



Questionnaire - Virgin Holidays Responsible Tourism Awards 2009

Please answer ALL questions to the best of your knowledge. If a question does not apply to your organisation, please put N/A and if appropriate briefly explain why.

Word limits are given throughout to ensure that you focus; please still provide all the facts!

Please do not attach additional information (e.g. brochures, reports) as this will not be considered and will not affect the decision of the judging panel.

TIP: The more you can quantify what you are doing the greater chance you will have of winning an Award

Nominated in	BEST DESTINATION CATEGORY		
Name of representative organisation	City of Cape Town		
Number of tourists per year (approx)	3,5 million domestic visitors and 1,8 million international visitors		
Website	www.capetown.gov.za / www.capetown.travel		
Your name	Nombulelo Mkefa	Your job title	Director : Tourism
Telephone number	+27 21 400 1111 (general) +27 21 483 9046 (direct)		
Email address	Nombulelo.Mkefa@capetown.gov.za		
Please provide a brief summary about what your organisation does including a description of the ownership of the organisation and how it is funded (150 words max):			
<p>The City of Cape Town is a local authority, with budgets derived from rates and taxes and an equitable share transfer from national government. This money needs to be spent efficiently and responsibly towards implementation of the City's Integrated Development Plan. A key objective of the IDP is increasing economic opportunity. Tourism, a significant employment generator in the local economy, is central to this. The City's Tourism Department facilitates the expansion of local tourism opportunities together with other City Departments. As destination managers, we guide the implementation of the City's Tourism Development Framework, which has sustainable livelihoods, conservation of culture and nature and social justice as its root. We facilitate the marketing of Cape Town as a preferred place to visit through our funding of Cape Town Tourism's destination marketing and visitor services functions. Tourism sector organizations and local communities are our partners in delivering the sustainable tourism development mandate.</p>			
1. Do you have a written responsible tourism policy?			YES
<p>If yes, please send us the policy by email to awards@responsibletravel.com or if it is on your website, please tell us the URL here: www.capetown.gov.za/responsibletourism</p>			
2. What is the single most significant achievement you have made regarding local people, the environment and/or conservation in the last 2 years? (150 words max)			
<p>The City developed a RT Policy and Action Plan, in partnership with industry and all City Directorates, applicable to the City as local authority and the entire municipal area as tourism destination. The policy sets the framework and principles for the development, management and marketing of tourism. It embeds responsibility for RT with all departments, rather than resting with the tourism department only, and requires that all departments apply defined RT principles in decisions about planning, regulation, use of City property, financial contributions, procurement and performance management. The RT Action Plan, converges role player efforts into a coordinated campaign, the main elements of which are an RT Charter, RT improvement plans, information for industry, tourists and citizens, monitoring & evaluation and a reward system. Central to the campaign is the measurement of destination performance against prioritised indicators, i.e. water and energy use, solid waste, local procurement, skills development and enterprise development.</p>			

What is your evidence to support this?

The Responsible Tourism Policy and Action Plan can be found on the Tourism Department Website :
www.capetown.gov.za/responsibletourism

3. Please give a brief description of any specific initiatives your organisation / business does to:

i) Reduce negative social and cultural impacts of tourism (max 150 words)

The City's RT Policy contains principles related to the protection of cultural heritage and reducing tourism's negative impacts. Adopting the Charter commits charter members to these principles.

We've established **Community Tourism Forums** in disadvantaged areas, e.g. Atlantis, Nyanga/Crossroads and Mitchell's Plain, to raise tourism awareness amongst communities, including their role as custodians of their cultural practices and intangible and tangible heritage.

Cape Town's visitors guide contains **responsible tourism guidelines for visitors**, which encourage visitors to respect local cultural, social and religious practices and the dignity and privacy of others, bargain responsibly and donate responsibly, etc.

Also, the City is working towards providing shielded land for the sacred Xhosa initiation tradition, and acknowledges the sometimes invasive and inappropriate impact of visitation. The City adopted various resolutions in 2009 to address the challenges related to the continued sustainable practice of the cultural tradition, including the management of tourist interactions with ritual sites.

How did you measure the impact of this initiative? What evidence can you offer that demonstrates that you are making a difference?

Currently, our initiatives are measured mainly in terms of **input and output** indicators, e.g. money spent, number of attendees. We acknowledge that this is a weakness in performance management. The RT Action Plan includes establishing a monitoring and evaluation system that will enable **reporting of the impact of initiatives**. In the 2008/2009 and 2009/2010 financial years R7.8m and R7.9m respectively was provided for Destination Development where community tourism forums are facilitated. R5m of total programme budget was allocated to the Local Area Tourism Development function in the last two financial years. Community Tourism Forums sessions were facilitated in all 8 Tourism Development Areas. Some results are qualitative rather than measurable in numerical terms. For example, results of our awareness initiatives include agreements between coach tour operators and communities to reconfigure visits to townships so as to reduce the negative impacts of tourist visits. Tourists now disembark from vehicles, walk through the area accompanied by guides familiar with the community, engage with local people and their customs rather than whip through on 'drive-through and gaze' tours.

ii) Increase the economic benefit of tourism to the local community (max 150 words)

The City:

- provides **business support programmes** assisting SMME tourism operations in partnership with Cape Town Tourism
- runs community **tourism awareness programmes**
- creates **tourism infrastructure in deprived areas** to provide economic opportunities for the local community, eg. Tourism Centres Sivuyile (Gugulethu), Gugasthebe (Langa) and Lookout Hill (Khayelitsha) and the City's False Bay Ecology Park
- **markets community-based tourism initiatives** .e.g. the Cape Care Route, in the Cape Town Visitor's Guide
- commissioned Streetwires to develop a uniquely Cape Town wire-and-bead product range for tourism businesses and visitors
- sponsors events, e.g. Minstrel Carnival, Concerts in the Park, etc.
- funds the Cape Craft and Design Initiative (CCDI) to train local craftsmen and design and create locally produced crafts.

Cape Town Tourism's procurement model, to be rolled out to all tourism businesses to ensure that tourism businesses buy local goods and services, includes a monitoring component.

How did you measure the impact of this initiative? What evidence can you offer that demonstrates that you are making a difference?

- 200 tourism businesses have been supported by the City over the last 2 years, with the City's spending on this aspect amounting to R1m
- The collective amount spent on tourism infrastructure in deprived areas since 2002 is R15m. Capital investment in facilities at Lookout Hill (Khayelitsha) and the City's False Bay Ecology Park alone cost R 10m and R 2m respectively. The community tourism centers have been a steady source of income for communities.
- the Cape Care Route that showcases arts and crafts, community projects and community gardens in some of the poorest parts of the City, features in the 5000 copies Cape Town Visitor's Guide printed annually. Some 20 tour operators frequent this route, created in an area traditionally not featuring on visitor itineraries
- The Xhosa Design project funded by the City of Cape Town (social & economic return on investment) was one of the most successful intervention projects in the craft industry creating a designer-craft range showcased at the renowned Design Indaba and creating long term employment for a group of 15 artists while having a significant impact on the field of wire and bead craft in terms of pushing the boundaries of the medium. A 'proof of concept' intervention – the model has been used for numerous further interventions, including the Indalo Design & Marketing Intervention project through which Streetwires will work with 9 different craft organizations to achieve similar results.
- 2008/2009 funding for 4 events (Voice of the Cape Homecoming Festival, Jazzathon, Concerts in the Park ((Community concerts in Wynberg, Athlone and Mitchell's Plain) and Cape Philharmonic Orchestra Summer Festival Concerts, contributes to hosting a total of 180 500 audience members, created some 258 temporary job opportunities, showcased 330 local artists, had 150 vendors/stallholders participating and offered 21 skills exchange opportunities.
- annual funding to the Cape Craft and Design Initiative (CCDI) amounts to R566,000

iii) Reduce the environmental impact of tourism (max 150 words)

Various programmes aim to reduce tourism's environmental impacts:

- all events must be approved in terms of the **City's Events Policy**, which addresses events-related environmental impacts such as water, waste and energy
- **Green Building Guidelines** for all buildings including tourism related structures. The guideline will in time become a by-law. The Planning Department use the guidelines during the approval process for developments
- a **Bylaw on Solar Panels** enables enforcement of the use of solar panels on all new buildings, including tourism accommodation
- the **Green Goal project** focuses on the environmental impact of the FIFA 2010 Soccer World Cup

The RT Action Plan includes two projects to address priority environmental issues:

- 'hospitality towel project', aimed at reducing energy, water and chemical use in the hospitality sector
- 'water bottle project', encouraging recycling of plastic water bottles to reduce the volume of solid waste going to landfill.

How did you measure the impact of this initiative? What evidence can you offer that demonstrates that you are making a difference?

Overall environmental conditions and impacts are monitored through the State of the Environment Report and various other reporting tools. The first City of **Cape Town State of the Environment Report** (SoER) was published in 1998, and provided the City with a baseline from which to measure and record changes in Cape Town's environmental state. This Report reports on waste, energy, water quality, pollution on an annual basis.

Although individual tourism industry programmes have in the past aimed to reduce the environmental impacts, the FEDHASA Imvelo RT Awards, SATSA's 2008 Electricity Use Reduction Programme, Cape Town as a destination has not yet measured the collective impact of these efforts. To address this weakness, The RT Action Plan includes a **RT Barometer that will quantify and report the progress of the tourism destination as a place** in relation to the destination's priority social, environmental and economic issues. The **priority environmental issues are water, energy and solid waste.**

Two phases are anticipated:

- Phase 1 (commencing Sept 2009): developing a record of performance in the preceding period, which will also serve as baseline data for the measurement of progress
- Phase 2 (commencing on submission of RT Improvement Plans) : recording performance against the selected indicators

It is believed that the RT Barometer will set Cape Town apart from other destinations that have implemented sustainability certification schemes for individual operators but track and report on the progress of the individual operator against a set of indicators only. The RT barometer will enable the inclusion of a set of figures relating the environmental savings by the tourism sector in the destination's annual State of the Environment Report

iv) Make a positive contribution to conservation of local culture? (max 150 words)

In 2009, the City and Cape Town Tourism jointly produced the **Khayelitsha Tourism map**, showcasing places where visitors can experience both contemporary and traditional cultural practices of the mainly Xhosa population of one of SA's largest, most impoverished, township areas. The map features traditional healers, shebeens, eating places, crafters, musicians, homestays, peace gardens and historical sites.

The City funds various initiatives that conserves and promotes the local traditional and contemporary culture:

- **Events of cultural importance**, e.g. Cape Town Jazz Festival, annual Cape Minstrels Carnival (rooted in the history and emancipation of slaves in the Cape), various Arts and Crafts Festivals and other event.
- Contemporary fashion, industrial and interior design is supported through funding for the internationally recognised Design INDABA Expo, Fashion Week, etc.
- the CCDI that supports the growth of the unique craft design tradition of the Cape and provides platforms for the emerging entrepreneurs and artists.

How did you measure the impact of this initiative? What evidence can you offer that demonstrates that you are making a difference?

The total value of City sponsorship for 3 iconic, 3 major and 6 local events amounted to R 4,46 million in the 2008/9 financial year. Events sponsored by the City are required to record attendance figures and compile figures on the economic impact of the event. For example:

- **The Cape Town International Jazz Festival** is the fourth largest festival of its kind in the world, exceeded only by the New Orleans Jazz and Heritage Festival, the Montreal Jazz Festival, and the Monterey Jazz Festival. Out of the 100 top worldwide festivals encompassing all genres of music, the Cape Town International Jazz Festival ranked number 30. The Cape Town International Jazz Festival, a nurturing ground for young and upcoming talent that gives local musicians and technical staff the opportunity to share stages and operation areas with world famous jazz virtuosi goers are from outside the Western Cape, employed 1,720 people during the festival in 2008. The festival added to the GDP [Gross Domestic Product] of the city at a R 142 million [\$20 million]. Some 72% of 33 000 festival goers come from outside of Cape Town – they come from other provinces and other parts of Africa - this exposes approximately 24 000 international and domestic visitors to local life.
- The **Design Indaba Expo**, the largest multi-disciplinary showcase of South African creativity to date, played host to more than 29 000 visitors in 2009. Compared to 2008's 20 000 visitors, the 2009 Design Indaba Expo indicated significant growth. More than 90 new exhibitors and 39 emerging creatives were included in the 260 exhibitor stand-count. Further, more than 360 buyers registered, including 156 international buyers.

With an initial base of 60 enterprises in 2001, the **CCDI** provides training to more than 300 crafters through its learnerships, product development, and short course programmes. Amongst other things, this involves training the crafters to cost and price their products. By 2005, sales of R1 375 000 had been generated through 26 craft showcases and exhibitions curated by the Institute. In addition 17 crafters attended 7 international show, many travelling overseas for the first time.

v) Make a positive contribution to conservation of the biodiversity of the local area? (max 150 words)

The City has created a **Biodiversity Network**, which aims to secure an ecologically representative sample of the City's biodiversity. Various biodiversity nodes and corridors have been mapped. Biodiversity is conserved in **protected nature areas**, the biggest being False Bay Ecology Park and Blaauwberg Conservation Area. Infrastructure for tourism and recreation, appropriate to each area and maintaining the conservation and environmental education value of the resource, is provided by the City.

Political commitment and support for biodiversity conservation is evident in the City's signature of the **Durban Commitment and the Countdown 2010 Declaration**. Cape Town is one of 21 cities participating in **the ICLEI-Local Governments for Sustainability project - Local Action for Biodiversity (LAB)**, which aims to enhance and protect biodiversity in an urban context. Infestation by alien invasive species is one of the biggest threats to Cape Town's biodiversity. The City is implementing a co-ordinated **Invasive Alien Species Strategy**.

How did you measure the impact of this initiative? What evidence can you offer that demonstrates that you are making a difference?

Cape Town is located in the heart of the **Cape Floristic Region (CFR)**, the world's smallest and most diverse floral kingdom. As such, it is an area of high biodiversity and unique conservation value – a global urban biodiversity hot spot without parallel. Also, the CFR has one of the highest proportions of endemic species in the world, with over 70% of its approximately 9 600 species found nowhere else in the world. The CFR has officially been identified as a 'global biodiversity hot spot', placing an international responsibility on Cape Town to ensure its adequate conservation. Over two thirds of the city's natural vegetation, mostly occurring outside of formal reserves, is classified as 'endangered' or 'critically endangered'. The Convention on Biological Diversity set a minimum target, which requires 10% of the historical extent of vegetation to be conserved. As there is already less than 10% of at least nine of Cape Town's vegetation types remaining, it is clear that Cape Town will not be able to meet the target for these types.

In this context, the 24 nature reserves currently owned and operated by the City are critical elements in the conservation of biodiversity and creating public awareness of biodiversity and their role in contributing to the conservation thereof.

Currently, English Nature recommends a minimum of 1 ha of land under formal conservation per 1 000 population. Cape Town has over 43 980 ha of land under formal conservation, including the Table Mountain National Park. This works out at approximately 12,5 ha per 1 000 population – well above the recommended standard. Many of Cape Town's natural areas are internationally renowned tourist destinations, are however, inaccessible to the greater portion of the population living in the poorer areas of Cape Town with the lowest ability to travel long distances in order to access good quality natural green spaces in which to relax and enjoy recreational activities. The City recognizes this critical social issue, and the need to make an increased effort to incorporate the provision of natural green space and nature reserves into city planning.

A **Biodiversity Database** is in existence which assists with monitoring the state of Biodiversity. Monitoring and evaluation techniques are employed, and information is collated on visitor statistics. Reporting is undertaken in the City of Cape Town's published **State of Environment Report**.

4. If applicable, please describe how you work with and/or support disadvantaged groups. How are members of disadvantaged groups given opportunities within your organisation? (max 150 words)

The City provides **bursaries to disadvantaged students and job placement** within the City for a defined period after qualifying. Four students were provided a one year contract in the Tourism Department. Eight students from disadvantaged background completed their **industrial placement** course requirement in the Tourism Department in the past three years. Furthermore, the department provided year long contract opportunities, as a **springboard to gain experience** and then enter the tourism industry, for six individuals during the 2007/8 and 2008/9 financial years – the spend on these contract positions amounted to R 1, 254,605 in 2007/08 and R 1, 668, 749 in 2008/09.

The City's **Community-based Tourism Development Fund** provided seed funding for facilities which facilitates access to tourism business opportunities in impoverished communities. The City-funded Visitor Information Office in the Oliver Tambo Centre (Khayelitsha) is a support hub for tourism businesses and directs visitors to the area's attractions and tourism businesses.

5. If applicable, please describe how you work with and/or support women against gender discrimination. How are women given opportunities within your organisation? (max 150 words)

The City's **Women Empowerment and Gender Equality programme** addresses issues such as domestic violence/ gender based violence, teenage pregnancy, lack of child maintenance, HIV/AIDS, discrimination and low skills levels, and increases the confidence of women to address the issues that negatively impacts on their lives. Beneficiaries are then able to take advantage of the opportunities created by the City in the procurement of services required such as catering, cleaning, provision of equipment etc. The Tourism Department recently hosted a series of events culminating in a gala dinner that focussed specifically on **Women in Tourism**. The objective was to highlight their role, importance and achievements in the industry. Nominations were entered for awards in various categories of women owned and run tourism businesses. Most of these fell into the SMME category. Winners were then selected based on certain criteria and awards presented at the gala dinner.

6. Are you taking any steps to reduce your carbon footprint (the impact of your organisation on global warming) through reducing the consumption of fossil fuels, the burning of wood or reducing the consumption of electricity, for example? Do you have figures which report what you have achieved? (250 words max)

- The City's **Energy and Climate Change Strategy** has goals and targets for climate change mitigation and adaptation measures.
- The City has developed and implemented various programmes to **reduce electricity** use by 10%, including
 - reducing transport energy consumption by developing public and non-motorised transport, e.g. the creation of a **network of cycle paths**
 - promoting renewable and cleaner energy, e.g. a **Solar Water Heater By-law** facilitates the mandatory installation of solar water heaters in all new and existing buildings with a floor area of more than 100m²
 - promoting energy efficiency and awareness e.g. the **Smart Living Handbook** gives practical tips to reduce energy usage
 - encouraging sustainable technologies through, for example, **Green Building Guidelines** and **Green Procurement Policy**
- The State of The Environment report, 2008 states that in 2006, Cape Town produced an average of 6,21 t of CO2 equivalents per capita, indicating an increase of 290 kg per capita since 2002. A smaller increase in per capita CO2 emissions was experienced between 2004 and 2006 than between 2002 and 2004. The changes that are being implemented are hoped to be reflected in new data gathered and have a positive impact on future measurements of CO2 equivalent emissions.
- The **Southern Line Rail Project**, a specific tourism-related effort, sees the City collaborating with Metrorail to promote the use of the Cape Town-Simon's Town rail line, running along a beautiful stretch of the Cape Peninsula's coastline, as an alternative to rented cars, amongst tourists.

7. To what extent have you been a leader for your suppliers or businesses in the destination to encourage them to develop their own responsible tourism practices? Please illustrate how this is being put into practice. (200 words max)

Specific actions since 2006 include:

- Funding the **training of 12 visitor information and membership services staff** of Cape Town Tourism (CTT) on Responsible Tourism in 2006
- Co-hosting , in partnership with CTT and tourism sector organizations, **seminars on the 'business case for responsible tourism'** for tourism businesses in 2007
- Creating a **dedicated RT section on the Department's website** – providing 'one stop' access to policies, 'how to' guides, case studies and other resources in 2008
- Creating a **RT Campaign Action Team** with industry representation in 2008
- The major tourism sector organizations and CTT meet quarterly under the banner of a Joint Membership Meeting Session (JAMMS). The City has **sponsored the quarterly JAMMS themed "Responsible Tourism"** since 2008.

- CTT personnel have been trained on the City's **Smart Living Handbook**, which provides detailed guidelines on resource efficient living. The handbook is promoted to the tourism industry at the tourism visitor centres, information sessions and newsletters.
- Since 2008, responsible tourism requirements criteria are included in CTT's membership criteria. All members will eventually have to comply.
- The City will lead by adopting the **Responsible Tourism Charter** at Mayoral level on World Tourism Day in 2009.

8. Is the availability of water within your destination or neighbouring communities an issue of concern? If it is what steps have you taken to reduce, reuse and recycle? (150 words max)

Cape Town tends to experience periods of severe water shortages through the long warm summers. Various initiatives and awareness programmes have been launched recently. Water restrictions were first introduced in 2001, and again in 2004, and saw a dramatic decrease in the amount of water used in Cape Town. The implementation of water restrictions does have a significant effect on water use levels, and demonstrates residents' willingness to contribute to their city's environmental sustainability. The City also has in place programmes to promote the re-use of grey water.

The "Towel Project" of the Tourism Department seeks to address three critical environmental issues, water consumption, energy consumption and water quality.

9. What is your next priority on the journey to responsibility to local people and the environment? (150 words max)

The City's next priorities are:

- adoption of the Responsible Tourism Charter throughout the tourism sector in the City
- preparation of RT Improvement Plans by all City Departments, and corporate RT policies and RTIPs by tourism operators
- roll-out of RT awareness amongst citizens and the tourism trade
- communicating the destination's RT efforts and performance to tourism markets (trade and consumers)
- implementing targeted projects identified in the City's RT Action Plan
- measurement of destination performance against the identified target areas and indicators in the three pillars of sustainable development (environmental - reduction of water and energy consumption and solid waste; social - skills development and corporate social investment; and economic – local procurement policies and local enterprise development)
- implementation of a monitoring and evaluation programme to assess changed perceptions and behavior amongst tourism business, residents and tourists
- reporting by means of the RT barometer

Please supply 2-3 independent references from contacts who can testify to your organisation's achievements in the field of responsible tourism. Please ask them to email us directly with their references by Monday 10 August. Please also provide the names and contact details of your chosen referees in the boxes below.

Referee 1		Referee 2		Referee 3	
Contact Name	Patrick Schofield	Contact name	Rema van Niekerk	Contact name	Joanne Jackson
Organisation	Street Wires	Organisation	Fedhasa	Organisation	Environment Resource Management City of Cape Town
Email	patrick@kwalapa.com	Email	rema@fedhasa.co.za	Email	Joanne.jackson@capetown.gov.za
Tel no	+27-82 3372202	Tel no	+27 -21-5529870	Tel no	+27 - 21 - 487-2184

<p>Please list below any web links that provide further evidence of the achievements of your organisation in the area of responsible tourism.</p>					
<p> www.capetown.gov.za/responsibletourism www.fedhasa.co.za http://www.fedhasacape.co.za/pages/Event_Section_Details.asp?EventSectionID=2&EventID=43&Title=JAMMS%20(2)%20Transformation%20&%20Responsible%20Tourism%20&SectionID=23 www.capetown.gov.za/environment http://www.capetown.gov.za/en/EnvironmentalResourceManagement/publications/Documents/State_of_Environment_Report_2008.pdf http://www.capetown.gov.za/en/GreenGoal Events Policy - http://www.capetown.gov.za/en/ehd/Pages/Strategies,PoliciesandBy-Laws.aspx http://www.designindaba.com/about http://www.ccdi.org.za/about-ccdi#thecapecraft http://www.southafrica.info/news/conferences/designindabaexpo.htm Cape Town Jazz Festival http://www.voanews.com/english/archive/2008-03/2008-03-28-voa27.cfm?moddate=2008-03-28 http://www.capetown.gov.za/en/MediaReleases/Pages/Citytohonourwomenintourism.aspx http://www.sustainable.org.za/transit/cct-projects/southern-line-tourism-route-2.html http://www.capetown.gov.za/en/Pages/Bicyclecommuterstogetmorespacetoride.aspx http://www.capetowngreenmap.co.za/about http://www.capetowngreenmap.co.za/blog/city-gives-bicycle-commuters-leg </p>					

Please return by email to: awards@responsibletravel.com by **Monday 10 August 2009**