



**tourism**

Department:  
Tourism  
**REPUBLIC OF SOUTH AFRICA**

# **SANS 1162 PRESENTATION**

**TAE PARTNERSHIP  
TOURISM PLENARY MEETING**

**18 OCTOBER 2013**



# Presentation Outline

1. Purpose
2. Background
3. Demand for RT
4. National Minimum Standard for Responsible Tourism (SANS 1162:2011)
5. Support Tools for SANS 1162
6. Conclusion

# Purpose

The purpose of this presentation is to:

- Share progress achieved in the development of National Minimum Standard for Responsible Tourism (SANS 1162);
- Provide and update on the implementation of SANS 1162; and
- Solicit inputs on implementation process of SANS 1162.

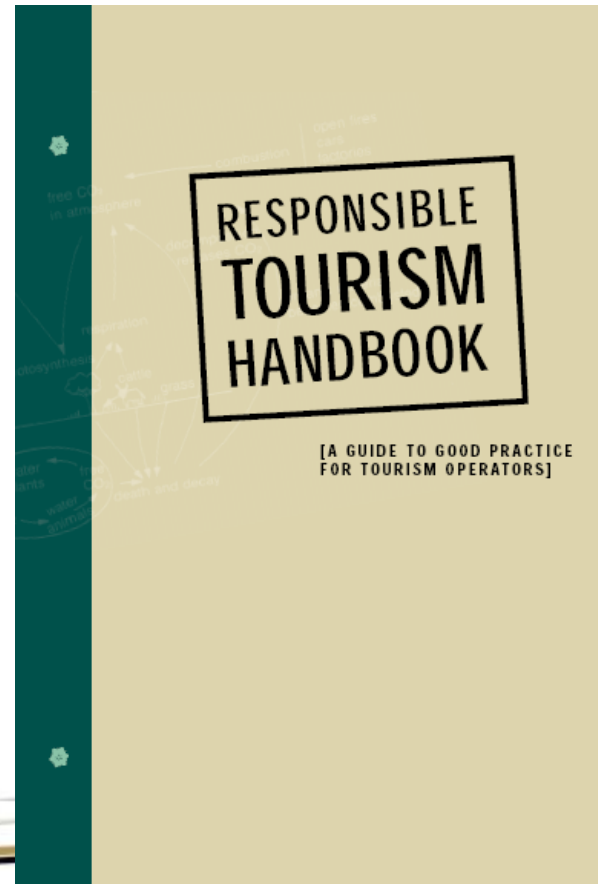
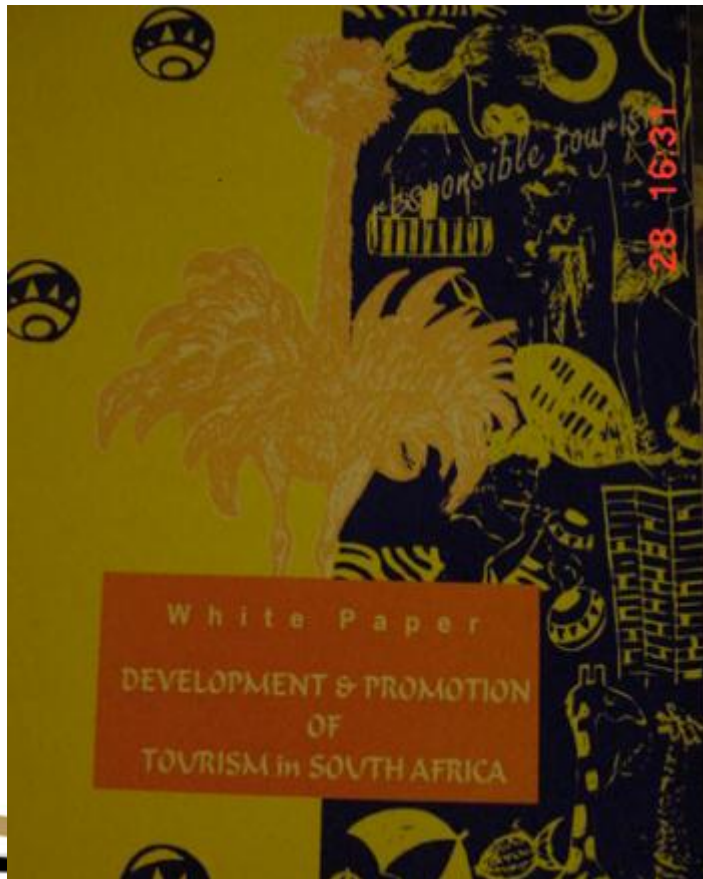


**The natural environment and biodiversity represent a strategic competitive advantages of SA as a destination**





Our journey began in 1996, and took a leap forward in 2002.



In 2002, SA hosted the 1<sup>st</sup> International Conference on Responsible Tourism in Destinations, leading to the **“Cape Town Declaration”**



**Imvelo Awards**  
*for responsible tourism*



FEDHASA launched the Imvelo Awards,

and the 1st certification programmes started up.

# Demand for responsible tourism

- Today's consumer is increasingly **“sustainability savvy”**
- Several travel trends reports suggest that sustainable tourism will become increasingly important to consumers in the future. Kuoni's global survey in 2011 showed that **consumers from 12 markets featured sustainability and eco-tourism among the top five future travel trends**
- **71% of TripAdvisor consumers** are interested in choosing a sustainable offer (GPST 2013)

# Consumer segmentation study:

## Sweden:

- ranks **amongst the top 20 outbound markets and long-haul markets** in the world. Nearly  $\frac{3}{4}$  of the Swedish population go on vacation every year with 18% of their trips to development countries (Swedish Chamber of Commerce, 2011)
- **Sustainable tourism will be the most important travel trend for Swedish travellers in the next 10 years.** (Kuoni Holiday Report 2011)
- Swedish travellers are found to be primarily interested in **advancement of fair working conditions, the conservation of natural habitats and environmentally and socially responsible development** at the destination (TUI, 2011)

## Netherlands

- **7.2 million Dutch people** over the age of 18 think it is important that sustainability is part of their holidays. (NBTC-NIPO 2010)

## Germany

- **48.7% of Germans buy fair trade products** (Forum Fairer Handel, 2013)
- **40% of the German population ask for environment-friendly holidays** (FUR, 2013)

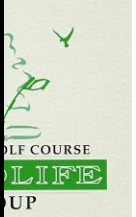


<b>Programme</b>	<b>2013 Deliverables</b>
<b>National Minimum Standard for Responsible Tourism (SANS 1162 NMSRT)</b>	1. SANS 1162 implementation Report
<b>Community Participation and Universal Access</b>	1. Report on UA compliance with UA City Destination Framework in one pilot City 2. Report on state of UAT in Provincial Parks
<b>Tourism Greening and Climate Change</b>	1. Implementation of phase two of the CC Action Plan. Focus on implementation of Voluntary Accord and Energy Efficiency initiative.
<b>Imvelo Awards for Responsible Tourism</b>	1. Support the preparation and Judging of the 2013 Imvelo Awards for Responsible Tourism in partnership with FEDHASA.

# ...Context – proliferation of tourism sustainability labels globally with widely divergent assessment criteria



DENGRØNNENØGLE



Krajina roku  
**Šumava**  
1999-2000



THE HALLMARK OF ENVIRONMENTALLY SENSITIVE HOTELS



# The need for SANS 1162

- ❑ 1996 Tourism identifies **responsible tourism as key to all tourism activities** and
- ❑ **National Responsible Tourism Guidelines** published in 2002; **BUT**

## **Various weaknesses in current set-up:**

- ❑ **Problem statement:** There were 6 tourism sustainability certification programmes in SA, several being developed:
  - **different sets of criteria for certification**
  - **some well-aligned to the 2002 RT Guidelines; others certifying on only one or two of the three main elements of responsible tourism**
  - **tourism businesses and consumers find it difficult to evaluate the credibility of certification schemes.**

# SANS 1162 increases credibility and improves consumer confidence

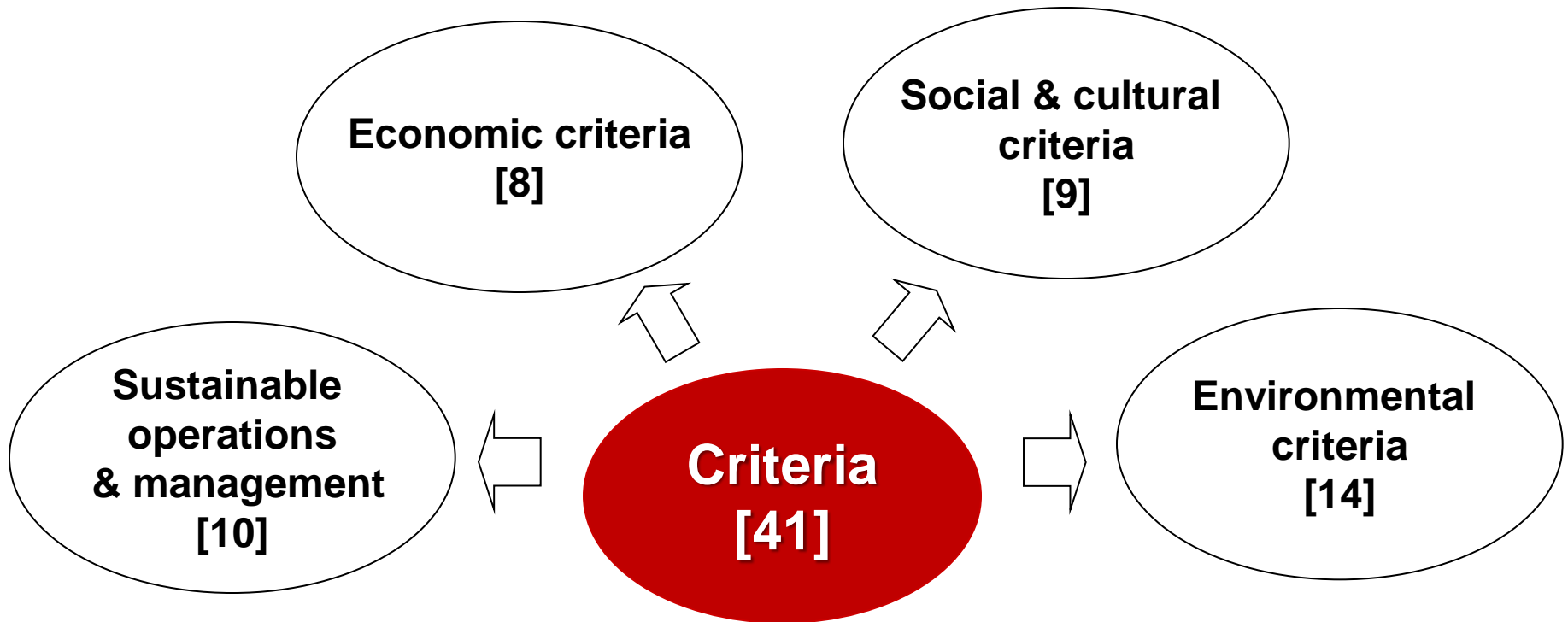
The SANS 1162 was created to:

- establish a **common understanding of responsible tourism**.
- **harmonise** the different sets of criteria that were used;
- be the **baseline standard** that any tourism business should aspire to reach;

SANAS accreditation system will award a **mark of accreditation to tourism certification agencies that are competent** to offer sustainability certification schemes to tourism businesses.

SANS 1162 published as South African National Standard by SABS on 31 March 2011

# SANS 1162 Criteria



- Based on the National Responsible Tourism Guidelines (2002), Global Sustainable Tourism Criteria (GSTC), amongst others

- Reflects South African context and priorities



# Accreditation

third-party attestation that a tourism certification agency is competent to perform sustainability certification and has documented certification systems/processes in place



# Accessing SANS 1162

## Buying Standards

- Contact the Sales Office for South African and international standards, which are available in both electronic and hardcopy format.

Tel: +27 (0) 12 428 6883 Fax: +27 (0) 12 428 6928

E-mail: [sales@sabs.co.za](mailto:sales@sabs.co.za)

- South African National Standards are also available online from the SABS website:

<http://www.sabs.co.za>



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# Support tools for SANS 1162

- SEDA conformity assessment incentive
- TEP incentives
- SANS 1162 on-line self-assessment tool (<https://tkp.tourism.gov.za>)
- SANS 1162 interpretation guide – common understanding and implementation
- SANS 1162 brochure – being finalised



# How can we use the SANS 1162

- Design and implement a wide range of programmes and incentives to encourage responsible tourism development;
- Refer to SANS 1162 when designing policies and policy instruments;
- Investors and development finance institutions can make use of SANS 1162 when planning hotels, resorts and other projects;
- Owners and managers of tourism businesses can refer to SANS 1162 as a blueprint for improved competitiveness;
- Communities with a stake in tourism can look to SANS1162 as a benchmark of what to expect from business; and
- Responsible Tourism certification programmes should also look to SANS 1162 for inspiration in refining and implementing their systems.



# CONCLUSION

- Support tools have been developed for the implementation of SANS 1162.
- NDT is considering additional incentives to support the implementation of SANS 1162 going forward.
- Tourism role-players are encouraged to refer to SANS 1162 in preparation for certification or just to measure the organization's progress towards achieving Responsible Tourism.



**Thank You!**  
**Siyabonga!**

**Consuming today, with  
tomorrow's visitor in mind!**

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# What is Responsible Tourism?

Responsible Tourism is defined as a tourism management strategy in which the **tourism sector** and **tourists** take responsibility to protect and conserve the natural environment, respect and conserve local cultures and ways of life, and contribute to stronger local economies and a better quality of life for local people.

(Source: Responsible Tourism Requirements - SANS 1162:2011).