



CAPE TOWN RESPONSIBLE TOURISM CHARTER

We, tourism operators, tourism organisations, researchers and educators, governmental and non-governmental organizations, and citizens, declare our support, motivation, action and defense for the construction of Cape Town as a responsible destination, committed to continual improvement in responsible tourism practices that protect and enhance the natural, cultural, social and economic environment.

As signatories, we support the principles of sustainable development and management of tourism. In particular, we:

- Recognise the importance of the United National World Tourism Organization's Global Code of Ethics, which aims to promote responsible, sustainable and universally accessible tourism and sharing its commitment to equitable, responsible and sustainable world tourism
- Are conscious of the White Paper on Tourism and sharing its commitment to Responsible Tourism as the most appropriate approach to tourism in South Africa
- Endorse the recognition of the White Paper on Tourism that all stakeholders should take responsibility for realising the principles of Responsible Tourism
- Recognise the principles and responsibilities set out in the Cape Town and Kerala Declarations endorsing South Africa's National Responsible Tourism Guidelines
- Are cognisant of South Africa's National Minimum Standards for Responsible Tourism
- Are aware of the City of Cape Town's Responsible Tourism Policy, its intention to develop Cape Town as a responsible destination, and the City's commitment to Responsible Tourism as an approach to destination management
- Commit to make tourism more sustainable, and accept that it is the responsibility of all stakeholders in tourism to achieve more sustainable forms of tourism

As signatories, we commit to:

Work towards developing, operating and marketing tourism in a manner that upholds the guiding principles for Responsible Tourism, being tourism that:

- makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity;
 - minimises negative economic, environmental, and social impacts;
- provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues;
 - is culturally sensitive, engenders respect between tourists and hosts, and builds local pride and confidence
- provides accurate information about accessibility of facilities and infrastructure for people with disabilities (visual, communication, mobility) to customers;
- generates greater economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry; and
 - involves local people in decisions that affect their lives and life chances.

Continually improve our performance in the context of sustainable development and management of tourism

Encourage our partners, suppliers and sub-contractors to improve their contribution to sustainable development and management of tourism, and will work with them and share information to assist in this

Endeavour in our communication with tourists to promote behaviour and activities compatible with the principles of Responsible Tourism

Develop these principles into a corporate Responsible Tourism Policy within 6 calendar months of signing this charter

Develop a corporate Responsible Tourism Improvement Plan within 12 calendar months of signing this charter. As part of this we will define measurable goals, and will monitor and report publicly on our progress


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28 September 2009
DATE

