

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

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# PRESENTATION OUTLINE



**methodology**

*Conclusions and Recommendations*

findings

LIMITATION



# OBJECTIVES OF THE STUDY

- To review literature on the different interventions (including reward and recognition schemes) used in other countries to improve the implementation of responsible tourism management practices;
- To identify the take up rate of responsible tourism management practices in SA;
- To provide South African case studies of tourism enterprises that are currently implementing the requirements contained (SANS1162) and other responsible/sustainable tourism practices;



## **OBJECTIVES OF THE STUDY *continues.....***

- 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..



# METHODOLOGY

Sample	Methodology	Sample size achieved
Tourists	Quantitative	1045
Product Owners	Quantitative	160
<b>Case Studies</b> <ul style="list-style-type: none"> <li>CASE 1: A business that has implemented RTM practices without any support</li> <li>CASE 2: A business that has implemented RTM practices with support</li> </ul>	Qualitative	2
Certification Bodies	Qualitative	5
Stakeholders	Quantitative	12



# FINDINGS

- TOURISTS
- PRODUCT OWNERS
- CASE STUDIES
- CERTIFICATION BODIES
- STAKEHOLDERS







# TOURISTS

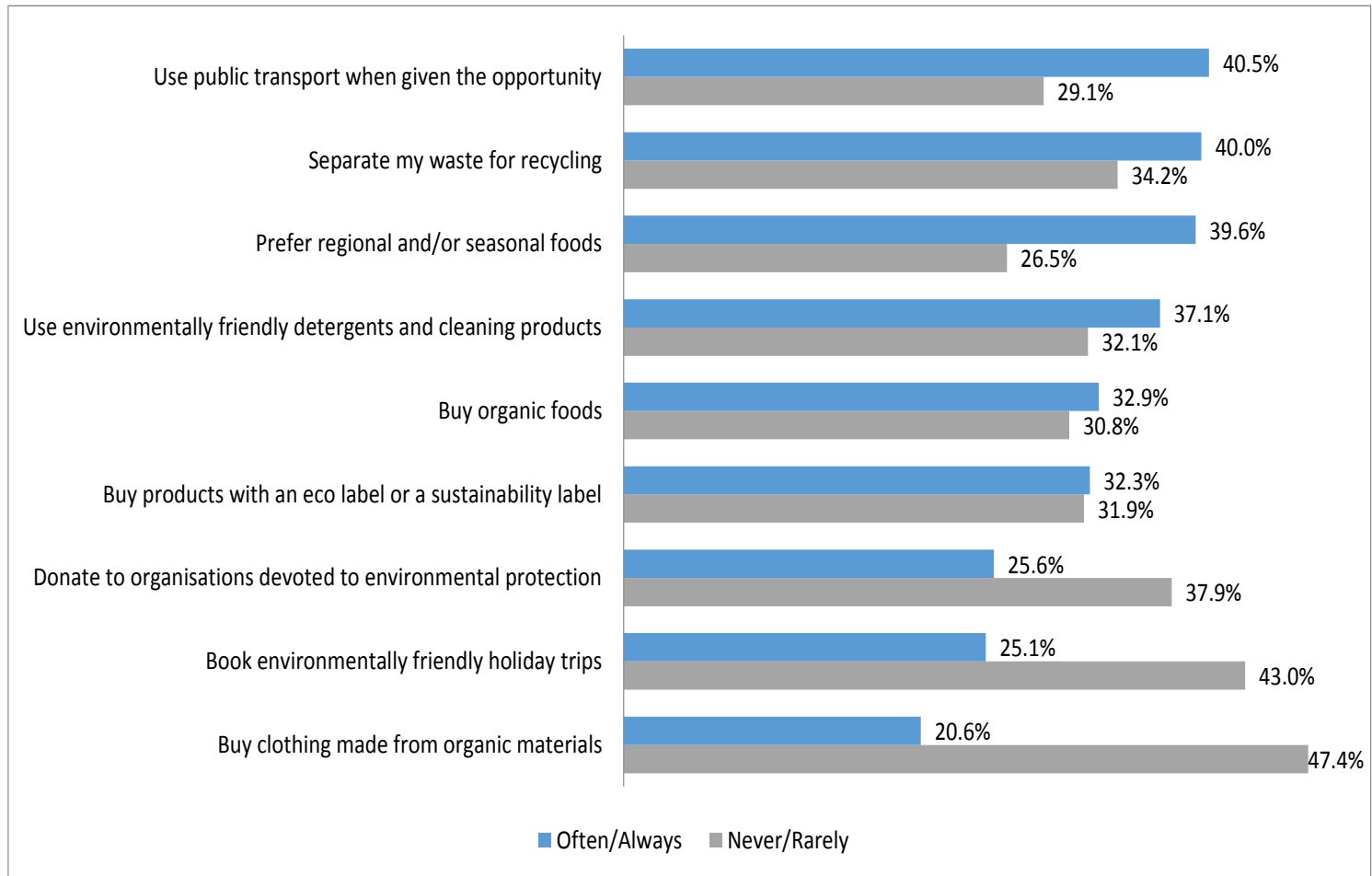


- Almost half of the tourists indicated they were familiar with the term sustainability (49%).
- Tourists associate sustainability with protection of natural resources (76,5%).
- Most tourists often/always engage in responsible behaviour at home i.e separate waste for recycling, prefer regional and seasonal foods etc.
- 61.11% were of the opinion that sustainable travel costs almost the same as conventional travel.
- Majority of participants agree that they are prepared to make small changes in their behaviour when on holiday if it helps local people (72%).

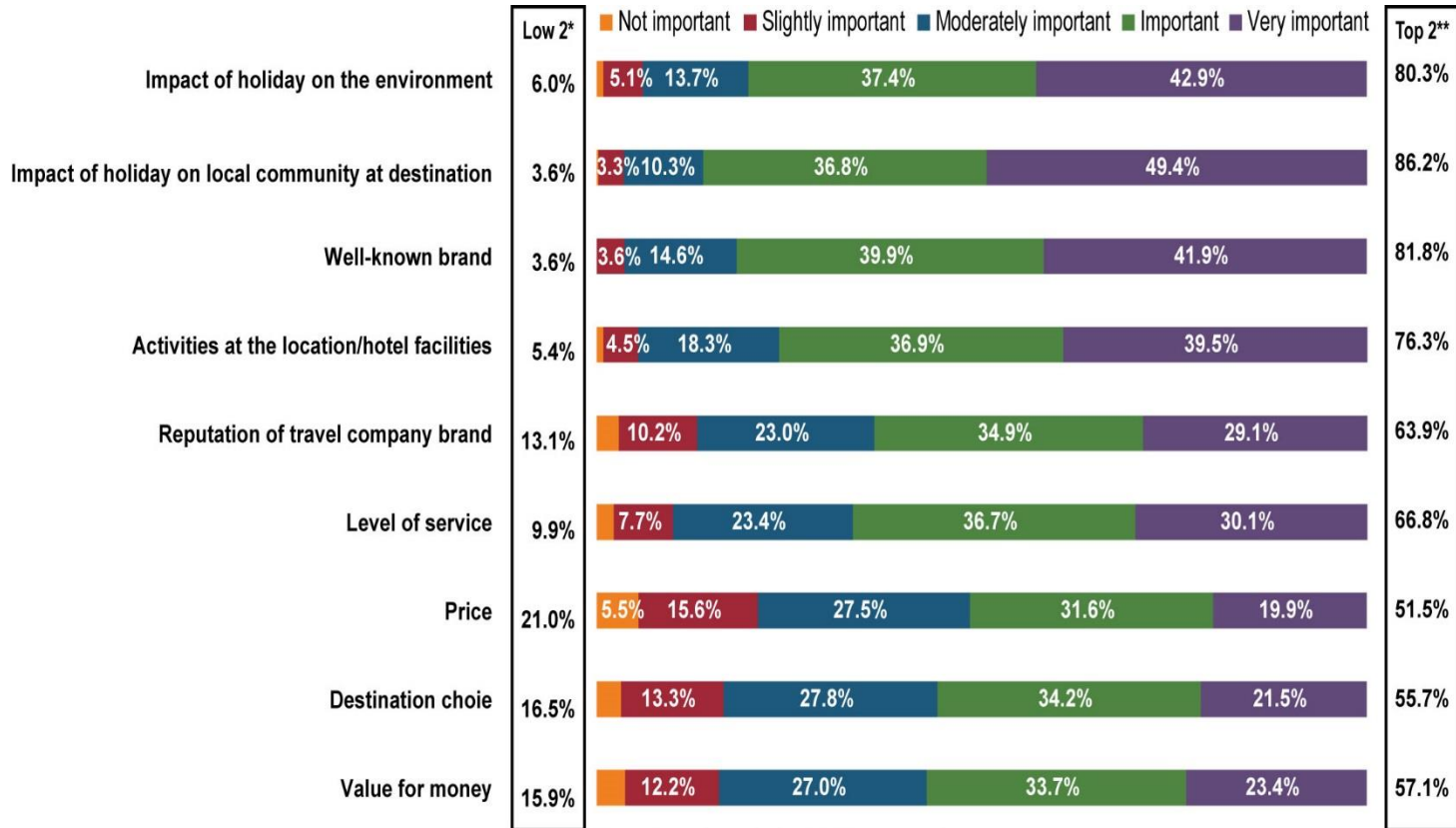




# Tourists everyday life behaviour



# Importance when choosing a holiday

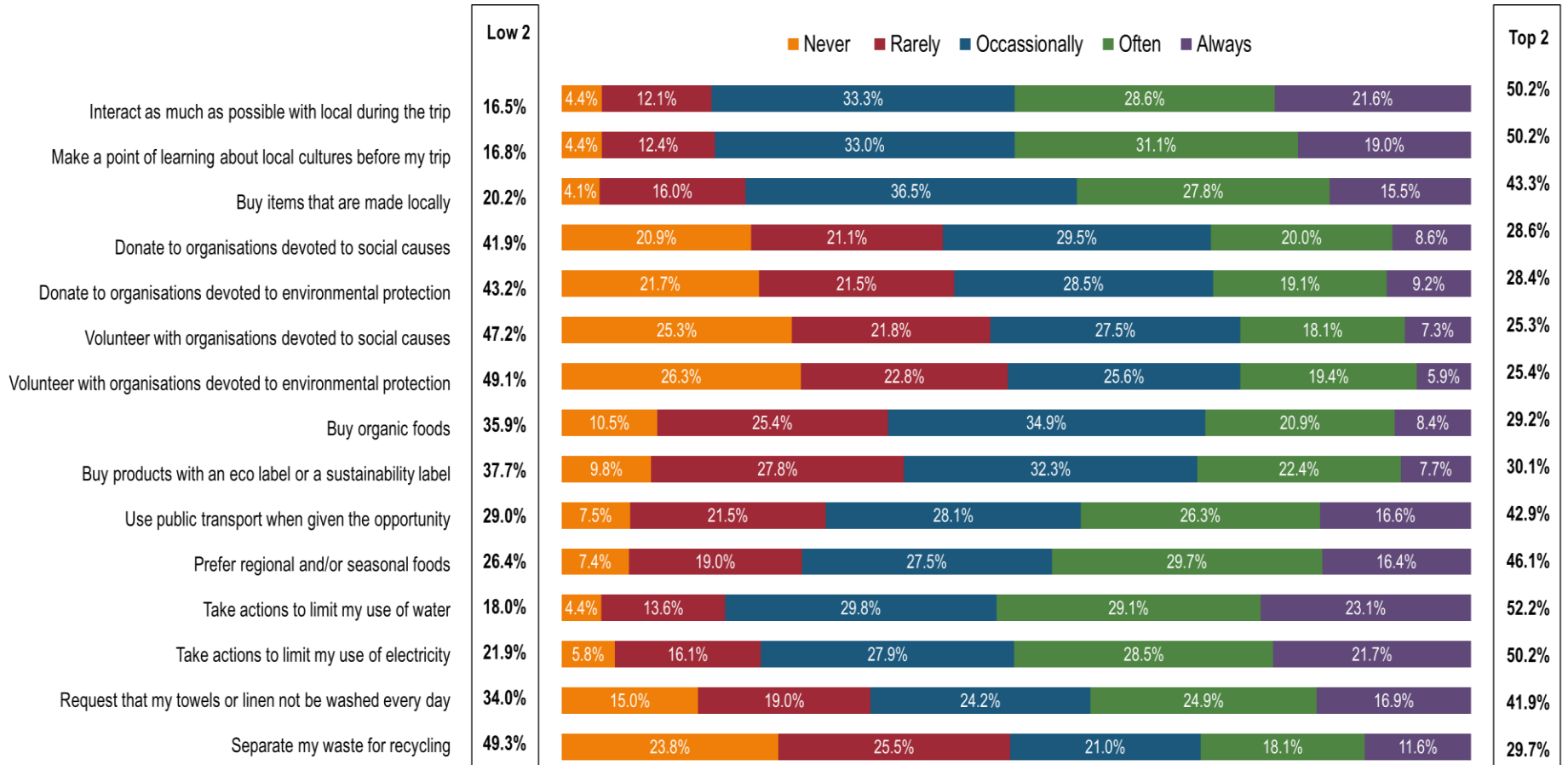


\* Low 2 = Not important + Slightly important

\*\* Top 2 - Important + Very important



# How often do you do the following?



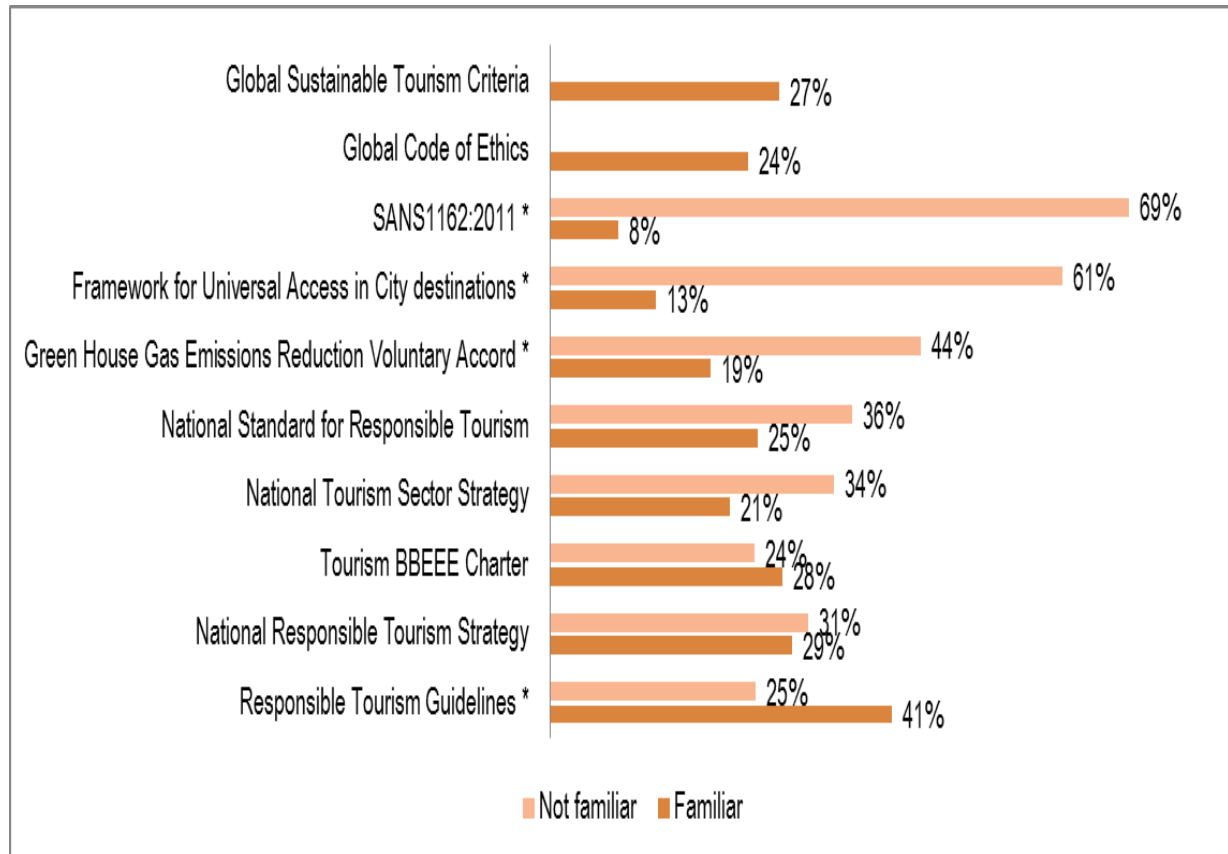
# The Realities of Being a Product Owner



- Majority of the product owners belonged to the accommodation sector (72.26%).
- Respondent (86.9%) associate cultural sensitivity and respect between tourists and hosts with RTM.
- 48% of PO's owners indicated they have an internal responsible tourism policy that guides actions towards the environment, local people and local businesses.
- There was no difference in the responses given for if all staff members receive training on how the business' operating procedures reflect RTM.



# Familiarity with standard documents





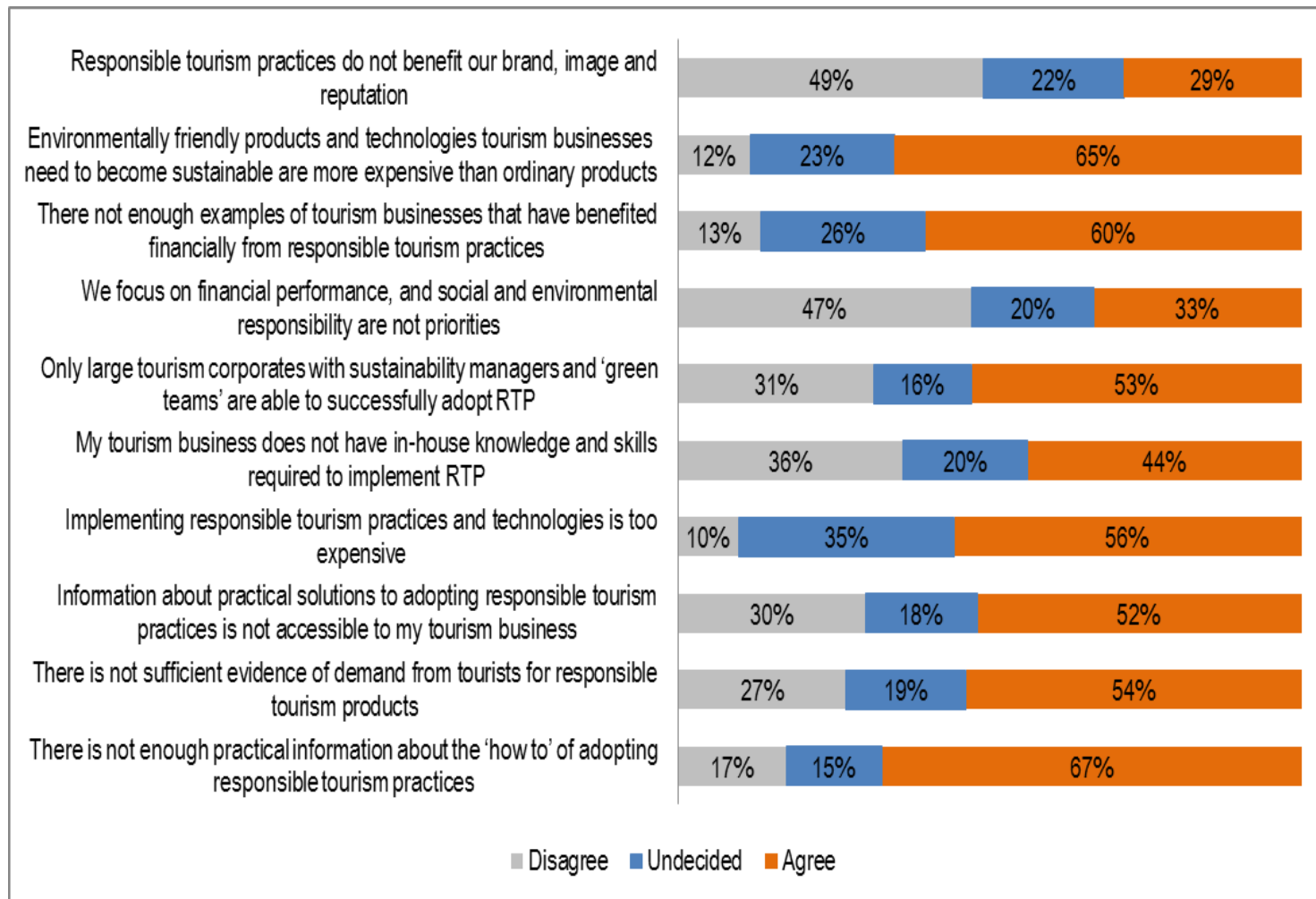
- It was worrying that, majority of participants indicated their personnel is not trained to provide services to people with disabilities.
- Majority of participants agreed that support for the tourism sector to implement responsible tourism is a priority for the business (64.3%).
- Most of the participants indicated doing everything they can and want to do best to reflect the status of responsible operating practices in the business.
- Product owners stated that their business do not have proper financial muscle necessary to support the tourism sector in implementing responsible tourism (43%).



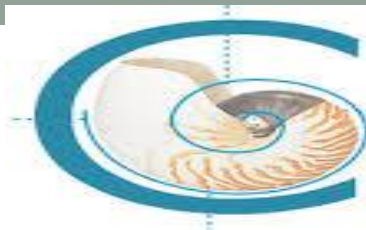
- Participants agree that community support can assist tourism businesses to run better (72,5%), think responsible tourism management can improve staff performance (65%), employees are proud to work for a socially responsible business.
- Many participants disagreed that responsible tourism practices do not benefit their brand, image and reputation, but focus on financial performance, with social and environmental responsibility not their priorities.
- Participants (69,3%) were also discovered to agree that preferential marketing support from publicly funded tourism marketing organisations will encourage them to embrace RTM.
- It was also however revealed that majority (81,8%) stated their businesses do not have sustainability certification



## Barriers to the implementation of responsible tourism practices







# ase Studies

## CASE 1:

- **The Backpack** - A business that has implemented RTM practices without any support



## CASE 2:

- **The Lodge at Atlantic Beach** - A business that has implemented RTM practices with support





## BARRIERS TO RTMP's



- Cost and complexity of retrofitting.
- Financing responsible tourism solutions.
- Lack of information on suppliers and service providers.
- Identifying trusted suppliers and service providers.
- Municipal services that do not support responsible operations.
- Monitoring results.

- Cost and complexity of implementing responsible tourism.
- Co-operation of staff.
- Monitoring results.







## Support needed



- Funding for retrofitting.
- Facilitating networking and good practice sharing.
- Resources to help identify and select service providers and suppliers.
- Municipal services that support responsible tourism.
- Funding.
- Technology roll-outs
- Additional capacity for implement and monitoring.





## Benefits



- Operating responsibly offers competitive advantage.
- Meeting the needs of the market, particularly since backpackers.
- Business keeps up with the expectations of tourists.
- The Backpack's efforts to provide fair wages and create good working conditions have resulted in high staff retention.
- Contented staff contribute to a friendly atmosphere and give excellent customer service, that contributes to its advantage.
- 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.
- Significant reduction in electricity and 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. Satisfied staff show pride in their work and are appreciated by guests for their excellent customer service.
- The feeling of pride at operating the business in a more conscientious way.





- Support motivate 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 that do not receive support have to research responsible tourism, and find effective solutions through trial and error thus time consuming.
- RTP 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.
- Support reduces uncertainty and complexity and allow businesses to make informed decisions on RTMP's quicker, more effectively, with less disruption and at less cost.
- 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 RTMP's on their performance.

# CERTIFICATION BODIES



- All respondents agree that widespread uptake of responsible tourism practices in the sector is necessary for South Africa's future success as a tourism destination.
- The theme identified from respondents' was responsible tourism practices and also accompanied by promoting requirements, sustainability, attraction and awareness as subthemes.
- Regarding opinions on how familiar their clients were with South Africa's national standard for responsible tourism. Only 40 % (2 of 5) indicated that their clients are very familiar, 40 % (2 of 5) not familiar and 20% (1 of 5) indicated that no one really bothers.
- Respondents (80%= 4 of 5) indicated that average tourism business is not familiar with South Africa's national standard for RTM.



- Respondents indicated lack of knowledge, challenges, barriers and hindrances, poor participation and incentives, implementation was presented in the findings section.
- Respondents (80% =4 of 5) indicated that certification is not the only way in which a tourism business can demonstrate its commitment to sustainability while 20% (1 of 5) indicated that it is the only way.
- Firstly, the business should start with implementing sustainability practices, and then move to certification.
- 80% (4 of 5) also indicated that the National Tourism Department should have responsibility to drive the adoption of responsible operating practices in the tourism sector.





- Majority of respondents (80%=4 of 5) had undertaken a responsible business audit of its own operating practices.
- 100% (5 of 5) respondents indicated that the uptake of responsible tourism management practices within the tourism sector is not satisfactory.



# STAKEHOLDERS

- Majority of respondents are familiar with a lot of documents that relates to RTMP's such as Tourism BBEEE Charter, National Tourism Sector Strategy, Responsible Tourism Guidelines, National Responsible Tourism Strategy, Framework for Universal Access in City destinations.
- Majority of respondents are not familiar with SANS1162:2011.
- Majority of the respondent indicated they often associate RTP's to minimising negative environmental impacts.
- Majority of respondents agreed (66,6%) that support for the tourism sector to implement responsible tourism is a priority for their organizations.



- 50% indicated that their organization have an internal responsible tourism policy that guides actions towards the environment, local people and local businesses whilst 50% indicated that their organization do not have an internal responsible tourism policy.
- Induction training for new staff include information about the responsible tourism policy is not applicable to their organization.
- 75% of respondents indicated that their organisations do not offer any skills development training in RTM to personnel. This finding is specifically not satisfactory considering the objectives of this study.



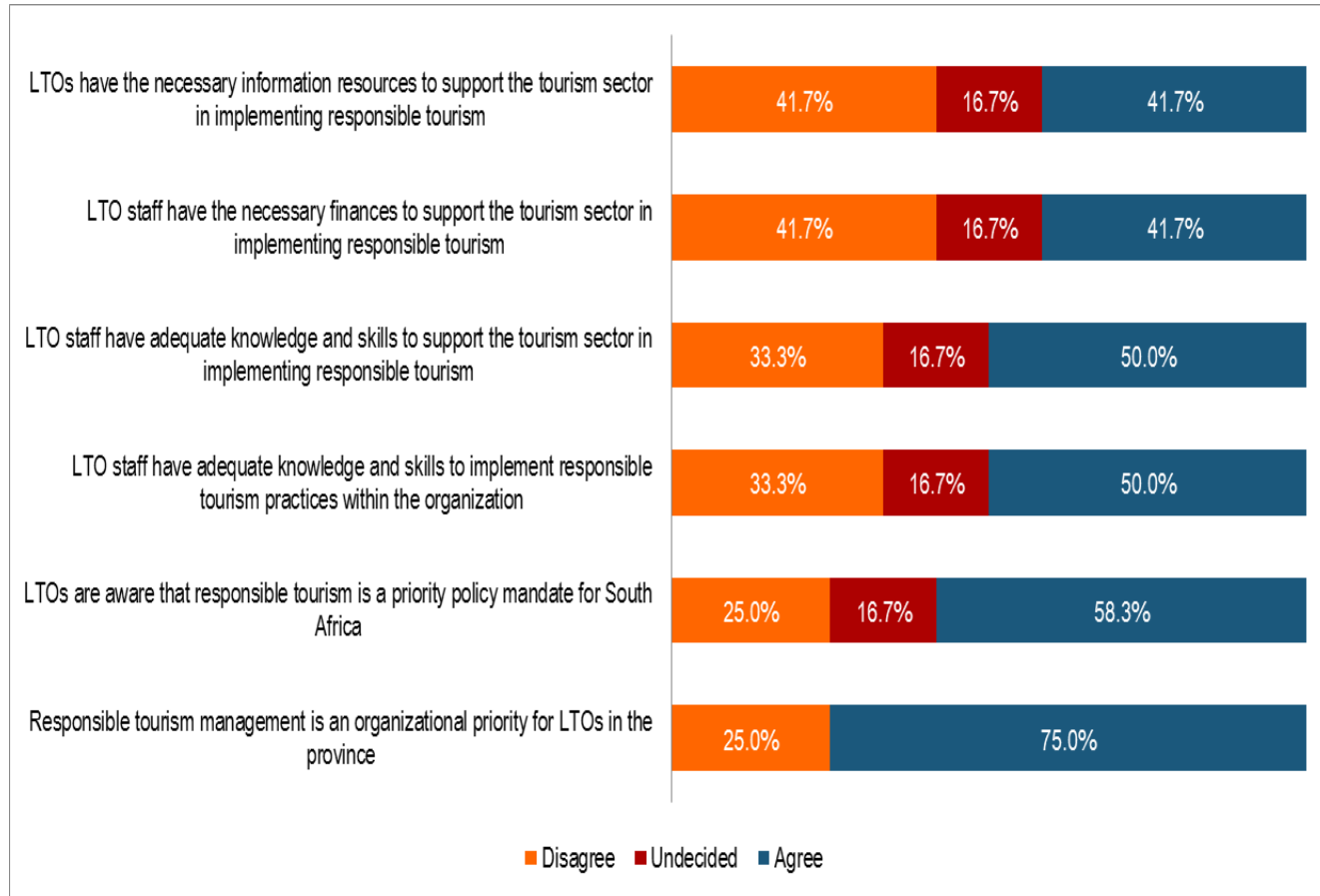
- Respondents (66,6%) make efforts to reduce the amount of waste produced and the organisation participate in charitable community development or outreach activities while the organisation sometimes use any energy efficient technology or equipment.
- Progress seem to have been made regarding accessibility into stakeholders buildings for people with disability, this however is not favorable to those with hearing restrictions.
- Majority of respondents disagree that responsible tourism management is an organizational priority for local municipalities in the province.



- However 41,6% (5 of 11) agree that that municipal personnel tasked with tourism, regardless of their function, are aware that responsible tourism is a priority policy mandate for South Africa.
- Majority of respondents agreed that responsible tourism is a business priority for management.

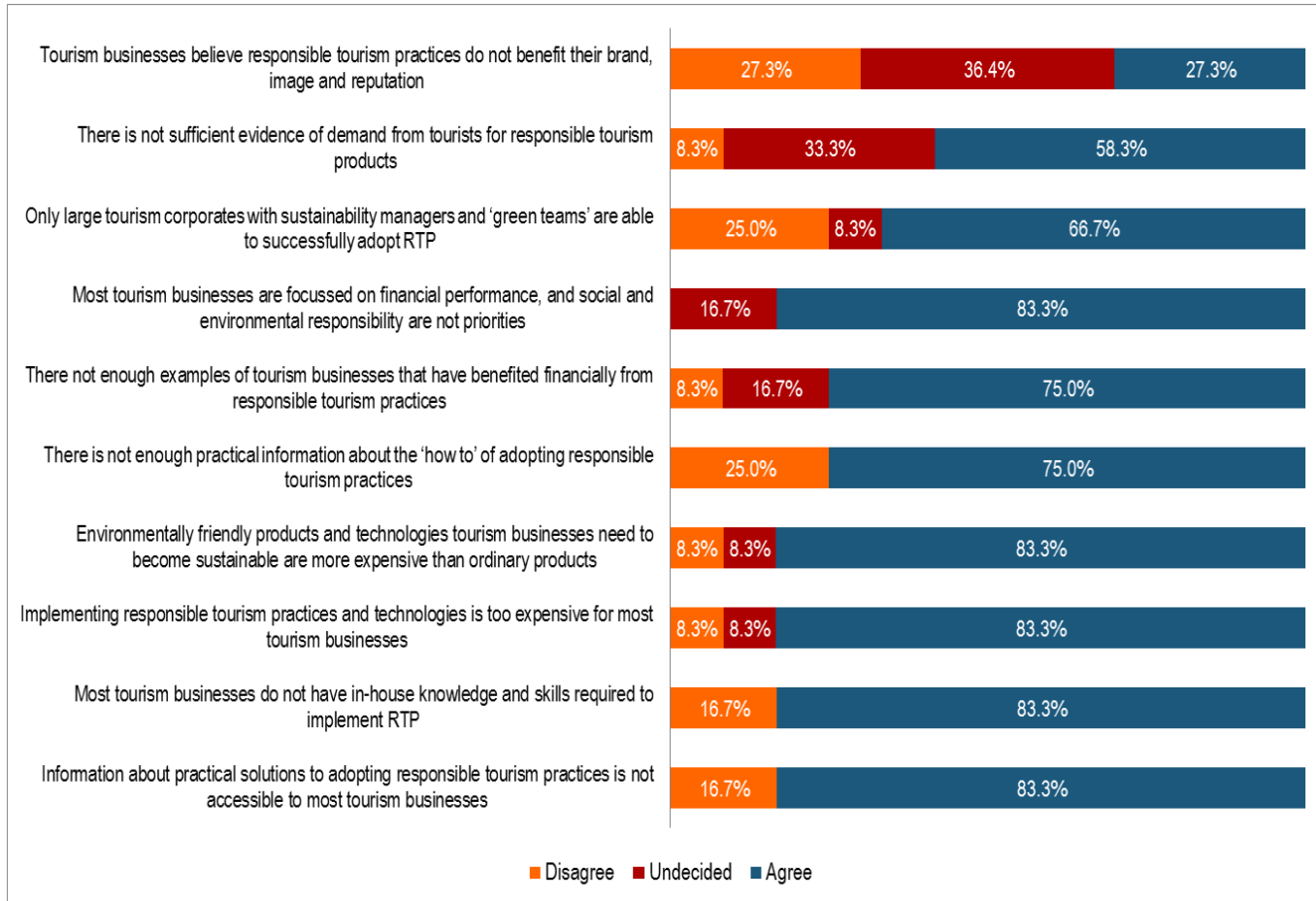


# Status of RTM in LTOs





# Barriers to RTM in tourism businesses



- Majority of respondents agree that there is not enough practical information about the 'how to' of adopting responsible tourism practices, there is not sufficient evidence of demand from tourists for responsible tourism products.
- It is important to support mechanisms and/or incentives to drive increased uptake of responsible practices in tourism businesses.



# CONCLUSIONS

- Government stakeholders and tourism enterprises have a similar understanding of RT (socio-cultural and environmental parts).
- 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.
- Both government stakeholders and tourism enterprises have low knowledge of SANSRT which guides the implementation of RTM, and certainly do not recognise the standard by its technical designation.



- A small proportion of both government stakeholders and tourism enterprises have internal RT policy statements.
- While the majority of tourism enterprises have a wide range of RT practices in place, most feel that there is room for improvement.
- The attitudes of government stakeholders towards RT in the private sector can hardly be described as supportive.
- There is the lack of internal resources within public sector organisations to 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 prioritises resource efficiency practices and technologies, but also implemented a wider range of RTM practices.
- Tourists are aware of RTMP's and consider them when they select their holiday.
- Tourists also behave in most cases in a responsible manner when on holiday and also practice RTMP's at home

- Level of universal accessibility for people with disabilities 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.
- 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.
- Government stakeholders have no plans to offer support for tourism enterprises.
- 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 businesses in the case studies 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.
- 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.



# RECOMMENDATIONS

- Entrenching RT: build a culture of adhering to RTM as a policy and strategic mandate.
- Build competency: nurture technical competency to support uptake of RTM.
- Empower with information: Make available information to strengthen technical competency.
- Establish the baseline of RT performance and plan for improvement basis for planning.
- Incentivise uptake of RT practices.
- Reward progress and performance.
- Respond to and build demand.
- Monitor progress.
- More studies on quantifying the practice of RTMP's to monetary value (no product owner including those in the case studies) could have substantial proof of this fact.



**The following organisations should have responsibility to drive the adoption of responsible operating practices in the tourism sector:**

- All three spheres of government involved in tourism i.e. the National Department of Tourism (NDT), SAT, Provincial government and Municipalities.
- The NDT- in conjunction with qualified, experienced independent organisations.





# LIMITATION



- The fees must fall protest at Universities had an effect on the process of establishing understanding between Univen and other institutions regarding the tourist survey.
- The tourist's surveys were limited to three provinces due to financial constraints and not five provinces as initially planned.
- Some respondents indicated the questionnaire was too long for them to complete it independently. This resulted in some partially completed questionnaires.
- Most tourists attractions were restricted; in that the data collection team was not permitted entry since management thought it best to preserve the tourists' peace of mind.



- Most of the respondents were in a rush and could not seat through the data collection phase.
- The weather was also a challenge as most tourist hot spots in Limpopo were vacant because of the rain. i.e Debengeni Falls and Makapan Valley known for masses of tourists, had very few numbers.
- It was challenging to get hold of provincial officials in order to get the provincial database with product owners.
- 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.



- From the sample size of 20, only 12 stakeholders participated in the survey and this is could have been avoided by following a qualitative approach for this sample.



Thank you



University of Venda