

# **Certification Tools for Tourism in Africa**

Social, environmental and economic criteria

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Report to the International Ecotourism Society

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## 1. OVERVIEW

The International Ecotourism Society (TIES) commissioned a review of data collection tools within certification systems currently operating in Africa, funded by the Ford Foundation. The aim of the study was to address how well they were addressing social and environmental criteria.

Data collection systems for four different certification schemes were reviewed: Green Globe 21, Blue Flag, the Ecotourism Society of Kenya's Eco-rating Scheme, and Greenstop.net.

Two previous reports commissioned by TIES provide more details regarding these and other tourism certification systems in Africa (Spenceley, 2004; 2005).

## 2. APPROACH

Information on the tourism certification tools was gathered primarily through the use of internet search engines, books on certification, and by direct emails to key stakeholders involved in certification programs. Each system's social, environmental and economic criteria are reviewed.

## 3. GREEN GLOBE 21

Green Globe 21 has four separate standards that are applicable for companies, communities, ecotourism enterprises, and design and construction activities. These have different main criteria that include social and environmental issues (see Table 1). There is considerable overlap between the different standards, so only the Communities and Ecotourism standards are described below in more detail, as these are perhaps the most relevant to TIES. Note that within these standards social, economic and environmental issues are combined, but they have been separated here for clarity.

<b>Company Standard</b>	<b>Communities standard</b>	<b>Ecotourism standard</b>	<b>Design and construction</b>
<ul style="list-style-type: none"> <li>• Environmental and Social Sustainability Policy</li> <li>• Legislative Framework Environmental and Social Sustainability Performance</li> <li>• Environmental Management System</li> <li>• Consultation and Communication</li> </ul>	<ul style="list-style-type: none"> <li>• Community Authority</li> <li>• Regulatory Framework</li> <li>• Environmental And Social Sustainability Policy</li> <li>• Environmental And Social Sustainability Planning Systems</li> <li>• Environmental And Social Sustainability Benchmarking</li> <li>• Community Stakeholder Consultation And Performance Reporting</li> </ul>	<ul style="list-style-type: none"> <li>• Ecotourism policy, performance and regulatory framework</li> <li>• Natural area focus</li> <li>• Interpretation and education</li> <li>• Ecologically compatible infrastructure</li> <li>• Ecologically sustainable practice</li> <li>• Contributing to conservation</li> <li>• Ecotourism benefiting local communities</li> <li>• Cultural respect and sensitivity</li> <li>• Customer satisfaction</li> <li>• Responsible marketing</li> <li>• Ecotourism product minimal impact</li> </ul>	<ul style="list-style-type: none"> <li>• Sustainable Design and Construction Policy</li> <li>• Regulatory Framework</li> <li>• Sustainable Design Assessment</li> <li>• Sustainable Design Process Management</li> <li>• Sustainable Construction Process Management</li> <li>• Community and Stakeholder Consultation and Performance Reporting</li> </ul>
<p><i>Source:</i> Green Globe, 2001; 2003; 2004a, 2004b cited in Spenceley 2005</p>			

### 3.1 Social criteria

The Community Standard has a series of social criteria addressing the community authority, policy, planning and performance (see Table 2). The social criteria concentrate on community participation, accountability, communication and improving the quality of live for local people.

<b>Table 2: Social criteria from Green Globe 21's community standard</b>	
<b>Section</b>	<b>Criteria</b>
Community authority	<ul style="list-style-type: none"> <li>• Mandated to provide leadership for GG21</li> <li>• Accountability to community and GG21</li> <li>• Appoint and empowered community progress leader</li> <li>• Establish Community Authority organisational framework with resources</li> <li>• Maintain records of activities</li> <li>• Develop Community Sustainability Strategy based on GG21 benchmarking criteria</li> <li>• Develop and achieve quantified environmental and social performance</li> <li>• Annual benchmarking report</li> </ul>
Sustainability policy	<ul style="list-style-type: none"> <li>• Prepare a social policy incorporating the social and political context of the community</li> <li>• Account for relevant international an national agreements and policies</li> <li>• Commit to an integrated approach in achieving sustainable social community performance outcomes</li> <li>• Commit to community participation</li> <li>• Recognise the importance of social performance improvement outcomes – and local community sustainability issues</li> <li>• Have a commitment to individualise socially sustainable performance accountability to companies, community members and authorities within the Community.</li> <li>• Have regard to the World Tourism Organisation's Code of Ethics for Tourism in the development of the Community Policy.</li> <li>• Commit to adopting and promoting the Social Sustainability Policy to the Community.</li> <li>• Review the policy annually</li> </ul>
Sustainability planning systems	<ul style="list-style-type: none"> <li>• Develop a Community Sustainability Strategy/Plan which shall have regard to defining key social sustainability issues as guided by GG21's key social performance areas and supplementary criteria relevant to the Community</li> <li>• Address development, corrective actions, monitoring through benchmarks, and continual improvement</li> <li>• Ensure the strategy identifies quantified social performance improvement targets</li> <li>• Provide training for members of the Community accountable for the collection and management of Benchmarking performance measures.</li> </ul>
Sustainability performance	<p>Assess the social management performance of the Community and level of positive and negative impacts in each of the following key performance areas:</p> <ul style="list-style-type: none"> <li>▪ Management of social and cultural impacts of tourism</li> <li>▪ Cultural heritage conservation</li> </ul> <p>Measure and record performance, set improvement targets, develop a written program to implement objectives and targets, monitor progress.</p> <p>Have regard to the following considerations in developing Community Benchmarking Supplementary performance indicators:</p> <ul style="list-style-type: none"> <li>▪ Achieving basic community services including reliable potable water services; solid and liquid waste disposal systems; and health services</li> <li>▪ Achieving gender equity</li> <li>▪ Providing services that underpin and facilitate cohesion and quality of life</li> <li>▪ Providing institutions and services which underpin governance, law and order and education</li> <li>▪ Involving indigenous peoples, their culture and their needs</li> <li>▪ Recognising sites of special significance</li> <li>▪ Accommodating cultural heritage structures and sites of special importance</li> </ul>

**Table 2: Social criteria from Green Globe 21's community standard (contd . . .)**

Section	Criteria
Community consultation and performance reporting	<ul style="list-style-type: none"> <li>• Establish consultative mechanisms and strategies to ensure all sections of the Community are able to participate in developing and implementing the Community's Sustainability Strategy.</li> <li>• Communicate to the Community regularly in a simple, clear, and obvious manner, their performance.</li> <li>• Ensure all sectors of the local tourism industry are informed and encouraged to participate in tourism planning and development</li> <li>• Regularly disseminate performance outcomes through the community</li> <li>• Encourage and respond to feedback from the community</li> <li>• Maintain records of consultations and communication</li> <li>• Encourage community stakeholders to engage in the programs</li> <li>• Provide information on best practice</li> </ul>
<i>Source: Green Globe (2003)</i>	

Social criteria within the Ecotourism standard are similar, but also address staff training, health and safety, interpretation and education (especially for staff and guides). The location of the infrastructure needs to be justified in terms of local communities and the cultural significance of this site, while cultural sensitivity of the operations are also emphasised (see Table 3).

**Table 3: Social criteria from Green Globe 21's ecotourism standard**

Section	Criteria
Policy, performance and regulatory framework	<p>An ecotourism product shall have a Ecotourism Policy that:</p> <ul style="list-style-type: none"> <li>• Commits to staff training;</li> <li>• Commits to planning and monitoring social performance through setting relevant targets based on the principles of ecotourism;</li> <li>• Commits to comply with health and safety</li> <li>• Commits to comply with health and safety issues, including contingency planning and risk management and mitigation;</li> <li>• Is available on request to stakeholders and is on public display;</li> <li>• Commits to consulting and liaising with the local community; and</li> <li>• Commits to contributing to the local community.</li> <li>• Commit to current legislation</li> </ul>
Interpretation and education	<ul style="list-style-type: none"> <li>• Ecotourism products shall provide interpretation and/or education opportunities for visitors to learn more about the natural and cultural heritage of an area.</li> <li>• Interpretation Plan has been prepared for the interpretive activities program. The plan includes conservation issues, cultural issues, and includes interpretive resources and local heritage material.</li> </ul> <p>Demonstrate that all staff (including customer service staff) have awareness of:</p> <ol style="list-style-type: none"> <li>a. The natural, cultural and heritage values of the area and its people;</li> <li>b. The environmental management issues of the area;</li> <li>c. The principles of ecotourism and how they are enacted by the product;</li> <li>d. Practices that staff are to follow as part of their duties to minimise adverse impacts on the environment; and</li> <li>e. Measures to be taken in responding to an emergency.</li> </ol> <p>Demonstrate that Ecotour Guides have awareness of:</p> <ol style="list-style-type: none"> <li>a. Interpretation and communication;</li> <li>b. Environmental and conservation management issues of the product area;</li> <li>c. Relevant minimal environmental impact procedures; and</li> <li>d. Specialist skills and/or formal qualifications for "adventure" activities.</li> </ol>
Ecologically compatible infrastructure	<p>Prior to design and construction of a new ecotourism facility an environmental assessment include justification of the chosen site with reference to local communities and cultural significance.</p>

**Table 3: Social criteria from Green Globe 21's ecotourism standard (contd.)**

Section	Criteria
Cultural respect and sensitivity	The ecotourism product shall demonstrate: a. Liaison with the local community has taken place including people with a cultural (traditional) affinity with an area; b. Local community cultural sensitivities have been taken into account; c. Cultural protocols are implemented; d. Cultural obligations are respected; and e. Cultural information and interpretation is accurate.
<i>Source: Green Globe (2004a)</i>	

### 3.2 Environmental criteria

The Community Standard has a comprehensive series of environmental criteria addressing policy, planning and performance (see Table 4).

**Table 4: Environmental criteria from Green Globe 21's community standard**

Section	Criteria
Sustainability policy	<ul style="list-style-type: none"> <li>• Prepare an environmental (and social) policy incorporating the location, nature and environmental context of the Community.</li> <li>• Account for relevant international and national agreements and policies</li> <li>• Commit to an integrated approach in achieving sustainable environmental performance outcomes</li> <li>• Commit to community participation</li> <li>• Recognise the importance of environmental performance improvement outcomes – and local community sustainability issues</li> <li>• Have a commitment to individualise environmental sustainable performance accountability to companies, community members and authorities within the Community.</li> <li>• Commit to adopting and promoting the Environmental Sustainability Policy to the Community.</li> <li>• Review the policy annually</li> </ul>
Sustainability planning systems	<ul style="list-style-type: none"> <li>• Develop a Community Sustainability Strategy/Plan which shall have regard to defining key environmental sustainability issues as guided by GG21 key environmental performance areas and supplementary criteria relevant to the Community</li> <li>• Ensure the strategy identifies quantified environmental performance improvement targets</li> <li>• Ensure that effective environmental planning and development control procedures are in place to guide sustainable tourism development.</li> <li>• Encourage quality urban and infrastructure planning systems which incorporate sustainable design principles and practices.</li> <li>• Assess for the Community possible environmental impacts of planned, accidental and emergency situations and develop and implement reasonable and responsible plans to minimise the likelihood of such impacts and mitigate resulting impacts which may occur.</li> </ul>
Sustainability performance	<ul style="list-style-type: none"> <li>• Assess the environmental performance of the Community and level of positive and negative impacts in each of the following key performance areas: <ul style="list-style-type: none"> <li>○ Greenhouse gas emissions</li> <li>○ Energy efficiency, conservation and management</li> <li>○ Management of freshwater resources</li> <li>○ Ecosystem conservation and management</li> <li>○ Tourism land use planning and development</li> <li>○ Air quality protection and noise control</li> <li>○ Waste water management, drainage and streams</li> <li>○ Waste minimisation, reuse and recycling</li> <li>○ Storage and use of environmentally harmful substances</li> </ul> </li> <li>• measure and record performance, set improvement targets, develop a written program to implement objectives and targets, monitor progress.</li> <li>• Supplementary performance indicators, namely providing services that underpin the quality and condition of natural environments which contribute to ecosystems and quality of life</li> </ul>
<i>Source: Green Globe (2003)</i>	

The Ecotourism Standard addresses the policy and regulatory framework, natural areas, infrastructure, sustainable practices, and contributions to conservation (see Table 5).

<b>Table 5: Environmental criteria from Green Globe 21's ecotourism standard</b>	
<b>Section</b>	<b>Criteria</b>
Policy, performance and regulatory framework	<p>An ecotourism product shall have a Ecotourism Policy that:</p> <ul style="list-style-type: none"> <li>• Is appropriate to the size, location, nature, scale of activities and services provided by the ecotourism product;</li> <li>• Commits to comply with relevant environmental legislation and regulations;</li> <li>• Commits to planning and monitoring environmental performance through setting relevant targets based on the principles of ecotourism;</li> <li>• Commits to contributing to conservation and management of natural areas, culture and heritage site/s visited;</li> </ul>
Natural areas focus	<p>An ecotourism product shall demonstrate that:</p> <ol style="list-style-type: none"> <li>a. Customer product activity time is within a natural area or with a natural area focus; and</li> <li>b. The prime focus of the product is presentation of natural values.</li> </ol>
Ecologically compatible infrastructure	<p>Prior to design and construction of a new ecotourism facility an environmental assessment including at least the following shall be undertaken:</p> <ol style="list-style-type: none"> <li>a. identification of the environmental aspects of the proposed activities;</li> <li>b. identification of the environmental characteristics and management issues of the area;</li> <li>c. identification of potential impacts;</li> <li>d. provision of management responses to mitigate environmental impacts; and</li> <li>e. justification of the chosen site with reference to conservation value, disturbance history</li> </ol> <p>Architectural and landscape plans shall ensure that ecotourism buildings and infrastructure are compatible with the physical and cultural landscape.</p> <p>For a new facility the ecotourism product shall demonstrate that environmental impacts have been minimised through at least three of the following:</p> <ol style="list-style-type: none"> <li>a. construction area and excavation has been kept to a minimum;</li> <li>b. access has been carefully planned and constructed;</li> <li>c. building materials have been sourced from sustainably managed, renewable resources;</li> <li>d. sustainable building materials have been sourced locally wherever possible;</li> <li>e. recycled building materials have been used as a significant source of material;</li> <li>f. timber treated with arsenic or copper has not been used</li> </ol>
Ecologically sustainable practice	<p>The ecotourism product shall have an Environmental Management Plan that is implemented and addresses the following:</p> <ol style="list-style-type: none"> <li>a. Waste minimisation;</li> <li>b. Energy efficiency;</li> <li>c. Water conservation;</li> <li>d. Treatment of wastewater and effluent;</li> <li>e. Biodiversity conservation;</li> <li>f. Air quality;</li> <li>g. Lighting (including the requirements of a dark sky policy); and</li> <li>h. Noise (including the requirements of a quiet policy).</li> </ol> <p>The Environmental Management Plan (or equivalent) shall include:</p> <ol style="list-style-type: none"> <li>a. Priority actions;</li> <li>b. Performance monitoring, including monitoring for Benchmarking;</li> <li>c. Environmental training for employees;</li> <li>d. Mechanisms to maintain and improve aspects of best practice ecological sustainability;</li> <li>e. Purchasing policies that target environmentally friendly products and services; and</li> <li>f. Managerial sign off and provision for annual review and updating of the Environmental Management Plan.</li> </ol>

**Table 5: Environmental criteria from Green Globe 21’s ecotourism standard (contd. . .)**

Section	Criteria
Ecologically sustainable practice	<p>The ecotourism product shall implement a waste minimisation approach which includes at least the following strategies:</p> <ol style="list-style-type: none"> <li>a. Purchasing policies which minimise the use of packaging and disposable products and encourages use of bulk supplies;</li> <li>b. Recycling of materials including glass, plastics and paper; and</li> <li>c. Composting of organic waste.</li> </ol> <p>The ecotourism product shall minimise the use of non-renewable energy sources by implementing at least one of the following strategies:</p> <ol style="list-style-type: none"> <li>a. Use of renewable energy sources and/or purchase of energy from “ecolabel” supplier; and</li> <li>b. Integration of energy efficient design and systems during construction.</li> </ol> <ul style="list-style-type: none"> <li>• The ecotourism product shall implement an energy efficiency program including low energy use policies, staff training, and product purchasing policies.</li> <li>• The ecotourism product shall demonstrate that where water use is drawn from natural sources other than rainwater tanks, the take of water is sustainable, and does not significantly impact the water available to local communities and ecosystems.</li> <li>• Operators shall implement a water conservation strategy that will be communicated to staff and customers.</li> <li>• The Ecotourism product shall have in place management systems to prevent hazardous substances entering wastewater or the environment.</li> <li>• An advanced ecotourism product shall prepare and implement a policy for minimising impact on wildlife (this may be part of a code of practice).</li> <li>• Demonstrate the approach used to minimise emissions of air pollutants to the atmosphere.</li> <li>• Demonstrate the approach that they have used to minimise the use of artificial lighting and implemented the requirements of a “Dark Skies Policy”.</li> <li>• Demonstrate the approach used to minimise non-natural noise</li> <li>• and shall implement the requirements of a “Natural Quiet Policy”.</li> </ul> <p>Where interaction with wildlife is part of the product, the ecotourism product shall demonstrate an approach which minimizes impacts on wildlife, and which includes consideration of:</p> <ol style="list-style-type: none"> <li>a. Feeding and handling of wildlife;</li> <li>b. Breeding sites and seasons;</li> <li>c. Public interaction with wildlife;</li> <li>d. Wildlife movement;</li> <li>e. Potential impacts on habitat; and</li> <li>• f. Staff training and procedures.</li> </ol>
Contributing to conservation	<p>The Ecotourism product shall demonstrate that it contributes annually to conservation outputs and outcomes.</p> <p>An ecotourism product shall be managed to ensure merchandise for sale:</p> <ol style="list-style-type: none"> <li>a. Does not include rare or threatened species;</li> <li>b. Does not include items of significant cultural or heritage conservation value;</li> <li>c. Includes the promotion of certified ecolabel products; and</li> <li>d. Provides advisory information to customers about the need to protect local, rare and threatened species and heritage.</li> </ol>

Source: Green Globe (2004a)

### 3.3 Economic criteria

The Community Standard has economic criteria that address policy and performance, primarily in relation to local economic impacts, minimising leakage and stimulating local businesses (see Table 6).

**Table 6: Economic criteria from Green Globe 21's community standard**

Section	Criteria
Sustainability policy	<ul style="list-style-type: none"> <li>• Prepare an environmental and social policy that incorporates tourism activity and development issues.</li> <li>• Recognise the importance of economic performance outcomes.</li> <li>• Have a commitment to give preference to employment, products and services of local community origin.</li> </ul>
Sustainability performance	<p>Assess the social management performance of the Community and level of positive and negative impacts with regard to the local socio-economic benefits of tourism</p> <p>Assess performance of the Community and level of positive and negative impacts in each of the following key performance area</p> <ul style="list-style-type: none"> <li>○ Local socio-economic benefits of tourism</li> <li>○ Supplementary performance indicators:</li> <li>○ Giving preference to locally produced goods and services</li> <li>○ Encouraging local employment</li> <li>○ Encouraging industry reinvestment in the local community</li> <li>○ Minimising leakage of locally generated revenue</li> <li>○ Stimulating local micro-businesses</li> <li>○ Alleviating poverty</li> </ul>
<i>Source: Green Globe (2003)</i>	

The Ecotourism Standard addresses benefits to local communities in a similar way to the Community Standard. In addition, the criteria include references to responsible marketing (see Table 7).

**Table 7: Economic criteria from Green Globe 21's ecotourism standard**

Section	Criteria
Benefiting local communities	<p>The ecotourism product shall have an approach that includes the following measures, consistent with the nature and scale of the product:</p> <ol style="list-style-type: none"> <li>a. Employment of local staff;</li> <li>b. Purchase of local products;</li> <li>c. Purchase of local services;</li> <li>d. Sale of appropriate locally-made souvenirs and handicrafts; and</li> <li>e. Cash or in-kind investments are made to local community infrastructure, events and activities.</li> </ol>
Responsible marketing	<p>The suite of marketing material generated for the ecotourism product shall provide accurate and contemporary information on the following attributes as appropriate to the nature of the product:</p> <ol style="list-style-type: none"> <li>a. The environmental significance of the natural attributes of the area or site;</li> <li>b. The formal status, if any, of the site (e.g. National park, World Heritage Area);</li> <li>c. The main nature-based ecotourism activities available;</li> <li>d. The range and style of interpretive services provided;</li> <li>e. The number of people in a typical group (e.g. tour) activities;</li> <li>f. The code of practice or guidelines that address minimal impact or appropriate behaviour for the environment, or cultures visited; and</li> <li>g. A description of the key principles of ecotourism, how the product meets these and the role and benefits of ecotourism certification.</li> </ol> <p>Ecotourism product marketing material shall provide customers with realistic expectations of what will be encountered/sighted and provide appropriate caveats.</p>
<i>Source: Green Globe (2004a)</i>	

## 4. BLUE FLAG

The award of a South African Blue Flag beach is based on compliance with 14 criteria covering social and environmental issues: (Blue Flag, undated):

- **Management:** administration, activities, cleaning, ablutions
- **Water quality:** compliance with standards, no pollution
- **Safety:** provision of lifeguards and suitable infrastructure
- **Information and education:** notice boards, beach monitoring, environmental education project,

Any beach that want to apply for a Blue Flag must comply with all criteria the season ahead of award. In South Africa, therefore, it means that a beach must firstly apply to run a pilot phase and only the year thereafter it can apply for full Blue Flag status (Blue Flag, undated).

### 4.1 Social criteria

The social criteria for Blue Flag beaches address safety, hygiene, information and education.

A notice board must be erected at the main entrance to the beach containing information for beach users regarding Blue Flag, local coordinators, lifeguards, safety information, a map, water quality information and local codes of conduct (Blue Flag, undated).

Blue Flag provides guideline numbers of lifeguards required for different numbers of beach users. They state that there should be a minimum of one lifeguard per beach at any time, but that additional lifeguards should be added when beach users exceed 200, 600, and 1000. Yellow or red flags are used to demarcate swimming areas, and lifeguards must have access to a range of equipment and facilities, including rescue equipment and infection control. Lifeguards need to be appropriately qualified, and at least one of the guards on duty should have a first aid and CPR certificate. A first aid room needs to be equipped with a range of specified equipment such as a bed, oxygen and a shark attack pack (Blue Flag, undated).

For hygiene reasons, Blue Flag sets out a requirement for one WC for every 200 visitors, with a 40:60 ratio for men and women, and states that at least one WC must be available for male and female disabled people. Beaches also need to maintain at least two showers on the beach that are maintained daily. Drinking water points must be provided (Blue Flag, undated).

Five environmental educations must be implemented that address the awareness, education and training objectives of the National Coastal Policy. Projects must address public/tourist awareness, employee training, and formal education. An Environmental Information Centre must also be provided (Blue Flag, undated).

Sustainable means of transportation for local people, such as bicycling, walking and public transport, must be supported (Blue Flag, undated).

### 4.2 Environmental criteria

The environmental criteria for Blue Flag addresses beach and water quality.

Blue Flag requires that beaches comply with Recreational Bathing Water Quality Standards for faecal coliforms. Water samples have to be taken every two weeks and be analysed by and

independent laboratory. Results must be publicly displayed at the beach and if guideline values are exceeded the Flag must immediately be withdrawn. The criteria also address avoiding storm water pollution and the creation of oil spill contingency plans (Blue Flag, undated).

On the beaches themselves the scheme has detailed criteria addressing environmental impacts. For example, litter bins need to be provided at intervals of not more than 50 m, with provisions for additional bins during peak visitation periods. The specifications include the frequency at which bins, the beach, path and parking areas must be cleaned. Beaches also need to have recycling facilities for materials such as glass and cans. In addition, driving (saving emergency and service vehicles), dumping and dogs are not allowed on beaches (Blue Flag, undated). This is presumably because driving can adversely affect the ecology of coastal systems; dumping is effectively littering; and dogs can soil beaches creating a potential health risk to people.

Blue Flag specifies that within the management of the beach the participating authority must organise information so that their 'oil spill contingency plan' and water quality results are easily available (Blue Flag, undated)

## 5. ECORATING SCHEME

The criteria for the Eco-rating scheme run by the Ecotourism Society of Kenya are environmental, social and economic (ESOK, 2002):

- **Environmental:** purchasing, pollution, conservation, development impacts, resource use, green and appropriate technology, design;
- **Social (employees):** wages, human rights, labour rights, equal opportunities, training, flexible working programs; and
- **Social (community):** fair complaints system, community development projects, assistance to communities, health and safety.
- **Economic:** job creation, local and employee benefits, helping local suppliers, research and development in communities, training;

The questionnaire that tourist accommodation facilities complete has a detailed set of criteria that must be addressed.

### 5.1 Social criteria

Social criteria address employees and the community. The impact of the enterprise at the local and national level are addressed in relation to employees, consumers, the wider community, the supply chain and business partners (ESOK, 2002).

<b>Table 8: Eco-rating scheme social criteria</b>	
<b>Theme</b>	<b>Criteria</b>
<b>Customer communication and involvement</b>	<ul style="list-style-type: none"> <li>• information provided on cultural and historical information, and the mission statement.</li> <li>• environmentally-related questions on guest-comment surveys</li> <li>• communicating with various authorities regarding activities</li> <li>• local guides</li> <li>• guidance for guests on minimising their environmental impacts</li> </ul>
<b>Direct economic benefits</b>	<ul style="list-style-type: none"> <li>• proportion of employees who are Kenyan</li> <li>• proportion from the local community</li> <li>• provision of cross-training skills for staff</li> <li>• promoting tourism supported activities (e.g. craft workers)</li> <li>• payment above the legal minimum wage</li> <li>• impacts on village life of local employment</li> <li>• local equity in the enterprise</li> <li>• local distribution of profits</li> <li>• conservation fees charge to clients</li> <li>• local community lease/rental</li> </ul>
<b>Indirect economic benefits</b>	<ul style="list-style-type: none"> <li>• promotion of local enterprises offered by local communities in publicity material</li> <li>• support of local cultural or sport activities</li> <li>• sale of local items in enterprise shop</li> <li>• local décor</li> <li>• travel promotions with local community activities</li> <li>• commercial links to self-help/micro-enterprise programmes</li> <li>• proportion of purchases imported into Kenya</li> <li>• medical assistance to local people</li> <li>• brochures reflect cultural background of the area</li> <li>• use of cultural activities in guest entertainment</li> <li>• prohibition of sexual commerce and drug dealing</li> <li>• equal opportunity employment policy, promotion of cultural issues</li> </ul>
<b>Contribution to public health</b>	Preventative staff programmes including education, food handler checks and community health clinics
<b>Infrastructure and security</b>	<ul style="list-style-type: none"> <li>• how enterprise use of basic services affects resources available to local people</li> <li>• assistance to local community infrastructure</li> <li>• work with local associations to improve local conditions</li> <li>• tourist security programs</li> <li>• natural disaster contingency plans</li> </ul>
<b>Training</b>	Education of staff regarding sustainability policies, involvement of staff devising policies, monitoring of impact of training
<b>Staff housing</b>	Use of staff grey water, water and energy saving saving devices, alternative energy, treatment and re-use of sewage

*Source: Adapted from ESOK, 2002*

## 5.2 Environmental criteria

The Eco-rating scheme specifies that the environmental criteria address the protection, conservation and sustainable management of natural resources that allow ecosystems to maintain their diversity, productivity and resilience (ESOK, 2002). The criteria within the scheme are described in Table 9.

<b>Table 9: Eco-rating scheme environmental criteria</b>	
<b>Theme</b>	<b>Criteria</b>
<b>Policies, plans and programs</b>	Presence of written environmental policy addressing land, water, energy, sewage and solid waste
	Work with local and regional organisations to solve environmental problems
	Company mission statement addressing conservation and communicated to staff
<b>Emissions and waste</b>	<b>Grey water:</b> where it comes from, how it is treated, and how it is used
	<b>Sewage:</b> What is done with it, how it is re-used (e.g. for composting)
	<b>Air:</b> Control of emissions from generators
<b>Plants on the property</b>	Planting of indigenous and exotic species, plant identification and information for guests, inputs (e.g. fertilisers, pesticides).
<b>Natural Areas (national parks and protected areas)</b>	Information for guests, use of the Kenya Safari Code, payment of Kenya Wildlife Service fees, participation in natural protected area management
<b>Protection of flora and fauna</b>	Encouragement of protection, use and promotion of regulations and codes (e.g. CITES), external illumination
<b>Water consumption</b>	Written water usage target plan, promoting water-saving, monitoring leakage, water saving devices, monitoring and treatment of swimming pools
<b>Energy consumption</b>	Written energy usage target plan, promoting energy-saving, energy saving technology, alternative energy sources, campfires
<b>Solid waste</b>	Written solid waste management plan, training, separating waste, monitoring waste
<i>Source: Adapted from ESOK, 2002</i>	

### 5.3 Economic criteria

The economic criteria address financial issues and wider economic developments relevant to community infrastructure. They also consider activities undertaken to improve goods and services without degrading supporting social and environmental systems (ESOK, 2002). The detailed criteria are listed in Table 10.

<b>Table 10: Eco-rating scheme economic criteria</b>	
<b>Theme</b>	<b>Criteria</b>
<b>General supplies consumption</b>	Written purchasing policy with environmental/social controls, spot checks, environmentally friendly products used
<b>Food and beverage</b>	Proportion of perishables purchased locally, promotion of local cuisine, proportion of bulk purchasing, recycling by suppliers, re-usable cutlery and crockery, reusable containers, health and safety
<b>Cleaning and cosmetic products</b>	Phosphate and bleach free detergents, non-toxic and biodegradable cleaning products, proportion of supplies in biodegradable/reusable/recyclable packaging
<b>Room management</b>	Liquid soap dispensers, reusable packaging, information for guests on waste and water policies, solid waste separation in rooms
<i>Source: Adapted from ESOK, 2002</i>	

## 6. GREENSTOP.NET

To qualify for listing on the Greentop.net website, the scheme asks enterprises to rate how far they have progressed in environmental and social responsibility. Enterprises compare their activities against a checklist regarding waste, water, energy, purchasing, transport and their future plans.

## 6.1 Social criteria

The social criteria addressed in Greenstop concern staff involvement in decision making processes, initiation of programs that benefit or involve the local community, and providing information to guests regarding activities (Spenceley, 2005).

## 6.2 Environmental criteria

The environmental criteria are more detailed and the three levels of Greenstop (see Table 11). They address waste, water, energy, purchasing, transport, monitoring, setting targets and issues relating to carbon emissions.

	<b>Accommodation and Travel and tourism providers</b>
1 "stop" (●) organisations are working in an environmentally friendly way on at least some level(s).	<p><u>Two or more from Waste, Water, Energy, Purchasing and/or similar activities</u></p> <ul style="list-style-type: none"> <li>• <b>Waste</b> Do you minimise/ compost waste, reduce wastage e.g. dispensers in bathrooms etc., re-use office paper etc.?</li> <li>• <b>Water</b> Do you check for dripping taps etc., offer guests opportunity to cut down on laundry?</li> <li>• <b>Energy</b> Do you turn down heating thermostats by one degree, use some energy saving lighting where appropriate, switch off equipment you are not using, make sure TVs are not left on standby?</li> <li>• <b>Purchasing</b> Do you buy natural/biodegradable products?</li> <li>• <b>Transport</b> Do you consider your use of transport and food/produce miles and do you take CO2 emissions into consideration?</li> <li>• Plus <b>Future plans</b> Are you prepared to adopt further targets for the next year?</li> </ul>
2 "stop" (●●) companies are deeply committed to environmentally responsible management with environmental management policies and active programmes	<p><u>Most if not all of the above, given individual establishment circumstances PLUS</u></p> <ul style="list-style-type: none"> <li>• Do you monitor water/energy consumption and energy costs and have you involved the staff in this process?</li> <li>• Have you calculated your carbon emissions and identified ways in which you can reduce them?</li> <li>• Are you beginning to write down what you do and define best practice?</li> </ul>
3 "stops" (●●●) have achieved environmental excellence through certification, awards or development of their own stringent policies	<p><u>All of above PLUS a significant number of the activities listed below</u></p> <ul style="list-style-type: none"> <li>• You have a fully defined environmental management policy, probably written down if your establishment is a fairly large one and there is considerable staff changeover.</li> <li>• You have set targets to reduce your carbon emissions and have an action plan to ensure you meet that target.</li> <li>• You buy or invest in carbon credits from carbon offset projects, e.g. carbon sequestration from forestry or sustainable livelihood projects.</li> </ul>
<i>Source: Adapted from Spenceley 2005</i>	

## 6.3 Economic criteria

The economic criteria within Greenstop address local purchasing of goods and services, commitment to helping the local economy through their activities; and purchase or investment in sustainable livelihood projects (Spenceley, 2005).

## 7. DISCUSSION

Social, environmental and economic criteria within four tourism certification systems operating in Africa were reviewed. Green Globe 21, Blue Flag, the Ecotourism Society of Kenya's Eco-rating Scheme, and Greenstop.net.

Green Globe has four certification standards for accommodation that are used for companies, communities, ecotourism enterprises, and design and construction activities. A review of the Communities and Ecotourism standards revealed that social criteria are comprehensively addressed. The Communities standard, which aims for use by community-based tourism enterprises, places more emphasis on community participation, accountability, communication and improving the local quality of life. The Ecotourism standard also considers issues of interpretation, education and cultural respect and is more focused on an external enterprise and their impacts on a local community. The Ecotourism standard contains more detailed environmental criteria than the Community standard: although both comprehensively address key issues of legislation, waste, resource use (i.e. water, energy, natural resources) and impacts on the local environment. The issue of transportation, and its environmental implications, is not addressed in either standard. The economic criteria in the two standards concentrates on local employment, purchasing, business development and responsible marketing. Interestingly the issue of community ownership and joint ventures are not included. The two standards are detailed and included provisions for enterprises to develop targets for improving performance and reporting on their progress.

Blue Flag has a single standard developed for beaches. The social criteria address tourist information, local transportation, safety and hygiene (i.e. the availability of showers and ablutions). The environmental criteria concern pollution and impacts on beaches and seawater quality. Emphasis is placed on regular independent monitoring of water quality to ensure that it is safe for people to swim in. No economic criteria are addressed by Blue Flag. However, it is clear that the criteria are specifically related to beach issues, which appear to be comprehensively dealt with.

Eco-rating scheme contains social, environmental and economic criteria. The social criteria not only address communication, public health, security, and training but also include arguably economic issues, such as local employment and purchasing. The environmental criteria include policies, waste disposal, resource use, natural areas and planting schemes. Similarly to Green Globe, transportation is not addressed by this scheme. Economic criteria, according to the Eco-rating system, concern the purchase of environmentally friendly products and purchasing items in bulk. Issues regarding local economic benefits and ownership issues are not addressed. Although it is less detailed than Green Globe 21, and despite categorising social and economic issues differently to other schemes, the Eco-rating is fairly comprehensive.

Greenstop.net's social criteria include staff involvement in decision making processes, initiation of programs that benefit or involve the local community, and providing information to guests regarding activities. Cultural considerations are not considered. Their environmental criteria are more comprehensive in relation to waste, water, energy, purchasing, transport, monitoring, and also setting targets and issues relating to carbon emissions. The economic criteria address local purchasing of goods and services, commitment to helping the local economy through their activities; and purchase or investment in sustainable livelihood projects.

All four systems emphasise environmental criteria, although the Green Globe system's Community and Ecotourism standards are comprehensive with regard to social and economic factors, particularly with regard to local participation and employment opportunities. Only two schemes addressed transportation – Blue Flag and Greenstop.net, and none addressed local ownership of tourism enterprises. The Eco-rating scheme's content was fairly comprehensive, although with

some confusion over the nature of social and economic criteria. The extent to which enterprises and authorities have successfully implemented these criteria was not reviewed in this report, but will have important implications for the validity of the certification systems' criteria. Should it be possible at a later stage, it would be valuable to review details of the Fair Trade in Tourism South Africa system, which places considerable emphasis on socio-economic criteria.

## 8. REFERENCES

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