

# Responsible tourism

## Where everyone's a winner

The winners in the 2009 Imvelo Responsible Tourism Awards programme were announced late last year at the annual awards ceremony, held in Johannesburg.

**I**mvelo, running for the eighth year, awards tourism businesses that demonstrate sustained responsible practice in their operations in terms of their natural, social and economic environments.

The programme is organised by the Federated Hospitality Association of Southern Africa (FEDHASA) in partnership with Absa, the Department of Tourism, the Tourism Empowerment Council of South Africa and the Industrial Development Corporation.

Selected from the winners of all six categories, the overall winner was Sun International Zambia – The Falls Resort. The judges applauded the property's outstanding understanding of the interdependence of all aspects of an effective environmental management system and its excellent social involvement and economic programmes.

### Category winners

In the category Best Social Involvement Programme, the group winner was Sun International Zambia – The Falls Resort, and the independent winner was Ulusaba Private Game Reserve. Other finalists in this category were African Impact, a tour operator in Sun Valley near Cape Town; Forever Resorts South Africa; Sabi-Sabi Private Game Reserve and Simunye Zulu Lodge, a natural heritage site in Zululand. Entrants were judged on examples of corporate and social responsibility such as community investment initiatives, local outsourcing, community health, welfare and education activities, promotion of local SMME enterprises, as well as local HIV/Aids and other social programmes.

In the category Best Practice –

Economic Impact, the group winner was Sun International Zambia – The Falls Resort, and the independent winner was Zulu Mpophameni Tourism Experience, a community tourism organisation in Howick. Other finalists in this category

*The 2009 entries were of a very high standard. A record number of 183 category entries were received, compared to 134 in 2008. A total of 26 tourism businesses made it to the finals*



tour operator in the Bo-Kaap; the Table Bay Hotel, as well as the Vineyard Hotel and Spa. Entrants were judged on local purchasing and economic practices, employment equity, black economic empowerment, employee training, as well as development of and adherence to general and industry-specific legislation.

The Drakensberg Sun Lifestyle Resort walked away as the winner in the category Best Overall Environmental Management System. Other finalists were Nkomazi Game Reserve near Badplaas, Sabi-Sabi Private Game Reserve, Shamwari Private Game Reserve, as well as Windmill Casino and Entertainment Centre in Bloemfontein. Entries were judged on combined

environmental issues including management systems and procedures, conservation activities, social and economic initiatives, communication systems and overall awareness creation.

In the category Best Single Resource Management Programme: Energy Management, the winner was the Drakensberg Sun Lifestyle Resort, while ATKV Klein Kariba near Bela-Bela earned a special mention. Other finalists included Stay Easy Emalahleni, Sun City Resort and the Windmill Casino and Entertainment Centre. Sun City Resort won in the category Best Single Resource Management Programme: Water Management. Other finalists included Avis Rent a Car, the Drakensberg Sun Lifestyle Resort, the Wild Coast Sun Resort and

### What is responsible tourism?

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

Source: [www.imveloawards.co.za](http://www.imveloawards.co.za)