
Responsible Tourism in Cape Town: HOW-TO GUIDE

*GUIDELINES FOR IMPLEMENTING RESPONSIBLE PRACTICES
IN THE TOURISM INDUSTRY*



Responsible Tourism
Cape Town



CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD

RESPONSIBLE TOURISM IN CAPE TOWN: HOW-TO GUIDE

Practical guidelines for implementing responsible practices in the tourism industry

SUPPORTED BY:

SATSA Western Cape

SAACI

FEDHASA Cape

Cape Town Tourism

The Big Six

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MESSAGE FROM THE EXECUTIVE MAYOR OF CAPE TOWN, ALDERMAN PATRICIA DE LILLE

Cape Town is one of the great destinations of the world. Nearly four million people visit its shores every year. They enjoy the city, the mountain, the sea, and the spirit of the local residents. *But there are costs too. For local people and the environment.*

Several years ago, Cape Town began a journey to become a responsible tourism destination. Responsible tourism is tourism that “creates better places for people to live in, and better places to visit”, a phrase coined in Cape Town in 2002 and now widely used around the world.

Cape Town was honoured as the “Best Destination” in the 2009 Virgin Holidays Responsible Tourism Awards. However, we still have a lot of work to do before we are truly living by the principles of responsible tourism and helping all visitors enjoy our destination as responsible travellers.

CAPE TOWN WAS HONOURED AS THE “BEST DESTINATION”

IN THE 2009 VIRGIN HOLIDAYS RESPONSIBLE TOURISM AWARDS

In 2009, five organisations drafted a Responsible Tourism Charter that would guide them through the next stage of the journey. These partners represent a broad range of tourism stakeholders:

- The City of Cape Town
- Cape Town Tourism
- FEDHASA Cape - Federated Hospitality Association of Southern Africa, Cape Region
- SATSA - Southern Africa Tourism Services Association
- SAACI - Southern African Association for the Conference Industry



Now, all tourism product owners in destination Cape Town are encouraged to join the journey.

This How-To Guide shares information on how the tourism industry can participate in helping to make our city and its tourism facilities, services and products more responsible. It is also important to ensure that our tourism sector keeps pace with international trends in responsible business practice – and gains market advantage in doing so.

We encourage tourism operators to use this guide to make a difference to Cape Town’s future.

ACKNOWLEDGEMENTS

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We would like to thank the following organisations that kindly contributed information about their responsible business practices and allowed us to capture this in photos and video:

- African Agenda
- AWOL Tours
- Bikes 'n Wines
- Cape Town International Convention Centre (CTICC)
- City Sightseeing Cape Town
- Coffeebeans Routes
- FEDHASA
- Hotel Verde
- Kirstenbosch Botanical Gardens
- MyCiti
- Ocean View House
- Robben Island Museum
- Table Mountain Aerial Cableway Company
- The Backpack
- Two Oceans Aquarium
- Uthando South Africa
- Victoria & Alfred Waterfront
- Vineyard Hotel

We would like to thank the following people and organisations that kindly contributed photographs in addition to those taken specifically for the guide:

- AWOL Tours
- Cape Point
- Cape Town Tourism
- City Sightseeing Cape Town
- CTICC
- Greencab
- Grosvenor Tours
- Groot Constantia
- Hotel Verde
- Heidi van der Watt
- Lisa Scriven
- Ocean View House
- South African Tourism
- Travel with Rene
- Vineyard Hotel

Reference:

Scriven, L. and van der Watt, H., Responsible Tourism in Cape Town: How-To Guide, City of Cape Town Tourism Department (Cape Town), 2014.

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WHO SHOULD USE THIS GUIDE

This guide has been published by the City of Cape Town to encourage and motivate tourism businesses throughout the city to manage their operations and market themselves more responsibly. It is designed to be a straightforward guide for implementing responsible tourism at an operational level with additional helpful resources provided for further support.



Guga S'thebe, Langa





By using this guide, tourism businesses will learn how to:

- save money by reducing operating costs;
- increase their attractiveness to customers;
- increase social and economic benefits in their local area;
- reduce their overall environmental impacts;
- improve business relationships; and
- monitor, assess, and demonstrate progress.

This guide differs from others in several important respects:

- It is focused on local issues and solutions, drawing on case studies of best practice examples in Cape Town.
- It covers both the implementation of responsible tourism operations as well as the marketing of responsible tourism products and experiences.

It is designed for use by a range of tourism stakeholders, including but not limited to:

- hospitality sector businesses, including accommodation (hotels, B&B's, guesthouses, backpackers, etc.), restaurants, and conference venues and organisers
- travel and tourism services including activities, attractions, tour and transport providers

- marketing associations
- trade and professional associations
- local and provincial tourism authorities
- event organisers, e.g. festivals and exhibitions
- suppliers to the tourism industry, including crafters, fresh produce, beverages, cleaning materials, stand builders, and professional services, cleaning materials and other services

We encourage tourism associations to distribute the guide to their members.



Local shopping

HOW TO USE THIS GUIDE

This guide is intended to be user-friendly and easy to navigate. You can read it from start to finish or navigate to specific sections using the links on the Contents page. Each section also has links to tools and resources that will provide more details and will likely serve as excellent resources throughout your responsible tourism journey.

You should also check the [Tools](#) section of the Responsible Cape Town website (www.responsiblecapetown.co.za) for updates and further information including news, events, and opportunities. The website also provides case studies, images, and other information you may find of interest.

And if you have your own ideas regarding good practices for implementing responsible tourism or examples that inspire you, we invite you to share them via the [website](#) or [Facebook page](#), and tweet them @respCPT. Just add #RTCapeTown to your pics and posts... The more you spread the word, the better the chances are of you inspiring others to join in!



Table Mountain Aerial Cableway and Cape fynbos

CONTEXT & BACKGROUND

With the release of the Tourism White Paper in 1996, South Africa became the first country to include responsible tourism in its official national policy. In 2002, the City of Cape Town hosted a side event to the World Summit on Sustainable Development that further advanced the principles of responsible tourism.

The result was the Cape Town Declaration, which is recognised globally for defining responsible tourism as tourism “that creates better places for people to live in and better places for people to visit.” It is tourism that:

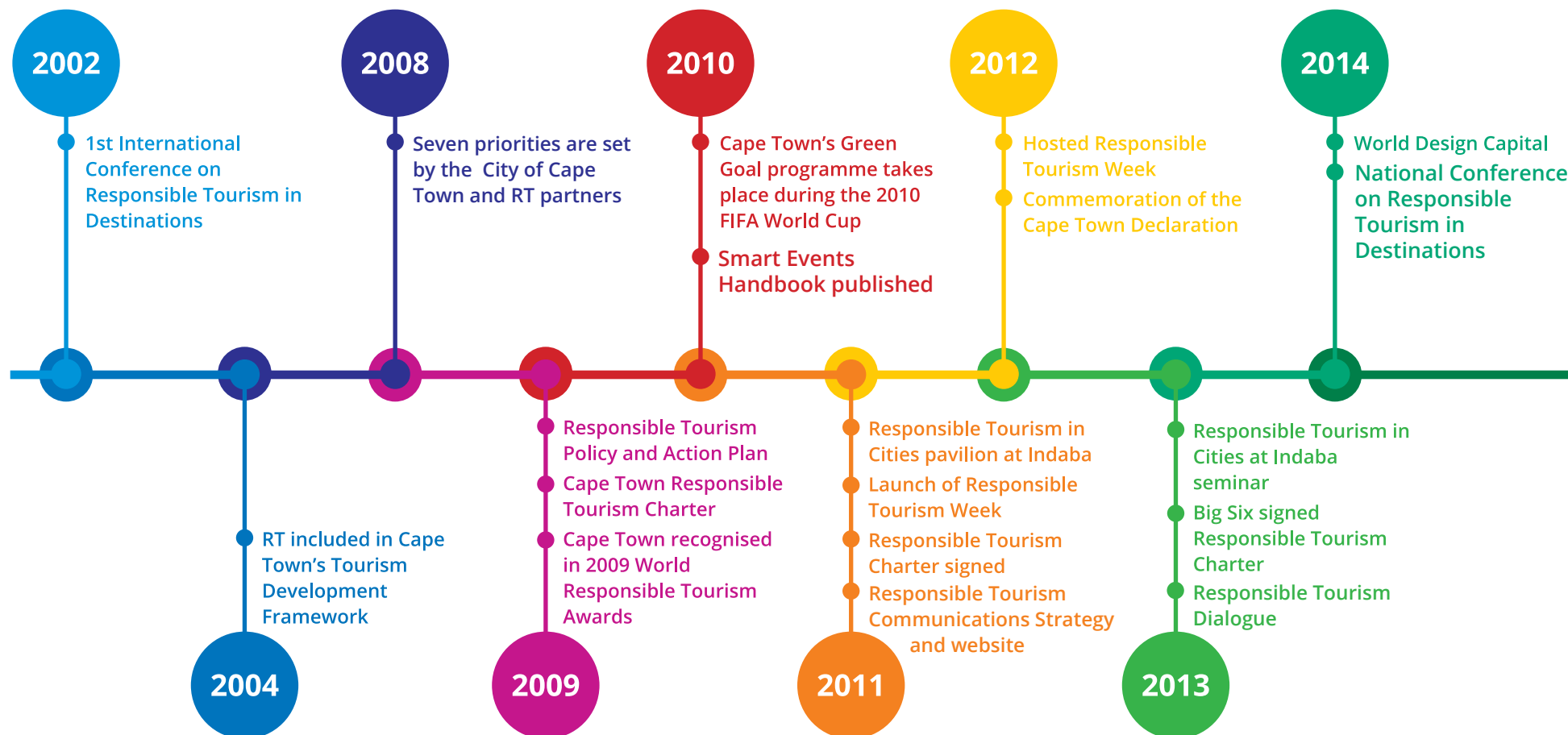
- minimises negative economic, environmental and social impacts;
- generates greater economic benefits for local people and enhances the well-being of host communities;
- improves working conditions and access to the industry;
- involves local people in decisions that affect their lives and life chances;
- makes positive contributions to the conservation of natural and cultural heritage;
- provides more enjoyable experiences for tourists through meaningful connections with local people and a greater understanding of local cultural, social and environmental issues;
- provides access for people with disabilities and the disadvantaged; and
- is culturally sensitive, encourages respect between tourists and hosts, and builds local pride and confidence.



Bo Kaap



But it doesn't stop there... Cape Town has continued to demonstrate its commitment to the responsible tourism journey in so many ways. The highlights of steps taken during this journey are depicted below, and you can access more detailed information in the [Tools](#) section of the website.





2002

Cape Town hosted the 1st International Conference on Responsible Tourism in Destinations, a parallel event of the World Summit on Sustainable Development. To this day, the resulting [Cape Town Declaration](#) is a key reference for destination sustainability.

2004

Responsible tourism was included as a founding principle of Cape Town's Tourism Development Framework.

2008

The City of Cape Town and the major tourism trade associations, namely FEDHASA, SATSA, SAACI and Cape Town Tourism, gathered around the table to deliberate a more sustainable tourism future for Cape Town. They chose water and energy efficiency, waste management, skills development, preferential procurement, social development and enterprise development as crucial for responsible tourism.

2009

The City of Cape Town adopted the [Responsible Tourism Policy and Action Plan](#), which was subsequently adopted by the City Council.

On World Responsible Tourism Day the City and five industry associations signed the Cape Town Responsible Tourism Charter, sealing a destination partnership and commitment to the seven destination priorities.

International recognition as a front runner in responsible tourism followed in late 2009, when Cape Town was recognised as “Best Destination” in the [2009 World Responsible Tourism Awards](#)



2009 Virgin Holidays Responsible Tourism Awards, WTM London



2010

Information about responsible tourism for citizens, tourism businesses and visitors was central to [Cape Town's Green Goal programme](#) during the 2010 FIFA World Cup. Industry workshops, a dedicated website, a hands-on 'how-to guide', videos, case studies and [tips for travellers](#) helped to spread the word.

2011

Implementation workshops for tourism businesses, a [conference](#) and a Responsible Tourism in Cities pavilion at Indaba 2011, the launch of the annual Responsible Tourism Week, and information sessions for association members were some of the actions taken in 2011.

In a bid to raise awareness through action and help gauge the progress made on the road to being responsible, a pilot project involving a range of tourism businesses with responsible practices was launched late in 2011. All participating members were required to sign the Responsible Tourism Charter, pledging to embed responsible tourism in their operations. The pilot project helped to better understand the barriers to the uptake of responsible tourism and allowed businesses to share experiences and information in a supportive learning network. The City also developed a Responsible Tourism Communication Strategy and launched a dedicated Responsible Tourism website.



Responsible Tourism Charter signing ceremony, 2009



Responsible Tourism in Cities Pavilion, Indaba 2011, Durban



2012

The city hosted the annual [Responsible Tourism Week](#) and FEDHASA included sustainability in its strategic plan. The 10 year commemoration of the Cape Town Declaration was hosted at South Africa House in London with the Deputy Minister of Tourism in attendance.

2013

In May, delegates and speakers from different corners of the world discussed “Sustainable Energy and Tourism” at the [Responsible Tourism in Cities at Indaba seminar](#). To mark World Tourism Day, Cape Town’s Big Six attractions – Robben Island, Table Mountain Aerial Cableway, Kirstenbosch, V&A Waterfront, Groot Constantia and Cape Point – signed the [Cape Town Responsible Tourism Charter](#) on 27 November 2013. Stakeholders from Cape Town and elsewhere took stock of what has been achieved, what challenges remain, and what should be done to mainstream responsible tourism at the [Responsible Tourism in Cities Dialogue](#) hosted by the City of Cape Town in November 2013.

2014

As World Design Capital, Cape Town hosted over 460 transformative design projects under the central theme “[Live Design. Transform Life](#)”. WDC2014 is part of a broader vision to transform Cape Town through

design into a sustainable and productive African city, bridging historic divides and building social and economic inclusion. Responsible tourism is tourism DESIGNED to create better places to live in, and better places to visit.

At the 11th World Responsible Tourism Awards at World Travel Market in London, Cape Town’s Hotel Verde and the Victoria & Alfred Waterfront won category awards for [Best City Hotel and Best Destination](#).

Design, inclusive tourism and responsible tourism in marketing were key themes at the national Conference on Responsible Tourism in Destinations, hosted by the City of Cape Town in November 2014.



World Responsible Tourism Awards winners, 2014

WHAT IS RESPONSIBLE TOURISM?

Responsible tourism is an approach to the management of tourism that aims to achieve the triple-bottom line outcomes of sustainable development, i.e. economic growth, environmental integrity, and social justice while simultaneously minimising costs to destinations. The distinguishing characteristic of this particular approach is that the various role-players in the tourism sector and destinations in general take responsibility for achieving sustainable tourism development.

The ultimate goal is to provide high-quality experiences for visitors, strengthen host communities and their heritage, and develop tourism-related livelihoods while preserving local environments. This is what we aspire to for tourism in Cape Town, for the benefit of the industry, Capetonians, and our visitors alike.

King Protea, Kirstenbosch National Botanical Gardens



CAPE TOWN'S SEVEN RESPONSIBLE TOURISM PRIORITY AREAS

Convinced that successfully implementing responsible tourism across the sector would hinge on local industry and destination stakeholders jointly crafting a strategy, the City of Cape Town worked closely with other city departments and the local tourism industry to develop a Responsible Tourism Plan for Cape Town that focuses on local needs – our people, our environment, our resources, our culture and heritage, and our economy.



Low-carbon transport provider

CAPE TOWN'S SEVEN RESPONSIBLE TOURISM PRIORITY AREAS



After extensive multi-year consultations, seven priority areas were identified as a starting point for Cape Town. **These are grouped under the three pillars of sustainability:**





Economic Principles

Buying Responsibly:

- Procure products and services that have a reduced negative effect and enhanced positive impact on human well-being and the natural, social, cultural, and local economic environment when compared to other products and services that serve the same purpose.
- Aim to source a targeted proportion of goods and services from locally-owned, historically disadvantaged groups and/or individuals.

Supporting Enterprise Development:

- Encourage and facilitate a culture of developing other businesses through mentoring, coaching, and incubation.

Environmental Principles

Conserving Water:

- Measure water consumption, adopt quantitative goals and measures to decrease overall consumption, and improve the reuse of wastewater.

Using Energy Efficiently:

- Measure energy consumption, indicating all energy sources as a percentage of overall consumption, and adopt quantitative goals and measures to decrease overall consumption.

Reducing & Managing Waste:

- Implement a waste management plan, addressing both solid and liquid waste, with quantitative goals to reduce, re-use, and recycle waste.

Social Principles

Developing Skills:

- Advance the skills of employees and offer on-the-job skills training, capacity building, and mentoring.

Building Communities:

- Support initiatives for social and community development through discussions with community members and a plan of action.

BENEFITS OF RESPONSIBLE TOURISM

Within the priority areas identified by the destination partners, responsible tourism aims to improve the social fabric of our area while maintaining its vibrancy as a world-class tourism destination. The benefits associated with this approach are too numerous to capture here, but some of the main ones are mentioned below.



Fundraising initiative, Amy Biehl Foundation



Operational advantage

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Creating better working environments results in happier, more loyal staff who, in turn, tend to be more effective in their day-to-day jobs and contribute to the creation of a better overall visitor experience. These quality employment opportunities, likewise, create a stronger base for local economic development and career versatility throughout the sector (and even associated sectors).

Using resources more efficiently has a direct cost-savings impact; reducing resource consumption equates to financial savings for your business. It also lightens the sector's demand on these limited resources, thereby making Cape Town a more sustainable place to live and visit.

Businesses that can identify others that are also on the responsible tourism journey can network to find solutions to common challenges. For example, with new and efficient technology being continuously developed, businesses can exchange their experiences and recommend the best options for various contexts.

Market demand

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Increasing consumer preference is being given to businesses that demonstrate their commitment to a healthier planet and respect for local people; in fact, some research suggests that this is becoming the norm rather than the exception. Businesses who can demonstrate this commitment will, therefore, have a competitive advantage over others.

There is also a growing consumer demand for travel experiences that are more representative of the local culture, customs, and environments of the destination. Responsible tourism's focus on reflecting local culture and generating local benefits has this result, thereby attracting this market segment, whether these travellers know they are buying a 'responsible' holiday or not. This focus on 'local' also creates superior visitor experiences by reflecting local life more accurately and providing a better understanding of our city's (and our country's) challenges and successes, including the social and environmental issues it faces.

Ensuring that tourism products are accessible to locals (i.e. are affordable) creates opportunities for local families to enjoy our city, thereby growing new markets and filling the gaps in tourism supply. This potential for improved leisure access for Capetonians has a general benefit to society, along with the creation of communal recreational spaces and the protection of local natural and cultural environments. Tourism businesses with improved accessibility appeal to a wider range of visitors. It's not just disabled visitors who benefit; it's families, older people, practically all of your visitors in one way or another. Making your business an accessible tourism business is simply a smart business move.

In addition, the tourism sector itself can generate demand for more sustainably produced goods and services through its procurement strategy. By focusing on 'greener' and 'fairer' purchasing, tourism businesses can encourage their supply chain to modify their operating practices, thereby generating even more benefits through their strategic business choices.

RESPONSIBLE TOURISM IN ACTION

So what does responsible tourism actually look like in a business? Let's unpack that within the seven priority areas referred to above and provide some tangible examples from industry. Don't forget that you can find full [case studies](#) with much more detail on the website, so go and have a look when you're ready.



Neighbourgoods Market, Woodstock



Buying Responsibly

One of the most significant ways in which a business can promote the principles of responsible tourism is through its supply chain. The types of products and services you purchase increases the demand for them, which means you have a lot of power to influence what is produced and how. Focus your procurement on local products in order to boost the local economy (and reduce carbon emissions through travel implications of getting goods to you), but also **consider the following so that their production is encouraged:**

- organic
- free range
- environmentally friendly, including products with recycled or biodegradable content
- Fairtrade
- small businesses and those owned by historically-disadvantaged individuals or groups
- fresh produce according to what is in season

It's a good idea to keep track of how much you spend on these types of products (compared to your overall purchasing) as it will help you to focus on how to improve your performance. It is also a really powerful indicator to include in your communication to staff and guests so that they know you are putting your money behind your responsible tourism commitments.

Here are some other considerations for you to strengthen your commitment to responsible procurement:

- If you provide market access for crafts and other locally produced items to guests, e.g. in a curio shop or if you stop at a curio stall along your tour, make sure that you support the principles of paying a fair price to producers by applying fair mark-ups and advising visitors about fair bargaining practices.
- Explore opportunities to support goods and services offered by community projects or local NGOs; supporting social enterprises presents a win-win opportunity.
- Draft a questionnaire for your suppliers to complete, informing you of their practices regarding sustainable production and sourcing. It is an opportunity for you to improve their awareness about their impacts and the types of suppliers you give preference to.



Market on the Wharf, V&A Waterfront



BUYING RESPONSIBLY *IN ACTION*

African Agenda

- Only use catering companies that consider environmental sustainability in their purchasing procedures.
- Conference websites include a sustainability section, with clear statements about local and environmentally friendly procurement.
- Indigenous living plants are used for table centre pieces instead of cut flowers. Where cut flowers are needed, local farmed varieties are sourced.

AWOL Tours

- Only local guides are employed – 3 permanent and 7 community guides.
- Payments to local guides are higher than those paid by other tour operators – higher paid guides are more committed to providing a good product or experience.
- Select '[Biodiversity in Wine](#)' wine estates.

Cape Point National Park

- All cleaning products are supplied by Ecolab from their Green Range.
- All packaging is biodegradable and compostable.

City Sightseeing Cape Town

- City Sightseeing Cape Town's procurement spend is 100 percent dedicated to local suppliers, suppliers supporting a local workforce and suppliers from historically disadvantaged communities and other BEE-compliant South African companies.

CoffeeBeans Routes

- All tour products are immersive cultural experiences that enable customers to interact with the people and cultures of Cape Town. An estimated average of 40% of the income of the tour goes directly into the hands of suppliers, many coming from areas of the city that previously would not have participated in tourism.

CTICC

- By engaging with suppliers and establishing service level agreements the CTICC is able to request locally sourced goods and services, which supports the local economy and reduces food miles and the associated embodied energy.
- Polystyrene disposable cups have been replaced with biodegradable cups and reusable glasses are provided.



- Menus favour local and seasonal produce and products.
- Preference is given to procuring organic food whenever possible and all foods used are sourced locally.
- Fish suppliers are all required to be [SASSI accredited](#) and freshwater fish (such as trout) are sourced from local farms.

Grosvenor Tours

- Entertainment on incentive tours or at events is provided by artists from or historically-disadvantaged community groups, from world-renowned South African Jazz to traditional African dancing and storytelling.
- A carefully prepared portfolio of pillow, prize and function gifts includes items created by local social enterprises (e.g. [Streetwires](#)) and community projects or natural products (e.g. [Africology](#)) helps to contribute to the improvement of disadvantaged people's lives.

Hotel Verde

- All suppliers are chosen based on their proximity to the hotel and their individual carbon footprint. All food supplies are sourced within 160km of the hotel.
- Free-range, fair-trade, organic and Halaal are all boxes which Hotel Verde attempts to tick when stocking the pantry, however, the support for small local community businesses takes priority.

- Local micro-brewed beers are promoted, and most beer is available on tap to reduce the transport carbon footprint.
- Bathroom amenities have been specially created by "[Just So](#)" using ingredients that are not harmful to people or the environment.
- All printing is done through carbon neutral printers ([HotInk](#)) and the use of [Forestry Stewardship Council \(FSC\)](#) certified/ recycled paper is a priority.
- The deli stocks healthy fast foods and curios are sourced from local micro-businesses.

International Aquarium Congress 2012

- Conference bags were produced by the non-profit skills development and job creation organisation [Learn to Earn](#) with hemp fabric supplied at cost by [Hemporium](#). Hemp is strong, durable and comes from a renewable resource.
- T-shirts made from bamboo fabric were manufactured locally in Cape Town by [Homebrewed](#). Like hemp, bamboo is a fast-growing plant and can be used in multiple ways.
- Café Conversation tables were made from reclaimed or sustainably harvested timber and recycled materials by [Eco-furniture Design](#). Delegates could opt to "buy" the tables, which were donated to under-resourced schools in Cape Town after the conference.



Ocean View House

- Purchase organic eggs and butter.

Table Mountain Aerial Cableway Company

- Retail items are sourced from NGOs, small entrepreneurs or craft makers.
- A local entrepreneur collects recyclable materials to make arts and crafts.
- Wine sold in the café is sourced locally and preferentially from [Biodiversity and Wine Initiative \(BWI\)](#) wineries in support of the protection of biodiversity in the Western Cape.

Two Oceans Aquarium

- Suppliers and contractors are requested to complete a supplier questionnaire as an indication of their environmental status.
- New suppliers receive a copy of the Environmental Charter and the supplier questionnaire in the contract.
- Suppliers of chemicals and cleaning products are required to submit material safety data sheets for all products to ensure that only environmentally friendly products are used wherever possible.
- Shoreline Café has switched from using palm oil to pure sunflower

oil. The production of palm oil is known to decimate rainforests and animal habitats unless sustainably harvested.

- Shoreline Café recycles used cooking oil. A local enterprise turns it into environmentally friendly biodegradable soap. The soap is bought back to scrub down exterior walkways.
- As the first MSC ([Marine Stewardship Council](#)) Chain of Custody-certified restaurant in Africa, Shoreline Café promotes sustainable seafood choices. Restaurants serving MSC-certified sustainable seafood can be assessed against the MSC Chain of Custody standard for traceability. Successful restaurants are entitled to use the MSC eco-label on menus, packaging and other point-of-sale material to demonstrate their commitment to sustainable management practices to their customers.
- [Africa Organics](#) supplies hand wash and shampoo for public and back-of-house bathrooms.

The Backpack

- The community shop on-site support crafters, who are mainly women affected by HIV.
- The business tries to use suppliers linked to Fair Trade South Africa in an effort to promote sustainable development within the tourism sector, specifically with regards to coffee, wine and crafts.
- Where possible suppliers chosen are local, small, BEE-rated or black-owned.



Vineyard Hotel

- 80% of goods used are sourced from suppliers in the Western Cape.
- Menus include local, organic, seasonal fruit and vegetables, and free-range chicken.
- Certified organic rooibos tea and milk and organic wine are provided.
- Fairtrade coffee is served.
- The hotel is a Southern African Sustainable Seafood Initiative (SASSI) participant and strives to promote and offer sustainable seafood choices.
- Created 'Living Green', as their green conferencing identity, under which they manage all conferencing activities in sustainable manner. For example:
 - > Conference organisers are asked to plan and procure only for amount of delegates attending, thus eliminating waste.
 - > Pencils are FSC Certified, i.e. made from wood sourced from sustainably harvested forests.
 - > Refillable and recycled whiteboard markers are used.
 - > Locally manufactured conference bags are sourced.

Tools & Resources for Responsible Purchasing

Biodiversity and Wine Initiative (BWI) www.bwi.co.za

Cape Town Green Map www.capetowngreenmap.co.za

Eco-Atlas www.ecoatlas.co.za

Fairtrade Products in South Africa www.fairtradelabel.org.za

Greenstuff (directory of products for the hospitality sector)
www.greenstuff.co.za

Sustainable Seafood Guide (SASSI) www.wwfsassi.co.za/pocketguide.pdf



Supporting Enterprise Development

In addition to adopting responsible purchasing practices, tourism businesses can stimulate local economic development by supporting entrepreneurs from the area. This might mean purchasing their goods and/or services, but what can often be of equal benefit is to support them in improving or diversifying their business.

This 'in-kind' support can be achieved through a variety of approaches, a few of which are provided below:

- Mentor small businesses on how to approach marketing activities. For example, invite them along to networking events.
- Offering start-up businesses an opportunity to experience your tourism product will help them to understand what is required and expected in the industry. For example, invite new start-up businesses to dine with you if they are starting a restaurant, or stay overnight if they are starting a homestay or B&B.
- Assist with budgeting or setting up administrative systems – an entrepreneur might have a good business idea but may benefit from assistance in how to cost their product, manage stock, or monitor their financial sustainability. If you can offer your expertise in any of these areas, you will help to make them stronger.
- Tour operators can integrate new experiences like visits to local food

markets or music festivals into their itineraries. Conference organisers, accommodation providers and restaurants can offer a platform to advertise these attractions to their clients.

- Engage with beneficiaries along your tour so that their contributions can be improved; this will ensure a better guest experience and hopefully increase business volumes for everyone involved. Also, if there is an opportunity to include additional businesses in the tour, make sure that you support their participation in terms of quality to ensure overall success.
- Give feedback to craft producers regarding how they might adapt their existing products to be more appealing to visitors.
- Volunteer to present what you have learned about responsible tourism to local tourism association members and at other business networking platforms.
- Advertise other local businesses to your guests so that they are encouraged to stay longer (and spend more). Of particular relevance would be those businesses that are also committed to the principles of responsible tourism and offer visitors a uniquely Capetonian experience.



SUPPORTING ENTERPRISE DEVELOPMENT *IN ACTION*

Abang Africa Travel

- Partnered with Fair Trade Tourism (FTT) to mentor six community-based tourism initiatives. They are committed to the programme for one year. Participants receive tasks and written assignments and feedback is provided. The six emerging businesses were hosted at Indaba and an educational trip was organised. They were introduced to other tour operators and tourism associations, and they visited responsible tourism accommodation establishments. They were also trained in tourism communications.

AWOL Tours

- Guests hire bicycles from the community-driven [Bicycle Empowerment Network](#) (BEN). The tour of Masiphumelele Township incorporates local businesses for food and souvenir purchases.
- Assist local SMMEs with business advice, access to networks and markets to develop new enterprises.

City Sightseeing

- Sell curios made by local crafters at their kiosk, including wire-beaded busses.

- Assist the Hout Bay [Imizamo Yethu Walking Township Tour](#) through an active coaching approach, thereby increasing work opportunities, and coaching local community members to become guides to City Sightseeing visitors.
- Partnered with a local entrepreneur Kgomotoso Poee to offer a hop-on hop-off tour of Langa and Gugulethu, dubbed the [LaGugu Tour](#).

Coffeebeans Routes

- Assistance to suppliers to get them banked so that payments into bank accounts can be tracked. Suppliers are taught to invoice and acquire skills to administer their services as businesses.

Hotel Verde

- The general manager received a packet of homemade shortbread that the team at the site office (during construction days) fell in love with. Looking into the origins of the biscuits, the hotel found a lady baking out of her garage in Bellville. Delicious Biscuits is now a supplier for all biscuits in the rooms, deli and served with coffee in the bar and restaurant. She has employed two more ladies and the hotel's team have assisted to create packaging for her products, including her name and telephone so that more orders can come in.



The Backpack

- The Backpack encourages guests to use tour operators that support local communities. A list of preferred tour operators for township tours has been compiled to ensure that curios and refreshments are bought directly from the community.
- Assisted with micro or small interest free loans to help start small businesses.

Two Oceans Aquarium

- Under a formal arrangement, entrepreneur Mzukisi Lembeni, the owner and managing director of Imizamo Yethu Tours, receives assistance on marketing, financial management and other aspects of business management.

Vineyard Hotel

- The Hotel, Spa, onsite restaurants and Conference Centre have used the same family-run florist for 21 years, helping a small enterprise to grow into a successful business.

Victoria & Alfred Waterfont

- The Waterfront has undertaken a R50 million refurbishment project, the Watershed, to house approximately 155 crafters (up from 105 in the old building) and serve as a small business development platform centred on craft and design.

Tools & Resources for Supporting Enterprise Development

How to stimulate local cultural and heritage products



Low carbon transportation, V&A Waterfront



Conserving Water

It is no secret that fresh water resources are becoming increasingly scarce in and around Cape Town. Every year we have water restrictions to consider, high fire hazard warnings to respect, and a number of towns in our province have even been faced with having to bring drinking water in from elsewhere. Although on its own a tourism business can't solve the larger problem, it can certainly play its part to ensure that demand on this precious resource is minimised. And water bills will come down as an added benefit to this reduced consumption!

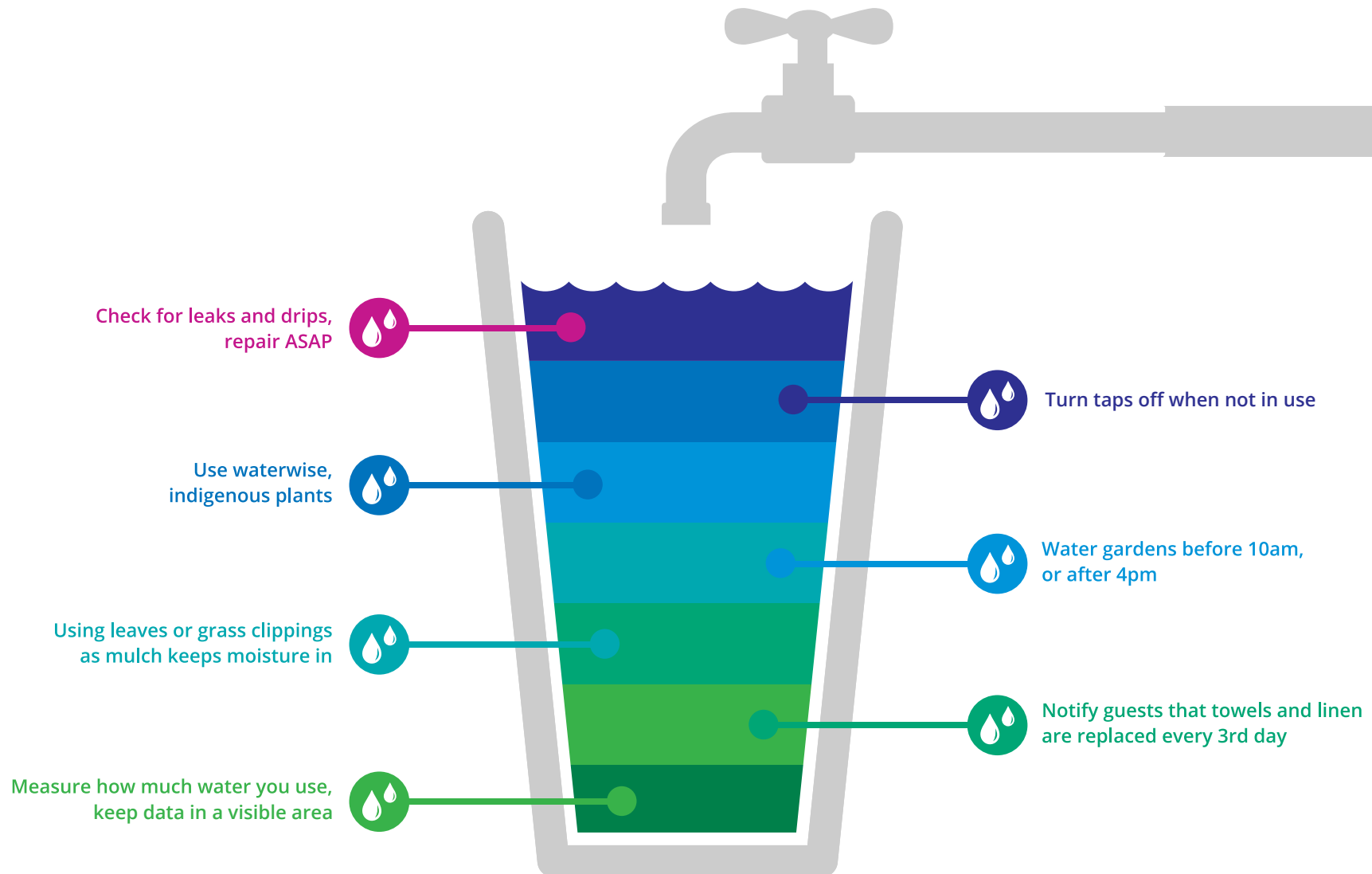
Consider the following water conservation options for your business:

- Check for leaks and drips, ensuring that repairs take place immediately.
- When not in use, taps should be closed.
- Use waterwise, indigenous plants in your landscaping.
- Water gardens only before 10h00 or after 16h00 and even then for only short durations.
- Use leaves and grass clippings to act as a natural mulch on garden beds, keeping moisture in.
- Invite guests to help by letting them know of your policy not to replace towels and linen daily, but rather every third day or as requested.

- Measure how much water you use so that you can keep track of your progress and the impacts of changes made. Display consumption data in an area that all staff can access so that its importance is kept in the fore of the minds. You can also set targets and staff can see how close the team's efforts are at achieving them.

Going forward, ensure that you consider water conservation in your annual budget and allocate resources accordingly. Some ideas to include in your longer-term water conservation plans include:

- Installing a rainwater harvesting tank.
- Installing automatic shut-off mechanisms on hosepipes, dish rinsing stations in kitchens, and at hand washing basins.
- Checking water efficiency of appliances when you are replacing them
- Replacing large kettles in rooms with smaller ones.
- Installing drip irrigation systems where needed.
- Installing aerated tap fittings, dual/multi flush systems in toilets, and low flow showerheads (now available with good pressure).
- For renovations, new developments or as they need replacing, installing low volume toilet cisterns.
- Re-using grey water from showers, basins and/or laundry in gardens or toilet cisterns.





WATER CONSERVATION *IN ACTION*

AWOL Tours

- Promotes and assists programmes that remove alien vegetation, a known factor in the rapid depletion of groundwater.

City Sightseeing

- Gutters feed rainwater into a storage tank to be used to wash coaches.
- Recycling of wash-bay water.

CTICC

- Taps in the public restrooms retro-fitted with proximity sensors to reduce consumption.
- Indoor landscaping uses indigenous and water-wise plants watered with a drip irrigation system.
- Installation of water-efficient showerheads in staff restrooms.
- The replacement of cooling tower float valves to prevent leakage, condensation water non-return valves in the air-conditioners, and ball valves controlling redundant water supply.
- Replacement of 5 000 litre unit with 4 500 litre boiler.
- Installation of an on-site water filtration and bottling plant at the

CTICC.

- To obtain more accurate data regarding water management, five electronic water meters have been installed and linked to the central building management system.
- Educational signage encourages water saving habits amongst visitors and delegates.
- Staff members are encouraged to use water with care – notices in staff restrooms and the CTICC kitchens reinforce the message.
- Since 2011, overall water consumption by the CTICC has been reduced by 36%. Measured in terms of water consumption per delegate, the CTICC has made a saving of 43% over that period.

Hotel Verde

- Gutters collect rain water in a 40 000 liter tank located in the basement. Subsoil drainage water that would usually flood the basement if not pumped is also collected in the rain water tank and reused around the property for all external water requirements. This lowers the amount of water drawn from the municipal system (and the associated costs) and the amount of run-off entering storm water systems, reducing the load that the municipal infrastructure needs to cope with.



- Used bath and shower water is diverted to the hotel's Pontos grey water plant where it is biologically filtered and sterilised by UV light to be reused to flush toilets and wash cars.
- Rainwater and subsoil drainage water meets 44% of the required water budget and grey water recycling meets another 13%.
- In its first year of operation (2013/2014) Hotel Verde saved 640 000 litres of potable water per month through installations such as low flow fittings, water conserving laundry equipment and smart practices especially in the food and beverage department. That equates to an overall savings of 37% compared to a similar building. The average savings of potable municipal water amounts to 492 liters of water per bednight.

Ocean View House

- A rain water harvesting tank was installed to collect rain water.
- Aerators on taps, low-flow showerheads and dual flush toilets in guest rooms.

Table Mountain Cableway

- Sensor-operated taps used throughout ablution facilities, recycling toilets which feature significantly reduced water usage installed, toilets changed to a dual-flush mechanism and men's toilets fitted with waterless urinals.

- Moving the production kitchen to the Lower Station, and using compostable cups, lids, cutlery and straws in food and beverage facilities reduced the amount of grey water transported from the top of the mountain by a massive 1-million litres per annum.
- Meters monitor water usage.

Two Oceans Aquarium

- Installed an independent meter and online (Internet-based) water monitoring system to assess consumption.

V & A Waterfront

- Water saving measures include water efficient toilets and urinals, water sensor taps in bathrooms, water wise plants, drip irrigation, and variable irrigation times. In the 2012/13 financial year, water savings amounted to 31 015 kilolitres.
- Individual water meter installed in tenant premises to track consumption.



- Fun and informative activities during World Water Week and National Water Week, and water saving messages in all bathrooms on the property, to encourage visitor participation.

Vineyard Hotel and Spa

In gardens and grounds:

- Water used to irrigate the garden (at night only) is non-potable borehole water.
- Drip irrigation saves water lost to evaporation.
- Eco-friendly gardening practices are used throughout the six-acre estate, with 80% of the garden having water-wise plants and indigenous flora.
- A piping system is in place for a grey water harvesting.
- Guest bathrooms, toilets and conference restrooms have aerators on taps, low-flow showerheads, dual flush toilets and waterless urinals.

In the destination:

- Staff participate in alien clearing projects in Table Mountain National Park.

Tools & Resources for Water Conservation

City of Cape Town [Keep Saving Water](#)

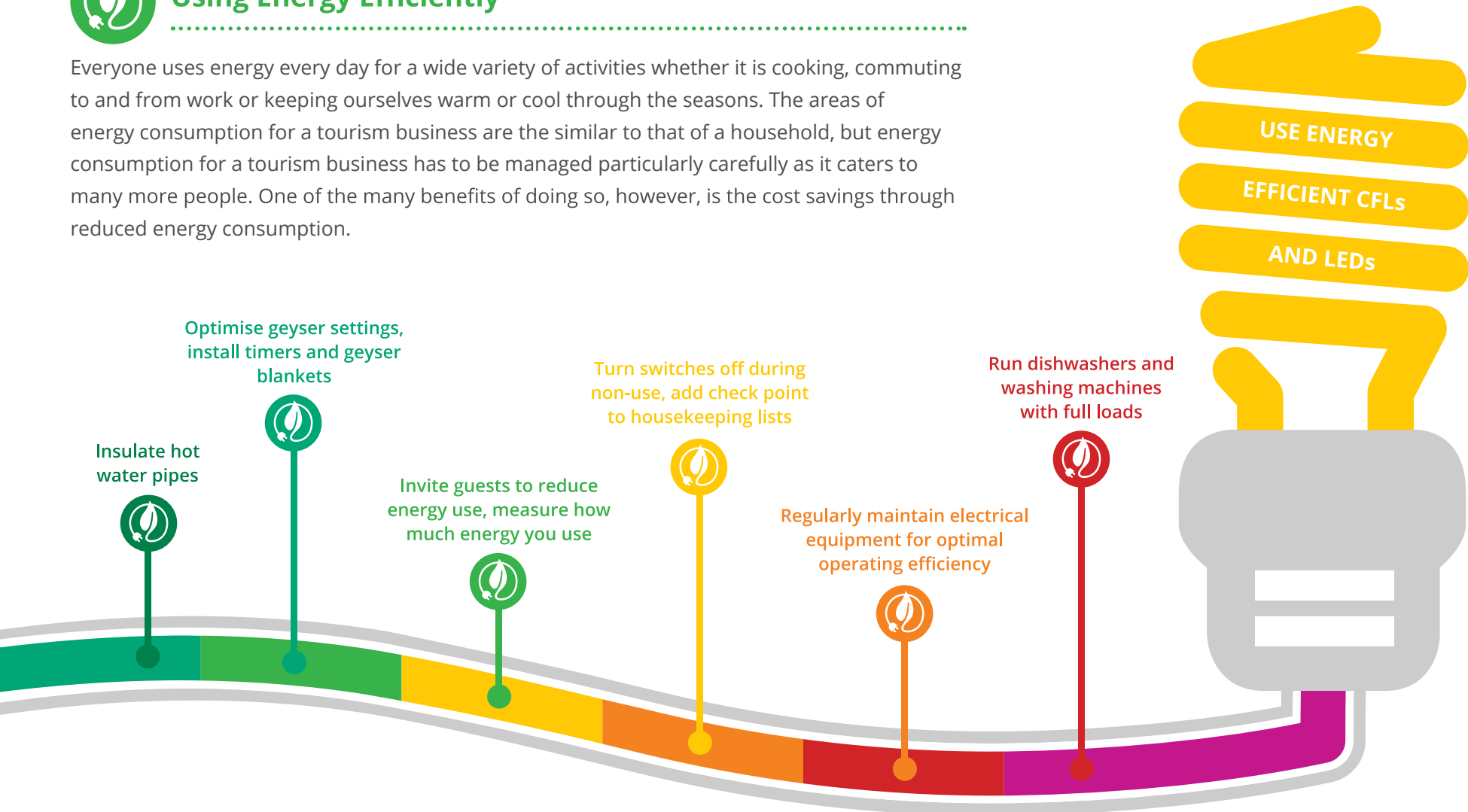


Hydroponic gardens, Hotel Verde



Using Energy Efficiently

Everyone uses energy every day for a wide variety of activities whether it is cooking, commuting to and from work or keeping ourselves warm or cool through the seasons. The areas of energy consumption for a tourism business are the similar to that of a household, but energy consumption for a tourism business has to be managed particularly carefully as it caters to many more people. One of the many benefits of doing so, however, is the cost savings through reduced energy consumption.





Let's look at some things you can do immediately to embark on a more responsible energy consumption journey in your business:

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- Replace incandescent and fluorescent light bulbs with energy efficient CFLs and LEDs.
- Add a check point to housekeeping lists so that all electrical equipment in unoccupied rooms is turned off, including geysers.
- In general, staff should turn things off when not in use – this includes all electronic appliances, equipment (except emergency equipment), and lighting.
- Ensure appliances, machinery, equipment, and vehicles are regularly maintained for optimal operating efficiency.
- Optimise geysers settings (between 55°C and 60°C is recommended).
- Install geyser timers so that hot water is available for peak use periods.
- Install geyser blankets if you have older geysers (newer ones come fitted with them).
- Insulate hot water pipes in order to reduce heat loss, particularly for longer runs.
- Only run dishwashers and washing machines with full loads.
- Invite guests to reduce their energy consumption by turning off lights and air-conditioners when they leave the room, and to participate in towel and linen re-use programmes.

- Measure how much energy you use (from all sources) so that you can keep track of your progress and the impacts of changes made. As with water consumption, post energy consumption data in an area that all staff can access and set targets so you can monitor how you're doing.

Similarly to water conservation planning, ensure that you make provision for energy efficiency measures that will require resources. Some ideas to include in your longer-term energy efficiency plans include:

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- Installing timers and sensors (day/night and motion) in appropriate areas.
- Installing key card systems in accommodation businesses, thereby ensuring that use is minimised when rooms are not occupied.
- Replacing larger kettles on tea/coffee trays with smaller ones.
- Considering the energy efficiency ratings of new and replacement appliances and equipment (e.g. refrigerators, air-conditioners, office equipment, etc. as available).
- Investigating ways to shift to renewable energy options, including solar water heating, and solar PVC lanterns and lighting options.
- When renovating or extending, considering ways that green building principles can be incorporated to save energy, e.g. natural lighting and ventilation.



ENERGY EFFICIENCY *IN ACTION*

African Agenda

- Discourages need for additional transportation by selecting delegate accommodating with on site conferencing facilities.

Abang Africa

- Addresses their own carbon footprint by donating funds to Food & Trees for Africa. By including Food & Trees for Africa in their travel packages and calculating the distances travelled, Abang Africa Travel is able to encourage clients to do the same.

AWOL Tours

- Encourages the use of bicycles for staff and tourists instead of private vehicles. They provide bicycles, helmets and locks as well as places to park the bicycles and lock them up. Shower and changing facilities are provided for staff.
- Plants indigenous trees and vegetation rehabilitation on tour itineraries with the approval of relevant nature reserve officials, assisting travellers to offset the carbon footprint or 'cost' of travelling.

Bikes 'n Wines

- Bikes 'n Wines reduces its carbon footprint by using existing public transportation systems such as Metrorail as primary form of transfer.
- For every ten guests that book a Bikes 'n Wines tour, one tree is donated to Greenpop, an environmental NGO that strives to re-green public areas in and around Cape Town such as schools and community centres.

Cape Point

- The Flying Dutchman Funicular operates on 50% less electricity thanks to its advanced magnetic drive system, which also means no air pollution is generated during the ride up to the Old Lighthouse.

Cape Town Tourism

- The CTT mobile visitor information vehicle called 'Thando', is solar-powered with optimised fuel consumption and reduced emissions.



City Sightseeing

- City Sightseeing is certified as **Carbon Neutral**. Carbon emissions are calculated through an independent carbon audit and carbon credits purchased from Cape Town based composting company **Reliance** to offset carbon emissions.

CTICC

- In the kitchens energy management is closely linked to food production with ovens only switched on when needed.
- Walk-in fridges have air curtains to reduce loss of cold air.
- Hot water pipes are insulated to reduce heat loss.
- Thermal blankets are used over trolleys for plated functions, as they enable plates to retain the required heat levels for up to 25 minutes.
- The facility management team promotes energy efficiency through on-going maintenance and continuous improvement, including energy-efficient lighting retrofit.
- Variable speed drives have been implemented on HVAC pumps and fan motors, optimising energy usage.
- HVAC systems are adjusted to suit seasonal conditions and on cooler days ventilation is used instead of air-conditioning.
- All lighting and HVAC is centrally managed from the control room.
- During build-up and strike the lighting is set to 50% with only

ventilation used instead of air-conditioning.

- Preferred contractors implement energy-efficient audiovisual and lighting equipment with staggered start up to reduce the peak energy requirement (KVA).
- All escalators in the centre are fitted with proximity sensors.
- Metering has recently been upgraded to allow more accurate billing to clients for rentable areas.
- Most of the lights in the centre have been fitted with energy-efficient lamps. Natural light is accessed by opening blinds where and when possible.
- Efficient IT technologies are implemented throughout the building, including energy-efficient hardware, efficient cooling of data rooms and server virtualisation.
- Energy-efficient requirements are included into the procurement specifications for applicable capital expenditure.

Greencab

- Greencab offers responsible travel solutions through its Conferencing with a Conscience service to the MICE industry and GreenBus and GreenPass products to leisure tourists. Vehicles are fitted with emission reduction technologies. Residual emissions are sequestered and Green Transport Certificates issued to clients and events.



Hotel Verde

- During construction, Cobiax void formers (100% recycled polypropylene balls) were placed strategically within concrete slabs to displace the concrete. They significantly reduced the amount of concrete required and saved 535 m³ or 1 279 tons at Hotel Verde, while maintaining the building's structural integrity. The 35% lighter slabs optimised construction time, reduced building elements and reinforcement (40% fewer columns) whilst lowering CO₂ emissions by about 112 tons.
- Photovoltaic panels are located on the north façade of the building as well as on the roof. At maximum output, the PV panels produce 54kWh, fed firstly to charge an UPS battery, then to essential appliances and hardware and lastly the excess goes to wherever needed within the hotel to offset power from the grid. The panels are cleverly positioned to assist with shading the windows while being in an optimal position to receive maximum sunlight. The inverter of the photovoltaic panel array shows how much energy is generated and where the generated electricity is being allocated.
- Three wind turbines produce renewable energy; while the payback period on the turbines is quite high, it is a landmark feature for the hotel and a statement of a belief in wind power as a solution towards the world's energy problems.
- A geothermal field coupled to ground-source heat pumps has been installed to bypass the need for standard air-conditioning systems,

traditionally one of the biggest energy consumers in a building. A geothermal field consisting of 100 holes about 76m deep, a 13km network of piping and equipment specifically designed for Hotel Verde uses the earth as a heat source in winter and a "heat sink" in summer, boosting efficiency and dramatically reducing operational costs.

- A green wall between the lounge and bar area helps to reduce the room temperature, and absorb air contaminants and carbon dioxide. This particular green wall is fed and watered with nutrients from the hotel's own vermi-compost worm farm.
- Air-conditioning systems do not operate when no one is in the room.
- LEDs are used throughout the hotel, as are motion sensors, light level sensors, LED grow lamps, sky lights and natural lighting.
- Sensors on exterior lights measures light levels. Once dark, the lights come on to 50% for security and safety lighting around the perimeter. A motion sensor causes each light to brighten to full potential when it detects movement nearby.
- Regenerative Drive Elevators enable about 30% of the input energy to be recaptured and fed back into the building. Whenever an elevator travels in the "light" direction, i.e. when a full cart is going down or an empty cart is going up, the motor acts as a generator and produces power.
- Several large, extremely well insulated buffer storage tanks allow the



the HVAC system to buffer hot and cold water during off-peak hours for use later during peak electricity demand hours thus taking strain off of the municipal grid.

- Gym equipment helps to generate electricity for the hotel by the use of the guests.
- Guests receive credits - or 'Verdinos' - for not using the air-conditioning in rooms, not having towels washed for using energy generating gym equipment
- Offers a carbon neutral stay free of charge to all guests.

Ocean View House

- An energy audit undertaken and three heat pumps installed to support four solar geysers.
- Electricity efficient globes are used in the guest rooms and 250 LED lights installed.
- Timers on fish pond and pool pumps.
- Staff trained to switch off lights and appliances when not in use.
- All rooms have double glazed windows to ensure proper insulation and climate control.
- All minibar fridges in the rooms are energy efficiency class A+ fridges.
- Solar jars are used for emergency lights.
- Management draws data from electricity bills into graphs to track energy use over time in relation to occupancy.

Table Mountain Aerial Cableway

- The café was redesigned to let in more natural light.
- Geysers are covered with blankets and are on timer switches.
- Outside lights are all on timers.
- Regulating air-conditioners in office spaces to between 18 and 21°C to save energy while still providing comfortable working conditions.
- Energy generated by the descent of the cable cars sees 1 500kWh a month being fed back into the electricity grid.
- Proactive management and monitoring of energy use by the cable car achieves a 17% saving. They use a power factor correction meter.
- The Cableway's [newsletter](#) and [website](#) are used to communicate actions, progress and achievements in relation to energy use.

The Backpack

- Sourced dimmable LED's which are more energy efficient
- Guests are supplied with hot water bottles, reducing the use of heaters and electricity consumption.



Two Oceans Aquarium

- The Two Oceans Aquarium was selected as a demonstration site for Project 90 x 2030. A wind turbine and solar panels demonstrate a commitment to reducing their carbon footprint by 2030.
- All battery operated equipment at the aquarium use rechargeable batteries.
- The roof is painted with environmentally friendly reflective paint to keep the building cooler in summer.
- Energy efficient water pumps using a third of the power have replaced less efficient pumps.
- Natural circulating air flow has been incorporated in the restaurant reducing need for air conditioners.
- A tailor-made renewable energy system was commissioned for the environmental community outreach vehicle. The vehicle is powered by solar panels on its roof. This mobile marine education and conservation vehicle houses a water chiller, batteries and circulation pumps.
- Units installed in the freezer that switch on the chillers only when the product temperature starts to increase rather than responding to air temperature, as this is very variable due to people entering and leaving frequently.
- Disconnected non-essential hot water taps from supply

- A wave turbine in the Ocean Basket Kelp Forest Exhibit generates energy that powers the signage associated with the turbine. A short film “A Wave Ahead” can be seen [here](#). The film is also being shown at the exhibit.
- An Ewizz electric scooter purchased to replace a utility vehicle is used for deliveries and collections within the CBD. This helps to reduce fuel costs and emissions. The scooter is ‘dressed’ to look like a shark and is used for promotions (mainly through social media) and to raise awareness not only of the Aquarium, but also of alternate means of transport.
- Energy use has reduced by more than 20% in the past three years. Exhibits in the reception area show real-time energy generation.

V&A Waterfront

- Starting In 2010 the V&A Waterfront has implemented a variety of energy efficiency projects including addressing the property’s power factor, the electricity tariff structures, lighting and temperature control – totalling an investment of R30 million.
- The Waterfront shows commitment by celebrating significant Environmental events/ dates such as Earth Hour, by switching off all non-essential lighting on the property and by doing this, investing in energy saving and social responsibility.
- Meticulously tracked consumption data shows a cumulative saving of more than 41 million since 2008.



The Vineyard Hotel

- Compact fluorescent energy saving lighting installed in the foyer, yielding 78% energy savings.
- When possible, natural light and ventilation are used rather than electrical lights and air-conditioning.
- Green Energy Certificates are purchased from the City of Cape Town (electricity generated at the Darling Wind Farm).
- A new laundry system installed in 2012 has achieved a 34% saving in consumption of kilowatt hours, working out to a 5% saving on the total energy consumption for the hotel.
- Installation of 80 new 250 watt solar panels on the hotel's pool deck and fitness centre roofs. The panels are expected to generate 40,000 kilowatt hours per annum.
- Over R1m worth of energy-saving LED lights were installed in rooms, restaurants and conferencing venue in 2013.
- The air conditioning switches off when the windows and doors are open in the rooms
- Heat pumps used to heat the hot water in the building has resulted in a savings of about 70% compared to using heat elements.
- Conference organisers are encouraged to arrange car-pooling.
- Tracking of consumption data shows a reduction of 8% in the financial year 2013/14 by compared to the previous financial year
- A geothermal field coupled to ground-source heat pumps has been installed to bypass the need for standard air-conditioning systems,





Tools & Resources for Energy Efficiency

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City of Cape Town [Saving Electricity](#)

ESKOM [Energy Efficiency Tips](#)

Because a business' energy consumption is closely linked to the main emissions responsible for its carbon footprint, a few resources for calculating this are provided below. Simple calculations of carbon footprints are not as difficult as you might think, particularly if you are already measuring your consumption of electricity and fuel. Having an idea of what your footprint is can help you to make operational decisions regarding how to decrease it and then offset the residual.

- [Food & Trees For Africa Carbon Calculator](#) – a simple online calculator that applies Global Greenhouse Gas Reporting Protocols with carbon offset options with local projects.
- [Project 90x2030 calculator](#) – a comprehensive calculator intended to give a high level of accuracy (requires some detail regarding your mode of travel, waste management, energy and water consumption).
- [Hotel Carbon Measurement Initiative](#) – a joint initiative of the World Travel and Tourism Council, the International Tourism Partnership, and hotel industry stakeholders to develop a system to enable hotels to report consistently on carbon footprints. They provide complimentary tools and information to support you.

Tour operators can be particularly influential in this area by calculating carbon footprints for guests with respect to the services they have organised for them. They can then provide options and suggestions to their guests for ways to offset their carbon footprint, e.g. through a local initiative such as [Greenpop's Trees for Travel](#) or [Food & Trees for Africa](#).



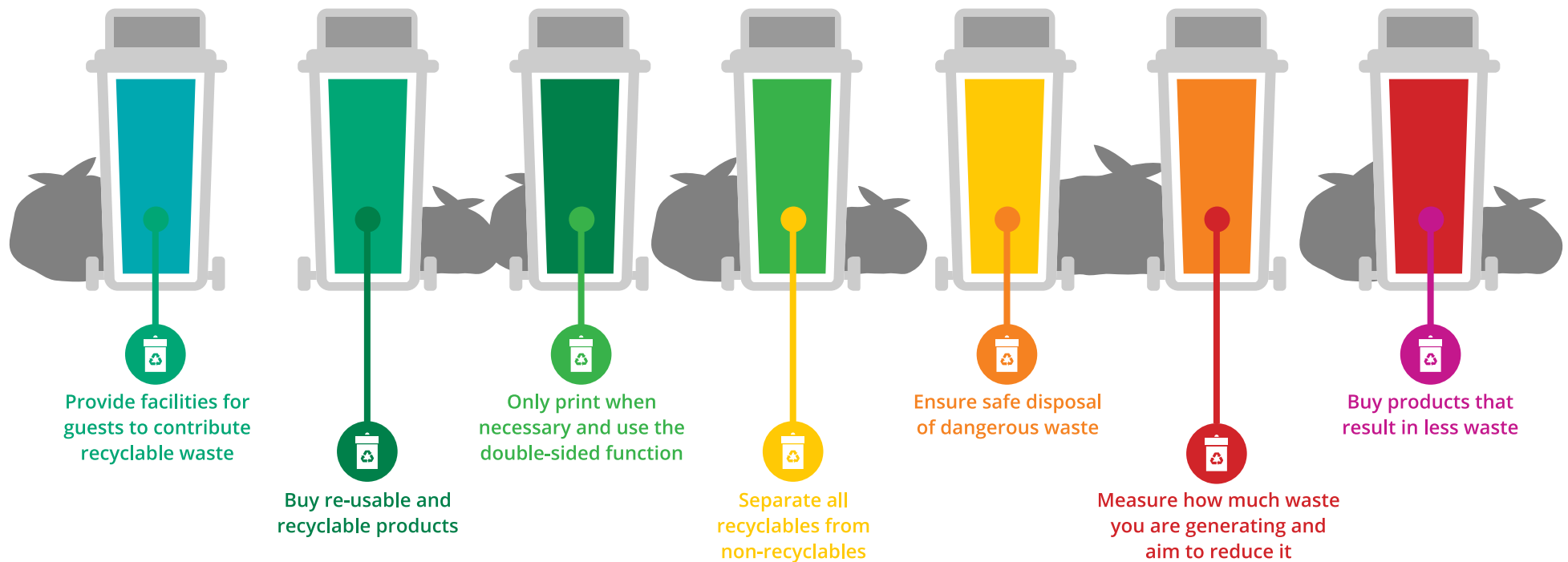
Solar panels, Vineyard Hotel



Reducing & Managing Waste

If you have borne witness to the ever-expanding size of our city's landfill spaces, you will appreciate how essential it is that we get better at managing our waste responsibly.

Tourism businesses are often large contributors to waste generation. If, however, they are conscious of their potential impact and manage waste carefully, their contribution can be reduced considerably.





Below are a few of the easier and less cost-intensive opportunities that you can implement right away:

- Buy products that result in less waste for your business to manage in the first place. For example, opt for products whose packaging can be returned to suppliers or is re-usable.
- Generate less waste by choosing re-usable instead of single use or disposable items. For example, use refillable glass containers instead of plastic bottles for drinking water; replace single-serve butter, sugar, condiments, amenities, and coffee with bulk and refillable serving containers; and don't use plastic cutlery. These considerations should be applied not only to restaurant areas, but also to the rooms and conferencing.
- Only print when necessary and then make sure it is double-sided. Waste paper can be used for scrap in the office or for internal use in other departments, e.g. housekeeping or maintenance checklists.
- Buy products with recycled content where possible, e.g. recycled content office paper or materials made from recycled plastic such as pathway planks, fencing, and outdoor furniture.
- Investigate opportunities to re-use waste, e.g. packaging may be of use in arts and crafts projects at local schools.
- Separate all recyclables from non-recyclables, including compostable materials, and ensure that all staff members are trained in these waste management procedures.



Refillable glass water bottles, Hotel Verde



- Ensure that all dangerous waste is disposed of safely including batteries, light bulbs, e-waste, kitchen oil, and used engine oil. For example, sell cooking oil produced in kitchens to [Biogreen \(www.biogreen.co.za\)](http://www.biogreen.co.za) who turn it into bio-diesel.
- Tell guests about your waste management practices and provide facilities for them to contribute as well, e.g. collect batteries for safe disposal and provide recycling options for them.
- Measure how much waste of each type you are generating. This may be best tracked by specific departments, but do what is easiest for you. Consider measuring by weight or by volume, depending on the waste type and again, what is easiest for you in your context. Set targets to reduce waste, particularly waste generated by single-use items so that you can aim to reduce their use more effectively.

Some waste management measures mentioned above might take more resources to implement, including time and money. Budget for this accordingly so that you can get your waste production to an absolute minimum as soon as possible.



Waste being measured, Ocean View Guesthouse



REDUCING & MANAGING WASTE *IN ACTION*

African Agenda

- When organising exhibitions, African Agenda place their own recycling bins throughout the exhibition hall to encourage use.
- Recycle all signage installed at events and exhibitions.
- Ensure that the exhibition stands are made using sustainable and recyclable materials, paint, carpets, etc.
- Encourage their clients to hand out memory sticks containing pre-loaded conference materials. This also provides a sponsorship opportunity.

AWOL Tours

- Customers on cycle tours are provided with re-usable water bottles to ensure that no litter is left or dropped on the tours.

City Sightseeing

- Care is taken to advise suppliers and associates of the environmental position of the business.
- Earphones are recycled, thereby creating employment initiative and reducing plastic waste.

CTICC

- Preference is given to reusable and recyclable products rather than disposable items.
- Plastic wrapping has been minimised through the procurement of reusable sleeves to cover food trolleys.
- Comprehensive systems and process are in place for waste reduction, recycling and the disposal of hazardous waste.
- Leftover food that can still be consumed is either sent to the staff kitchen or collected by [Food Bank South Africa](#) for redistribution to those in need. Appropriate regulations and guidelines are carefully observed in this process.
- Record is kept of local and international flights by staff. The related emissions are offset through a partnership with Food and Trees for Africa.

Hotel Verde

- Of the total generated waste, 89% is diverted from landfill (of which 67% is garden / food waste, 21% recyclable material and 1% recycled oil). This amounts to 2.1kg of waste per person per night diverted from landfill.



- The hotel's policy is to first investigate options of reduction before considering recycling. Measures implemented include reusable glass water bottles instead of plastic and single-use Tetrapak, no individually wrapped sugar or guest shampoos and body washes and stainless steel vats for delivery of items such as milk and olive oil.
- Alien wood is used in hotel décor.
- No poisons are used for pest control within the hotel. An owl box encourages natural predation of rodents.
- The Eco Pool that functions as a living eco-system requires no harmful chemicals such as chlorine. On the outer perimeter, a filtering system consisting of flowing water, living plants and organisms consume all the nutrients in the water thereby cleaning it and eliminating the growth of algae.

Kirstenbosch Botanical Gardens

- Kirstenbosch Botanical Gardens is a No Bins Garden. Rubbish bins are not present and visitors are expected to take their refuse with them when they leave the garden and dispose of it responsibly. This discourages scavengers like rats and keeps the garden cleaner.

Ocean View House

- To get a better idea of waste generated (by type and percentage), a hang scale is in place to weigh all waste.
- The management tracks occupancy and reports on waste generation in kg per bed night.
- Waste is recycled as follows:
 - > Organic waste: all raw and cooked food composted in their GreenGenie.
 - > All plastic, paper, glass, tins, cans collected for recycling.
 - > Batteries and cartridges recycled separately. Guests can drop batteries into a glass jar in the foyer to be disposed of in a responsible manner. Ink cartridges are returned to the supplier.
 - > Juice containers and egg cartons go back to the supplier.
- A "Composter" introduced at the end of November has a 400 litre container takes care of all the organic and food waste and makes compost within 8 weeks.
- The 50ml guest amenities bottles for shower gel, shampoo and body lotion have been replaced by 300ml refillable dispensers in the guest bathrooms.

Table Mountain Aerial Cableway

- Appointed a full-time, in-house recycler to ensure that the maximum possible amount of recyclable waste is removed from the general waste stream.



- Installed the number of recycling bins so that sorting of waste can take place at source.
- Installed soda fountains and beer on tap in the Table Mountain Café. this has resulted in a drastic reduction in glass, soft drink cans and plastic bottles. All soft drinks from the soda fountain and beers from the beer on tap are sold in recyclable PLA cups.
- All hazardous waste (e.g. printer cartridges, fluorescent lights, medical waste, batteries, etc.) is removed by specialist waste removal companies.
- Compostable coffee cups and lids and compostable paper plates are used at the Café at the Upper Station.
- Procure milk bottles with bottle and the lid made from the same plastic (facilitates recycling) reducing the amount of back office separation.
- Use of biodegradable straws – no more straws wrapped in paper. The paper wrappings often blow off the mountain.
- Because of these initiatives the café has reduced the number of fridges (reducing energy used) and aims to eliminate sales of bottled water completely in the near future. They have drastically reduced the amount of materials transported down the mountain.
- Over the period 2009 – 2013 a 45% reduction in waste to landfill was recorded, as well as an increase of 950% in the amount of recycling that was handled.

Two Oceans Aquarium

- The Two Oceans Aquarium has an integrated waste management system and staff are encouraged to make use of this by bringing in their recyclables from home.
- The green team started a campaign to 'Rethink the plastic bag'. Single-use plastic retail bags are banned from aquarium premises. Their green team has launched a website at www.rethinkthebag.org
- All e-waste such as defunct PC's and monitors is delivered to a certified e-waste recycling company.
- All advertising billboards are non-permanent and can be removed, reused or recycled.
- Recycling bins are available at various points throughout the Aquarium and recycling signage in the Afrisam Children's Play Centre.
- Waste is sorted at an on-site waste-sorting facility and recyclables (plastic, tins, glass, paper, etc.) are separated out from that which is sent to landfill.
- Hazardous items such as fluorescent tubes and chemicals are disposed of responsibly by Enviroserv.
- The used cooking oil produced by Shoreline Café is sent away to be converted into biofuel and biosoap.
- Shoreline Café has two small worm farms and two Green Genie composters.
- All single serve sugar, vinegar, tomato sauce, salt and pepper



sachets were removed from Shoreline Café and replaced with glass containers.

- The Rethink the Bag initiative prompted creative brainstorming between the Aquarium and Woolworths, resulting in the Ocean Promise reusable bag, featuring penguins and turtles. Both animals are threatened with extinction as a result of human activities, and users of the bags are therefore encouraged to promise to make a change in their daily lives in support of the oceans.
- Ecopack and Green Home supply bio-packaging products. Bio spoons have replaced plastic ice-cream spoons.

The Backpack

- Colour-coded recycling bins have been provided throughout the building.
- The food waste from the kitchen is used to feed the worm farm. The compost and worm tea from the worm farm is used in the gardens and excess is sold and the proceeds donated to community projects.
- Waste is sorted at the source by trained staff members and management.
- Receives monthly breakdowns of items by weight recycled (viewable on their website).
- All beer bottle tops are saved and donated to Umlungu African Art dealers, who employ crafters to make them into art pieces.
- Batteries collected go either to Pick n Pay or Builders Warehouse to

be properly disposed of.

- Unpackaged food items are purchased as far as possible to reduce waste.
- Old computer hardware is donated to Incredible Connection, who rebuild these into computers which are donated to disadvantaged schools.
- Purchase compostable, biodegradable napkins made from sugar cane, all take-away containers are biodegradable and take-away cups are compostable.

V&A Waterfront

- A waste minimisation drive has nearly halved the amount of waste going to landfills.
- Tenants are incentivised to reduce waste at source by introducing new waste tariff structures.
- Recycling bins have been located throughout the property and in order to encourage visitors to be “car-free”, bicycle lanes have been introduced. Recycling has seen significant results with 52% of waste recycled each month.
- Bicycle lanes have been introduced.
- The V&A Waterfront has achieved a significant drop in carbon emissions, reducing its carbon footprint by a further 6 746.42 metric tons of carbon dioxide emissions (mtCO₂e) for the period 2011/2012 to 2012/2013. Avoided emissions from 2009 to 2013



amount to approximately 83 750 metric tCO₂e or Equivalent CO₂

- The vehicle fleet reduced from 50 to 26 vehicles and three electrically operated vehicles and 16 bicycles were purchased.
- Dedicated bicycle lanes have been developed, bicycle racks installed and facilities for motorbike parking created.
- Using low or no VOC (volatile organic compounds) paints and introducing cleaning products that are ISO 14001 approved.
- More than 70% of all waste generated at No 1 Silo is recycled. The building was built using sustainable timber, and with 60% less cement than a building of the same size built according to 'business as usual' practices.

Vineyard Hotel

- Eliminated bottled water. Water is filtered on site and provided in carafes at the restaurant as well as at events and conferences.
- A multi-bin recycling system is provided in all venues to encourage guests to participate in separation at source.
- An on-site sorting room is in place. 75% of waste generated is sent for recycling.
- On-line registration is provided to encourage conference organisers to reduce the use of printed materials.
- The Hotel's surplus bread is donated to the Brown's Farm Feeding Scheme.
- All paper used has recycled content.

- Only low VOC paints are used in the hotel. VOCs can be dangerous to human health or cause harm to the environment.

Tools & Resources for Integrated Waste Management

City of Cape Town Solid Waste Management www.capetown.gov.za

Oasis Recycling www.oasisrecycling.co.za

National Recycling Forum www.recycling.co.za

Collect-a-Can www.collectacan.co.za

Paper Recycling Association of South Africa www.prasa.co.za

PETCO-PET plastics recycling in South Africa www.petco.co.za

Mondi www.mondigroup.co.za

Nampak www.nampak.co.za

Kerbside, Paper Banks and Buy-back Centres www.paperpickup.co.za

Consol Glass www.consol.co.za

Sappi "War on Waste" Recycling www.war-on-waste.com

The Rose Foundation – reprocessing of used lubricating oil
www.rosefoundation.org.za

E-waste Association of South Africa www.ewasa.org



Skills Development

Skills shortages are often cited as a significant business challenge in the local tourism sector. As such, a responsible tourism business will commit to addressing this challenge and thereby benefit their business, their team, the visitor experience, and ultimately the destination.

Here are some tips that can be considered in all types of business contexts, irrespective of your training budget and current skills profile:

- Many businesses do not request **staff input**, neglecting to ask their team members about the skills they need. Set aside time at least once a year to ensure that all members of the team have an opportunity to provide input about their job performance, what they like doing and what they don't love doing, what they might like to do in the future and what areas they feel they need a bit more support in. Engaging staff members in this way can help a business by uncovering hidden talents or natural abilities, and by ensuring that team members are supported to perform as best they can in their positions.
- Based on the above, investigate opportunities for **job shadowing**, both within your business and with businesses that you work with.



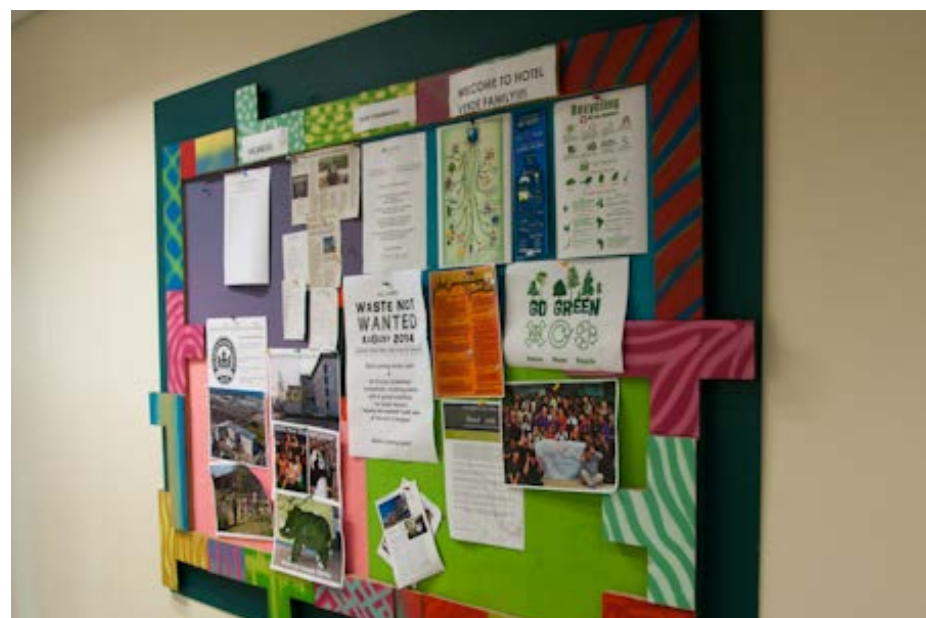
Staff motivation board, Hotel Verde



- **Job swaps**, even for a day or a week, can help staff to understand the bigger picture of your business' operations and the tourism sector. Doing swaps with other tourism business can be a great way of learning new things and can motivate staff by showing them that they already do a lot of things well.
- Consider **posting training opportunities** and request that interested staff sign up for them. This may include more broadly applicable training that will benefit the business and the personal development of staff, irrespective of which individuals receive it. For example, you may have someone come in to speak about financial planning, or healthy living, or perhaps fire response procedures and first aid. You may even offer ABET courses on work computers at certain times of the day that staff can work through. All of these will benefit your operations and are skills that staff can apply in their personal lives as well.
- **Recruitment** also impacts on your skills development impacts. As such, make sure you openly advertise external vacancies and afford such opportunities on a non-discriminatory basis. In line with your commitment to benefiting locally, people from the immediate area can be prioritised for these opportunities. Taking on people who may not have the background or skills of the sector, but who display an aptitude for your business helps to diversify skills and can bring unanticipated benefits to your operations.
- Make sure that contracts are discussed and understood before the new team member starts working and that their **employment conditions** respect the laws of South Africa, including those stipulated in the

Basic Conditions of Employment Act and Sectoral Determination 14 – Hospitality.

- Provide **incentives** for your team and recognise achievements. For example, you could set a target for each department, or for the team as a whole, to reduce the percentage of waste to landfill, or you could have a formal performance-related bonus system in place. Or offer a combination of recognition and incentive programmes to keep staff engaged, motivated and rewarded for their contributions.



Incentive programmes, Hotel Verde



SKILL DEVELOPMENT *IN ACTION* BY THE INDUSTRY

Abang Africa Travel

- Supports two students with university related costs up until graduation.
- All staff are required to undertake a sustainability e-learning course (via [Travelife.org](https://www.travelife.org)) to increase general knowledge on sustainable practices and how to implement them in the working environment.
- All staff (+ interns) have passed [The Code](#) online training and have learnt how to handle situations of suspected child abuse in tourism.

AWOL Tours

- Together with the [Bicycle Empowerment Network](#) (BEN) provide training for community guides and local people who repair and maintain bicycles. This has created skills and provided jobs.

CTICC

- A comprehensive talent management and skills development programme aimed at furthering the knowledge, enhancing the skills, and raising the employability of all its staff members is in place. A minimum of 5% of salary costs is spent on training staff members.

- An internship programme, which is run in collaboration with the City of Cape Town, offers educated but unemployed individuals from local communities the opportunity to obtain skills and experience in the hospitality industry by working at the CTICC for a period of six months to one year. Since its inception at the start of 2010, the programme has proven immensely popular and has made the interns significantly more employable, whilst allowing the CTICC to bolster its temporary and part-time staff complement in a cost-effective manner.
- In partnership with the University of Cape Town's Graduate School of Business, the CTICC has developed and implemented a Post-graduate Diploma in Event Management – an honours level course designed to equip hospitality and events managers with specific skills, thereby helping to raise the standards of South African events management and conferencing.
- Staff members to attend national and international hospitality industry conferences.
- A job rotation system and job shadowing scheme allows employees to gain experience or insight in other positions within the organisation.



Grosvenor Tours

- An internal skills development programme has seen employees rising through the ranks from workshop floors to client facing posts.

Hotel Verde

- Upon employment at Hotel Verde, staffs are expected to attend green induction training through which they are taught about the sustainable ethos of the hotel, the design behind the name Africa's Greenest Hotel and the ways in which they need to apply sustainable philosophies in their daily operations.
- Sustainability consultants Ecolution provide a bi-weekly green info training session for all back-office staff on individual eco-practices and installations in the hotel.
- Staff notice boards are populated with info graphics on sustainable home practices, the importance of water saving and recycling.
- Copies of Hotel Verde's environmental mission statement are placed in all staff areas of the hotel whilst HOD's are expected to inform and familiarize their staff with the vision statement and the ways in which their department can fulfil their duties in the most sustainable manner operationally possible.
- Staff are incentivized to recycle and are all required to take part in recycling duties. The sales and marketing team incorporate

environmental events in their yearly calendar so that all staff may take part in initiatives such as Earth Hour, Arbor Month and National Beach Clean-up Day. In September 2014, Hotel Verde staff took part in tree plantings at local schools.

- Future human resources are nurtured through an internship programme and facility tours for learners, focussing on sustainable living and careers in hospitality.

Table Mountain Aerial Cableway Company

- The environmental education programme, "Class in the Clouds", is aimed at schoolchildren from all backgrounds. Contracted teaching assistants guide children on the mountain thereby creating jobs. Some teaching assistants obtain entry-level jobs in the company and others have gone into permanent employment elsewhere as teaching assistants.
- Siyafundisa, the Table Mountain Aerial Cableway Company's Academy of Learning, assists employees to reach their full potential by providing opportunities to develop skills.
- A learnership programme called "Wholesale and Retail Operations", equips young people with a general understanding of the business environment, stock counts and sales performance, supervision and leadership at various levels, customer service standards, team motivation, and management functions.



The Backpack

- Encourage all illiterate staff members to attend Adult Literacy courses and assist with the costs.

Two Oceans Aquarium

- A monthly “Green Fliek” session raises awareness of environmental and social issues among staff and volunteers.
- A monthly newsletter, The Green Engage, is sent out to staff and interested parties. Each issue focuses on a particular theme, e.g. recycling, eco-labelling, etc.
- Support for Meat-free Mondays by circulating vegetarian recipes to staff.
- Staff participate in and support initiatives such as the African Animal Keepers Association (AAKA) African Penguin Waddle, Penguin Promises, Earth Hour and International Coastal Clean-up Day.
- A number of exhibits are aimed at raising awareness of particular issues. e.g. Plastikos, Frogs Beyond the Pond and Moving Sushi.

V&A Waterfront

- The Young Captains Program engage learners from disadvantaged communities in an intensive internship programmes at the V&A to expose them to working life and workplace skills.

Vineyard Hotel

- In 2010 together with local chef schools, colleges and high schools, the Hotel launched an in-house training programme:
 - > 14 students from local colleges participated in an internship at the Hotel
 - > 56 high school learners participated in a job shadow programme
 - > First aid and fire safety training is provided annually, equipping staff to assist guests as well as to give first aid in their communities
- In 2014 a programme called “Awaken the Giant in you” was started to teach staff to view issues faced daily both at work and at home with a view to resolution and not frustration, using solution based thinking and entrepreneurial skills/mindsets.

Tools & Resources for Skill Development

Nedbank [Greening your business](#)

Event Greening Forum <http://eventgreening.co.za/>



Building Communities

Businesses around the world are increasingly seeing themselves as members of the communities in which they operate as opposed to being an isolated island within them. Cape Town is no exception and the contributions these businesses make to the development of our communities is remarkable.





If you're looking for ideas as to how you can engage more effectively in local development, some suggestions are provided below:

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- Support existing organisations in their efforts so that you contribute to their sustainability; you may want to consider themes that are important to your business such as health, education, sport, culture, conservation, etc.
- Concentrate your efforts on a limited number of initiatives as opposed to supporting numerous different initiatives; the impact of the latter will dilute your efforts and be unlikely to make a meaningful contribution to the initiative.
- If you are unable to donate financially, consider the option of offering vouchers for your tour, discounts on dinner bookings, or auctioning prizes at your conference in order to support fundraising initiatives of local projects.
- Commit, whether it be financially or in-kind, on an ongoing basis so that projects are confident of your support.
- Consider allocations to community investment in your annual budget.
- Join forces with other tourism businesses; by partnering with them to support relevant projects your efforts will have greater impact.
- Allocate each staff member a certain amount of time each year to 'volunteer' on community development projects that have been identified, e.g. one paid day work with an alien clearing or tree-planting project, and encourage them to fundraise for this initiative on their own if they would like to.
- Inform your guests about the initiatives that you support; they might want to donate as well when they hear about this so ensure that you provide them with information about how to do so. You might even want to introduce a voluntary contribution on conference or guest booking forms in order to encourage more support for these initiatives. If you do so, ensure that they are accounted for and reported on transparently.
- Make sure to inform guests about responsible conduct in communities. This will not only help to avoid uncomfortable situations where they may have offended someone, but it will help them to feel more confident engaging in the local area and will pave the way for more constructive tourism dynamics going forward.
- Likewise, ensure that any visits you lead into communities are done in a way that is respectful and that benefits them, e.g. ensure that visitors have an opportunity to support local spaza shops, restaurants, and/or crafters. Meet with local beneficiaries to identify the best way for your business to benefit the local area, provide a positive visitor experience and avoid any negative impacts on communities.
- If your guests would like to volunteer their time during their visit, make sure to tell them about responsible volunteering and how their skills may be passed on in a way that will be of true benefit locally.



HOW INDUSTRY IS BUILDING STRONGER COMMUNITIES

Abang Africa Travel

- Registered a non profit organisation called Abang Africa Trust. In addition to providing financial support to many community projects, Abang Africa Trust specialises in setting up partnerships involving stakeholders who bring different skills to the project.
- Started Bafanakids, an organisation that trains and supports young soccer stars of the future. The project currently supports 24 local Cape Town teams. They are continually making use of their international networks to find sponsorships for soccer kit for children. Recently NRV Holidays from The Netherlands sponsored an entire football team with soccer uniforms and soccer balls.
- Abang Africa was the first Tour Operator in South Africa to sign [The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism](#) and has now received Top Membership status.

AWOL Tours

- Through the code of conduct for customers, AWOL is able to ensure sensitivity to the people living in the townships, i.e. customers are asked not to bring sweets and gifts for children and instead are given information on local charities to support.

- AWOL builds relationships with community leaders in order to educate the community as to the benefits of tourists cycling through their neighbourhood.

Cape Point

- A blanket drive in partnership with Cape Town Tourism and the City of Cape Town distributed 180 new blankets to the Red Hill Preschool and the Children of Hope Educare Centre in the Red Hill informal settlement near Simons Town.
- Young residents of Hokisa, a home for children affected by HIV and located in Masiphumelele, are hosted for an annual Christmas party and the home is supported on a continual basis to fulfill the needs of the children in their care.

Cape Town tourism sector organisations

- Five tourism sector organisations that participate in the Joint Association Membership Meetings Sessions (JAMMS), namely FEDHASA, SATSA, SAACI and Cape Town Tourism, select charitable causes as beneficiaries for quarterly meetings and encourage members to contribute to a fund-raising raffle.



City Sightseeing

- Positive community relationships and spreading the tourism rand are equally important at City Sightseeing Cape Town. The business contributes annually to the Tourism Community Development (TCD) Trust.

CTICC

- Through the 'Bring back your bag' programme, event organisers are encouraged to prompt delegates to donate unwanted congress bags, pens, notepads and lanyards for distribution to schools in Cape Town's disadvantaged communities.
- The CTICC donates all excess food from functions it hosts to a registered non-profit organisation that delivers food to 66 beneficiary organisations. On a daily basis, each of these feeds an average of 120 people – many of whom are vulnerable children in care homes and pre-school facilities, as well as terminally ill patients, the disabled and the elderly.

Groot Constantia

- Members of staff at Groot Constantia live on the estate at no cost and receive water and electricity for free. Soon, staff will also have access to a registered doctor on site.

- Investing in young people to empower them to shape their own future and build skills they can apply in opportunities wherever they arise forms part of the farm's social responsibility. The youngest ones attend an on-site crèche, whilst older children are transported to school and after-school activities, assisted with homework and treated to educational day trips.
- The farm is also involved in the community beyond its fences, raising funds to upgrade the technology room at Constantia Primary School, annually contributing to a teacher's salary at Constantia Primary School and funding the Groot Constantia athletics club and other wellness activities.

Grosvenor Tours

- Grosvenor Tours involves guests in community based projects and raises donations and funding to help out with critical needs of communities visited.

Hotel Verde

- Hotel Verde cares deeply about the livelihoods and life chances of the people of Cape Town. Quirky graffiti art in the parking basement and mosaic, applique and wire art adorning corridors and



walls are all products of collaboration between the property and local learners and artists.

Kirstenbosch

- Kirstenbosch's Outreach Greening Programme takes the garden to the people, teaching school and community groups to plan, develop and maintain their own indigenous gardens.

Robben Island Museum

- Ex-political prisoners and their families, NGO's, disadvantaged groups and learners and religious groups from different communities are offered free or discounted access to the island.

Table Mountain Aerial Cableway

- The TMACC Class in the Clouds programme draws almost 20 000 learners per annum, 80% of whom are from previously disadvantaged communities. The programme offers schoolchildren the opportunity to learn more about the diverse flora and fauna of the Cape Floristic Kingdom and experience Table Mountain at reduced, and sometimes free, rates. Class in the Clouds is part of the annual educational excursion programme for a number of

schools and has seen more than 220 000 learners take part since its inception in 2001.

- As part of the CSI programme the Cableway provides concession and complimentary tickets to registered NGOs, NPOs and community organisations.

The Backpack

- Links to the communities in Cape Town's townships goes back a long way to 2000 when the business became involved in the building of Masikhule Creche at KTC/Crossroads in Nyanga Township. Staff and visitors get involved by knitting blankets for sick babies and young children with HIV.
- Used soccer boots for children attending the GCU Academy are collected and they assist in paying for coaches on a monthly basis.
- The GCU Academy is run from a local Primary School where The Backpack is currently refurbishing the library, toilets and previously vandalised classrooms. They have started a food garden where vegetables form part of a school feeding scheme. They also purchase some of the produce for use in The Backpack restaurant providing the capital needed for the food garden to purchase more seeds and seedlings.
- The Backpack helps to recruit volunteers for the project.
- They also continually raise funds for the GCU Academy by asking guests to donate their key deposits as well as old clothes.



Two Oceans Aquarium

- Many schools and organisations request and receive complimentary Aquarium tickets to use in their fundraising efforts. Organisations such as Reach for a Dream, Big Brothers Big Sisters and Habitat for Humanity are also supported.
- In 2013, the Two Oceans Aquarium agreed to assist with a long-term research project on broadnose sevengill sharks (*Notorynchus cepedianus* – also known as cowsharks).
- Collaborates with the V&A to rescue seals that have become entangled.
- Rehabilitate and release turtles of all sizes and urge the Cape Town public to bring any stranded sea turtles for rehabilitation.

Uthando South Africa

- Local and international tour operators contribute directly to Uthando with a view to investing in social projects.
- Uthando runs tours for individuals or groups of any size visiting a vast array of programmes including urban agriculture, youth development, old age, day care and refugee centres, environmental, animal projects, schools, orphanages, skills development, centres for abused women and children, housing and many other programmes. Visits are carried out with meticulous sensitivity to the locals and projects concerned.
- Facilitates volunteer outings, corporate social investment days, team

building exercises and special events (e.g. soccer days) using the above mentioned programmes combined with tourists / visitors. For example, Uthando facilitated a mini soccer world cup between a youth development organization and 500 people from a very large international insurance company from Australia. Not only did the 160 children have a wonderful day of sport, good food and entertainment, but the project also received a substantial donation.

- The Annual Benefit Concert showcases the tremendous talent that exists in the townships and find ways of creating mutually beneficial relationships. At this event projects exhibit their work thus demonstrating how tourism businesses can use them. For example Greenpop exhibited their tree planting programme and Abalimi Bezekhaya displayed their recipe books.
- There is also a concert with choirs singing, dancing and many other other talents being showcased so that tourism businesses can discover these projects for their corporate events, welcoming functions in Cape Town, etc.
- A group of visitors from the US made handmade dolls for the Nonceba Foundation, a centre for abused women and children in Khayelitsha. The dolls, which come with hand written note of love and support from a child in the USA, go into a pack which is given to children who come into the centre after having suffered abuse



V&A Waterfront

- An on-site social worker engages with and rehabilitates destitute people who visit the public spaces. The goal is to reunite them with their families.
- Various charities are supported through internal fundraising projects, contributions of clothes, food and blankets, and raising awareness of their work through social media campaigns.

Vineyard Hotel

- A fundraising programme called 'Kids of the Cape' was started in 2007 and is run by staff members. This initiative assists local children's community projects in the greater Cape Town area. It is a registered non-profit organisation (NPO) and a committee manages the activities of the fund, comprised of staff from the three participating hotels.
- The Vineyard requests that each customer pay a voluntary levy per bed night, which is added to the bill.
- Fundraising events are held such as the annual golf day charity event.
- Media attention is created around the annual golf day with celebrities in attendance.
- The Vineyard's conference centre raises funds for the [Street Smart](#) street children initiative.

- A 'Donate by SMS' facility is being piloted for conference delegates and restaurant patrons. Information is provided in delegates' conference packages regarding how they can donate.
- The fund incurs no expenses such as rent and salaries as these are absorbed by the Hotel and the two sister hotels in the group.
- The Hotel also provides meals as prizes for various child-related fundraising events.

Tools & Resources for Building Stronger Communities

Code of Conduct for Travellers www.capetown.travel

TCD Trust www.tcdtrust.org.za

Annual Tourism Industry Charity Event (TICE) facebook.com/pages/TICE

Responsible Volunteering www.ethicalvolunteering.org

Streetsmart www.streetsmartsa.org.za



Universal Access

Making sure that your pool of potential clients is as large as possible makes good business sense, right? Some of these prospective clients may, however, have specific needs that should be provided for in order to ensure they can experience your business with relative ease.

When businesses consider the matter of providing access, however, they often immediately think about people with physical disabilities, like people who use wheelchairs or other mobility assistance devices. This is certainly one category to consider, but the needs of people who may not hear very well or someone who cannot see well or at all should also be considered.

Sometimes businesses have the perception that providing access is a costly exercise and that they would have to do extensive remodelling to do this. Although providing full access to people with all types of disabilities may incur some costs and changes to infrastructure, it is important to remember that there are ways a business can be more accessible immediately.

For example, what about simply training staff to be sensitive to people with various types of disabilities? Imagine the difference a guide might make to the experience of a guest on a boat cruise who has a visual disability. Providing detailed descriptions of the coastline or a specific event (e.g. whales or dolphins swimming nearby) can make a considerable difference to that guest's experience. Or simply by making staff aware that if someone has difficulty hearing, they should make sure that the



Accessible bus transport



person is looking at them when they are speaking to him or her, and that they make a point of standing closer to that person so that they can be heard more easily. These and many similar measures are relatively easy to implement, require limited expense and improve the accessibility of a tourism business.

Also consider other kinds of needs that may be specific to certain clientele. For example, families may require facilities such as interleading rooms or access to a baby changing room. Ensuring that people with less expendable income can access a business is another consideration linked to social sustainability. For example, are discounted rates extended to seniors and students? Or perhaps there are off-season rates that will make it possible for people from different income brackets in society to visit local attractions or take part in various activities.

Below are a few (and in no way an exhaustive list) of the easier and less cost-intensive opportunities that you can implement right away.

Visitor information:

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- Provide accurate and detailed information about access and assistance available at your premises on websites and encourage prospective visitors to contact you to discuss their individual needs.
- Make sure your terminology is welcoming. Avoid phrases such as: the disabled, the blind, handicapped, invalid, afflicted with, crippled by or wheelchair bound. Instead say disabled, blind people, wheelchair user, a person with hearing loss or sign language user.

- Record guest information contained in room files on an MP3 player or CD so that guests can either read or listen to it, as applicable.
- Use large print for registration or visitor information.
- Have a magnifying glass handy.
- Make sure your designers are familiar with the internationally accepted Web Content Accessibility Guidelines (WCAG) when you upgrade your website or commission a new one www.w3.org/WAI.
- Prepare an access statement; a clear and honest description of the facilities and services you offer on your website and/or in print.
- Find out how accessible facilities, attractions and transport in your local area are so that you can provide information to your guests.
- Encourage guests to fill out booking forms to capture specific requests before they arrive.
- Provide information on key facilities and emergency procedures. Also ensure all staff are aware of guests that may need specific assistance in the event of emergency situations and evacuation. Keep a written record of their location on site.
- Ask visitors for their feedback on things you could improve.

Staff awareness

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- Train staff to be able to respond appropriately to guests' needs. For example, staff should be prepared to write down information for



visitors with hearing impairment, be ready to complete forms on behalf of guests, to fast track those who can't stand in long queues, and to direct visitors to seating to fill out registration forms.

Premises and facilities

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- Use blocks to raise the height of tables.
- Provide water bowls for guide dogs.
- Make chair and floor throws available for guide dogs.
- Use blocks to raise the height of beds.
- Install flashing doorbells on accessible rooms.
- Add pictogram signs to help guests who do not understand much English or who have learning disabilities or dyslexia.
- Display written signs in a large, clear typeface.
- Use contrasting colours for door frames, skirting boards, door handles, and steps.
- Use coloured towels in white bathrooms.
- Provide alarm clocks with flashing lights in bedrooms.
- Supply portable vibrating fire alarms for visitors who can't hear fire alarms
- Place safety markings on large areas, such as sliding glass doors.
- Ensure good lighting everywhere, especially eating areas and bathrooms.
- Provide a selection of chairs with and without armrests. At the very least, place one chair with armrests in accessible bedrooms and public areas.
- Be flexible with volume of background music.

Ease of access for all visitors should be a key consideration when you plan upgrades, renovations, buy new items or buy new premises. Plan ahead and consider larger changes that can help even more visitors experience your business. Longer term changes that will require more resources set aside include induction loops, sign language training for staff, ramps, level access throughout, accessible toilets, and lever taps on baths, showers and washbasins that are easy for all to use.

Use the stages in the visitor journey to help identify ways to improve access to your business – starting from when a visitor first decides to take a trip to when they return home and recollect their visit. Think about the actions you can take at each point to make access easier.

Soon you'll have an action plan that will make the whole visitor experience better, improve the quality of service you offer, and help your business to be one step ahead of the rest.





ACCESS IN ACTION

Cape Point

- The Funicular is fully wheelchair accessible.

City Sightseeing

- A hydraulic ramp makes getting on and off the bus easy for wheelchair users and secure locked in wheelchair allocations with safety belts make for a safe journey.
- Visually impaired visitors can experience the city through the 16-channel multi-language system through the use of headsets and ushers can assist visitors with getting on and off the bus.

CTICC

- The centre offers full wheelchair access, designated drop-off points and parking bays for people with disabilities, direct access escalators designed for the disabled, toilets for the physically challenged, and elevators with Braille inscriptions.
- The width of all external and internal doors has been designed to accommodate wheelchair access and lift buttons are placed to allow access by those in wheelchairs. Auditorium I is also equipped with designated seating sections for wheelchair occupants.

Hotel Verde

- Hotel Verde offers 2 rooms that accommodate and meet the international standards of [universally accessible design](#) to offer greater access to all guests.

Kirstenbosch

- A [route map](#) helps wheelchair users to identify the best routes to the various parts of the garden.
The Fragrance Garden is a sensory experience, full of fragrant flowers, aromatic leaves and interesting textures. This is one of the few places in the gardens where visitors are invited to touch the leaves. The plants are growing in raised beds within easy reach for touching, feeling and smelling. This garden also accommodates the sight-impaired visitor. The whole garden is surrounded by a guide rail and contains storyboards in large print and Braille.
The [Forest Braille Trail](#), a short, self-guided trail through indigenous gives unsighted people the chance to discover an indigenous forest, unassisted, and encourages everyone to explore the forest with all their senses. Blocks on a guide rope mark the stopping points where there are signs that describe the forest and the plants and animals, or explain how to find the benches and water fountain. All signs are in large print as well as Braille.



MyCiti Bus

- My CiTi Bus stations offer level boarding for all passengers, induction loops at ticket kiosks for the hearing impaired and tactile flooring and signage for visually impaired passengers. An extendable boarding ramp is provided by the smaller My CiTi busses serving residential areas and the central city routes.

Table Mountain Aerial Cableway

- A handy wheelchair map simplifies navigating around, and there is dedicated disabled parking and bathrooms.

Travel with Rene

- Two adapted vehicles can accommodate multiple wheelchairs users and/or walkers. Interchangeable seats allow various configurations. Our partner operators assist with activities, such as shark cage diving & beach access, and offer wheelchair accessible accommodation.

Victoria & Alfred Waterfront

- The V&A Waterfront shopping centres have easily accessible lifts and sliding doors as well as wheelchair-friendly toilets and a free wheelchair service.
- An extensive audit for visual, mobility and audio accessibility has been conducted.



Accessible bathroom, Hotel Verde



Tools & Resources for Improving Accessibility

- A considerable portion of the work of the [Western Cape Association for Persons with Disabilities](#) (WCAPD) consists of raising awareness of disability and working towards creating a society that recognises persons with disabilities as equal citizens. The WCAPD has a range of useful resources that can be used to improve your own understanding or for staff awareness:
 - > [Hints for using correct terminology](#)
 - > [Basic hints for interaction with a person with a physical disability](#)
 - > [Basic hints for interaction with a person experiencing hearing loss](#)
 - > [Basic hints for interaction with a person with a visual disability](#)
 - > Providing accessible [parking bays](#)
 - > [Employing people with disabilities](#)
- The City of Cape Town has developed a prototype [Universal Access in Tourism](#) website that facility managers can use to do a high level assessment of the accessibility of non-accommodation premises and further provide that information to visitors. The website is in a piloting stage and will be integrated into the Cape Town Tourism website in due course.
- Universal access for disabled persons is a compulsory requirement for grading of all types of tourism accommodation and meetings, exhibitions, and special events venues by the Tourism Grading Council of South Africa. Find out more about the minimum requirements for

visual, communication, and mobility and cognitive access under the [grading criteria](#) section of the Tourism Grading Council of South Africa website.

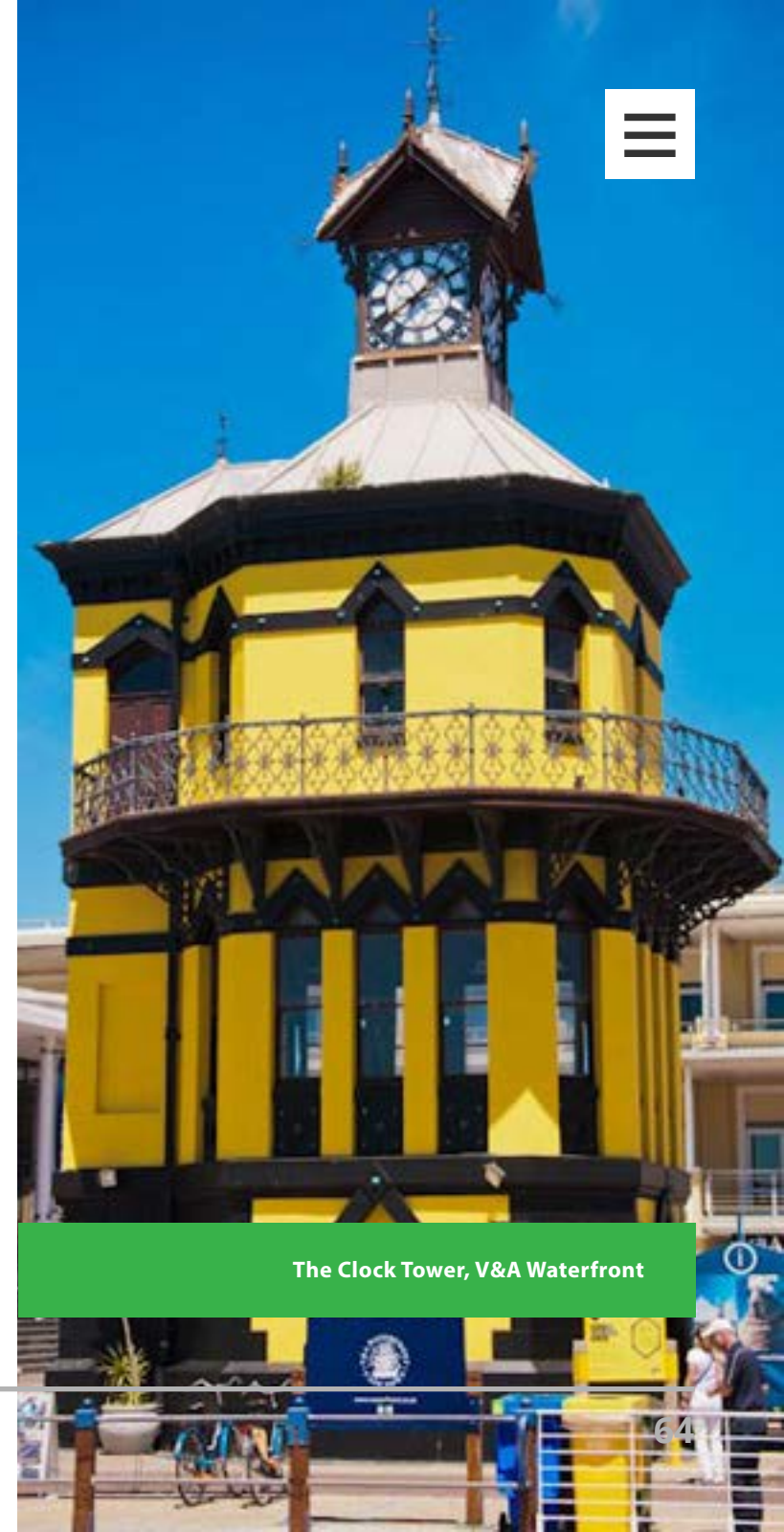
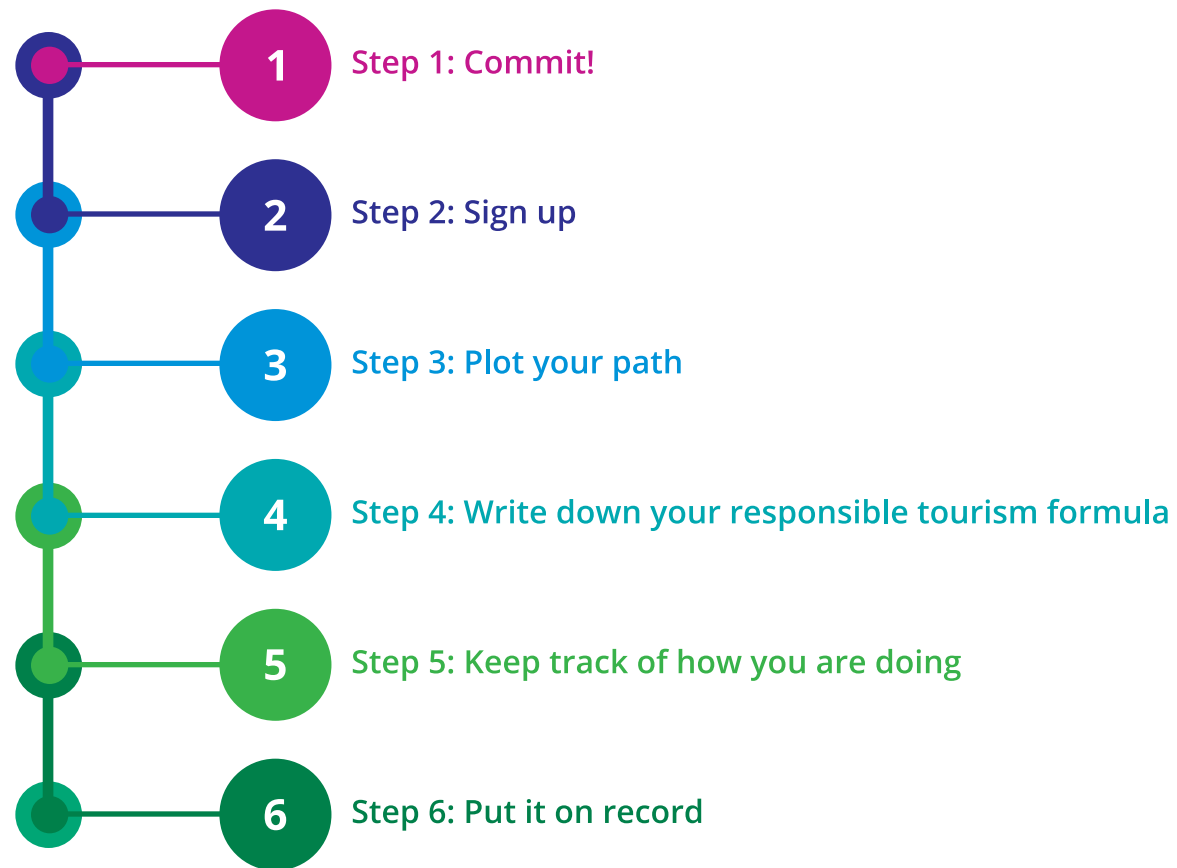
- South Africa does not currently have one central point where tourism businesses can find comprehensive guidance on creating better access. However, Visit England has put together a number of tools and [resources](#) to help tourism operators accommodate people with access needs. Although some of the legal requirements are specific to the United Kingdom, most of the tips and advice can be applied in South Africa.



Universal access signage, V&A Waterfront

WALKING YOUR OWN JOURNEY

Now that you have a better understanding of what is involved in being a responsible tourism business, you are ready to take the first steps.





Step 1: Commit!

Responsible tourism is essentially a new way of doing business as opposed to something your business just adds on to the conventional way of operating. And doing business differently will require the full commitment of your team – from shareholders through to line staff. Likewise, shifting your management strategies to incorporate the considerations outlined above needs to take place across the range of your business activities. It's a long-term commitment, but it's a commitment to being responsible (as opposed to irresponsible...), which makes sense for everyone, including your business.

Despite (mis)conceptions that responsible tourism means your focus on making profits falls away, this couldn't be further from the truth. Rather, a responsible approach to doing business recognises the realities of resource limitations and helps you to work creatively within these boundaries for the long-term success of your business and the conservation of the social/cultural and natural environments in which you operate.

Step 2 : Sign up

Tourism businesses that want to pledge publicly to using tourism as a force for good, can sign the Cape Town Responsible Tourism Charter. Signing the charter goes along with a commitment to uphold the principles

of responsible tourism and to work on the seven destination priorities in the day to day running of the business. In return, you are permitted to use a special emblem (badge) that indicates your promise to implement responsible tourism and to be showcased through the website and other mediums.

You will find it helpful to connect with others in the industry who are on the same journey. Ask your tourism association for information on its responsible tourism programmes for members. Also, subscribe to updates at www.responsiblecapetown.co.za, a destination-wide information hub and news source for responsible tourism in Cape Town.



The Big 6 commit to the Responsible Tourism Charter, 2012



Step 3: Plot your path

Once you've taken on the decision to pursue a business development strategy of responsible tourism, figure out how you are going to get there.

Consider the following in your approach:





Step 4: Write down your responsible tourism formula

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You've committed to responsible tourism and you have an overview of what you will focus on going forward, so now you need to formulate corresponding documentation so that your team's efforts can work in a coordinated manner to achieve them. This doesn't mean you need to generate a mountain of paper – ensure that whatever documented systems you put in place are appropriate to your scale and context in terms of their complexity. Simple policies of one page, for example, can be perfectly adequate for a small business while larger businesses will need more detail. Regardless of the scale, the purpose of documenting is to ensure clear and consistent communication and application of your responsible tourism commitments – something that cannot be underestimated in terms of maximising your impacts.

Start with your overarching policy, i.e. your broad commitment to responsible tourism. You may use the priority areas mentioned above for the framework of this policy, or perhaps you already use other responsible tourism standards or guidelines that can support you in this process.

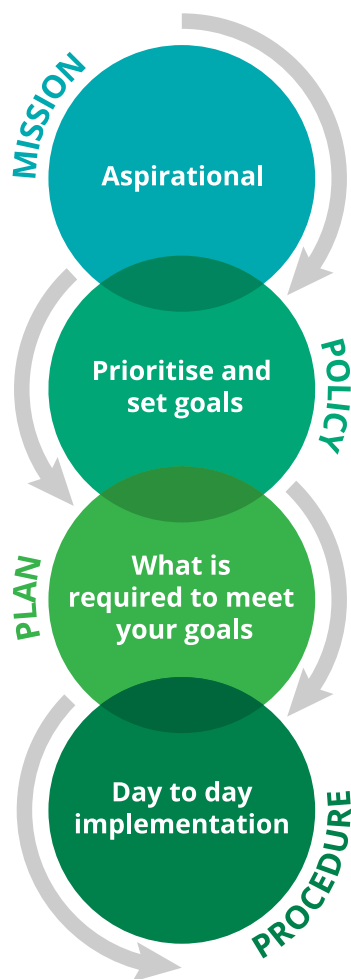
Remember that this policy should reflect an integrated approach to doing business responsibly. In other words, it should encompass how all of your management and operational systems will incorporate responsible tourism priorities. You can include your commitments related to suppliers, travellers, and the local community.

You may introduce this with a brief 'mission statement' that reflects your general aspirations in terms of responsible tourism, e.g. the type of business that you aspire to be, your beliefs and vision for sustainability, and why you wish to make changes to the way your business operates. Developing the statement/policy is an excellent exercise to take on as a team – get input from staff members regarding how they see the business and its potential to make a better future tourism destination.

Support your broad responsible tourism policy and mission statement with policies and procedures that will support the participation of every member of your team to achieve the business' goals. This will include your business' existing policies and procedures, some of which may need to be adapted to reflect responsible tourism principles. For example, you may have set procedures in place for procurement that refer to authorisation, ordering protocols, and selection criteria. These procedures will, however, need to incorporate considerations mentioned under "preferential procurement" so that all team members involved in making purchasing decisions start to bear these in mind when making future purchasing decisions.



See below for a simple flowchart of this process:



Step 5: Keep track of how you are doing

Now that you have a strategy in place, it's critical to monitor whether or not it is effective. If it is effective, it's a great motivator for your team to continue striving to be even better. And if it's not, it will alert you to where you'll need to adapt your plan and procedures in future.

Choose indicators

For each of the areas you are working on (e.g. the "responsible tourism in action" areas or similar categories you may have in place) you will need to figure out what indicators can be used to measure your impact. In some areas this will be easy; for example, water, electricity, and fuel consumption can be tracked from invoices. Your purchasing can also be tracked through your invoices but you may need to set up a system (e.g. a spreadsheet) that enables you to quantify how much you are purchasing in each category such as "local", "organic", "Fairtrade", and other priority areas you have assigned.

Account for business volume variation

A good thing to remember when it comes to tracking resource consumption, in particular, is to link it to your business volumes. For example, if you are running back-to-back conferences, it will make sense that you are using more water and electricity. You should, therefore, relate these to a business volume indicator (e.g. bed nights, covers, etc.) so that absolute increases or decreases are interpreted in context.



In addition to evaluating your progress in relation to business volumes, you may also want to compare it to the previous year's performance (or another baseline that you have established) so that you have a better understanding of how effective operational or technological changes have been.

Consistency

Irrespective of what indicators you choose, make sure that you measure and monitor consistently. This includes measuring in consistent units and over consistent time periods (e.g. monthly). It is also important that you are consistent in the evaluation of your impacts; this should be done at consistent intervals.

Step 6: Put it on record

Transparency is at the heart of the responsible tourism business approach and is fundamental to the credibility of any business making such claims. Clearly communicating your particular responsible tourism objectives and then collecting and sharing empirical evidence of success (or shortcoming) in achieving your targets avoids unsubstantiated claims of responsibility (sometimes referred to as "greenwashing"). Let your guests, staff, suppliers, shareholders and other stakeholders know about the actions you are taking and the difference it is making. Communicating your progress along the journey is explored in more detail in the [following section](#).

Some businesses may decide that they want to have their responsible tourism claims verified by a third party. Responsible tourism "certification" is available in South Africa and many businesses find it to be a valuable tool not only to support their marketing messages with the endorsement of an independent certification brand, but it also provides a regular and comprehensive check of your responsible tourism systems so that you stay at the top of your game.

The responsible tourism certification service provider that a business chooses is entirely a business decision and will depend on what you see as the value offered by each. A consideration for businesses may, for example, be whether the certification standards applied by each programme are aligned to [South Africa's Requirements for Responsible Tourism](#).

In South Africa, two tourism certification bodies use standards that are aligned to the South African and [global criteria](#) for sustainable tourism. Tourism businesses that are certified by [Fair Trade Tourism](#) (FTT) use the FTT label as a way of signifying their commitment to fair and responsible tourism. This includes fair wages and working conditions, fair purchasing and operations, equitable distribution of benefits as well as respect for human rights, culture, and the environment. The [Heritage Environment Rating Programme](#) provides an environmental management and rating system that assesses business practices in the following areas: procurement and economic impact, design and construction, biodiversity management, communications and marketing, resource management, social and community development and general issues.



It could be that you're not yet ready to undergo an external assessment, but are willing to let travellers see which responsible practices they can expect at your business. You may want to consider joining a directory such as [Eco-Atlas](#) that uses visual "eco choice" icons to show the environmental and social practices of a tourism operation. Remember that you'll have to provide some evidence of what you do to be able to use these icons.

You should also consider considering entering one of the of the many competitions that award those tourism businesses that use tourism as a force for good. Check the [Awards](#) section of the website for the criteria and closing dates of awards. It is a excellent way to benchmark yourself against other tourism business, and being a finalist or winner can be an excellent reward for the efforts of your team, not to mention the marketing value, which can also be significant. Again, you'll need to submit comprehensive information about your operations and how you're performing. Even if you do not win, you'll find that the process of putting together the information sharpens the focus and often generates ideas to fill the gaps in your actions.



Men's health awareness campaign, CitySightseeing



WALKING THE JOURNEY *IN ACTION*

- [Abang Africa](#), [African Agenda](#), [City Sightseeing](#), [CTICC](#), [Hotel Verde](#), [Two Oceans Aquarium](#), and [Vineyard Hotel](#) display their policies on the premises and/or websites.
- Ocean View House set about their responsible tourism programme in a systematic way, using the seven priorities for the destination to identify targets and matching actions. Key indicators, such as electricity usage, water usage, procurement, skills development and waste generated and recycled, are measured and reported on a quarterly basis.
- The V&A Waterfront established a sustainability committee, whose members successfully complete the Nedbank's Green Your Business e-learning programme. In 2013, the programme was opened to the rest of the company in order to create a greater commitment towards a more sustainable environment.
- Hotel Verde's Sustainability Committee meets on a monthly basis to discuss sustainability-related issues and goals as well as to brainstorm new ideas for creating awareness among staff and guests and minimising energy and resource use. Staff members are encouraged to put tips or suggestions in the suggestion box and sign up to be green monitors, planned to start in 2015.
- Avanti, the in-house staff drive, provides training and team building with an environmental and social focus. Avanti, which means moving forward in Italian, is a fun and interactive way to communicate environmental concepts to staff. Staff members attend general meetings to learn about where the hotel is at in terms of its targets and how each staff member can do their part. The focus shifts every three months between energy, water and waste. It includes interdepartmental competitions, specific training for different departments and an interactive wall in the staff area where they can read about green tips.
- The Building Management System (BMS) at Hotel Verde is used to monitor resource use and continuously optimise efficiency. The BMS analyses trends and also autonomously reports malfunctions or equipment that is not running efficiently.
- Information about performance against quarterly targets is posted on the interactive wall in the staff area.
- A core component of the CTICC's environmental and social sustainability commitment is Nurture Our World (NOW). This started in 2009 as a sustainability initiative and has since evolved into a

fully-fledged sustainability forum that serves as a practical extension of the centre's ongoing commitment to sustainability. In addition to informing and guiding the CTICC's sustainability efforts, the NOW team designs, implements and oversees a variety of sustainability interventions and programmes. These are aimed at enhancing the centre's positive environmental and social impact, extending its influence and creating opportunities for staff, suppliers, clients and visitors to become actively involved in facilitating sustainability and, hopefully, undertake their own sustainability journeys.

- The CTICC reports its economic, environmental and social impact using the [Global Reporting Initiative](#) (GRI) framework for its [annual reports](#).
- In 2013, the CTICC received global recognition, when it was announced the winner of the prestigious [UFI 2013 Sustainable Development Award](#). UFI is the association of the world's leading tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and is comprised of over 600 member organisations in 85 countries around the world. CTICC beat many other hopefuls to clinch the title of "Best Reporting on Sustainability" for its sustainability report.



The "uncorked" recycling story, Vineyard Hotel

COMMUNICATING YOUR RESPONSIBLE TOURISM JOURNEY

Now that you have a better idea of what responsible tourism practices you already have in place, you have a plan for implementing additional things both now and in the future, and you're tracking your progress... You should start telling people about it!



Locally sourced art, Hotel Verde



Let's be honest – taking a holiday is often a long awaited and keenly anticipated activity for most travellers and is ultimately something done for their own benefit and pleasure.

As such, the number of travellers who seek responsible tourism products and experiences exclusively is relatively small. Although giving back to the destination through volunteering, for example, might please a handful, in the main their motivations are not altruistic. The average tourist simply wants to have a superb time, build excellent memories and be able to tell their friends and family enthralling stories. Price, location, quality, and availability still come first for most people when choosing one product over another.

However, once they have their 'short list', responsible tourism definitely factors in for an ever-increasing number of travellers." Not only would they not want to be 'irresponsible tourists', but most of them expect tourism businesses to do the right thing. So you need to find a balance between these when it comes to your marketing. Omitting your responsible tourism activities completely is inaccurate and does not inform the traveller how you are benefiting the area, whereas putting exclusive emphasis on your responsible tourism actions doesn't make business sense (unless your market is the responsible tourism-only type of consumer).

The *Keep it Real Toolkit* produced by Dr Xavier Font of Leeds Metropolitan University has a handy set of questions to think about when knitting responsible tourism messages into all your marketing activities. The key message is to use the terms 'responsible tourism' and 'sustainability' sparsely and judiciously when talking to customers. As a business

practicing responsible tourism management, your customers should be able to notice a difference between the quality of your product and that of a non-responsible tourism competitor. Unlike other ethical products such as coffee or cosmetics, which can be indistinguishable in taste, colour, texture, etc. when used, tourism experiences will 'taste' different when they are responsible. It is this difference and the amazing experience you offer that will win over the traveller, not the details of your responsible tourism practices.

The [Keep it Real Toolkit](#) includes case studies of tourism businesses in South Africa and various helpful videos are provided in the [tools](#) section below. The summary on the following page is a very brief [overview](#) of the six questions in the Toolkit. Watch the overview and the click through on each question to watch the related video. Also watch the videos of the WTM Responsible Tourism Marketing seminars to hear the views of representatives of the largest tour operators and travel agents, such as KUONI, TUI, and ABTA in our source markets.



Local artists beautify a wall, Langa



WHO DO I TELL?

Understand your target market, what makes them tick and what they want from their travels. Head over to the [document library](#) on the website for insights. On the Dutch, Swiss, British and other key source markets

Keep it relevant: Convey the superior quality and benefits of your product to your customers in relation to what they want in your communications.

WHY DO I TELL?

Be clear what response you want through communication about what you do:

- To make customers feel good
- To raise awareness or change behaviour
- To offer something extra
- To get customers

Match what you do with what the purpose of your message.

WHAT DO I TELL?

Tell stories about the features of your business, e.g. locally sourced food, handmade décor items, homegrown garnishing, that make your experience better.

Remember what's in it for me: Don't tell them overtly about your responsible tourism practices, rather tell them how your product is more fun, provides better service, is an experience they cannot get elsewhere, help them to do something good, as a result of your responsible business practices.

Share your achievements, e.g. awards and certification - it helps them know they're choosing top class.

WHERE DO I TELL?

Weave the stories through all the channels you use:

- Website
- Social media
- Brochures
- Newsletters
- Emails
- On-site
- Press releases
- Trade show stands and meetings

Be consistent and persistent.

WHEN DO I TELL?

Knit it through the fabric of your business, and use every point of the visitor journey:

1. Pre booking
2. Between booking and arrival
3. At arrivals
4. During the experience (stay or tour)
5. After the visit or stay

Make sure your actions and those of your staff match your words and promise.

HOW DO I TELL?

Keep it subtle yet powerful – forget the 's' word.

Be persuasive by using compelling language.

Be reliable by providing accurate information on your website and other marketing channels.

Be smart by ensuring your website is user friendly.

Be engaging by using social media to converse with your customers.

Keep it simple - don't make it a crash course in sustainability and saving the world.



What To Tell

Tap into the growing demand for tourism experiences that allow tourists to become active participants (instead of merely sightseeing) by highlighting experiences that are interactive and authentic. Show how rewarding responsible tourism experiences can be by telling stories of past experiences and using photos. Reflect pricing that is appropriate to your segment and in-line with your competition (i.e. lower cost for backpacking, higher cost for luxury). The value for money proposition still holds, and most people will NOT pay more for a responsible tourism experience, even though they will choose responsible tourism over non-RT responsible tourism if their other selection criteria are met.

Responsible tourism experiences are generally viewed as more rewarding and more memorable, so try to show this through examples, photos and anecdotes - don't just say it's so. Use certifications and awards to substantiate responsible tourism messages – they are proof of the credibility and quality of the responsible tourism offering.

When you are referring to Cape Town's tourism offerings in your communications, paint a picture of the city that reveals the diversity of the experiences on offer. If you include information about the city's nature, culture and heritage, urban ambience and adventure activities, as well as business travel services and educational institutions, you can create an image of Cape Town as an all-in-one destination. This also differentiates Cape Town from other destinations.

When you are referring to Cape Town in your communications, you want to show that the city has embraced responsible tourism. You can do this by mentioning that Cape Town has adopted the Responsible Tourism Charter. You can also list the city's initiatives promoting responsible tourism. Finally, Cape Town is recognised internationally as a leader in practicing responsible tourism and to give credibility to this claim you can state how Cape Town is the place where the Cape Town Declaration, the defining statement of responsible tourism, was issued in 2002. Saying that in 2009 Cape Town was the first city ever to win the 'Best Destination' category of the Responsible Tourism Awards will further strengthen the image of Cape Town as a responsible tourism destination.

How To Communicate

Using photos:

- The use of images should suggest active participation by travellers.
- Try to incorporate people in the photos, give a human dimension. Show connection between people.
- Convey a sense of place, and make it local. Use local people and local language, for example in signage, on menus or magazine covers in the shot



- Also include local flowers, birds and plants, etc. Proteas, fynbos, sugarbirds and African penguins are good choices where appropriate.
- If you are including vast landscapes, consider including people in the foreground. It is more powerful if someone is enjoying the landscape.
- Don't overdo it - Keep the responsible tourism dimensions in balance. Include images that showcase your guesthouse, tour operation, meeting facility, restaurant, etc., first and foremost.
- Ask your guests for their photos and label them as such when you use them. This shows that your guests want to tell their stories about your product, which is a powerful tool. Don't forget to have permission in writing (an email is generally fine). Or ask them to post directly on your social media and online feedback forums.

Using social media:

- Post and share copies of [Cape Town's Tips for Responsible Travellers](#) (published by Cape Town Tourism) to encourage travellers to be responsible guests in our city. Have copies in guest rooms, post on the wall, carry in vehicles and put on your website. Include these in information you send to guests prior to their arrival.
- Frame and hang your copy of the signed RT Charter.
- Use the RT supporter logo in your marketing and communications (download on www.responsiblecapetown.co.za)

Tools & Resources:

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[Keep it Real Marketing Toolkit](#) (Fair Trade Tourism)

WTM 2014 [How can you use Responsible Tourism to drive sales](#) - Ilana Rappaport (ABTA), Justin Francis (ResponsibleTravel.com), Rachel O'Reilly (Kuoni Travel UK) Jeremy Smith, (WTM Responsible Tourism blog)

WTM 2013 [Communicating Responsible Tourism: Securing Market Advantage](#) - Jo Hendrickx (formerly Baddeley (Thomas Cook UK & Ireland), Xavier Font (Respondeco & ICRETH), Sarah Holloway, Gail Ward (Responsible Photography Holidays)

WTM 2011 [Securing the commercial advantage from responsible tourism through marketing](#) - Rachel McCaffery (Virgin Holidays), Xavier Font (on the business and meetings industry), Justin Francis (responsibletravel.com), Christian Cull (TUI UK & Ireland)

As the 2009 winners of the 'Best Destination' category of the *Virgin Holidays Responsible Tourism Awards*, Cape Town has been recognised internationally by the tourism sector as a destination that is a leader in adopting and practicing responsible tourism. Cape Town also enjoys the linkage of its name with what has become widely accepted as the defining statement of responsible tourism, the Cape Town Declaration.

However, these facts do not imply that Cape Town has implemented everything possible to be a truly responsible destination in practice, or that key stakeholders have appropriate levels of awareness and understanding of responsible tourism.

The City of Cape Town and its partners in the tourism industry have recognized the role of responsible tourism in achieving the triple bottom line outcomes of sustainable development, namely economic growth, environmental integrity and social justice. The distinguishing characteristic of the approach is the focus on the responsibility of role-players in the tourism sector, and destinations in general, to take action to achieve sustainable tourism development.

This Responsible Tourism in Cape Town How-to Guide shares information on how the tourism industry can take action to make our city and its tourism facilities, services and products more responsible, while also helping to ensure that our tourism sector keeps pace with international trends in responsible business practice.

