible tourism management with the three parts of the triple bottom line, although more associations are made with the socio-cultural and environmental parts than the economic part. However, very few tourism products owners - only 6% of respondents - associate responsible tourism with more enjoyable experiences for tourists. Rather, respondents associated responsible tourism with benefits for local communities and the business’s staff. Also, fewer tourism product owners associate accessibility for disabled people with responsible tourism. Regardless, more than half of respondents associated accessibility for disabled people with responsible tourism.

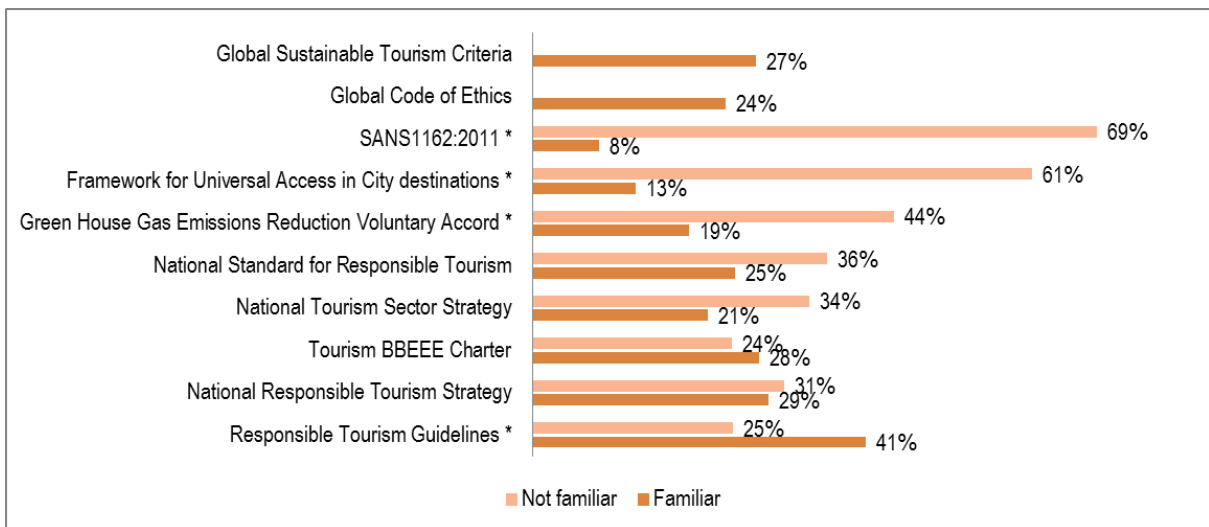


**Figure 8: Associations tourism product owners make with the term “responsible tourism management”**



## 6.2.2. Familiarity with key documents

**Figure 9: Familiarity with and understanding of key documents among tourism products owners**



\*  $p$  value < 0.05

The Responsible Tourism Guidelines of 2002 is the document that the highest percentage of tourism product owners (41%) is familiar with. Between 20% and 30% of tourism product owners are familiar with other key local and international documents, among them local and international standards for responsible tourism, codes of ethics and national strategies. A third of respondents are not familiar with the NTSS, while 25% stated not being familiar with the Tourism BBEE Charter. Frey and George (2012) also found low levels of understanding of the Tourism BBEE Charter and Responsible Tourism Manual,



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and state that “*The low level of understanding on the part of tourism business managers who are tasked to put into place the recommendations of these policies is disconcerting....Managers must understand what RTM is before they are able to successfully adapt their business operations and manage them in a more responsible manner* (p.119)

Tourism product owners are least familiar with documents that focus on specific issues, e.g. 19% of tourism product owners are familiar with the Greenhouse Gas Emissions Reduction Voluntary Accord, and 13% of tourism product owners are familiar with the Framework for Universal Access in City Destinations.

Although only 8% of respondents recognised SANSRT by technical designation – SANS 1162:2011 - 25% of respondents claimed to be familiar with document. The p value for the SANSRT was greater than 0.05 though (0.257731).

Generally, government stakeholders overestimated the extent to which tourism enterprises know the the cornerstone documents.

To echo Frey and George (2012), creating awareness of the existence of SANS 1162:2011 and developing industry knowledge of the content and potential application of its requirements in their enterprises must undoubtedly be the foundations for any programme of interventions.

### 6.2.3. Responsible tourism policy

Almost half of tourism enterprises surveyed claimed to have an internal responsible tourism policy. Only about 40% of respondents in KZN had internal RT policies, compared to significant majorities in the other provinces.

Table 23: Tourism businesses - Internal responsible tourism policy

|               | Yes           | No            |
|---------------|---------------|---------------|
| Gauteng       | 78.57%        | 21.43%        |
| Kwazulu-Natal | 38.16%        | 61.84%        |
| Mpumalanga    | 64.71%        | 35.29%        |
| Limpopo       | 87.50%        | 12.50%        |
| Western-Cape  | 100.00%       | 0.00%         |
| <b>Total</b>  | <b>51.69%</b> | <b>48.31%</b> |



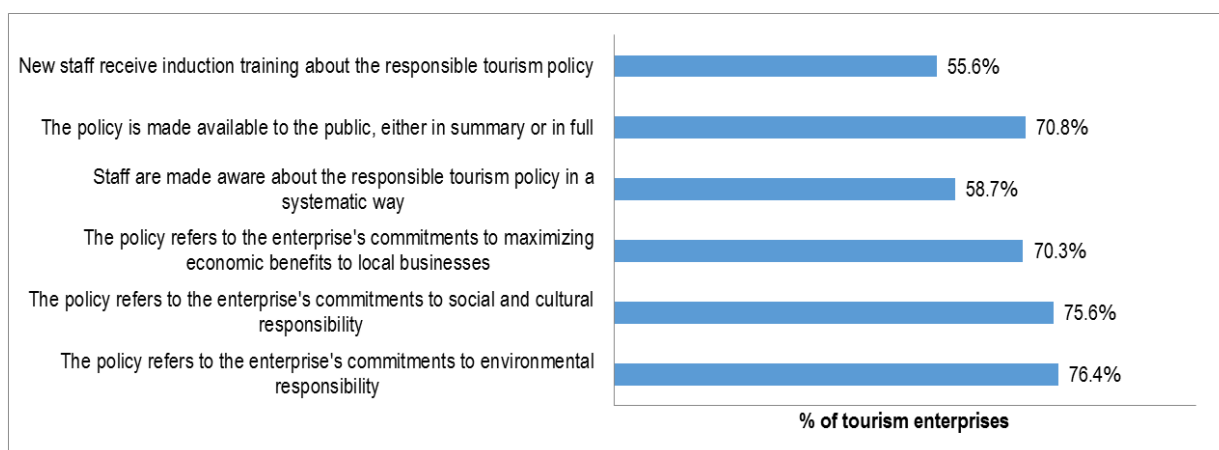
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More than three-quarters of tourism enterprises' responsible tourism policies refer to the enterprise's commitment to social, cultural and environmental responsibility. Fewer enterprises refer to economic commitments in their responsible tourism policy, but at 70%, the percentage that does is still substantial.

The majority of tourism enterprises make their policy available to the public (71%), but are less likely to make the policy known to their staff (59%) and train new staff on their responsible tourism policy (56%).

**Figure 10: Tourism businesses - Content and dissemination of responsible tourism policies**



A publicly available policy statement and staff training on the policy are requirements of SANS 1162:2011. Creating a policy assists a business to verbalise its commitment to operating responsibly, can be used as a tool to focus and guide staff actions, and as serve as a public statement of commitment that makes the business stand out for discerning consumers.

#### 6.2.4. Plans for developing a responsible tourism policy

More than half of the product owners who stated their tourism enterprise did not have a responsible tourism policy asserted that they plan to develop a responsible tourism policy in the future (52%).

**Table 24: Tourism businesses - Plan to produce a responsible tourism policy**

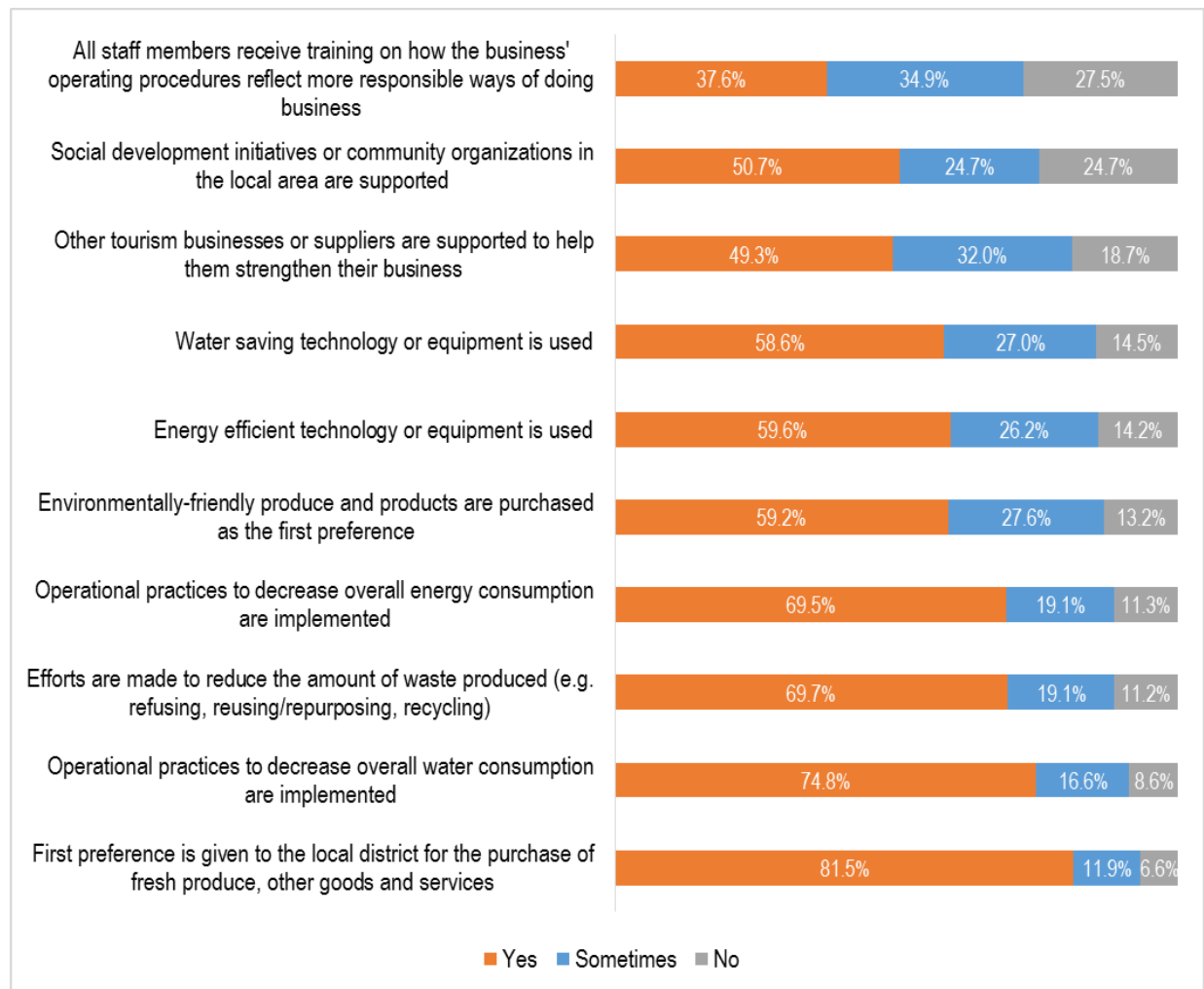
| Province      | Yes          | No           |
|---------------|--------------|--------------|
| Gauteng       | 78.6%        | 21.4%        |
| Kwazulu-Natal | 38.2%        | 61.8%        |
| Mpumalanga    | 64.7%        | 35.3%        |
| Limpopo       | 87.5%        | 12.5%        |
| Western-Cape  | 100.0%       | 0.0%         |
| <b>Total</b>  | <b>51.7%</b> | <b>48.3%</b> |



### 6.2.5. Responsible tourism management practices

The bulk of tourism enterprises always purchase produce, goods and services within the local district as a first preference (81%). Thereafter, responsible tourism management practices that belong to the environmental part of the triple bottom line take precedence and are also always practiced by the majority of tourism enterprises. These include the installation of technology/equipment and the implementation of operating responsible practices to reduce water and energy consumption, the reduction of waste produced and the purchasing of environmentally-friendly products as a first preference.

Figure 11: Responsible tourism management practices practiced by tourism enterprises



Tourism enterprises are less likely to practice responsible tourism management practices that fall within the socio-cultural and economic lines of the triple bottom line, but most always support social



development initiatives and community organisations (51%), and almost half support other tourism enterprises or suppliers to help them strengthen their business (49%). A quarter never supports local causes at all. The estimates of government stakeholders regarding the uptake of various RT practices in tourism business were generally over or under the levels reported by tourism enterprises.

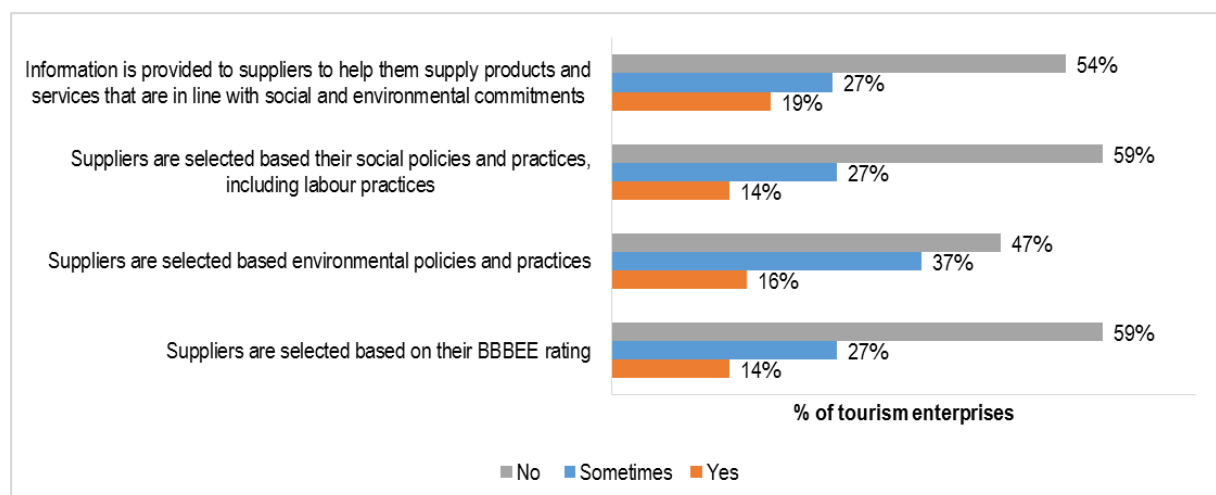
Training of staff on operating procedures that support responsible tourism (38%) is least practiced by tourism enterprises (38%), and 28% do not train staff at all on operating procedures that support responsible tourism.

### 6.2.6. Purchasing practices

Survey results indicate that the bulk of tourism enterprises do not have purchasing practices that are guided by responsible tourism principles. Less than 20% of tourism enterprises select suppliers based on any responsible tourism practices, or encourage their suppliers to support them in meeting their social and environmental commitments.

Tourism enterprises are most likely to make purchases based on environmental policies and practices, although only 16% do this all the time and 37% of businesses only some of the time. Fewer tourism enterprises always select suppliers based on their BBBEE rating or their social policies and practices, and 59% never do.

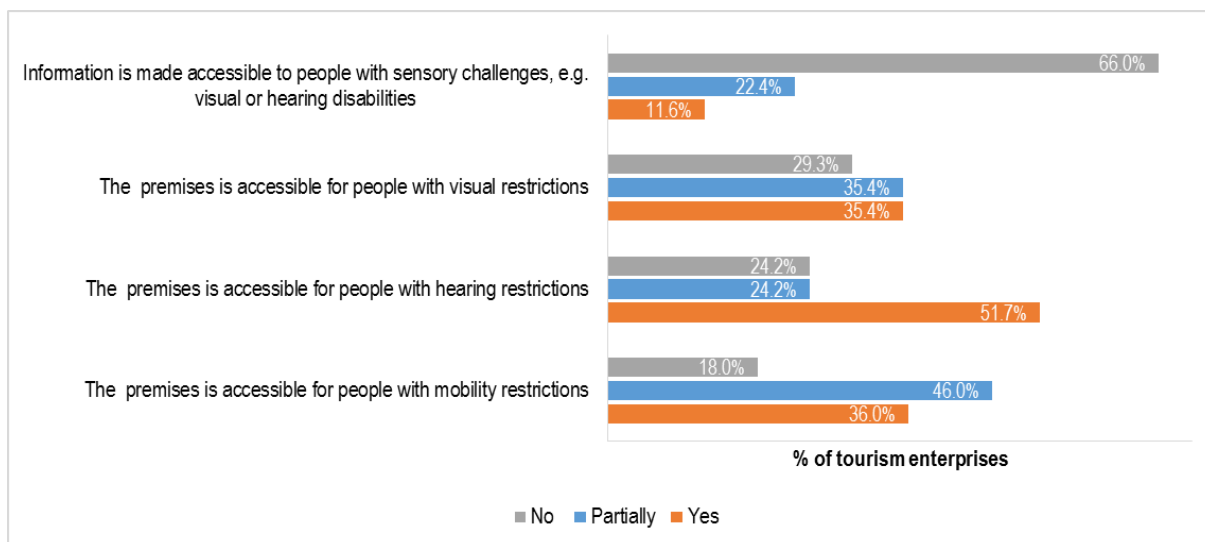
Figure 12: Purchasing practices within tourism enterprises



### 6.2.7. Accessibility

Tourism enterprises are more likely to be fully accessible to people with hearing restrictions (52%) than people with mobility restrictions (36%) or visual restrictions (35%). However, 46% of tourism enterprises are partially accessible for people with mobility restrictions, indicating that 82% of tourism enterprises accommodate people with mobility restrictions to some degree.

**Figure 13: Tourism businesses - Accessibility for people with physical restrictions**



Despite the majority of tourism enterprises being to some degree accessible to people with physical restrictions, two-thirds do not provide information in a way that is accessible to people with visual or hearing restrictions. The level of accessibility reported by tourism enterprises lower than the level estimated by government stakeholders

### Personnel trained in providing service to people with disabilities

Three-quarters of tourism enterprises do not have personnel trained in providing a service to people with disabilities. A relatively higher portion of enterprises in Gauteng and the Western Cape affirmed that personnel receive training in this regard.

**Table 25: Staff disability training**

| Province      | No    | Yes   |
|---------------|-------|-------|
| Gauteng       | 58.8% | 41.2% |
| Kwazulu-Natal | 77.1% | 22.9% |
| Mpumalanga    | 76.2% | 23.8% |
| Limpopo       | 81.8% | 18.2% |
| Western-Cape  | 66.7% | 33.3% |

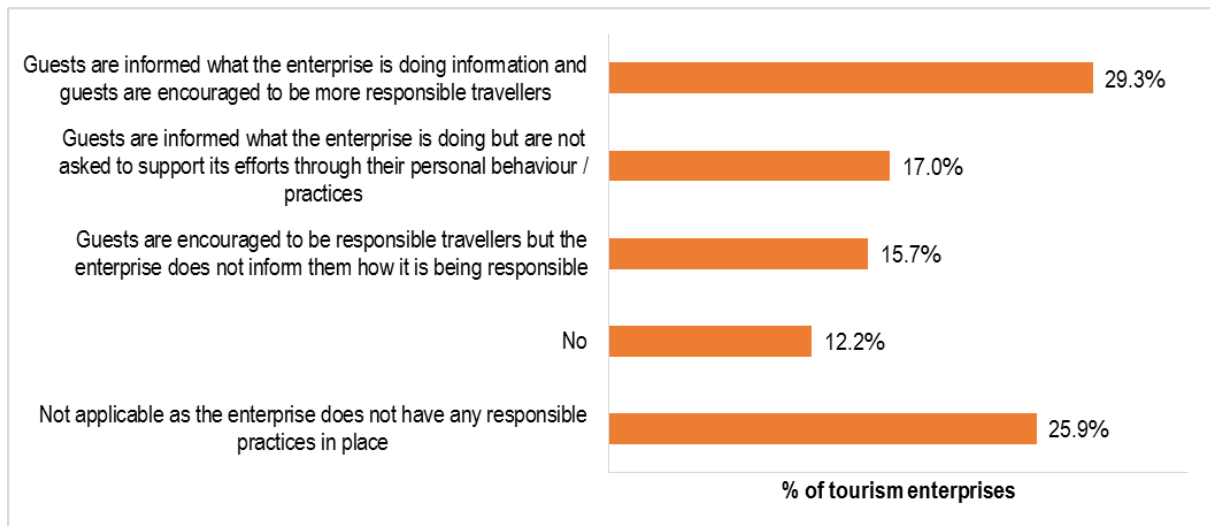


|       |       |       |
|-------|-------|-------|
| Total | 75.0% | 25.0% |
|-------|-------|-------|

### 6.2.8. Provision of information to guests

When providing information on responsible tourism either on the premises or in marketing, tourism enterprises are most likely to provide information to guests about what they are doing to operate responsibly, but only 29% of 46% encourages guests to support their efforts through their personal behaviour. A comparative percentage of enterprises encourage guests to be responsible travellers (45%), but only 16% do not inform guests on how it is being responsible. Almost 38% of tourism enterprises provide no information on responsible tourism at all.

Figure 14: Tourism businesses - Information provided to guests on responsible tourism



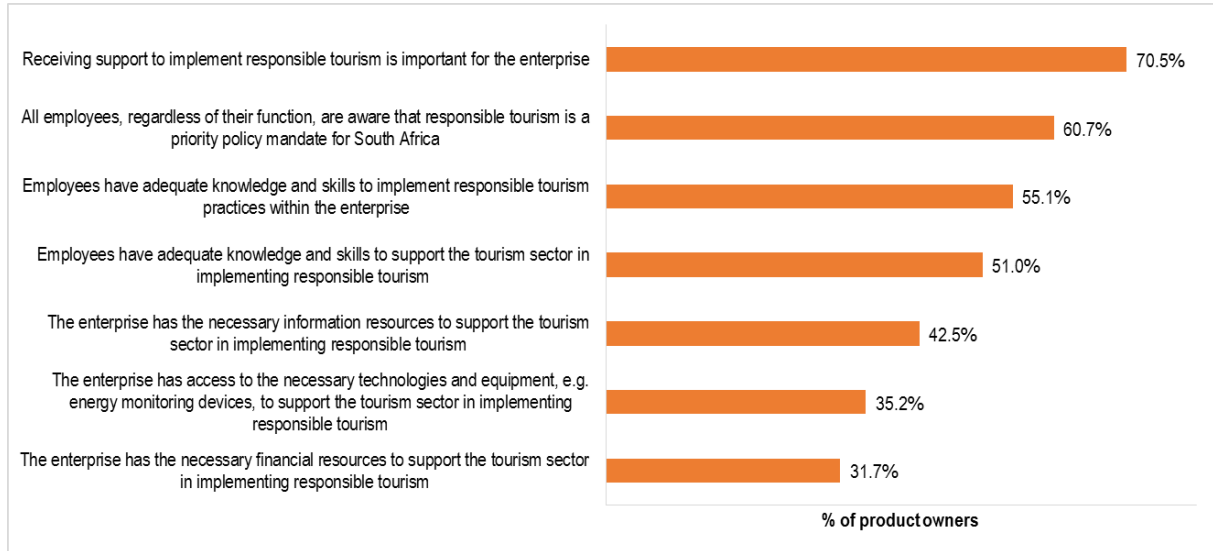
### 6.2.9. Status of responsible tourism management practices in the enterprise

The largest percentage of tourism product owners (71%) expressed a need for support to implement responsible tourism. More than half of product owners felt that their personnel are aware that responsible tourism is a priority for South Africa (61%), and that personnel have the capacity to support responsible tourism within the enterprise (55%).





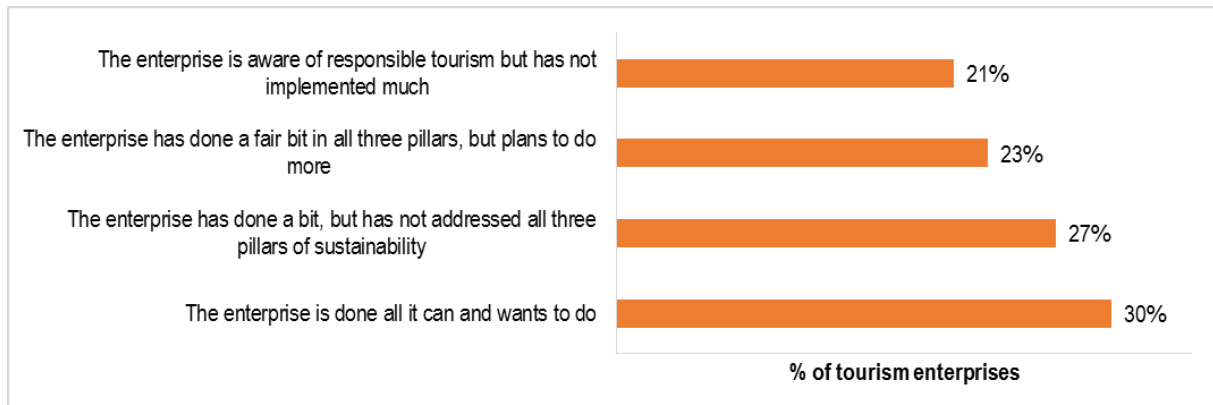
**Figure 15: Views on responsible tourism in the enterprise**



Fewer product owners felt confident that they have the information (42%), technology (35%) and financial resources (32%) needed to implement responsible tourism management practices.

A large portion of respondents surveyed indicated that responsible tourism management practices were being implemented in their enterprise (~75%). Of this portion, 30% felt that they had reached the limit of what they are able to and interested in doing. 23% had plans to do more despite having already implemented much in all three parts of the triple bottom line, and 27% had adopted some responsible tourism management practices but not in all three parts of the triple bottom line. The smallest group, 21% of the sample, had not implemented any responsible tourism management practices despite being aware of responsible tourism.

**Figure 16: Tourism businesses - Status of responsible operating practices in the business**

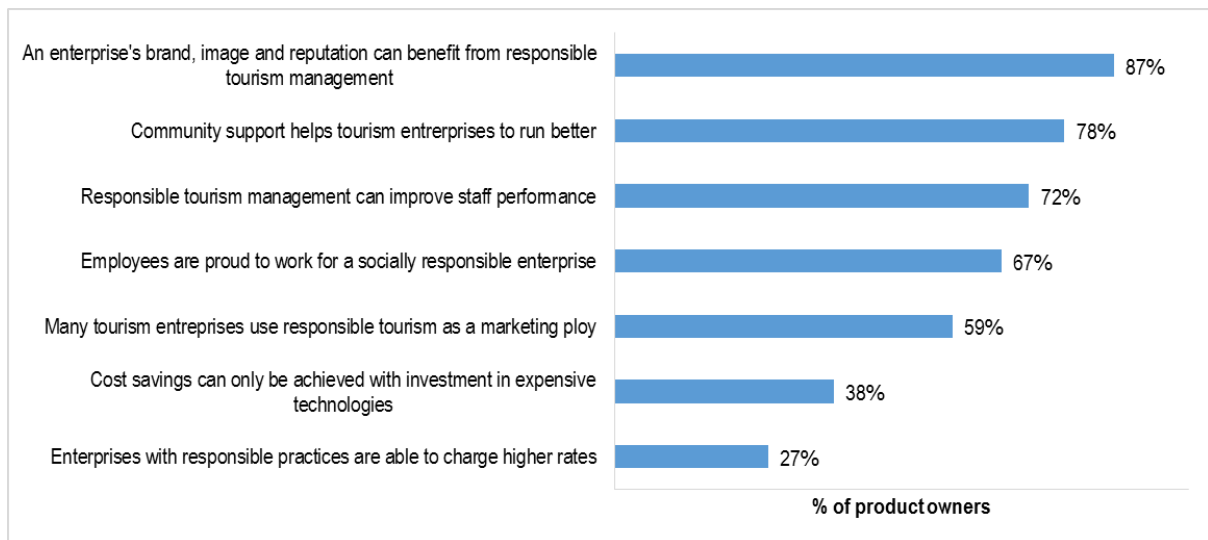




### 6.2.10. Perceived impacts of responsible tourism management practices on the enterprise

Most product owners felt that the enterprise’s brand can benefit from operating a tourism enterprise responsibly (87%). Despite this perceived benefit of a stronger brand, only 27% of product owners felt that this stronger brand allowed them to charge higher rates. More than half of product owners felt that responsible tourism management practices improved performance, either through community support (78%) or better staff performance (72%). Only 38% of respondents felt that there cost savings were only possible with investment in expensive technologies.

Figure 17: Perceptions of product owners of the impacts of implementing responsible tourism management



### 6.2.11. Sustainability certification

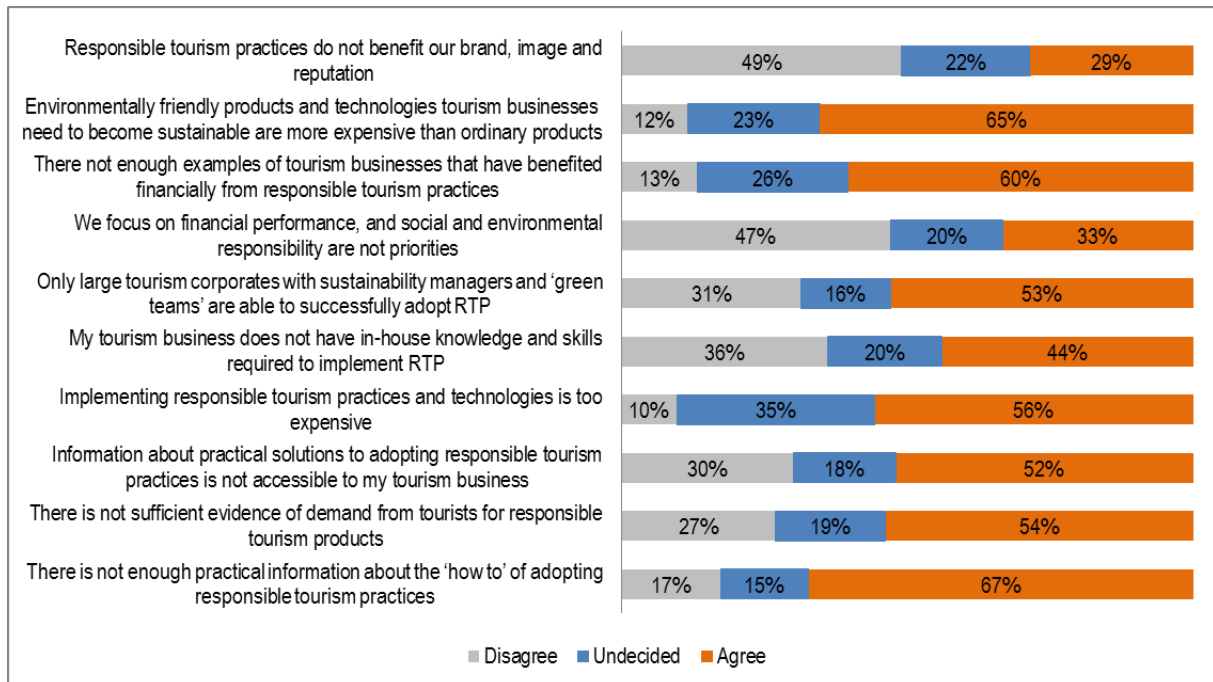
The vast majority (91%) of responding enterprises were not certified.

### 6.2.12. Barriers to the implementation of responsible tourism practices

Tourism businesses were asked to put forward their views on barriers to implementation. Only about a third of all respondents answered this question.



Figure 18: Tourism businesses - Barriers to implementation



The perceived cost of implementation, 'how to' information, insufficient information on the business case were the main groups of barriers identified. The availability of knowledge and skill within businesses (and most likely the multiple roles that staff of SMMEs tend to have) is also a constraint. An exclusive focus on the financial performance of the business appears not to be a barrier, although only about a half of respondents were clear that their responsibilities extended to social and environmental considerations. This finding contradicts the view of government stakeholders, who believe that an excessive focus on financial performance hinders enterprise action on sustainability.

### 6.3. RTM support received

Next, findings related to support for RTM received in the past, and their perceived value thereof, are presented.

#### 6.3.1. Participation in RTM assistance programmes

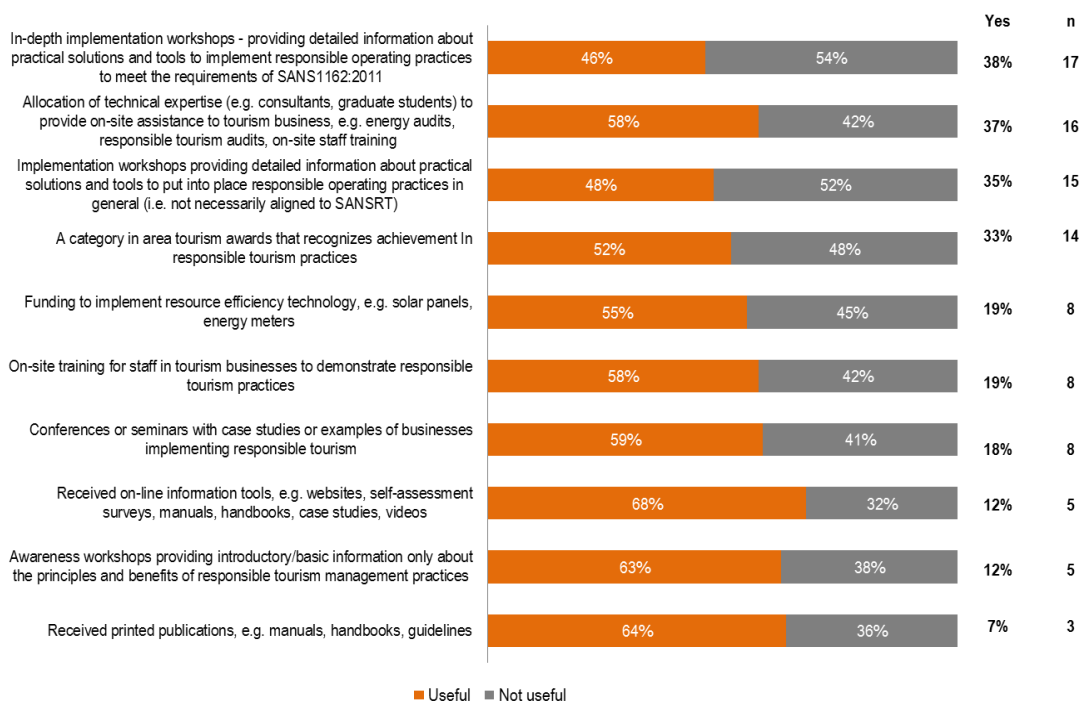
The majority of businesses (83%) had never participated in activities or programmes aimed at assisting tourism businesses to implement responsible tourism practices. (Refer Appendix I: Data tables and graphs (tourists); Figure 33)



### 6.3.2. Type and value of assistance

Figure 19 presents respondent feedback on the types of support they had received in the past, and their views on the utility of the support received. Given the small number of respondents to this question, the results should be viewed with caution.

**Figure 19: Tourism businesses - Utility of different types of RTM assistance**



## 6.4. Support required

### 6.4.1. Views on value of interventions

Looking to the future, respondent views on how useful different interventions would be for them were sought. The results are presented in Figure 20.

The five support mechanisms deemed most useful are all financial, including assistance with certification fees. Respondents also expressed a strong preference for technical assistance with preparation for sustainability certification. However, a quarter of respondents stated that on-site technical assistance



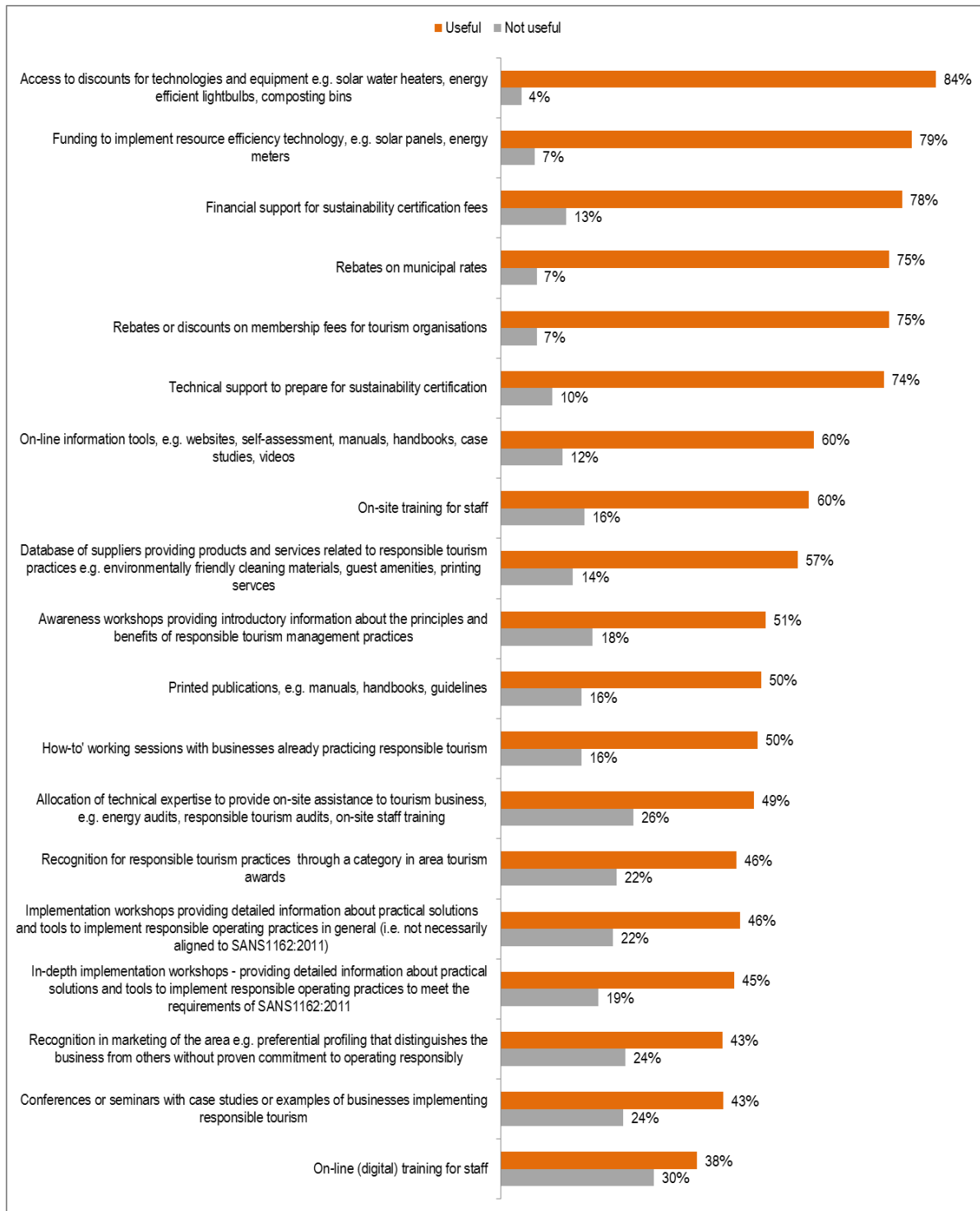
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would not be useful – it could be that respondents do not fully comprehend that the examples of technical assistance included in the statement all fall within the ambit of certification preparation. More than half indicated that information sources, such as on-line information, on-site training for staff and information about relevant suppliers would be helpful. In general, respondents lean towards support mechanisms that will enable them to grapple with the specifics of implementation in their own businesses, rather than conferences and workshops may not be tailored to the specific circumstances and challenges.



Figure 20: Perceived usefulness of different types of interventions





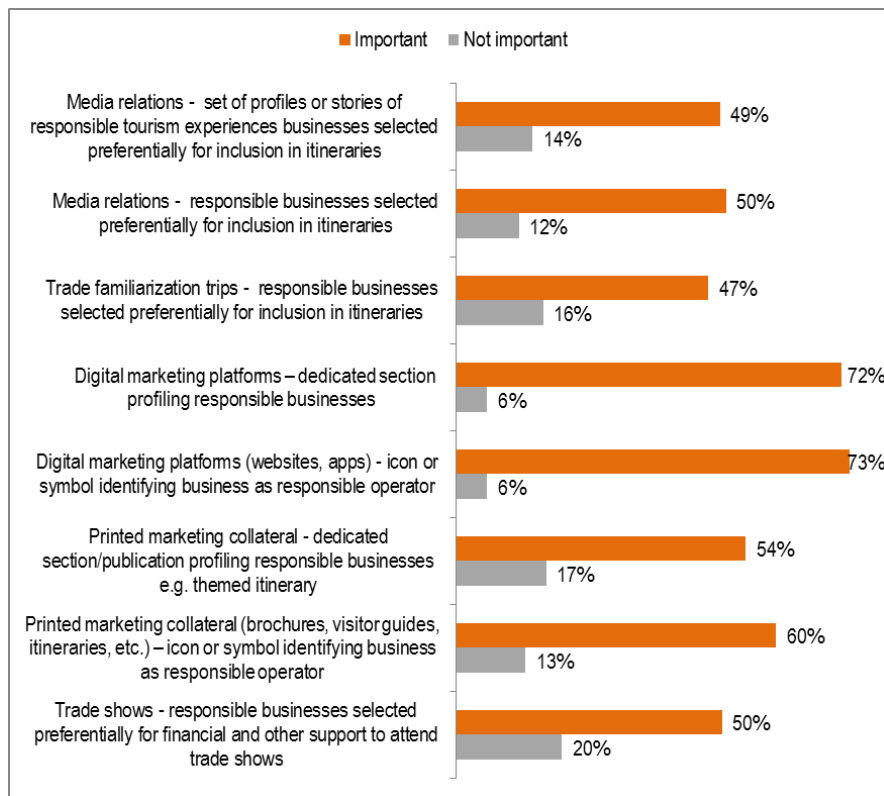
### 6.4.2. Preferential marketing support as incentive

Figure 20 shows that preferential marketing ranks lower than most other support mechanisms. However, when asked a follow-up question on this topic, almost 80% of respondents stated that preferential marketing support from publicly funded tourism marketing organisations, e.g. South African Tourism, will encourage them to embrace RTM.

#### Preferred marketing support incentives

Respondents showed strong preference for clear differentiation between them and other businesses, by means of an identifying symbol and detailed profiling, on digital platforms and in print publications. Other marketing support incentives were seen as relatively less helpful.

Figure 21: Preferred marketing support incentives





## 6.5. Summary of findings

This section set out to examine the view tourism enterprises have on responsible tourism and the priority accorded to RTM in their operations. The section also explored RTM practices in place and their vision for future action. Barriers to implementation were investigated and the interventions that business felt could be meaningful in driving progress on RTM in their business examined. The key findings from the preceding discussions are set out below.

### Comprehension of RT

- Relatively balanced understanding of RT, with somewhat stronger associations with the socio-cultural and environmental parts than the economic part
- RT associated with benefits for local communities and staff, and not with more enjoyable experiences for tourists
- Low level of association of universal access with RT

### Understanding foundation documents

- Lack of recognition of technical designation of the SANSRT
- Low level of familiarity with content of key documents

### Policy statement

- Low prevalence of internal policy statements
- Skewing of content of policy documents to social, cultural and environmental responsibility
- Policy documents generally not made available to staff, and staff training on policy not undertaken

### RT practices

- Local procurement and environmental management /RE practices take precedence and are practiced by the majority of tourism enterprises
- Relatively low prevalence of regular staff training on RT practices of business
- The bulk of tourism enterprises do not have purchasing practices that are guided by responsible tourism principles





- Despite the majority of tourism enterprises being to some degree accessible to people with physical restrictions, two-thirds do not provide information in a way that is accessible to people with visual or hearing restrictions
- The majority of enterprises do not have personnel trained in providing a service to people with disabilities
- Although the majority of respondents had not received any support towards adopting responsible operating practices, many already have a wide range of practices that are aligned with SANS 1162:2011. Given that so few are familiar with the requirements of SANS 1162:2011, they are likely not aware of the extent to which their practices meet the specifications.
- The majority of respondents are not certified.

#### Guest engagement

- More than two thirds of tourism enterprises provide no information on responsible tourism to guests at all
- The majority of tourism enterprises do not engage guests to support their RT efforts through their personal behaviour

#### Status of responsible tourism management practices

- The vast majority of enterprises surveyed had not previously received support for the implementation of RTM in their businesses. However, a strong desire and willingness to do more exists, with the majority expressing a need for implementation support, especially in relation to information, technology and financial resources
- Strong majority recognise the benefits of RT for reputation and image, support from communities and staff performance

#### Barriers to implementation

The perceived cost of implementation, availability of and access to 'how to' information, insufficient information on the business case were the main groups of barriers identified. The availability of knowledge and skill within businesses (and most likely the multiple roles that staff of SMMEs tend to have) is also a constraint.



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### Desired support mechanisms and incentives

Financial incentives are seen to be the most helpful to drive implementation. Respondents also expressed a preference for technical and financial assistance towards certification fees. Respondents find on-line information, on-site training for staff and information about relevant suppliers meaningful. In general, respondents lean towards support mechanisms that will enable them to grapple with the specifics of implementation in their own businesses, rather than conferences and workshops that may not be tailored to the specific circumstances and challenges. Preferential marketing receives strong support, especially differentiation on digital platforms and print publications.

The findings presented in this section set the foundation for the formulation of recommendations regarding support mechanisms and incentives. These are presented in the penultimate section of the report. Next, the results of two case studies are presented.



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## 7. FINDINGS – PART D: CASE STUDIES

The experience of tourism enterprises in implementing responsible tourism management practices is important to the understanding of the barriers to implementation and the interventions that would accelerate implementation. The following case studies describe the experiences of two tourism businesses with different approaches to implementing responsible tourism management practices. The Backpack began their responsible tourism journey in 2006 and much of their efforts have been implemented independently of any formal support programme. The Lodge at Atlantic Beach received support as part of two formal interventions – one from Eskom aimed at increasing energy efficiency in the tourism industry, and the second from the City of Cape Town aimed at assisting businesses implement responsible tourism management practices.

The selections of SMMEs for this exercise was deliberate as unlike large operators, small businesses often lack the resources to effectively implement responsible tourism practices.

### 7.1. The case of the Backpack



The Backpack is a backpacker's hostel located in Gardens, a few streets from the Cape Town CBD. It was among the first hostels in South Africa, and when it first opened its doors in 1991, it offered a modest 13 beds on one property. The business has since grown and now sleeps 100 guests in four adjacent properties. It's commitment to quality service has earned it a good reputation among travellers, and many awards and accolades both locally and internationally. Co-owners, Lee Harris and Toni Shina, have worked hard to make The Backpack an industry leader. The hostel was among the first hostels to be graded by the Tourism Grading Council of South Africa and the first hostel to be graded five stars. It was at the forefront of the shift of backpacker hostels away from establishments offering basic accommodation and facilities, to the more luxurious style of accommodation commonly referred to as "poshtels" or "flashpackers".



The Backpack was also among the early adopters of responsible tourism in South Africa, and was among the first businesses to be certified by Fair Trade in Tourism. At the time, there were no formal support programmes that the business could subscribe to for assistance, with the result that The Backpack has implemented responsible tourism management practices independent of any support programmes.

### 7.1.1. The Backpack's responsible tourism journey

The Backpack's responsible tourism journey began in 2006 when, as Lee describes it, the business was "drowning in plastic water bottles". Recognizing that this abundance of waste threatened the capacity of landfills and the health of marine life, the business was motivated to do research into alternative disposal methods for plastic bottles. The immediate result was that plastic bottles were separated on site for later collection by a local recycling project, but a more significant result from the research the business was doing was a growing awareness of the need to operate responsibly. "We were enlightened", says Lee. Furthermore, the more the business learnt about responsible tourism, the more motivated it was to take action to mitigate the environmental impact of its operations.

The positive social and economic impact of the business is largely due to the altruism of the owners, and contributing to local communities and providing employees with fair wages and good working conditions was important to the owners even before they learnt about responsible tourism.

### 7.1.2. Responsible operating practices at The Backpack

Over the years, The Backpack has experimented with many responsible tourism management practices, many of which have succeeded and others that have proven either to be ineffective, difficult to manage or too costly for the business. What follows is a summary of what the business is currently doing in terms of the three pillars of responsible tourism – the social, economic and environmental pillars – although this list is by no means exhaustive and excludes the actions taken by staff during day-to-day operations that support responsible tourism.

**Table 26: Responsible operating practices at The Backpack**

| Social                                                                                                                                                                                                                                          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| School and study fees for staff or their children are funded through a bursary scheme<br>An in-house project co-ordinates the knitting of scarves and blankets for a crèche and old age homes. Much of the knitting is done by staff and guests |



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Financial contributions are made to a rope-skipping project  
Financial contributions are made to a soccer project



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#### Economic

Interior goods are sourced from non-profit associations working with marginalized groups  
Local crafters are given market access through sales of their products in the craft shop  
Most cleaning materials are produced locally and are environmentally friendly

#### Environmental

Waste is sorted and sent to a recycling facility  
Water is sold in glass bottles  
Organic waste is composted in worm farms  
As much as possible, consumables are bought in bulk to reduce waste  
Spent batteries and lightbulbs are kept aside for drop-off at special disposal sites  
Lighting is energy efficient, and on sensors in appropriate outdoor areas  
Use of natural light is maximised  
Water saving devices are installed  
Solar panels installed produce 3500kWs of electricity

Guests are encouraged to participate in The Backpack's responsible tourism efforts. Signage gives guests tips on how to save water and dispose of waste correctly. Guests can also get involved in the community projects that the business supports either by making a contribution or volunteering at the project.

#### 7.1.3. Support for implementation of responsible tourism received

Apart from the participation in the City of Cape Town's 2011 Responsible Tourism Pilot Project aimed towards highlighting best practice in measuring and demonstrating the implementation of responsible tourism management practices, The Backpack has not received any funding or training towards implementing responsible tourism. All interventions were financed by the business alone, and capacity to operate the business responsibly was developed independently. Initially the business referred to a number of information sources to identify responsible tourism solutions, among them manuals and guidelines, but the owners feel that written resources have limited use because they do not take into account that businesses are different and that each would need tailor-made solutions, and also that some properties are complex, making retrofitting for resource efficiency challenging.

Whereas the owners of The Backpack found limited value in written resources, they value being able to speak directly to people who can advise them. These advisors need not be consultants as the owners felt that speaking to other business owners or managers at Cape Town's Responsible Tourism Pilot Project workshop was particularly useful in learning about best practice. Also, Lee felt that a site visit to



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the Vineyard Hotel was very informative given the wide range of interventions at the hotel, but admitted that both the scale of the hotel and its ability to invest in technology meant that replicating all the solutions at The Backpack was improbable.

In some instances, The Backpack discovered effective responsible tourism solutions through trial and error. In other instances, when the problem or need was too technical, as in the case of the installation of solar panels, advice was sought from a consultant before a solar panel installer was contracted. Chris van Zyl from the Vineyard Hotel and Chris Godenir from the Peninsula All Suite Hotel, hotels that have comprehensive and innovative environmental management solutions, were also cited by the owners as being useful sources of technical information, particularly about installing technology for better electricity and water management. Toni and Lee appreciated that the hotels freely share their information. When it comes to sourcing environmentally friendly products, Toni and Lee both refer to Green Stuff, an online directory for the hospitality industry.

#### 7.1.4. Barriers to operating responsibly

The owners of The Backpack cited the following barriers to operating responsibly:

Table 27: The Backpack - barriers to operating responsibly

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Cost and complexity of retrofitting:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| The Backpack straddles four properties, and all buildings on the properties were pre-existing at the time of purchase. Given the age of the buildings, retrofitting the properties for energy and water efficiency is both difficult and costly.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Financing responsible tourism solutions:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| With its 100 beds, The Backpack has the same capacity as many hotels. However, given that it is a hostel and has lower profit margins, financing big investments like solar panels is difficult.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Lack of information on suppliers and service providers:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Although the business visits the Green Stuff online directory to source suppliers of environmentally friendly products and services, Toni and Lee feel that there is scope for more and better information.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Identifying trusted suppliers and service providers:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| The business struggles to identify service providers whom they feel they can trust, especially for big investments like solar panels. To quote Lee, "How do you know they're not sharks?" This problem is compounded by limited information about service providers' credentials, the absence of accreditation (or well-known accreditation) for service providers and few means of comparing service providers. Also the business is placed at a disadvantage because the technical nature of some of the services means that Toni and Lee do not always understand the solutions being offered. Lee uses the analogy of a mechanic who overstates the problem and quotes exorbitantly for the work to be done, knowing that the client is not |



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in a position to gainsay them. However, unlike fixing a car, interventions at The Backpack are often more costly and irreversible.

#### **Municipal services that do not support responsible operations:**

Although the City of Cape Town collects recyclable waste in several suburbs, Gardens is not one of them. The result is that The Backpack arranges for collection of its recyclable waste by a private recycling facility at considerable expense, an expense over and above the cost of municipal waste collection. The owners also feel that more can be done to make it easy for the business to sell electricity from the solar installation to the grid, especially since this will help the business offset the cost of the installation.

#### **Monitoring results:**

The Backpack lacks the resources to track and monitor results. This problem is compounded because tracking water and electricity consumption and costs is complicated by the City of Cape Town's metering and billing system. The business is dependent on water and electricity meter readings from the City of Cape Town. These readings are not provided for regular intervals or calendar months, complicating the process of tracking and monitoring energy and water consumption and costs.

### **7.1.5. Support needed by the business**

Toni and Lee felt that support is needed by tourism businesses, not only to overcome barriers, but also to implement responsible operating practices quicker and more extensively. In addition to raising awareness about responsible tourism, they felt that local government should facilitate responsible tourism by offering tourism businesses the following support:

**Table 28: The Backpack – business support needed**

#### **Funding for retrofitting:**

Although the business recognizes the importance of conserving water and improving energy efficiency, it is costly to retrofit old buildings and it is not always possible to recoup the investment within a reasonable payback period. Hence, there is a conflict between reducing the business's environmental impact and ensuring the profitability of the business. Funding for installing water conservation and energy efficiency technology would increase encourage more tourism businesses to implement these measures.

#### **Facilitating networking and good practice sharing:**

Forums and workshops are needed for promoting peer-to-peer support, particularly between small businesses who lack the resources of larger businesses and need more support. These events can provide opportunities to share good practice, discuss challenges and opportunities, and develop shared learning.

#### **Resources to help identify and select service providers and suppliers:**

A comprehensive database of suppliers of products and services that support responsible operating practices should be made available to tourism businesses. Furthermore, there should be some form of quality assurance, be it that the suppliers are certified or officially endorsed, or a public review system.

#### **Municipal services that support responsible tourism:**





Instead of businesses bearing the responsibility of separating waste and sending it to recycling facilities, this should become a function of the municipality.

### **7.1.6. Benefits of operating responsibly**

Given the large number of water and energy saving measures The Backpack has implemented, it would be a reasonable assumption that the business has benefited from cost savings. However, the business is uncertain if these measures have resulted in savings of either resources or costs, simply because the business has not been measuring results. Instead, the most significant benefit of operating responsibly is the competitive advantage it affords The Backpack in an increasingly competitive marketplace.

Another benefit is that it meets the needs of the market, particularly since backpackers have long been acknowledged to be an important target market for responsible tourism. Related to this is that the business is keeping up with the expectations of tourists, the law and civil society that businesses operate sustainably. Unlike many other tourism businesses that suffer from high staff turnover, The Backpack's efforts to provide fair wages and create good working conditions have resulted in high staff retention. Furthermore, the contented staff contribute to a friendly atmosphere and give excellent customer service, both of which contributes to The Backpack's competitive advantage.

Although The Backpack does not benefit directly from its contributions to community projects, it benefits indirectly when guests get involved in the projects and get a feeling of fulfilment from having done something meaningful while on holiday. Guests who have good experiences tend to share their stories, and this word-of-mouth attracts new customers.

### **7.1.7. Lessons learnt by the owners of The Backpack**

Implementing responsible tourism at The Backpack has not been without problems, and often it took several tries for effective solutions to be found. Lee and Toni advises any business starting its responsible tourism journey to reduce the hassle by getting advice - be it good practice from a tourism business that is already operating responsibly, or expert advice from a consultant that is recommended or accredited.

## **7.2. The case of the Lodge at Atlantic Beach**



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The Lodge at Atlantic Beach is a 20-room, four-star country house situated at the Atlantic Beach Golf Club in Melkbosstrand. The building in which the lodge is located was built in 2004. So unlike many other accommodation establishments in Cape Town, the lodge was custom-designed, is fairly new, and was thought to have less of the limitations of businesses housed in older structures. The Lodge is receiving support to implement responsible tourism management practices as part of the Cape Town Responsible Tourism Challenge. The project is an initiative of the City of Cape Town, the aim of which is to assist four tourism businesses develop a sustainability plan, offer the training needed to implement the actions in the plan, and measure the results of the changes made. Participating in the project began in May 2016, and as at January 2016, the Lodge had been implementing its sustainability plan for six months.

#### **7.2.1. The Lodge at Atlantic Beach's responsible tourism journey**

To maintain its four-star rating, each room in the Lodge at Atlantic Beach has an air-conditioner, a TV, a bar fridge and a kettle – and these appliances are collectively responsible for high electricity usage. Laundry is also done on site, adding to electricity consumption. Faced with high electricity bills, lodge general manager Chantal, was motivated to begin operating responsibly by the need to save costs, coupled with a desire to minimise the negative impact of the business on the environment. “I was thinking of the goodness of the earth”, says Chantal.

The lodge had already begun implementing responsible tourism management practices prior to signing up to the Cape Town Responsible Tourism Challenge. The GM was engaging with staff on the issues of energy and water saving, and recyclable waste was being separated for collection by the municipality since 2014. The business was investing in staff skills on request, accepting interns from TVET colleges



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and contributing to local charities financially and in-kind – although Chantal did not recognise these actions as a form of responsible tourism.

Chantal stated that as soon as she learnt something new related to better water, energy and waste management, she would act to implement these measures if they required little effort or investment. Significant changes, however, particularly investing in energy-saving technology, was proving difficult since Chantal felt she lacked the technical understanding to accept any of the slew of quotations she received. She was hoping that the support received as part of the Cape Town Responsible Tourism Challenge would help her filter identify the best technologies for the business. Since signing up to the Cape Town Responsible Tourism Challenge, the lodge has implemented all of the measures on its sustainability plan that are simplest and easiest. At the time of this study, the lodge was undergoing renovations, and responsible design was being considered in the planning thereof.

### 7.2.2. Responsible operating practices at the Lodge at Atlantic Beach

The following summary of responsible operating practices at the Lodge at Atlantic Beach includes both measures in place, the actions taken by staff during day-to-day operations and infrastructure and devices that support responsible tourism. Again, this list is by no means exhaustive as Chantal explains that responsible tourism has become second nature and the business has stopped to document all the measures it is taking to implement responsible tourism management practices.

**Table 29: Responsible operating practices at the Lodge at Atlantic Beach**

| <b>Social</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| The business supports several charities and causes on an ad hoc basis.<br>The business supports causes by donating accommodation vouchers, sponsorships and participating in collection drives<br>Local causes are given preference<br>All new staff are given induction training<br>An appraisals is done annually in which staff give and receive feedback about their job performance<br>Staff members who want to develop their skills are sent on training courses or are signed up for computer courses<br>Staff are taken on educational to other tourism products<br>Staff receive performance-related bonuses, although this is discretionary<br>Interns from colleges are provided with on-the-job training at the lodge |
| <b>Economic</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Most supplies are bought from local businesses.<br>Gift cards made by a local resident are sold at reception.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Environmental</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |



Recyclable waste is separated for collection  
As much as possible, consumables are bought in bulk to reduce waste  
Spent batteries and lightbulbs are kept aside for drop-off at special disposal sites  
Waste that can be reused by others or by the business itself is set aside.  
A choice was made not to use coffee pods.  
Broken appliances like air-conditioners and kettles are kept for spare parts for repairs.  
Breakfast is prepped for the number of guests to reduce food waste.  
Sugar, yoghurt and jam at the breakfast buffet is not provided as single servings.  
Furniture is being reupholstered during renovations instead of new furniture being purchased.  
Paint used for the interior is low VOC.  
Most lighting is energy efficient  
Geysers temperatures are set to optimise energy use.  
Solar lights are installed in the garden.  
As much as possible, appliances are turned off when they're not in use.  
Reception staff have a list to check that appliances are turned off in checked out rooms.  
The manager uses the MyCity bus for trips into the Cape Town city centre.  
The manager shops for the lodge on her way in from work, reducing the need for an extra trip.  
Use of natural light is maximised  
Water saving devices are installed  
The garden has mostly water-wise, indigenous plants that need minimal watering. Watering of the garden is kept to a minimum.  
Solar panels installed produce 3500kWs of electricity  
Laundry is done on optimal loads  
Water leaks and drips are reported immediately for repair.

### 7.2.3. Support received for implementing responsible tourism

In 2012, the Lodge at Atlantic Beach was the beneficiary of an Eskom roll-out of compact fluorescent lightbulbs (CFL) and low-flow showerheads for the tourism industry.

The business is also a participant in the Cape Town Responsible Challenge running from June 2016 until the end of March 2017. Support offered to the Lodge as part of this project includes:

- Evaluation of the business's operating practices at the start of the project
- Installation of an energy monitoring devices to accurately measure energy consumption in real time
- Utility assessment (energy, water and waste)
- Validating results and identifying areas for intervention
- Development of a plan for implementing interventions
- Staff and management training
- Implementation support on an ad hoc basis



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- Provision of information and resources
- Monitoring of results

Keen to learn from what other businesses are doing, Chantal went on a site inspection of Hotel Verde, a carbon-neutral hotel self-styled as Africa's greenest hotel. Despite being impressed by the innovative measures the hotel is taking to operate responsibly, Chantal is also cognisant that not only is the scale of the measures too large to be replicated at the Lodge, Hotel Verde was a new development which was designed for sustainability, and it faces none of the challenges of retrofitting an existing structure.

#### **7.2.4. Barriers to operating responsibly**

The manager of the Lodge at Atlantic Beach cited the following barriers to operating responsibly:



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Table 30: Lodge at Atlantic Beach – barriers to operating responsibly

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Cost and complexity of implementing responsible tourism:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| The business identified costs as the biggest barrier to operating sustainably, particularly retrofitting buildings for water and energy efficiency despite the building being relatively new. Even recycling bins that are both functional and attractive are expensive and not feasible for the business to invest in.                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Co-operation of staff:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Another barrier is getting the co-operation of staff, and the problem is less unwillingness and more the lack of awareness of important issues. The success of the Lodge at Atlantic Beach is mostly due to the teamwork of management and staff. Given that staff are responsible for so many of the day-to-day functions of the business, particularly those that use resources, getting staff buy-in to support the business's responsible tourism goals and implement measures in the action plan is essential. Training is needed for staff to understand the issues and the necessity for responsible tourism. However, given the demands of the job and that shifts are split, finding time for staff training is difficult. |
| <b>Monitoring results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Electricity and water consumption is being monitored for the lodge as part of the Cape Town Responsible Tourism Challenge. However, the lodge will be expected to take over the task of monitoring at the end of the project period. Chantal is the only person at the Lodge with the skill to track and monitor results, but finds that managing the Lodge and solving its problems leaves her with little time to do much else.                                                                                                                                                                                                                                                                                                   |

### 7.2.5. Support needed by the business

Chantal acknowledged that the support the business received as part of the Cape Town Responsible Challenge was essential, and she could not foresee the business implementing responsible tourism management practices without it. She would advise any other tourism business considering adopting responsible tourism to either seek similar assistance, or to find an existing framework for responsible tourism upon which the team can develop an implementation plan. Other types of support she felt is needed by tourism businesses to implement responsible tourism includes:

Table 31: Lodge at Atlantic Beach – support needed

|                                                                                                                                                                                                                                                                                                                                                                                                   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Funding:</b>                                                                                                                                                                                                                                                                                                                                                                                   |
| Funding to implement responsible tourism management practices would be appreciated by the Lodge, but Chantal specifically stated that what the funding would be spent guided by a plan that identified priorities for the business. For example, the immediate need for the Lodge at Atlantic Beach would be technology to reduce energy consumption from the grid, and preferably solar geysers. |
| <b>Technology roll-outs:</b>                                                                                                                                                                                                                                                                                                                                                                      |
| Businesses would benefit from roll-outs similar to Eskom's roll-out of CFLs and low-flow showerheads for households and businesses. These roll-outs can be two-fold. Firstly, it can include an assessment of the technology currently in use in the business and the replacement of this technology with newer technology if necessary. Secondly, it can include the                             |



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identification of problem areas within the business and the recommendation of solutions as well as certified service providers who can implement the solutions.



**Additional capacity for implement and monitoring:**

An internship programme within the municipality could contribute to small businesses implement and monitor responsible tourism. Interns would take on the tasks that management and staff would not have time to do, particularly tracking and monitoring but also setting up and documenting new operating procedures. Chantal would have appreciated this support during the Cape Town Responsible Tourism Challenge, but also things that all tourism businesses could benefit.

### **7.2.6. Benefits of operating responsibly**

In the first month of monitoring the changes made by the business as part of the Cape Town Responsible Tourism Challenge, the business showed a significant reduction in electricity consumption per bednight and a moderate reduction in water consumption per bednight. However, it is too early to say with any certainty if these reductions are long term or not.

The business has low staff turnover because of its good working conditions. Furthermore, the satisfied staff show pride in their work and are appreciated by guests for their excellent customer service.

Another benefit of operating responsibly for the business has been the feeling of pride at operating the business in a more conscientious way.

### **7.2.7. Lessons learnt by the business**

The Lodge at Atlantic Beach is a small operation with only one person in management. The manager, Chantal, has a full roster of responsibilities, and does not have the time to dedicate to implementing responsible tourism management practices. This responsibility has to be delegated to a staff member but currently, there is no staff member who has either the aptitude or enough flexibility in their position to assume this responsibility. The interns that the business accepts are potential “sustainability managers” for the business, if they receive the same training Chantal did as part of the Cape Town Responsibility Challenge.

## **7.3. Key findings**

Both the owners of The Backpack and the manager of the Lodge at Atlantic Beach were motivated to pursue responsible tourism by their desire to minimize the environmental impact of their businesses’ operations. Their need to protect the environment was internalized, meaning that they reached the opinion that responsible tourism is the “right thing to do” after reasoning in themselves. Further exposure





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to the discussions around responsible tourism only reinforced this opinion. The opposite of this internalisation, is that the business was converted to a pattern of thought by someone else. Although it is difficult to make a definitive conclusion after interviewing two businesses, this does bring into question whether tourism businesses are more likely to pursue responsible tourism if they had independently formed the opinion that operating responsibly is important, as opposed to being told to do it.

Not only are the owners of the Backpack and the manager of the Lodge at Atlantic Beach generous people who regularly commit the business to contributing to causes, the welfare of staff is also important to both. The businesses aim to do more than just be compliant, there is a genuine desire to improve the lives of staff members.

Both businesses claim that their responsible tourism journey began when they started separating waste for recycling, but both businesses were contributing to community causes before then. This suggests that the businesses were either reluctant to label themselves as responsible tourism businesses as long as they were not making any effort to reduce their environmental impact, or that they were originally not aware that responsible tourism had a social component.

One of the first measures taken by both businesses to reduce their environmental impact was to sort waste for recycling. Unlike other impacts of tourism, waste is a tangible impact and waste takes up space. Managing and reducing waste then is perhaps not only one of the measures that businesses are quick to implement because the results of the measures can be seen and felt more readily than others.

Both businesses have high staff retention because of good human resources practices. Happy staff also perform better, contributing to customer satisfaction.

Operating responsibly requires ongoing learning from business owners and managers, not only to keep abreast of market expectations and trends, but also to discover new technologies or operating practices that can be beneficial to the business. This reinforces the idea the responsible tourism is an ongoing journey instead of a short-term project.

#### **7.4. The impact of support versus and non-support**



Offers of support motivate those businesses that are contemplating operating responsibly to start, or for those businesses that are operating responsibly to a small degree to intensify their efforts.

Businesses require information to make decisions about responsible tourism management practices. Businesses that do not receive support have to research responsible tourism, and find effective solutions through trial and error. Implementing responsible tourism management practices in this way will take more time, require more resources, carry more risk and cost more than when a business receives information as part of a formal support programme. Support programmes provide a variety of information including technical advice, best practice and recommendations of suppliers and service providers. These resources reduce uncertainty and complexity and allow businesses to make informed decisions, and implement responsible tourism management practices quicker, more effectively, with less disruption and at less cost.

Businesses readily adopt responsible tourism management practices if it is part of a funded technology roll-out because it is at no cost to the business, and it reduces uncertainty about new technologies and suppliers.

Businesses that receive support for monitoring, either by having their performance monitored or by having monitoring systems developed for them, are more likely to track and understand the impacts of responsible tourism management practices on their performance.

## 7.5. Areas in which support is needed

Having implemented responsible tourism independent of any formal support programme, The Backpack cited a lack of good advice as a barrier to operating responsibly. Chantal from The Lodge at Atlantic Beach, felt that the **technical advice and information** the business had received as part of the Cape Town Responsible Tourism Challenge, was essential. Advice would also help in discovering effective solutions quicker instead of through trial and error.

The businesses feel that retrofitting buildings with resource efficiency technologies is prohibitively expensive and complex. Further to this point above, both businesses find it challenging to decisions about solutions and service providers for large investments in complicated technology like solar panels or solar geysers. The common reason for this is that the decision makers within the business do not have the



technical knowledge to confidently select the right solutions. The owners of The Backpack also felt that they had no assurance that service providers are trustworthy.

Both businesses lack the resources to effectively track and monitor the results of changes made within the business. Therefore businesses do not know with any degree of certainty that the effects of any changes made are positive, and cannot say definitely that energy and water saving measures have resulted in cost savings.

Roll outs of new technology make it easier for business to implement responsible operating practices.

Site visits to other installations that are practicing responsible tourism are valuable in demonstrating good practice. Site visits to installations that represent the upper reaches of what can be achieved are common, but these are not necessarily the most useful as measures taken cannot be widely replicate.

In summary, the following support needed can be identified from the case studies:

- information on responsible tourism and responsible tourism management systems;
- dissemination of best practice;
- site visits to installations that are practicing responsible tourism management;
- facilitation of networking in which solutions to common problems can be explored and best shared through discussion;
- provision or facilitation of professional and impartial advice, particularly technical advice and advice on measures that require a large investment;
- information on reliable service providers;
- funding for retrofits;
- roll-outs of new technology;
- municipal services that support responsible tourism management practices; and
- tools and resources for tracking and monitoring the impacts of responsible tourism management practices implemented.



## 8. FINDINGS – PART E: TOURISTS

Tourists were surveyed at tourist attractions in Limpopo, Gauteng and the Western Cape. A total of 1,045 respondents were interviewed - 500 (47.85%) from the Western Cape, 304 (29.09%) from Gauteng and 241 (23.06%) from Limpopo.

This section presents the results of the study according to the sections of instrument. Where applicable, the results are compared with the findings of similar research undertaken by TUI in 2010 and 2012 (TUI 2010, 2012).

For ease of reading, this section presents mainly the summary of findings. Additional tabular data and graphs can be found in Appendix G.

### 8.1. Demographics

This section presents the demographics of tourists surveyed and includes information on the gender, nationality, length of stay in South Africa (for international tourists) or trip duration (for domestic tourists), level of education, purpose of visit, main mode of transport and type of accommodation.

**Gender:** More men than women participated in the survey, both overall (55.97% vs 44.03%) and within the each of the three provinces.

**Nationality:** The majority of respondents were South African (53.2%). International respondents originate from, among others, South Africa's traditional overseas markets and African land markets. Fig 22 (overleaf) shows the top ten countries of origin of respondents. These ten countries make up almost 79% of respondents.

**Level of education:** The vast majority (85,99%) of respondents have a post matric education. Almost half of respondents have a postgraduate degree (n=290, 49.57%). (Table 53).

### 8.2. Trip characteristics

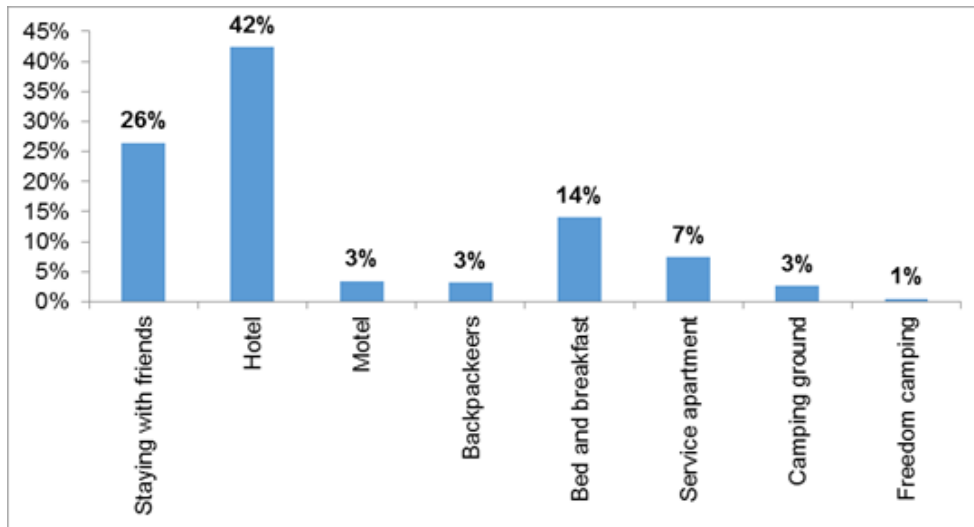
**Purpose of visit:** The majority of respondents indicated that leisure was their primary purpose of visit (n=618, 66.96%).



**Mode of transport:** Respondents indicated that they mostly would use a private car as means of transport (n=353, 35.62%), with rental cars being the second most use land transport.

**Accommodation:** The majority of respondents stayed in hotels (n=408, 42.37%) rather than B&B's, motels, camping or staying with friends (Figure 22).

Figure 22: Main type of accommodation



### 8.3. Sustainability awareness and interest

Participants were requested to answer questions on sustainability awareness and interest. This tested their familiarity with sustainability; what they associated with sustainability; their interest in sustainability as well as their level of interest in the different aspects of sustainability.

#### 8.3.1. Familiarity with sustainability

Almost half (49%) of respondents across the sample indicated they were familiar with the term sustainability. The percentage of respondents who are very familiar with the term is lower than the findings of a study conducted by TUI in 2012. In that instance a remarkable 54% of respondents indicated being familiar with the concept.

Also, Table 32 shows that this average masks differences within the sample. Almost half (47%) of South Africans were only slightly familiar or not at all familiar with the term. By comparison, only a quarter of international respondents indicated low or no familiarity with the concept.



In the current study, a small minority of respondents were not at all familiar with the term. However, the average of 13.2% is more than double the percentage in the 2021 TUI study. Also, 5% of all respondents in the study did not answer this question, perhaps pointing to a reluctance to acknowledge not knowing the term.

**Table 32: Respondents' familiarity with sustainability**

|                     | Domestic   |              | International |       | Total      |       |
|---------------------|------------|--------------|---------------|-------|------------|-------|
| Very familiar       | 75         | 14.3%        | 112           | 24.7% | 190        | 19.2% |
| Moderately familiar | 132        | 25.2%        | 159           | 35.0% | 295        | 29.8% |
| Familiar            | 71         | 13.6%        | 71            | 15.6% | 142        | 14.4% |
| Slightly familiar   | 161        | <b>30.8%</b> | 68            | 15.0% | 231        | 23.4% |
| Not at all familiar | 84         | <b>16.1%</b> | 44            | 9.7%  | 131        | 13.2% |
| <b>Total</b>        | <b>523</b> |              | <b>454</b>    |       | <b>989</b> |       |

### 8.3.2. Associations with sustainability

Overall, respondents drew strong associations between sustainability and protection of natural resources, protection of natural resources and waste reduction. It is notable that the top five associations all relate to the environmental dimension of sustainability. Table 33 shows both South African and international respondents agreed on the strong associations between these three aspects and sustainability. However, differences in the associations the two groups made can be seen in Table 7. Animal protection was relatively strongly associated for international respondents, whereas the association was relatively weak amongst domestic respondents. Interestingly, more international respondents associated sustainability with community development, with more than two thirds (69%) making this association compared with 62.5% of South African respondents. A similar pattern can be observed in relation to “Fair Trade”.

**Table 33: Associations with sustainability**

| * |                                 | Never | Rarely | Occasionally | Often | Always | Dom | Int |
|---|---------------------------------|-------|--------|--------------|-------|--------|-----|-----|
| 1 | Environmental protection        | 0.7%  | 7.5%   | 13.2%        | 31.3% | 47.3%  | 1   | 1   |
| 2 | Protection of natural resources | 1.9%  | 7.7%   | 13.9%        | 31.3% | 45.2%  | 2   | 2   |
| 3 | Waste reduction                 | 1.9%  | 7.7%   | 15.0%        | 31.6% | 43.7%  | 3   | 3   |
| 4 | Animal protection               | 1.8%  | 8.6%   | 19.7%        | 25.8% | 44.0%  | 7   | 4   |
| 5 | Organic agriculture and food    | 1.5%  | 10.5%  | 21.3%        | 32.1% | 34.6%  | 4   | 8   |



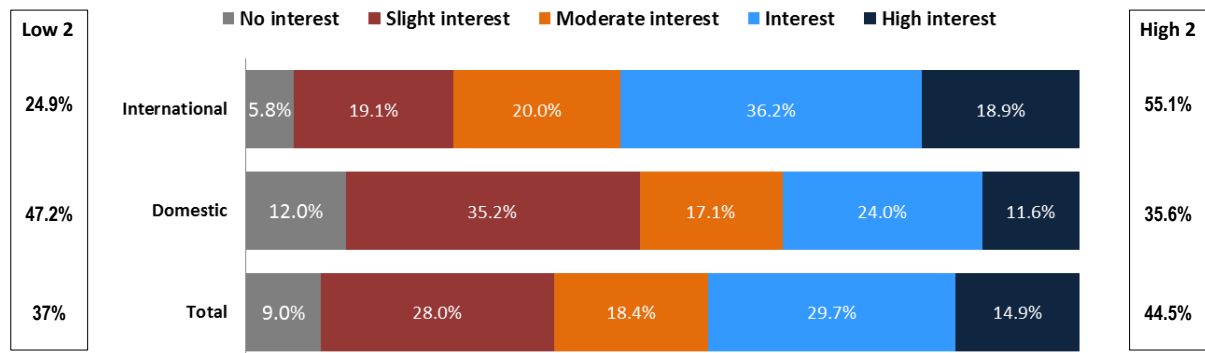
| *  |                                               | Never | Rarely | Occasionally | Often | Always | Dom | Int |
|----|-----------------------------------------------|-------|--------|--------------|-------|--------|-----|-----|
| 6  | Protecting human rights and child labour      | 2.6%  | 9.4%   | 21.7%        | 29.0% | 37.3%  | 5   | 7   |
| 7  | Promoting development in the community        | 1.9%  | 8.0%   | 24.2%        | 29.5% | 36.4%  | 8   | 5   |
| 8  | Fighting poverty and economic inequality      | 2.2%  | 12.2%  | 20.6%        | 32.6% | 32.5%  | 6   | 9   |
| 9  | Fair trade                                    | 2.9%  | 10.2%  | 24.3%        | 33.0% | 29.6%  | 10  | 6   |
| 10 | Equal opportunities/fair pay in the workplace | 2.7%  | 12.3%  | 23.0%        | 30.7% | 31.3%  | 9   | 10  |

\* ranking based on the sum of "often" and "always"

### 8.3.3. Level of interest in sustainability

Most (44.5%) respondents claimed to have an interest or strong interest in sustainability compared to only 9% who stated they have no interest (Figure 23). The 2012 TUI study also found that interest is lower than awareness, with 40% of respondents highly interested in the subject. Domestic tourists are not only less aware of sustainability, they are also less interested in the topic, with almost half (47.2%) of South Africans only slightly interested or not at all interested in the term.

Figure 23: Interest in sustainability



### 8.3.4. Level of interest in the different sustainability issues

Most respondents with at least some level of interest in sustainability indicated a high degree of interest in the different sustainability topics. Across all categories, a higher percentage international respondents than South African were interested in the issues. South African respondents were most interested in *Poverty and economic inequality* and *social and community issues*, whereas *biodiversity and animal protection* and *Poverty and economic inequality* were the most interesting issues for international



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respondents (Figure 24 overleaf). Pollution and climate change issues were found to be of greatest interest in both TUI studies.





## 8.4. Sustainable living practices in everyday life

This section addresses the sustainable living behaviors respondents engage in in everyday life. As evident in Figure 25, the adoption of regular responsible actions at home is relatively low. On average, only 40% of respondents in this study separate waste for recycling contrasted with a significant 92% of respondents in the 2012 TUI research. Support for certified products is also low – half of holidaymakers surveyed by TUI in 2012 made this claim. Interestingly, whereas more than half (55%) of TUI holidaymakers did not book environmentally friendly holiday trips, 43% of respondents in the current study stated that they did not do so.

Figure 24: Comparative level of interest in different sustainability issues

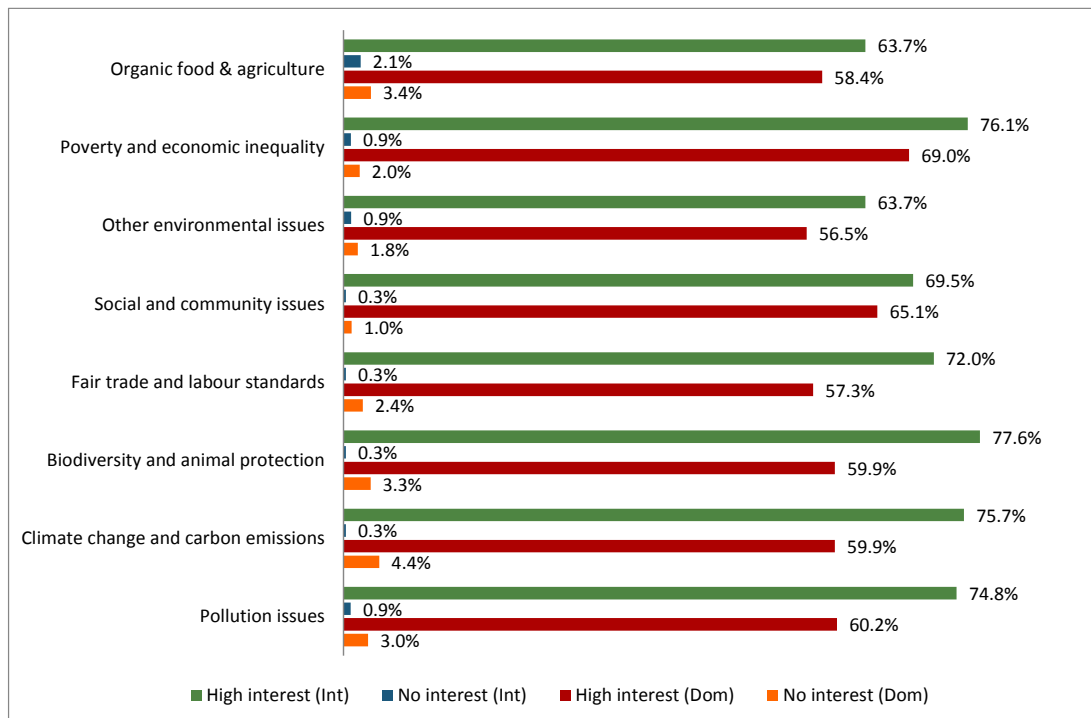
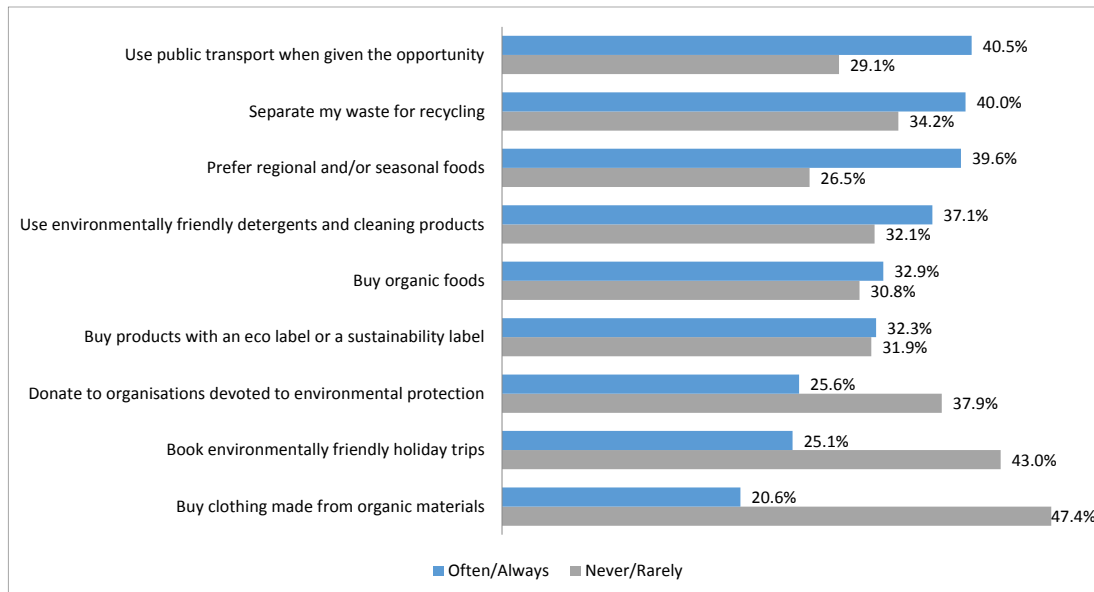




Figure 25: Participation in sustainable living practices



#### 8.4.1. Sustainable living behaviour: International versus domestic tourists

Table 34 compares a selected number of the everyday sustainability behaviours of South African and international respondents. For all four of the selected sustainability behaviours the uptake amongst by South Africans is lower. The difference in a relatively straightforward action, separating waste for recycling is striking. The percentage of South Africans who had made waste separating part of their everyday activities is less than half the percentage of international respondents who separated waste.

Table 34: Comparison of select everyday sustainability behaviours

|                                                             | Domestic     |              | International |              |
|-------------------------------------------------------------|--------------|--------------|---------------|--------------|
|                                                             | Often/Always | Never/Rarely | Often/Always  | Never/Rarely |
| Separate my waste for recycling                             | 26.8%        | 44.2%        | 55.7%         | 22.1%        |
| Book environmentally friendly holiday trips                 | 22.3%        | 44.8%        | 28.3%         | 40.8%        |
| Use environmentally friendly detergents & cleaning products | 33.1%        | 37.5%        | 41.9%         | 25.4%        |
| Buy products with an eco-label or a sustainability label    | 26.8%        | 37.4%        | 38.7%         | 32.0%        |

#### 8.4.2. Level of association between lived sustainability practices and travel type

The results show that there is a strong association between the first six **sustainability practices** and travel type. Travel type is not associated with 'Book environmentally friendly holiday trips', 'donate to organisations devoted to environmental protection' and 'Buy clothing made from organic materials', due to Chi square values less than the principle and p value greater than 0.05.



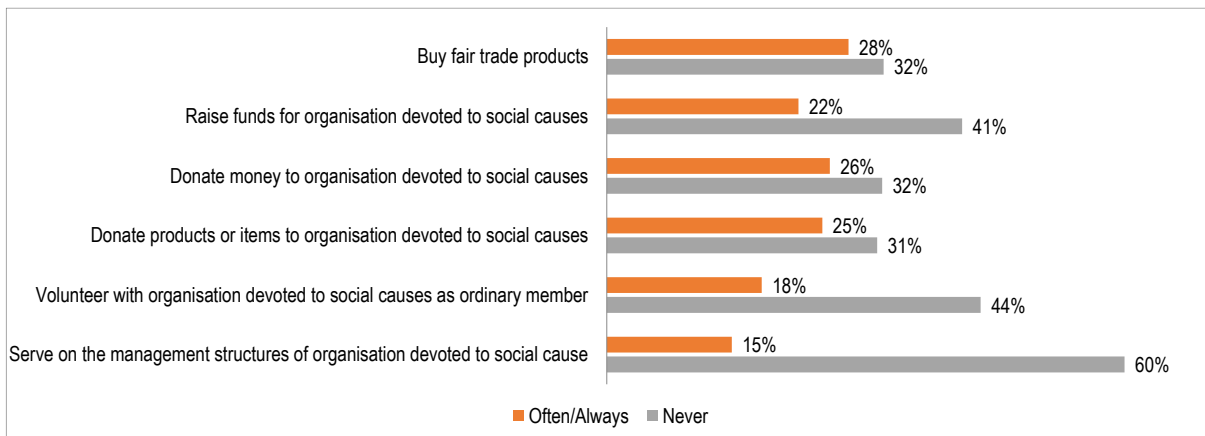
**Table 35: Association between lived sustainability practices and travel type**

|                                                               | Chi-square | df | p value |
|---------------------------------------------------------------|------------|----|---------|
| Separate my waste for recycling                               | 108.53     | 4  | 0.0000  |
| Prefer regional and/or seasonal foods                         | 43.95      | 4  | 0.0000  |
| Use environmentally friendly detergents and cleaning products | 17.92      | 4  | 0.0013  |
| Use public transport when given the opportunity               | 19.51      | 4  | 0.0006  |
| Buy products with an eco-label or a sustainability label      | 21.52      | 4  | 0.0003  |
| Buy organic foods                                             | 17.92      | 4  | 0.0013  |
| Book environmentally friendly holiday trips                   | 6.22       | 4  | 0.1836  |
| Donate to organisations devoted to environmental protection   | 9.08       | 4  | 0.0591  |
| Buy clothing made from organic materials.                     | 1.72       | 4  | 0.7871  |

## 8.5. Contribution to social causes

Respondents are even less prone to contribute to social causes on an ongoing basis, be it through financial or in-kind donations or through the contribution of work. Approximately a quarter regularly buy fair trade products, donate products or donate money to a social cause. Involvement with the management structures or volunteering with an organisation devoted to social causes as ordinary member both are areas of low involvement.

**Figure 26: Participation in social causes**



### 8.5.1. Level of association between involvement in social causes and travel type

As was the case with **lived sustainability practices**, The Chi square results revealed that there a strong association between travel type and involvement with social causes. Travel type is strongly associated



with most of the listed social contributions, with Chi square values being greater than the principle and p value less than 0.05. Raising funds for organisations devoted to social causes is not associated with travel type.

**Table 37: Association between involvement in social causes and travel type**

|                                                                              | Chi-square | df | p value |
|------------------------------------------------------------------------------|------------|----|---------|
| Serve on the management structures of organisations devoted to social causes | 14.088     | 4  | 0.00702 |
| Volunteer with organisations devoted to social causes as ordinary member     | 11.961     | 4  | 0.01765 |
| Donate products or items to organisations devoted to social causes           | 21.928     | 4  | 0.00021 |
| Donate money to organisations devoted to social causes                       | 17.326     | 4  | 0.00167 |
| Buy fair trade products                                                      | 14.235     | 4  | 0.00658 |
| Raise funds for organisations devoted to social causes                       | 8.733      | 4  | 0.06814 |

## 8.6. Sustainable travel

This section presents the respondents' familiarity of, and attitudes towards, sustainable travel.

### 8.6.1. Familiarity with sustainable travel

Less than a third of respondents were not familiar with term "sustainable travel", while more than a third either knew the term well or very well. The 2012 TUI study, on the other hand, found that very few travelers (16%) were familiar with the term. Almost 8% of all respondents in the study did not answer this question, perhaps pointing to a reluctance to acknowledge not knowing the term.

Whereas less than a quarter (23.5%) of international respondents admitted not knowing the term, more than a third (36%) of domestic respondents were not familiar with the concept.

As could be expected from the low level of awareness of sustainable travel, the uptake of sustainable holidays is still low. Although the vast majority of participants (85.11%) had taken a holiday over the past 4 years, most (72.76%) did not take a sustainable holiday over the past 4 years (Table 38). This finding of the current study echoes those of both TUI studies which found that awareness of the term 'sustainable travel' was significantly higher than booking behavior, with only a quarter of holidaymakers booking a sustainable holiday.



Figure 27: Familiarity with sustainable travel – domestic versus international respondents

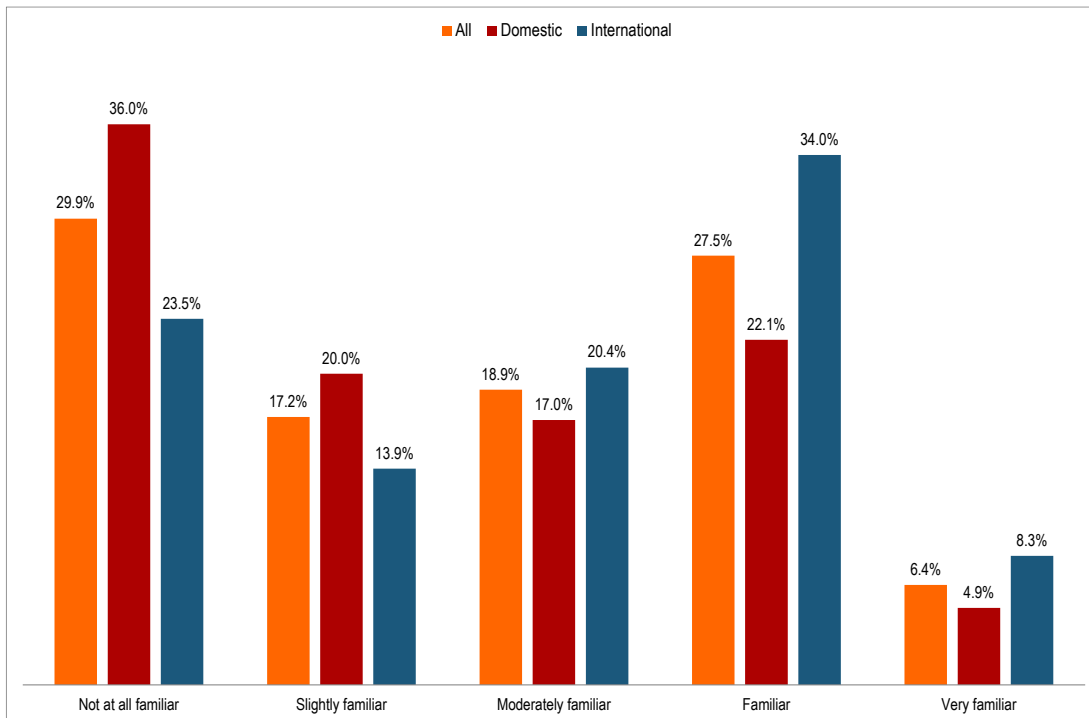


Table 38: Holidays and sustainable holidays

| Province                                                              | No           | Yes          | Total |
|-----------------------------------------------------------------------|--------------|--------------|-------|
| Have you ever taken a holiday over the past 4 years                   | 141          | 806          | 947   |
|                                                                       | <b>14.9%</b> | <b>85.1%</b> |       |
| Have you ever taken a 'sustainable holiday' over the past four years? | 705          | 264          | 969   |
|                                                                       | <b>72.8%</b> | <b>27.2%</b> |       |

The percentage of international respondents that had taken a sustainable holiday was only slightly higher than the percentage of domestic respondents (28.4% vs 25.2%).

Cost is sometimes considered to be a barrier to the purchasing of sustainable holidays, and hence respondent views of comparative costs were sought. However, the majority of respondents (63.8%) did not answer this question, correlating with the low levels of awareness of sustainable travel and booking of sustainable holidays.

Most respondents who answered this question (61.11%) were of the opinion that sustainable travel costs almost the same as conventional travel, with 20.6% who stating it costs a lot less. Table 39 shows that a comparatively higher percentage of South African respondents were of the view that sustainable holidays



cost less. Only 18% of the participants stated that sustainable travel costs a lot more than conventional travel. By comparison, 26% of respondents in the 2012 TUI study believed that sustainable holidays cost a lot more. The low level of participation in sustainable holidays is therefore attributable to other factors.

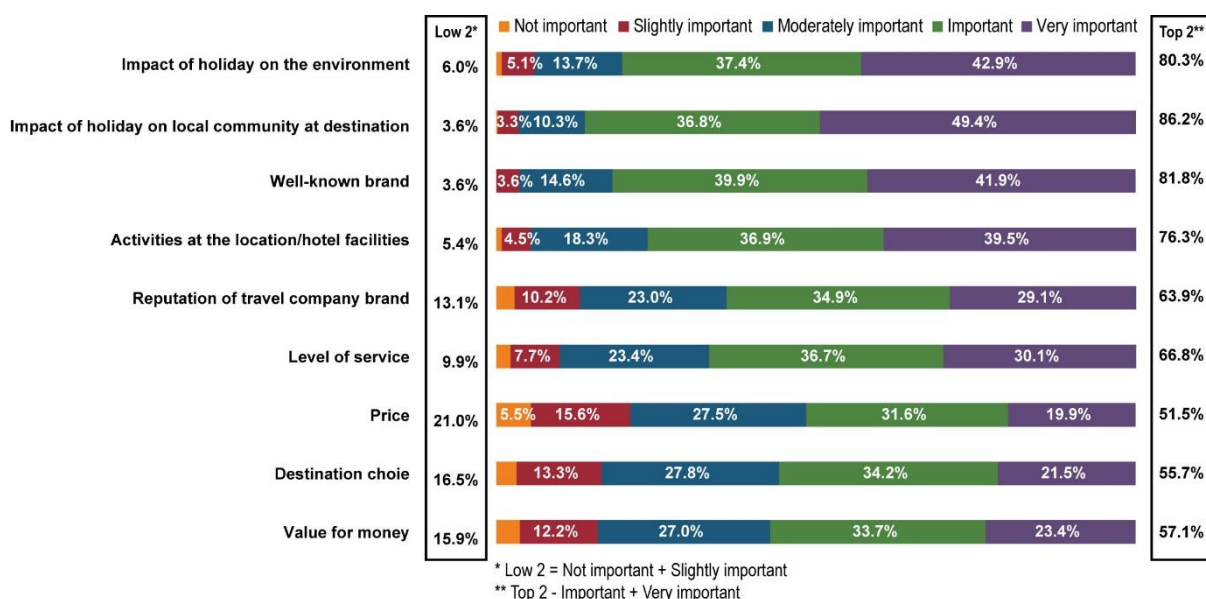
**Table 39: Perceptions of cost of sustainable holidays**

|               | A lot less  | About the same | A lot more   | Total |
|---------------|-------------|----------------|--------------|-------|
| International | 32<br>16.8% | 122<br>63.9%   | 37%<br>19.4% | 191   |
| Domestic      | 45<br>24.6% | 106<br>57.9%   | 32<br>17.5%  | 183   |
| Total         | 78<br>20.6% | 231<br>61.1%   | 69<br>18.3%  | 378   |

## 8.7. Factors driving holiday choices

Respondents identified destination choice, price and value for money and level of service as the main factors driving holiday choice, mirroring the results of the TUI research in both 2010 and 2012. More than half of respondents claimed that impact on the environment and the local community were important considerations – this is an encouraging finding yet does not correspond to the low level of purchasing of sustainable holidays as discussed in the previous section..

**Figure 28: Factors driving holiday choices**





### 8.7.1. Level of association between travel type and holiday choice considerations

Value for money, destination choice, reputation of travel company brand, and well-known brand are strongly associated with travel type. The results shows no strong association between travel type and the remaining factors since the Chi square value is less than the principle and the p value greater than 0.05.

Table 40: Association between travel type and purchasing factors

|                                                      | Chi-square | df | p value  |
|------------------------------------------------------|------------|----|----------|
| Well-known brand                                     | 30.2146    | 4  | 0.000004 |
| Destination choice                                   | 27.0762    | 4  | 0.000019 |
| Reputation of travel company brand                   | 13.158     | 4  | 0.010532 |
| Value for money                                      | 12.1879    | 4  | 0.016012 |
| The holiday impact on local community at destination | 4.81135    | 4  | 0.307214 |
| Price                                                | 3.50823    | 4  | 0.319701 |
| Activities at the location / Hotel facilities        | 4.67219    | 4  | 0.322623 |
| The holiday impact on the environment                | 2.38883    | 4  | 0.664647 |
| Level of service                                     | 1.789      | 4  | 0.7743   |

## 8.8. Behaviour on holiday

About half of respondents indicated that they limit their use of electricity and water while travelling. Some 42% claimed to request that towels and linen not be washed daily. Local cultures also attract a fair level of attention, with half of respondents learning about local cultures before the trip and interacting local cultures during their travels. Behaviour in relation to separating waste and buying certified products and organic foods while travelling corresponds with the findings of low levels of uptake in daily sustainability behaviour described in section 4.1.4. However, participation in these activities is even lower than in everyday life. For example, almost half of respondents do not separate waste while travelling, compared with about a third in everyday life. Most travellers tend not to engage in donating to or volunteering with organisations devoted to environmental protection or social causes. However, the level of engagement in these activities is higher than in everyday life (Figure 29).

### 8.8.1. Willingness to change behaviour



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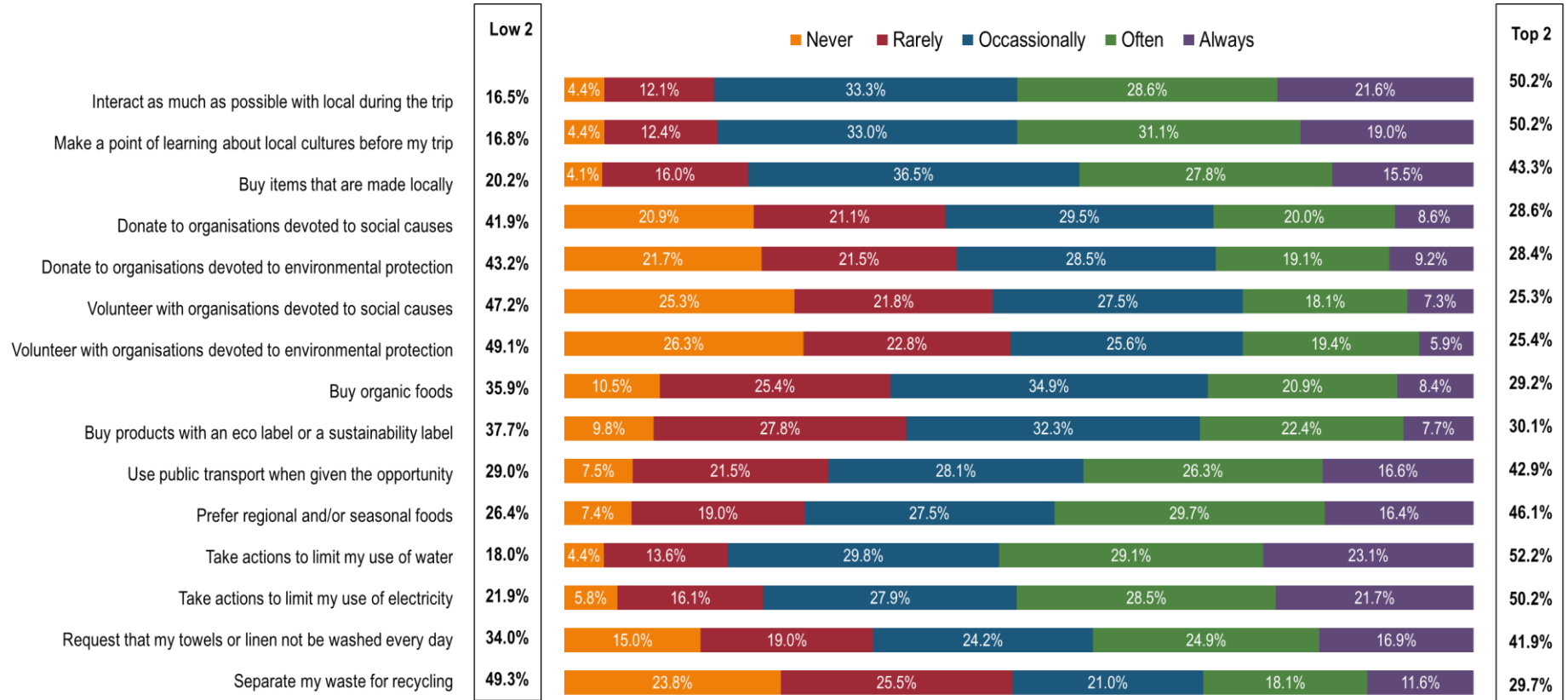
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Travellers surveyed in the current study claimed to be prepared to change their behaviour while travelling if the environment or local people will benefit. Only 7% indicated that they were not willing to do so. Most respondents agree that they are prepared to make small changes in their behaviour when on holiday if it helps local people (72%) followed by those who are prepared to make small changes in behaviour when on holiday if it helps the environment (70%).





**Figure 29: Behaviour on holiday**

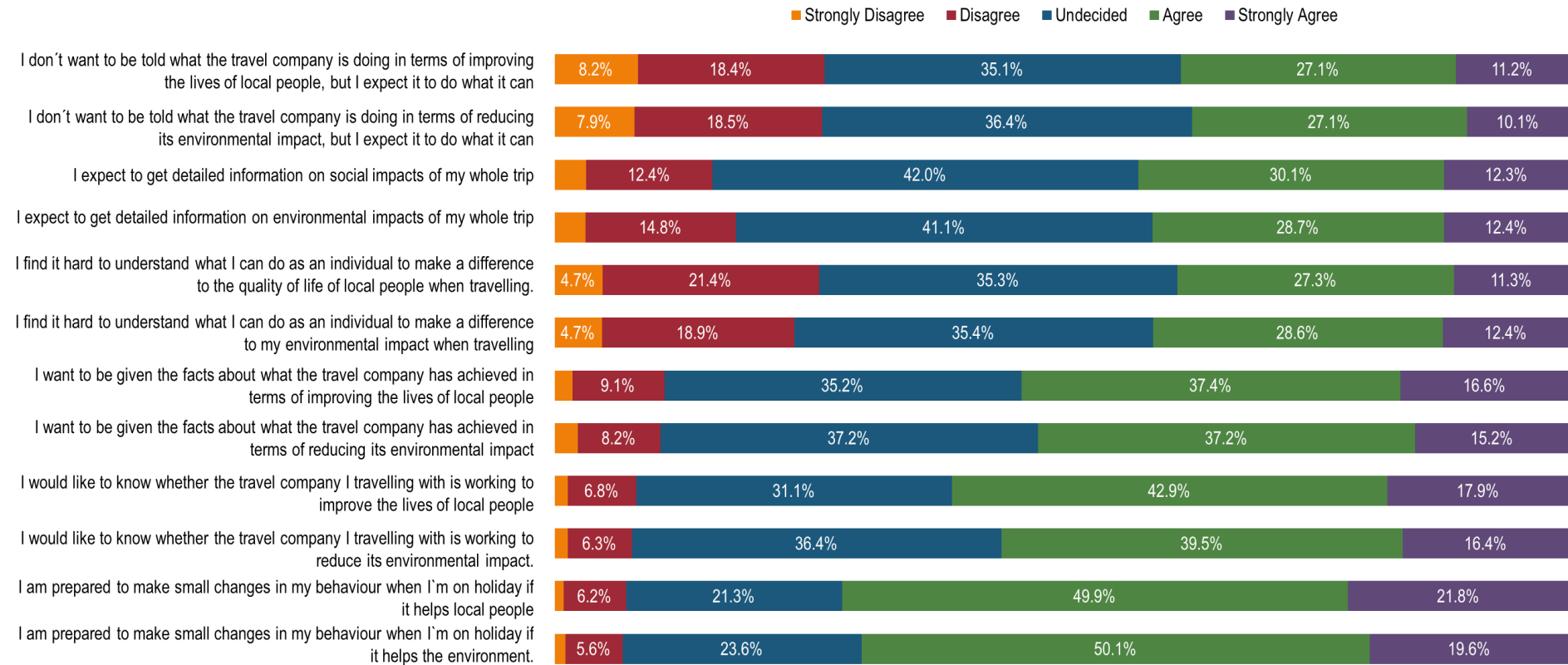




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Figure 30: Willingness to change holiday behaviour





The TUI research also found that holidaymakers were willing to change their behaviour to some extent. Sizable percentages of respondents said that they want to know whether travel companies are working to improve the lives of local people and reduce its environmental impact (56% and 61% respectively). This finding also corresponds to the results of the TUI studies. Roughly 50% want facts about the achievements of travel companies in relation to reducing their environmental impact or improving the lives of local people, correlating with the TUI research. However, only about 10% were not interested in receiving this information, compared to 18% in the 2010 TUI research. About 40% of respondents stated that they were not sure what they could do to make a difference to their environmental impact or the lives of local people when travelling, while about a quarter indicated that they had no difficulty in knowing what to do. These findings point to an opportunity to positively influence traveller behaviour through the provision of easily understandable information about actions they can take. Figure 30 presents additional information regarding respondents' views on the responsibilities of travel companies.

## **8.9. Eco labels**

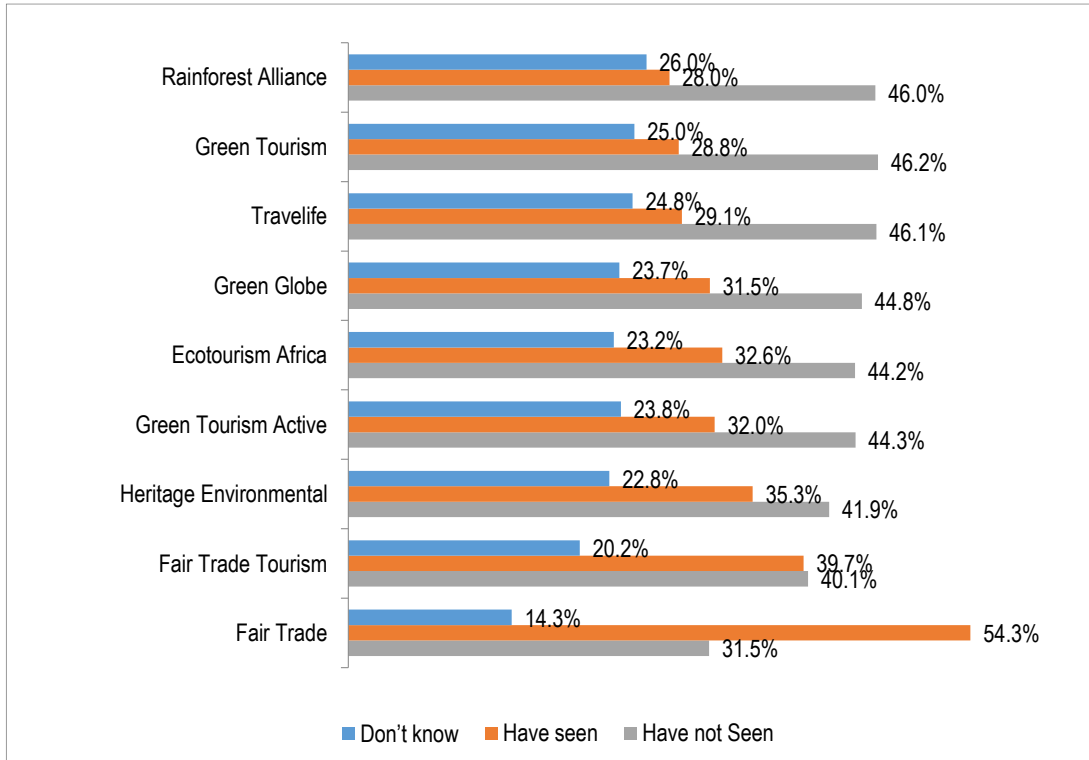
This section presents respondents' awareness of and opinions on the trustworthiness of the various sustainability seals or labels.

### **8.9.1. Awareness of eco labels**

While more than half of respondents (54.27%) are aware of the Fair Trade label, travel-specific labels are not widely known. Some 40% are aware of the Fair Trade in Tourism label. The other three South African labels, i.e. Green Tourism Active, Heritage Environmental Programme and EcoTourism Africa are less well known. Awareness of international labels is the lowest. Apart from Fair Trade and Fair Trade in Tourism, the percentage of respondents that are not aware of these eco labels is greater than the percentage that are.



Figure 31: Awareness of eco labels



### 8.9.2. Eco-label awareness: domestic versus international travel

Most international respondents are aware of the fair trade label and find it trustworthy. Most international travel and domestic are not aware of Heritage Environmental, Green Tourism Active, or Ecotourism Africa.

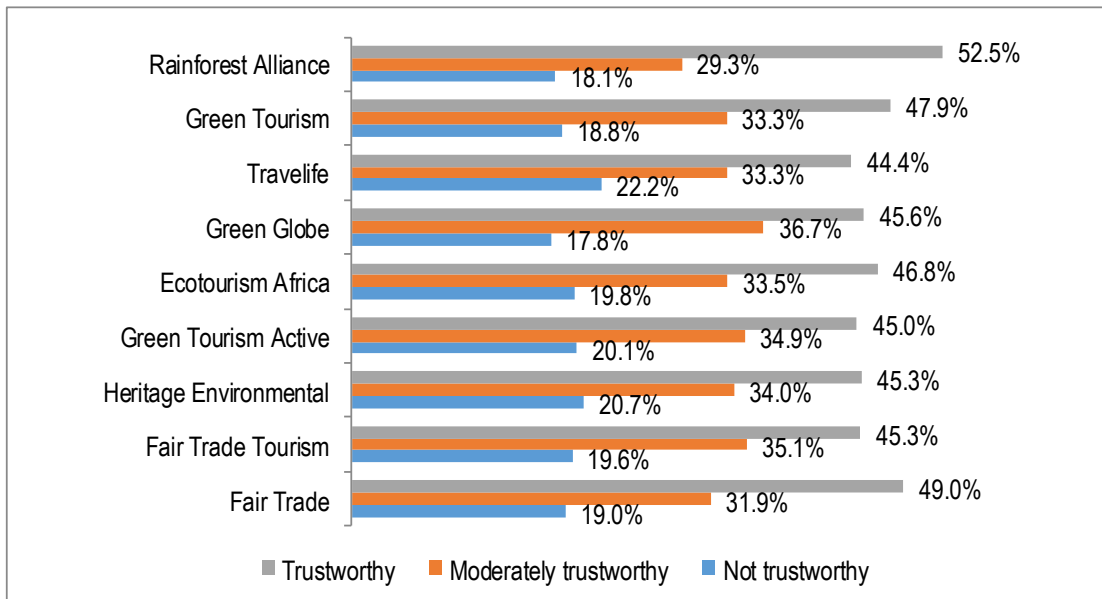
### 8.9.3. Trust in eco labels

Overall more respondents felt that eco labels are trustworthy than those that felt that eco labels are either moderately trustworthy or untrustworthy.

Rainforest Alliance is more trusted by participants compared to other eco-labels. More than 40% of participants found Fair Trade, Fair Trade Tourism, Heritage, Environmental, Green Tourism Active, Ecotourism Africa, Green Globe, Travelife, Green Tourism labels trustworthy compared to 20% who found these not be trustworthy.



**Figure 32: Trust in eco labels**



**8.9.4. Level of association for awareness and trustworthy by travel type**

With the exception of Fair Trade Tourism Green Tourism, the Chi square results show that there is a significant association between awareness and travel type (Table 41). The results interestingly show that there is no association between travel type and the level of trust by travellers with awareness of specific labels. A significant difference was found between travel type and trustworthiness of Fair Trade and Green Globe, which makes them strongly associated with travel type.

**Table 41: Association between label awareness and trust and travel type**

|                        | Chi-square | df | p value | Chi Square | df | p       |
|------------------------|------------|----|---------|------------|----|---------|
| Fair Trade             | 10.37      | 2  | 0.0056  | 11.688     | 4  | 0.01983 |
| Fair Trade Tourism     | 3.68633    | 2  | 0.15832 | 5.48689    | 4  | 0.24089 |
| Heritage Environmental | 8.12789    | 2  | 0.01718 | 3.7752     | 4  | 0.43729 |
| Green Tourism Active   | 8.5488     | 2  | 0.01392 | 9.26149    | 4  | 0.05489 |
| Ecotourism Africa      | 7.30344    | 2  | 0.02595 | 8.83369    | 4  | 0.0654  |
| Green Globe            | 7.23738    | 2  | 0.02682 | 10.33      | 4  | 0.03523 |
| Travelife              | 5.88897    | 2  | 0.05263 | 9.31427    | 4  | 0.05371 |
| Green Tourism          | 2.97702    | 2  | 0.22571 | 9.41942    | 4  | 0.05144 |
| Rainforest Alliance    | 7.87902    | 2  | 0.01946 | 2.17269    | 4  | 0.70403 |



## 8.10. Conclusion

The research objectives stipulated that the research should investigate the key drivers of consumer selection of tourism products and destinations. The preceding section examined five aspects of consumer behaviour. First, consumer views on sustainability and their sustainability practices in everyday life were described. Second, it laid bare the factors that tourists consider when buying travel products. Third, it explored consumer views on and purchasing of sustainable travel. Fourth, it described consumer behaviour while on holiday and their willingness to change their behaviour to become more responsible travellers. Last, it described consumer awareness of and trust in eco-labels.

Next, conclusions are presented and recommendations regarding the support mechanisms and interventions that should be established or scaled up to drive the mainstreaming of RT in tourism enterprises in South African are detailed.



## 9. Conclusions and recommendations

### 9.1. Conclusions

The research sought to answer three primary questions:

- Is the uptake of responsible tourism practices aligned with the SANSRT in the tourism sector in South Africa satisfactory?
- If not, what is hindering the implementation of responsible tourism management practices?
- What can be done to support role players' implementation of the SANSRT?

In order to answer these questions, the research sought the views of the following stakeholder groups: government, tourism enterprises and certification bodies. As an introduction to the recommendations, the findings of three of the research streams, i.e. the case studies and surveys of government stakeholders, are presented in tabular format in Table 42 and Table 43. This is accompanied by conclusions regarding similarities and contradictions between the results.

**The following conclusions can be drawn from the research amongst government stakeholders and tourism enterprises:**

- Government stakeholders and tourism enterprises have a similar understanding of RT. This understanding includes strong associations with socio-cultural and environmental parts, and weaker associations with the economic part. Both associate RT with benefits for the local community and staff, but do not make the association of RT and more enjoyable experiences for tourists, and do not consider universal access a component of RT.
- As expected, the majority of government stakeholders are familiar with key national tourism sector policy and strategy documents, documents which few tourism enterprises – and fewer than supposed - are familiar with. However both government stakeholders and tourism enterprises have low levels of knowledge of the SANSRT which guides the implementation of RTM, and certainly do not recognise the standard by its technical designation.



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**Table 42: Comparison of key findings: government stakeholders versus tourism enterprises**

|                                           | <b>Government stakeholders</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Tourism enterprises</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|-------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Comprehension of RT</b>                | <ul style="list-style-type: none"> <li>Relatively balanced understanding of RT, with somewhat stronger associations with the socio-cultural and environmental parts than the economic part</li> <li>RT associated with benefits for local communities and staff, and not with more enjoyable experiences for tourists</li> <li>Low level of association of universal access with RT</li> </ul>                                                                                                                                      | <ul style="list-style-type: none"> <li>Relatively balanced understanding of RT, with somewhat stronger associations with the socio-cultural and environmental parts than the economic part</li> <li>RT associated with benefits for local communities and staff, and not with more enjoyable experiences for tourists</li> <li>Low level of association of universal access with RT</li> </ul>                                                                               |
| <b>Awareness of cornerstone documents</b> | <ul style="list-style-type: none"> <li>Strong majority, but not all, of respondents familiar with the key overarching tourism sector policy and strategy, e.g. National Tourism Sector Strategy, Tourism BBEEE Charter</li> <li>Low level of familiarity with the contents of the SANSRT</li> <li>lack of recognition of technical designation of the SANSRT</li> </ul>                                                                                                                                                             | <ul style="list-style-type: none"> <li>Low level of familiarity with content of key documents, and with the exception of the SARTG, considerably lower than estimated by government stakeholders</li> <li>Low level of familiarity with contents of the SANSRT</li> <li>Lack of recognition of technical designation of the SANSRT</li> </ul>                                                                                                                                |
| <b>RT policy</b>                          | <ul style="list-style-type: none"> <li>Low prevalence of internal RT policy statements</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                   | <ul style="list-style-type: none"> <li>Low prevalence of internal policy statements</li> <li>Skewing of content of policy documents to social, cultural and environmental responsibility</li> <li>Policy documents generally not made available to staff, and staff training on policy not undertaken</li> </ul>                                                                                                                                                             |
| <b>Status of RTM</b>                      | <ul style="list-style-type: none"> <li>Support for RTM is not a priority in public sector tourism organisations</li> <li>Limited conviction that RTM is a priority for private sector</li> <li>Uptake of RTM in the private sector not regarded as satisfactory</li> <li>Personnel knowledge and skills to implement responsible tourism practices within the organization or support private sector uptake inadequate</li> <li>Insufficient information, technical and financial resources to assist the private sector</li> </ul> | <ul style="list-style-type: none"> <li>The majority of enterprise had in place some RT practices, with a significant portion recognising room for improvement</li> <li>Despite generally not having received support towards adopting responsible operating practices, many enterprise already have a wide range of practices that are aligned with SANS 1162:2011</li> <li>Strong desire and willingness to adopt more practices exists, preferably with support</li> </ul> |
| <b>RT practices</b>                       | <ul style="list-style-type: none"> <li>Limited uptake of resource efficiency practices and technologies</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                  | <ul style="list-style-type: none"> <li>Local procurement and environmental management /RE practices take precedence and are practiced by the majority of tourism enterprises</li> </ul>                                                                                                                                                                                                                                                                                      |



| Government stakeholders                     |                                                                                                                                                                                                                                         | Tourism enterprises                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|---------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                             |                                                                                                                                                                                                                                         | <ul style="list-style-type: none"> <li>The estimates of government stakeholders regarding the uptake of various RT practices in tourism business were generally over or under the levels reported by tourism enterprises</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Universal accessibility</b>              | <ul style="list-style-type: none"> <li>Significant deficiency in universal accessibility</li> </ul>                                                                                                                                     | <ul style="list-style-type: none"> <li>Although the majority of tourism enterprises being to some degree accessible to people with physical restrictions, two-thirds do not provide information in a way that is accessible to people with visual or hearing restrictions</li> <li>The level of accessibility reported by tourism enterprises lower than the level estimated by government stakeholders</li> <li>Majority of tourism enterprises provide no information on responsible tourism to guests at all</li> <li>Majority of tourism enterprises do not engage guests to support their RT efforts through their personal behaviour</li> </ul> |
| <b>Staff development in relation to RTM</b> | <ul style="list-style-type: none"> <li>Most organisations do not offer RTM training for staff</li> <li>Most organisations do not train staff to provide service to people with disabilities</li> </ul>                                  | <ul style="list-style-type: none"> <li>Relatively low prevalence of regular staff training on RT practices of business</li> <li>The majority of enterprises do not train staff to provide service to people with disabilities</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Procurement</b>                          | <ul style="list-style-type: none"> <li>RT practices/commitments of suppliers generally not considered in procurement processes</li> <li>RT practices/commitments of applicants generally part of funding evaluation criteria</li> </ul> | <ul style="list-style-type: none"> <li>RT practices/commitments of suppliers generally not considered in procurement processes</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |



**Table 43: Views on barriers to implementation and preferred support mechanisms - government stakeholders, tourism enterprises and case studies**

|                                                         | <b>Government stakeholders</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Tourism enterprises</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Case studies</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|---------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Barriers to implementation in the private sector</b> | <ul style="list-style-type: none"> <li>• availability of and easy access to practical information and solutions on the 'how to' of responsible tourism practices and the associated financial benefits</li> <li>• prohibitive costs of implementation, products and technologies</li> <li>• insufficient in-house knowledge and skills and the perceived need to be a large tourism corporates with sustainability managers and 'green teams'</li> </ul>                                                                                                                                | <ul style="list-style-type: none"> <li>• access to information, technology and financial resources</li> <li>• perceived cost of implementation, availability of and access to 'how to' information, and insufficient information on the business case</li> <li>• the availability of requisite competencies within businesses also a constraint</li> <li>• an excessive focus on financial performance does NOT hinder enterprise action on sustainability, contradicting the view of government stakeholders</li> </ul>                     | <ul style="list-style-type: none"> <li>• cost and complexity of retrofitting buildings for energy and water efficiency and waste management solutions</li> <li>• financing responsible tourism solutions</li> <li>• lack of information on suppliers and service providers</li> <li>• identifying trusted suppliers and service providers</li> <li>• municipal services that do not support responsible operations</li> <li>• co-operation of staff</li> <li>• monitoring results</li> </ul>                                                                                                                                                     |
| <b>Support mechanisms and/or incentives for RTM</b>     | <ul style="list-style-type: none"> <li>• two broad categories, i.e. hands-on and practical information and solutions and funding for technologies identified as of value for tourism enterprises</li> <li>• despite clear need for support, public sector organisations either had not offered any support in the past and were not planning to offer support either</li> <li>• some preferential marketing support for tourism businesses that have demonstrated a commitment to responsible tourism, however the mechanisms are not those preferred by tourism enterprises</li> </ul> | <ul style="list-style-type: none"> <li>• Financial incentives seen to be the most helpful levers of change</li> <li>• enterprises attach higher priority to financial mechanisms than government stakeholders</li> <li>• technical and financial assistance towards certification fees</li> <li>• preference for on-line information, on-site training for staff and info about relevant suppliers</li> <li>• preference for support that enable implementation in own context, rather than generalised conferences and workshops</li> </ul> | <ul style="list-style-type: none"> <li>• information on responsible tourism and responsible tourism management systems</li> <li>• access to best practice information</li> <li>• site visits to installations that are practicing responsible tourism management</li> <li>• facilitation of networking in which solutions to common problems can be explored and best shared through discussion</li> <li>• provision or facilitation of professional and impartial advice, particularly technical advice</li> <li>• information on reliable service providers</li> <li>• funding for retrofits</li> <li>• roll-outs of new technology</li> </ul> |



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| Government stakeholders | Tourism enterprises                                                                                                                                                                 | Case studies                                                                                                                                                                                                                                             |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                         | <ul style="list-style-type: none"><li>• strong support for preferential marketing as an incentive, especially differentiation on digital platforms and print publications</li></ul> | <ul style="list-style-type: none"><li>• municipal services that support responsible tourism management practices</li><li>• tools and resources for tracking and monitoring the impacts of responsible tourism management practices implemented</li></ul> |



- A small proportion of both government stakeholders and tourism enterprises have internal RT policy statements. Among the tourism enterprises that do have RT policy statements, the policies lack elements of economic responsibility. Also, generally staff are not made aware of or trained on the policy, affecting the enterprises' ability to implement RTM effectively.
- While the majority of tourism enterprises have a wide range of RT practices in place, most feel that there is room for improvement. This is feeling is shared by government stakeholders who regard the uptake of RT within the private sector as unsatisfactory. However, the attitudes of government stakeholders towards RT in the private can hardly be described as supportive. While tourism enterprises are willing to adopt more RT practices and are looking for support to do so, sentiments among government stakeholders is that RTM is neither a priority for the private sector nor is support of RTM a priority for themselves. It is likely that the root of these sentiments is the lack of internal resources within public sector organisations to either implement RT internally or support the private sector. The result of this limited resources is that public sector organisations have limited uptake of RTM, almost exclusively resource efficiency practices and technologies. Tourism enterprises also prioritised resource efficiency practices and technologies, but implemented a wider range of RTM practices.
- Although tourism enterprises are better equipped to provide a service to people with disabilities than public sector organisations, the level of universal accessibility in the private sector is low.
- There is insufficient training of staff on RTM and RTM practices in both public sector organisations and tourism enterprises, including training to provide a service to people with disabilities.
- Government stakeholders and tourism enterprises alike generally do not consider the RTM practices or commitments of suppliers in procurement decisions, neither are they considered by government stakeholders as a criteria for funding.

**The following similarities and contradictions between government stakeholders, tourism enterprises and the case studies on the barriers to implementing RTM and preferred support mechanisms can be concluded:**

- Government stakeholders felt that tourism enterprises are motivated to adopt RTM by financial benefits, but both the tourism enterprises surveyed and those in the case study suggest that financial performance is not the only motivation for on sustainability.



- While there is a clear need for support for tourism enterprises, government stakeholders have no plans to offer support.
- All three groups are in agreement that a lack of practical information on RTM solutions, high costs, limited financing and limited internal competencies are barriers to tourism enterprises adopting RTM practices.
- Government stakeholders and tourism enterprises differed on the importance of financial incentives as a lever of change, and tourism enterprises attached a higher priority to financial mechanisms than government stakeholders. Technology roll-outs were also proposed by a business in a case study as an alternative to financial incentives or funding.
- Tourism enterprises indicate a need for different types of information to be disseminated in a number of ways. This includes technical information, practical information on implementation and information on credible service providers and suppliers.
- Given the complexities of different enterprises, general information on RTM is insufficient. Tourism enterprises have a need for support that enables implementation of RTM in their own context. The enterprises in the case studies suggest that they most require technical support specific to their properties.
- Technical and financial assistance towards certification, training for staff and tools for monitoring RTM practices are some of the support identified by tourism enterprises that had not been considered by government stakeholders.

## 9.2. Recommendations

The main aim of the study is to identify interventions and incentives needed to improve the number of enterprises, including state-owned tourism attractions, which embrace responsible tourism management practices with the view to improve take-up RT practices and adherence to the SANSRT. This section sets out a series of recommendations in the following clusters:

1. Entrenching RT: build a culture of adhering to RTM as a policy and strategic mandate
2. Build competency: nurture technical competency to support uptake of RTM
3. Empower with information: Make available information to strengthen technical competency
4. Establish the baseline of RT performance and plan for improvement basis for planning
5. Incentivise uptake of RT practices



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6. Reward progress and performance
7. Respond to and build demand
8. Monitor progress



## RECOMMENDATIONS

| Intervention cluster                                                        | Interventions                                                                                                                                                                                                                                                                                                                                                                              | Target group/s                                                                                    |
|-----------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| <b>Build a culture of adhering to RTM as a policy and strategic mandate</b> | <ul style="list-style-type: none"> <li>• Ensure all tourism officials receive a copy of the Tourism Act and NTSS, accompanied by a communication from the Minister/DG emphasising the responsibility of tourism officials to adhere to the mandate, and setting out actions that can be taken within the organisation to lead by example</li> </ul>                                        | Tourism officials in all spheres of government                                                    |
|                                                                             | <ul style="list-style-type: none"> <li>• Ensure all offices receive a copy of the Tourism Act and NTSS on file, accompanied by a communication from the Minister/DG elaborating on the role of tourism entities in carrying out the mandate, and setting out actions that can be taken within the organisations to lead by example and assist the private sector to take up RTM</li> </ul> | Government funded or supported tourism entities                                                   |
|                                                                             | <ul style="list-style-type: none"> <li>• Run a more extensive survey to more accurately determine the current state of knowledge on the foundation documents and RTM and needs in relation to carrying out the mandate</li> </ul>                                                                                                                                                          | Tourism officials in all spheres of government<br>Government funded or supported tourism entities |
|                                                                             | <ul style="list-style-type: none"> <li>• Raise awareness and understanding of Responsible Tourism with politicians within national, provincial and local government</li> </ul>                                                                                                                                                                                                             | Politicians                                                                                       |
|                                                                             | <ul style="list-style-type: none"> <li>• Implement communication programme on National Strategy for Responsible Tourism and SANSRT to facilitate embedding of 'Responsible Tourism' thinking</li> </ul>                                                                                                                                                                                    | Tourism officials in all spheres of government                                                    |
|                                                                             | <ul style="list-style-type: none"> <li>• Distribute a matrix that maps the principles of RT as laid out in the Tourism Act and the requirements of SANS 1162:011 to other policy and strategy mandates such as sector transformation, community involvement, empowerment, universal access</li> </ul>                                                                                      | Government funded or supported tourism entities                                                   |
|                                                                             | <ul style="list-style-type: none"> <li>• Supplement local government training programme with relevant content related to the RTM policy mandate</li> </ul>                                                                                                                                                                                                                                 | Municipal tourism officials                                                                       |





## RECOMMENDATIONS

| Intervention cluster                                                                 | Interventions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Target group/s                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Nurture technical competency to support uptake of RTM</b>                         | <ul style="list-style-type: none"> <li>• Make available a file copy of SANS 1162:2011 and the associated interpretation guide</li> <li>• Develop a web-based learning tool to assess knowledge of the content of SANS 1162:2011</li> <li>• Distribute a matrix that maps out the various requirements of the SANSRT against functions carried out by tourism entities, e.g. marketing, procurement, facility management, tourism infrastructure development, etc. to enable take-up of RTM by all tourism officials regardless of function (whole-of-government approach)</li> <li>• Raise awareness and understanding of Responsible Tourism and foundation documents with municipal tourism officials and staff of municipally funded tourism organisations</li> <li>• Supplement local government training programme with relevant content related to the RTM policy mandate</li> </ul> | <p>Tourism officials in all spheres of government<br/>Government funded or supported tourism entities</p> <p>Tourism officials in all spheres of government<br/>Government funded or supported tourism entities</p> <p>Tourism officials in all spheres of government<br/>Government funded or supported tourism entities<br/>Public sector entities managing state-owned tourism assets, e.g. protected area, museums</p> <p>Municipal tourism officials &amp; LTOs</p> <p>Municipal tourism officials</p> |
| <b>Make available information to strengthen technical support for implementation</b> | <ul style="list-style-type: none"> <li>• Use the NDT knowledge platform as a conduit to information portals containing RTM guidelines, case studies, templates, etc. to draw on the</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <p>Tourism officials in all spheres of government<br/>Government funded or supported tourism entities</p>                                                                                                                                                                                                                                                                                                                                                                                                   |



## RECOMMENDATIONS

| Intervention cluster                                                                        | Interventions                                                                                                                                                                                                                                                                 | Target group/s                                                                                                                                                      |
|---------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Establish the baseline of RT performance and plan for improvement basis for planning</b> | <ul style="list-style-type: none"> <li>Consider establishing a RTM knowledge platform for South Africa, in association with the TBCSA</li> </ul>                                                                                                                              | Public sector entities managing state-owned tourism assets, e.g. protected area, museums<br>Tourism associations<br>All stakeholders                                |
|                                                                                             | <ul style="list-style-type: none"> <li>Create additional materials, e.g. guidelines, toolkits, templates, case studies, workbooks, as necessary</li> </ul>                                                                                                                    | All stakeholders                                                                                                                                                    |
|                                                                                             | <ul style="list-style-type: none"> <li>In association with the major trade associations, develop and run awareness/implementation workshops focussing on practical actions in different scenarios</li> </ul>                                                                  | All stakeholders                                                                                                                                                    |
|                                                                                             | <ul style="list-style-type: none"> <li>Undertake RTM (inclusive of universal access) evaluations, possible adopting the SANSRT-aligned evaluation tool for destination management/marketing organisations developed by Cape Town Tourism and Better Tourism Africa</li> </ul> | Government funded or supported tourism entities<br>Public sector entities managing state-owned tourism assets, e.g. protected area, museums<br>Tourism associations |
|                                                                                             | <ul style="list-style-type: none"> <li>Prepare and launch Responsible Tourism Improvement Plans for each entity. Revise every 5 years</li> </ul>                                                                                                                              | Government funded or supported tourism entities                                                                                                                     |
|                                                                                             | <ul style="list-style-type: none"> <li>Report on progress with implementation at least annually</li> </ul>                                                                                                                                                                    | Public sector entities managing state-owned tourism assets, e.g. protected area, museums<br>Tourism associations                                                    |
|                                                                                             |                                                                                                                                                                                                                                                                               |                                                                                                                                                                     |



## RECOMMENDATIONS

| Intervention cluster                      | Interventions                                                                                                                                                                                                                                                                                                        | Target group/s      |
|-------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| <b>Incentivise uptake of RT practices</b> | <ul style="list-style-type: none"> <li>Work with the dti, SEDA, etc. to determine whether existing financial incentives and support mechanisms permit funding of technology investments and retrofits; funding of technical support for certification preparation and subsidisation of certification fees</li> </ul> | Tourism enterprises |
|                                           | <ul style="list-style-type: none"> <li>Engage relevant stakeholders to facilitate funding for resource-efficiency conversions or roll-outs in the tourism sector under TIP</li> </ul>                                                                                                                                | Tourism enterprises |
|                                           | <ul style="list-style-type: none"> <li>Bring together trade associations, certification bodies and technical advisors to develop a joint programme of action aimed at ensuring that tourism businesses have access to 'how to' information, and are adequately recognised for progress</li> </ul>                    | Tourism enterprises |
| <b>Reward progress and performance</b>    | <ul style="list-style-type: none"> <li>Work with trade associations and certification bodies to develop a system of recognition that recognises progress before certification is achieved, yet avoiding greenwashing</li> </ul>                                                                                      | Tourism enterprises |
|                                           | <ul style="list-style-type: none"> <li>Incorporate RT criteria into every category of the Lilizela Awards</li> </ul>                                                                                                                                                                                                 | Tourism enterprises |
| <b>Respond to and build demand</b>        | <ul style="list-style-type: none"> <li>Embed Responsible Tourism angle into SAT marketing campaigns, materials and trade shows</li> </ul>                                                                                                                                                                            | Consumers           |
|                                           | <ul style="list-style-type: none"> <li>Encourage all tourism marketing organisations to embed Responsible Tourism marketing campaigns, materials and trade shows</li> </ul>                                                                                                                                          | Consumers           |
|                                           | <ul style="list-style-type: none"> <li>Create and disseminate "Guide to Responsible Tourism marketing" to enable tourism businesses to be clear and upfront about responsible tourism practices and progress in all marketing material and channels</li> </ul>                                                       | Consumers           |
|                                           | <ul style="list-style-type: none"> <li>Assess and monitor market attitudes and preferences iro Responsible Tourism, especially in under-researched regional African and domestic markets</li> </ul>                                                                                                                  | Consumers           |
|                                           | <ul style="list-style-type: none"> <li>Develop national Responsible Tourism reference e- library, including photos, case studies, newspaper and magazine articles, journal articles, presentations, conference papers, etc.</li> </ul>                                                                               | Consumers           |



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## RECOMMENDATIONS

| Intervention cluster    | Interventions                                                                                                                                                                       | Target group/s |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
|                         | <ul style="list-style-type: none"><li>• Implement media and communications programme to showcase South Africa's Responsible Tourism leaders</li></ul>                               | Consumers      |
| <b>Monitor progress</b> | <ul style="list-style-type: none"><li>• Monitor impact of interventions</li><li>• Conduct periodic research to track progress on take-up of responsible tourism practices</li></ul> |                |



The idea that every actor in the tourism sector has the responsibility to use tourism as a tool for sustainable development is at the heart of responsible tourism. Responsible tourism cannot be delivered by any one actor. Responsibility for increasing the uptake of responsible tourism practices should not be laid at the door of one player. Government has a responsibility to commit to and act on its policy mandates, creating the facilitating environment for the private sector to act responsibly within their operations. Government can drive change by using responsible tourism criteria to as the basis for decisions about funding, procurement and recognition. Beyond operating responsibly, tourism businesses should communicate what they do – as guidance and inspiration for others, and to draw the attention of consumers who are willing to buy differently and change their behaviour. Tourism marketing organisations and tourism associations should surely have responsibility to give greater exposure to tourism businesses that operate in a way that cares for South Africa and her people. Hence the recommendations pertain to a wide range of role-players.

Responsible tourism is everyone's business!



## 10. Limitations

Limitations experienced during the course of the study are indicated below and as per the different parts of the study:

### 10.1. Tourist's survey

- The fees must fall protest at Universities had an effect on the process of establishing understanding between Univen and other institutions that were earmarked to assist with student regarding the tourist survey.
- The tourist's surveys were limited to three provinces due to financial constraints and not five provinces as initially planned.
- Tourists also indicated the length of the questionnaire as a challenge, an adequate number of tourists were sampled and included in the findings of this study.

### 10.2. Product Owners

- It was challenging to get hold of provincial officials in order to get the provincial database with respondents.
- The numbers on the database received did not seem to be a true reflection of the establishments per province.
- Regarding participation, many of the participants did not complete the survey in full and this resulted in the research team having to omit most of the participants from the final analysis.

### 10.3. Stakeholders

- From the sample size of 20, only 12 stakeholders have currently participated in the survey and this delayed the analysis considering the small number.



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## **Appendix A: Stakeholder questionnaire**



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## Appendix B: Certification bodies research instrument



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## **Appendix C: Product owner questionnaire**





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## Appendix D: Tourist questionnaire



## Appendix E: Related definitions

| Concept                 | Definition                                                                                                                                                                                                                                                                                                                                                                                                       |
|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Agrotourism             | It encourages visitors to experience and learn about agricultural life for periods of a day, overnight, or longer-term. Visitors may have the opportunity to work in the fields alongside farmers, coffee growers, viticulturalists, or fishermen.                                                                                                                                                               |
| Community-based tourism | This is a holistic approach to tourism that incorporates the environmental, social, cultural, and economic impacts of tourism. The emphasis is on <i>travelling to natural destinations inhabited by indigenous culture, minimizing impact, building awareness, providing financial benefits and empowerment to indigenous people and respect for local culture.</i>                                             |
| Conscientious tourism   | It implies travelling with one's conscience and connecting with others in a particular place. Travel encourages a deeper understanding of people and place and this concept recognizes the fact that travellers engage in various activities in the same day.                                                                                                                                                    |
| Ecotourism              | It is " <i>responsible travel to natural areas that conserves the environment and improves the well-being of local people.</i> " (TIES, 1990). This special form of tourism meets three criteria: environmental conservation, meaningful community participation and profitable.                                                                                                                                 |
| Fair-trade tourism      | Fair trade in tourism is guiding the way toward sharing benefits more equitably between travellers, the tourism industry, governments of the countries visited, and most importantly, the host-country nationals.                                                                                                                                                                                                |
| Geotourism              | National Geographic coined this term. It is "tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents."                                                                                                                                                                                                       |
| Heritage tourism        | Tourism that respects natural and built environments, in short the heritage of the people and place, is called 'heritage tourism.'                                                                                                                                                                                                                                                                               |
| Pro-poor tourism        | Tourism that results in increased net benefits for poor people. It enhances the linkages between tourism businesses and poor people, so that tourism's contribution to poverty reduction is increased and poor people are able to participate more effectively in product development                                                                                                                            |
| Reality tours           | Reality tours are founded on the principles of experiential education and each tour focuses on important social, economic, political and environmental issues. The emphasis is on meeting the people, learning the facts first hand, and then working toward the alleviation of global problems and enacting positive change.                                                                                    |
| Rural tourism           | Rural tourism provides travellers with an opportunity for recreational experiences involving visits to non-urban settings for the purpose of participating in or observing activities, events, or attractions that are a fundamental part of rural communities and environments which are not necessarily agricultural in nature.                                                                                |
| Sustainable tourism     | Sustainable tourism development meets the needs of the present tourists and host regions while protecting and enhancing the opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled, while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems. |

Source Centre for Responsible Travel (CREST), 2013



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## Appendix F: Codes and guidelines for responsible tourism

### Agenda 21 for the Travel and Tourism Industry (1996)

In 1996 three international organisations - the World Travel and Tourism Council (WTTC), the World Tourism Organisation (UNWTO) and the Earth Council, developed 'Agenda 21 for the Travel and Tourism Industry: Towards Environmentally Sustainable Development'. It is a comprehensive programme of action that was adopted by 182 governments at the United Nations Conference on Environment and Development (UNCED) in 1992. Agenda 21 was the first document of its kind to achieve international consensus, and its purpose was to provide a blueprint for securing a sustainable future. It identified the environment and development issues which threaten to bring about negative economic and ecological impacts and presented a strategy for transition to more sustainable development practices (WTTC, 2003).

The Agenda 21 for the Travel and Tourism Industry (1996) document contains priority areas for action with defined objectives and suggested steps to be taken to achieve them. The document emphasises the importance of the partnerships between government, industry and non-government organisations, analyses the strategic and economic importance of travel and tourism and tries to demonstrate the benefits in making the industry sustainable (ICRT, 2003).

The framework for sustainable development in the tourism industry established in the document is based on the following guiding principles:

- Travel and tourism should assist people in leading healthy and productive lives in harmony with nature;
- Travel and tourism should contribute to the conservation, protection and restoration of the earth's ecosystem;
- Travel and tourism should be based upon sustainable patterns of production and consumption;
- Travel and tourism, peace, development and environmental protection are interdependent;
- Protectionism in trade in travel and tourism services should be halted or reversed;
- Environmental protection should constitute an integral part of the tourism development process;
- Tourism development issues should be handled with the participation of concerned citizens, with planning decisions being adopted at local level;



- Nations shall warn one another of natural disasters that could affect tourists or tourist areas;
- Travel and tourism should use its capacity to create employment for women and indigenous peoples to the fullest extent;
- Tourism development should recognize and support the identity, culture and interests of indigenous peoples;
- International laws protecting the environment should be respected by the travel and tourism industry (WTTC , 2003).

One of the aims of Agenda 21 was for tourism enterprises and destinations "to establish systems and procedures to incorporate sustainable development issues as part of the core management function and to identify actions needed to bring sustainable tourism into being. The document sets ten priority areas of action for these tourism destinations:

1. Waste minimization, reuse and recycling
2. Energy efficiency, conservation and management
3. Management of fresh water resources
4. Waste water management
5. Hazardous substances
6. Transport
7. Land-use planning and management
8. Involving staff, customers, communities in environmental issues
9. Design for sustainability
10. Partnerships for sustainable development

### **The 1996 White Paper on the Development and Promotion of Tourism in South Africa**

The 1996 *White Paper on Development and Promotion of Tourism in South Africa* identifies responsible tourism as the key guiding principle for tourism development. The White Paper identifies the following as key elements of responsible tourism:

- A proactive approach by tourism industry partners to develop, market and manage the tourism industry in a responsible manner, so as to create a competitive advantage;



- The responsibility of the tourism industry to the environment through the promotion of balanced and sustainable tourism as it focuses on the development of environmentally-based tourism activities (such as game viewing and diving);
- The responsibility of government and business to involve the local communities that are near the tourism plant and attractions through the development of meaningful economic linkages (for example the supply of agricultural produce to the lodges, and outsourcing of laundry);
- The responsibility to respect, invest in and develop local cultures and protect them from over commercialization and overexploitation;
- The responsibility of local communities to become actively involved in the tourism industry, to practice sustainable development and to ensure the safety and security of the visitors;
- The responsibility to visitors through ensuring their safety, security and health;
- The responsibility of both employers and employees in the tourism industry to each other as well as to the customer. Responsible trade union practices and responsible employment practices will be the hallmarks of the new tourism in South Africa;
- The responsibility of government as well as the tourists themselves to observe the norms and practices of South Africa, particularly with respect to the environment and culture of the country.

The document is supportive of the fair trade in tourism movement, highlighting the potential of the tourism industry to create jobs, promote black economic empowerment and promote small, medium and micro enterprise development.

### **Global Code of Ethics for Tourism (GCET)**

In 1999, the UNWTO developed the voluntary Global Code of Ethics for Responsible Tourism to provide the tourism industry with a common set of guidelines. The code provides a framework to 'promote responsible, sustainable, and universally accessible tourism' (UNWTO, 2001). It emphasises that in order to reach the objective of developing a sustainable industry, all stakeholders have to participate; be they individual tourism providers, governments or tourists themselves. The code sets principles and guidelines which governments and other stakeholders in the tourism sector could introduce in relevant laws, regulations and professional practices, depending on the needs of each business.

### **The Cape Town Declaration**



The Cape Town Declaration of 2002 emerged from the International Conference on Responsible Tourism in Destinations held in Cape Town in August 2002. Tour operators, emerging entrepreneurs in the tourism industry, national parks, provincial conservation authorities, all spheres of government, tourism professionals, tourism authorities, non-governmental organisations and other tourism stakeholders from 20 countries were represented at the conference. The document recognises the importance of responsible tourism and the strengths of the Responsible Tourism Guidelines of South Africa (Goodwin and Francis, 2003). It does not try to define responsible tourism, but recognises that it takes many forms and characterised by travel and tourism which:

- minimises negative economic, environmental, and social impacts;
- generates greater economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry;
- involves local people in decisions that *affect* their lives and life chances;
- makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity;
- provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local culture, social and environmental issues;
- provides access for physically challenged people; and
- is culturally sensitive, engenders respect between tourists and hosts, and builds local pride and confidence. (Goodwin and Francis, 2003).

### **Responsible Tourism Guidelines (2002)**

The Responsible Tourism Guidelines were developed by DEAT in 2002 to provide guidance to the tourism industry nationally. The intention was to assist tourism destinations and organisations progress in implementing responsible tourism as set out in the 1996 White Paper on the Development and Promotion of Tourism in South Africa (DEAT, 1996).

The guidelines consist of three inter-related sets of guiding principles, objectives and indicators organised into the "triple bottom line" categories of sustainable development: social, environmental and economic responsibility. The intention is that specific organisations or destinations will select the appropriate objectives themselves, based on this "menu of opportunities" (WTTC, 2003).



The guidelines are helpful in that they give tour operators and managers at destinations information on various ways responsible tourism commitments can be met. However, they do not establish indicators. Each section has a list of objectives and "indicators" but these are largely framed as general objectives, with only a handful including measurable indicators. For example, *develop partnerships and joint ventures in which communities have a significant stake, and with appropriate capacity building, a substantial role in management. Communal land ownership can provide equity in enterprises.* The guidelines highlight the following aspects of responsible tourism:

**Table 44: Aspects of responsible tourism highlighted by the Responsible Tourism Guidelines (2002)**

| Economic                                                                                                                                                                                                                                                                       | Social                                                                                                                                                                                                                       | Environmental                                                                                                                                                                            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Assess economic impacts as a pre-requisite to developing tourism.<br>Maximize local economic benefits by increasing linkages and reducing leakages.<br>Ensure communities are involved in and benefit from tourism.<br>Marketing and product development<br>Equitable business | Involve the local community in planning and decision-making.<br>Assess social impacts as a prerequisite to developing tourism.<br>Maintain and encourage social and cultural diversity.<br>Be sensitive to the host culture. | Assess environmental impacts as a prerequisite to developing tourism.<br>Use local resources sustainably, avoid waste and over-consumption.<br>Maintain and encourage natural diversity. |

Source: DEAT, 2002

### **Responsible Tourism Manual (2002)**

The Responsible Tourism Manual was developed in 2002 by DEAT as a practical resource for tourism enterprises. The manual aimed to create an understanding of responsible tourism and the benefits of adopting responsible tourism management practices, and then presented practical and cost-effective solutions for implementing responsible tourism management practices, examples of best practice and sources of more information. The manual covers the social/cultural, economic and environmental pillars of the triple bottom line, but offers different priorities within the pillars as a menu of options, giving enterprises the choice of priorities to pursue. The content of the manual was intended to motivate tourism enterprises to initiate a process or "begin their responsible journey" – one in which working responsibly, setting targets, self-monitoring and showcasing achievements to customers, staff, the tourism sector, suppliers, neighbours and other relevant parties are the steps.

### **Responsible Tourism Handbook (2003)**





The Responsible Tourism Handbook was published by DEAT in 2003 as a guide to good practice for tourism enterprises. The handbook used the national Responsible Tourism Guidelines as a basis for providing practical examples and tips on how tourism establishments (accommodation establishments, cultural villages and other establishments) could operate more responsibly. The handbook covers the social/cultural, economic and environmental pillars of the triple bottom line - describing the issues, actions that could be taken by tourism establishments, examples of good practice and sources of more information. A self-evaluation form was also included.

The aim of the handbook was not be exhaustive, but to inspire tourism establishments towards better practice.

### **Global Sustainable Tourism Criteria (2009)**

The Global Sustainable Tourism Council (GSTC) is the international body for establishing and managing standards of sustainable tourism. Under the umbrella of the United Nations (UN) and active in all UNWTO regions, the GSTC represents a diverse and global membership including UN agencies, leading travel companies, hotels, country tourism boards, tour operators, individuals and communities. The GSTC Criteria GSTC for destinations and hotels/tour operators are the foundation for the GSTC's work. The GSTC Criteria are "the guiding principles and minimum requirements that any tourism business or destination should aspire to reach in order to protect and sustain the world's natural and cultural resources, while ensuring tourism meets its potential as a tool for conservation and poverty alleviation" (GSTC, undated). The GSTC Criteria for hotels and tour operators formed the basis for the South African National Standard for Responsible Tourism (NDT, 2011).

### **South African National Standard for Responsible Tourism (2011)**

SANS 1162: 2011, the South African National Standard for Responsible Tourism (SANSRT) was developed by the NDT in partnership with tourism stakeholders and the private sector, particularly certification agencies (NDT, 2011). The standard establishes minimum requirements for the performance of organizations in the tourism sector in relation to sustainability, and enables an organization to formulate a policy and objectives which take into account legal requirements and information pertaining to the impact of these requirements.

The primary objective of the standard is:



- To create awareness and common understanding of responsible tourism practises;
- Serves as a guiding document for the implementation of Responsible Tourism; and
- Provides a baseline standard that any tourism business should aspire to reach.

SANS 1162: 2011 is based on the following minimum set of principles:

- a) Avoiding waste and overconsumption.
- b) Using local resources in a sustainable manner.
- c) Maintaining and encouraging natural, economic, social and cultural diversity.
- d) Being sensitive to the host culture.
- e) Involving people from the local area in planning and decision-making.
- f) Assessing the environmental, social and economic impact as a prerequisite to developing tourism.
- g) Ensuring that people from the local area are involved in and benefit from tourism.
- h) Marketing tourism that is responsible, and that respects the local, natural and cultural environments.
- i) Monitoring the impact of tourism and ensure open disclosure of information.

The standard consists of 41 criteria divided into the following four categories (NDT, 2016):

1. Sustainable operations and management refers to a tourism organisation's ability to successfully implement a triple bottom line approach to management. This approach requires that organisations develop a responsible tourism policy that will guide the implementation of responsible tourism management practices, and subsequently develop an implementation plan and management systems for the implementation of responsible tourism management practices.
2. Economic criteria refers to a tourism organisation's commitment to contributing to the local economy through a number of means, among them employment, job creation, skills development and linkages with local businesses and SMMEs.
3. Social and cultural criteria refers to a tourism organisation committing to respect local culture and support social development, and the development and implementation of responsible tourism management practices that ensures mutual co-existence and benefit for the local community.



4. Environmental criteria refers to the tourism organisation’s commitment to reducing the impact of their operations on natural resources, as well as contributing to the preservation of natural resources. Environmental criteria focuses on responsible purchasing

Ultimately, the purpose of SANS 1162:2011 is to verify claims of responsibility. The 41 requirements specify the conditions that constitute a responsible tourism operation. The general claims clause, clause 1.4 that “also applies to organizations in the tourism sector that issue general claims regarding their performance in relation to sustainability”, forms the basis for challenging claims of responsibility by operators.

### National Tourism Sector Strategy and Responsible Tourism Strategy

The National Tourism Sector Strategy (NDT, 2011) recognises the need to grow tourism in a sustainable manner. The NTSS maintains that the NDT should pursue a path which will see an increase in tourism programmes and projects that benefit communities, as well as increase in tourism businesses to adhere to responsible tourism standards and practices. The national Responsible Tourism Strategy (NRTS) is a response to the NTSS objective: 'To promote responsible tourism practices within the sector'. Table 3 details the various actions related to supporting and incentivising the adoption of responsible tourism management practices by state-owned tourism attractions and private sector tourism businesses as specified in the NRTS.

**Table 45: National Responsible Tourism Sector Strategy (2012) - relevant strategic themes, objectives and action**

| NRTS Strategic theme                                          | NRTS objective                                                                                                                             | NRTS Actions                                                                                                                                                                                                                                                                                                    |
|---------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| #1: Awareness and capacity building                           | 1: Responsible Tourism is understood in a balanced, consistent manner that reflects all core elements of sustainable development           | 1.4 Awareness and capacity-building on responsible tourism within related/affected departments and entities and state-owned enterprises<br>1.6 Support (e.g. training, information sources) to tourism businesses and communities (destination level) to enable implementation of responsible tourism practices |
| #2: Public sector co-operation and institutional arrangements | 2: A shared approach to Responsible Tourism by all spheres of government drives delivery of Responsible Tourism throughout the destination | 2.3 Responsible tourism improvement plans for state owned or managed tourism assets, including offices                                                                                                                                                                                                          |



| NRTS Strategic theme                                             | NRTS objective                                                                            | NRTS Actions                                                                                                                                                                                                                                                                            |
|------------------------------------------------------------------|-------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| #3: Private sector and destination level co-operation and action | 3: Tourism sector role-players work towards Responsible Tourism as common and shared goal | 3.1 Voluntary accord as mechanism to support collective action<br>3.2 Incentives to encourage the adoption of Responsible Tourism practices                                                                                                                                             |
| #4: Effective promotion of Responsible Tourism                   | 4: South Africa is known a leading sustainable destination                                | 4.1 Market South Africa's responsible tourism' products and destinations regionally and internationally<br>4.2 Advocacy programme for South Africa's 'responsible tourism' practices regionally and internationally<br>4.3 Incorporate Responsible Tourism into national tourism awards |

The NRTS identifies two measures and related indicators which would be reported on in an annual report and periodic stakeholder engagement sessions on the targets/ indicators, as well as emerging international, regional and national responsible tourism issues. The first measure of progress related to the adoption of RT principles in state-owned or initiated projects, and is stated as follows: an increase in number of tourism programmes and projects led by and benefiting communities (ownership, employment and shareholding). The second measure “Increase in number of tourism businesses incorporating responsible tourism management and practices (adherence to RT standards)” relates t

To knowledge, the aforementioned annual reporting has not occurred nor has periodic stakeholder meetings reporting on progress with the implementation of the strategy have not taken place. The status of implementation and progress is therefore not known.



## Appendix G: Data tables and graphs (stakeholder organisations)

**Table 46: T test results regarding the status of RTM in stakeholder organisation**

|                                                                                                                                                                            | Mean | Std.Dv. | N  | Std.Err. | t-value | df | p     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|---------|----|----------|---------|----|-------|
| Support for the tourism sector to implement responsible tourism is a priority for the organization                                                                         | 3.58 | 1.00    | 12 | 0.288    | 3.767   | 11 | 0.003 |
| All personnel, regardless of their function, are aware that responsible tourism is a priority policy mandate for South Africa                                              | 3.58 | 0.90    | 12 | 0.260    | 4.168   | 11 | 0.002 |
| Personnel have adequate knowledge and skills to implement responsible tourism practices within the organization                                                            | 3.42 | 0.90    | 12 | 0.260    | 3.527   | 11 | 0.005 |
| Personnel have adequate knowledge and skills to support the tourism sector in implementing responsible tourism                                                             | 3.25 | 1.14    | 12 | 0.329    | 2.283   | 11 | 0.043 |
| The organization has the necessary finances to support the tourism sector in implementing responsible tourism                                                              | 2.42 | 1.00    | 12 | 0.288    | -0.290  | 11 | 0.777 |
| The organization has the necessary information resources to support the tourism sector in implementing responsible tourism                                                 | 2.92 | 1.00    | 12 | 0.288    | 1.449   | 11 | 0.175 |
| The organization has access to the necessary technologies and equipment, e.g. energy monitoring devices, to support the tourism sector in implementing responsible tourism | 2.58 | 1.08    | 12 | 0.313    | 0.266   | 11 | 0.795 |

**Table 47: T test results regarding the status of RTM in municipalities**

|                                                                                                                                                         | Mean | Std.Dv | N  | Std.Err | t-value | df | p    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|------|--------|----|---------|---------|----|------|
| Responsible tourism management is an organizational priority for local municipalities in the province                                                   | 3.09 | 1.45   | 11 | 0.44    | 1.36    | 10 | 0.21 |
| Municipal personnel tasked with tourism, regardless of their function, are aware that responsible tourism is a priority policy mandate for South Africa | 2.91 | 1.22   | 11 | 0.37    | 1.11    | 10 | 0.29 |
| Municipal staff have adequate knowledge and skills to implement responsible tourism practices within the organization                                   | 2.36 | 1.03   | 11 | 0.31    | -0.44   | 10 | 0.67 |
| Municipal staff have adequate knowledge and skills to support the tourism sector in implementing responsible tourism                                    | 2.27 | 1.01   | 11 | 0.30    | -0.75   | 10 | 0.47 |
| Municipalities have the necessary finances to support the tourism sector in implementing responsible tourism                                            | 2.00 | 0.89   | 11 | 0.27    | -1.85   | 10 | 0.09 |



|                                                                                                                                                                           | Mean | Std.Dv | N  | Std.Err | t-value | df | p    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|--------|----|---------|---------|----|------|
| Municipalities have the necessary information resources to support the tourism sector in implementing responsible tourism                                                 | 2.45 | 1.04   | 11 | 0.31    | -0.15   | 10 | 0.89 |
| Municipalities have access to the necessary technologies and equipment, e.g. energy monitoring devices, to support the tourism sector in implementing responsible tourism | 2.36 | 0.92   | 11 | 0.28    | -0.49   | 10 | 0.64 |

**Table 48: T test results regarding the status of RTM in LTOs**

|                                                                                                                 | Mean | Std.Dv. | N  | Std.Err. | t-value | df | p     |
|-----------------------------------------------------------------------------------------------------------------|------|---------|----|----------|---------|----|-------|
| Responsible tourism management is an organizational priority for LTOs in the province                           | 3.75 | 1.14    | 12 | 0.33     | 3.80    | 11 | 0.003 |
| LTOs are aware that responsible tourism is a priority policy mandate for South Africa                           | 3.33 | 1.15    | 12 | 0.33     | 2.50    | 11 | 0.030 |
| LTO staff have adequate knowledge and skills to implement responsible tourism practices within the organization | 2.92 | 1.31    | 12 | 0.38     | 1.10    | 11 | 0.295 |
| LTO staff have adequate knowledge and skills to support the tourism sector in implementing responsible tourism  | 2.92 | 1.31    | 12 | 0.38     | 1.10    | 11 | 0.295 |
| LTO staff have the necessary finances to support the tourism sector in implementing responsible tourism         | 2.75 | 1.29    | 12 | 0.37     | 0.67    | 11 | 0.515 |
| LTOs have the necessary information resources to support the tourism sector in implementing responsible tourism | 2.83 | 1.19    | 12 | 0.34     | 0.97    | 11 | 0.354 |

**Table 49: T test results regarding the status of RTM in tourism businesses**

|                                                                                             | Mean | Std.Dv. | N  | Std.Err. | t-value | df | p     |
|---------------------------------------------------------------------------------------------|------|---------|----|----------|---------|----|-------|
| Responsible tourism is a business priority for management                                   | 3.42 | 0.79    | 12 | 0.23     | 4.00    | 11 | 0.002 |
| Staff of tourism business are aware that responsible tourism is a priority for South Africa | 2.92 | 0.90    | 12 | 0.26     | 1.60    | 11 | 0.137 |
| Tourism businesses implement resource efficiency measures                                   | 3.25 | 0.87    | 12 | 0.25     | 3.00    | 11 | 0.012 |
| Tourism businesses implement waste management practices                                     | 3.67 | 0.65    | 12 | 0.19     | 6.20    | 11 | 0.000 |
| Tourism businesses contribute to community development                                      | 3.58 | 0.79    | 12 | 0.23     | 4.73    | 11 | 0.001 |
| Tourism businesses provide access for disabled people                                       | 3.83 | 0.39    | 12 | 0.11     | 11.87   | 11 | 0.000 |
| Tourism businesses employ fair labour practices                                             | 3.58 | 1.00    | 12 | 0.29     | 3.77    | 11 | 0.003 |
| Tourism businesses make a point of buying from local small businesses                       | 3.42 | 0.90    | 12 | 0.26     | 3.53    | 11 | 0.005 |
| Personnel have adequate knowledge and skills to implement RTMP                              | 2.92 | 0.90    | 12 | 0.26     | 1.60    | 11 | 0.137 |



|                                                                                                                           | Mean | Std.Dv. | N  | Std.Err. | t-value | df | p     |
|---------------------------------------------------------------------------------------------------------------------------|------|---------|----|----------|---------|----|-------|
| Businesses have the necessary finances to implement RTMP                                                                  | 3.00 | 0.85    | 12 | 0.25     | 2.03    | 11 | 0.067 |
| Businesses have the necessary information resources to implement RTMP                                                     | 3.00 | 0.74    | 12 | 0.21     | 2.35    | 11 | 0.039 |
| Businesses have the necessary equipment or technologies to support RTMP                                                   | 3.00 | 0.85    | 12 | 0.25     | 2.03    | 11 | 0.067 |
| Progress made with the implementation of responsible tourism practices in tourism businesses in your area is satisfactory | 2.75 | 0.75    | 12 | 0.22     | 1.15    | 11 | 0.275 |

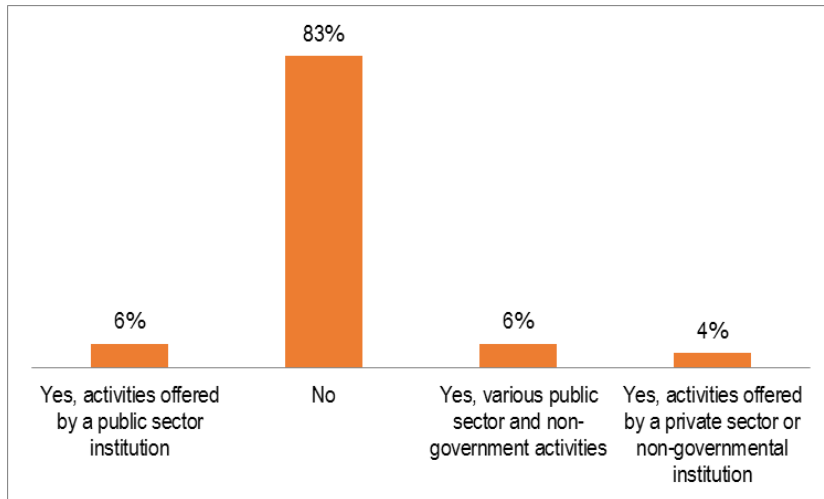
**Table 50: T test results regarding the status of RTM in tourism businesses**

|                                                                                                                                            | Mean | Std.Dv. | N  | Std.Err. | t-value | df | p     |
|--------------------------------------------------------------------------------------------------------------------------------------------|------|---------|----|----------|---------|----|-------|
| There is not enough practical information about the 'how to' of adopting responsible tourism practices                                     | 3.67 | 1.07    | 12 | 0.31     | 3.77    | 11 | 0.003 |
| There is not sufficient evidence of demand from tourists for responsible tourism products                                                  | 3.58 | 0.79    | 12 | 0.23     | 4.73    | 11 | 0.001 |
| Information about practical solutions to adopting responsible tourism practices is not accessible to most tourism businesses               | 3.75 | 0.87    | 12 | 0.25     | 5.00    | 11 | 0.000 |
| Implementing responsible tourism practices and technologies is too expensive for most tourism businesses                                   | 3.92 | 0.79    | 12 | 0.23     | 6.19    | 11 | 0.000 |
| Most tourism businesses do not have in-house knowledge and skills required to implement RTP                                                | 3.83 | 0.94    | 12 | 0.27     | 4.93    | 11 | 0.000 |
| Only large tourism corporates with sustainability managers and 'green teams' are able to successfully adopt RTP                            | 3.58 | 1.08    | 12 | 0.31     | 3.46    | 11 | 0.005 |
| Most tourism businesses are focussed on financial performance, and social and environmental responsibility are not priorities              | 4.00 | 0.60    | 12 | 0.17     | 8.62    | 11 | 0.000 |
| There not enough examples of tourism businesses that have benefited financially from responsible tourism practices                         | 3.92 | 1.16    | 12 | 0.34     | 4.21    | 11 | 0.001 |
| Environmentally friendly products and technologies tourism businesses need to become sustainable are more expensive than ordinary products | 4.00 | 0.85    | 12 | 0.25     | 6.09    | 11 | 0.000 |
| Tourism businesses believe responsible tourism practices do not benefit their brand, image and reputation                                  | 3.09 | 0.83    | 11 | 0.25     | 2.36    | 10 | 0.040 |



## Appendix H: Data tables and graphs (enterprises)

Figure 33: Tourism businesses - Participation in RTM assistance programmes







## Appendix I: Data tables and graphs (tourists)

**Table 51: Main mode of transport**

| Province       | Limpopo |        | Gauteng |        | Western Cape |        | Total |        |
|----------------|---------|--------|---------|--------|--------------|--------|-------|--------|
|                | n.      | %      | n       | %      | n            | %      | n     | %      |
| Private car    | 114     | 11.50% | 116     | 11.71% | 123          | 12.41% | 353   | 35.62% |
| Airplane       | 53      | 5.35%  | 108     | 10.90% | 97           | 9.79%  | 258   | 26.03% |
| Rental car     | 20      | 2.02%  | 26      | 2.62%  | 178          | 17.96% | 224   | 22.60% |
| Scheduled bus  | 5       | 0.50%  | 18      | 1.82%  | 45           | 4.54%  | 68    | 6.86%  |
| Train          | 7       | 0.71%  | 12      | 1.21%  | 39           | 3.94%  | 58    | 5.85%  |
| Campervan      | 14      | 1.41%  | 3       | 0.30%  | 0            | 0.00%  | 17    | 1.72%  |
| Backpacker bus | 2       | 0.20%  | 2       | 0.20%  | 7            | 0.71%  | 11    | 1.11%  |
| Other          | 0       | 0.00%  | 0       | 0.00%  | 2            | 0.20%  | 2     | 0.20%  |
| Total          | 215     | 21.70% | 285     | 28.76% | 491          | 49.55% | 991   |        |

**Table 52: Gender of respondents**

| Province | Limpopo |        | Gauteng |        | Western Cape |        | Total |         |
|----------|---------|--------|---------|--------|--------------|--------|-------|---------|
|          | n.      | %      | n       | %      | n            | %      | n     | %       |
| Male     | 140     | 13.82% | 155     | 15.30% | 272          | 26.85% | 567   | 55.97%  |
| Female   | 84      | 8.29%  | 135     | 13.33% | 227          | 22.41% | 446   | 44.03%  |
| Total    | 224     | 22.11% | 290     | 28.63% | 499          | 49.26% | 1,013 | 100.00% |

**Table 53: Level of education among respondents**

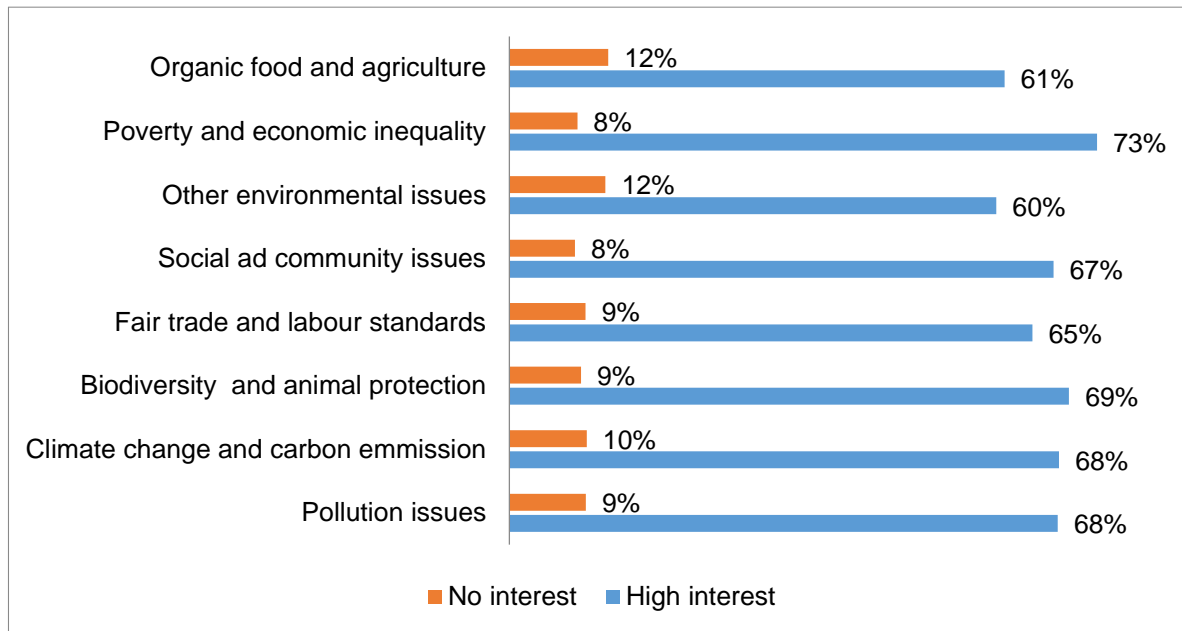
| Province             | Limpopo |        | Gauteng |        | Western Cape |        | Total |        |
|----------------------|---------|--------|---------|--------|--------------|--------|-------|--------|
|                      | n.      | %      | n       | %      | n            | %      | n     | %      |
| Grade 11 or lower    | 4       | 0.68%  | 3       | 0.51%  | 9            | 1.54%  | 16    | 2.74%  |
| Matric               | 8       | 1.37%  | 7       | 1.20%  | 29           | 4.96%  | 44    | 7.52%  |
| Post matric          | 4       | 0.68%  | 9       | 1.54%  | 16           | 2.74%  | 29    | 4.96%  |
| National diploma     | 9       | 1.54%  | 35      | 5.98%  | 49           | 8.38%  | 93    | 15.90% |
| Undergraduate degree | 5       | 0.85%  | 14      | 2.39%  | 72           | 12.31% | 91    | 15.56% |
| Postgraduate degree  | 33      | 5.64%  | 109     | 18.63% | 148          | 25.30% | 290   | 49.57% |
| Other                | 0       | 0.00%  | 0       | 0.00%  | 22           | 3.76%  | 22    | 3.76%  |
| Total                | 63      | 10.77% | 177     | 30.26% | 345          | 58.97% | 585   |        |

**Table 54: Respondents' familiarity with sustainability**

| Province            | Limpopo |        | Gauteng |        | Western Cape |        | Total |        |
|---------------------|---------|--------|---------|--------|--------------|--------|-------|--------|
|                     | n.      | %      | n       | %      | n            | %      | n     | %      |
| Not familiar at all | 41      | 4.15%  | 53      | 5.36%  | 37           | 3.74%  | 131   | 13.25% |
| Slightly familiar   | 81      | 8.19%  | 90      | 9.10%  | 60           | 6.07%  | 231   | 23.36% |
| Moderately familiar | 24      | 2.43%  | 48      | 4.85%  | 70           | 7.08%  | 142   | 14.36% |
| Familiar            | 58      | 0.50%  | 60      | 6.07%  | 177          | 17.90% | 295   | 29.83% |
| Very familiar       | 15      | 1.52%  | 23      | 2.33%  | 152          | 15.37% | 190   | 19.21% |
| Total               | 219     | 22.14% | 274     | 27.70% | 496          | 50.15% | 989   |        |



Figure 34: Level of interest in different sustainability issues





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xx Note that EcoTourism Australia has achieved GTSC approval, a lower status than accreditation)