

# THE POTENTIAL FOR FAIR TRADE IN TOURISM IN MALUTI- A-PHOFUNG AND DIHLABENG

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# OUTLINE OF PRESENTATION

- Introduction
- The State of tourism in South Africa
- Study Area
- Fair Trade in Tourism in South Africa
- Research Findings
- Recommendations and conclusion

# THE STATE OF TOURISM IN SOUTH AFRICA

## 2010 Annual Tourism Report

Total tourist arrivals	8,073,552	↑	15.1%
Africa land markets	5,455,301	↑	12.8%
Africa air markets	335,155	↑	14.0%
Americas	457,981	↑	37.4%
Asia & Australasia	388,110	↑	34.6%
Europe	1,321,624	↑	8.1%

Source: Statssa, South African Tourism analysis. Note: Regions do not add up to total due to 115,381 "Unspecified"-details in report body.

# INTRODUCTION

- Fair Trade in Tourism is defined as ‘a key aspect of sustainable tourism aimed at maximizing the benefits from tourism for local destination stakeholders through mutually beneficial and equitable partnerships between local, national, and international tourism stakeholders in the destination’.
- Fair Trade in Tourism is a way of life and a state of mind.
- Its about giving some of the poorest people in the world an opportunity to work their way out of poverty

This is achieved by maximizing tourisms’ direct benefits in the host region through employing and training local workers, buying local products, and encouraging local entrepreneurship

- Movement started in 1960 in Europe and 2001 in SA.
- In 2002 SA became the first organization to award fair trade label for tourism

# STUDY AREA

- Maluti-a-Phofung and Dihlabeng are two of the six municipalities in Thabo Mofutsanyana District
- The two local municipalities were selected because of their proximity to Golden Gate, their scenic beauty, levels of human development and their suitability to fair trade principles.

# AIMS AND OBJECTIVES OF STUDY

- To find out the perception of community about tourism and fair trade in tourism
- To measure the contribution of Fair Trade in Tourism in the two municipal areas
- To disseminate information on Fair Trade in Tourism
- To find out the potential of Fair Trade in Tourism in creating jobs, in poverty alleviation and improvement in the standard of living of the two areas.

# PRINCIPLES OF FAIR TRADE

- ◉ TO BE REGISTERED FOR THE LOGO OF FAIR TRADE IN TOURISM YOU HAVE TO ADHERE TO THE FOLLOWING 6 PRINCIPLES:
- ◉ Fair Share - fair price, fair competition etc
- ◉ Democracy - right to decision-making
- ◉ Respect - host and visitor to respect human rights
- ◉ Reliability -value for money, basic safety rules
- ◉ Transparency - sharing profits/benefits/loses
- ◉ Sustainability - responsible use of resources and democratic management

# FINDINGS AND CONCLUSIONS

- Over 60 percent are positive about the potential of tourism to create jobs
- However, 79 percent of respondents have no knowledge of Fair Trade in Tourism
- Accommodation services providers also have no knowledge of Fair Trade in Tourism and therefore no one has registered



# RECOMMENDATIONS/CONCLUSIONS

- The Fair Trade in Tourism movement must extend their recruitment drive to Eastern Free State
- The provincial marketing department must create awareness of Fair Trade in Tourism alongside Star Grading of accommodation services
- Tourism awareness in the study area is low and therefore tourism education must be stepped up.