Dates for 6th Sustainable Tourism Africa Summit (STAS) Announced
The STAS annual Summit is the premier tourism event in Africa dedicated to sustainable tourism. It brings together private and public sector, academia, researchers and civil society groups in tourism in Africa to chart paths for modelling a sustainable future for Africa’s tourism.

After a very successful 5th Sustainable Tourism Africa Summit, dates for 6th #STAS2020 have been released. Mark your diaries for 13-15th May 2020. Due to public demand, we will be returning to Coast Kenya. Read more and register at www.events.sttakenya.org
WHAT IS CUTTING at STTA?

#TourismExcellence

STTA has partnered with TourCert to set positive impulses in Uganda, and provide solutions in the sustainable management of tourism for destinations and businesses. In October, we kicked off the project for Tourism Excellence Uganda, with pioneer companies from Uganda Hotel Owners Association (UHOA) and Association of Uganda Tour Operators (AUTO). The project is funded by the Austrian Development Agency, and aims at implementing sustainability training, targeting AUTO and UHOA member companies. Forthcoming training sessions set to begin from November. This is about the synergy between quality management and sustainability management in the tourism sector. Tourism Excellence Uganda is all about partnerships to contribute to sustainability of tourism in Africa.

Check out more on of this on #TourismExcellenceUganda and here.

Partnerships

We just signed an MOU with Tour Operators Society of Kenya (FOSK), for members training on all aspects of sustainable tourism. It is a transformation agenda, and the MOU is our new bold commitment to mentor young tour operators in Kenya to achieve sustainable growth, and manage risks of a rapidly changing industry through embracing sustainability as a quality management system. Contact us for a no obligation discussion on how you can start your journey to being a truly sustainable company.

We have group trainings, coaching and customized associations training packages. Call Job / Lucy+254718127557

Green Travel Space

Check out this new platform that promotes sustainable travel and tourism experiences. Warning- to be listed, you need to meet certain requirements because the sight is committed to stop “green washing”. Only the truly sustainable companies are here.

#sttachangemakers

We hosted the 29th Inter University Seminar on Sustainable Tourism on October 26th at Zetech University. The monthly seminar is an extension-learning program for tourism students from 18 universities.

The seminar equips students with cutting edge knowledge on sustainable tourism, empowers them to solve problems and inspires them to be change makers. We are inviting partnerships for this program. Read the 2018 change makers report here.
Assessments
Gona was on assignment at Sabi Sands conservation area in South Africa, and Sasaab in Samburu, Kenya. We can expect lots of lessons on tourism, conservation and sustainability. Ask us about sustainable travel and tourism solutions

Milestones:
The Sustainable tourism Report East Africa celebrated its 5th anniversary this month. Check out forthcoming issue for insights on sustainability driven tourism across Africa.

The Sustainable Tourism Report East Africa is a periodic publication devoted to sharing practical and case based insights on tourism best practices in Africa. The report is an appropriate outlet for articles designed to be of interest, concern and applied value to industry professionals. Article contributions can be sent on a rolling basis to info@sttakenya.org.

Awards
Judy Kepher Gona, our lead advisor, won Forbes Woman Africa Sustainable Citizen Award 2019. Judy is an advocate for sustainable tourism, and has made remarkable contributions to develop Africa’s tourism towards the sustainability path. She served at the advisory board of the International Ecotourism Society, and is an experienced consultant working with destinations on community led tourism.
Read More
**#BringYourOwnBottle**

Since 2018, our meetings are free of single use plastic water bottles. We run a campaign to "beat plastic pollution through responsible travel and responsible MICE. The tourism industry in Kenya is fast adopting this practice. To extend the campaign beyond tourism, students from our #sttachangemakers program are using social media platforms to influence change in travel practice by taking their STTA bottles everywhere they travel and posting images on social media through #BringYourOwnBottle challenge. Get your bottle today and join the campaign. Follow @STTAKenya for more.

**Thinking of measuring environmental footprint of a tour?**

When measuring environmental footprint of a tour, it is possible to calculate impact caused by each single tourist during his or her period of stay, impact by activity in a package, or impact of an entire tour package. A tour package has resource demands, and these may generate varying levels of environmental footprints, based on number of tourists, length of stay, types of facilities, meals served, and experiences.

For protected areas, the [Ecological Footprint Calculator](#) by Global Footprint Network is a customized methodology, to track resource consumption of all services provided to tourists, including accommodation; food and drinks; mobility and transfers; activity and services. Ecological footprint per activity, e.g. accommodation, food & drinks, visitor mobility, and activities, help to identify pain points to intervene and lower impact of a product. The Ecological Footprint Calculator is currently available for use in Mediterranean countries, and needs to be expanded to coastal cities and other destinations.

Tourists can use the [personal footprint calculator](#) to evaluate the impact of their travel options.

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**STTA Training modules on Sustainable Tourism**

**Module 2: Working with communities in sustainable tourism and leveraging on travelers philanthropy to create greater social impact**

[Image of STTA Training modules]

- [Sustainable Tourism Training](#)
  - [Host community engagement for sustainable tourism & the sustainability principles for engagement in businesses & destinations](#)
  - More info: trainings@sttakenya.org

[Image of STTA Training modules]

- [www.sttakenya.org](http://www.sttakenya.org)
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