

South Africa



First overview of South African certified sustainable tourism suppliers

Green Travel Market in partnership with Fair Trade in Tourism South Africa -both non-profit organizations- has created an inventory especially for you of the best "green" and "fair" South African tourism suppliers currently available.

Changes in the travel trade are turning towards more socially and environmentally responsible ways of doing business. More and more tour operators are looking for tourism products that make a positive contribution to the local economy, cultural preservation and the environment. Green Travel Market is an innovative service aiming at linking interested international tour operators to sustainable tourism suppliers and destinations.

In South Africa, Fair Trade in Tourism South Africa (FTTSA) was launched in 2002 to support tourism products complying with a set of social, economical & ecological criteria.

Detailed information on the certified products described below is available through www.greentravelmarket.info You can also meet FTTSA at the Reisepavillon in Hanover, the ITB 2006 in Berlin and at Indaba 2006 in Durban, South Africa.

Overview of all South African tourism suppliers certified "Fair Trade in Tourism SA"

To help international tour operators identify and support suppliers that promote the environment and the well being of local communities, the Green Travel Market promotes actively all sustainable products certified by the FTTSA label (Fair Trade in Tourism South Africa).

FTTSA certifies tourism suppliers with a special Trademark if they adhere to a set of criteria that includes fair wages and working conditions, fair operations and purchasing, fair distribution of benefits, ethical business practices and respect for human right, culture and environment.

There are at present 20 suppliers certified. They are mainly located in the Western Cape, in the Eastern Cape, and around the Greater Kruger National Park. Products are located in coastal areas, nature parks and in the city of Cape Town.

Visit www.greentravelmarket.info for a complete description of each of the labelled suppliers.



A growing number of products certified "Fair Trade in Tourism SA"

- ✓ Community-based tour companies offering social historical city tours, boat trips, nature interpretative tours, guided hikes, snorkelling and diving, and a unique treetop canopy tour. Game reserves including luxurious
- ✓ Eco lodges, one of which is fully community owned and operated.
- ✓ Historical country houses
- ✓ Traditional guesthouses
- ✓ Bush camps

The certified accommodation providers usually offer excursions/ activities such as hiking trails, bird watching, horse riding, mountain biking, guided bush walks, cultural entertainment community tours, white water rafting and many more.

Green Travel Market

This unique online guide is designed to help you integrate responsible travel suppliers from around the globe into your packages.

At Green Travel Market, you will find a complete range of tourism products: attractions and activities, accommodation and excursions, protected areas and destinations and even incoming tour operators. All products are rated based on sustainability standards for their support to environmental, social or nature protection issues.

Green Travel Market is supported by the Dutch Ministry of Environment, the Group of National Travel Agencies' and Tour operators' associations within the EU and the EU LIFE program. Green Travel Market is an initiative of ECEAT-Projects, The European Centre for Eco Agro Tourism.



Fair Trade in Tourism South Africa (FTTSA) is an independent, non-profit initiative established in South Africa by the IUCN-World Conservation Union to promote equitable and sustainable tourism development in South Africa through the award of a special Trademark (label) that certifies business compliance with Fair Trade principles and criteria.

To learn more go on www.fairtourismsa.org.za

