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Sus-Island Overview

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Project Coordinator
The Current Situation

- Reaching 1.3 M Tourists
- Expected 2018 Growth 4%
- 93% of Tourists come on Holidays
- 77% Room Occ in Hotels
- Nearly Rs 60 Bn as Tourist earnings
- 13% of GDP
- More than 21,000 Accommodation rooms
- 40,000 employees – 7% Employment Share
- 80% Tourists booked via Tour Operators
Tourism business as a driver for sustainable destination

- Education
- Jobs
- Fishery
- Agriculture
- Housing
- Clothing
- Food and beverage
- Culture heritage
- Poverty alleviation
- Related industry (indirect & induced)
- Society, environment, culture, economy
- Inclusiveness
- Equity

EXPAND
Two sides of tourism impacts
Handprint and footprint

FOR

Employment
Infrastructure development
Traditional value
Economic development
...

AGAINST

Carbon footprint
Overloaded infrastructure
Constrain on resource
Soil erosion and pollution
Threats to culture and heritage
...

...
Emerging practices in public sector

Design for transformational travel

“We travel, initially, to lose ourselves; and we travel, next to find ourselves. We travel to open our hearts and eyes and learn more about the world than our newspapers will accommodate.

—Pico Iyer

About Passion Made Possible

Awaken your passions and live out your dreams when you explore the city and meet the talented locals who call it home.
The Tourism Supply Chains

Input Providers
- Food & Beverage
- Infrastructure
- Equipment
- Water Energy
- Freight Transport

Tourism Service Providers
- Lodging
- Attractions
- Catering
- Transport

Trip Arrangement
- Direct Access via Website
- Via Tour Operator
- Via Travel Agency

Passenger Transport
- (Air)
- (Land)

Arrival Customer (Tourist)

Departure Customer (Tourist)
Objective of Sus-Island

Support Tour Operators and their suppliers to develop, promote and scale up sustainable tourism innovation which reduces their respective value chain footprints, improves their handprints and increases tourist satisfaction in Mauritius and Rodrigues.
Sustainable Tourism Innovation

- Mauritius Pro-HandPrint Innovation Framework
  - Based on MS165 standard and handprint methodology
- Co-developed by partners and stakeholders
A holistic sustainability analysis of products covers both, **positive and negative ecological, economic and social impacts along the whole life-cycle**. In addition to the already existing footprint that focuses on negative impacts, the handprint as a complementary measurement captures the positive impacts.

**Increasing positive impacts**
- Social wellbeing
- Cultural preservation
- Ecosystems quality
- Sustainability awareness
- ...

**Reducing negative impacts**
- Resource overuse
- Waste generation
- Social consequences
- Emissions
- ...

**Handprint**
4 Work Packages

WP1: Support TOs to develop sustainable tourism innovation

WP2: Support TO’s suppliers to meet the Pro-HandPrint Innovation requirements

WP3: Market Pro-HandPrint Innovation products

WP4: Create enabling environment to scale up Pro-HandPrint Innovation actions
MauPHI Framework
Pilot Phase

• Selection of 2 tour operators:
  
  1. Vertically integrated supply chain
  
  2. With various downstream operators - MSMEs
Beneficiaries

• Tourists and International travellers
• Wholesalers, Inbound TOs
• Operators in the hospitality industry: hotels, restaurants, pleasure craft operators, transportation service providers, handicrafts providers, attraction management organizations
• Small holder farmers
• Local communities
Outcomes

• 30+ MSMEs with improved capacity on adopting Pro-HandPrint Innovation measures for sustainable tourism innovation

• 10 TOs to achieve reduced footprint and improved handprints along the value chain

• Selected suppliers of TOs (30+ hotels, 30+ pleasure craft operators, 50+ tour guides and 15 handicraft makers) to be coached on pro-handprint innovation.
Outcomes

- 30+ hotels with 5% increase in energy efficiency
- 30+ pleasure craft operators with 50% less pollution
- 20+ pleasure craft operators adopting recommended procedures for disposal of grey and black waters
- 20+ tour guides incorporating sustainable tourism message in their communication with tourists
Where We are?

- Setting up of the Project Steering Committee
- 1st Collective Stakeholder Workshop
- 1st Batch of Training for Tourist Guide
- Soon launching - Tourist Satisfaction Index
What’s Next?

- Design the MauPhi
- Pilot phases
- Extend our partnerships with Stakeholders
Thank You