



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

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Fair Trade in Tourism South Africa (FTTSA)





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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



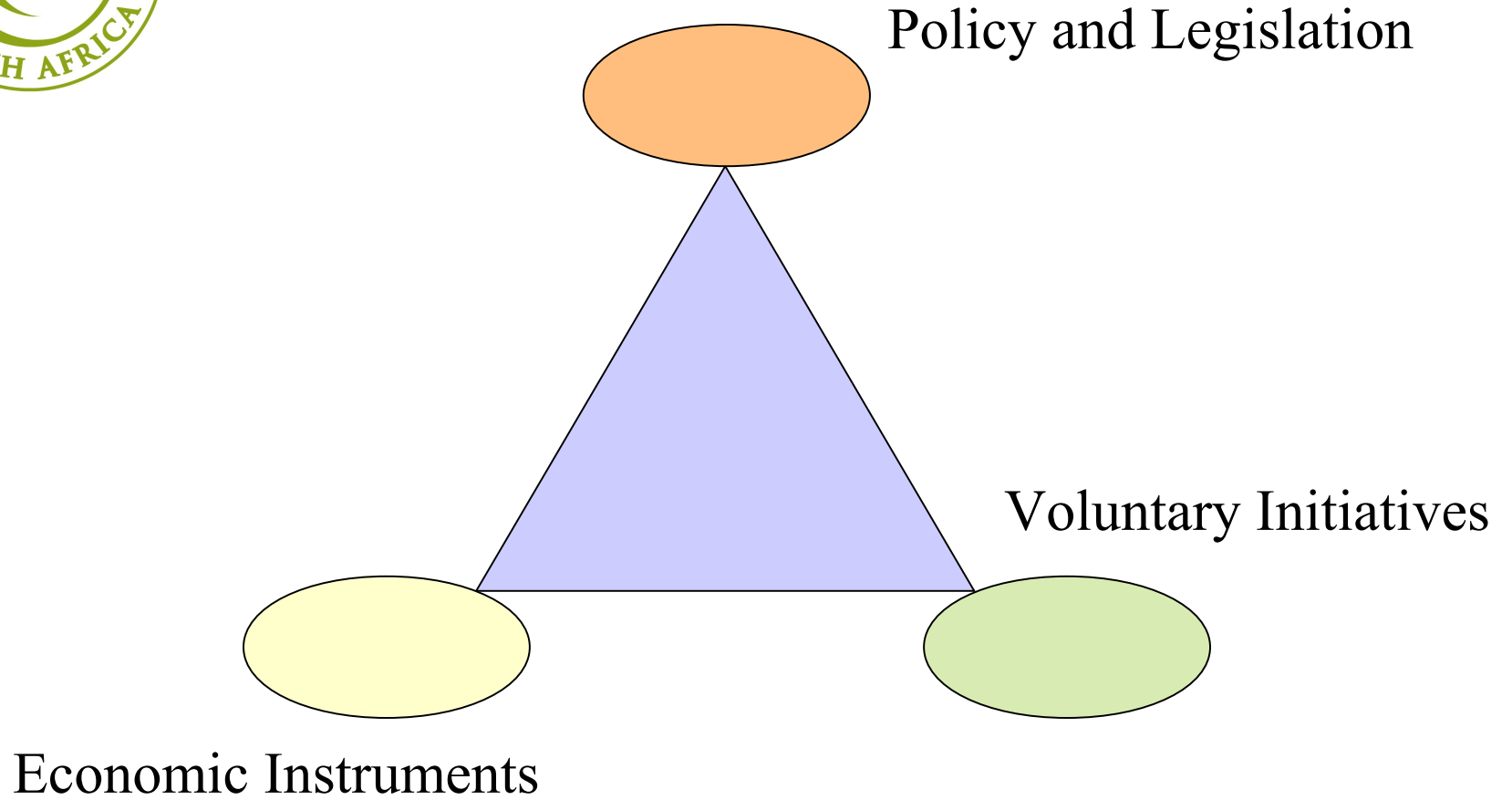
South African Legislation

- 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



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





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



FTTSA Principles

- ✓ Democracy
- ✓ Fairness
- ✓ Reliability
- ✓ Respect
- ✓ Sustainability
- ✓ Transparency
- Based on quantifiable criteria and on-site assessment



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



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



FTTSA Relevance

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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