

# Promoting Sustainable Tourism:

The economic benefits for

Local Government

4 April 2017

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**SUSTAINABLE TOURISM**  
PARTNERSHIP PROGRAMME



**2017**  
**INTERNATIONAL YEAR**  
**OF SUSTAINABLE TOURISM**  
**FOR DEVELOPMENT**





## UNWTO / UNEP

“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**”.

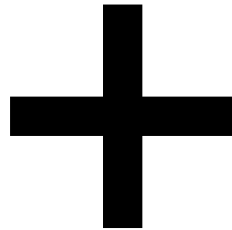
### Responsible Tourism (Business Orientated)

Economic Impacts

Social & Cultural Impacts

Environmental Impacts

Operational Impacts



### Tourism & Hospitality (Industry Orientated)

Market Access

Quality Assurance

Service Excellence

Universal Access

# People, Culture, History



# Nature



# Sea



# Sun



# Business



# Sport /Recreation



# Sustainable tourism



Impoverished communities

Select few people benefit from tourism

AND to ensure that everybody can participate in what SA has to offer



- Download SANS 1162:2011- R200
- Use SANS 1162:2011 as a guideline for your business
- Make a list of things to do:
  - ✓ Easy
  - ✓ Medium
  - ✓ Hard
  - ✓ No Cost
  - ✓ Low Cost
  - ✓ Medium Cost
  - ✓ High Cost

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**SANS 1162:2011**  
Edition 1

**SOUTH AFRICAN NATIONAL STANDARD**

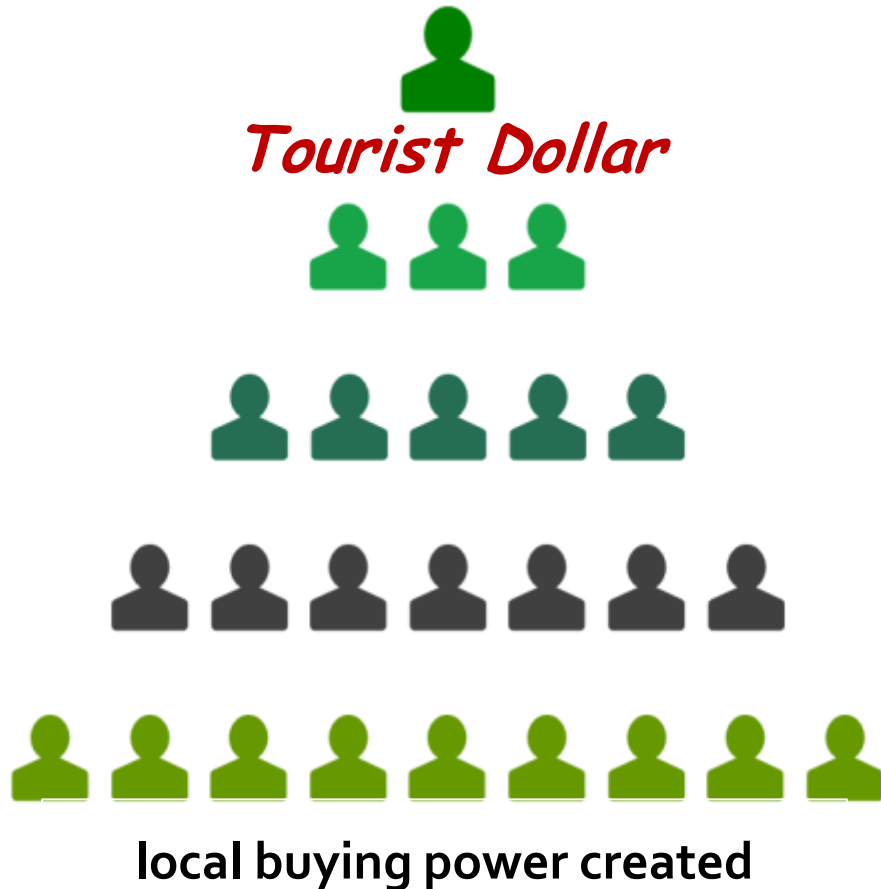
**Responsible tourism — Requirements**



# To make tourism spend go further

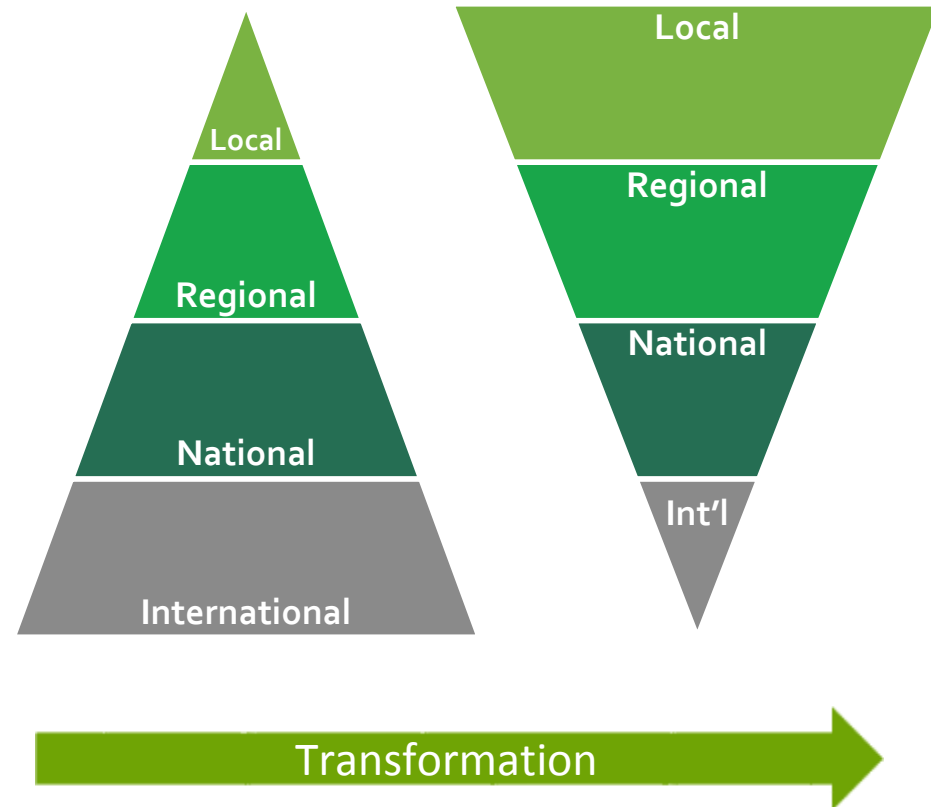
## Optimise the Multiplier Effect

Impact of tourism spend on local products, services and informal economies



## Minimise Leakage

Minimise the spend on goods and services bought outside local community



# Sustainable Tourism Development

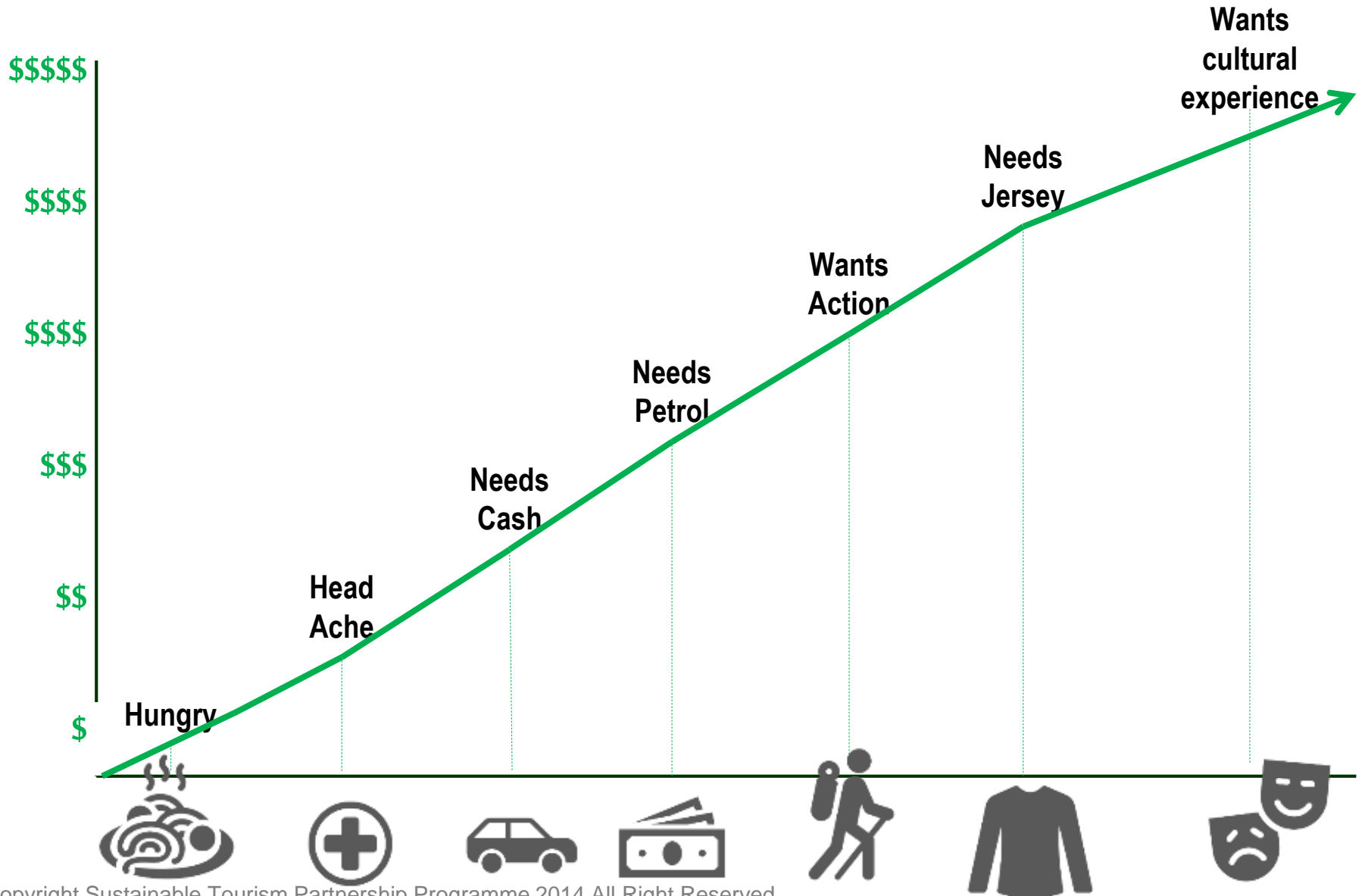
# The Value of a Tourist



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# The value of a tourist



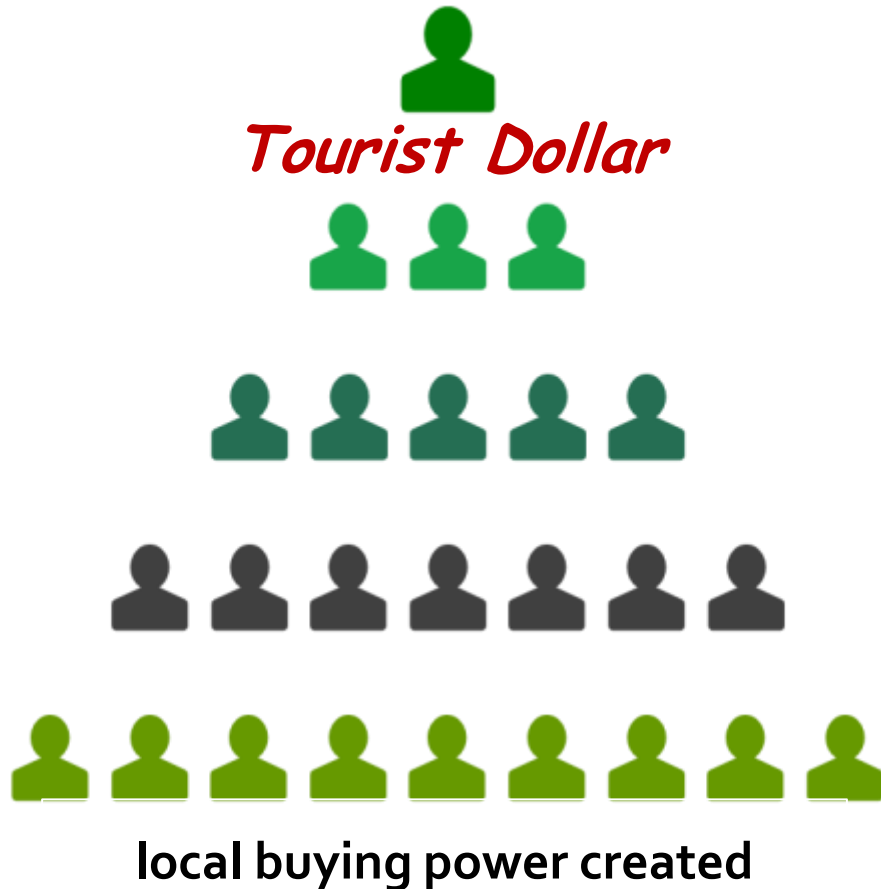




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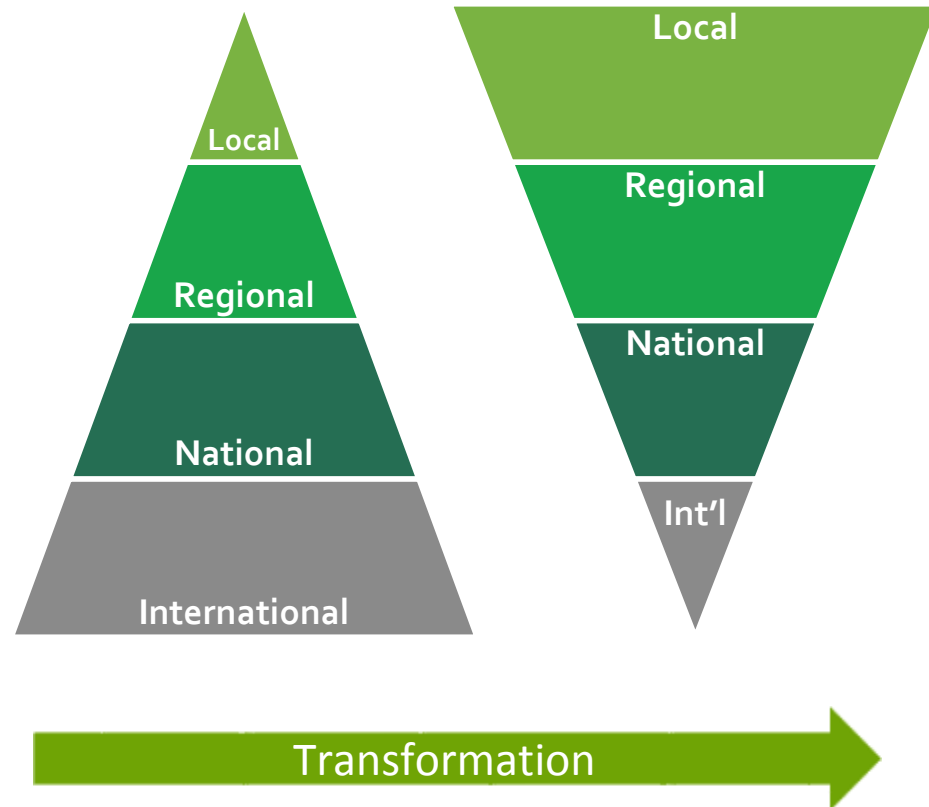
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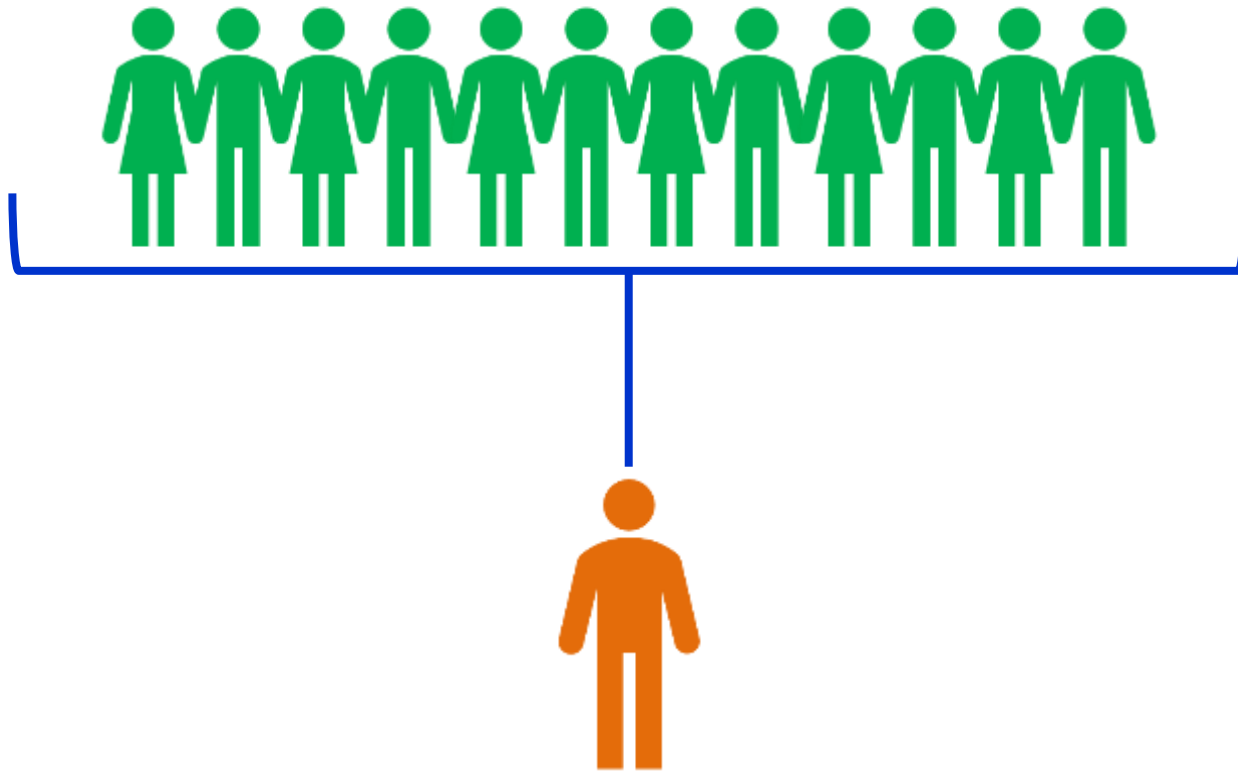


## Minimise Leakage

Minimise the spend on goods and services bought outside local community



For every **12** tourists, 1 full time job is created  
In first world economies



# KNOW WHAT YOU NEED TO DO?

## Visitor needs

- Safety
- Security
- Information
- Communication
- Quality
- Service
- Healthy environment
- Infrastructure

## Industry needs

- Economy
- Regulation
- Market access
- Investment
- Public / Private collaboration
- Infrastructure

## Environment needs

- Conservation
- Resources efficiency
- Low carbon footprint
- Waste management

## Community Needs

- Healthy environment
- Education
- Jobs
- Communication
- Infrastructure

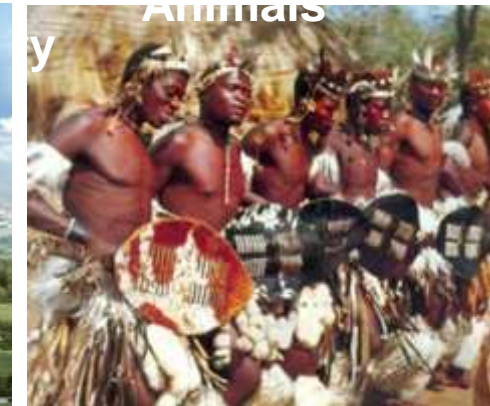
**4 PILLARS**



# What do tourists see?



Art  
Culture  
History  
Architecture



People  
Communities  
Natural Beauty  
Biodiversity  
Sports



## OPPORTUNITY 2:

Protect what is good – protect our assets

## Outcomes:

Continued tourism to our Country, Region, Town





# WHAT DO TOURISTS SEE?



Homeless



Water pollution



Littered landscapes



Poverty



Unfair labour practices



Crime & Violence

Poverty

Litter

Crime

Violence

Exploitation

Child labour



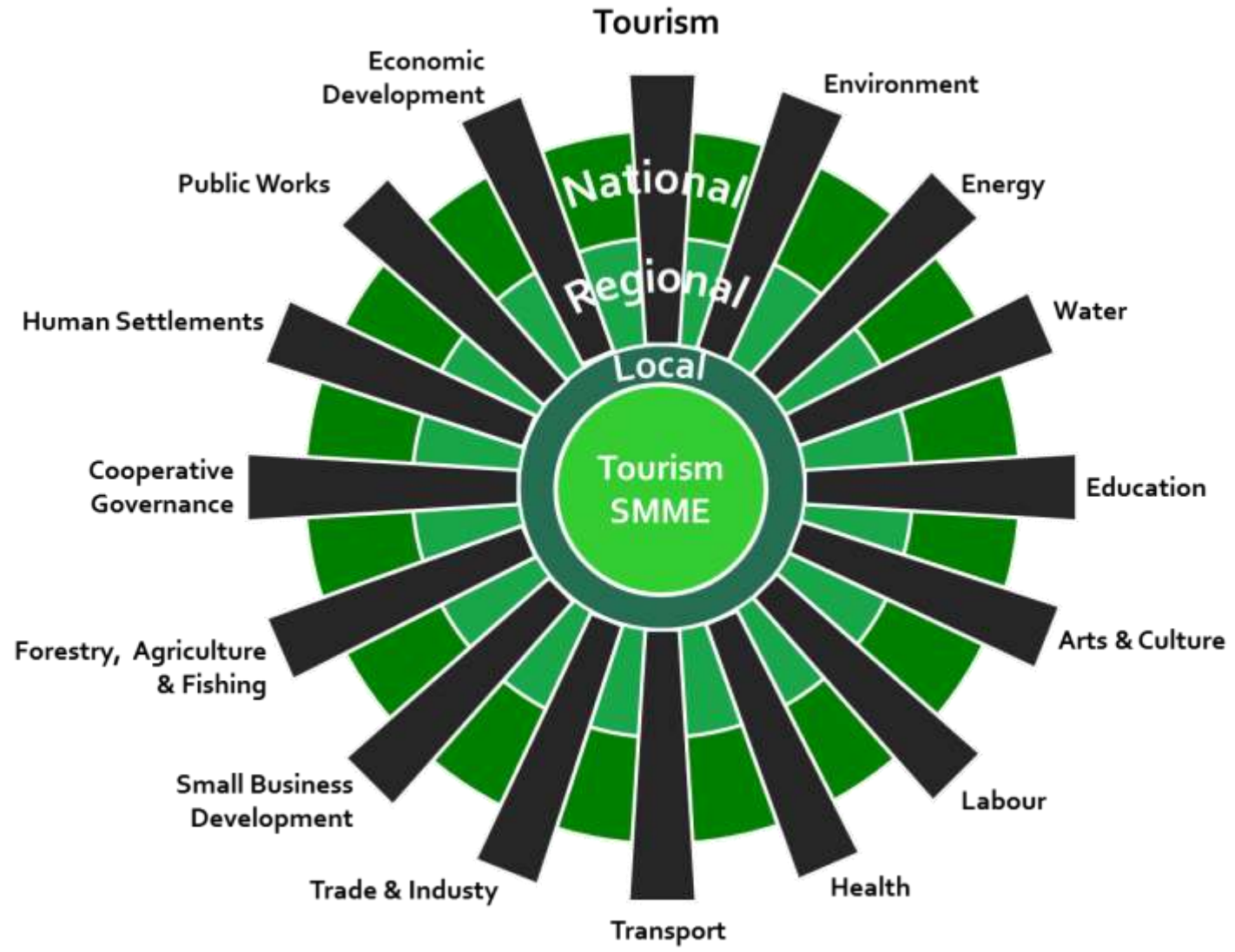
# What do tourists NOT see?







# Whose business is tourism ?



# Sustainable Tourism Implementation

## The importance of small business



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# The value of a small business



People



Art



Accommodation



Micro Farmers



Places



Activities



Services



Nature Guides



Food Production



Home Industries



Restaurants



# IMPORTANCE OF TOURISM

- ❑ Accommodation Establishments 45,000 – 60,000
- ❑ Smaller Accommodation Est's (SAE)  
< 20 rooms 30,000 – 45,000
- ❑ Associations (highly fragmented) > 1,000
- ❑ Average number of rooms 9
- ❑ Employment - Direct **1 person per room**
- ❑ For every **1 direct jobs** **5 – 7 indirect jobs**

**270,000 people employed directly**

**1.350,000 indirectly?**<sup>18</sup>





# THE POWER OF COLLABORATION



# What is (Sustainable) ~ Tourism?

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**4 PILLARS**



# What conclusions can be drawn?

We don't know what we don't know

Data is critically missing from this sector

**COLLABORATION IS KEY**

# Sustainable Tourism Development

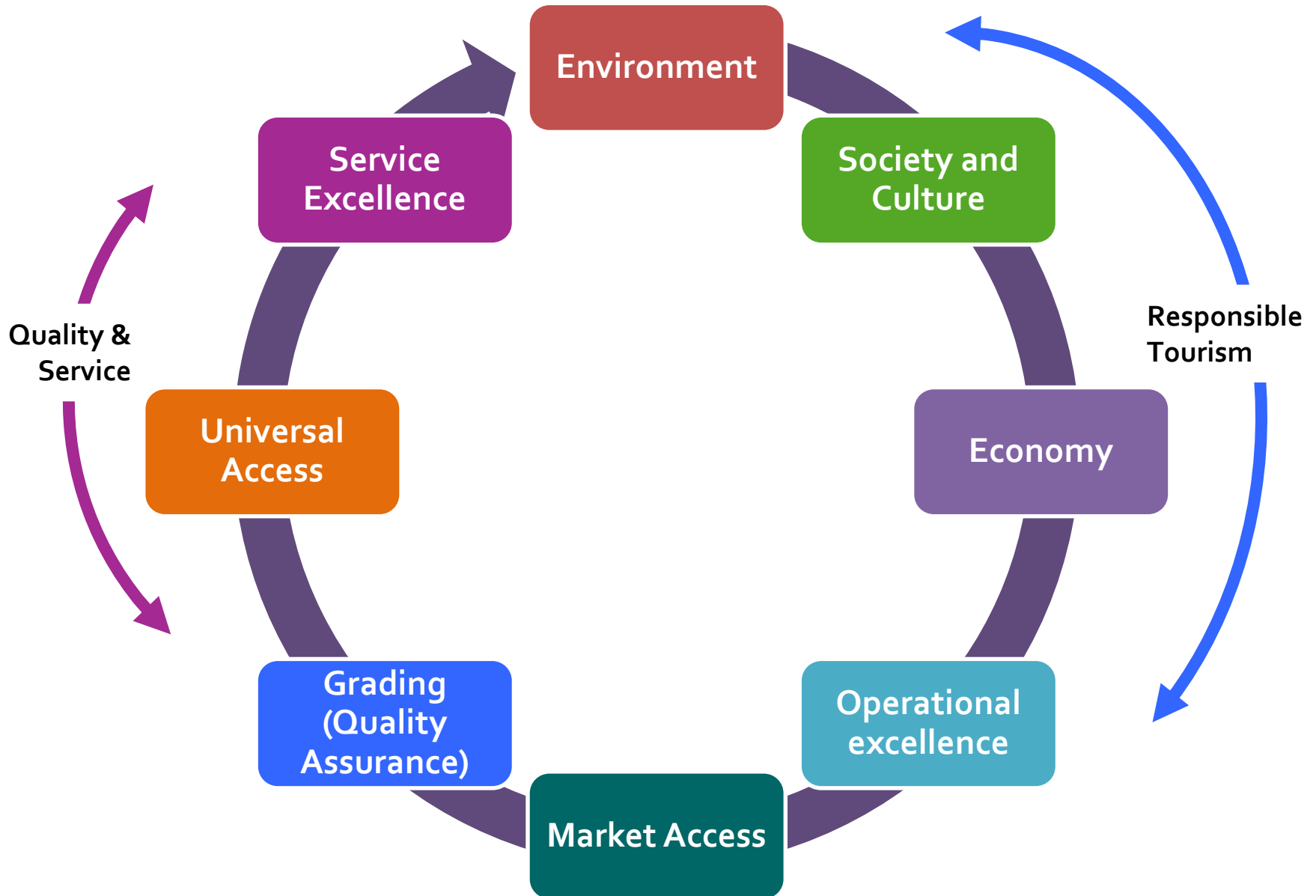
## What can we do?



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# What is Sustainable Tourism?



Environment

Society and  
Culture

Economy

Operational  
excellence

Market Access

Grading  
(Quality  
Assurance)

Universal  
Access

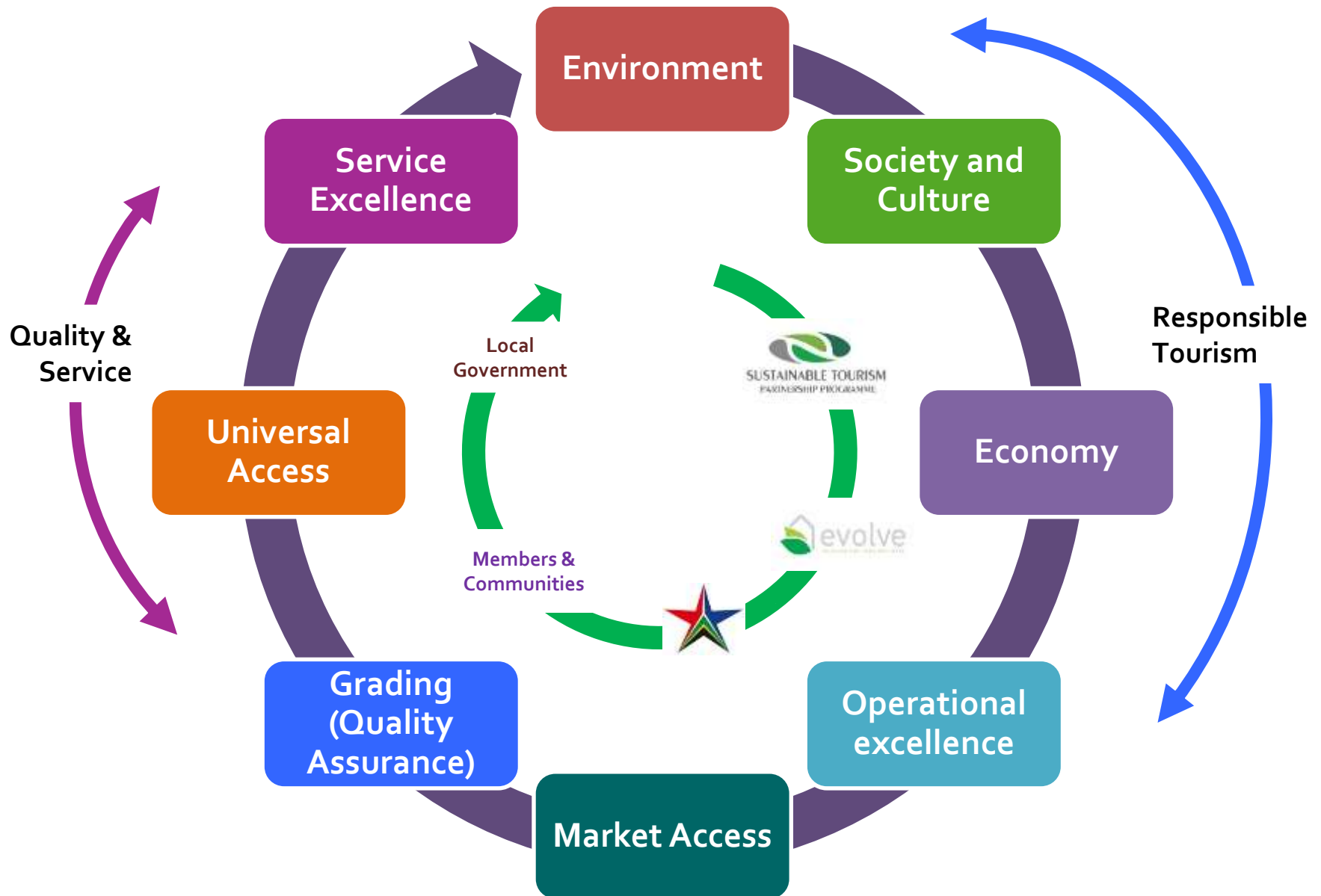
Service  
Excellence

Quality &  
Service

Responsible  
Tourism



# What is Sustainable Tourism?







:Belong to a Local Tourism Association

- *Stronger voice* to engage with tourism stakeholders / regulators
- *Sharing data* will back up statements and provide facts
- *Collaboration* leads to greater success in development of opportunities
- *Demand / Supply* of locally produced products and services





“For large-scale renewing change to be successful, it has to be *comprehensive* and **bold**”:-

**Jonathan Byrnes**



**“Service Excellence starts  
with me”**

**It MUST become the ethos of  
EVERYTHING that we do.**



Thank you  
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