

# Responsible Tourism in Cape Town



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# Responsible Tourism – the basics



## What is Responsible Tourism?

Simply put, Responsible Tourism is tourism 'that creates better places for people to live in, and better places to visit'.

The 2002 Cape Town Declaration on Responsible Tourism in Destinations defines Responsible Tourism as follows:

"Responsible Tourism is 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 embracing diversity
- provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues
- provides access for physically challenged people
- is culturally sensitive, encourages respect between tourists and hosts, and builds local pride and confidence"

[See the Declarations attached.](#)



## Is Responsible Tourism different to Sustainable Tourism?

Responsible tourism and sustainable tourism have the same goal, that of sustainable development. The pillars of responsible tourism are therefore the same as those of sustainable tourism – environmental integrity, social justice and maximising local economic benefits.

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. This shift in emphasis has taken place because not much progress has been made on realising sustainable tourism in the 15 years since the "Earth Summit" in Rio. This is partly because everyone has been expecting others to be sustainable.

The emphasis on responsibility in responsible tourism puts the task firmly in the hands of everyone involved in tourism – government, product owners and operators, transport operators, community services, NGO's and CBO's, tourists, local communities, industry associations.

## What Responsible Tourism is NOT!

- Responsible Tourism is not another form of 'niche tourism' – Responsible Tourism is about the legacy and the consequences of tourism – for the environment, local people and local economies.
- Responsible Tourism does not only take place in protected natural environments – Any tourism business, whether located in a thriving metropolis, a desert, rural village, sub-tropical island, medieval town – can be Responsible Tourism operations.
- Responsible Tourism is the responsibility of big business - The smallest of owner managed tourism business are already practicing Responsible Tourism.
- Responsible tourism is particular to South Africa – Operators, destinations and industry organisations in the United Kingdom, United States, the Gambia, India, Sri Lanka, are already practicing Responsible Tourism, and this list is growing. Recognising the global significance of Responsible Tourism World Travel Market, one of the world's largest travel exhibitions, has created World Responsible Tourism Day, to be celebrated annually during November. World Responsible Tourism Day is endorsed by the World Tourism Organisation and World Travel and Tourism Council.

# What are the driving forces behind the growth in responsible tourism?



Globally, concerns about global warming, destruction of the environment, erosion of cultures and lifestyles, and millions of people still living in poverty, are increasing. The number of initiatives aimed at saving some part of the environment, or improving the living conditions for the world's vulnerable people, increases by the day. The heightened awareness of the earth's crisis is spilling over into the way people behave in their homes, how they spend their money and the way businesses are run.

Driven by changing personal ethics, individuals contribute financially or otherwise to environmental and humanitarian initiatives. They are also changing their buying patterns. There is a major upswing in ethical or responsible consumption in the UK and in other major European markets. In the UK, the market share for ethical products grew by 22% between 1999 and 2004.

## The Ethical Consumerism Report, 2005 – see attached report

Business ethics are also changing, with these trends prompting businesses to put money and time into programmes that will make the world a better place. Companies are adopting business practices that are based on ethical values - responsibly managing all aspects of their businesses for their impact not just on shareholders, but also on employees, communities and the environment. This approach to business is known as responsible corporate citizenship.





# Why is Responsible Tourism important?



Other than the fact that RT is the right thing to do, the following reasons should motivate tourism businesses to adopt responsible tourism practices.

## Responsible tourism makes business sense

A significant, and growing, number of tourists are looking for a better experience, a better quality product. They are looking for experiences which enable them to get closer to the “real” living culture of countries and to experience our diverse natural and cultural heritage. This is a global trend in the established markets as consumer expectations of their holidays change, people are taking more, shorter trips, and they expect to get more from them. In commercial market research UK holidaymakers were asked whether or not they would be more likely to book a holiday with a company if they had a written code to guarantee good working conditions, protect the environment and support charities in the tourist destination. In 1999 45% said yes, when the question was asked again in 2001 52% said yes.

## Your customers increasingly demand it

Increasing numbers of consumers are looking at the reputation and responsibility of the companies they buy from; they want to have “guilt free” holidays. This affects their direct purchases from companies in Cape Town and South Africa and it influences the choices source market companies too. UK and other European and Australian companies and increasingly American companies are asking about the responsibility of their suppliers and introducing check lists which rate the sustainability of their practices –

see for example the [UK Federation of Tour Operators Supplier Sustainability Handbook](http://www.fto.co.uk/responsible-tourism/sustainability-guidelines/)  
[www.fto.co.uk/responsible-tourism/sustainability-guidelines/](http://www.fto.co.uk/responsible-tourism/sustainability-guidelines/)

It is a market trend that any tourism business cannot ignore. Responsible Tourism makes business sense because a growing proportion of consumers are looking for a better product. This trend implies that tourism businesses that practice Responsible Tourism will have a powerful competitive advantage over other tourism products.

For more information about responsible tourism and the market, go to <http://www.haroldgoodwin.info/resources/goodwin.pdf>

## Responsible Tourism is a key element of South Africa’s tourism policy

‘Responsible Tourism’ is identified as the most appropriate concept and guiding principle for tourism development in our country in the 1996 White Paper on the Development and Promotion of Tourism in South Africa. Responsible tourism is seen as a positive approach by tourism industry partners to develop, market, and manage the tourism industry in a responsible manner, to create a competitive advantage.

For more about the White Paper and more recent policy developments see the attached reports.

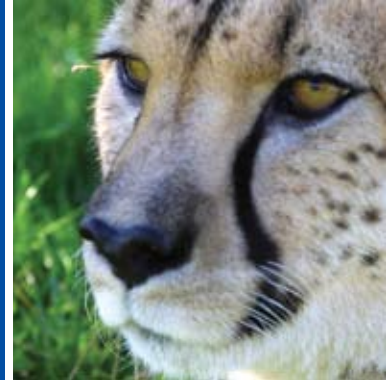
## Responsible Tourism and the Tourism BBBEE Scorecard

The 2005 Tourism BBBEE Scorecard has 7 pillars, each allocated specific targets and weights for two implementation periods between 2005 and 2014. Enterprise development and preferential procurement are allocated higher weightings in the initial period up to 2009, where after ownership and management control take precedence. At least 4 of the 7 key indicators on the scorecard - Skills development, Preferential procurement & Enterprise development and Social involvement - are also central to the National Responsible Tourism Guidelines published in 2003. By adopting responsible tourism policies and practices, tourism business can make significant progress towards compliance with the scorecard.

See attached the Tourism BBBEE Scorecard.



# Responsible Tourism in South Africa – key events



## 1996 South Africa's Tourism White Paper

South Africa was the first country to include "Responsible Tourism" in its national tourism policy, the 1996 White Paper on the Development and Promotion of Tourism in South Africa. This is how the White Paper describes the roles and responsibilities of a range of players. Responsible tourism implies:

- tourism industry responsibility to the environment, through the promotion of balanced and sustainable tourism, and a focus on environmentally based tourism activities;
- responsibility of government and business to involve the local communities that are in close proximity to tourism infrastructure and attractions, through the development of meaningful economic linkages;
- responsibility of tourists, business and government to respect, invest and develop local cultures, and protect them from over commercialization and over-exploitation;
- 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 visitors;
- the responsibility of both employers and employees in the tourism industry, both to each other and the customer (responsible trade union and employment practices); and
- responsible government as well as responsibility on the part of tourists to observe the norms and practices of South Africa.

## 2002 South African National Responsible Tourism Guidelines

The Department of Environmental Affairs and Tourism (DEAT) developed the South African National Responsible Tourism Guidelines over the course of 2001. The Guidelines provide national guidance and indicators to enable industry to show progress towards the principles of Responsible Tourism embodied in the 1996 White Paper. The British Department for International Development (DFID) provided funding for the technical drafting of the guidelines. An extensive process of consultation with a wide range of tourism stakeholders, the input of South African expertise in tourism development and case studies to test the guidelines in practice. Former Environmental Affairs and Tourism Minister Vali Moosa introduced the National Responsible Tourism Guidelines at the Tourism Indaba in May 2002 as the policy guidelines for tourism in South Africa.

[Attached is the Responsible Tourism Guidelines](#)

## 2002 Conference on Responsible Tourism in Destinations and Cape Town Declaration

In August/September 2002, South Africa hosted the World Summit on Sustainable Development. A parallel event, the Conference on "Responsible Tourism in Destinations" was held in Cape Town attended by 280 delegates from 20 countries. The conference grew out of the South African work on responsible tourism guidelines and it resulted in the Cape Town Declaration being ratified by all delegates. The definition of Responsible Tourism in the Cape Town Declaration is used by World Travel Market as the official definition of Responsible Tourism for World Responsible Tourism day

[Attached is the Cape Town Declaration](#)

## 2003 Responsible Tourism Manual and Handbook

In 2002 a technical Responsible Tourism Manual was developed for DEAT, which provided 'mainstream' as well as community-based tourism enterprises with information about Responsible Tourism. Specific to South Africa, and in line with current international best practices, the manual collated a range of practical and cost-effective responsible actions that are accessible to tourism businesses and tourism associations. The Manual refers to many sources of information and examples of best practice that could help guide the user's implementation of responsible business activities. The technical manual was used as a basis for a shorter pamphlet entitled Responsible Tourism Handbook, published in 2003.

## 2004 South African tourism businesses & take the laurels at International 2006 Responsible Tourism Awards

In 2004, Calabash Trust and Tours was selected as overall winner of the inaugural Responsible Tourism Awards at World Travel Market. The Bicycle Empowerment Network and Tswalu Kalahari Reserve were winners in their categories in 2006, and Dyer Island Cruises, and Grootbos Nature Reserve received commendations in 2004 and 2006. Proof that it can be done! [Link to awards site](#)

# Responsible Tourism in Cape Town



## Tourism Development Framework for the City of Cape Town

Responsible Tourism is a founding principle of Cape Town's Tourism Development Framework, developed in 2003 through an extensive consultative process and approved by Council in 2004.

## Tourism Development Framework Business Plan 2005/6 – 2008/9

The City of Cape Town has included various initiatives and projects aimed at creating awareness of Responsible Tourism and to assist the tourism industry in adopting the principles of Responsible Tourism in their businesses. The City has committed to work with various parties, including Cape Town Tourism, to implement these initiatives.

## City of Cape Town Green Building Guidelines

The City of Cape Town, Town Planning Department is currently drafting the Green Building Guidelines to assist individuals and companies to think about a variety of aspects that should be taken into consideration to minimize the negative environmental impact that is created through the built environment, and at the same time, to maximize positive social and economic impacts.

The guideline aims to actively promote energy efficient construction of new or renovated buildings in Cape Town. The checklist should be used by practitioners (such as designers, developers and builders), businesses or private individuals for residential, commercial and other buildings.

The guidelines include examples of green buildings, a list of resource persons and a list of suppliers of green building materials.

## Greening the tourism industry initiative

Initiated by the Department of Environmental Affairs and Development Planning, the project encourages tourism establishments in the Western Cape to adopt measures to reduce water and energy consumption, minimise waste production and increase recycling of waste material.

## Cape Town Tourism and Responsible Tourism

Cape Town Tourism has various programmes to promote responsible tourism. Members are encouraged to adopt responsible tourism principals in their businesses. Cape Town Tourism in the process of finalizing simple guidelines that must be implemented by all members and a responsible tourism code for visitors will be implemented soon. For more information read the attached report on Cape Town Tourism and Responsible Tourism.





# Responsible Tourism and the Market



Various market studies clearly indicate increasing support for Responsible Tourism amongst tourists and operators. For a useful article about the consumer trends in ethical and responsible tourism, [click here](#). The following paragraphs present highlights from the various studies.

## Ipsos-RSL Commercial Market Research

In 1999 Tearfund commissioned a survey of consumer attitudes towards ethical issues in tourism amongst a nationally and regionally representative sample of adults in the United Kingdom. Specific questions assessed the willingness of travellers to pay more money for holidays which had the ethical characteristics they aspired to. Fifty- nine per cent of respondents said that they would be willing to pay more for their holiday if money went to guarantee good wages and working conditions for workers in the destination, to preserve the environment and reverse some negative environmental effects or directly to a local charity. The same question was asked in 2001 - over the two years the percentage aspiring to be willing to pay more for an ethical holiday increased by 7 per cent.

[For the complete results of the Ipsos-RSL surveys, see attached report.](#)

## Association of British Travel Agents

The Association of British Travel Agents (ABTA) has surveyed package holidaymakers consistently for many years, and in September 2000 and September 2002 it included questions which addressed the ethical and responsible agenda. Asked in September 2000 the aspirational question 'How important is it to you that your holiday should . . .':

- 71 per cent of the sample said that it was either very important (27 per cent) or fairly important (44 per cent) to them that their holiday benefited the people of the destination they are travelling to through creating jobs and business opportunities;
- 85 per cent said that it was important to them that their holiday did not damage the environment; and
- 77 per cent said that they wanted their holiday to include visits to experience local culture and foods.

By September 2002 greater importance was being attached to all three aspirations, up by 5 per cent, 2 per cent and 4 per cent respectively.

ABTA also asked how much extra package holiday travellers would be willing to pay for the guarantees each respondent had identified. While 94 per cent of respondents aspire to be willing to pay 1 per cent more in both 2000 and 2002, the proportion aspiring to pay 5 per cent more increased by 12 per cent and those willing to pay 10 per cent more by 6 per cent.

[For the complete results of the ABTA surveys, see attached report.](#)

## Attitudes to Responsible Tourism among tour operators

Tour operators in major source markets are beginning to respond to these changing consumer attitudes,

- The Association of Independent Tour Operators implemented a responsible tourism policy in 2000. Their membership includes many Africa specialists.
- In 2001 Tearfund published 'Tourism Putting Ethics into Practice'. This report reviews practice in the UK industry and reports on benefits to local communities, charitable giving by companies in the destinations, the development of local partner ships and the responsible tourism policies of companies. Forty-six of the tour-operating companies (71 per cent of the sample) gave money to charities: 33 gave money directly to charities in the destination, half gave money to UK charities working overseas and six operators (mainly the larger ones) gave money to charities working in the UK. Thirty-two of the operators Tearfund surveyed looking for good practice said that they had a responsible tourism policy, and over half of the remainder were planning to develop a policy.

[To read the results of the Tearfund tour operator survey, see attached reports.](#)

- In 2006, the Federation of Tour Operators, representing the UK's largest tour operator companies, adopted the FTO Responsible Tourism Declaration, with members committing to the adoption of responsible business practices.
- In 2007, the US Tour Operators Association formed a Responsible Tourism Committee to promote best practice.

# Related approaches to sustainable tourism



Pro-poor tourism, community-based tourism, volunteer tourism, Fair Trade in Tourism are different approaches to tourism that are, in principle, based on the three pillars of sustainable development. However, each approach has a specific focus that makes it different to the others. 'Responsible Tourism' is an umbrella approach that embraces all these approaches. The most suitable approach to apply at a destination or business level, will depend on the context and the specific issues and challenges presented by the context.

## Pro poor tourism

### Description

The Pro-Poor Tourism Partnership defines pro-poor tourism as "tourism which provides net benefits for poor people" (WTO, 2002:65).

Pro-Poor Tourism does not mean that the poverty is the attraction, PPT is an overall approach designed to unlock opportunities for the economically poor and reduce levels of poverty in a community. Any form of tourism can contribute to poverty reduction.

The focus of PPT is on net benefits because engaging in tourism development often has some costs or negative consequences. There may be costs which need to be met by the beneficiaries (for example spending time being trained is an opportunity cost) or the beneficiary group may lose access to natural resources – for example river frontage to water their cattle or to previously communal land leased to a lodge.

### Example

Calabash Tours, in Port Elizabeth, takes tourists through townships, informal settlements and to schools. Tourists started giving donations, which Calabash passed on. The volume became more than they could handle in an ad hoc way, given the reporting and accountability that was needed, so they set up the Calabash Trust in partnership with community members.

The trust has delivered 46 containers of equipment worth several million rand to 30 different schools, and it feeds 60 to 100 children per day. One hundred and sixty regular sponsors are giving about R170 000 per year.

Advice given by Calabash's owner to shebeen owners, jazz musicians, students and a women's group have helped them develop their businesses.

- He encourages shebeen owners not to do dual pricing for locals and tourists, but to stock drinks that tourists buy and locals don't, and put a bigger mark up on those ones.

- Calabash constantly identifies new business ideas for tourists to spend money and for local people to turn skills into value added products. For example, the Marimba band that plays in shebeens has now cut CDs, which are sold to tourists. Calabash took a dozen local photos and gave them to a 17 year old schoolboy poet. The poet wrote a poem for each photo. They have now been printed on 12 square sheets in a clear box, the size of a CD. They cost ZAR20 to produce, sell at ZAR80-100, and all profits go to the trust.

(Source: Ashley et al, 2005a; Ashley et al 2005b)

## Community-based tourism

### Description

Community-based tourism (CBT) is tourism managed and owned by the community, for the community, with the purpose of enabling visitors to increase awareness and learn about the community and local ways of life.

Community-based tourism should also take environmental, social and cultural sustainability into account. (REST, 1997). However, environmental concerns may be ignored for the sake of local economic development or perceived improved quality of life. Consequently, not all CBT initiatives can necessarily be classified as 'responsible'.

Although CBT is often found in poor and/or marginalised communities, CBT is not necessarily pro-poor. A group of tourism product owners, restaurants, craft producers, etc. clubbing together to form a tourism route can also be regarded as CBT.

### Example

#### Kassiesbaai Cultural and Craft Centre, Arniston

Kassiesbaai is a unique working fishing village located near Cape Agulhas, the southern most tip of Africa. The local community created the Kassiesbaai Craft Centre, with the objective to encourage and develop home industries, and assist in social upliftment. The purpose of the craft centre was to enable the women of the community to learn skills, which would enable earn an income to support their families to lessen dependence on seasonal incomes from fishing. The craft centre started offering traditional fish meals in 2000 with the assistance of the then owner of the Arniston Hotel. Initially the Arniston Hotel supplied all the tablecloths, cutlery, crockery, glassware and even food necessary to host such a meal. The first "cultural" Dinner for the media earned great reviews. The next guests were the local council representatives, in particular the health inspector, who gave the project their blessing.



# Related approaches to sustainable tourism



Then came paying guests and soon enough funds were raised to return the loaned equipment to the Arniston Hotel and purchase own equipment. Today, the hotel continues to promote these traditional dinners as a complementary experience to its guests. Through hosting these dinners, the sale of crafts has increased significantly and this has brought new vigour into the production of crafts.

## Volunteer Tourism

### Description

Volunteer tourism is travel where tourists undertake conservation and/or developmental and poverty alleviation activities at the destination. Volunteer tourists donate their time and money to assist in researching ecosystems, restoring buildings, build community infrastructure, teach in local schools .... the list of volunteer activities is as long as the list of environmental and social issues to be tackled.

While volunteers intentions are nearly always good, this does not mean that all volunteer programmes or indeed volunteers, are responsible. The organisation Ethical Volunteering has produced an ethical volunteering guide to help tourists pick an ethical and responsible volunteering placement. In South Africa, two leading volunteer tourism operators have compiled A Code of Practice for Responsible Volunteering in South Africa.

### Example

New Jerusalem Children's Centre, located in Midrand, between Johannesburg and Pretoria, this Children's Centre was founded in 2000 to provide an essential service to the area's disadvantaged communities. The Centre's mission is to provide quality care to vulnerable children – children who may be orphaned, abandoned, abused or HIV positive.

The team of staff strives to address the children's physical, emotional, social and educational needs, and also to protect their interests and safety within a family environment.

The Centre currently provides 24-hour residential care to about 50 children. Volunteers support the staff with teaching and training, as well as encouraging the children through care and play.

Volunteers help with –

- routine maintenance & cleaning of the facilities
- help & supervision of children's homework
- supervision for outings or visits
- feeding & bathing of young children
- planting & maintenance in the food garden
- handicraft activities and play

(Source: <http://www.travel-peopleandplaces.co.uk>)

## Fair Trade in Tourism

Fair Trade in Tourism aims to maximise the benefits from tourism for local destination stakeholders through mutually beneficial and equitable partnerships between national and international tourism stakeholders in the destination. It also supports the right of indigenous host communities, whether involved in tourism or not, to participate as equal stakeholders and beneficiaries in the tourism development process.

In South Africa, Fair Trade in Tourism South Africa (FTTSA) encourages fair and responsible tourism development in South Africa. FTTSA facilitates a certification programme that awards a special Trademark to tourism establishments that meet specific criteria, including:

- Fair wages and working conditions
- Fair operations, purchasing and distribution of benefits
- Ethical business practice
- Respect for human rights, culture and environment

Established in 2002, FTTSA had certified 23 tourism establishments by February 2007.

(Sources: Tourism Concern; Fair Trade in Tourism South Africa)

For more information about FTTSA and certified tourism establishments, take a look at [www.fairtourismsa.org.za/](http://www.fairtourismsa.org.za/)

# Responsible Tourism guidelines and tools for tourism enterprises



A tourism business can follow a simple 6 step process to become a Responsible Tourism Business. The steps are: Assess – Plan – Implement – Monitor – Report – Reward.

## 1. Learn about your current environmental, social and economic impact

If you are already in business, a simple audit of your business can help you to identify the issues you want to address and provide a baseline for measuring improved performance against. You can do simple audit yourself or employ a trained specialist.

Consider the following:

### Environmental

- Water use – how much do you use? Is any water wasted?
- Energy use – how much do you use, how efficient is your equipment?
- Waste – how much do you generate, why and what do you do with it?
- Emissions and discharges – Do you know what you produce?
- Use of hazardous substances – do you use any? How do you dispose of them?

### Social

- Social responsibility – how much do you spend on donations to charities? How much time do you invest in assisting charitable organisations?
- Skills development – how much do you invest in training of staff? And providing opportunities to unemployed people to develop skills to will help them to become employed

### Economic

- Do you take special care to buy goods and services that are produced locally? What is the value of your local purchasing?
- Do you assist other local businesses with advice and mentoring? What is the value of the time you spend doing this?
- If you are not yet in business, ask these questions about your life and household.

## 2. Adopt a Responsible Tourism Policy and develop an action plan

Firstly, adopt a Responsible Tourism Policy for the business and embed this in our strategies and operations.

Work through the National Responsible Tourism Guidelines, and select the one or two areas or activities for each of the pillars of responsible tourism (environmental, social and economic) you want to begin addressing.

### The key questions for you are

- What can you take responsibility for? And
- What do you want to take responsibility for?

### Think about the following:

- What difference do you want your business to make to the environment?
- What difference do you want your business to make to local people?
- What difference do you want your business to make to the local economy?

### Think about initiatives over different time periods:

- Easy does it: Actions that can be implemented immediately or in the short term with limited investment
- Working up a sweat: Actions that require more resources (time and money) and will be implemented later
- Stretch target: Actions that can only be implemented in the medium term because substantial resources have to be put aside

Gather ideas about what you can do looking through the National Responsible Tourism Guidelines, by talking to Responsible Tourism organisations, looking at Responsible Tourism websites and publications and talking to companies you know are already practicing Responsible Tourism. The Responsible Tourism Manual and Handbook provides practical tips and examples.

Every business is different - adopt the initiatives that will work best for your business and your vision – ones that match the time and money you can afford and that will provide the most benefit.



# Responsible Tourism guidelines and tools for tourism enterprises



## 3. Implement

- Implement the actions.
- Educate staff, suppliers and customers about the importance of the responsible policies and measures being taken by the business.
- Make adherence to the action plan a key performance area for staff

## 4. Monitoring impacts and changes

- Decide how impacts and changes will be measured
- Prepare a monitoring plan (when will impacts be monitored, how will impacts be measured, who is responsible)
- Monitor the changes and impacts

## 5. Tell others about the observed changes

- Include information about positive impacts in directors' meetings
- Include information about positive impacts in staff meetings
- Publish an information leaflet about the actions you are taking and the difference it is making. Give the leaflet to customers and included in your marketing material.

## 6. Reward

- Reward individuals (staff and customers) who have helped to implement your action plan.
- Consider entering or being nominated for Responsible Tourism award schemes.

## What about certification?

Some businesses join certification schemes to give greater weight to their corporate social responsibility. Evidence that customers choose certified products over non-certified products, and that certification therefore provides market advantage, is inconclusive. Having said this, the certification process will certainly channel a business' thinking and actions to become more responsible. Deciding whether to join a certification scheme will depend on the business owner's inclination, the resources available and the perceived value of the certificate in the market place.

# Responsible Tourism in practice



The following examples demonstrate how various tourism businesses have already taken up the challenge of Responsible Tourism. Each is different, and has found different solutions to the challenges in the local context. All are an inspiration and proof of what can be achieved.

## Some examples from Cape Town

### Bicycle Empowerment Network

The main aim of Bicycling Empowerment Network (BEN) is to address poverty alleviation and facilitate the accessing of opportunities through delivery of bicycles, imparting of skills and creation of employment. BEN also runs Community-based Bicycle Tours in Cape Town – a new take on township tours – providing the tourist with many more opportunities to interact with the community than they would have from an air-conditioned bus.

BEN facilitates the importation of discarded second hand bicycles to South Africa where they have helped to set up and provide ongoing support to locally owned bicycle workshops, training and employing members of the local community to renovate the bikes for the Community Bicycle Tours. As a result of this work, they have also been able to set up a restaurant providing further income for the community.

BEN was the winner of the “Best for Innovation and Technology” in the 2006 First Choice Responsible Tourism Awards.

For more information, go to [www.benbikes.org.za](http://www.benbikes.org.za)

### Original Teabag Designs

Original Teabag Designs, located in Hout Bay, was started by Jill Heyes after emigrating to South Africa from England in 1996. Grippled by the poverty that she saw in some areas, Jill set up Original Teabag Designs as a crafting and employment project. Today, the project is a shining example, of waste reduction (through recycling), employment creation for impoverished people and social upliftment through skills development and life-skills support.

Jill described Original T-bag Designs’ Core Purpose as follow: “Birthed out of a caring desire to improve the daily quality of life of impoverished South Africans, Original T-Bag Designs offers a range of high quality, hand made products which are creatively unique. Supported by a Christian ethos and partnerships that are built on trust, Original T-Bag Designs unlocks self worth and realizes hope.”

The Teabag product are truly unique. After drying, emptying and ironing, each t-bag is decorated with a pattern.

The designs are unique African traditional and often reflect the area where the painters come from. The producers of these bags can do the decoration on their own time and at their homes and they receive an amount for every finished tea bag. Once this process has been followed the bags are ready for use in all sorts of products such as trays; coasters; cards, gift bags and other paper products; jewellery and other boxes of various shapes and sizes; corporate gifts such as key holders and coaster; stationary such as note books and plenty more.

Although not originally set up as a tourism business, Original Teabag Designs’ premises at Kronendal are now a regular stop on City Sightseeing’s hop-on hop-off tour. Here, tourists can vtake a tour of the workshop to view the production process and purchase products. Products are also available at a stall at the Craftmarket at the V&A Waterfront.

Original Teabag Designs employs 20 paid staff members, but support more than 100 people indirectly. Bethesda (an association for people with disabilities) assists with the sanding of the wooden products such as jewellery boxes; trays; etc. Kuhlani Mama, a mother and toddler group in Imizamo Yethu, produces paper mache bowls for Teabag Designs. The women of the Kuhlani Mama were trained by the Original T-bag Design group.

For more information, go to [www.tbagedesigns.co.za/](http://www.tbagedesigns.co.za/)

### Tourism Community Development Trust

The TCD Trust was formed by four Cape Town-based tourism companies, Ashanti Lodge, Day Trippers, Grassroute Tours and Drive South Africa. Recognizing the tremendous need for help in many disadvantaged areas, the founding members teamed up in a bid to unify the efforts of their individual businesses and maximize their effectiveness in bringing the benefits of tourism to the community at large. The TCD Trust aims to provide access to direct and indirect fundraising efforts for identified projects as well as to educate the broader community about the role that Tourism and Hospitality stakeholders can play in bringing about real change in society. The TCD Trust offers various levels of contribution for tourism companies that wish to become a “Friend of the Trust”.

The TCD is currently working on the most ambitious project to date – the development of the Blomvlei Multi-Purpose Centre, initiated in response to Blomvlei Primary School’s expression of need through the 567mw Cape Talk “Silence the Violence” campaign in 2005. The purpose of the project is to build a multi-purpose facility on the premises of the Blomvlei Primary School grounds in Hanover Park. Facilities to be developed at the Blomvlei Multi-Purpose Centre include: Library, Media Resource Centre, Hall, Indoor Recreation Area, Conference Facilities, Outdoor Recreation & Sports Area and an Urban Greening Area.



# Responsible Tourism in practice



Other projects supported by the TCD Trust include:

- Rosie's Soup Kitchen : Rosie started service soup to the children of her community out of a wendy house on her property in 2002. The trust saw the selfless work that Rosie was doing and decided to support her by funding, building and equipping Rosie with a brand new kitchen.
- Masikule Home Creche once consisted of no more than corrugated aluminum panels patched with cardboard providing little protection from Cape Town's weather. It was obvious that it was not an environment conducive to learning during the children's formative years. After raising over R150,000 in cash, the TCD Trust facilitated the planning and building of a brand new creche for the township children.

For more information, go to <http://tcdtrust.org.za>

And, past achievers in the World Responsible Tourism Awards further afield.....

## Grootbos Private Nature Reserve

Grootbos Private Nature and Lodge is located within the Cape Fynbos Kingdom, one of the world's biodiversity hotspots and a World Heritage Site. The Green Futures Foundation established by the Lutzeyer family, owners of Grootbos Private Nature Reserve, provides training in fynbos landscaping and conservation for unemployed youth. Gardening with indigenous plants is key to the conservation of the Cape's unique flora. Although there is a growing trend to grow water-wise, indigenous gardens, there is a shortage of people with the experience to develop such gardens. The Green Futures Foundation helps to grow these skills in communities with desperate need for improved livelihoods and low awareness of the biodiversity importance of the Cape Floral Kingdom. Linked to the college is an indigenous plant nursery where students grow plants that are sold and the funds reinvested into the project. Some of the graduates have completed guide training and now accompany guests on botanical walks.

At Grootbos Nature Reserve 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. The 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.

A waste recycling depot has been established and all waste is sorted into glass, paper, cardboard and cans. Over 90% of its glass bottles, paper and cardboard is recycled.

Sources: Michael Lutzeyer, Author's own observations, [www.greenfutures.co.za](http://www.greenfutures.co.za)

## Dyer Island Cruises

Dyer Island Cruises at Gansbaai offers a boat based marine experience to view South Africa's unique sea life, and the rare pelagic birds around Dyer Island. Its 'Clean Marine' project, is educating the fishing industry and the public about the problems caused by litter on the coast: fishing wire, plastic bags and oil, that result in a high death toll in marine wildlife and sea birds. The biggest current environmental undertaking of Dyer Island Cruises is a partnership with CapeNature and the Dyer Island Conservation Trust, in the Faces of Need project. The project aims to introduce 2000 artificial nests on Dyer Island, providing extra shelter for breeding penguins. African penguins used to burrow into the soft guano (bird manure) on the island to nest. The guano was removed in the mid 1800's and early 1900's and used as fertilizer. The penguins are now struggling to find shelter from predators like kelp gulls for their eggs and chicks. In January 2005 Dyer Island Cruises constructed 30 artificial nests and transported them to the island aboard Whale Whisperer. Within a few days several of the nests had already been occupied. Through the trust, people who are concerned about the penguins' plight can participate in the 'Faces of Need' project and sponsor an artificial nest. The success of the project is evident in the long panels, attached either side of the front entrance of Great White House, listing the names of individuals who have invested in a penguin home. By October 2007, 1900 penguin homes had been sold of which 450 were installed on Dyer Island (Installation lags behind sales as the breeding seasons of other strategic bird species determine when installation can take place). Dyer Island Cruises also initiated and supports the Nolwandle Craft Project to make and provide eco-clothing memorabilia, and arts and craft materials for tourists. Twenty-four community women have been trained in various crafts. The Overstrand Municipality granted the use of an area around the taxi rank in Mashakane township and donated an unused warehouse building to house the project. Dyer Island Cruises, Marine Dynamics and Grootbos contributed additional funds for the initial manufacture of elementary crafts. British High Commission funding was utilised to provide a weekly remuneration to all trainees while undergoing formal instruction. In partnership with Michael Lutzeyer of Grootbos Nature Reserve, Dyer Island Cruises has been instrumental in obtaining the floor space and funding for mentorship support, and provides business and administration support.

Sources: Wilfred Chivell, author's own observations, [www.whalewatchingsouthafrica.co.za](http://www.whalewatchingsouthafrica.co.za)

# For further information



The purpose of this CD is to provide general information on the subject - responsible tourism. The CD also provides the background to the development of responsible tourism in Cape Town with reference to national guidelines, the Cape Town Charter and other initiatives.

The City of Cape Town's Tourism Department, Cape Town Tourism and its partners have identified various projects to promote responsible tourism.

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The CD was produced by the City of Cape Town's Tourism Department and the content was produced by Heidi Keyser from Edge Tourism Solutions.



## Organisations

International Centre for Responsible Tourism

International Centre for Responsible Tourism – South Africa

Pro-poor Tourism Partnership

Fair Trade in Tourism South Africa

World Travel Market World Responsible Tourism Day

Responsible Tourism Partnership

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

## Awards

Responsible Tourism Awards

[www.responsibletourismawards.com](http://www.responsibletourismawards.com)

ToDo Awards [www.todo-contest.org/](http://www.todo-contest.org/)

Imvelo Responsible Tourism Awards – FEDHASA

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

## Suppliers

This is just examples of suppliers more information on suppliers will be made available.

Cape Capers Tours

Bicycle Empowerment Network

Original Tea Bag project

Travel, People and Places

## Documents

Cape Town Declaration

South African National Responsible Tourism Guidelines

Responsible Tourism Manual

The Tourism Development Framework for the City of Cape Town

Cape Town Tourism and Responsible Tourism

WTO Global Code of Ethics

1996 White Paper



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