



# FAIR TRADE IN TOURISM SOUTH AFRICA (FTTSA)

Presentation by

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# Project Context

- Tourism growing in SA (int'l & domestic)
- Post-apartheid development imperatives
- Need to create enabling environment for CBT, SMEs and sustainable tourism
- Many tools available to create enabling environment: policy, empowerment charters, PPPs, training & business development, financing schemes, awards, certification.



# Project Objectives

**Goal:** To promote Fair Trade in Tourism so that the benefits from tourism are more equitably distributed

**Purpose:** To establish the conditions necessary for the practice of Fair Trade in Tourism in SA

**Objectives:**

- 1) To develop an effective certification system
- 2) To build the FTTSA brand name
- 3) To support FTTSA-certified establishments to improve their operations and access markets
- 4) To contribute to transformation and redistribution with the tourism industry



# Implementation

- 2-year pilot + 3-year inception phase
- Apply Fair Trade in Tourism concept to SA – first country to introduce label (Trademark)
- Aligned to global Fair Trade movement
- Industry focus: Knowledge, Empowerment, Governance (KEG)
- Rights-based approach
- Tactics: partnerships, memberships, networks
- Strong focus on communications & marketing
- Learning project:
  - Testing the limits of social certification
  - M&E: client satisfaction, brand awareness (industry), business performance



# Major Challenges

- Awareness raising
  - Industry, channels, consumers
- Slow rate of product acquisition
  - Need more product / maintain mix of products
- Positioning relative to other initiatives
- Finance
- Internal capacity
- Demand for brand expansion e.g. southern Africa



# Findings to date

- Brand awareness
- Perceived benefits of certification
  - Developmental + marketing tool
- Cost not seen as a barrier by clients
  - Many products qualify for 50% subsidy
- Industry sees FTTSA / Trademark as highly credible
- Government sees major contribution in terms of more enabling environment for CBT



# Achievements & Lessons

- Pilot project (2000-2001) provided mandate
- Certification system developed (2002-03)
  - Speak to global standards + SA imperatives
- 8 establishments certified since Oct 03
  - Client needs & motivations differ
  - High levels of client satisfaction to date
- Created awareness of Fair Trade in Tourism
  - Trade shows, seminars, media, advertising etc.
- Contributions to policy & industry initiatives
- Incremental approach more sustainable?



# Conclusions

- SA the right testing ground for social certification
- Certification a useful tool for testing / demonstrating demand for sustainable travel (consumer and supply chain)
- Certification can't stand alone – must complement other tools and approaches

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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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