



FAIR TRADE IN TOURISM SOUTH AFRICA (FTTSA)

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Presentation Outline

1. Brief background FTTSA
2. How FTTSA defines "Fair Trade in Tourism"
3. Why consumers should look for FTTSA label
4. Example of FTTSA certified itinerary

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What is FT TSA?

- A non-profit organisation (NPO)
- Initiated in mid-2001 following 2-year pilot.
- Previously operated under auspices of IUCN-South Africa – now independent
- 11 staff and growing
- Head office in Pretoria + EC Regional office
- Primarily donor funded
- Main business: **sustainable/responsible tourism awareness raising & certification**
- Other activities: research, enterprise support & capacity building.

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FTTSA Certification Mark

- Provides consumers with a **guarantee** that Fair Trade principles and criteria are adhered to.
- Based on quantifiable criteria and on-site assessment of each “Trademark User.”
- FTTSA mark stands for:
 - Fair wages & working conditions
 - Fair operations including purchasing, recruitment
 - Fair distribution of benefits
 - Ethical business practice
 - Respect for human rights, culture & environment

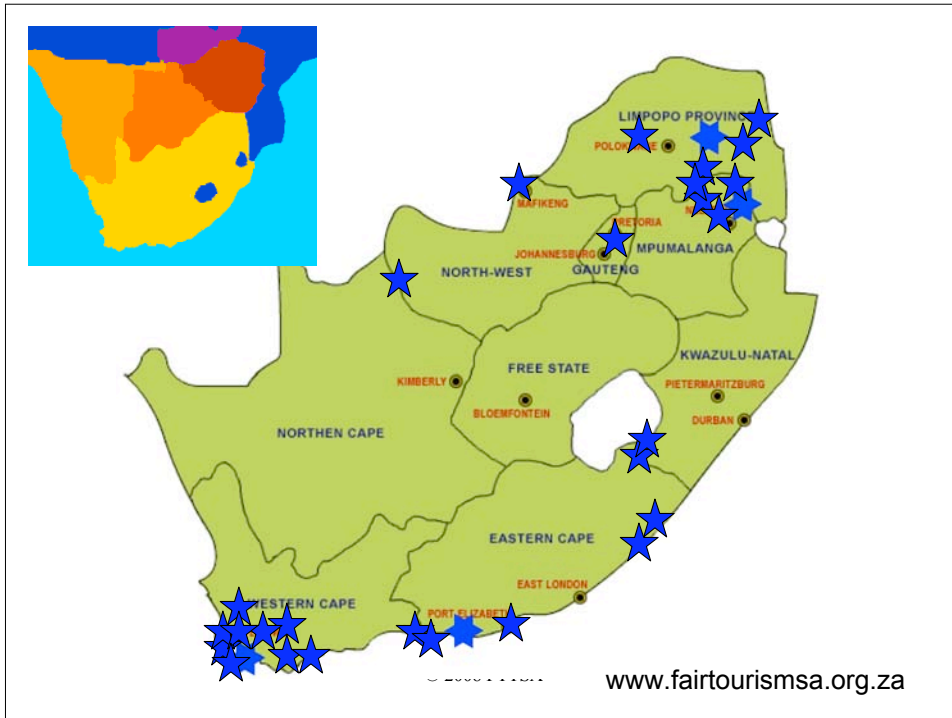
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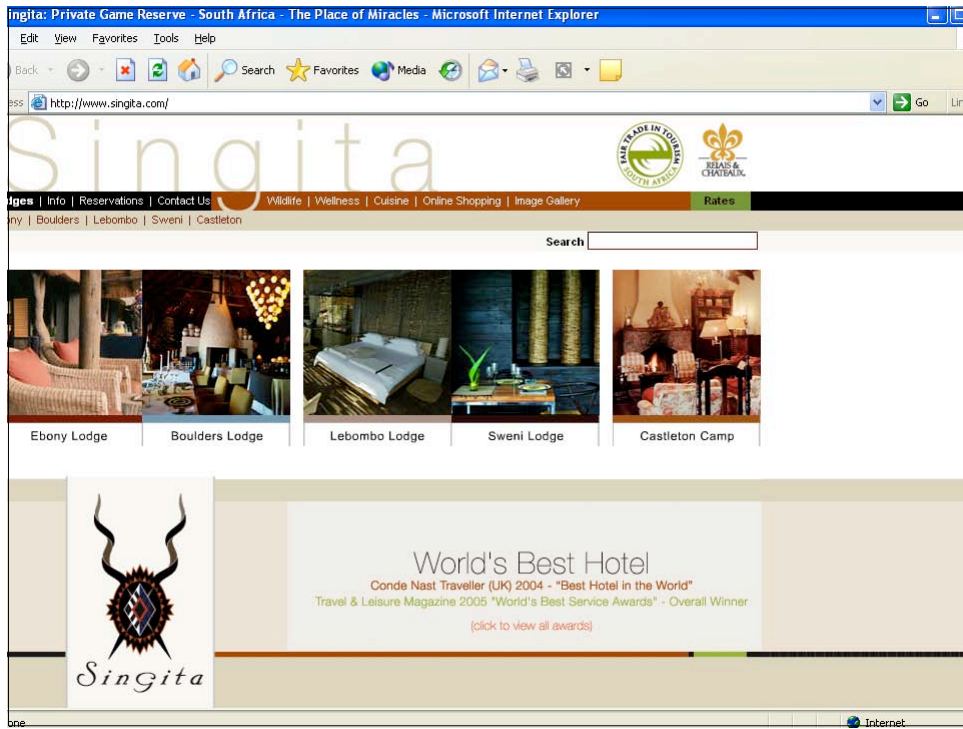


FTTSA Certification Mark

- FTTSA system is flexible – can be applied to a range of products (size, type, emerging status).
- FTTSA mark compatible with other labels e.g. star grading, green rating.
- Available to established and “emerging” tourism businesses in South Africa, viz:
 - **Accommodation** (hotels, safari lodges, guest houses backpacker hostels)
 - **Activities** (township tours, hiking trails, whale watching, open safari tours)
 - **Attractions**

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Thank you!

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