

# Responsible Tourism is a tourism management strategy

embracing planning, management, product development and marketing to bring about positive economic, social, cultural, and environmental impacts.

For tourism operators it is about providing more rewarding holiday experiences for guests whilst enabling local communities to enjoy a better quality of life and conserving the natural environment.

## RESPONSIBLE TOURISM HANDBOOK

[A GUIDE TO GOOD PRACTICE  
FOR TOURISM OPERATORS]

## ABOUT THIS HANDBOOK

This handbook uses South Africa's National Responsible Tourism Guidelines as a basis for providing practical examples and tips on how to operate more responsibly. It is aimed at owners and operators of tourism establishments e.g. hotels, B&Bs, guest lodges, game lodges and tented camps, self-catering resorts, cultural villages and other establishments. We also encourage tourism associations to distribute the handbook to their members.

The handbook has been divided into economic, social and environmental chapters and is structured in a way that is simple and easy to read. Each chapter outlines what the issues are, actions you can take to operate more responsibly, and some industry examples of good practice. Sources of further information and a self-evaluation form are also included.

It is not the aim of this handbook to be exhaustive, but to help guide and inspire you towards better practice. We trust that this will help you to reap the rewards of responsible tourism.



## Acknowledgements

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Mohammed Valli Moosa
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## RESPONSIBLE TOURISM GUIDELINES

South Africa's Responsible Tourism Guidelines were developed in 2002 by the Department of Environmental Affairs and Tourism (DEAT), with input from tourism stakeholders.

The Responsible Tourism Guidelines encourage tourism operators to grow their businesses whilst providing social and economic benefits to local communities and respecting the environment.

The major points are summarised below.

### Economic Guidelines

- Assess economic impacts before developing tourism.
- Maximise local economic benefits by increasing linkages and reducing leakages.
- Ensure communities are involved in and benefit from tourism.
- Assist with local marketing and product development.
- Promote equitable business and pay fair prices.

### Social Guidelines

- Involve local communities in planning and decision making.
- Assess social impacts of tourism activities.
- Respect social and cultural diversity.
- Be sensitive to the host culture.



### Foreword

Tourism is now the world's largest economic sector. In South Africa, the tourism sector achieved growth of 20.1% in overseas arrivals during 2002 and currently accounts for one in every eight jobs. South Africa has launched an international tourism marketing strategy that focuses on high yield source markets that will increase revenue for tourism. The sector's growth has, accordingly, placed a heavy burden on local economies, cultures and environments, which calls for responsible management.

Responsible tourism, which is underpinned by sound environmental, social and economic principles, offers a way to minimise ecological impacts, benefit local communities and reduce poverty. It is undoubtedly the way of the future.

In 2002, the Department of Environmental Affairs and Tourism published National Responsible Tourism Guidelines, reflecting our vision to manage tourism in a way that contributes to the quality of life of all South Africans. The Guidelines aim to set benchmark standards for accommodation and transport operators, tourism associations and custodians of our cultural and natural heritage. The objective is to ensure that our tourism sector keeps pace with international trends towards responsible business practice – and gains market advantage in doing so.

This Responsible Tourism Handbook goes one step further by giving practical examples of how tourism operators can improve their economic, social and environmental practices. We encourage you, as a tourism operator, to use this handbook to help set your own benchmarks – and to truly make a difference to our country's future.

**Mohammed Valli Moosa**

Minister of Environmental Affairs and Tourism, South Africa

## What Can You Do?

### Employment

- Recruit and employ staff transparently, aiming to create a diverse workforce in terms of gender, ethnicity, age and disability. Clearly describe how positions are advertised, the criteria for selecting new staff and your human resources policies.
- Set targets to increase the number of local people you employ and the percentage of your wage bill going to local residents (e.g. 50% of the wage bill going to people living within 50 km of your enterprise, with a 5% increase per annum).
- Provide appropriate skills training programmes for your staff.
- Draw up a community labour agreement with local representatives, setting out targets for employment and skills training.
- Pay above the minimum wages for your area and link wages to positions and experience.
- Provide staff with incentives and bonuses linked to performance or service levels.



### Who's Doing It?

- **Pininda Private Game Reserve** employs 250 people, of whom 80% are local. The reserve provides direct benefits to some 10% of the surrounding community.
- **Shangana Cultural Village** has created over 100 jobs, most of which give value to cultural skills. A rigorous training programme has enabled members of the local community to fill 80% of management positions.



## Economic Responsibility

### What Is The Issue?

From how you recruit and pay employees, to your purchasing behaviour and business relationships, your economic practices will have a substantial impact on the local economy.

As a responsible tourism operator, you should try to minimise the revenue that "leaks" out of your local area. Employing and purchasing locally and setting up business relationships with local people will help to create employment, stimulate entrepreneurial activity, increase investment in infrastructure and boost the overall standard of living in your region.

Local communities who have a vested interest in a tourism operation will actively seek to sustain it and contribute to a positive tourism experience. Supporting local economic growth is therefore key to long-term success.







### What Can You Do?

#### *Establish Cooperative Structures*

Cooperative structures take into account the structure of the community, cultural protocols and existing chains of command.

- Identify what issues should be covered e.g. safety and security, rights to harvest natural resources, access to culturally significant sites, managing donations, maintaining cultural integrity, respecting religious practices and the use of indigenous knowledge.
- Choose a method of cooperation – either an informal arrangement or a formal structure with legal standing.
  - a You can set up a management board if you wish to involve local stakeholders in the planning and management of your enterprise.
  - b You can set up a trust if you want to create a structure to manage the flow of benefits to the community.
  - c You can set up a forum for agreements if you need to tackle issues of joint concern.
- Ensure that you jointly determine venues, publicise local meetings and report on decisions taken.



## Social Responsibility

### What Is The Issue?

Respect for local culture and support for social development are integral to responsible tourism practice, considering the impacts tourism can have on local communities.



Whilst tourism can improve local living standards, uncontrolled development can destabilise whole communities. Negative impacts can range from increased tension as a result of unequal benefits to crime, prostitution, begging, alcohol and drug abuse. Tourism operators should be sensitive to potential impacts, such as loss of privacy, prevention of access to culturally significant places, invasion of sacred sites or the demeaning of cultural ceremonies, which can result from tourism.

By setting up genuine cooperative structures with staff and local people and involving them in planning and decision making, trust and mutual cooperation can be built. Providing support with education and health care and contributing to social infrastructure also promotes goodwill and helps to improve local quality of life, ultimately leading to mutual benefits.



### *Promote a Local Tourism Culture*

- Offer to provide tourism lectures at local schools.
- Invite local school children to visit your tourism operation.
- Work with other tourism initiatives, such as S.A. Tourism, to promote a tourism culture in your region.

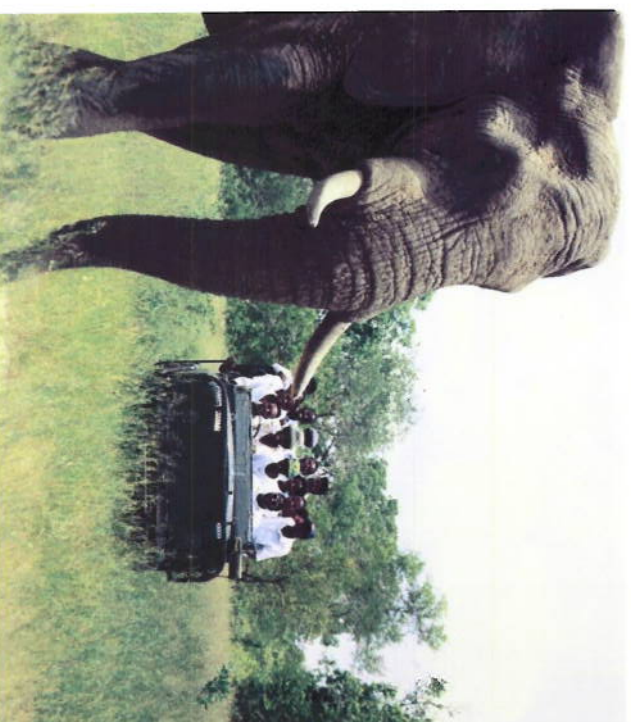
### *Support Local Development and Education*

- Ask local staff and community representatives about their immediate development needs.
- Jointly identify community projects for improvements, e.g. a local school, clinic or sports team. You may wish to 'adopt a school', provide bursaries to local school children, or support promising young sports stars. Record how many projects you support and where the funds come from.
- Address health education for staff and local people, e.g. how to combat HIV/AIDS, TB and malaria.
- Facilitate literacy and other education programmes for staff and local people.
- Link staff and local people with support agencies that will assist them with community development programmes.



### *Who's Doing It?*

- The **Ufuku Flyfishing Experience** has set up formal partnerships with local communities in Pordoland in the Eastern Cape and at Kosi Bay in KwaZulu-Natal for planning, decision making and employment.
- The **Mdluli Tribal Authority** in Mpumalanga has formed the Mdluli Trust with the assistance of a property developer. It aims to support the 29 000 community members by providing infrastructure and funding for education and land development, literacy and health care. Trustees include Chief Mdluli, the developer and an elected member from each village in the Tribal Authority.
- **Lilani Hot Springs** is owned by a community trust, formed with assistance from the KwaZulu-Natal Tourism Authority. The trust ensures that local people are employed and that profits are spent on the upgrade of community infrastructure. A non-profit Section 21 Company has been formed to manage the resort, with directors selected by the community.







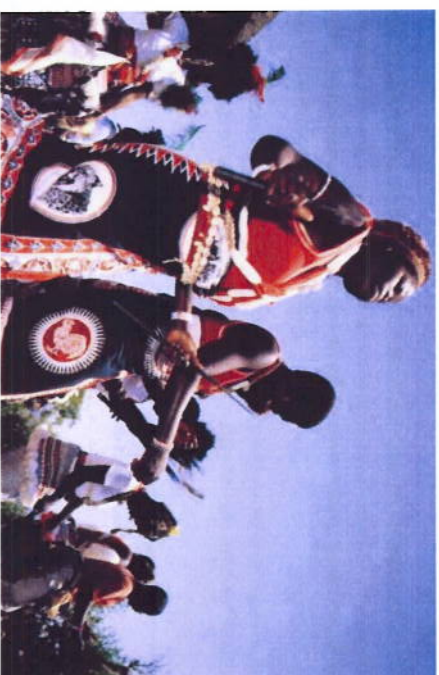
### Who's Doing It?

- **Sabi Game Reserve** provides staff development programmes, which include adult literacy, English proficiency, business orientation and HIV/AIDS awareness. The lodge also supports the Lillydale Environmental Education Centre, which runs environmental, travel and tourism courses and promotes Shangaan culture.
- **Umngazi River Bungalows** has made potable water available to the local community. The hotel purifies water from the Umngazi River and has supplied standpipes for local agricultural and domestic use.
- **Ngala Private Game Reserve** supports conservation lessons for pupils from local schools. Members of the neighbouring Welverdland community have received bursaries in travel, tourism management and business, whilst one community member was given a bursary from Moët & Chandon to do a hotel management course and train in restaurants in France and the USA.
- **Thornybush Game Reserve** finances local students from six rural schools to attend environmental education courses at the neighbouring Ilkley Environmental Centre.
- **Grootbos Nature Reserve** has established the Green Futures College to provide practical training programmes for unemployed people in the fields of fynbos landscaping, horticulture and ecotourism. The project will assist at least 12 people to find work in the fynbos gardening/ecotourism industry each year.



### Respect Local Culture

- Negotiate with host communities the notice required for tourist visits, what activities are acceptable and what size groups are suitable. Ask whether it is appropriate for tourists to visit people's homes.
- Treat cultural heritage with dignity and respect. Inform guests about local customs and traditions and appropriate behaviour. Ensure that tourists ask permission to take photographs or to videotape people.
- Ensure that clients do not damage or remove religious or cultural artefacts.



### Support Agencies

- The Africa Foundation funds social infrastructure, encourages SMME establishment, builds capacity, develops skills and education programmes within local communities in conservation and ecotourism areas. ([www.africafoundation.org](http://www.africafoundation.org))
- The National Poverty Relief Programme helps to finance tourism infrastructure and product development and related training and capacity building. ([www.environment.gov.za](http://www.environment.gov.za))
- The Tourism Learnership Programme run by the Tourism, Hospitality & Sport Education & Training Authority (THETA) aims to train 5000 unemployed people and upgrade the skills of 10 000 more in hospitality. Employers get a R25 000 deduction from declared income for each learnership and a R50 000 deduction for each one completed. There are 19 learnerships, which cover most disciplines across the tourism sector. ([www.theta.org.za](http://www.theta.org.za))

## Nature Conservation



### What Is The Issue?

South Africa is the third most biologically diverse country in the world, although it occupies only 2% of the global land area. The country is home to 10% of the world's plants and 7% of its reptiles, birds and mammals.

Despite this the consumption of renewable resources in South Africa far exceeds replacement capacity, with 46% of our forests and 62% of grasslands already destroyed and 10% of our plants threatened with extinction.

As natural resources sustain the livelihoods of millions of people, biodiversity loss has a direct impact on quality of life.

### What Can You Do?

#### Set Targets

- Increase what you spend on nature conservation, e.g. by 10% per year for 3 years.
- Place a conservation levy on tourist visits, e.g. R10 per person per night, and earmark this for conservation projects.
- Use at least 15% of the land around your buildings for habitat conservation (e.g. building a pond, planting indigenous trees).

### Some Operational Tips

#### Land Management

- Launch a land rehabilitation programme, focusing on erosion control, clearing of alien vegetation and planting of indigenous flora.
- Get experts to assist you to draw up and implement a land management programme.
- Draw up rules to control off-road driving and other activities that impact on the environment.
- Adopt a nearby beach, forest or river and organise litter cleanups.

## Environmental Management System

- If you run a large operation, develop an Environmental Management System (EMS) to help audit your environmental performance. This will measure your consumption and waste production and identify ways of reducing negative environmental impacts.



### Who's Doing It?

- **The Southern African Wildlife College** near Kruger National Park was constructed to minimise environmental impact. Thatched buildings were kept beneath tree-top level and low-volume, dual-flush toilet systems were installed, with bath water supplying water to the gardens. All wood came from invasive alien plantations. Local contractors manufactured most of the bricks and cut 700 000 bundles of thatching grass for roofing.
- **Phinda Forest Lodge** in KwaZulu-Natal was designed to minimise impact on its rare sand-forest. All bricks were made by hand by a local poacher-turned brick-maker and transported to site by wheelbarrow. Buildings were constructed on stilts, with decks built to incorporate the forest trees.
- Bricks for the 156-room **Village at Spier Hotel** in the Western Cape were made from unfired clay. All timber used was from sustainable forests. Spier also helped to further develop the Biolyx waste system, a fully aerobic system that filters waste water and yields nutrient-rich water for irrigation.
- **The Sandton Convention Centre** has a detailed Environmental Management System to ensure it operates in an environmentally responsible way and makes efficient use of energy and water resources.

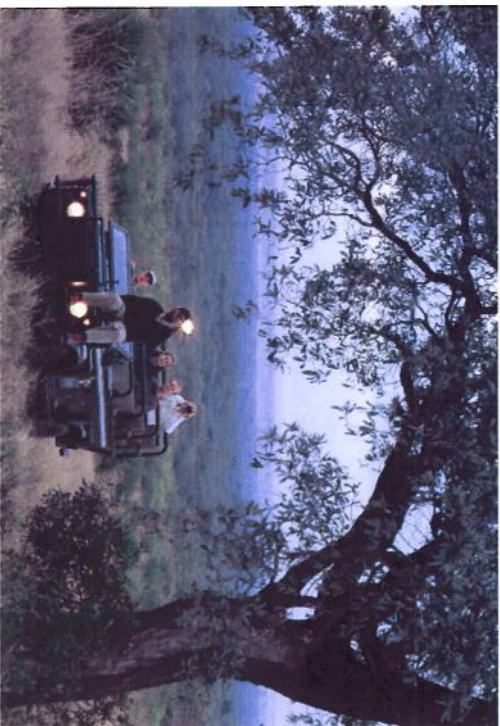






### Who's Doing It?

- **Ocean Blue Adventures** in Plettenberg Bay supports the Ocean Research and Conservation Africa (Orca) Foundation. Orca aims to return the local marine and coastal environment to a pristine condition by combining conservation, community development, science, education, business and tourism.
- **Coral Divers** at Sodwana Bay annually participates in a reef-cleaning exercise. One day is set aside for divers to remove waste, which has collected on reefs as a result of divers, boats and anglers.
- At **Grootbos Nature Reserve** near Hermanus, all alien invasive trees have been removed, former grazing land rehabilitated and a Milkwood restoration programme introduced. More than 50 000 indigenous plants have been planted and Grootbos provides practical support for indigenous gardening in the region.
- **Imbali Safari Lodge** has an off-road code of conduct for rangers, which prevents off-road driving on sensitive duplex/sodic soils. All rangers receive training in how to identify 'no-go' soils.
- **Sabi Sabi** is involved in extensive rehabilitation of its land. This includes clearing alien vegetation encroachment and working to prevent soil erosion. The reserve has re-introduced endangered species, such as the Crowned Eagle.



### Fauna and Flora Conservation

- Support a local wildlife or nature conservation programme by providing funds or volunteers.
- If you operate in a wildlife reserve, get experts to advise you on wildlife management e.g. carrying capacity, annual culling programmes, understanding animal behaviour.
- Encourage scientific research of fauna and flora on your property.

### Natural Resource Use

- Get an expert to draw up a sustainable resource use programme for your land – invite local communities to harvest thatching grass, wood etc. accordingly.
- Buy crafts that are sustainably produced and avoid curios or furniture made of indigenous hardwoods.
- Be responsible in the use of wood for fires e.g. use wood from bush-clearing operations.

### Education

- Build sensitively placed trails and hides, with interpretation material for guests.
- Develop a code of conduct for interaction with wildlife and disseminate this to guests.
- Ensure that your staff are educated about the importance of conserving biodiversity. Send them on nature conservation courses or invite guest lecturers.
- Educate local communities about the importance of sustainable natural resource management.

## Water Management



### What Is The Issue?

South Africa is one of few developing countries where it is safe to drink tap water. But water in South Africa is limited, requiring significant effort from everyone in the country to save existing water supplies for future generations.

In many tourism areas in South Africa, demand for water exceeds supply and is seriously straining available water resources. In addition to the water required in guest rooms, kitchens, laundries, swimming pools, lawns and golf courses add significantly to total use.

Tourism establishments also produce a great deal of waste water, which comes from washing machines, sinks, showers, baths and toilets. Sometimes this waste is untreated and bacteria and chemicals are discharged directly into the environment. Poor sewage treatment can pollute ground and surface water and degrade marine resources.

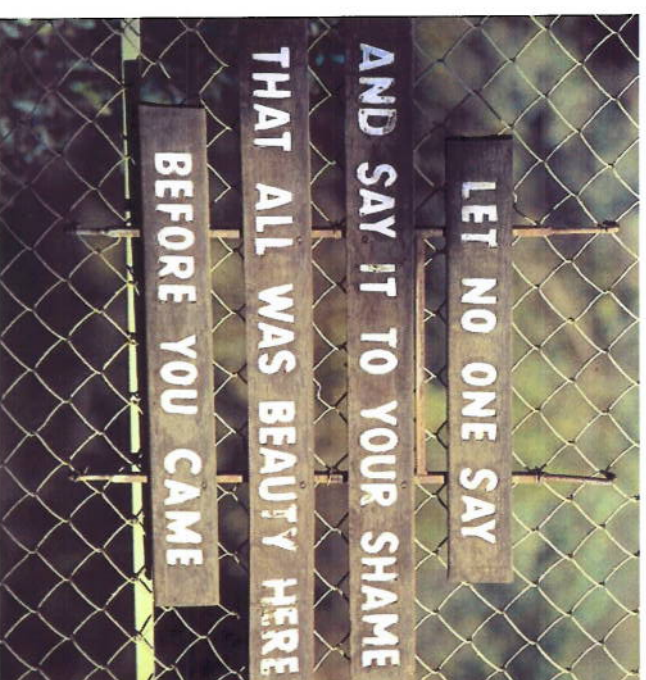
### What Can You Do?

#### Set Targets

- Set a feasible target for reducing water use (e.g. 5% reduction per year, over 3 years). Measure reductions in your water bills or pumping times and showcase your successes to staff and guests.
- Check the relationship between the number of tourists you can accommodate and the volume of water used by setting a benchmark (e.g. 350 litres per bed night) and monitoring how the figure changes.

## How to Green Your Landscape

- Set up an indigenous garden and remove alien trees or plants. Get involved in Working For Water initiatives that will help remove alien invasive plants.
- Avoid using chemical pesticides that can kill off natural predators. Try to use organic fertilisers, weedkillers and pesticides and biological pest controls.
- Think carefully about planting exotic species e.g. roses, which require regular watering and the use of chemical fungicides and insecticides.



## Responsible Tourism Awards

The Imvelo Responsible Tourism Awards, hosted annually by the Federated Hospitality Association of Southern Africa (FEDHASA), enable tourism businesses to illustrate their commitment to responsible tourism and to showcase their economic, social and environmental achievements. Entrants are judged on measurable actions they have taken to promote sustainable tourism development. ([www.fedhasa.co.za](http://www.fedhasa.co.za))



## Some Operational Tips

### Saving Water

- Service water pipes, valves, joints, pump seals, hoses, boilers and appliances regularly to prevent problems before they occur.
- Install data loggers on meters for constant monitoring.
- Look for fluctuations in pressure, flow and water use patterns to detect problems. Fix leaking pipes and dripping taps immediately.
- Use storm or grey water for irrigation or put timers on sprinklers to ensure you control water usage. Water gardens at cooler times of the day when there is less evaporation.
- Use mulching during landscaping to reduce evaporation and run-off.

### Treating Effluent

- Separate effluent water into reusable and non-reusable streams. Use grey water from baths, showers and basins for landscaping and in toilets.
- Ensure that toilets and associated waste systems are at least 30m away from a water source.
- Use biodegradable, phosphorous-free detergents, which lower the nutrients in effluent.
- Avoid getting solids such as food waste into effluent.
- Regularly maintain and clean kitchen grease traps.



## Design and Planning

- Design water systems e.g. roof-fed water tanks to collect stormwater for use in cleaning or landscaping.
- Install low-flow or dual-flush toilets and waterless urinals.
- Install smart pressure valves to regulate flow, solenoid valves to release water only when required and level controllers to avoid overflow.
- Install tap aerators and low-flow showerheads.
- Acquire water efficient washing machines and dishwashers.



### Did You Know?

- A water loss of 0.1 litre per minute will lead to an annual loss of 53m<sup>3</sup> - enough water to service over 2 000 South Africans for a year.
- Washing a car uses between 400 and 1000 litres.
- Water saving irrigation technologies can increase water use efficiency by 60 – 90%.
- Tap aerators and low-flow showerheads use 60% less water than conventional equipment.
- Water efficient dishwashers use as little as 15 litres of water per cycle



## An Industry Initiative

The South African Department of Water Affairs and Forestry (DWAF) has launched a project to ensure that hotels, conference venues and restaurants use water efficiently. Their intention is to promote improved plumbing technology and fixtures, the repair of leaks in hotels, conference venues and restaurants, the reduction of effluent, a water saving campaign for staff and guests and the evaluation of water usage. DWAF and the CSR have developed a website to assist industry to reduce water consumption. ([www.savewater.co.za](http://www.savewater.co.za))

## Energy Management



### What Is The Issue?

Most of the world's energy comes from burning fossil fuels, such as coal, oil or natural gas. This results in high levels of air pollution, particularly greenhouse gases, that contribute to climate change. Since 1971, global energy use has increased by 70% and this is expected to increase by 2% per year over the next 15 years.

Conserving energy resources by using them efficiently and using "clean" energy sources, such as solar and wind power, can help reduce pollution and minimise negative environmental and social impacts.

The South African Department of Minerals and Energy has set a target to supply 5% of total energy production from renewable energy sources by 2010. As a tourism operator you can help to achieve this target.



### Septic Tanks

- Undertake tests to determine soil infiltration rates and groundwater levels.
- Locate your septic tank away from domestic water supplies, groundwater, rivers or lagoons.
- Treat your septic tank effluent at a central point to remove nitrogen and allow bacteria and pathogens to die off.
- Use dry composting toilets to reduce the load on septic tanks and other waste systems.



### Who's Doing It?

- **Grootbos Nature Reserve** uses grey water from its laundry to water the horse paddock in front of its lodge, saving some 700 000 litres of water a year. The 3-hectare fynbos garden at Grootbos has been designed using water-wise indigenous plants and buffalo grass lawns to minimise the need for watering.
- The **Sandton Convention Centre** reduced kitchen water use by 70% in two weeks by creating staff awareness about water efficiency and installing a water meter in the kitchen to monitor use.
- The three luxury lodges at **Sabi Sabi Game Reserve** have reed-bed waste-water purification systems, which not only provide a valuable habitat for wildlife, such as birds, amphibians and invertebrates, but also purify the waste sewage and washing water before it is returned to the environment.



### Some Operational Tips

- Clean filters in heating and cooling systems regularly.
- Adjust the hot water thermostat on geysers to below 50° C rather than the normal +60° C.
- Buy energy efficient dishwashers and washing machines. Turn the hot water thermostat down to 49° C.
- Use compact fluorescent lights, which last 10 times longer and use 80% less energy than normal bulbs.
- Train staff to shut off lights, heating, ventilation and cooling systems in rooms that are unoccupied. Bigger operators may wish to use programmable thermostats, time-delay light switches and occupancy sensors.
- Issue guests with an energy key card, which can be inserted into outlets in bedrooms to enable electricity use.



### Did You Know?

- For every 10% increase in the thermostat setting, energy costs rise by about 25%.
- Installing a solar water heater can save 15% to 30% of your electricity costs.
- Every 5° C reduction in water temperature reduces the cost of washing by up to 13%.
- Insulating roofs and heating pipes can save up to 50% on heating bills.
- Heat loss through windows is ten times faster than through insulated walls.
- Each compact fluorescent bulb saves about 267 kg of carbon dioxide emissions, 291 kg of coal and 2.5 kg of sulphur dioxide during its lifetime.
- A 15 W low energy bulb can produce more light than a normal 100 W bulb and will result in 50% energy and cost saving.

### What Can You Do?

#### Set Targets

- Set a feasible target for reducing energy use (e.g. a 5% reduction per year for 3 years). Monitor the reduction in your electricity bills or amount of petrochemicals, wood and charcoal used. Show your success to staff and guests.
- Check the relationship between the number of guests and the amount of energy used by calculating a benchmark (e.g. 50 kWh per bed night) and monitoring how the figure changes.



#### Design and Planning

- Get architects to make the most of free energy sources such as natural light, natural heating and shading from trees where possible. Plan for cross-flow ventilation.
- Invest in renewable energy systems such as solar water heaters, solar pumps, windmills, photovoltaic systems and other low wattage appliances.
- Try and use evaporative cooling systems or heat exchange pumps, which use re-circulated water, and ceiling and floor fans to provide a cool air supply.
- Insulate roofs and heating pipes.
- Double glaze your windows to prevent heat loss.
- Install automatically closing doors to prevent loss of either warm or cool air.
- Position water tanks close to the point of use and install gravity-fed water systems where possible.



### Who's Doing It?

- **Sabi Sabi** started separating and recycling its solid waste and removing it in partnership with Green's Waste Nelspruit about 20 years ago. This initiative has grown into a community development project that runs a recycling depot for glass, tin and paper for all the lodges in the Sabi Sands.
- **Grootbos Nature Reserve** has established a waste recycling depot and all waste is sorted into glass, paper, cardboard and cans. Over 90% of its glass bottles, paper and cardboard is recycled.
- **Holiday Inn Garden Court Milpark** has developed its own recycling programme. The hotel sorts waste into clear and coloured glass, plastics, paper and other waste, and sends it for recycling. Guests are also provided with separation bins. The programme has halved the waste for landfill produced by Milpark.
- The **Nature Workshop** is developing a 'Waste Separation Programme' in the Mpumalanga and Limpopo Provinces, in conjunction with local communities from each region. All recycling revenues will accrue to the local communities.



### Some Operational Tips

#### Waste Reduction

- Speak to food suppliers about reducing food packaging.
- Buy in bulk and store goods in reusable containers.
- Buy biodegradable products.
- Use recycled, chlorine-free paper or paper from forests certified by the Forestry Stewardship Council.
- Maintain a litter-free environment.



#### Waste Disposal

- Have clearly labelled separate bins for wet waste, plastics, glass and tin to help recycling. Set up specialised bins for battery or printer cartridge recycling.
- Compost food waste on site and use it to fertilise your grounds.
- Ensure that waste oil is returned to your nearest supplier or disposed of in an environmentally friendly way.
- Store, collect and dispose of hazardous waste safely and according to government regulations.

#### Recycling

- Initiate recycling or buy-back programmes for glass bottles, cans, plastic and paper products. Approach manufacturers about collecting used products and encourage local SMMEs to make crafts out of tin or plastic waste.
- Set up composting facilities for landscaping, community gardens or agriculture.

#### Did You Know?

- For every ton of paper recycled, 17 trees are saved, with 40% less energy and 30% less water required.
- Every ton of glass recycled saves 1.2 tons of raw material and 114 litres of oil energy.
- To produce iron from ferrous scrap requires 74% less energy than to produce it from iron ore.





## Evaluating Your Commitment

A principle component of being a responsible tourism operator is setting benchmarks and monitoring progress. Self-evaluation will help you to assess your efforts in managing the impacts of your operation.

### RESPONSIBLE TOURISM SELF-EVALUATION FORM

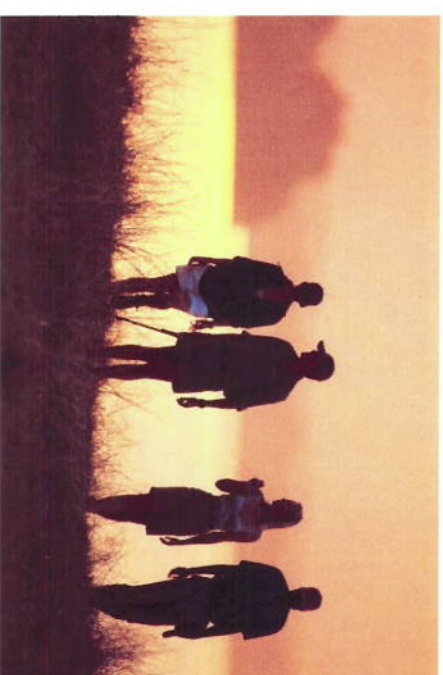
Record the following measures you have taken to implement responsible tourism practices, using statistics wherever possible.

#### Economic Impact

- What are you doing to recruit, employ and train local and previously disadvantaged people?
- What are you doing to purchase services and products locally?
- What economic benefits do neighbouring communities gain from your business?
- What is the ownership and management structure of your enterprise?
- How are you encouraging guests to spend money in the local economy?

#### Social Impact

- How are you encouraging your customers to interact with local people and learn about local culture and traditions?
- How are you raising local awareness about tourism and increasing local residents' access to your tourism product?
- What efforts have you made to improve education, health and infrastructure for local residents?



## Motivating Guests to be Responsible

### Economic

- Provide information about the levels of local poverty and need for development – hence the importance of spending money in the local economy.

### Social

- Showcase local community projects on your notice board. Ask your visitors whether they would support payment towards a community levy or fund.
- Inform your clients how to interact with the local community and respect local culture and customs. Encourage clients to buy crafts that are made locally and to bargain responsibly.

### Environmental

- Inform guests how they can help with water conservation (e.g. taking showers instead of baths, having linen and towels cleaned only when dirty).
- Provide guests with a list of local natural resources that are being over utilised. Encourage them to buy crafts that are sustainably produced.
- Encourage guests to contribute to a local nature conservation programme.
- Put separate bins in rooms to encourage guests to separate waste.

### Example: Responsible Tourism Declaration

This establishment subscribes to the principles and practices of responsible tourism. In conducting our operations, we strive to minimise our impact on the environment, spread benefits throughout the local economy and promote community well-being.

We are committed to:

#### Procurement

- Ensuring local suppliers are used wherever possible.
- Selling craft made by local people.
- Using natural and recyclable materials wherever possible.

#### Health Management and Awareness

- Providing first aid training and facilities for staff and local people.
- Making staff and guests aware of ways to prevent malaria and HIV/AIDS.
- Offering a health clinic for the local community.

#### Education and Training

- Facilitating literacy programmes for staff.
- Coordinating training programmes to develop local business skills.

#### Energy Management

- Insulating all hot water pipes.
- Monitoring all energy use.

#### Waste

- Reducing the amount of waste we generate.
- Separating waste and linking with a local recycling scheme.
- Recycling used cooking oil.

#### Water

- Fitting dual-flush toilets and low-flow shower heads.
- Reusing water from bathrooms and kitchens for irrigation.

#### Nature Conservation

- Planting indigenous trees and removing alien vegetation.
- Supporting a local wildlife conservation programme.



- What systems have you put in place to promote equality in the workplace, in terms of gender, ethnicity, age and disability?
- How do you encourage your guests and staff to interact respectfully with local residents?



#### Environmental Impact

- What are you doing to improve the conservation of South African wildlife, habitats and natural areas?
- How do you dispose of different types of waste and reduce the amount of waste generated by your business?
- What are you doing to conserve energy?
- What are you doing to reduce the amount of water consumed by your business?
- What have you done to reduce the impacts of products and packaging on the environment?





## ENVIRONMENT

### Education

- South African Wildlife College ([www.wildlifecollege.org.za](http://www.wildlifecollege.org.za))

### Impact Assessments

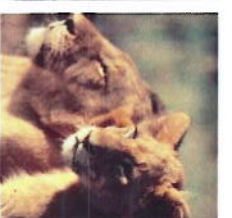
- Department of Environmental Affairs and Tourism ([www.environment.gov.za/Policy/Policy.htm](http://www.environment.gov.za/Policy/Policy.htm))
- International Association for Impact Assessment ([www.iaia.za.org](http://www.iaia.za.org))
- Environmental Impact Practitioners in South Africa ([www.eapsa.co.za/home.html](http://www.eapsa.co.za/home.html))
- South African Institute of Ecologists and Environmental Scientists ([www.saiel-es.za.org](http://www.saiel-es.za.org))

### Non-Governmental Organisations (South Africa)

- Group for Environmental Monitoring (GEM) ([www.gem.org.za](http://www.gem.org.za))
- Earthlife South Africa ([www.earthlife.org.za](http://www.earthlife.org.za))
- Energy and Development Group (EDG) ([www.edg.co.za](http://www.edg.co.za))
- Energy for Development and Research Centre (EDRC) ([energy@energetic.ucl.ac.za](mailto:energy@energetic.ucl.ac.za))
- Endangered Wildlife Trust ([www.ewt.org.za](http://www.ewt.org.za))
- Sustainability Institute ([www.sustainabilityinstitute.net](http://www.sustainabilityinstitute.net))
- Wildlife and Environment Society of South Africa (WESSA) ([www.wessa.org.za](http://www.wessa.org.za))

### Non-Governmental Organisations (International)

- Conserve Africa Group International ([www.conserveafrica.org](http://www.conserveafrica.org))
- Coral Reef Alliance ([www.coralreefalliance.org](http://www.coralreefalliance.org))
- Environmental Conservation Tourism Association (ECTA) ([www.desocom.com/ECTA](http://www.desocom.com/ECTA))
- Forestry Stewardship Council ([www.fscus.org](http://www.fscus.org))
- Friends of Conservation ([www.foc-uk.com](http://www.foc-uk.com))
- Greenpeace ([www.greenpeace.org.uk](http://www.greenpeace.org.uk))
- International Institute for Environment and Development ([www.iied.org](http://www.iied.org))



## Useful Contacts

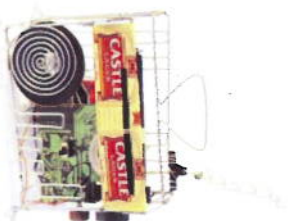
### ECONOMIC AND SOCIAL DEVELOPMENT

#### Development and Financing Agencies (South Africa)

- Africa Foundation ([www.africafoundation.org](http://www.africafoundation.org))
- Community Public Private Partnership (CPPP) ([www.cppp.org.za](http://www.cppp.org.za))
- Development Bank of Southern Africa (DBSA) ([www.dbsa.org](http://www.dbsa.org))
- Independent Development Corporation (IDC) ([www.idc.co.za](http://www.idc.co.za))
- Interfund ([www.interfund.org.za](http://www.interfund.org.za))
- Khula Enterprise Finance Ltd. ([www.khula.org.za](http://www.khula.org.za))
- National Development Agency (NDA) ([www.nda.org.za](http://www.nda.org.za))
- Ntsika Enterprise Promotion Agency ([www.ntsika.org.za](http://www.ntsika.org.za))
- Poverty Relief Programme ([www.environment.gov.za](http://www.environment.gov.za))
- Small Medium Enterprise Development Programme (SMEDP) ([www.dti.gov.za](http://www.dti.gov.za))
- The National Lottery Distribution Fund ([www.nlb.org.za](http://www.nlb.org.za))
- Tourism Enterprise Programme (TEP) ([www.tep.co.za](http://www.tep.co.za))

#### Development and Financing Agencies (International)

- Business Linkages Challenge Fund ([www.challengefunds.org](http://www.challengefunds.org))
- Department for International Development ([www.dfid.gov.uk](http://www.dfid.gov.uk))
- Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) ([www.gtz.de](http://www.gtz.de))
- German Development Service (DED) ([www.ded.de](http://www.ded.de))
- New Zealand Aid (NZAID) ([www.nzaid.org](http://www.nzaid.org))
- Overseas Development Institute ([www.odl.org.uk](http://www.odl.org.uk))
- Pro-Poor Tourism ([www.propoortourism.org.uk](http://www.propoortourism.org.uk))
- Swiss Agency for Development Cooperation (SDC) ([www.sdc.net](http://www.sdc.net))
- W. K. Kellogg Foundation (WKKF) ([www.wkkf.org](http://www.wkkf.org))



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Department of Environmental  
Affairs & Tourism



IUCN  
The World Conservation Union

GLOBAL  
ENVIRONMENT  
FACILITY



This handbook is printed on recycled environmentally friendly paper.

The information in this handbook is  
contained on the following websites:

[www.environment.gov.za](http://www.environment.gov.za)

[www.dacel.gpg.gov.za](http://www.dacel.gpg.gov.za)

[www.fairtourismsa.org.za](http://www.fairtourismsa.org.za)

[www.fedhasa.co.za](http://www.fedhasa.co.za)

[www.icrtourism.org](http://www.icrtourism.org)

[www.iucn.org](http://www.iucn.org)

[www.undp.org.za](http://www.undp.org.za)

Photo references: Africa Foundation, Caroline Suzman, CC Africa, Chris Marais,  
Coral Divers, Guy Stubbs, Matselela Lodge, Ocean Blue Adventures, SA National Parks,  
SA Tourism, Shangana Cultural Village, Simonskloof Mountain Retreat, Southern Sun, Sun  
International, Tau Game Lodge, Urduu Fly Fishing Experience, Wilderness Safaris.