Fair Trade Tourism in South Africa (FTTSA) - A tool for policy implementation

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South African Legislation

• Tourism White Paper (1996)
  – Create employment
  – Reduce poverty
  – Empower communities
  – Protect the environment
  – Benefit all South Africans, especially black people
South African Legislation

• Basic Conditions of Employment Act 1997
• Sectoral Determination 14 (hospitality) 2007
• Labour Relations Act 1995
• Skills Development Act
• Employment Equity Act
• Tourism BEE Scorecard – gazetted 2008

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FTTSA Overview

• Non Profit
• World’s first Fair Trade labeling initiative in tourism
• Started in 2001 by IUCN-World Conservation Union
• Now independent
• 10 staff and growing
• Primarily donor funded
• Promoting sustainability in tourism through:
  – Awareness raising
  – Skills development
  – Certification
  – Marketing
• Certification programme is a tool for policy implementation

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Policy and Legislation

Voluntary Initiatives

Economic Instruments
FTTSA Relevance to Legislation

• FTTSA 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 Principles

✓ Democracy
✓ Fairness
✓ Reliability
✓ Respect
✓ Sustainability
✓ Transparency

• Based on quantifiable criteria and on-site assessment

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FTTSA Assessment

Triple bottom-line: social, economic and environmental criteria

- Legal & General
- Labour Standards
- HR Practice
- Skills Development
- Employment Equity
- Ownership & Control
- Procurement
- CSI/CSR
- Environmental Performance
- Health & Safety
- Quality and Reliability
- Workplace Culture
- HIV/AIDS

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Benefits & Impacts

• Assessment process itself is developmental
• FTTSA is a sounding board, advocate, facilitator
• HR development – staff training and improved staff morale = staff retention
• Being part of a network of likeminded businesses: mutual support, product packaging, joint marketing
• Benchmarking to achieve best practice. FTTSA provides guidelines, documentation, feedback
• Improved credibility for both groups (emerging & established businesses)
  – Community enterprises taken seriously by industry.
  – Mainstream establishments better positioned within a transforming industry
• Certification recognises good practice and responsible operations

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Model is relevant in similar development contexts:

- **Feasibility Study Mozambique**
  - tourism is a key economic sector in Mozambique;
  - tourism’s potential to contribute to poverty eradication;
  - there is already a responsible tourism policy and Code of Conduct in place, which require tools to assist with implementation, and;
  - sustainability criteria can potentially work alongside Mozambique’s quality and grading criteria.

- **Regional Network**
  Within SADC, FTTSA is leading a process to develop an integrated approach to sustainable tourism certification
Thank you!

Fair Trade in Tourism South Africa

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