



Tourism is one of the key pillars of the Mauritian economy. It has been accelerating over the years and today attracts about 1.4 Million visitors making it a powerful engine for investment, entrepreneurship, wealth and job creation. On the other hand, there are many challenges that Mauritius faces because of tourism, plastic pollution, coastal reef erosion, air and water pollution to name a few. However, these are not the only factors that increase the footprint of the tourism industry.

The Ministry of Tourism's "Tourism Strategic plan 2018 – 2021", sets the vision that Mauritius becomes "A leading and sustainable island destination". To achieve the vision, 7 missions are defined, and 4 of them target improving sustainability and innovation of the tourism industry. That is where the SUS-ISLAND project comes in. The project's approach is not only to focus on how to lower the footprint of tourism but also its handprint. We employ a tool called Mauritius Pro-Handprint Innovation (MAUPHI) Framework, where we support the creation of products and services along the entire tourism value chain - tour operators, suppliers, tourists, and enablers - to create more value to you and to Mauritius.

Learn more about pro-handprint innovation and a few good practice cases in this newsletter.

[Download SUS-ISLAND brochure](#)

News

Shaping Tourism as A Force for Good: SUS-ISLAND project and Mautourco start ideating pro-handprint innovation



What does sustainable innovation mean to the tourism business? How can the tourism business make their existing and new products more sustainable and interesting to the mass market? Can tourism become a force for doing good? The SUS-ISLAND project together with [Mautourco](#) will explore and showcase the answers to these questions.

As one of the leading destination management companies (DMC) in Mauritius, Mautourco has the ambition of becoming a pioneering sustainable DMC and an ambassador for change. The visionary management team of Mautourco is committed to co-creating sustainable value and impact with key stakeholders.

Read about the first workshop Mautourco had with SUS-ISLAND on its innovation journey.

[Read More](#)

The Mauritian Standard on Sustainable Tourism has now achieved the 'GSTC-Recognised Standard' status

The GSTC Recognised Standard is a milestone status and proof that the standard adheres to international norms. The Mauritian Standard on Sustainable Tourism was initiated by the Mauritius Ministry of Tourism and Leisure, in consultation with stakeholders and developed with the cooperation of the Mauritius Standards Bureau.

Achieving the GSTC-Recognised status means that a sustainable tourism standard has been reviewed by GSTC technical experts and the GSTC Accreditation Panel and deemed equivalent to the GSTC Criteria for sustainable tourism.

[Read More](#)

Trend Highlights & Ideas

Mauritius consumes around 100 million PET beverage bottles per year, of which approximately 51% end up in landfills or as litter (Economisti Associati srl, 2015). By 2050 the amount of plastic in the ocean will exceed that of fish (Ellen Macarthur Foundation, 2016). Plastic bottles make up a great part of waste left on beaches and other public places in the Mauritius.

To avoid this, what if tourists could refill their water bottles?



Get inspired

Does a pristine, litter free beach sound like a dream? That dream can become a reality if bottles made of high-quality sustainable materials (glass, steel, etc) were to be distributed to tourists upon their arrival, either at the airport or hotel. Water fountains or "refill your bottle" stations would allow tourists access to safe drinking water without producing any waste. This not only saves the hassle of constantly buying bottled water, but will also help in preserving the beauty of the Mauritian landscape and remind the tourists that we love our island and they should respect it, too.

Tourism handprint - innovation for inspiration

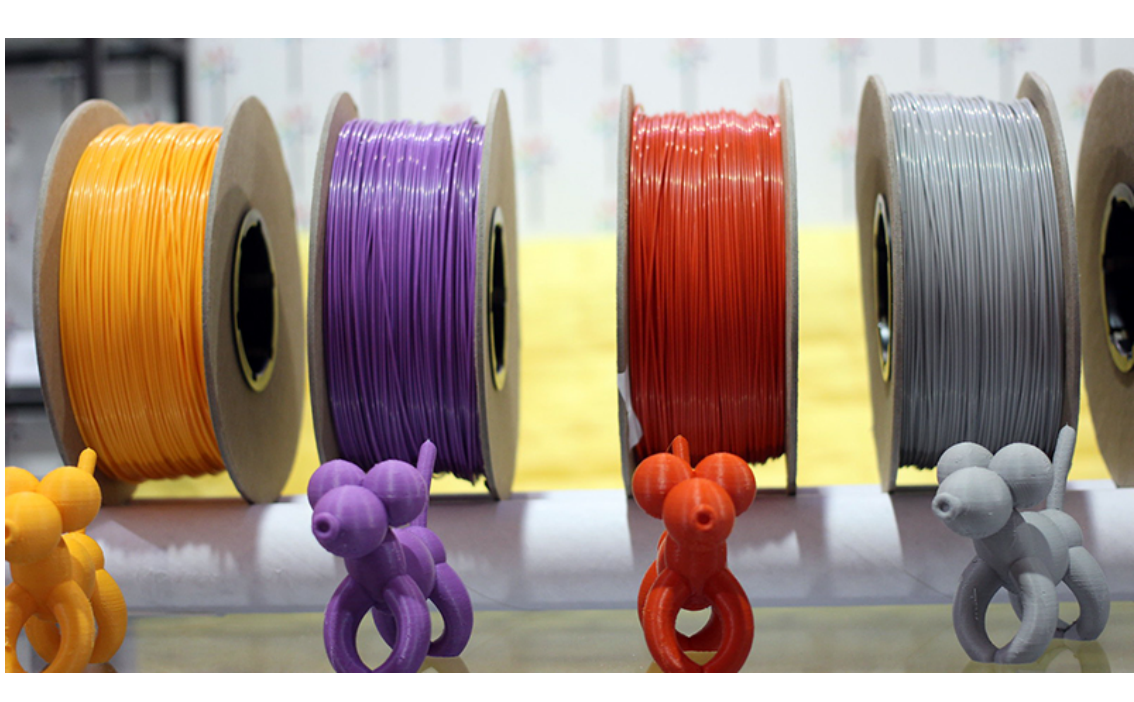
International Inspiration

Two questions that will help you think about sustainable innovation ideas...

- For Mauritius to become a zero waste island, how can the sustainability hotspots (plastic pollution, food waste, etc) be addressed?
- Is it possible to create fun learning experiences for the tourists while engaging them to reduce waste?

Here's some food for thought...

Soneva Fushi Resort in the Maldives helps its guests to transform plastic waste into souvenirs like flower pots, bowls, and children's toys. It does so by installing an Eco Centro machine and allowing the guests to use it. This onsite plastic recycling approach helps the resort to turn plastic waste into an interesting experience and items for the guests. It is part of the global initiative called [Precious Plastic](#) which supports plastic recycling by making open-source and low-cost plastic recycling machines and tools.



Local Inspiration

Another question that should help provoke sustainable innovation ideas

How can you provide an authentic experience or products to tourists while creating jobs for vulnerable groups in our society?

[LocalHands](#) is an association of 60 Mauritian artisans from underprivileged backgrounds. The artisans use a variety of materials to create unique products that can be used as gifts or souvenirs. The association is supported by Fondation Espoir Développement by Beachcomber who helps the artisans improve their products and cater to the hotels, tourists and general public.



Beautiful LocalHands also helps support women and specially abled people by providing them employment and a means to support themselves and their families.

Stakeholder Voices

Dear SUS-ISLAND Network Member,

In my capacity of Chairman of the AIOM, I am immensely thrilled to learn about the Sustainable Island Project.

Mauritius being a long-haul destination for many of our source markets, still relies on the services being offered by the DMC's (Destination Management Companies). We therefore have a predominant role in the everyday management of our esteemed guests, from transportation, choice of accommodation, excursion planning and execution as well as the choice of the best suitable suppliers to cater for the tourists during their stay. We strongly believe that the exclusive image of Mauritius as a high-end tourist destination should be maintained at all cost.

It is therefore crucial to constantly level up all services being provided. The SUS-ISLAND project is a collection of many solutions that shall systematically tackle areas where upgrading are required. The "Handprint" concept is quite revolutionary in our midst but is currently a much desired alternative to reducing the footprints as being constantly associated to tourism. Innovate and work alternatively to ensure the sustainability of the Island is ensuring our future generation with better prospects of further wealth and health development.

In a nutshell, we at the level of AIOM, we support this laudable initiative and we shall as always be a key partner to the project.

Inclusive Tourism for the benefit of everyone is the pathway we want to venture on.

Sustainably yours,

Bruno Lebreux
Chairman AIOM



Meet your market needs, stakeholder priorities and generate more positive impact on the society, environment, culture and economy through tourism.

By joining SUS-ISLAND Network, you can

- Learn how to make your current tourism offer more sustainable and profitabl
- Learn how to develop and refine your products with better positive impacts
- Learn how to better market and communicate your sustainable actions and products
- Learn how you can join the project trainings and good practice showcase events
- Learn how you can apply for our award with your sustainable tourism products or ideas
- Share your best practices

[Join Network](#)



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