

«TERANGA DURABLE»

Sustainable Tourism Certification - Senegal

Official launching

Friday October 4th, 2013 4 octobre 2013 at the Onomo Hotel – Dakar

With the presence of Tourism and Airfreight Ministry

A participative and autonomous initiative for the durability of Senegalese Tourism and the international promotion of actors sensitive to the sustainable development of tourism

To structure and reinforce Tourism's positive impacts in Senegal

This initiative involves all touristic operators and leisure centers in Senegal

(October 2013)

Contact : info@terangadurable.com

Tel : (+221) 77 400 82 53

Context

Tourism, Senegal's economic driving force

- **Tourism** is Senegal's 2nd source of currency revenues with about 303 billion CFA francs for an estimate 900.000 tourists in 2010 (WTO)
- Tourism is the 1st income supplier : 13.300 direct jobs and 305.000 indirect jobs with more than 45 billion of tax revenues for about 5.6% of GDP

Tourist amenity struggles, the activity declines

- Senegal's appeal as a destination has declined since 2000. Senegal went from 1 million visitors in 2000 to 900.000 in 2010 (WTO)
- There has been a significant loss in tourism revenues and jobs these last few years

A positive expectation and a substantial potentiel for Sustainable Tourism in Senegal

World Tourism Organization expects a 3.8% rise in Wolrd Tourism by 2020

- 6.5% of the forecast rise should be for « West and Central Africa » (more or less twice the world's average) out of the 6.8 millions of tourists accounted for in this region in 2010
- Nevertheless, be cautious as to attract this ever mindful clientele, a policy based on Sustainable Tourism seems essential
- According to the latest surveys, more than 45% of the French want a responsible destination and up to 15 / 25% of tourists would travel with more responsible professionals were they more visible. **The other tourist-generating countries show similar trends.**

The aims of AFRIO's process

By creating « Sustainable Téranga », AFRIO intends to contribute to the following aims :

Global aims :

- Participate to the Ministry of Tourism and Airfreight's aim of tourist international arrivals -
Improve and galvanize Senegal's quality tourist amenity
- Diversify the existing offer and give the sector new momentum
- Efficiently contribute to the promotion of Senegal as a destination and to the overall image of the country
- Give capital-gain to the country's image as a destination and to the whole sector
- Favor domestic and regional tourism with local and dynamic communication-means

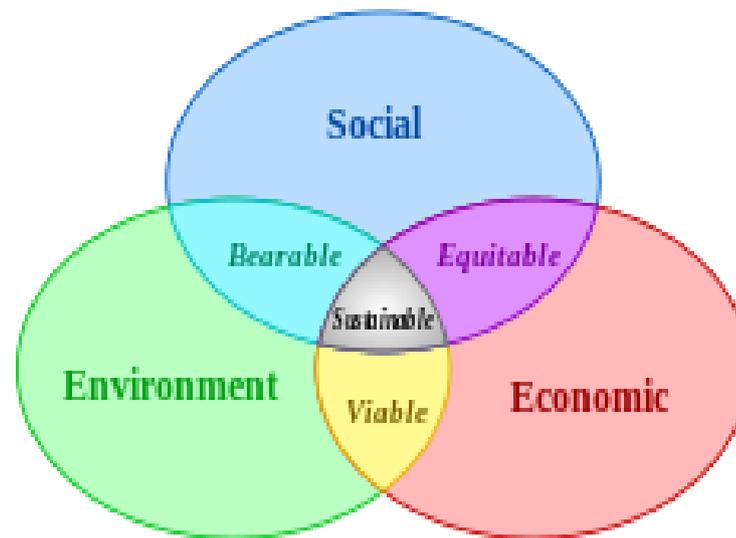
Specific aims :

- Promote actors committed to Sustainable Tourism and sensitize all of the local operators
- Consistency between the acts and management methods and the values of actors
- Advocate a recognition of committed operators by visitors
- Give potential visitors a guarantee of the commitment of actors and of the quality of their services
- Promote a tourism advantageous to local economy and to all Senegalese
- Introduce a guarantee to the population to motivate them in supporting the sector

Diversify the offer with Sustainable Tourism

What is Sustainable Tourism ?

It's the implementation of sustainable development's principles (as adopted at Rio's Earth Summit in 1992) to the tourism sector



Senegal, a Sustainable Tourism destination ?

Well organized and promoted Sustainable Tourism can contribute to the promotion of actors and, henceforth, lead to the achievement of Ministry's Tourism and Airfreight's global aims.

This structuring should be done by grouping the actors and accompanying them so as to make **Senegal an acknowledged destination for Sustainable Tourism throughout the world.**

The best way today to achieve this goal is to create an organizational framework and a Reference document that will facilitate the setting of a « national Sustainable Tourism Certification », the only guarantee of a reliable commitment.

➤ The Sustainable Téranga Certification guarantees the respect of sustainable development characteristics thanks to a non-bias and effective evaluation system.

The importance of a « certification system »

The Certification will bring capital gain to the already existing tourism offer in Senegal and will committ members to an assessment of environmental, social and economical quality-control.

Why a Certification ?

- Opinion polls in tourist-generating countries show consumers have a real and growing interest for a tourism product respectful of sustainable development criterias.
- Many tourists wish to « travel usefully » in order to support the local economy, bring value to cultures and limit their impact on environement.

However, few tourists are well informed or well orientated.

- Even though many Senegalese operators are already committed to a sustainable tourism. Certify the commitment of these tourism operators (accommodation, travel agencies, tourist trails, restaurants ...) is the best way for them to benefit from **exposure among international tourists, regional and national visitors.**
- The certification offers tourists a **tangible marker and a guarantee on the respect and coverage of the three branches of sustainable development in local tourism activity** (social and economic benefits, cultural and environmental enhancement, respect of legislation).

A Senegalese Certification to measure and enhance the economic, social, cultural and environmental commitments of actors

An unprecedented process in Senegalese tourism

The Sustainable Téranga Certification is based upon the global criterias of sustainable development.. It thus has three branches :

- economic,
- ecologic
- social and cultural

The « Sustainable Téranga Certification » accompanies and externally evaluates tourism operators.

AFRIO gathers its skills and network to implement a Sustainable Tourism developement in Senegal.

Tourism is one of AFRIO's main area of expertise so AFRIO has decided to contribute to the implementation of a « Sustainable Téranga Certification » in Senegal.

To guarantee its efficiency and be in perfect harmony with the Senegalese context, this Certification can only be drafted and managed by an established organization that works hand in hand with all the stakeholders.

➤ *These are commitments AFRIO agreed upon.*

The aims of the « Sustainable Téranga » Certification

Expected results

The above aims will enable measurable results. Among these results, it is expected that the « Sustainable Téranga Certification » ensures :

- **The improvement and diversification** of Senegal as a destination
- **The promotion** of the actors' amenity on the national and international level
- **A certified adequation certifiée** between the values of sustainable tourism and the activities of agreeing tourism operators
- **A certified guarantee** for the visitors that the committed operators' offer and activity are in line with sustainable development's fundamentals
- **Quality** in the conditions to create offer and services with a periodic evaluation according to the criteria of the Sustainable Téranga Certification
- **A good understanding**, by Senegalese inhabitants, of the interest of a tourism activity and the links that exist between « Tourism and economic, social and environmental development »

- The involvement of inhabitants for their support to the development of the sector (thanks to teaching skills and the Certification's criteria)

The process

- The **Certification « Sustainable Tourism - Senegal »** draws inspiration from the **ISO 26000 Norm** which benefits from a strong and indisputable national and international legitimacy
- This norm has the unquestioned advantage of being thorough (**economic, socio-cultural and environmental criteria**) and to adapt itself to the Senegalese situation
- With this approach **all of the Senegalese tourism actors** (Hotels, Restaurants, Travel agencies, Camps, Youth hostels, Day camps, Associations for Responsible Tourism ...)
- This frame of reference will revolve around **seven (7) major questions** all linked with the sustainable development of tourism activity and its operators
- **The simplicity of this process** allows for an efficient implementation all the while guaranteeing a quick understanding and its operational integration within the activity of tourism actors

Synopsis of Sustainable Téranga's Frame of reference

The criteria for this frame of reference have been elaborated so they can easily and conveniently adapt to the Senegalese tourism environment and its operators in a voluntary and uninterrupted process

- Layout governance
- Local development
- Work relationships and conditions
- Environment
- Fairness of practices
- Questions regarding consumers
- Human rights

Sustainable Téranga : one brand and one federating process in an active collaboration with all of the Networks and Federations of Senegalese tourism actors

To actively involve actors in the field and the members in the process and make it lasting, AFRIO makes the tangible commitment to :

- **Develop a collaboration between professional national tourism Networks and Trade unions and related sectors :**
- × **SPIHS** (Employers' Organization for the Hotel Industry in Senegal)
- × **SAVTS** (Senegalese Travel and Tourism Agencies' Organization)
- × **FNOTSI** (National Federation of Tourist Offices)
- × **FOPITS** (Federation of Employers' Organization for Tourism Industry)
- × **SAPCO** (The Petite Côte Planning Society)
- × **RESATOR** (Senegalese Network of Actors for a Responsible Tourism) born after the 1st Forum organized in December 2012 in parallel with the 6th Africités Summit,
- × **Associations and groupings** of operators (arts and crafts, agriculture, local business, cultural businesses...) set in tourist zones

A close collaboration with the Ministry of Tourism and Airfreight

To perpetuate the process and make it more visible, AFRIO falls within a process of close collaboration with the Ministry of Tourism and Airfreight :

- ❑ Develop a close and primary collaboration with the Ministry of Tourism and Airfreight's teams
- ❑ Accentuate the Ministry of Tourism and Airfreight's vision to promote a Tourism that benefits to Senegalese inhabitants and vouches for the respect of cultures and life environment
- ❑ Suggest the Ministry of Tourism and Airfreight's participation to a « mixt Commission on Sustainable Tourism » set up by AFRIO,
- ❑ The implementation of this commission is based on a new approach : the « 4P » (Partnership – Public – Private – Population)
- ❑ It may be made up of AFRIO's teams, and in a voluntary process, of the Ministry of Tourism and Airfreight's representatives, of members from different Networks and Trade unions of the tourism sector and of a panel of Associations and NGO's representing populations involved in the Senegalese tourism industry
- ❑ « The Sustainable Tourism commission » will thus be associated with the work and evaluation processes of the « Sustainable Téranga Certification »

Evaluating the « Sustainable Téranga » Certification

The evaluation of the Certification will follow a thorough and efficient process falls within a logic of trust.

The evaluation of members' commitment to the « Sustainable Téranga » Certification will be done on the basis of **criteria adapted to the Senegalese context and according to the seven (7) questions** asked by the **ISO 26000 Norm** and which are linked to the 3 branches of sustainable development :

- **economic** (benefits for the populations, jobs, wages, social protection...),
- **socio-cultural** (the respect of Senegalese cultural identity, commitment against sexual tourism, commitment against any kind of exploitation...),
- **environnemental** (efforts in the safekeeping of environment, waste management, saving energy, carbon compensation..)

The evaluation automatically needs the implementation of an evaluation process set up according to a **simple and practical evaluation matrix** of which the analytical framework is defined according to the above principles. The evaluation will be done through on the field visits to members.

The evaluation matrix for the Sustainable Téranga Certification is an authentic one as it is adapted to the Senegalese context.

The Ministry of Tourism and Airfreight as well as representatives of actors' networks will be in close collaboration in this process led by AFRIO. There will also be a close collaboration with the « Sustainable Tourism Commission ».

Sustainable Téranga : implemented measures

To ensure the achievement of these aims, AFRIO and its members is putting all its expertise and Networks at the service of « Sustainable Téranga », meaning :

- A solid expertise of high level
- The support for the implementation of an overall sustainable tourism policy
- The elaboration of a certification process adapted to national context, the integration and promotion of operators within national and international tourism and sustainable development networks
- Specialized skills to train members' employees to the Sustainable Téranga Certification
- Raise the awareness of actors on the field and inform populations about the Certification
- Contribution to regional and international promotion by communicating on the « Senegal Sustainable Tourism Certification »
- A pooled presence of Senegalese members at major international Tourism and Sustainable economy events

Sustainable Téranga : Promotion and Representation

Competitive advantages for the Member

Promotion

- ❖ Support for promotion
- ❖ Concepting promotional tools
- ❖ International implementation by top-level acknowledged professionals and partners
- ❖ Technical skills
- ❖ Website and presentation leaflets
- ❖ Prospect database
- ❖ Newsletter
- ❖ Social networks, blog

A pooled presence of Senegalese members at major international Tourism and Sustainable economy event

- ❖ Tourism international Fairs
- ❖ Sustainable development Fairs
- ❖ Institutional events
- ❖ Scientific events

Specific interests for the global promotion of the sector

- **Give** tourists the certainty of a responsible and sustainable stay
- **Promote** a tourism that respects Senegalese cultural values and minimizes fallouts of tourism activities on the environment and the populations
- **Consolidate** Senegal as a destination to tourist-generating countries and conquer new markets respond to the aspirations of a sustainable tourism
- **Establish** a continuous dialogue between tourism professionals, tourism administration, the private sector, local authorities and local populations
- **Promote** the local expertise and skills and set an example for Africa
- **Fight** against misleading publicity in an international and confused context ruled by economic and safety crises
- **Apply** beneficial activities for the national economy towards the inhabitants that strictly respect Senegalese law, ethics and moral code of tourism jobs
- **Contribute** to the safety of tourists

TERANGA DURABLE

Label Tourisme Durable - Sénégal



[Accueil](#)

[Téranga durable](#)

[Les Adhérents](#)

[Actualités](#)

[Partenaires](#)

[Contact](#)

Tourisme Durable

Le Tourisme durable est défini comme **l'application des principes du développement durable dans l'industrie touristique** au sens large avec une prise en compte des impacts économiques, socio-culturels et environnementaux dans l'activité.

Le Sénégal, 1ère destination touristique en Afrique de l'Ouest, dispose d'un potentiel formidable et le Tourisme représente sa deuxième économie.

S'il y a un seul mot, une valeur commune qui peut résumer l'identité culturelle et sociale du Sénégal tout entier, c'est « la Teranga » qui est reconnue au-delà de nos frontières

Le Label Téranga Durable est à la fois une réponse pratique aux enjeux liés au **développement durable de l'activité touristique au Sénégal**. Elle représente également une **garantie** pour les visiteurs **de la qualité, de l'engagement et des valeurs** qui fondent l'activité des opérateurs et structures touristiques qui y adhèrent.

Le Label Teranga Durable inclut un système d'évaluation pratique qui permet de mesurer et d'attester les efforts et initiatives menés par ses adhérents

Télécharger le Référentiel



Le Label Teranga Durable s'inspire de la Norme ISO 26000 qui bénéficie d'une légitimité nationale et internationale forte.

Rejoindre Téranga durable



Vous êtes un Hôtel-restaurant, une Agence de voyages, un Tour Opérateur, un Campement, une Auberge touristique ou un centre de loisirs établi au Sénégal

