

Implementation Partners



**Mauritius Tourism Authority (MTA),
Mauritius**

The Mauritius Tourism Authority is a parastatal body operating under the aegis of the Ministry of Tourism and External Communications and is governed by the Tourism Authority Act 2006 (as subsequently amended).



**Collaborating Centre on
Sustainable Consumption and
Production (CSCP), Germany**

The Collaborating Centre on Sustainable Consumption and Production (CSCP) is an international nonprofit Think and Do tank that works with businesses, policy makers, partner organisations and civil society towards a good life. CSCP implements the project in collaboration with **blueContec**, an experienced sustainable tourism consultancy.

Associated Partners

Association des hotels de Charme
Association of Tourism Professionals c/o Great Delight
Mauritius Tourism Promotion Authority (MTPA)
Association of Inbound Operators Mauritius (AIOM)
Association of Tourist Operators (ATO)
Tourism Promotion Association (TPA)
Ile aux Cerfs based Pleasure Craft Association
Ministry of Tourism (MoT)
DER Touristik Deutschland GmbH



Improving Sustainable Tourism in Mauritius Through Greening the Value Chain of Tour Operators



Targeted Small Medium size Enterprises (SMEs)

- Tour operators / Destination management companies
- Hotels
- Taxi drivers and/or tour guides
- Handicraft makers
- Pleasure craft operators
- Financial institutions

Join us if you are interested in

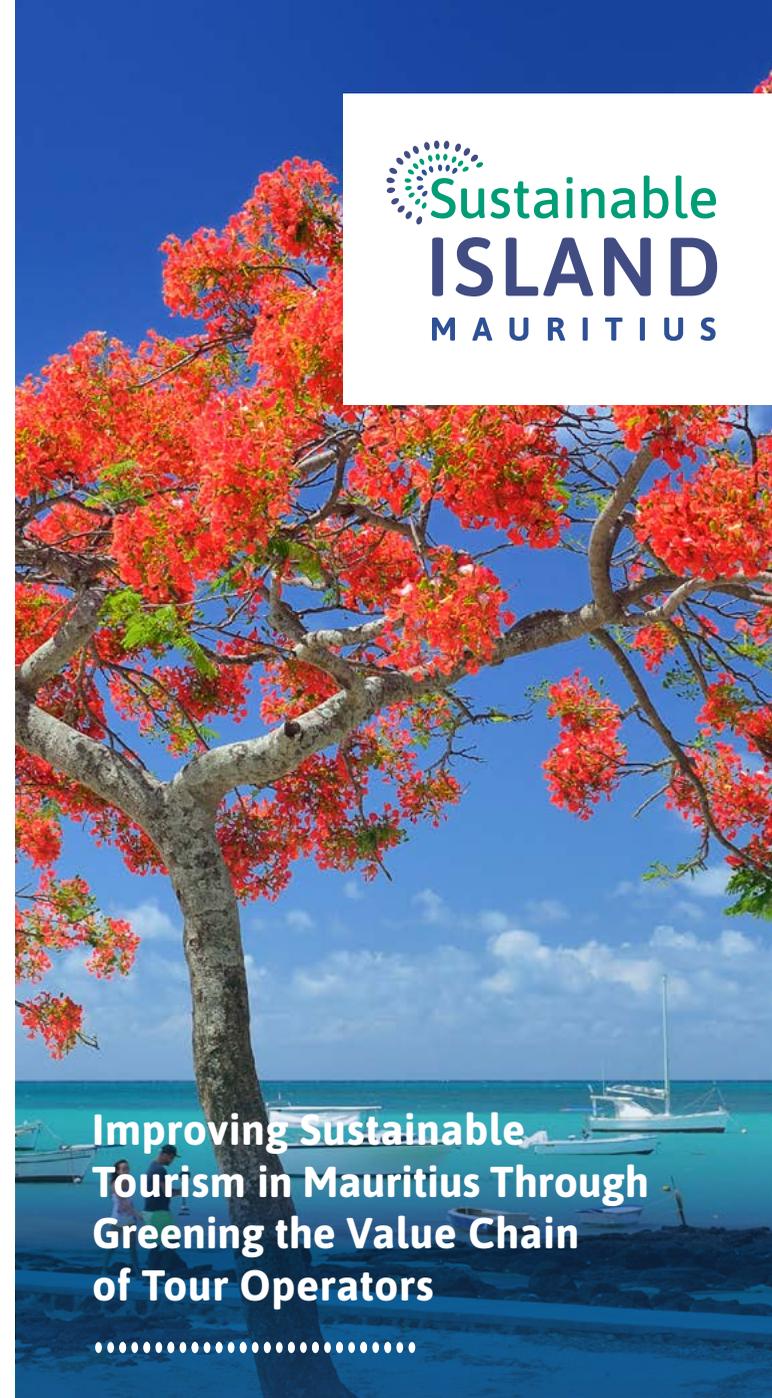
- Generating more positive impact on the society, environment, culture and economy through tourism
- Strengthening sustainable innovation aligned with market needs, stakeholder's priorities and policies
- Improving market value of sustainable measures

Potential approaches for engagement

- Staying updated on the project by signing up the newsletter via our website and/or following our social media
- Joining the dissemination events to learn about the good practices
- Applying for participating in the trainings
- Applying for engaging as a pilot actor and get guided in developing pro-handprint innovation



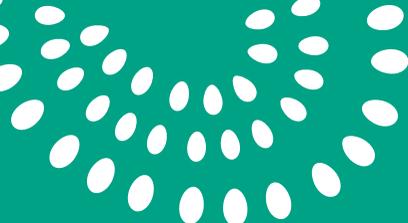
**Sustainable
ISLAND
MAURITIUS**



**Improving Sustainable
Tourism in Mauritius Through
Greening the Value Chain
of Tour Operators**



SWITCH-Africa Green Programme is implemented by UN Environment with the financial support of the European Union



Background



Every year, around 1.3 Million tourists visit the Island of Mauritius. The Tourism Industry contributed more than 12% to the total GDP and provided more than 30,000 direct employment in 2017. The Mauritius Tourism Development Plan sets the target that Mauritius acquires the “Green Destination” status by 2030. Promoting sustainable tourism that reduces the negative environmental impacts, improves positive sustainability impacts, especially on local communities, while improving the sectors’ competitiveness is key to green growth of Mauritius.

Tourism value chain hotspots and sweetspots



Increasing positive impacts

- Social wellbeing
- Community development
- Responsible sourcing
- Cultural Preservation
- Ecosystems quality
- Authentic experience
- Sustainability awareness
- ...

Reducing negative impacts

- Resource overuse
- Emissions
- Waste generation
- Water
- Social consequences
- ...



Objectives



The overall objective of Sustainable Island Mauritius is to promote sustainable tourism in Mauritius by demonstrating its business case to local tourism enterprises and extending the market for sustainable tourism products.

Specific measures of Sustainable Island Mauritius include:

- Promotion of market-oriented sustainable tourism innovation;
- Improvement of the sustainability of tourism supply chains by introducing sustainable consumption and production (SCP) practices to tour operators and their suppliers, especially hotels, pleasure craft operators, tour guides, and handicraft makers amongst others;
- Raising public awareness and creating the market for sustainable tourism products; and
- Creating enabling environments by supporting SCP-oriented policy, green finance and participation of local populations to scale up sustainable tourism innovation.



Contact



MTA: Sustainable Island Mauritius@tourismauthority.mu
 CSCP: kartika.anggraeni@scp-centre.org
 Twitter: @SUS_ISLAND1 | Facebook: @susislandmauritius
 Website: www.sus-island.com

Pro-handprint Innovation Approach



Sustainable Island Mauritius has the vision of fostering sustainable tourism in Mauritius, which drives value creation for the company and customers by integrating sustainability as innovation ingredient. To achieve this, we are developing and applying the Mauritius Pro-Handprint Innovation (MauPHI) Framework, which is a tool guiding business to target, manage, measure and communicate the positive impacts of tourism along the value chain.

