

# **Codes of Conduct: Experiences and Perspectives**

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**TOURISM WATCH**

# **Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism**

- **agreed upon between ECPAT-Germany and the Association of German Travel Agents Tour Operators (DRV)**
- **signed by DRV in 2001**
- **commits the tourism industry to concrete measures**
- **members agree to render their contribution to the elimination of all forms of sexual exploitation of children**

# **Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism**

- 1. Information folder**
- 2. Information and awareness raising among staff in the source country and destination**
- 3. Clauses in agreements with hotels, incoming agencies and other service providers**
- 4. Information and awareness raising among customers**
- 5. Inclusion of the subject in training sessions for employees, forwarding clerks, guides**
- 6. Company policy with consideration of the Code of Conduct**
- 7. Annual evaluation/report**

# **Lessons learned**

## **The German Experience**

### **Codes of conduct ...**

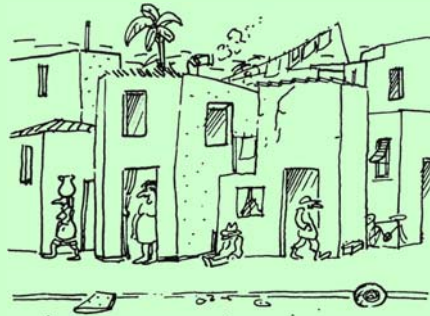
- 1. ... must include a distinct social value added, „soft standards“ are not sufficient**
- 2. ... are no substitute for governmental action, laws and regulations – but may provide new impetus or trigger new initiatives**
- 3. ... can improve the image of a company, but are subject to cost and benefit considerations**
- 4. ... with trade associations and umbrella organisations make sense only if individual companies adopt the standards as binding and implement them**
- 5. ... which are not part of the company’s business philosophy and do not have the support of the staff will not be effective**
- 6. ... enjoy more credibility and will be more „sustainable“ if there is regular and independent monitoring**
- 7. ... require training within the company and awareness raising among customers to be effective and supportive tools from a development perspective**

# Cornerstones of Fair Trade in Tourism

**Fair Working  
Conditions**

**Fair Prices**

Community  
Local Residents

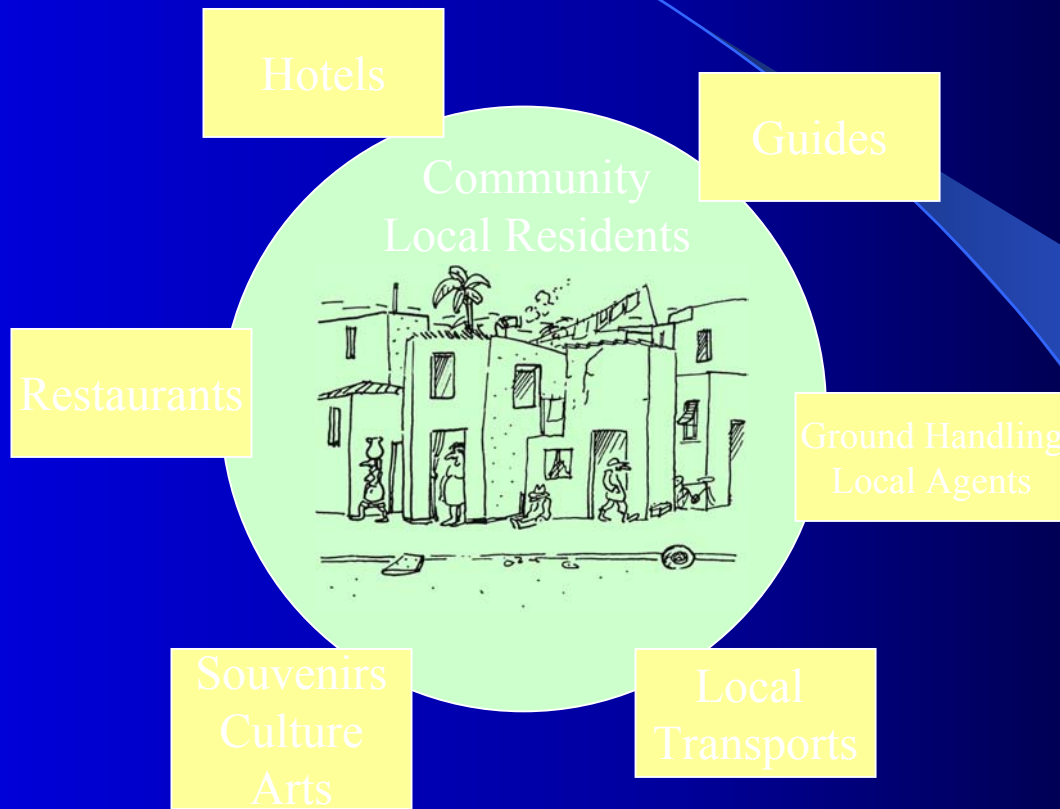


**Fair Partnerships  
between  
Tourism Businesses,  
Guests and  
Local Communities**

**Integrated  
Regional Development**

**Environmental  
Justice and  
Sustainability**

# Cornerstones of Fair Trade in Tourism



Good morning to all,

My name is Gabriele Guglielmi. I am a national officer of the Italian trade union active in the hotel, restaurant and tourism industry belonging to the CGIL national centre. I am here on behalf of the global union federation where almost all trade unions active in the hotel and tourism sector are affiliated, the IUF. IUF stands for International Union of Food, Agricultural, Hotel, Restaurant, Catering, Tobacco and Allied Workers' Associations. The IUF is composed of 361 organisations in 125 countries representing around 10 million workers in the food, agricultural, hotel, catering, tourism and tobacco sectors, of which around 2.5 millions in the hotel, catering and tourism alone.

We are very grateful to GTZ that they took the initiative to invite various stakeholders to reflect and discuss about labours standards in the tourism industry. It is especially appropriate to introduce this discussion by asking ourselves: are jobs in the tourism sector good jobs or bad jobs, and why.

Nobody denies that jobs in the tourism sector are different by nature from others. Let me quickly remind you of the main specificity:

Long hours: working time is usually longer in this sector than in many other industrial or commercial activities. Sufficient to say that for example working time in the sector remains in France at 39 hours a week while it is now down to 35 hours in other sectors. Parallel to this is the fact that overtime is quite common in the sector (especially in the restaurant business) but rarely paid. It is also still common practice in some places that restaurant employees (waiters, cooks) work on split shifts, that is starting to work mid-morning until the end of the lunch service, have a few hours rest and then comeback to work late afternoon until the end of the dinner service, which may be around midnight.

Unsocial working time: needless to say, people working in the hotel, catering and tourism sector work at times where others enjoy free time. They therefore have to work at night, on week-ends, during holidays, etc. This makes it very difficult for them to be part in the social life of their community.

Precarious jobs: to reduce social costs employers turn more and more towards precarious contracts. They hire employees for a limited period of time during the day (so-called contract or part-time workers) or during some part of the year (seasonal contracts). There are even examples where employers hire employees on an

“on-call” basis, meaning that the employee stays at home until he or she receives a call from the employer to come to work.

Health and safety: research done by health authorities and other consultants in Sweden, Denmark, Finland and Norway all reach an alarming conclusion: working in a hotel or in a restaurant is the deadliest job in town: the length and rate of hospitalisation is higher than average for persons working in our sectors, and life expectancy is significantly shorter. Reasons for that are easy to identify: passive smoking when working in non-smokefree places, consumption of alcohol and sometime drugs, physically demanding tasks, stress, violence at work including sexual harassment and abuses, etc.

Low salaries: the specific negative aspects of the work in the hotel, catering and tourism sector that I just mentioned are not or not enough taken into account and compensated by employers. In a majority of countries the level of salaries in the sector is at the bottom end of the wage scale.

Migrant workers: employers especially in the industrialised countries face more and more problems to find employees on the local labour market that are prepared to accept such bad conditions. This explains why the sector experiences a labour shortage in Europe of some 300 000 workers. To overcome this difficulty employers lobby governments and others decision makers to get conditions that would facilitate migration of workers from developing countries. A large part of the workforce in the sector is already composed of migrant workers, and a significant part of them are undocumented and accept substandard conditions.

Unionization rate: the sector is characterized by a low rate of unionization.

This is the reality of the sector in most countries around the world. It is therefore perfectly understandable that social standards are seen as a way of enhancing the quality of life and working conditions in the sector. The IUF has a more nuanced view.

Before pushing for the adoption of social standards we should bear in mind what exists today. At the international level, the ILO Convention 172 has been adopted in 1991 and so far ratified by 13 countries. It includes provisions on working conditions in the hotel and restaurant sector. ILO Recommendation includes further guidelines on the same topic. Of course other ILO conventions are also applicable to the sector, especially those included in the ILO

Fundamental Rights and Principles at Work. At national level legislation and collective agreements set also standards that apply to the sector.

The problem seems therefore not to be the lack of relevant standards but the incapacity in most cases to enforce these standards and control their implementation. This is the reason why the IUF insists on the recognition of trade unions and the respect of trade union rights. There is no other way to get rights respected than to allow workers and their unions to monitor the implementation of such rights.

This has been the position that IUF has taken in its dealings with various transnational companies. Our main objective was and still is to get recognition from management of hotel chains and tourism companies. This is sometime formalized by an agreement as in the case of the French-based Accor group or the leisure group Club Méditerranée, sometime not as in the case of the Hong-Kong based Shangri-La hotel group, or the catering companies Sodexo (French-based) or Compass (British-based).

Through this recognition we clearly want to secure for IUF affiliates the basic right of organizing workers into trade unions and strengthening their power vis-à-vis the company. This is the only way to give workers a better control on their working and living conditions.

Forgive me if I insisted on this aspect but it is the cornerstone of the IUF policy with transnational companies. No set of social standards would make any sense if they did not clearly spell out the rights of employees to join trade unions. While some employers have accepted this approach a large majority of them still oppose organizing efforts. Many trade unionists in the hotel and tourism sector still loose their jobs, sometimes are subject to violence only because they want to organize their co-workers and call for respect of fundamental rights at work.

Is it possible to change this situation? Is it realistic to believe that the adoption of social standards would influence the employers' behaviour? How could we make sure that standards would be implemented in the companies? Can actually standards be the same for small enterprises and large transnational ones? These are questions that we need to answer if we want to build a better world for employees in the hotel, catering and tourism sector. The IUF is keen on contributing to this discussion.

Thank you for your attention.

**Good Jobs or Bad Jobs – Tourism, social responsibility and labour standards**

**GTZ, 14. März 2004, ITB Berlin**

**Tourism, social responsibility and labour  
standards in the context of  
“Sustainable Tourism” and “certification”**

**Herbert Hamele, ECOTRANS e.V., Saarbrücken**

# Towards Sustainability ?

## Global and European policy frame

- ▶ United Nations Reports of the Commission on Sustainable Development
- ▶ WTO: Global Code of Ethics for Tourism, **Sustainable Tourism Definition**
- ▶ Improving Support Measures for Sustainable Tourism (EP, STOA report '02)
- ▶ A Sustainable Europe for a Better World: A European Union Strategy for Sustainable Development, (COM, 2001)
- ▶ Tourism and Employment High Level Group Report
- ▶ Working together for the future of European Tourism
- ▶ Basic orientations for the future of European tourism
- ▶ ...
- ▶ 2007: Agenda 21 for European Tourism

## **‘Sustainable Tourism‘**



***‘Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments.***

***Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development, and a **suitable balance** must be established between these three dimensions to guarantee its long-term sustainability.***

**>>>**

&gt;&gt;&gt;

*‘Thus, sustainable tourism should:*

- *Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.*
- *Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.*
- *Ensure viable, long-term economic operations, providing **socio-economic benefits** to all stakeholders that are **fairly distributed**, including **stable employment and income-earning opportunities and social services to host communities**, and contributing to poverty alleviation.’*

&gt;&gt;&gt;

&gt;&gt;&gt;

*Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as **strong political leadership** to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant **monitoring of impacts**, introducing the necessary **preventive and/or corrective measures** whenever necessary.*

*Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and **promoting sustainable tourism practices** amongst them’.*

*(WTO, 2004)*



# Towards Sustainability Certification ?

**Mission:** Sustainable development

- ▶ continuous improvement
- ▶ „the better choice“

**Situation:** limited effectiveness

- ▶ 1% market share > potential demand

**Objective:** enough certified products

- ▶ in all (main) destinations
- ▶ enter the tourism supermarket

**Challenges:** for certifiers

- ▶ „environmental“ **plus** „social“ standards
- ▶ coherent approach & **collaboration**

**Social Responsibility for institutions, destinations,  
tourism businesses and tour operators**

- ▶ support, collaborate, prioritize and market
- ▶ to make certification a success: 1% > 5%

# Towards world wide collaboration ?

## Europe

The  
*VISIT*  
Initiative

Tourism eco-labelling  
in Europe – moving  
the market towards  
sustainability

”Sustainable Tourism  
Certification Network of  
the Americas”

## Outlook 2005 – 2009 ?

1. **Bring together ST certificates & complementary ST initiatives**  
(e.g. Sustainable Tourism Certification Newsletter: ECOTRANS, RA)
2. **Agree on basic standards and further procedure**  
(e.g. minimum social and labour requirements)
3. **Build a „Sustainable Tourism Stewardship Council” (STSC)**  
(Initiators: RA & TIES, WTO, UNEP, ECOTRANS, ...)



# Good Jobs or Bad Jobs?

## Tourism, Social Responsibility and Labour Standards

Presentation:  
A Common Code for the  
Tourism Sector

ITB Berlin, March 14, 2005



# Content

- **GTZ: Facts and Figures**
- **Sustainable Development and GTZ**
- **Sustainable Developments and Standards**
- **Social Standards and GTZ**
- **GTZ experience in Social Standards**
- **German Round Table Codes of Conduct**
- **The Vision: A common code of conduct for the tourism sector**



# GTZ - Facts and Figures (2003)

- **Owner:** **German Government**
- **Turnover:** **885 million €**
- **Projects:** **2700**
- **Countries with**
- **GTZ-projects:** **130**
- **Offices abroad:** **67**
- **Employees worldwide:** **10,000**
- **Thereof in Germany:** **1,000**
- **Thereof abroad:** **9,000**



# **Sustainable Development and GTZ**

**GTZ is a globally acting consulting agency for sustainable Development.**


**Sustainable development means promotion and harmonization of national and global development in the classical areas of economy, environment and society.**



# Sustainable Development and Standards

**Standards make Sustainable Development realisable:**

- **They define the requirements which have to be fulfilled for sustainable development.**
- **They offer criteria to manage and to evaluate the implementation of sustainable development.**



# **Social Standards – Experiences and Expertise of GTZ**

**In the past 8 years GTZ has been working as consultant, facilitator, moderator and mediator in a number of processes of formulating and implementing voluntary social standards.**

**Our priority for implementing social standards is always to put through national laws, based on international conventions.**



# Some examples .....

## On company and association level:

### Design and Development of Social Standards in the supply chain:

- Deichmann-Group
- Otto-Group
- AVE
- International coffee sector

### Implementation of Social Standards in the supply chain:

- AVE
- Faber Castell-Group
- VW
- International Coffee Community



# Some examples .....

- **Supporting Labeling-Initiatives:**

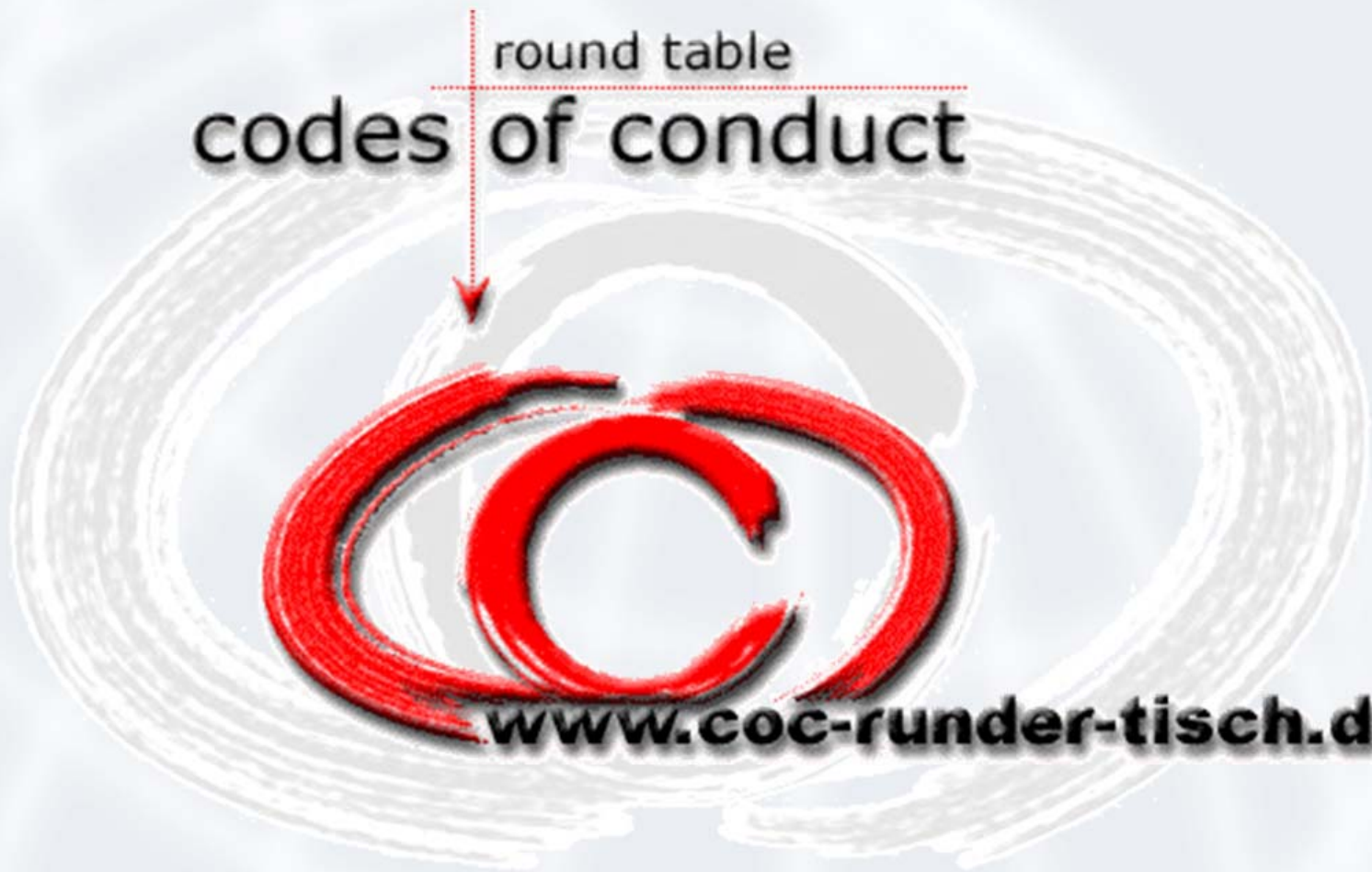
- **Rugmark**
- **Flower Label Program**
- **Fairtrade Labeling Organization International**
- **Transfair**

## **Coordinating Multi-Stakeholder-Fora:**

- **German Round Table Codes of Conduct**  
[www.coc-runder-tisch.de](http://www.coc-runder-tisch.de)
- **National Round Tables in 11 Countries**  
[www.social-standards.info](http://www.social-standards.info)



round table  
codes of conduct



[www.coc-runder-tisch.de](http://www.coc-runder-tisch.de)



# Aims of the Round Table

**The round table discusses  
monitoring and certification of  
codes of conduct**

**...and develops common  
recommendations for  
implementation and  
monitoring through the  
exchange of experience.**



# Members of the Round Table

## Business

Addidas , AVE,  
BASF, BDA, KQN,  
Otto-Group,  
Puma,

## NGO

Terre des hommes, FIAN,  
VENRO, German Fair Trade Forum,  
bzbv, DNWE

## Government

BMZ / GTZ,  
AA, BMWA,  
BMU, BMVEL

## Trade Unions

IG BCE, IG Metall,  
DGB-Bildungswerk,  
Friedrich-Ebert-Stiftung,



# ...Guidelines of the Round Tables

## Which Codes of Conduct?

There is no need for an company-individual code of conduct.

## **Core labour standards are social minimum standards:**

No child labour, No discrimination in the place of work, No forced labour,  
Freedom of Collective Bargaining  
Freedom of Association



## ...Guidelines of the Round Table

The round table concentrates on the **introduction, monitoring and verification** of **voluntary** codes of conduct.

The participants of the round table want to develop an **effective** and for all groups **acceptable** monitoring and verification of codes of conduct.



## **... Guidelines of the Round Table**

**The innovative chance of the Round Table Codes of Conduct:**

**Procedures of monitoring and verification can be discussed from the early beginning.**

**Pilot-projects can be executed and analysed to achieve a better implementation.**



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# **The vision: A Common Code of Conduct for the Global Tourism Sector**

## **Possible GTZ-Support:**

**GTZ as consultant:  
consultancy services: e. g. risk  
assessment studies, pilot  
implementation, etc. etc.**

**GTZ as moderator:  
management of a Working Group on  
development and implementation of a  
Common Code of Conduct for the  
tourism sector under the roof of the  
German Round Table Code of  
Conduct**



# Thank You for Your Attention

**Lotta Sand**  
**Manager, Destination Services and**  
**Responsible Tourism Development**

**Kuoni Scandinavia**



# **UN Global Compact -**

## **The 10 Principles**

# UN Global Compact

## Human Rights

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle 2: make sure that they are not complicit in human rights abuses

# UN Global Compact

## Labour Standards

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: the elimination of all forms of forced and compulsory labour;

Principle 5: the effective abolition of child labour; and

Principle 6: the elimination of discrimination in respect of employment and occupation.

# UN Global Compact

## Environment

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: undertake initiatives to promote greater environmental responsibility; and

Principle 9: encourage the development and diffusion of environmentally friendly technologies

# UN Global Compact

## Anti-Corruption

**Principle 10:** Businesses should work against all forms of corruption, including extortion and bribery.

**Code of Conduct  
for the Protection of Children  
from Sexual Exploitation in  
Travel and Tourism**

## The 6 criteria

1. To establish an ethical policy regarding commercial sexual exploitation of children
2. To train the personnel in the country of origin and travel destinations
3. To introduce a clause in contracts with suppliers, stating a common repudiation of commercial sexual exploitation of children

4. To provide information to travelers by means of catalogues, brochures, in-flight films, ticket-slips, home pages, etc
5. To provide information to local "key persons" at the destinations
6. To report annually

# **ISO prepares to launch development of standard on social responsibility**

The first meeting of the ISO group that is to develop an International Standard giving guidelines on social responsibility has been scheduled for 7-11 March 2005 in Salvador, Bahia, Brazil. ISO expects that developing the standard will take three years, with publication in early 2008.

The standard will provide guiding principles on social responsibility (SR). It will not be a management system standard and will not be for certification purposes.

[www.iso.org](http://www.iso.org)



# FAIR TRADE IN TOURISM SOUTH AFRICA (FTTSA)

Presentation by:

Jennifer Seif

FTTSA Executive Director





# What is FTTSA?

- A non-profit organisation registered in South Africa
- Founded in mid-2001 following 2-year pilot
- Previously operated under auspices of SA country office of IUCN-World Conservation Union – now independent
- 6 staff and growing
- Primarily donor funded
- Main business: awareness raising & certification
- Other activities: research, enterprise support & capacity building



# Why certification in tourism?

- One of many tools that can be used to promote sustainable tourism – other tools include policy, legislation, economic instruments, codes of conduct, awards
- Certification is typically a voluntary initiative
- Globally, there is growing interest in certification based on successes in other industries e.g. food and forestry products.



# Certify what?

- To date, most tourism certification schemes focus on ecotourism / eco-labelling:
  - Global schemes like Green Globe 21
  - Destination specific schemes like Certification for Sustainable Tourism (CST) in Costa Rica. . . . or on quality assurance, e.g. Star Grading
- Since Agenda 21 / WSSD, greater focus on social criteria within tourism certification
- FTTSA Certification is *perhaps the most social of all destination-based certification programmes* – primary focus is on labour standards, procurement, corporate citizenship. Some emphasis on environmental impacts and standards.



# FTTSA & Global Fair Trade Movement

- Fair Trade (FT) is a global movement, dating to 1960s, designed to help producers in developing countries get a fairer deal out of global trading regime
- FT uses labels (certification) to link socially conscious consumers with fairly produced / fairly traded goods
- Fair Trade in Tourism (FTT) arose in 1990s to test extent to which FT could be applied to tourism industry. International FTT Network facilitated by UK-based Tourism Concern during 1999-2001. No global standard/s for tourism to date.
- FTTSA is a SA-based initiative with links to these broader movements. Builds on work done globally, with strong emphasis on using tourism as a catalyst to achieve post-apartheid development imperatives.



# FTTSA – dual focus

## Globally accepted FT principles & criteria:

- Fair wages
- Fair working conditions
- Fair prices
- No child labour
- No forced labour
- Collective bargaining
- Respect for human rights, culture and environment
- Transparency

## Post-apartheid development & transformation imperatives:

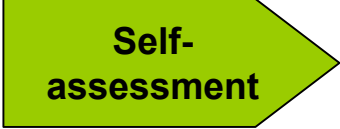
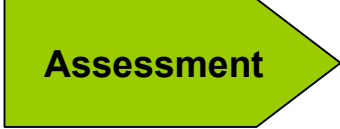

- Black Economic Empowerment
- Employment Equity
- Affirmative procurement
- Community investment
- Compliance with SA legislation
- Industry-specific requirements
- Using tourism as a catalyst for local economic development, enterprise development



# FTTSA is both . . .

- Global-facing:
  - Based on universal principles
  - Appeals to world's growing number of socially conscious consumers, many of whom are already familiar with “Fair Trade” products
  - FTTSA part of international network (NGOs, tour operators, development organisations)
- SA-facing:
  - Provides SA tourism establishments with a practical framework for assessing / measuring compliance with global & national expectations
  - Tool to incentivise / reward good practice – incorporating language and cache of “Fair Trade”

# The Certification Process

Step 1 	Step 2 	Step 3 
<p>Applicant completes questionnaire, which is reviewed by an independent Panel, comprised of FTTSA Executive Director and two external experts.</p>	<p>Specially trained consultant conducts on-site evaluation, to verify and supplement self-assessment data. Assessment lasts 1-3 days depending on complexity &amp; size of business. FTTSA has trained 15 local consultants who are contracted in as required.</p>	<p>Assessor's report is Panel-reviewed. Panel provides written feedback. Successful applicants must be re-assessed annually (paper audit alternates with on-site assessment). Unsuccessful applicants must wait at least 6 months to re-apply.</p>
<p>No cost to applicant</p>	<p>Applicant pays consultant fee (Euro 150 per day). FTTSA pays transport costs. Many applicants qualify for up to 50% subsidy from SA Tourism Enterprise Programme.</p>	<p>Certified establishments pay annual fee, calculated on a sliding scale linked to rates and capacity. FTTSA adjusts fees annually.</p>



# Certification Trademark

- South Africa's symbol of fairness in tourism business.
- Aimed at product owners e.g. accommodation, activities, local tours. FTTSA works with Tour Operators to promote brand and facilitate product packaging.
- Consciously targets 'mainstream' & 'emerging' enterprises
- Based on quantifiable criteria:
  - How business operates internally
  - How business relates to its external environment
- Compatible with other labels e.g. star grading
- Since October 2003, FTTSA has certified 10 businesses. Other assessments in process.
- By May 2004, 26% brand recognition in SA tourism industry



# What are the benefits of certification?

## Developmental

1. Assessment process itself is developmental.
2. FTTSA is a sounding board, advocate, facilitator
3. HR development – staff training, improved staff morale, staff retention?
4. Being part of a network of likeminded businesses: mutual support, product packaging, joint marketing
5. Benchmarking to achieve best practice. FTTSA provides guidelines, documentation, feedback.

## Marketing

1. Use of FTTSA brand
2. Showcasing on FTTSA website, in adverts, at trade shows
3. Media work by FTTSA
4. Growing network of international tour operators linked to FTTSA
5. Will provide market advantage, especially with markets supporting Fair Trade, e.g. UK, Germany, Switzerland, Netherlands, Austria, France, Canada, Scandinavia

## 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.fairtourismsa.org.za](http://www.fairtourismsa.org.za). Tel (+27) 012 342 8307.



MAKING TOURISM  
MORE RESPONSIBLE AND  
MORE REWARDING

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CALABASH LODGE AND TOURS, MASAKALA GUESTHOUSE, SABI SABI PRIVATE GAME RESERVE,  
SHILUVARI LAKESIDE LODGE, SPIER LEISURE, STORMSRIVER ADVENTURES.

# MAKING TOURISM MORE RESPONSIBLE AND MORE REWARDING



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LANGUAGES: DUTCH FRENCH GERMAN SWEDISH



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Choose an FT TSA Holiday

- Choose an FT TSA Holiday
- Calabash Lodge and Tours
- Klippe Rivier Country House
- Masakala Guesthouse
- Sabi Sabi Private Game Reserve
- Shiluvuri Lakeside Lodge
- Spier Leisure
- Stormsriver Adventures



# Certified FTTSA Products

Certification process commenced mid-2003:

The following businesses have been certified to date:

- (1) Sabi Sabi Game Reserve (Mpumalanga)
- (2) Shiluvari Lakeside Lodge (Elim, Limpopo Province)
- (3) Storms River Adventures (Tsitsikamma)
- (4) Spier Leisure (Stellenbosch)
- (5) Calabash Lodge & Tours (Port Elizabeth)
- (6) Masakala Guesthouse (southern Drakensberg)
- (7) Klippe Rivier Country House (Swellendam)
- (8) Djuma Game Reserve (Sabi Sands)
- (9) Jan Harmsgat Country House (Swellendam)
- (10) Imvubu Nature Tours (Cape Town)

*OTHER PROPERTIES CURRENTLY BEING ASSESSED*





# Future priorities & challenges

- Broaden awareness raising (brand)
  - 1) Industry, 2) channels, 3) consumers
- Accelerate rate of product acquisition
- 25% of product portfolio = emerging / community-based establishments
- Positioning relative to other initiatives
- Measure wider impacts of certification
- Finance & internal capacity
- How / when to meet demand for brand expansion  
e.g. southern Africa



## Key lessons to date

- Need a strong value proposition
- Certification follows industry education and awareness raising
- SA ideal context for pioneering social standards
- Non profit versus for profit



**[www.fairtourismsa.org.za](http://www.fairtourismsa.org.za)**

**Thank you!**

Fair Trade in Tourism South Africa

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