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# sustainable tourism

National Greening targets for sustainable tourism at the World Cup were aligned with South Africa's Responsible Tourism Guidelines and a growing recognition of the need to further integrate sustainability principles within mainstream tourism sector in South Africa.





Durban's beachfront.

## 9.1 Introduction

**T**OURISM HAS BEEN A BOOMING INDUSTRY IN SOUTH AFRICA in recent years, with the total impact (both direct and indirect) of the tourism industry contributing around R203 Billion (US\$26 Billion) to the South African economy (7.7% Gross Domestic Product) each year and employing approximately 869,000 people (WTTC, 2010).

Sustainable tourism is also enjoying a constant and steady growth in popularity as more and more people wise up to its value. By supporting establishments that prioritise the reduction of environmental impact, the public is able to encourage the tourist industry's efforts to reduce energy, water and material consumption, minimising negative impacts on biodiversity, and to enhance respect for and provide benefits to destination cultures and local communities. "Responsible tourism development" has been highlighted by the South African Government (DEAT, 1996) for its enormous potential to create jobs, alleviate poverty, stimulate black economic empowerment (BEE) and promote the development of small, medium and micro enterprises

### fast facts IMPACT OF THE WORLD CUP ON SA TOURISM (SOURCE: SAT: 2010)

TOURIST VOLUME	A total of 309,554 foreign tourists arrived in South Africa for the primary purpose of attending the 2010 FIFA World Cup™ <ul style="list-style-type: none"> <li>Africa land markets accounted for 32% of total foreign tourists, followed by Europe with 24% and Central and South America with 13%</li> </ul>
TOURIST SPEND	The total expenditure in South Africa by tourists who came specifically for the 2010 Fifa World Cup™ was R3,64 billion <ul style="list-style-type: none"> <li>Europeans spent the most in South Africa during this period</li> <li>Most tourists spent their money on shopping, followed by accommodation and food &amp; beverages</li> </ul>
LENGTH OF STAY	Average length of stay by these tourists was 10.3 nights <ul style="list-style-type: none"> <li>Tourists from Australia and North America stayed in South Africa for the longest duration</li> </ul>
GEOGRAPHIC SPREAD	Gauteng, Western Cape and KwaZulu-Natal were the most visited provinces during the 2010 FIFA World Cup™ with more than 80,000 tourists visiting each of these provinces
BRAND AWARENESS	Total awareness of South Africa as a leisure destination increased by 9% following the event The intention to visit South Africa in the short term increased by 35% following the event



TABLE 21. WORLD CUP-RELATED TOURIST NUMBER BREAKDOWN BY REGION (SOURCE: SAT,2010)

North America	Central & South America	Europe	Africa Land	Africa Air	Asia	Australia	Middle East
US 30,175	Brazil 14,815	UK 22,802	Mozambique 24,483	Nigeria 4,324	China 6,760	Australia 12,210	Israel 2,977
Canada 3,654	Mexico 9,680	Netherlands 8,741	Swaziland 19,593	Ghana 3,578	Japan 4,614	New Zealand 1,636	Saudi Arabia 311
	Argentina 8,757	Germany 8,596	Botswana 16,387	Kenya 2,089	India 3,086		Lebanon 261
	Chile 4,174	France 6,747	Lesotho 12,733	Algeria 1,941	Philippines 2,102		Kuwait 198
	Uruguay 1,359	Portugal 5,348	Zimbabwe 10,351	Mauritius 1,410	Korea Rep. 2,040		Cyprus 156

(SMMEs). Sustainable tourism, therefore, is not only about being 'environmentally friendly', but also focuses on local development and social justice. The field has linkages into the other themes and cross-cutting issues that comprise the National Greening Framework. For example, it has been estimated that an additional 309,554 tourists entered the country as a result of the World Cup (Table 21), resulting in a significant increase in carbon emissions, particularly due to international travel. In terms of the projected estimates for the carbon footprint for the 2010 event (DEAT, 2009), accommodation was the second largest contributor to carbon emissions, second to international and intercity travel.

In a strategic departure from usual FIFA protocol, group stage games were not limited to one geographical area. This allowed for maximum exposure of all Host Cities to high profile games, fairly distributing the tourism-related opportunities associated with them. However, this also meant that with the massive influx of visitors into South Africa, all local Host City municipalities faced the challenge of supplying high quality accommodation while minimising the environmental footprint of the event.

National Greening targets for sustainable tourism at the World Cup were aligned with South Africa's Responsible Tourism Guideline's (DEAT, 2002) and a growing recognition of the need to further integrate sustainability principles into the mainstream tourism sector in South Africa. As the bulk of tourism facilities are run by the private sector it was envisaged that the 'sustainable tourism' component of a National Greening programme would be driven largely by the private sector, with the public sector playing a facilitation role in promoting consistent standards throughout the industry and in promoting its commitment to greening practices.

There is a dedicated core of sustainable tourism proponents both within the public and private sector in the country. Consequently, South Africa has been a player in the global market for sustainable tourism for a number of years, with various private sector accreditation schemes in place, including the Heritage Environmental Rating Scheme, GreenStaySA in the Western Cape and Fairtrade Tourism South Africa (FTTSA). FTTSA, a non-profit organization that promotes sustainable tourism development, is particularly notable for being the world's first (and currently only) Fair Trade certification programme for tourism, while GreenStaySA is a true World Cup legacy project.

Despite the emergence of these innovative schemes, sustainable tourism has remained outside the mainstream of the South African tourism sector with no unified standard nationally. In the years preceding the World Cup, the South African Department of Environment and Tourism sought to formalise national standards for sustainable tourism with the release of the National Minimum Environmental Standard for Responsible Tourism (NMSRT) in November 2009. NMSRT aims first and foremost to establish a common understanding of responsible tourism for both consumers and service providers. Secondly, the NMSRT aims to harmonise the different sets of criteria currently used for certifying the sustainability of tourism businesses. Through this system, an oversight authority will award a seal of accreditation to tourism certification agencies, indicating in turn that these agencies are considered competent to offer sustainability certification schemes to the tourism sector. The system is expected to be officially launched in 2011.

SUSTAINABLE TOURISM, THEREFORE, IS NOT ONLY ABOUT BEING 'ENVIRONMENTALLY FRIENDLY', BUT ALSO FOCUSES ON LOCAL DEVELOPMENT AND SOCIAL JUSTICE



### HIGHLIGHTS OF SOUTH AFRICA'S NATIONAL MINIMUM ENVIRONMENTAL STANDARD FOR ENVIRONMENTAL TOURISM (NDT, 2009)

The NMSRT consists of 39 criteria divided into the four categories below. In order to be accredited by the Tourism Grading Council of SA (TGCSA), the certification criteria of all the standards in each of the four categories of standards must be reflected.

#### Sustainable operations and management:

- Employ a suitable long-term sustainability management system.
- Facilitate staff awareness and training on the organisation's Responsible Tourism policy.
- Design and Construct Infrastructure sensitively according to natural or cultural heritage surroundings in siting, design, impact assessment, and land rights and acquisition and use locally appropriate principles of sustainable construction.

#### Economic:

- Employ people from the local area, with a particular emphasis on historically disadvantaged groups (black people and women), including in management positions.
- Purchase of local and fair trade services and goods, where available, and set targets for improvement.

#### Social and cultural:

- Contribute to the protection of local historical, archaeological, culturally, and spiritually important sites located on their properties.
- Provide a 'Code of Behaviour' for visits to local cultural, historical and religious sites or communities that has been developed in conjunction with the affected communities.
- Demonstrate support for community development initiatives in consultation with affected communities.

#### Environmental:

- Measure energy and water consumption and adopt measures to decrease overall consumption.
- Implement and manage actions to reduce greenhouse gas emissions associated with operations.
- Employ a responsible purchasing policy and avoid usage of harmful substances.
- Provide environmental information for visitors so they reduce their impact on natural resources.

## 9.2 Actions taken

FOR MANY HOST CITIES, attracting World Cup visitors (during tough economic conditions) was the objective of their tourism strategies, rather than sustainable tourism *per se*. While some Host Cities undertook focused sustainable tourism programmes, and organised initiatives such as capacity building workshops, a large proportion of them put the emphasis on marketing and communicating their existing tourist attractions, often concentrating on natural and traditional cultural attractions. Provincial reports to the Tourism Cluster in August 2010 confirmed that KwaZulu-Natal, North West, Eastern Cape and Mpumalanga were successful in attracting visitors to sites and amenities other than soccer games: Kruger Park, for instance, saw a 26% increase in visitor numbers over the tournament period (TCC, 2010). The following section outlines some of the initiatives undertaken in the nine FIFA World Cup™ Host cities.

#### CITY OF CAPE TOWN – PUTTING ITSELF ON THE MAP

The City of Cape Town recognised and responded to the potential for sustainable tourism initiatives to deliver results early on in the preparations for the 2010 FIFA World Cup™. This leadership role was perhaps due to the city's status as the 'tourism capital' of South Africa.







**www.capetowngreenmap.co.za**

**CAPE TOWN GREEN MAP**

USE THE CAPE TOWN GREEN MAP TO MAKE GREENER LIFESTYLE CHOICES AND EXPERIENCE THE MOTHER CITY'S WEALTH OF SUSTAINABLE RESOURCES

**THE GREAT GREEN OUTDOORS**

As one of the few cities in the world with a national park and two World Heritage Sites (Table Mountain National Park and Robben Island) contained within its boundaries, Cape Town is surrounded by incredible outdoor options. The 'Mother City' is also located in a 'Biodiversity Hotspot', the Cape Floristic Region, and is recognised globally for its extraordinarily rich, diverse and unique flora and fauna. The city offers many ways to experience the great green outdoors.

**CITY NATURE RESERVES**

Cape Town has one of the highest densities of threatened species in any metropolitan area on earth. The City of Cape Town's nature reserves and conservation areas are conserving critically endangered ecosystems. This globally important biodiversity is a valuable part of our heritage and also plays an important role in underpinning a healthy and sustainable urban environment.

For the complete list and information on the City's more than 50 nature reserves visit: [www.capetown.gov.za/environment](http://www.capetown.gov.za/environment) You can also download the City of Cape Town Nature Reserves booklets.

**Rooiberg Nature Reserve**  
A bird sanctuary and home to Cape Town's largest population of Kingfishers. Visit the rocky woodland in the west from which you can see the world famous Table Mountain.

**Blauwberg Conservation Area**  
A large natural area on the west coast from which you can see the world famous Table Mountain.

**Zandvlei Estuary Nature Reserve**  
A rare estuary on the False Bay coastline.

**Zeekovlei Nature Reserve**  
One of the largest water bodies in the city and a popular swimming, sailing and fishing spot.

**Lower Silvermine Reservoirs (Public Open Space)**  
A beautiful natural area with an interesting cultural history.

**Wilsberg Aquifer Conservation Area**  
Protecting the Aquifer supplies the main water supply for Stellenbosch and the surrounding area.

**Kogelberg Nature Reserve**  
For a sustainable map of the City of Cape Town's green spaces visit: [www.capetowngreenmap.co.za](http://www.capetowngreenmap.co.za)

**Waste & Recycling**

Waste reduction is a key focus of the City of Cape Town. Most of our waste is recycled. Drop-off facilities help citizens practice 'reduce, reuse and recycle' principles. All items in a new container. Check local drop-off facilities accept the following items: paper, cardboard, glass, plastic, bottles, tins, cans, metal, motor oil, cars and more.

**Beaches Blue Flag Beaches**

Blue Flag Beach Initiative for more information visit: [www.blueflag.org](http://www.blueflag.org)

**City Shark Spotters Programme**

A GREEN flag means visibility for the sport is green, and no sharks have been seen.

A BLACK flag means visibility for the sport is black, but no sharks have been seen.

A RED flag means a shark has been seen, visibility is black and swimmers should be alert.

A WHITE flag with a black shark means a shark has been spotted, and swimmers should leave the water immediately.

**GREEN ON YOUR CELL**

Use your internet-enabled mobile phone to find what is green near you. Search on your mobile, followed by Cape Town. Example: Tables, Cape Town. [www.greenmap.org](http://www.greenmap.org)

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**TRANSPORT**

City Transport Guide

Available at all Cape Town Tourism Visitor Information Centres.

For enquiries and information call 0800 65 64 63

**Blue & Bikes**

Join the green drive with this low carbon service using 100% electric cars. Vehicles to reduce the carbon footprint. Affordable, reliable, and safe.

**By Bike**

Rent a bicycle and helmet at set locations, ride and drop it off at any bike rack. Your non-riding partner.

**Cyclecab**

Visit [www.cyclecab.co.za](http://www.cyclecab.co.za) for more information. A fleet of 1000+ electric cars. Vehicles to reduce the carbon footprint. Affordable, reliable, and safe.

**Southern Line Tourism Route**

An affordable daily train pass gives you access to attractions at seven stations along the scenic rail route through the southern suburbs and along rugged coastline.

**Capetown Green Map**

Visit [www.capetowngreenmap.co.za](http://www.capetowngreenmap.co.za) for more information.

**CAPE TOWN LIVE AT LOW CARBON! GREEN!**

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

In November 2007 Cape Town held its first Responsible Tourism workshop and during March 2008 held the 'Painting the Town Green Workshop', which sought to persuade visitors and residents alike to adopt more sustainable lifestyles. Cape Town also published a green map of the city and surrounding areas, available in hard copy and on the internet. The green map is based on the Open Green Map System ([www.greenmap.org](http://www.greenmap.org)), thereby benefiting from Greenmap.org's resources and mapping technologies. Cape Town has joined over 350 'Green Map' cities in 50 countries on the Greenmap.org website (CoCT, 2009).

The primary objective of the Cape Town Green Map was to inform Capetonians and visitors of opportunities to experience and support Cape Town's wealth of natural resources and sustainable green living options. The green map provides a fresh view of the city's environment and showcases tourist hot spots and locations of ecologically sensitive areas and activities in and around Cape Town. Included in the map are nature reserves, ecotourism sites, organic and farmers' markets, recycling drop-off centres, etc. The map creates an incentive to the City's commercial sector to become more environmentally aware and adopt green and/or sustainable practices and operating procedures.

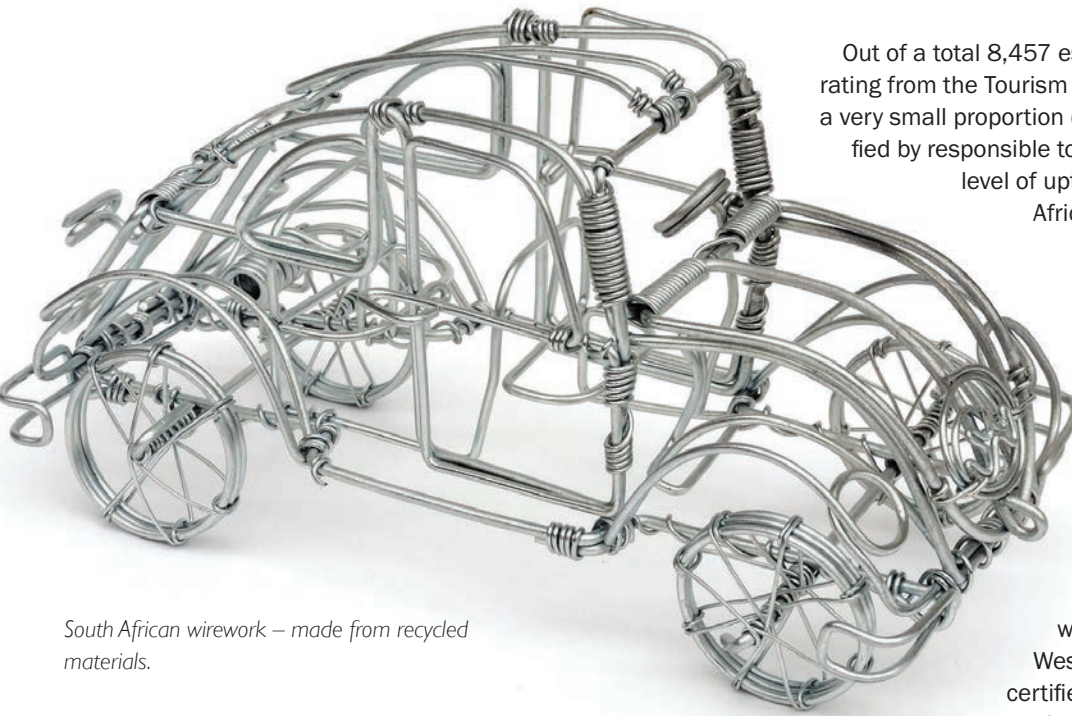
The Cape Town green map is available in both a printed and an online interactive version on [www.capetowngreenmap.co.za](http://www.capetowngreenmap.co.za).

### GREENSTAYSA

Arguably the most significant accomplishment under the sustainable tourism banner in Cape Town was the launch of the GreenStaySA rating for accommodation establishments. Although conceived as a national scheme, it was championed by Cape Town's Green Goal campaign with partner funding from the British High Commission and United Kingdom Department for Environment, Food and Rural Affairs (DEFRA), to facilitate the implementation of a sustainable tourism rating scheme.



The Cape Town Green Map – directing tourists to Cape Town's greenest hotspots.



South African wirework – made from recycled materials.

A PARTICULARLY INTERESTING ASPECT OF [RUSTENBURG'S] ACCOMMODATION ARRANGEMENTS WAS THE SELECTION AND PROFILING OF 'HOME-STAYS', AND A BUDGET ALLOCATION TO SUPPORT FLEA MARKET-BASED SMALL AND MEDIUM SIZED ENTERPRISES



Out of a total 8,457 establishments certified with a star rating from the Tourism Grading Council of South Africa, only a very small proportion (less than 500) are currently certified by responsible tourism schemes. Although the low level of uptake by tourism enterprises in South Africa is not unusual when compared to global experience, it is an indication that responsible tourism certification is not yet mainstreamed in South Africa. GreenStaySA emerged out of a pilot project run in 2004 under the Cleaner Production programme of the Western Cape DEA&DP, in which nine accommodation establishments participating in a pilot project were audited for energy and water consumption, as well as waste management. Three Western Cape Hotels were GreenStaySA certified by the start of the 2010 FIFA World Cup™, including the Hollow on the Square Green Annex in Cape Town, the Eendracht Hotel in Stellenbosch and Fancourt Resort in George, with the intention to roll out on a wider scale in the months and years following the 2010 event.

The GreenStaySA rating system focuses on environmental criteria only. All accommodation establishments, however small, can use the online GreenStaySA tools and resources in order to improve their environmental footprint. The tools and resources that have been developed include a self-assessment tool to assess current environmental performance, and a technical manual to assist accommodation establishments in the implementation of environmental interventions.

#### HOSTING A RESPONSIBLE EVENT

Responsible tourism training workshops were convened in Cape Town in late 2009 by the DEA&DP and GreenStaySA. GreenStaySA have been working with the DEA, Tourism Grading Council of South Africa, Indalo Yethu, and Fair Trade in Tourism South Africa to develop and implement a national standard for responsible tourism and an accreditation system for certification agencies in South Africa (CoCT, 2009), as discussed above.

Cape Town's Responsible Tourism roll-out included a range of awareness-raising products and training sessions, including a published code for responsible conduct and a "Responsible Traveller Tips" guide on how to behave responsibly towards communities and the environment in South Africa. To build on the legacy outcomes of the FIFA World Cup™, the city scheduled a workshop series on Responsible Tourism for Business over the duration of the event and in the months following.

Cape Town noted the imperative not to lose momentum, to support the legacy of 2010 greening and prepare the tourism industry for the challenge of building a sustainable destination (CoCT, 2010). The city also published the Smart Events Guide to greening events, which was aimed at venue managers amongst other key event role-players.

#### NELSON MANDELA BAY

To augment its competitive advantage as a tourism destination, Nelson Mandela Bay rolled out a number of sustainable tourism ventures. Among these was a programme that trained 30 tourism ambassadors, tourist guides and museum staff members as cultural and heritage guides. The municipality also facilitated an innovative programme, part of the SA Host Tourism Enterprise Program, to train bed and breakfast owners, tour guides, tour operators, caterers, travel agents, events coordinators, taverners, local tourism organisation (LTO) members, community members and tourism officials on sustainable tourism. Additional workshops on sustainable tourism were run with some 40 SMMEs.





### JOHANNESBURG AND TSHWANE

It was estimated that over a million people visited the City of Johannesburg over the June-July period. This staggering number is a result of its being the anchor Host City for the tournament and its close proximity to two other Host Cities, namely Pretoria and Rustenburg, forming the most geographically compact Host City complex in the country. With a view to capitalising on this opportunity, Johannesburg's tourism initiatives had an eye firmly on the prize of visitors returning for longer stays in the future. This saw the City's ventures geared largely towards creating awareness of its tourism and cultural assets in general, rather than profiling 'green' tourism issues. These awareness campaigns profiled the African cultural aspects of the City and its connections to the rest of Africa. An improvement in the geographic spread of promoted attractions means that a visitor's experience is more diverse and inclusive. This in turn promotes the social benefits associated with tourism.

The GreenStaySA accreditation scheme was promoted by Host City Tshwane via an information session hosted during May 2009. This involved making both internal and external role-players aware of their responsibilities while at the same time drawing attention to the information available on Tshwane Tourism's website.

### ETHEKWINI

The Umgeni River Estuary Green Hub developed by eThekweni Municipality is intended as a central portal through which Durban's natural assets are marketed to profile Durban as an outdoor destination (nature based activities such as trails, canoeing, bird watching etc.) with year-round warm weather. The centre will also promote sustainable living practises by offering "greening" information and showcasing green technologies and approaches that can be adopted by individuals, businesses and schools. The Green Hub is currently awaiting a private sector partner to launch its services.

### POLOKWANE

The Host City of Polokwane distributed a questionnaire to its tourism establishments that probed their involvement in greening approaches to get a handle on the level of sustainability awareness in the region and, in so doing, raise awareness of the concepts. The city also arranged for training of about 200 tourism guides in the five major European languages.

### RUSTENBURG

Rustenburg worked to actively profile its ecological and cultural/heritage diversity. A Visitor Information Centre costing R7,5 million was built to promote the region's tourism products and attractions, with 'routes' linked to mining, eco-tourism and culture and heritage being developed. A particularly interesting aspect of their accommodation arrangements was the selection and profiling of 'homestays', and a budget allocation to support flea market-based small and medium sized enterprises (Rustenburg Host City, 2010) which would spread the economic benefits of the tournament to grassroots level.



### WORLD CUP RESULTS IN RENEWED INVESTMENT

Perhaps a little football-fatigued, many tourists visiting South Africa were eager to explore other dimensions of the diverse natural and cultural heritage attractions beyond the event and outside of the Host Cities. The Kruger National Park enjoyed increased visitor numbers, partly due to its proximity to the Host City of Polokwane. The establishment of an Eco-Tourism Park at the Tshikuyu Village in Limpopo Province on the outskirts of the Kruger Park, which was completed in January 2010, represented just one example of a renewed vigour for investment in the South African tourism industry.

The R30 million project, which started in 2007, has played

(and will continue to play) a vital role in providing accommodation to tourists visiting the Park during the 2010 FIFA World Cup™ and beyond. The project has already created 93 temporary jobs in construction and created a further 200 jobs in the fields of security, cleaning, game ranging, maintenance and other services.

The Park's visual menu includes an array of wild herbivores such as kudu, impala and zebra. A cultural village has also been established where tourists can enjoy performances of different types of cultural dances and buy local crafts. (BuaNews, 2010)







The launch of the Green Passport campaign in June 2010. A key initiative in the "Reduce the Carbon Footprint of Major Sporting Events" project.

### TOWARD A GREEN GROWTH PATH

Indalo Yethu is a legacy project of the World Summit on Sustainable Development. It is an agency of the Department of Environment Affairs. It manages the National Eco-endorsement System and implements programmes to create an eco-conscious society through awareness, income generation, and skills development in the green sector. (Source: indaloyethu.co.za)

### GREEN PASSPORT

The Green Passport, developed by the DEA in partnership with UNEP and GEF, aimed to encourage visitors to make responsible travel choices while visiting South Africa for the 2010 FIFA Soccer World Cup™. The Green Passport included a 32 page booklet (translated into French and Spanish through a partnership with Indalo Yethu) packed with greening tips and information on responsible tourism within each Host City. The booklet encouraged tourism that respects the environment and positively affects the economic and social development of the local community, with the intention that travellers would also take this new awareness back to their home countries.

The 2010 Green Passport website ([www.greenpassport.co.za](http://www.greenpassport.co.za)) also provided travellers with important information including:

- Host City Green Goal plans and achievements
- Green accommodation, restaurants and activities
- Specific guidelines for sustainable tourism
- A carbon footprint calculator and tips on how to reduce one's personal footprint. Offset projects were attached to the carbon calculator, enabling travellers to calculate and offset their emissions against the project of their choice.

The DEA aimed at distributing the Green Passport to 100,000 spectators. However, the roll-out of the scheme was phased to allow for the most popular tourist destinations to receive the first copies of Green Passports. This resulted in locations like Cape Town receiving the Green Passports well ahead of other locations. Nevertheless, Green Passports were provided for distribution in all nine Host Cities, provincial coordinators, environmental volunteers and FIFA information kiosks. Distribution took place primarily in airports, shopping malls, tourist information centres and attraction sites with the assistance of environmental volunteers from all nine provinces.

### NATIONAL DEPARTMENT OF TOURISM 'KNOW YOUR CITY, KNOW YOUR COUNTRY' PROGRAMME

A Tourism Ambassador has to know his or her city and know their country. This initiative, implemented by the National Department of Tourism in collaboration with the LOC, involved training up a pool of volunteers and equipping them with the necessary knowledge to become representatives of SA during the World Cup. The program followed from a similar smaller scale project run as part of the Confederations Cup in 2009. Each Host City ran the module, led by two facilitators per Host City, who conducted two-hour training sessions with volunteers. A total of 18,049 volunteers were trained during the course of the program (NDT, 2010)

### A GREENER FUTURE FOR SA TOURISM

As important as it is to apply due consideration to sustainability issues, this is only truly useful if it translates into hands-on application and on-the-ground action. The DEA conducted three national training workshops with sector departments, provinces and Host Cities during March 2009 in partnership with the UK Department for Environmental, Food and Rural Affairs and the UK Travel Foundation on responsible tourism initiatives. The result of these workshops is a programme funded by the Travel Foundation which is now in place to work with at least 100 accommodation facilities across three locations in South Africa. The programme focuses on educating management and staff on the financial and environmental benefits of reducing their water and energy consumption. It also assists them in carrying out appropriate measures through workshops, audits and training, as well as the basics of waste minimisation.

The idea is to apply a robust evaluation of each facility, carried out through audit reports. These in turn will inform tailor-made recommendations for each facility. March 2011 is marked on the calendar as the time by which each of the hotels must have been trained up and have implemented the recommended changes. Successful implementation is expected to lead to savings in water and energy consumption of 10% in the first year. Ongoing monitoring (funded by the Travel Foundation) will inform a final report in October 2011 to demonstrate the actual level of savings achieved.

There are only winners in this scenario – the environment benefits from a reduction of the carbon footprint of tourism, and the establishments themselves will enjoy the monetary savings with an overall 10% reduction in consumption per guest-night.







## 9.3 Outcomes

ONE OF THE KEY LEGACY OPPORTUNITIES presented by the 2010 FIFA World Cup™ is the platform that the event provides to leverage international and local media attention on the issue of sustainable tourism. The ultimate aim of the projects highlighted in this section was to create a behavioural shift in favour of positive environmental attitudes. Although progress in this focus area was notable, it was unfortunate that FIFA and MATCH contracts with hotels and venues were drawn up before the greening programmes had consolidated their requirements, and therefore no sustainability-related commitments could be included in the terms for these establishments.

Although in many ways already a pioneer in this sphere, South Africa still has a long way to come with respect to building a fully-fledged sustainable, or eco-tourism industry. It is hoped that the World Cup provided a vital awakening to both the tourism professionals in South Africa and consumers alike. The work done by those attempting to disseminate the sustainable tourism grading systems has been most impressive. Notable achievements include the establishment of GreenStaySA , and the Travel Foundation's valuable engagement with training and accommodation facilities in South Africa.

ONE OF THE KEY LEGACY OPPORTUNITIES PRESENTED BY THE 2010 FIFA WORLD CUP™ IS THE PLATFORM THAT THE EVENT PROVIDES TO LEVERAGE INTERNATIONAL AND LOCAL MEDIA ATTENTION ON THE ISSUE OF SUSTAINABLE TOURISM