SSTF

Seychelles Sustainable
Tourism Foundation

Sustainable Tourism in Seychelles – Status quo

- Several ambitious and successful sustainable tourism projects have been implemented in the Seychelles
- Mainly linking tourism with conservation efforts, e.g. Bird Island, Cousin Island, Four Seasons & Wise Oceans, Banyan Tree & MCSS
- Seychelles introduced sustainable tourism label (Seychelles Sustainable Tourism Label, SSTL) with 17 certified hotels (January 2017)
- Seychelles Sustainable Development Strategy (SSDS) addresses sustainable tourism
- Carrying capacity studies conducted and a Sustainable Tourism Masterplan is under way
- University of Seychelles introduced a master programme in sustainable tourism management in September 2016

Status quo

- Efforts are scattered and awareness for sustainable tourism within the country remains low
- Low numbers of certified hotels
- Little knowledge within the tourism sector of a clear overarching strategy and environmental and social measures
- SSDS developed but dormant
- Missing link between Tourism and Environment Ministries

Pressing climate change matters

- Rising sea levels
- Threat of extreme weather events
- Damage to natural resources, such as coral reefs, freshwater and biodiversity
- Public health issues
- Possible migration and displacement
- Food security aspects, etc.

Pressing social matters

- Low Seychellois staff retention in tourism
- Lack of motivated and skilled workforce
- Difficulties to incentivise and empower Seychellois to choose a career in tourism
- Lack of up-to-date training and educational offers with regard to sustainable tourism

Major challenges

- Adapt the Seychelles tourism industry to the changing climate and diversify the touristic offer sustainably
- Go beyond pilot projects and rapidly expand a sustainable tourism approach
- Actively involve the private sector and form synergies with public sector, academia and NGOs

SSTF

A structure is needed that **mainstreams and scales up existing initiatives** to ensure that the entire Seychellois tourism industry goes green

Seychelles Sustainable Tourism Foundation (SSTF)

SSTF Vision

Making Seychelles an international best practice example for sustainable tourism through an integrated collaborative approach between public, private sector, academia and NGOs.

SSTF Mission

The foundation acts as a **clearing house** that deals full-time with sustainable tourism, that connects, collects, shares, lobbies, implements and raises funds for this endeavour and is the main focal point for all sustainable tourism matters in the country.

Initially the foundation will call for innovative sustainable tourism projects, which once successfully implemented, will be upscaled at national, regional and potentially at international level.

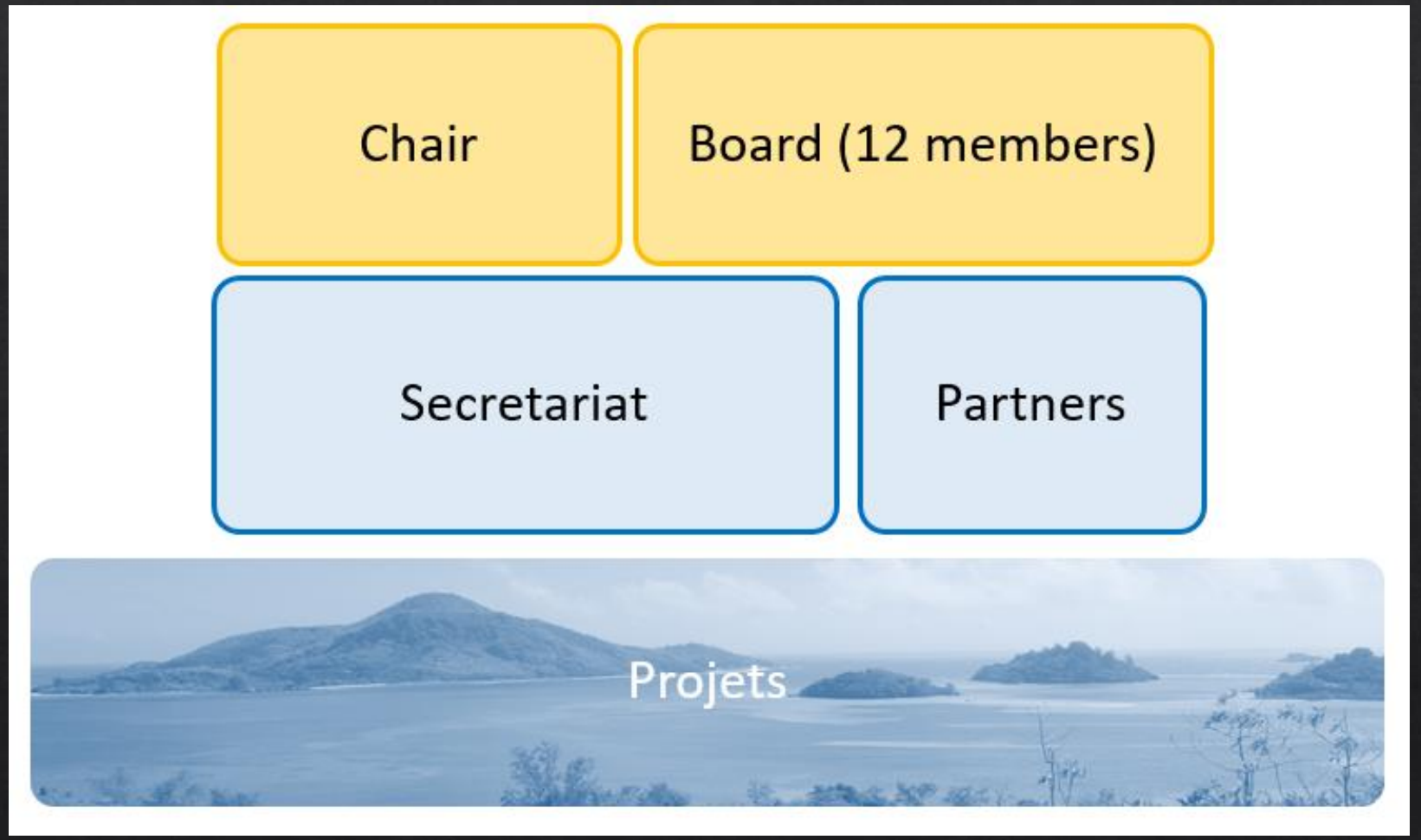
Green Change

- **Climate Change** - Tackling climate change issues
- **Environmental management** - Increase amount of committed, certified businesses, special focus on SMEs
- **Conservation -** Develop and strengthen niche markets, linking them directly to conservation goals
- **Replication/ Upscaling** – Mainstream successful sustainable tourism projects and initiatives on a wider scale

Social and Economic Change

- **Local community** - Motivate and integrate the Seychellois community into the tourism workforce
  - Supporting university and training institutes to integrate sustainability into curricula
  - Sustainability trainings for active workforce
- **Tourists** - Targeting high end tourists and niche markets (e.g. birdwatchers)
- **Finance** – Creating more value and long term sources of income for local population, thereby enhancing the USP of the destination

Structure

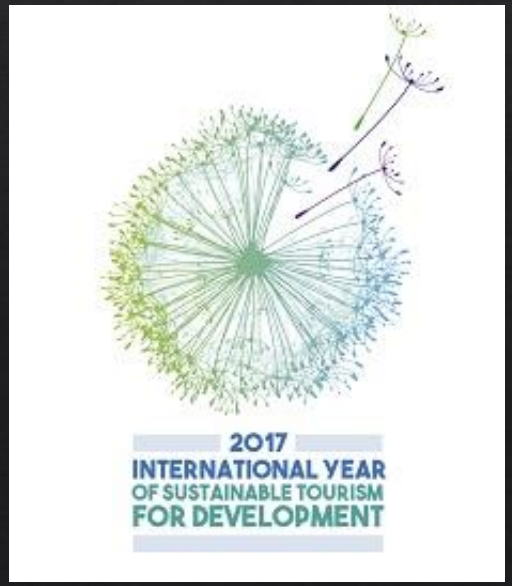


Financing

- CSR donations
- Fundraising
- Funding through donors
- Partner membership fees

First action plan

- Implementation of management structure (office, staff, etc.)
- Development of organizational identity
- Organisation of UN regional conference on sustainable tourism in Small Island Developing States (SIDS) in the framework of the UN Year for Sustainable Tourism Development (November 2017)
- Collection of 2-3 project ideas and support in funding submission



Regional Conference on Sustainable Tourism

- Vision: share, encourage and strengthen sustainable tourism initiatives from SIDS
- Address and tackle critical technical topics related to climate change, protected area management and others
- Facilitate networking and discussion platform for practitioners and academics
- International publication – Journal of Sustainable Tourism?
- Position Seychelles on the map as a aspiring leader for sustainable tourism in SIDS

- Target groups:
  - Seychelles and SIDS sustainable tourism stakeholders
  - International sustainable tourism community, practitioners, academia

Conference Financing

- Government Funding
- Private Sector support through CSR tax
- Ticket sales
- Venue through local partners?

- Major costs: Admin and staff

Where do we see the SSTF in 5 years?

- **Year 1**: Successful hosting of the UN Regional Conference on Sustainable Tourism in SIDS
- **Year 1-3**: Action planning based on strategic framework using the Global Sustainable Tourism Council Destination Criteria (GSTC), checklist of activities
- **Year 5**: Seychelles applies to be certified as a sustainable tourism destination by one of the GSTC-recognised bodies

Contact

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