RESPONSIBLE TOURISM ACROSS AFRICA

Africa is the world's most diverse continent. It is highly biodiverse with the largest number of megafauna species and contains many deeply distinct populations and language families spread across the continent. With 54 recognised states and four dependent territories any summary of Responsible Tourism across Africa is a challenge. The ICRT.global has placed a database of those recognised in the Responsible Tourism Awards since 2004 and this will be updated each year. In 1987 the Swiss academic Jost Krippendorf published The Holiday Makers which pointed to the importance of the ethic of responsibility and applying Maslow's hierarchy of needs to tourism. He foresaw the "birth of a new travel culture," one in which tourists seek: "the satisfaction of social needs: contact with other people and self-realization through creative activities, knowledge and exploration". The growth of the experience economy he foresaw has played a significant role in reshaping tourism, providing fertile ground for the growth of Responsible Tourism.

WTM Africa Responsible Tourism Adviser

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About the author

Professor Emeritus Harold Goodwin is the founder of the International Centre for Responsible Tourism Global. Harold has a background of years of research on Tourism, Conservation and Sustainable Development and the development and delivery of an MSc in Tourism and Conservation. In 2002 he co-chaired the Cape Town Conference on Responsible Tourism in Destinations and drafted the conference declaration, the 2002 Cape Town Declaration on Responsible Tourism, the founding document of the Responsible Tourism Movement, MScs in Responsible Tourism followed, in 2004. The World Responsible Tourism Awards were launched and they continue to be chaired by Harold.

Harold Goodwin, co-chaired the Cape Town Conference on Responsible Tourism in Destinations and drafted the Cape Town Declaration and has chaired the Responsible Tourism Awards around the world since 2004. In 2004 Harold founded the ICRT.global. To avoid burdening this document with a plethora of references there is an electronic copy with live links at vol

origins

of responsible tourism

The first reference to Responsible Tourism in a national tourism policy was in South Africa's post-apartheid 1996 White Paper on "The Development and Promotion of Tourism in South Africa." Responsible Tourism was defined as "tourism that promotes responsibility to the environment through its sustainable use; responsibility to involve local communities in the tourism industry; responsibility for the safety and security of visitors and responsible government, employees, employers, unions and local communities." The White Paper recognised that tourism development in South Africa had largely been a missed opportunity, had "its history been different, South Africa would probably have been one of the most visited places in the world." The paper identified a range of reasons for the failure to develop the industry, amongst which were a "myopic private sector", "limited integration of local communities and previously neglected groups into tourism". The White Paper recognised that the "... tourism industry, perhaps more than any sector, provides a number of unique opportunities for involving previously neglected groups ..." However, for many "tourism is what whites do when they go to Kruger Park or the beach in Durban", and certainly not within the reach of the

previously neglected." A challenge compounded by "suspicion and mistrust - most protected areas were proclaimed without consultation with, or the approval of, affected rural communities. Communities bore the cost of reduced access to natural and cultural resources but did not perceive or receive any direct benefits."

The 1996 White Paper argued that tourism represented a significant opportunity for South Africa and identified "eighteen good reasons why" not least because it is labour-intensive, "brings development to rural areas" and through the multiplier "provides enormous potential to create linkages and dynamise other sectors of the economy."

"Responsible Tourism" emerged as the most appropriate concept for the development of tourism in South Africa." "Responsible tourism implies a proactive approach by tourism industry partners to develop, market and manage the tourism industry in a responsible manner, so as to create a competitive advantage.

- Responsible tourism implies tourism industry responsibility to the environment through the promotion of balanced and sustainable tourism and focus on the development of environmentally based tourism activities (e.g. game-viewing and diving).
- Responsible tourism means responsibility of government and business to involve the local communities that are in close proximity to the tourism plant and attractions through the development of meaningful economic linkages (e.g. the supply of agricultural produce to the lodges, out-sourcing of laundry, etc.).
- It implies the responsibility to respect, invest in and develop local cultures and protect them from over-commercialisation and over-exploitation.
- It also implies the responsibility of local communities to become actively involved in the tourism industry, to practice sustainable development and to ensure the safety and security of the visitors.
- Responsibility to visitors through ensuring their safety, security and health is another consequence of responsible tourism.

- Responsible tourism also implies the responsibility of both employers and employees in the tourism industry both to each other as well as to the customer.
- Responsible trade union practices and responsible employment practices will be the hallmarks of the new tourism in South Africa.
- Responsible tourism also implies responsible government as well as responsibility on the part of the tourists themselves to observe the norms and practices of South Africa, particularly with respect to the environment and culture of the country."

The White Paper argued that Responsible Tourism "emerged as most appropriate" approach because, amongst other reasons:

- "It recognises the responsibility of the government and private sector to involve the previously neglected in the tourism industry
- Responsible tourism is 'on trend' with the demands of the international marketplace - today, enlightened travelers want to know that their activities do not destroy the environment, but rather, help to conserve the environment and sustain local communities
- Responsible tourism offers South Africa the opportunity to be a leader in the 'new tourism'; it has a chance to define global best practice in responsible tourism and set the standard for the rest of the world to follow, rather than follow the initiatives that others have developed"

The White Paper concluded from its process of consultation that, "responsible tourism is not a luxury for South Africa. It is an absolute necessity if South Africa has to emerge as a successful international competitor." The White Paper recognised that: "The key challenge is to develop the commitment to responsible tourism on the part of all stakeholders and most importantly, implement it." Amongst the key guiding principles identified was: "tourism will be used as a development tool for the empowerment of previously neglected communities and should particularly focus on the empowerment of women in such communities."

guidelines of the Department of Environmental Affairs and Tourism

Meanwhile in the UK, Voluntary Service Overseas, 1998-2000, surveyed its volunteers about the issues facing the village communities they worked with, tourism came out top and they launched a campaign for ethical tourism. However, research with the Association of Independent Tour Operators, predominantly outbound businesses, revealed that the term "ethical" was too broad. The Association settled on the term responsible where a member could say why they chose a particular issue, explain how they had tackled it, and report the impact of their efforts. This approach informed the Responsible Tourism Awards launched in 2004, in which, as we shall see, African businesses and destinations have done particularly well.

In 2001 the Department of Environmental Affairs and Tourism (DEAT) undertook a consultation process to develop Responsible Tourism guidelines for South Africa. DEAT's National Responsible Tourism Development Guidelines for South Africa were published in March 2002 and remain the most comprehensive Responsible Tourism guidelines published anywhere to date. The Guidelines remain on the National Department of Tourism website.

1 GUIDING PRINCIPLES FOR ENVIRONMENTAL RESPONSIBILITY ENVIRONMENTAL OBJECTIVES AND INDICATORS

- Assess economic impacts as a pre-requisite to developing tourism
- Maximising local economic benefits – increasing linkages and reducing leakages
- Ensure communities are involved in and benefit from tourism
- Marketing & Product Development
- Equitable Business

2 GUIDING PRINCIPLES FOR ENVIRONMENTAL RESPONSIBILITY ENVIRONMENTAL OBJECTIVES AND INDICATORS

- Involve the local community in planning and decision-making
- Assess social impacts as a prerequisite to developing tourism
- Maintain and encourage social and cultural diversity
- Be sensitive to the host culture

3 GUIDING PRINCIPLES FOR ENVIRONMENTAL RESPONSIBILITY ENVIRONMENTAL OBJECTIVES AND INDICATORS

- 3.Assess environmental impacts as a prerequisite to developing tourism
- Use local resources sustainably, avoid waste and over-consumption
- Maintain and encourage natural diversity

cape town

conference on Responsible Tourism in Destinations

The Conference was organised by the Responsible Tourism Partnership and Western Cape Tourism as an official side event preceding the World Summit on Sustainable Development in Johannesburg in 2002 and attended by 280 delegates from 20 countries. It grew out of the South African work on Responsible Tourism Guidelines and involved delegates field-testing the South African Guidelines on sites, in and around the city

Cape Town declaration on Responsible Tourism in Destinations

Recognising that Responsible Tourism takes many forms, that different destinations and stakeholders will have different priorities, and that local policies and guidelines will need to be developed through multi-stakeholder processes to develop responsible tourism in destinations.Having the following characteristics, Responsible Tourism:

- 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, to the maintenance of the world's diversity;
- Provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues;
- Provides access for physically challenged people;
- Is culturally sensitive, engenders respect between tourists and hosts, builds local pride and confidence.

We call upon countries, multilateral agencies, destinations and enterprises to develop similar practical guidelines and to encourage planning authorities, tourism businesses, tourists and local communities - to take responsibility for achieving sustainable tourism, and to create better places for people to live in and for people to visit. The Conference was co-chaired by Mike Fabricius, Western Cape Tourism & Harold Goodwin, Responsible Tourism Partnership.

The Cape Town Declaration became the founding document of the Responsible Tourism Movement and has been influential across, and far beyond, Africa the Declaration contains guiding principles on economic, social and environmental responsibility which drew heavily on the DEAT guidelines and the delegates' field visits during the conference. Cape Town was recognised as the Best Destination in the 2009 Virgin Holidays sponsored Responsible Tourism Awards at WTM London. In 2015 the City of Cape Town published a How-To Guide.

"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."

the awards

African Responsible Tourism Awards

Since 2004, 217 businesses and destinations across Africa have been recognised in the African Responsible Tourism Awards. The ICRT.global which now runs the awards programme across six regions has constructed and placed online a searchable database of all those recognised since 2004. Since 2015 the African regional awards have presented at WTM Africa. The origin of Responsible Tourism in South Africa may in large part explain the national distribution.

The ICRT global would welcome any assistance that can be given in securing more entries from underrepresented regions and countries.

COUNTRY	RECOGNISED	OVERALL / GLOBAL WINNER / JUDGES AWARD
South Africa	94	8
Kenya	23	2
Mozambique	10	
Namibia	10	
Tanzania	10	
Botswana	9	1
The Gambia	8	
Uganda	7	
Eswatini & Swaziland	4	
Madagascar	4	
Morocco	4	
Zambia	4	1
Zimbabwe	4	
Mauritius	3	
Egypt	3	
São Tomé and Príncipe	3	
Zanzibar	3	
Malawi	2	1
Seychelles	2	
Ethiopia	1	
Ghana	1	
Lesotho	1	
Nigeria	1	
Rwanda	1	

influence beyond Africa

In 2007, in the wake of the Cape Town Conference, the resulting Responsible Tourism Declaration and the first few years of the Responsible Tourism Awards the Responsible Tourism Partnership was invited to take the 2nd International Conference on Responsible Tourism in Destinations, (RTD2), to Kerala. It took place in Kochi, Kerala in March 2008. The conference was co-chaired by Dr Harold Goodwin of the ICRT and Dr Venu V, Secretary of Tourism, Kerala.

RTD2 was attended by 503 delegates from 29 countries. Delegates came with a "wide range of experiences from different environments, cultures and tourism contexts and ... shared and discussed our different experiences and approaches over four days." RTD2 provided a remarkable opportunity for an exchange of experience in Responsible Tourism, success and failure between experienced practitioners. A great deal of practical knowledge shared South-South and between those from the developed. and less developed countries. The Kerala Declaration on Responsible Tourism in Destinations concluded with recommendations for action. The Kerala Tourism Department, led by Dr Venu then funded four experiments in developing a Responsible Tourism approach in four villages. In only one was Responsible Tourism judged a success. With the support of the Kerala Tourism Department, panchayat, village council leaders and businesses led in Kumarakom by Jose Dominic of Coconut Lagoon, Rupesh Kumar, a village activist, successfully applied the principles of Responsible Tourism. The Minister of Tourism asked that we evidence the success of the approach which led to a village census and then the strategy was rolled out across the state with considerable success, supported by successive ministers and Indian Administrative Service (IAS).

Rupesh was inspired by two approaches discussed at the conference in 2008 which he adapted and honed to use in Kerala, these processes and products are the heart of the success of Responsible Tourism in Kerala and demonstrate the power and value of South-South Exchange.

Village Life Experiences (VLEs) owe something to the South African experience with Township Tours. VLEs are half-day excursions by, or on foot to visit five or six households which earn from visit. Village Life Experiences, guarantee the participation of a large group of villagers and provides opportunity to interact with them. The guest is welcomed to the tour by a tender coconut drink, a typical welcome drink in a Kerala village. Sales of VLEs are commissionable to hotels, resorts and tour operators.

Rupesh was also inspired by Adama Bah's Gambia is Good initiative which, by bringing together subsistence farmers into co-operatives and supporting their efforts with seed and training is able to scale up production to deliver cash crops to hotels, resorts and restaurants. South-South exchange can accelerate progress.

a global movement

Responsible Tourism has grown into a global movement, a network which recognises our natural and cultural diversity and seeks to enhance and celebrate it. The International Centre for Responsible Tourism (ICRT global) now runs the Responsible Tourism Awards in six regions and the Global Awards into which all the Gold Winners re automatically entered. The Africa Responsible Tourism Awards have been presented at WTM Africa since 2015.

We run the awards to identify, recognise and share proven examples of good practice recognising the importance of building on the work of others. In 1675 Sir Isaac Newton wrote: "If I see further, it is by standing on the shoulders of giants".

The giants of Responsible Tourism are those people who are practicing it, in every corner of the world. We want to share that collective knowledge to help us all to see further.

There are now ICRT networks in the Balkans, Finland, the Indian sub-continent, South America, South-east Asia, Sri Lanka and West Africa. ICRT global is a non-profit on a mission to share more knowledge and understanding of Responsible Tourism to make better places for people to live in, and better places for people to visit.

We want to share our collective knowledge to help people see further. We do this with training and education to accelerate learning and sharing fresh ideas and knowledge through our website, awards and events.

The Responsible Tourism Charter was signed by Responsible Tourism practitioners on Magna Carta Island on November 6th, 2022.

2022 RESPONSIBLE TOURISM CHARTER

Sustainability is an aspiration. It will only be realised if, and when, we take responsibility for making tourism asustainable. Responsibility drives sustainability. Responsible Tourism is about "making better places for people to live in and better places for people to visit."

The diversity of our world makes travel worthwhile and generates tourism. Few businesses or destinations can address all the issues on the Responsible Tourism agenda. We need to explain why we take responsibility for the things we choose to improve through tourism and the impacts of our efforts.

Responsible Tourism:

- Recognises that greenhouse gas emissions, plastic waste, and biodiversity extinction are global issues requiring local action. Potable water is also an issue in many places, but not everywhere;
- Sets goals, measures and reports efforts to minimise negative economic, environmental, and social impacts, including crowding and overtourism;
- Generates greater economic benefits for local people and enhances the well-being of host communities by providing better employment conditions, developing shared value with local business-

2022 RESPONSIBLE TOURISM CHARTER (CONT.)

es to create more and better livelihoods and addressing the economic needs of the economically poor and marginalised;
- Involves local people in decisions that affect their communities, their lives and life chances
- Makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity, lived cultures and cultural monuments;
- Addresses biodiversity loss and is nature-positive;
- Provides inclusive employment for the differently abled and people of diverse ethnicities, gender and sexual orientation;
- Provides more enjoyable experiences for all, through more meaningful connections with local people and a greater understanding of local history and culture, and social and environmental issues;
- Offers culturally sensitive experiences engendering respect between tourists and hosts and building local pride and confidence.

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Recognising that sustainability is a journey and that we will need to do more when we can, we commit to:

- do what we can to make tourism better;
- explain why we focus on particular issues and what we are doing to address them and
- recognising that transparent and auditable reporting on the impacts of our efforts is essential to demonstrating what is being achieved by those taking responsibility;
- moving our sector towards sustainability.

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