



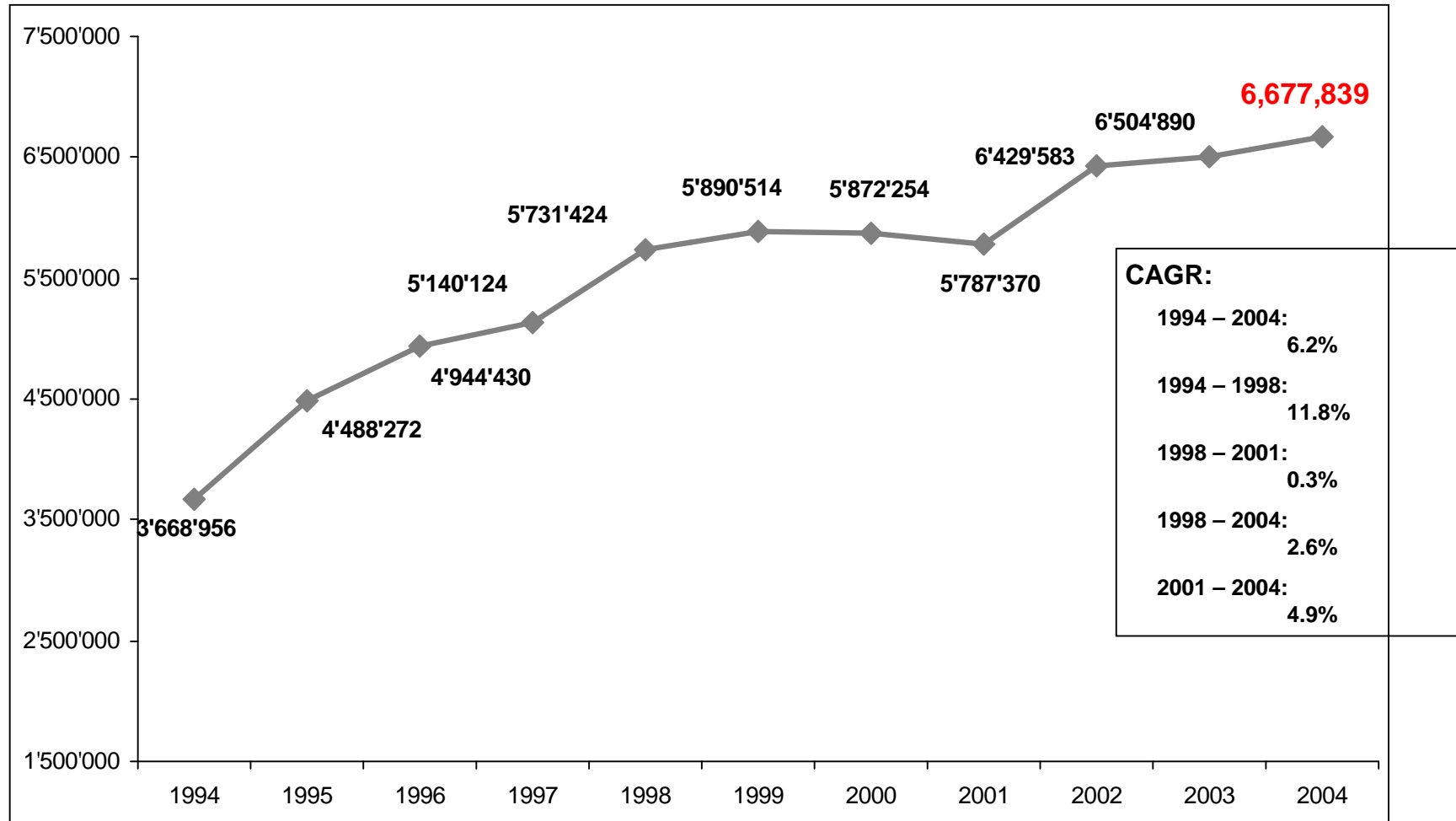
# FAIR TRADE IN TOURISM – the Example of South Africa

Presentation by:  
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### Foreign Tourist Arrivals to South Africa (1998 - 2004)



Source: SAT Arrival Statistics, 2004 – Courtesy of South African Tourism

[www.southafrica.net](http://www.southafrica.net)

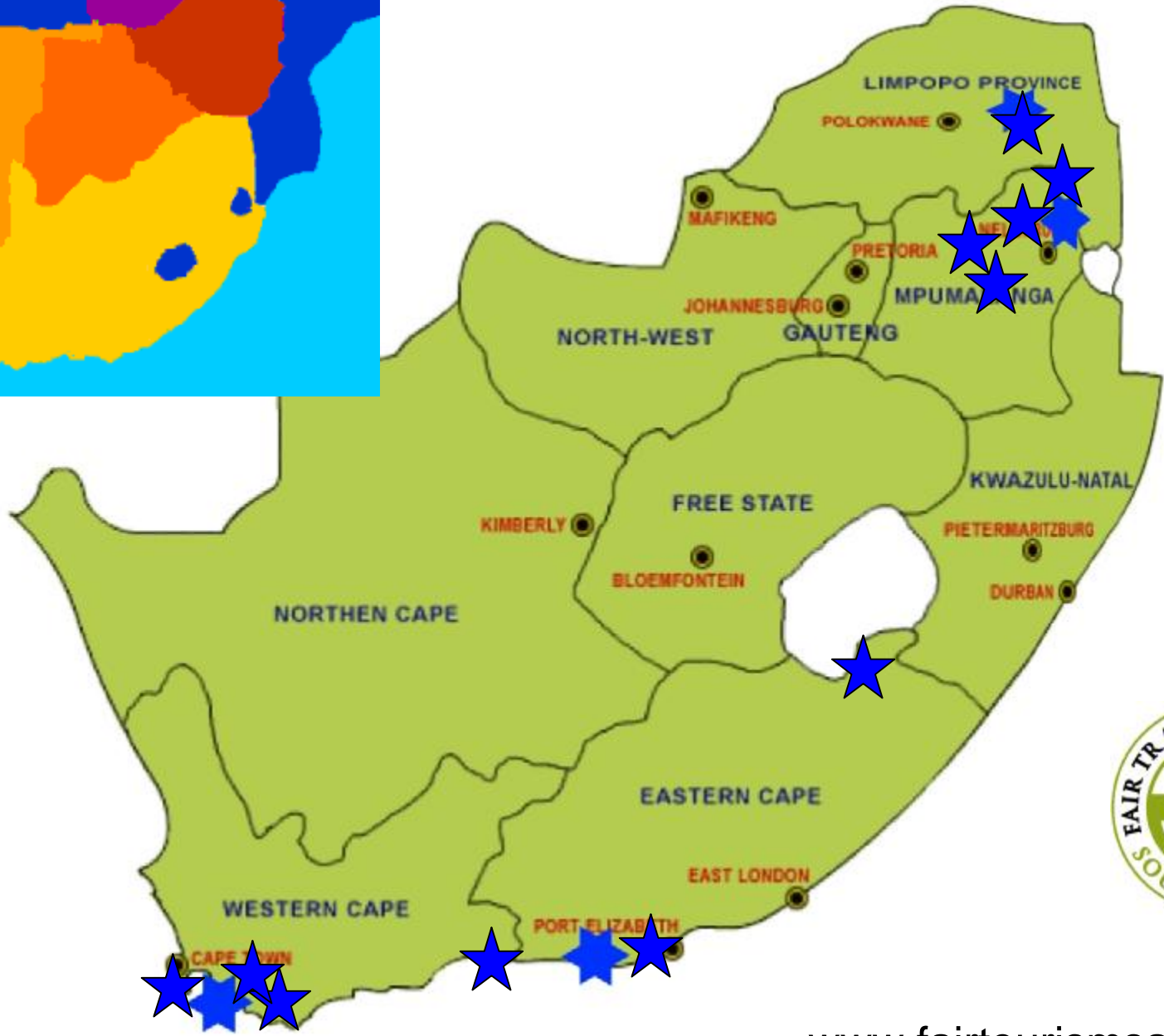
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## Principles and Criteria for Fair Trade in Tourism

FTT principles defined by Swiss 'Fair Trade on Holiday' campaign	FTT Criteria defined by the International FTT Network	FTT Criteria defined by Fair Trade in Tourism South Africa (FTTSA)
A fair exchange with my hosts matters a lot to me.	Fair Trade partnerships between tourism and hospitality investors and local communities.	Fair wages and working conditions.
My holiday should benefit the local population to the best extent possible.	Fair share of benefits for local stakeholders.	Fair operations and purchasing.
I make sure that I pay fair prices.	Fair trade between tourists and local people.	Fair distribution of benefits.
I appreciate the beauty of nature and respect the attractive landscape as the place where my hosts live and earn their livelihoods.	Fair and sustainable use of natural resources.	Respect for human rights, culture and environment.
I take time for my holidays.	Fair wages and working conditions.	Ethical business practice.
Sources: akte (2003); Kalisch (2001: 12); Seif (2003)		

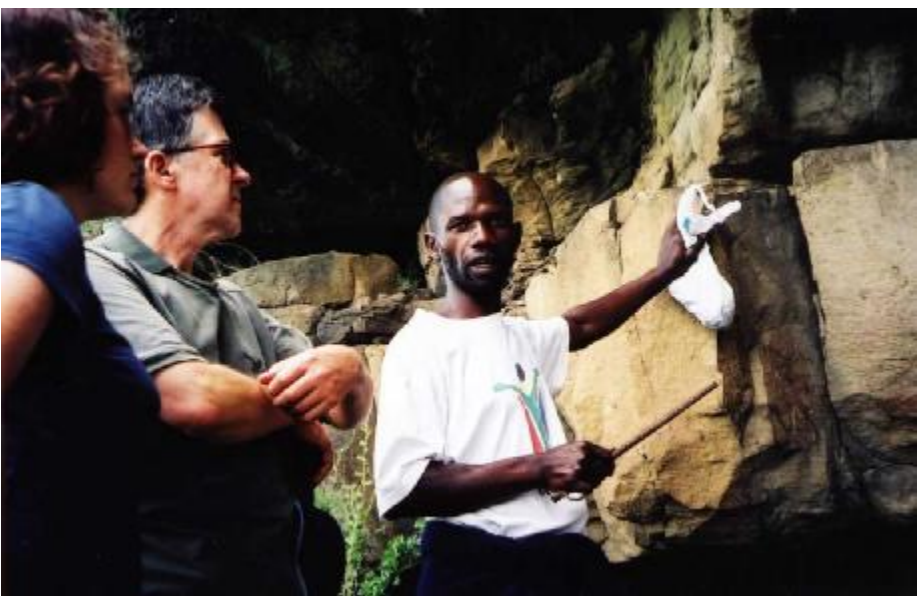
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### T.B.C.S.A

The Tourism Business Council of South Africa endorses responsible tourism expansions in accordance with ethical principles. T.B.C.S.A has endorsed Stormsriver Adventures.

### FGASA

The Field Guide Association of Southern Africa is the largest guiding body in Southern Africa. Stormsriver Adventures is a corporate member of FGASA and complies with their code of conduct.

Stormsriver Adventures was awarded the Fair Trade in Tourism accreditation in October 2003. This is a world first in tourism and endorses the companies' ongoing commitment to the Fair Trade principles.



### Fair Trade in Tourism South African Principles







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## World's Best Hotel

Conde Nast Traveller (UK) 2004 - "Best Hotel in the World"  
Travel & Leisure Magazine 2005 "World's Best Service Awards" - Overall Winner

[\(click to view all awards\)](#)







# FTTSA Target Groups

<b>Target Market</b>	<b>Industry</b>	<b>Travel Trade</b>	<b>Consumers</b>
<b>Marketing Objective</b>	To increase number of certified products.	To elicit support for clients from targeted international & domestic tour operators.	To raise brand profile domestically and to a much lesser extent, internationally.
<b>Desired Outcome</b>	Improved knowledge & awareness – more usage & better operations	Increased revenue for clients	Consumer brand awareness

## WHATEVER YOUR HOLIDAY IN SOUTH AFRICA, MAKE SURE IT'S FAIR.



Wherever you see the Fair Trade in Tourism South Africa Trademark, rest assured. Your holiday will promote the well-being of local people and boost their economic development. Our Trademark is awarded only to tourism establishments that ensure • fair wages and working conditions, fair operations, purchasing and distribution of benefits • ethical business practice • respect for human rights, culture and environment. To find out more, visit [www.fairtourismza.org.za](http://www.fairtourismza.org.za). Tel (+27) 012 342 8307.



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