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**BLACK INK**

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**What We Do / Fair Trade Tourism**

Fair Trade in Tourism South Africa (FTTSA) encourages and publicises fair and responsible business practice by South African tourism establishments.

We do this through the FTTSA Trademark, an independent symbol of fairness in the tourism industry. The Trademark is awarded to tourism establishments that meet stringent criteria.

- Fair wages and working conditions, fair operations, purchasing and distribution of benefits.
- Ethical business practice
- Respect for human rights, culture and the environment

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**Our Vision**

- FTTSA's vision is for a fair, participatory and sustainable tourism industry in South Africa.

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**Our Mission**

- FTTSA's mission is to facilitate the integration of Fair Trade in Tourism principles and criteria into South African tourism so that the industry is more sustainable.

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**Our Principles**

- FAIR SHARE
- DEMOCRACY
- RESPECT
- RELIABILITY
- TRANSPARENCY
- SUSTAINABILITY

**The Six Fair Trade in Tourism South Africa (FTTSA) Principles**

**FAIR SHARE:**

All participants involved in a tourism activity should get their fair share of the income, in direct proportion to their contribution to the activity.

**DEMOCRACY:**

All participants involved in a tourism activity should have the right and opportunity to participate in decisions that concern them.

**RESPECT:**

Both host and visitor should have respect for human rights, culture and environment.

This includes:

- Safe working conditions and practices
- Protection of young workers
- Promoting gender equality
- Understanding and tolerance of socio-cultural norms
- Conservation of the environment
- HIV / AIDS awareness

**RELIABILITY:**

The services delivered to tourists should be reliable and consistent. Basic safety and security should also be ensured by host and visitor.

**TRANSPARENCY:**

Tourism businesses should establish mechanisms of accountability.

This includes:

- Ownership of tourism businesses must be clearly defined
- Employees and other participants should be able to access information that concerns them
- Sharing of profits, benefits and losses must be transparent

**SUSTAINABILITY:**

The tourism businesses should strive to be sustainable.

This includes:

- Increased knowledge through capacity building
- Improved use of available resources through networking and partnerships
- Economic viability through responsible use of resources
- Reduction of leakage through local purchasing and employment
- Support to historically disadvantaged entrepreneurs