



Madagascar

Waterbased Tourism & sustainability

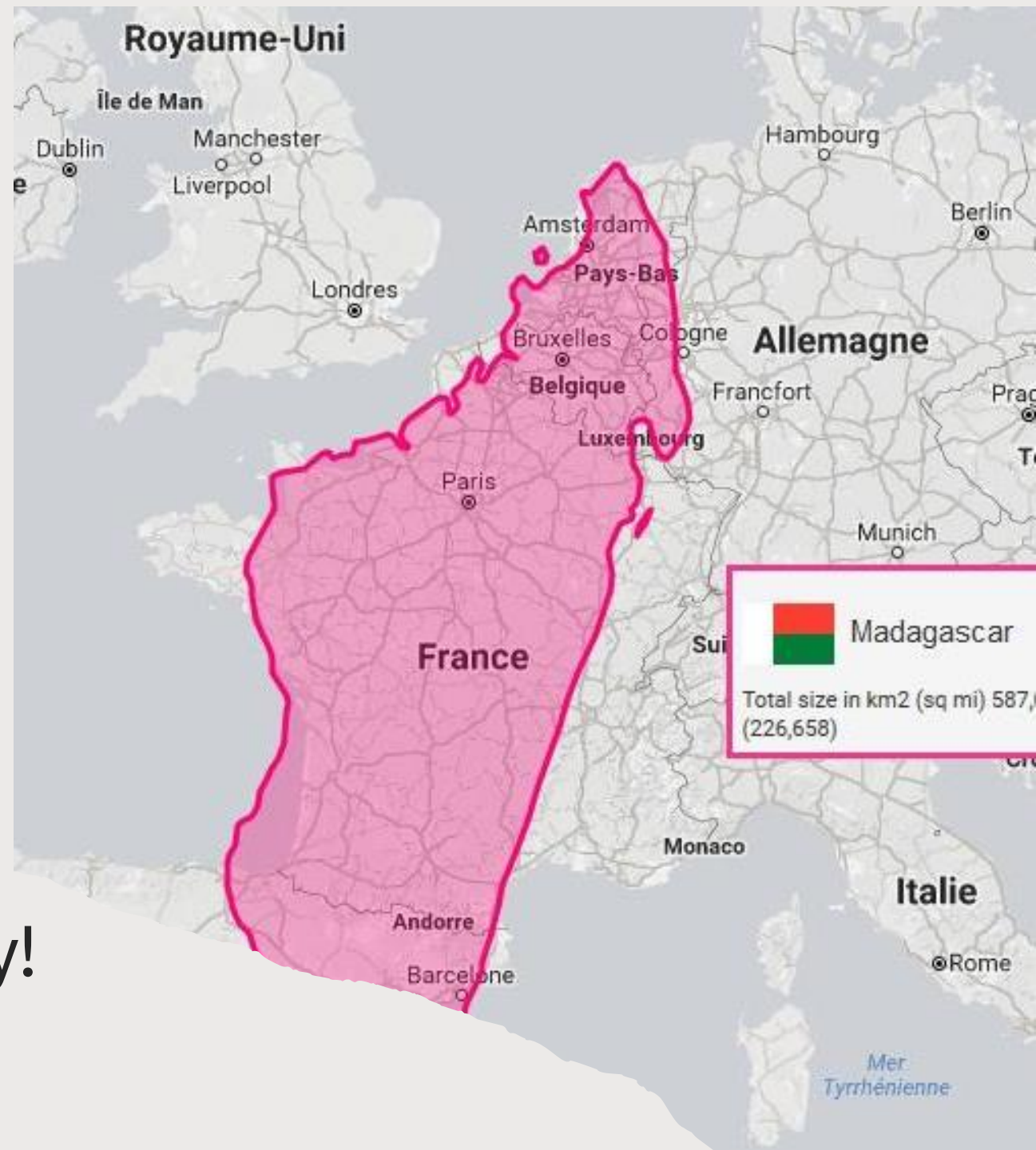
institutetourism.com

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@Sonja Gottlebe



**WE COME
FROM MADAGASCAR
NOT THE
MOVIE!**



Mbola Tsara! Hallo! Good Day!



My name is Sonja, spelled with a 'j'.

I am a "zanatany," which means "child of the land" in Malagasy, indicating that I was born and raised in Madagascar.

My parents, of German origin, emigrated to Madagascar in 1978.



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Sustainable tourism is at the core of my professional journey.

With over 32 years of hands-on experience across Southern Africa and the Indian Ocean, I have managed an adventure tourism company and established three ecolodges in Madagascar's remote regions.

Now, as a **French-speaking trainer for the Global Sustainable Tourism Council (GSTC)**, I am dedicated to sharing my passion and expertise by leading sustainable tourism training sessions worldwide.

*Guided by the motto "**My life is a trip**", I offer consulting services globally, with deep roots in Madagascar.*

Madagascar waterbased tourism potential

- Canal des Pangalanes: 500km east coast
- Rivers to navigate: Manambolo, Tsiribihina
- Waterfalls, rafting, canoing
- Beaches, reefs, islands: Nosy Be, Tulear, Sainte Marie
- Cenote diving: Mijoro Cave
- And much more than lemurs and baobabs!













Beautiful, isn't it?

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- Madagascar's water-based tourism potential, when combined with exemplary sustainability practices, could position the island as a leading global destination for eco-conscious travelers. Here's how this combination could elevate its tourism appeal:
 - **Case study:**
 - **Water based ecotourism: CETAMADA**



By respecting GSTC standards





Global Sustainable Tourism Council

The leading global authority in
setting and managing **standards**
for sustainable travel & tourism

gstcouncil.org

GSTC Criteria Sets

Two sets of GSTC Criteria have been developed:

GSTC Industry Criteria
(Hotels & Tour Operators)
(2008, 2012, 2016)

GSTC Destinations Criteria
(2013, 2019)

Four Pillars of GSTC Criteria



(A) Sustainability **Management**

(B) **Social** & Economic Benefits

Maximize benefits to the host community and minimize negative impacts

(C) **Cultural** Heritage

Maximize benefits to communities and culture; minimize negative impacts

(D) **Environment**

Maximize benefits to the environment and minimize negative impacts

D2.6 Minimize pollution

The organization implements practices to minimize pollution from noise, light, runoff, erosion, ozone-depleting substances, and air, water and soil contaminants.



D3.1 Conserving biodiversity, ecosystems and landscapes



The organization supports and contributes to biodiversity conservation, including through appropriate management of its own property. Particular attention is paid to natural protected areas and areas of high biodiversity value. Any disturbance of natural ecosystems is minimized, rehabilitated and there is a compensatory contribution to conservation management.

D3 Wildlife interaction



The destination has a system to ensure compliance with local, national, and international laws and standards for wildlife interactions. Interactions with free roaming wildlife, taking into account cumulative impacts, are non-invasive and responsibly managed to avoid adverse impacts on the animals concerned and on the viability and behaviour of populations in the wild.

Ecotourism management

Law for sustainable marine megafauna observation in Madagascar



D3.3 visits to natural sites

Case study

CHARTRE D'OBSERVATION

POUR UNE OBSERVATION RESPONSABLE DES MAMMIFÈRES MARINS

Vitesse d'approche

- Réduire la vitesse à partir de 800 m
- Adapter l'allure à celle du groupe observé

Durée des observations

- Baleines adultes 60 min
- Avec un baleineau 30 min
- Dauphins 30 min

Respecter les animaux et leur habitat

- Ne pas naviguer au milieu d'un groupe
- Ne pas couper la trajectoire du groupe
- Ne pas poursuivre le groupe

Code de bonne conduite en application de l'arrêté interministériel n°33626/2023- MINTOUR

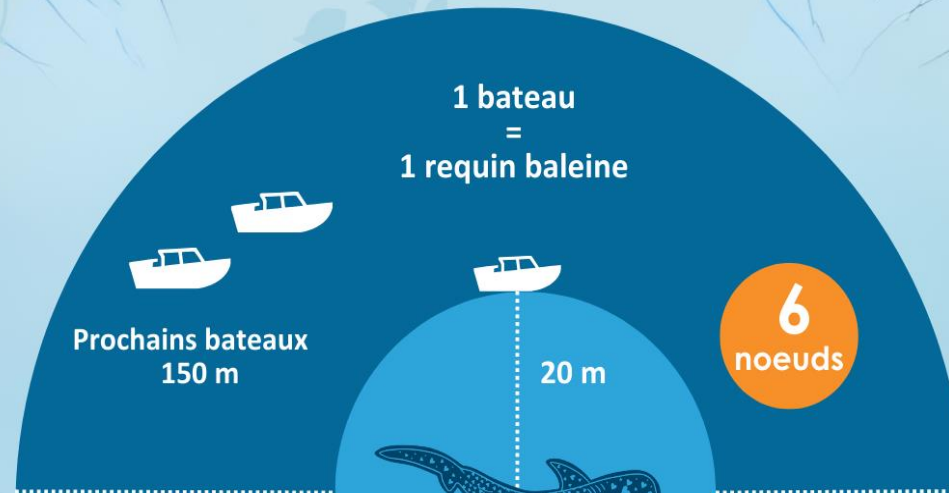
Logos: tourisme artisanat, C'èta moda, Confédération du Tourisme de Madagascar

The organization follows appropriate guidelines for the management and promotion of visits to natural sites in order to minimize adverse impacts and maximize visitor fulfilment.

Sonja Gottlebe

CHARTRE D'OBSERVATION

POUR UNE OBSERVATION RESPONSABLE DES REQUINS BALEINE



Durée des observations

60 min Si un seul bateau

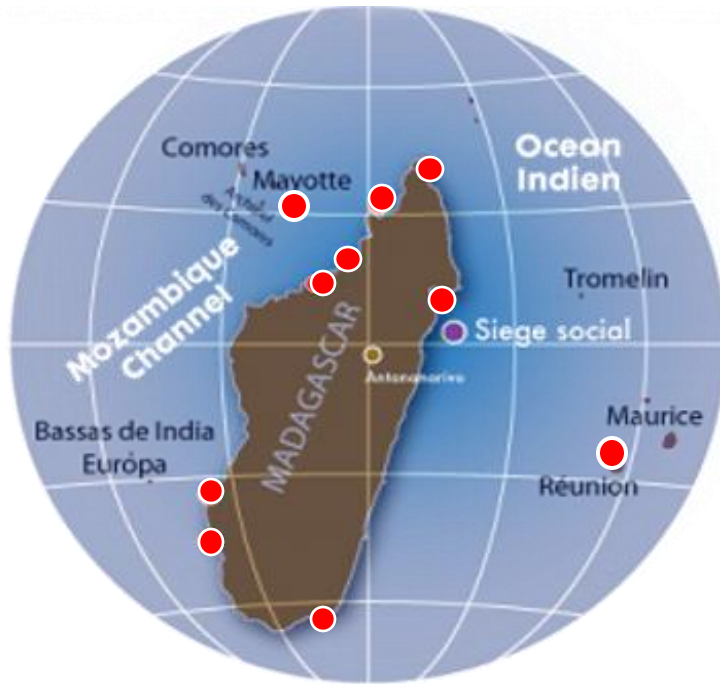
15 min Avec d'autres bateaux en attente

6 nageurs + 1 guide

Ne pas utiliser de propulseur

Ne pas toucher

Partnership with the touristic operators



Training for specialized guides





Misaotra
Sonja

