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The **Riebeek Valley**
Magical Times

The
Riebeek Valley Tourism
 office is staffed by either Julita
 or Glenda, who are happy to
 assist you. Please support them
 and make sure your information
 is always up to date.

SPRING 2017

Responsible Tourism OUTREACH

The Riebeek Valley is fortunate to have been selected for the third annual **Responsible Tourism Outreach**, to be held at the Riebeek Valley Hotel on 31 October.

So, what is responsible tourism?

Responsible tourism is any form of tourism that can be consumed in a more responsible way and which:

- minimises negative social, economic and environmental impacts, and
- generates greater economic benefits and enhances the well-being of local communities.

Do we live up to these guidelines?

Some random samples of projects in the Valley that might be considered responsible:

Goedgedacht,

their Care for the Planet project . . . the challenge of food security: ensuring that sufficient, safe and nutritious food is physically and economically available



to those who need it, Path out of Poverty and Help the Rural Child.

Steel Band Project.

Valley Empowerment Project.

Environmental swimming pool at the Riebeek Valley Hotel.



WATER . . .

. . . or the lack of, is a major cause for concern. Winter rainfall fell far below the seasonal average.

This is not the time to pretend that we are not in a serious predicament, it is time to embrace the situation and **take action!** Not only for ourselves but for our visitors too.

Statistics tell us that on average tourists use up to three times the volume of water consumed by locals. That puts the impetus on **ALL** of us to inform and advise.

Food for thought: A visitor to Nairobi recently somewhat sardonically observed that water restrictions in that city are unnecessary because . . . there is no water. It is not impossible to envisage the Western Cape facing the same situation.



Please don't forget to **LIKE** us

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Travel Responsibly in the #Weskus

Travellers are becoming aware of how tourism contributes to climate change, destruction of the environment, erosion of cultures and poverty. Travelling responsibly doesn't mean that you have to compromise on how enjoyable your travels are.

By choosing socially and environmentally responsible hospitality hosts you can ensure that your trip contributes to conservation efforts and the well-being of communities.

■ Choose responsible tourism businesses

A responsible tourism operator will have a promoted responsible tourism policy. Businesses that are certified by Fair Trade Tourism are also a good choice because they have met stringent conditions. When you travel to the West Coast, take a look at the [twitter.com/#GoGreenWeskus](https://twitter.com/GoGreenWeskus) directory to choose responsible products.

■ Be water and energy-wise

Water is scarce in most parts of South Africa. Have a short shower instead of a bath, and close taps properly. Help to reduce the release of greenhouse gasses – switch off air-conditioners and lights when you leave your room, unplug cell phone and camera chargers when not in use, and ask your accommodation not to change or supply fresh towels daily. Walk or cycle to explore our towns.

■ Support local artists and producers

The West Coast is bursting with artistic talent, and whether it's a wire-animal from a street vendor or a painting from a modern art gallery. Purchases are mementos of your visit and support local artists. Buying ivory products is illegal in South Africa. The wineries, breweries, farmstalls and markets in our region offer fresh produce, preserves and honey, craft beer and wines, environmentally friendly cosmetics . . .

■ Don't give money or food to beggars

It's natural to feel compassion for beggars, vagrants and children living on the streets, but it's best not to give them money or food. If you really want to help, rather donate to dedicated organisations that provide meals, shelter and other services to the poor and homeless.

www.capewestcoast.org/responsible-tourism



The Mission of West Coast Regional Tourism

The West Coast will be recognised and visited as a region of the Western Cape and will offer unique tourism experiences utilising its natural assets, regional hospitality, proximity to existing markets and its gateway opportunities.

It will focus retaining present markets as well as developing new marketing opportunities, and will be known for its distinctiveness.

It will be a sustainable and viable industry, which is market driven and contributes to the improvement of the quality of life of all the communities of the West Coast Region.

A QUICK RESPONSIBLE QUIZ

- Do you have projects or interactions with the local community?
- Are you aware of the water restrictions in place?
- Do you encourage guests to save water? How?
- What systems do have in place if you consume larger amounts of water? Do you reuse?
- Do you have recycling facilities (ie places for paper, plastic, glass, tins) on your premises? Are they highlighted for ease of use?
- Do you actively promote activities in the Riebeeck Valley not directly concerned with your business: walking, cycling, heritage (both cultural and built), and the natural environment?
- Do you purchase locally produced or manufactured goods and merchandise as far as possible?
- Do you have a staff training programme regarding service levels and responsibilities?
- Do you have access facilities for the disabled?
- Do you encourage tourists to interact with and visit the surrounding towns and villages?
- Do you encourage dialogue regarding efforts of reconciliation and restitution?
- If you are a larger business producing waste, do you have a stated environmental policy, and is it openly accessible to view?



Don't let water disappear –
use sparingly, be careful.

It's precious.

And running out!



Customer service

The impressions a visitor retains from the very first greeting through to the departure are what he or she will take away and relate. This is the best or worst marketing a business can ever do. Word of mouth is the greatest advertising. And ironically it is free. All it takes is some effort and a lot of attitude!



■ Make the customer or guest feel welcome

Greet the customer and make eye contact. If you are busy acknowledge the customer and communicate that you will deal with them as soon as possible. Start positively with a warm, sincere welcome.

■ Smile

This is the most simple and effective tip for customer service. Smiles are contagious – usually when you smile at somebody they'll smile back at you. Do not pretend to smile, or produce a false smile since these are easy to spot and send the wrong messages.

■ Listen

You are unlikely to be able to help your clients effectively if you don't listen to their needs. Take note of the customer's requirements.



■ Learn your business – be an expert

Whether you work in a accommodation facility, place to eat and drink or retail outlet learn about the business, how many rooms there are, the history of the building, when breakfast is served, the product ranges. If you don't know the answer to a question then say so. NEVER make up an answer; if possible find somebody who does know. Don't be afraid to ask the customer/client/guest questions that will give you a better understanding of their needs.

■ Be true to your word

Only ever offer a customer or client something that you are sure you can give them and never make promises you cannot keep. If situations change let the customer know as soon as possible.

■ Be memorable – for the right reasons

We tend to remember positive and negative experiences more vividly than average day-to-day ones. Make every customer's experience a positive one that they'll remember and talk about. Be helpful, courteous and polite – give a little extra.

WITH THANKS TO



**CAPE TOWN
& WESTERN CAPE**
marketed by WESGRO



#GoGreen Weskus

TOURISM OUTREACH

Promoting Sustainable living

31 October 2017

Riebeek Valley Hotel

The Objective of the Responsible Tourism Outreach programme:
To encourage and inspire tourism which will promote sustainable social, economic and environmental practices to the benefit and wellbeing of host communities.

The OUTREACH is collaborative platform to bring together existing initiatives and host communities to accelerate the shift to sustainable consumption and production in tourism. The vision of the OUTREACH is for a tourism sector that has globally adopted sustainability practices, resulting in enhanced environmental and social outcomes and improved long term economic performance.

The one-day workshop focuses on sharing experiences on the development of sustainable tourism in our region. We look at how tourists, businesses, local communities and the environment already benefit from sustainable tourism actions and 'green' entrepreneurship.

What is Responsible Tourism and why is it important?

Responsible Tourism is not a product – it is an approach. The Cape Town Declaration recognises that Responsible Tourism takes a variety of forms, and it characterised by travel and tourism which:

1. Minimises negative environmental aspects, and social and cultural impacts;
2. Generates greater economic benefits for local people and enhances the wellbeing of host communities, by improving conditions and access to the industry;
3. Involves local people in decisions that affect their lives and life chances;
4. Make positive contributions to the conservation of natural and cultural heritage;
5. Provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural and environmental issues;
6. Provides access for physically challenged people;
7. Is culturally sensitive and engenders respect between tourists and hosts.



Riebeek Valley
TOURISM

responsible
living & tourism



Weskus Visitor Trends

Jan - Jun 2017

WESGRO

cape town & western cape
tourism, trade & investment

%

share of overseas visitors	31.9%
share of domestic visitors	68%
share of overnight visitors	54%
share of day visitors	45.1%

Top 3

international markets

United Kingdom	(28.7%)
Germany	(25.9%)
Netherlands	(10.3%)

Top 3

domestic markets

Gauteng	(17.5%)
Western Cape	(64.4%)
Kwazulu-Natal	(3.9%)

Main purpose of visit

 Holiday/Leisure	77%
 VFR	2.9%
 Business	3.5%



Travel group size

Pairs	51.4%
Alone	19.4%

Age group

36-50	(16.5%)
36-50	(16.5%)

Length of stay

1 night	34.4%
2 nights	25.2%
3 nights	16.9%



Transport

Rented car	31%
Own vehicle	57.3%

Top information sources

Internet/Websites..	16.8%
Word of mouth.....	21.3%

Average daily spend

R201 - R500 (24.5%)



Average spend on accommodation

R1001 - R2000 (11.1%)



Top 3 activities in the Weskus



Top accommodation

B&B's	10.5%
Self-catering	15.7%



Overseas Domestic

Scenic drives (19.6%)	Gourmet restaurants (12.4%)	Beaches (14.2%)
Scenic drives (18.5%)	Culture/heritage (16%)	Beaches (13.1%)