

Sustainable Agritourism in South Africa

Agritourism South Africa

NPO 175-957 promotes tourism that is economically sustainable, socially equitable, environmentally friendly and culturally authentically South African!



Someone else is going to do it?





**Agricultural debt increased
from R36,4 billion in 2005 to
R145 billion in 2016 to
maintain food production and
security.
(ADS)**

What is Agritourism?

Agritourism is a commercial business at a working farm or agricultural operation conducted for the enjoyment of visitors that generates supplemental income for the owner.

- ▶ Educational services provided by farmers e.g. bread making; cheese making; olive picking
- ▶ Nature reserve on farmers land
- ▶ Accommodation/Camping Fields
- ▶ Activities e.g. Hiking, Cycling; Fishing
- ▶ Farm Animal Touch Farms
- ▶ Game Farms
- ▶ Direct sales to tourists of produce
- ▶ Historic farms (cultural)



FARMING

noun. [farm - ing]

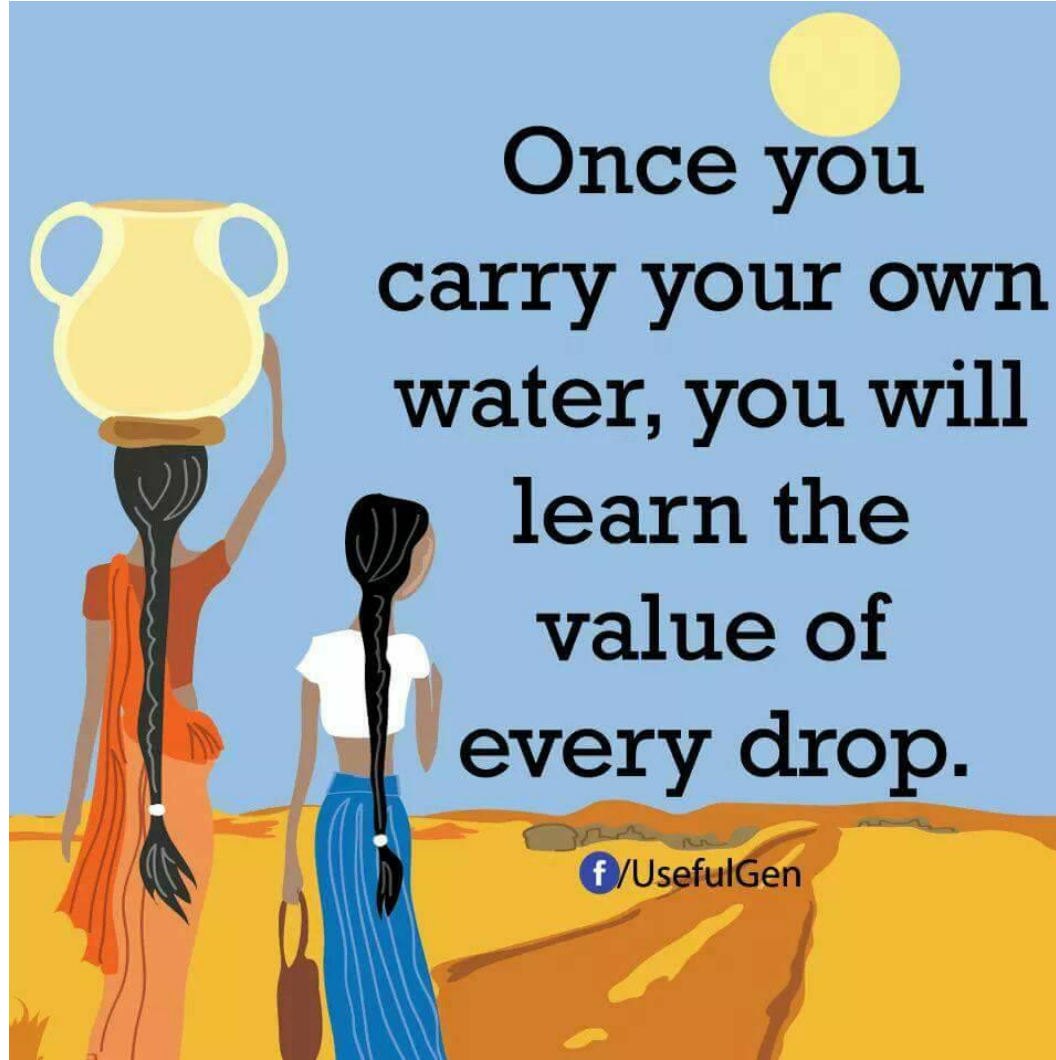
The art of losing
money while
working 400 hours
a month to
feed people who think
you are
trying to kill them.

Traditional Agriculture

- ▶ Farmers grow and sell their farm produce at wholesale prices
- ▶ However, in order to earn additional income, farmers are turning to tourism as an additional source of income; diversify their risk and to build their brand
- ▶ Sustainable Agriculture - Big business versus small farmers?
- ▶ Factors to consider
 - ▶ What is the impact Agritourists are going to have on the farming land?
 - ▶ What is the impact Agritourists are going to have on farming ethics?
 - ▶ What is the cost/benefit ratio?

Sustainable Agritourism

- ▶ Benefits
 - ▶ Provides additional income
 - ▶ Appreciates in value
 - ▶ Efficiently uses underutilized resources
 - ▶ Preserves farmland
 - ▶ Share agricultural heritage and rural lifestyle with visitors
 - ▶ Maintains family attention and interest
 - ▶ Provides an opportunity to meet people
 - ▶ Provides a chance to play a role in community activities
 - ▶ Promotes the agriculture industry



Once you
carry your own
water, you will
learn the
value of
every drop.

 /UsefulGen

Sustainable Agritourism

- ▶ Worth thinking about:
 - ▶ While Tourism continues to grow in SA, Agriculture, particularly small to medium size farms, struggle
 - ▶ Misunderstanding of what Agritourism in SA is
 - ▶ Rural signage problematic
 - ▶ Provides low financial return, at least in the beginning
 - ▶ Interferes with farming operations
 - ▶ Hard Work
 - ▶ Adds workload to family members
 - ▶ Demands constant attention
 - ▶ Lack of privacy
 - ▶ Requires you to be upbeat, available & attentive
 - ▶ Involves risk and liability - Does the farm liability policy cover the Agritourism enterprise, or are they excluded as a separate business?



Responsible Environmental and Business Practices in Agritourism

- ▶ Waste Management:
 - ▶ Biodegradable detergents
 - ▶ Green waste is compensated
 - ▶ Recycling measures for waste
- ▶ Water Management:
 - ▶ Water saving fittings e.g. aerators that are fitted to taps
 - ▶ Grey water that is re-used for the garden
 - ▶ Reduced flush cisterns in toilets
 - ▶ Jugs of water rather than bottled water



SEPTIC TANK
NO FOREIGN
WASTE / OBJECTS
Thankyou ...

Responsible Environmental and Business Practices in Tourism

- ▶ Responsible business practice:
 - ▶ On-the-job training or Skills development plan
 - ▶ Staff employed from local communities
 - ▶ Support for local community initiatives
 - ▶ Support for local producers
- ▶ Energy Management:
 - ▶ Lights are switched off when not in use
 - ▶ Energy saving light bulbs are used
 - ▶ Solar/wind or heat pumps



Examples of Sustainable Agritourism that work

- ▶ Botswana's Department of Tourism is accepting applications to licence tourism accommodation on farms, but only legally licensed working farms that allocate 15% of the farm's entire area would qualify. When the farm does not continue with its farming activities, the licence is revoked.
- ▶ Agritourism in Zanzibar is well established with the Spice route being a major attraction for tourists who want to learn about the many types of spices grown on farms.
- ▶ Agritourism models in Italy, Canada, United States, Australia, New Zealand and the United Kingdom.
- ▶ A few farmers in Ghana have named a restaurant "Farmers Pride Restaurant" based on the American concept of celebrating local, healthy, fresh and traditional products in a family atmosphere. In the menu of the restaurant you will find traditional Ghanaian dishes made with local products, paying attention to food quality and environmental sustainability.



What would help Agritourism become Sustainable?

- ▶ Financing alternatives/Financial Support e.g. Italy, Botswana
- ▶ Consistent Agritourism signage
- ▶ South African Tourism should include an Agritourism section on their website
- ▶ South African Tourism should develop guidelines on quality standards & facility development for all Agritourism businesses
- ▶ Both farmers' groups and tourism bodies should assist in the lobbying of government & business to assist farmers with Agritourism
- ▶ Farmers in different areas need to work together to promote regional Agritourism destinations, particularly in remote areas. A tourist is not going to drive 300 kilometres to visit one farm

What actions would make Agritourism sustainable?

- ▶ Schools/teachers need to ensure that their scholars include a visit to a farm every year to see farmers in action and to provide children with the opportunity to learn about food
- ▶ Active support from Farming Co-operatives
- ▶ Courses need to be offered by the tourism grading council for Agritourism operator accreditation
- ▶ Courses need to be offered by the South African Tourism Associations to assist farmers who want to enter the Agritourism industry
- ▶ An Agritourism day - focus on the farmer - needs to be included annually in the Department of Agriculture's and South African Tourism's program of events
- ▶ Education....Education...Public....Farmers...Media



What would make the difference to a consumer?

- ▶ Meeting the farmer and his family
- ▶ Small touches e.g. homemade soap, spring water bottled on the farm...
- ▶ A glass of wine/drink on arrival
- ▶ Information on where to go and what to do in an information book in the bedroom
- ▶ Garden or relaxation outdoor space
- ▶ Cleanliness
- ▶ Individual names for each bedroom/cottage
- ▶ Safe parking and Secure premises
- ▶ Attention to detail
- ▶ Local food



Sustainable Agritourism - what next?

- ▶ SOUTH AFRICAN TOURISM SHOULD INCLUDE AN **AGRITOURISM SECTION** ON THEIR WEBSITE - THE FOCUS MUST NOT JUST BE ON WINE TOURISM
- ▶ SOUTH AFRICAN TOURISM SHOULD **DEVELOP GUIDELINES ON QUALITY STANDARDS** & FACILITY DEVELOPMENT FOR ALL AGRITOURISM BUSINESSES
- ▶ BOTH FARMERS' GROUPS AND TOURISM BODIES SHOULD ASSIST IN THE **LOBBYING OF GOVERNMENT & BUSINESS** TO ASSIST FARMERS WITH AGRITOURISM
- ▶ FARMERS IN DIFFERENT AREAS NEED TO **WORK TOGETHER** TO PROMOTE REGIONAL AGRITOURISM DESTINATIONS, PARTICULARLY IN REMOTE AREAS. A TOURIST IS NOT GOING TO DRIVE 300 KILOMETRES TO VISIT ONE FARM.

Best Practise in Agritourism

- ▶ To attract visitors to rural areas away from major cities to increase employment
- ▶ To increase the income of our farming communities
- ▶ To help stop the migration of people to the major cities
- ▶ To enhance community pride and rejuvenate regional culture
- ▶ To enhance the quality of life of rural communities and create opportunities
- ▶ To reduce the impact of seasonality on rural communities
- ▶ To support our Agriculture industry

“You must be the
change you wish to
see in the world.”

-Mahatma Gandhi

@motivislearning



The first step: Sustainable Tourism - do your Homework!

- ▶ Agritourism South Africa promotes tourism that is economically sustainable, socially equitable, environmentally friendly and culturally authentically South African.
- ▶ Transportation - carbon footprint - drive as opposed to fly e.g. United Airlines has a carbon calculator
- ▶ Eco-friendly environments - investigate certification claims and do not believe everything you read!
- ▶ The most important in SA, is the Social Impact of Sustainable Tourism

United Nations

GOAL 10

Reduce inequality within and among countries

Tourism can be a powerful tool for **community development** and reducing inequalities if it engages local populations and all key stakeholders in its development. Tourism can contribute to urban renewal and rural development and reduce regional inequalities by giving communities the opportunity to prosper in their place of origin. Tourism is also an **effective means for developing countries to take part in the global economy**. In 2014, Least Developed Countries (LDCs) received US\$ 16.4 billion in exports from international tourism, up from US\$ 2.0 billion in 2002, making the sector an important pillar of their economies (7% of total exports) and helping some to graduate from the LDC status.

GOAL 11

Make cities and human settlements inclusive, safe, resilient and sustainable

A city that is not good for its citizens is not good for tourism. Sustainable tourism has the potential to **advance urban infrastructure and universal accessibility, promote regeneration of areas in decay and preserve cultural and natural heritage**, assets on which tourism depends. Greater investment in green infrastructure (more efficient transport facilities, reduction in pollution, conservation of heritage sites and open spaces, etc.) should result in smarter and greener cities from which not only residents, but also tourists, can benefit.

GOAL 12

Ensure sustainable consumption and production patterns

A tourism sector that adopts sustainable consumption and production (SDP) practices can play a significant role in accelerating the global shift towards sustainability. To do so, as set in Target 12.5 of Goal 12, it is imperative to **"Develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products"**. The Sustainable Tourism Programme (STP) of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10FPP) aims at developing such SDP practices, including resource efficient initiatives that result in enhanced economic, social and environmental outcomes.

GOAL 13

Take urgent action to combat climate change and its impacts

Tourism contributes to and is affected by climate change. It is, therefore, in the sector's own interest to play a leading role in the global response to climate change. By saving **energy consumption** and switching to **renewable energy sources**, especially in the transport and accommodation sectors, tourism can help tackle one of the most pressing challenges of our time.

GOAL 14

Conserve and sustainably use the oceans, seas and marine resources for sustainable development

Coastal and marine tourism, tourism's biggest segments, particularly for Small Island Developing States (SIDS), rely on healthy marine ecosystems. Tourism development must be a part of Integrated Coastal Zone Management in order to help conserve and preserve fragile marine ecosystems and serve as a vehicle to promote a blue economy. In line with Target 14.7, **by 2030 increase the economic benefits to SIDS and LDCs from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism**.

GOAL 15

Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

Majestic landscapes, pristine forests, rich biodiversity, and natural heritage sites are often main reasons why tourists visit a destination. **Sustainable tourism** can play a major role, not only in conserving and preserving biodiversity, but also in respecting native communities, owing to its efforts towards the reduction of waste and consumption, the conservation of native flora and fauna, and its awareness-raising activities.

GOAL 16

Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

As tourism involves around billions of encounters between people of diverse cultural backgrounds, the sector can foster **multicultural and inter-faith tolerance and understanding**, laying the foundation for more peaceful societies. Sustainable tourism, which benefits and engages local communities, can also provide a source of livelihood, strengthen cultural identities and spur entrepreneurial activities, thereby helping to **prevent violence and conflict** to take root and consolidate peace in post-conflict societies.

GOAL 17

Strengthen the means of implementation and revitalize the global partnership for sustainable development

Due to its cross-sectoral nature tourism has the ability to strengthen **private/public partnerships** and engage **multiple stakeholders** – international, national, regional and local – to work together to achieve the SDGs and other common goals. In-kind, public/private cooperation and public/private partnerships are a necessary and core foundation for tourism development, as an increased awareness in the role of tourism in the delivery on the post-2015 Development Agenda.

The World Tourism Organization (UNWTO) is the United Nations specialized agency responsible for the promotion of responsible, sustainable and universally accessible tourism. As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in achieving knowledge and tourism policy excellence. UNWTO is committed to ensure that tourism plays a key role in the Post-2015 Development Agenda and the Sustainable Development Goals.

World Tourism Organization

UNWTO

Tourism and the Sustainable Development Goals

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The Human Factor

- ▶ What is the impact on the Local People
- ▶ Is Local Staff used in tourism establishments/attractions
- ▶ Is the money kept within the community or is the tourism establishment owned by an international company?
- ▶ Do tourism businesses support environmental or educational projects?
- ▶ Can travelers learn from the locals and vice versa?
- ▶ Carbon footprint is important, but what about “hand print”? Do you interact with the community?
- ▶ Is the art/gifts made by the local community
- ▶ What relationship have you created with the local community?



Guiding principles of Agritourism South Africa

- ▶ Assisting farmers to educate tourists on the practice of sustainable farming
- ▶ Building Environmental Awareness, including awareness of the importance of Biodiversity (Media)
- ▶ Empowering farm staff through tourism and entrepreneurship training (SETA's)
- ▶ Explaining to tourists the different farming ethics around farming methods, for example, organic farming
- ▶ Making local farm fresh products available for sale directly to Agritourists
- ▶ Share agricultural heritage with visitors
- ▶ Improve relationships between farmers and the local communities
- ▶ Assisting farmers with their Marketing (Who/Why/When/Where) and social media campaigns

www.agritourismsouthafrica.com

► Website



► Board/Signage



A MEMBER OF AGRITOURISM SOUTH AFRICA

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► Sticker

