

## MEDIA RELEASE

28 SEPTEMBER 2009

### City pioneers Cape Town Responsible Tourism Charter

The Executive Mayor of Cape Town, Alderman Dan Plato, along with major tourism associations, today signed the Cape Town Responsible Tourism Charter committing the City of Cape Town and the industry to responsible tourism behaviour and practices.

Associations that signed the Charter with the City are the Federated Hospitality Association of Southern Africa (FEDHASA), the Southern African Tourism Services Association (SATSA), which represents the private sector of the region's incoming tourism industry, the Southern African Association for the Conference Industry (SAACI) which represents the interests of conference organisers and venue owners and Cape Town Tourism.

The Charter is based on the Cape Town Declaration on Responsible Tourism which was signed when Cape Town hosted the first International Conference on Responsible Tourism in 2002.

The responsible tourism initiative seeks to simultaneously maximise the economic, social and environmental benefits of tourism while minimising costs to destinations. Simply put, Responsible Tourism is tourism 'that creates better places for people to live in, and better places to visit'.

The Charter seeks to achieve three sustainable development objectives i.e. economic growth, environmental integrity and social justice. It places an onus on those in the industry to achieve these objectives.

The Charter establishes the basis for sustainable tourism that will contribute to poverty alleviation and economic empowerment; protect the value of the local lifestyles and heritage and minimise the impact on the environment by reducing resource consumption.



Back Row: Left to Right  
Mariette du Toit-Helmbold - (CEO Cape Town Tourism) & Howard Johnson (SATSA)  
Front Row: Left to Right Shaheen Jutzen (SAACI),  
Alderman Dan Plato (Executive Mayor) and Rey Franco (FEDHASA)



Back Row Left to right  
Theuns Vivian (Acting Director - Tourism, Shaheen Jutzen (SAACI)  
Middle: Mansoor Mohamed  
Front two: Mariette du Toit-Helmbold - (CEO Cape Town Tourism) & Howard Johnson (SATSA)  
Right in Front: Alderman Dan Plato (Executive Mayor)

The Charter focuses on positively influencing significant tourism groups such as:

- The City of Cape Town
- City funded tourism organisations
- Tourism sector organisations
- Individual tourism enterprises
- Educational institutions

Mayor Plato said, "Responsible Tourism makes sound business sense. A significant and growing number of tourists are looking for a "different" travel experience and a higher quality product. They want to get closer to the people in the country they visit and experience its real natural and cultural heritage, but they wish to do so in good conscience and in the knowledge that they are doing so in a responsible way and without having any adverse effect on the countries that they visit and the destinations they frequent. Cape Town has recently won major international tourism awards, including Africa's Leading Destination Award two years in a row, and this can to some extent be attributed to the efforts already made in making Cape Town a leading responsible tourism destination."

Alderman Felicity Purchase, Mayoral Committee Member for Economic Development and Tourism, said that Cape Town has come a long way since the Cape Town Declaration on Responsible Tourism. "We must acknowledge what has been achieved thus far and also create a barometer to monitor progress on attaining the Charter's goals."

Mansoor Mohamed, the Executive Director for Economic, Social Development and Tourism, said: "The City of Cape Town is very pleased to pioneer this very important development and it will continue to lead in a sustainable manner".

With 255 days to the kick-off of the 2010 FIFA World Cup in June 2010, a Green Goal programme has been put in place to ensure an environmentally-responsible event. Lessons learnt from this will change the events industry in the city as waste is minimised and water and energy are used responsibly.

More details can be found on the City of Cape Town Website at <http://www.capetown.gov.za/EN/TOURISM/Pages/ResponsibleTourism.aspx>

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**Issued by: Communication Department, City of Cape Town**

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