



RESPONSIBLE TOURISM

in Cape Town

WHAT

 is responsible
tourism?

Imagine that tourism in Cape Town:

TAKES CARE OF OUR UNIQUE AND FRAGILE NATURAL ENVIRONMENT, MAKING OUR CITY ONE OF THE MOST SOUGHT AFTER URBAN AREAS IN THE WORLD TO LIVE, WORK AND VISIT.

DOES NO HARM TO CHILDREN, WOMEN OR COMMUNITIES.

SEES CAPETONIANS EARNING AN INCOME FOR THEIR FAMILIES, AS OWNERS OF TOURISM BUSINESSES, EMPLOYEES OF TOURISM COMPANIES, OR SELLING PRODUCTS AND SERVICES TO THE TOURISM INDUSTRY.

OFFERS EVERY CAPETONIAN A FAIR OPPORTUNITY TO BE A PART OF THE TOURISM INDUSTRY.

HELPS TO PROTECT AND SHOWCASE OUR UNIQUE CULTURAL HERITAGE.

PROVIDES CAPETONIANS WITH A SAY IN HOW TOURISM AFFECTS THEIR LIVES AND OPPORTUNITIES.

HAS TOURISTS INTERACTING WITH CAPETONIANS, VISITING OUR FAVOURITE LOCAL PLACES, AND LEARNING MORE ABOUT WHO WE ARE, WHAT MAKES US SPECIAL, AND WHAT CONCERNS US.

IS ACCESSIBLE TO PEOPLE WITH DISABILITIES AND RESPECTS EVERYONE'S CULTURE, AND HELPS US CELEBRATE OUR INDIVIDUALITY AS RESIDENTS.



Boardwalks and viewing platforms at Boulders Beach near Cape Point allow visitors to get up close with Cape Town's world-famous African penguins while conserving their environment and minimizing interruptions of natural behaviour.
www.sanparks.org
PHOTOGRAPH: COCO VAN OPPENS



Local fishing families share centuries of traditions and most often humorous tales with visitors to Kalk Bay Harbour. Farieda Isaacs shows off a freshly caught Cape Yellowtail (*Seriola lalandi*). Yellowtail is currently listed as a green species by SASSI. Green-listed species, as opposed to Orange or Red, are a good choice to eat because they are more plentiful and they can cope better with fishing pressure. You can SMS the name of the fish you're thinking of tucking into to 079 499 8795 and you'll get a response of either Red, Orange or Green.
wwfsassi.co.za
PHOTOGRAPH: COCO VAN OPPENS

THE 2002 CAPE TOWN DECLARATION ON RESPONSIBLE TOURISM IN DESTINATIONS

DEFINES RESPONSIBLE TOURISM AS TOURISM 'THAT CREATES BETTER PLACES FOR PEOPLE TO LIVE IN, AND BETTER PLACES TO VISIT'. THIS IS WHAT WE ASPIRE TO FOR TOURISM IN CAPE TOWN.



Is responsible tourism different to sustainable tourism?

RESPONSIBLE TOURISM AND SUSTAINABLE TOURISM HAVE THE SAME GOAL, NAMELY SUSTAINABILITY, AND THEY SHARE THE SAME PILLARS - ENVIRONMENTAL INTEGRITY, SOCIAL JUSTICE AND MAXIMUM LOCAL ECONOMIC BENEFIT. RESPONSIBLE TOURISM ASKS INDIVIDUALS, ORGANISATIONS, GOVERNMENTS AND BUSINESSES TO TAKE RESPONSIBILITY FOR THEIR ACTIONS AND THE EFFECTS OF THEIR ACTIONS. EVERYONE INVOLVED MUST BE RESPONSIBLE FOR SUSTAINABILITY.

 What
responsible
tourism is

NOT

Not another type of 'niche tourism'

RESPONSIBLE TOURISM IS ABOUT THE LEGACY AND THE CONSEQUENCES OF TOURISM - FOR THE ENVIRONMENT, LOCAL PEOPLE AND LOCAL ECONOMIES.

Doesn't only take place in protected natural environments

ANY TOURISM BUSINESS, WHETHER LOCATED IN A THRIVING URBAN METROPOLIS LIKE CENTRAL CAPE TOWN, A NEIGHBOURING SUBURB OR COASTAL TOWN, CAN BE A RESPONSIBLE TOURISM OPERATION.

Not something only big business must do

THE SMALLEST OF OWNER-MANAGED TOURISM BUSINESSES CAN PRACTISE RESPONSIBLE TOURISM.

Not a 'fad'

OPERATORS, DESTINATIONS AND INDUSTRY ORGANISATIONS IN THE UNITED KINGDOM, UNITED STATES, THE GAMBIA, INDIA, SRI LANKA, NEW ZEALAND, FRANCE, AUSTRALIA, GERMANY AND MANY MORE ARE ALREADY PRACTISING RESPONSIBLE TOURISM, AND THIS LIST IS GROWING. WORLD RESPONSIBLE TOURISM DAY IS CELEBRATED ANNUALLY DURING NOVEMBER, ENDORSED BY THE UNITED NATIONS WORLD TOURISM ORGANISATION (UNWTO) AND THE WORLD TRAVEL AND TOURISM COUNCIL (WTTC).



Visitors enjoy favourite local places, respect everyone's culture and learn more about who Capetonians are and what makes them special.
 PHOTOGRAPH: COCO VAN OPPENS



Volunteering to spend time in communities making art and reading to children is rewarding. Children at the Peacock Creche in Masiphumelele near Hout Bay benefit from the interaction with visitors.
www.peacockeducare.blogspot.com
 PHOTOGRAPH: SALLY PETERSEN



WHY

is responsible
tourism
important?

Responsible tourism makes business sense

FOR THE PAST SEVERAL DECADES, INCREASING NUMBERS OF CONSUMERS HAVE STARTED TO LOOK AT THE REPUTATION AND RESPONSIBILITY OF THE COMPANIES THEY BUY FROM; THEY WANT TO HAVE **'GUILT-FREE' HOLIDAYS**. THIS IS A MARKET TREND TOURISM BUSINESSES CANNOT IGNORE. THOSE PRACTISING RESPONSIBLE TOURISM WILL HAVE A POWERFUL COMPETITIVE ADVANTAGE.

Responsible tourism is central to South Africa's tourism policy

THE 1996 WHITE PAPER ON THE DEVELOPMENT AND PROMOTION OF TOURISM IN SOUTH AFRICA IDENTIFIED **'RESPONSIBLE TOURISM'** AS THE GUIDING PRINCIPLE FOR TOURISM DEVELOPMENT IN OUR COUNTRY. THE NATIONAL RESPONSIBLE TOURISM GUIDELINES WERE PUBLISHED IN 2003. A MINIMUM STANDARD FOR RESPONSIBLE TOURISM WILL BE LAUNCHED IN 2011.

Responsible tourism and the Tourism BBBEE (broad-based black economic empowerment) Scorecard

BY ADOPTING RESPONSIBLE TOURISM POLICIES AND PRACTICES, TOURISM BUSINESS CAN MAKE SIGNIFICANT PROGRESS IN COMPLYING WITH THE SCORECARD. AT LEAST FOUR OF THE SEVEN KEY INDICATORS ON THE 2009 TOURISM BBBEE SCORECARD - SKILLS DEVELOPMENT, PREFERENTIAL PROCUREMENT, ENTERPRISE DEVELOPMENT AND SOCIAL INVOLVEMENT - ARE ALSO CENTRAL TO THE NATIONAL RESPONSIBLE TOURISM GUIDELINES PUBLISHED IN 2003.

FOR THESE AND OTHER SOLID REASONS CAPE TOWN MADE A SIGNIFICANT COMMITMENT TO RESPONSIBLE TOURISM, WHICH IS SET OUT IN THE **2009 CAPE TOWN RESPONSIBLE TOURISM POLICY AND ACTION PLAN**.



Cape Town's
responsible
tourism

campaign



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OVER THE PAST TWO YEARS, THE CITY OF CAPE TOWN'S TOURISM DEPARTMENT HAS BEEN WORKING CLOSELY WITH OTHER CITY DEPARTMENTS AND THE LOCAL TOURISM INDUSTRY TO DEVELOP A RESPONSIBLE TOURISM PLAN FOR CAPE TOWN. THE CITY BELIEVES THAT A SUCCESSFUL PLAN WILL ONLY EMERGE IF THE INDUSTRY AND DESTINATION STAKEHOLDERS DEVISE IT TOGETHER.

The Big Issue is a non-profit organisation that publishes a general interest magazine every 21 days. Sea Point Big Issue vendor Mavis benefits from selling the magazine, the idea being that it's a hand up not a hand out. www.bigissue.org.za

PHOTOGRAPH: COCO VAN OPPENS



The Table Mountain National Park lies in the heart of the Cape Floral Kingdom, which is a global biodiversity hot spot. Biodiversity (species richness) is a key tourism asset and fundamental to its sustained growth. Intact and healthy ecosystems form the cornerstone of Cape Town's product offering and helps to attract millions of tourists each year. Making visitors to the city, as well as local residents aware of the importance and value of biodiversity in ecosystem functioning as well as its contribution to human health and wellbeing is actively pursued.

PHOTOGRAPH: BRUCE SUTHERLAND

SEVEN PRIORITY DESTINATION ISSUES WERE IDENTIFIED AS A STARTING POINT:

- * CONSERVATION OF WATER RESOURCES
- * ENERGY EFFICIENCY
- * INTEGRATED WASTE MANAGEMENT
- * PREFERENTIAL PROCUREMENT
- * ENTERPRISE DEVELOPMENT
- * SKILLS DEVELOPMENT
- * SOCIAL DEVELOPMENT



IN 2009, THE CITY ADOPTED ITS RESPONSIBLE TOURISM POLICY AND ACTION PLAN AIMED AT THE DEVELOPMENT OF A SUSTAINABLE AND SUCCESSFUL CITY. THESE INCLUDE A BIODIVERSITY STRATEGY TO CONSERVE THE CITY'S UNIQUE AND ENDANGERED NATURAL HABITATS; AN ELECTRICITY-SAVING CAMPAIGN AIMED AT LOCAL RESIDENTS; GREEN BUILDING GUIDELINES; WATER AND WASTE MANAGEMENT BYLAWS; A SMART LIVING AND SMART EVENTS HANDBOOK; THE DEVELOPMENT OF A NEW PUBLIC TRANSPORTATION SYSTEM, AND MORE.

LATER IN SEPTEMBER 2009, THE CITY ADOPTED A RESPONSIBLE TOURISM CHARTER, SIGNED BY GOVERNMENT AND TRADE ASSOCIATIONS (THE FEDERATED HOSPITALITY ASSOCIATION OF SOUTH AFRICA (FEDHASA), THE SOUTHERN AFRICA TOURISM SERVICES ASSOCIATION (SATSA), THE SOUTH AFRICAN ASSOCIATION FOR THE CONFERENCE INDUSTRY (SAACI) AND CAPE TOWN TOURISM, THE CHARTER COMMITS EACH SIGNATORY TO WORK ACTIVELY ON THE SEVEN DESTINATION ISSUES.

THE NEXT STEPS IN THE CAMPAIGN ARE TO PROMOTE AWARENESS OF RESPONSIBLE TOURISM AMONG RESIDENTS, VISITORS AND STAKEHOLDERS; FACILITATE THE IMPLEMENTATION OF RESPONSIBLE TOURISM PRACTICES IN TOURISM BUSINESSES, COLLECT DATA AND REPORT ON PROGRESS.

CAPE TOWN IS RECOGNISED AS A WORLD LEADER AMONG DESTINATIONS IN IMPLEMENTING RESPONSIBLE TOURISM, HIGHLIGHTED BY A WIN IN THE BEST DESTINATION CATEGORY IN THE 2009 RESPONSIBLE TOURISM AWARDS. HOWEVER, THIS DOES NOT IMPLY THAT CAPE TOWN IS TRULY A RESPONSIBLE DESTINATION IN PRACTICE, OR THAT KEY STAKEHOLDERS HAVE APPROPRIATE LEVELS OF AWARENESS AND UNDERSTANDING OF RESPONSIBLE TOURISM.

How you
can get

involved



FOR CAPE TOWN TO BECOME A TRULY RESPONSIBLE DESTINATION, EACH TOURISM BUSINESS AND TOURISM ORGANISATION MUST ACT. HERE ARE SOME OF THE MANY WAYS YOU COULD BE PART OF CAPE TOWN'S RESPONSIBLE TOURISM CAMPAIGN:

— ATTEND A WORKSHOP ON RESPONSIBLE TOURISM TO LEARN MORE ABOUT PUTTING RESPONSIBLE TOURISM INTO PRACTICE IN YOUR BUSINESS.

— ADOPT THE CAPE TOWN RESPONSIBLE TOURISM CHARTER; DEVELOP AN ACTION PLAN FOR YOUR BUSINESS, AND KEEP TRACK OF YOUR PERFORMANCE.

— DISTRIBUTE CAPE TOWN TOURISM'S TIPS FOR RESPONSIBLE TRAVELLERS TO YOUR GUESTS.

— TAKE PART IN CAPE TOWN TOURISM'S THEMED NETWORKING EVENTS.

— ATTEND THE ANNUAL JAMMS (JOINT ASSOCIATION MEMBER MEETINGS) ON RESPONSIBLE TOURISM.

— VOLUNTEER YOUR BUSINESS' EXPERIENCE OF RESPONSIBLE TOURISM AS A CASE STUDY.

CAPE TOWN EMBARKED MANY YEARS AGO ON THE JOURNEY TO BECOME A RESPONSIBLE DESTINATION, BUT THERE IS STILL A LONG ROAD AHEAD BEFORE THE CITY IS TRULY LIVING BY THE PRINCIPLES OF RESPONSIBLE TOURISM AND HELPING ALL VISITORS ENJOY THE DESTINATION AS RESPONSIBLE TRAVELLERS.

For more information

VISIT CAPE TOWN'S WEBSITE ON RESPONSIBLE TOURISM ON WWW.CAPETOWN.GOV.ZA/RESPONSIBLETOURISM OR WWW.RESPONSIBLECAPETOWN.CO.ZA FOR THE LATEST NEWS AND INFORMATION ABOUT CAPE TOWN AS A RESPONSIBLE DESTINATION, AND FOR DOCUMENTS ABOUT RESPONSIBLE TOURISM, INCLUDING POLICIES, RESEARCH, GUIDELINES, AND TIPS FOR RESPONSIBLE TRAVELLERS.

Contact

CITY OF CAPE TOWN TOURISM DEPARTMENT
+ 27 (0)21 483 9436
sharon.pheiffer@capetown.gov.za





Guga S'thebe in Langa is an art complex and gallery dedicated to nurturing local creative talent from established artists to school children. The building is an icon of African design but most remarkable are the rich, brightly coloured murals that adorn most of the walls.

PHOTOGRAPH: COCO VAN OPPENS



Bicycle tours have become popular in many of Cape Town's communities as they have a lower carbon footprint and allow visitors a friendlier way to get around, while supporting local bike shops.

www.awoltours.co.za,
www.vamos.co.za,
www.bikeandsaddle.com

PHOTOGRAPH: SALLY PETERSEN



Responsible Tourism
Cape Town



CITY OF CAPE TOWN | ISIXEKO SASEKAPA | STAD KAAPSTAD

THIS CITY WORKS FOR YOU

IN PARTNERSHIP WITH



PRINTED ON SAPPI TRIPLE GREEN PAPER, AN ENVIRONMENTALLY FRIENDLY PAPER STOCK MADE FROM CHLORINE-FREE SUGAR CANE FIBRE TO SUPPORT SUSTAINABLE AFFORESTATION IN SOUTH AFRICA.