



# Responsible and Sustainable Tourism Handbook

## Volume 4



**“Sustainable tourism should maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.”**

*Making Tourism More Sustainable - A Guide for Policy Makers, UNEP and UNWTO, 2005, p.11-12*

Tourism businesses run ‘responsibly’ and more sustainably are more competitive! Going green is a journey offering marketers a compelling story to weave into the description of their offerings, resonating with travellers - business and consumer alike..

In a carbon and financially challenged world, tourists have to justify their destination choices – at least to themselves. No better marketing argument can be made right now as to why tourists should choose to travel to Southern Africa, than that to do so will contribute to the sustainable development of this special place.

Tourism in Africa, meticulously nurtured, holds the key to alleviating poverty and simultaneously protecting the environment by leveraging the continents natural assets to attract tourists. Africa is the last continent to develop, and thus offers an immense risk if high carbon development continues indiscriminately, and an immense opportunity if development takes place according to sustainable principles. As a key global tourism destination, with its bio-diversity,

culture and history, Africa can truly develop into the ‘green’ continent, preserving its heritage and offering prosperity for all.

***The Responsible and Sustainable Tourism Handbook champions this ideal!***

The Responsible and Sustainable Tourism Handbook was showcased at the Responsible Tourism Conference in March this year at Emperor’s Palace, Gauteng, where representatives of all municipalities in South Africa gathered to gain insight to the Department of Tourism, South Africa’s Tourism Compendium, Volume I.

The Responsible and Sustainable Tourism Handbook Volume 3 has proven to be a huge success in terms of our objectives. We have formed extremely relevant media partnerships with organisations who are assisting in bringing our message to all relevant tourism businesses in both South Africa and abroad, and who have pledged they are with us on Volume 4 as well.





# OBJECTIVES

## • The Handbook's Objectives •

- To promote and showcase tourism businesses, properties and organisations that are leading in relation to responsible tourism and sustainability.
- To make the strongest case to convince all tourism businesses to commit to adopting best practice in relation to responsible and sustainable tourism.
- To provide the practical guidance and information needed for implementation.
- To discuss the leading strategies in converting action into business.
- Formatted as an educational, user-friendly manual style publication, in print and digital copy, the handbook provides the essential guide to responsible and sustainable tourism in the region, with peer reviewed chapters, case studies and scientifically based regional context.

Thematically the handbook firstly endeavours to categorise the various impacts of tourism on the region – and to set out some of the key opportunities for maximizing the positive impacts and minimizing the negatives.

Understanding the value, to tourism businesses, of committing to responsible and sustainable tourism principals, and the business case in support thereof, is a key outcome of the Responsible and Sustainable Tourism Handbook.

Through its advertising pages the handbook showcases the strategies, best practices, implementation methods, products and services available to assist business owners and policy makers in the goal of moving toward a more sustainable tourism sector.

In addition all travel related advertisers will be categorized and listed for ease of use by travel booking professionals seeking to advise clients on packages of responsible tourism options.

**Print:** 10,000 copies

**Digital:** 70,000 database email addresses

## PARTNERS

### • Media Partners •

STPP  
FEDHASA  
Sustainable Tourism Partnership  
Programme  
City of Cape Town

ITB Asia  
Gauteng Tourism  
Ministry of Tourism Mozambique  
SATSA  
Fairtrade Tourism South Africa

# CREATING VALUE

*Through the establishment of extremely relevant media partnerships with organisations who are assisting in bringing our message to all relevant tourism businesses in both South Africa and abroad the Responsible and Sustainable Tourism Handbook has proven to be a hugely valuable tool in promoting Responsible and Sustainable Tourism in South Africa and in Africa.*

## HIGHLY FOCUSSED DISTRIBUTION

• Highly Focussed Distribution •

- **WTMAfrica** through the City of Cape Town as official publication at **The Responsible Tourism Conference**
- **Fedhasa** distributes the publication to their members directly and through events such as the **Imvello Awards**
- **SATSA** endorses and distributes the handbook and we are honoured to carry their logo on the front cover
- **Gauteng Tourism** has proudly endorsed the handbook with the lead story on **Maropeng** and has pledged to represent the handbook to their clients, and distribute copies through their road shows and at events
- **ITB Asia** offers the digital publication on their website for all delegates
- **RETOSA** is a key media partner, distributing copies to delegates at official events such as **The Woman in Tourism Conference in Malawi**
- **The Sustainable Tourism Partnership Program** ensures that copies are distributed at their meetings in map towns around South Africa

## READERS

• Readers •

Travel Planners  
Tourism Policy Makers  
Municipalities  
Private sector associations  
Large and small corporates

Tourism Retailers, Wholesalers and Ground Handlers  
Accommodation Establishments  
Provincial Economic Development and Tourism Departments  
Roads, Transport and Environmental Affairs Departments  
Other tourism stakeholders.

## PUBLISHER

• About the Publisher •

Alive2green is South Africa's leading sustainability focused media company. Over the past eight years the company has developed a solid reputation for providing science based and practitioner endorsed best practice guidance across multiple sectors, but with a particular strength in Green Building. The company owns and organises the Sustainability Week activities which incorporate more than ten sector focused events such as the Green Building Conference and Exhibition and the Sustainable Energy Seminar.

A truly multi-media company, Alive2green owns and operates events, peer-reviewed handbooks, eJournals, websites and magazines. For further information please see:

[www.alive2green.com](http://www.alive2green.com) or [www.sustainabilityweek.co.za](http://www.sustainabilityweek.co.za)



**"I started, this afternoon, reading The responsible and Sustainable Tourism Handbook Southern & East Africa Volume 3. Very interesting! Thank you for giving me a copy of this handbook, and congratulations for the quality of the contents."**

*François Bédard, Ph. D.*

*Professor and director, Department of Urban Studies and Tourism School of Management, Université du Québec à Montréal (UQAM)*

## ADVERTISING

• Reasons to Advertise •

- **Position your brand** as a leading solution provider and take advantage of the commercial opportunities that have been created as a result of the focus on efficiency and sustainability within the tourism sector;
- **Align your brand** with the new ideas and advancements that are transforming the way people travel;
- **Speak directly to thousands** of readers who are tourism sector stakeholders, tourism businesses, decision makers and formulators of policy;
- **Be visible to procurers** and those most likely to seek out partnerships and joint ventures in the tourism sector;
- **Drive sales** of your products and services among the most valuable decision-makers;
- **Be associated with** some of Africa's most respected Tourism sector organisations and companies.

**Added value!** Advertisers are invited to submit case studies: profile your projects in the Project Profile section as a way to compliment your advertising message.

## RATES

• Advertising Rates 2015 •

|         |         |               |
|---------|---------|---------------|
| 1 Page  | R15,500 | US \$ 1500.00 |
| 2 Pages | R25,500 | US \$ 3000.00 |
| 4 Pages | R45,900 | US \$ 4850    |
| 8 Pages | R81 600 | US \$ 8350    |

### • Prime Positions •

|                            |         |            |
|----------------------------|---------|------------|
| Inside Front Cover 2 Pages | R46 500 | US \$ 5000 |
| Inside Back Cover 2 Pages  | R39 500 | US \$ 4500 |
| Outside Back Cover         | R46 500 | US \$ 3500 |
| Page Opposite Contents     | R23 000 | US \$ 2500 |
| Page Opposite Foreword     | R23 000 | US \$ 2500 |

*\*All rates include agency commission and exclude VAT.*