

Demystifying Responsible Tourism



Responsible Tourism

A strategy that emphasizes making better places for people to live, work and visit, requiring everyone involved in tourism to take responsibility for their actions and impacts



Fair Trade Tourism



A membership organisation that promotes responsible and ethical tourism practices, ensuring that tourism benefits both the local communities and the environment.





Community

Environment

Good
Business

... it is a journey!



Introduction to FTT

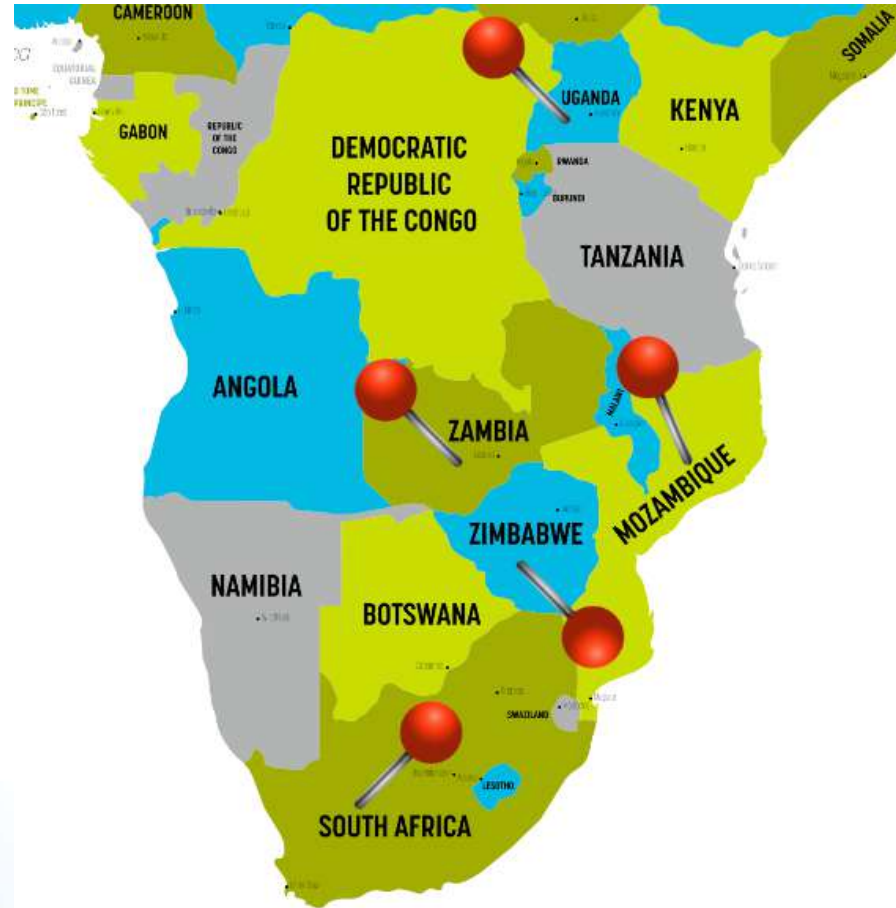
About Fair Trade Tourism

- Our mission is guiding the African tourism industry to benefit people, business and the environment
- Developed in Africa, for Africa
- Piloted in 2001 under IUCN – non-profit since 2004
- Endorsed by Travalyst in 2024 for its credibility in sustainable tourism certification



Fair Trade Tourism Footprint

- Botswana
- Madagascar
- Mozambique
- South Africa
- Uganda
- Zambia
- Zimbabwe



Booking.com

Google

hotelbeds



Travalyst

ECO HOTELS.COM

How can FTT support you?

- Webinars, networking and engagement sessions
- On-line platform with a step-by-step guidance and templates
- Marketing via social media, website and OTAs
- Advocacy and alignment with international requirements
- Third-party certification in line with international standards
- The sustainability/ESG framework aims to maximise tourism benefits and manage mitigate its burdens



Process

1. Member



2. Engaged



3. Certified



Register
online

Membership
profile
activated



Report on
current
operations
against the
FTT criteria

Adapt
operations &
update report



Independent
verification of
your report &
evidence

Online + site
verification



Achieve
FTT-Engaged



Plan actions
to improve &
work towards
FTT-Certified



Requirements



FTT-Engaged ("entry level")

- 54 criteria (socio-economic, environmental, cultural heritage)
- Meet all Mandatory + 80% of General criteria to qualify
- verification of online report and evidence uploaded + telephonic interview, site tour (remote)
- renewed (and re-verified) every 2 years



FTT-Certified

- 174 criteria (120 Mandatory, 54 General)
- Meet 100% of "M" and 75% of "G" to qualify
- verification of report and evidence uploaded online + site audit
- renewed (and re-verified) every 3 years



ESG / Sustainability Framework

Applicable
to all
businesses

A. Fair Trade Tourism Commitment & Communication

B. Good Business Practice

C. Local Social & Economic Benefits

D. Cultural Heritage

E. Environmental Impact Management

F. Biodiversity, Ecosystems & Landscapes

Additional criteria to
guide good practice

G. Volunteer Tourism

H. Community Tours

FTT digital platform

✓ Reporting

📅 Action plans

📋 My FTT report

📋 Remarks report

📋 Audit report

📋 Guidance report

📁 All documents

📁 Overview.

A. Fair Trade Tourism Commitment & Communication

95%

5%

1. Fair Trade Tourism commitment

1-2

2. Systems to manage impacts

3-5

3. Employee engagement

6-12 ⓘ

4. Share to inspire

13-17 ⓘ

5. Promotional materials

18-20

B. Good Business Practice

100%

1. Legal compliance

1-18 ⓘ

2. Employment conditions

19-34 ⓘ

3. Human Resources (HR) & Labour

35-48 ⓘ

4. Inclusive workplace

49-52 ⓘ

5. Health, safety & well-being

53-64

6. Quality & accessibility

65-69 ⓘ

C. Local Social & Economic Benefits

Status

This report is

editable

Audit report

not released

View

All subthemes

shown

Available languages



Progress

Reporting progress

shown

Audit progress

hidden

Remarks

Coach questions

shown

Internal remarks

shown

Auditor remarks

shown

FTT digital platform

B. Good Business Practice

Health, safety & well-being

Criteria

B5.1 Appointed responsibility	✓	✓	●	●	●
B5.2 Risk & crisis management	✓	—	●	●	●
B5.3 Medical emergency	✓	✓	●	●	●
B5.4 Fire response	✓	✓	●	●	●
B5.5 Emergency evacuation	✓	✓	●	●	●
B5.6 Chemical management	✓	✓	●	●	●
B5.7 Protective clothing	✓	✓	●	●	●

B5 Measures are in place to ensure good Occupational Health & Safety Management, and employee well-being.

B5.4 Fire response

The business' health and safety policy, size and scope of operations

Reporting

Guidance

Remarks

Reporting

☒ Yes ☐ No

Indicate above whether your business makes provision for fire response.

Answer questions,
provide motivation and
upload supporting
documents

FTT digital platform

B. Good Business Practice

Health, safety & well-being

Criteria



B5.1 Appointed responsibility ✓ ✓ ● ● ●

B5.2 Risk & crisis management ✓ — ● ● ●

B5.3 Medical emergency ✓ ✓ ● ● ●

B5.4 Fire response ✓ ✓ ● ● ●

B5.5 Emergency evacuation ✓ ✓ ● ● ●

B5.6 Chemical management ✓ ✓ ● ● ●

B5.7 Protective clothing ✓ ✓ ● ● ●

B5 Measures are in place
Management, and employee

B5.4 Fire response

The business' health and safety
size and scope of operations.

Reporting

Guidance

Remarks

Action plan

Peer pointers

How to audit

English

You can never be too careful about preventing fires! Keeping appropriate equipment in adequate supply and ensuring that staff are trained in what to do in the event of a fire are basic first steps for every business.

Practical guidance
on what to do,
templates,
legislation and
other support

FTT digital platform

B. Good Business Practice

Health, safety & well-being

Criteria



B5.1 Appointed responsibility ✓ ✓ ● ● ●

B5.2 Risk & crisis management ✓ — ● ● ●

B5.3 Medical emergency ✓ ✓ ● ● ●

B5.4 Fire response ✓ ✓ ● ● ●

B5.5 Emergency evacuation ✓ ✓ ● ● ●

B5.6 Chemical management ✓ ✓ ● ● ●

B5.7 Protective clothing ✓ ✓ ● ● ●

B5 Measures are in place to ensure the health, safety and well-being of Management, and employee with

B5.4 Fire response

The business' health and safety management system is appropriate to the size and scope of operations

Engage with your coach if you have questions, or get feedback on what you have done

Reporting Guidance **Remarks** Action plan Peer pointers How to audit

Questions to/from coach

Auditor remarks

Internal notes

(Ask) advise from your coach.

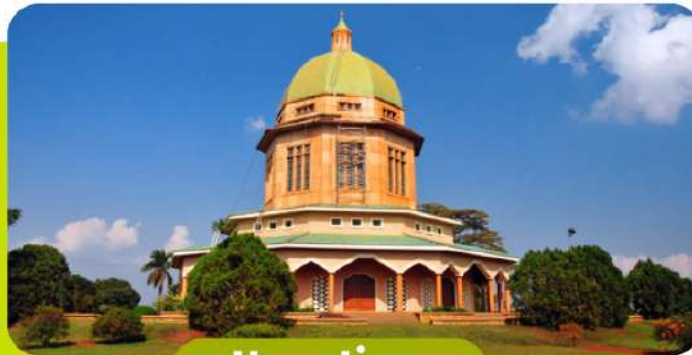
Grace Stead 07-May-2025

Save





accommodation



attractions



activities

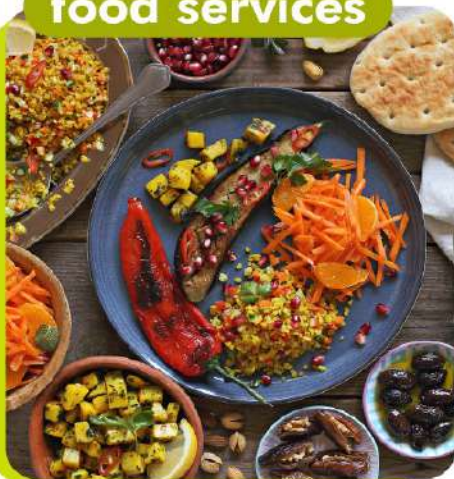


Eligible Tourism Businesses

Located in Africa and operate one of the
tourism product categories shown

(NB tour operators / DMCs follow a different process)

food services



venues



voluntourism



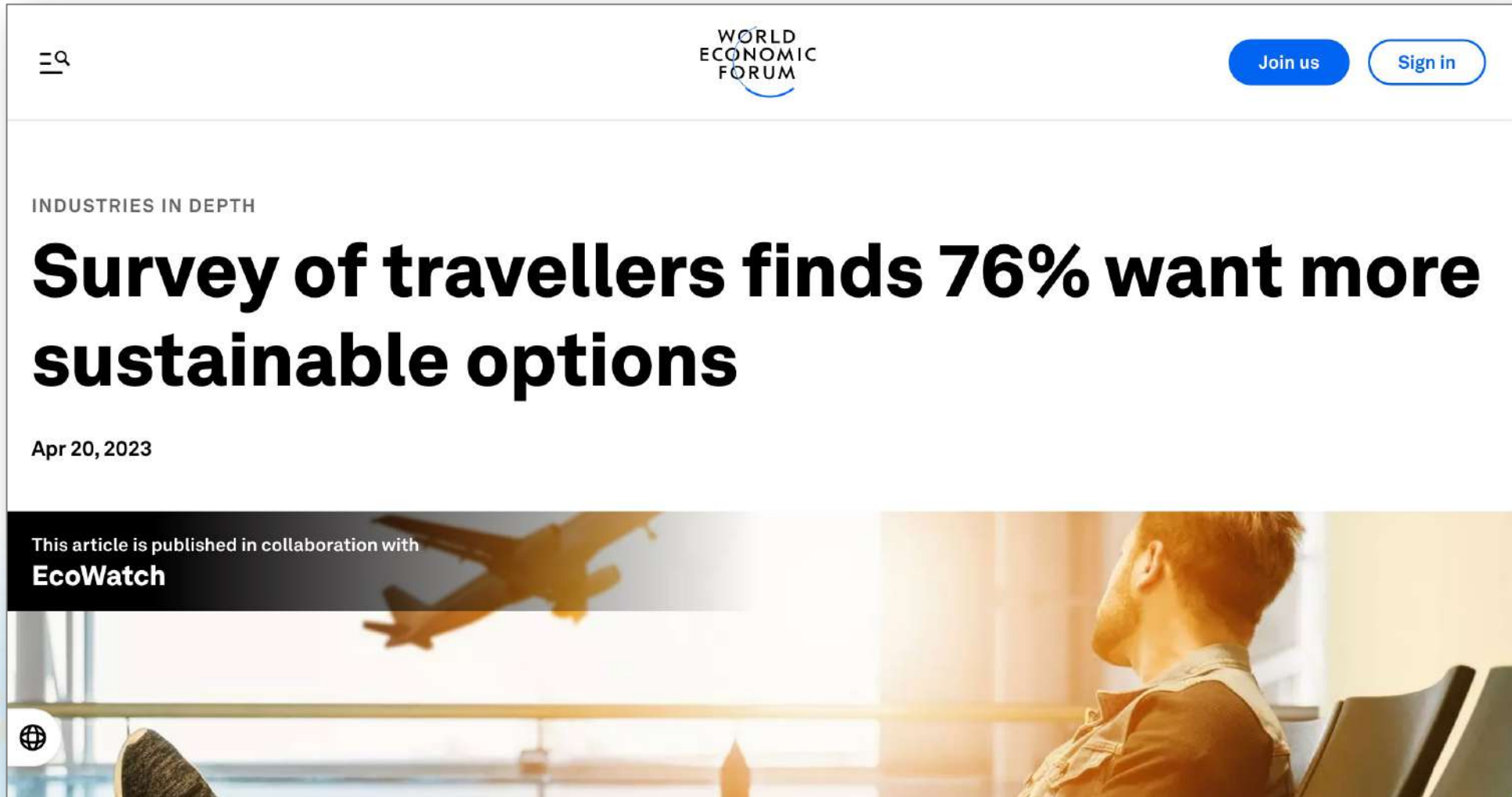
community tour



A scenic photograph of two hot air balloons floating over a vast, mountainous landscape. The balloon in the foreground is large and features a vibrant, multi-colored patchwork pattern. It has the registration 'ZS-HDK' visible on its side. The second balloon, smaller and further away, has a similar pattern. The sky is a clear blue with scattered white clouds, and the sun is shining brightly from the upper right, creating a lens flare. The terrain below consists of rolling hills and valleys with sparse vegetation.

Current trends

Trends, traveller demands & legislation



Trends, traveller demands & legislation

Booking.com

[Home](#) [Fast Facts](#) [Media Library](#) [Leadership](#) [Contact](#)

Booking.com's 2025 Research Reveals Growing Traveler Awareness of Tourism Impact on Communities Both at Home and Abroad

April 22, 2025



[← Press](#)

Downloads

 [2025 Travel & Sustainabil...](#)

Contact us

Booking.com Media Relations
mediarelations@booking.com

 For more information on permissions to use photos and imagery, please contact mediarelations@booking.com before using on your own platform.

Share this page

Trends, traveller demands & legislation



Key source market legislation, e.g.

- Green Claims Directive (±'27)
- Corporate Sustainability Reporting ('25-6)
- Corporate Sustainability Due Diligence ('24-6)



What does RT look like?

FLATDOGS CAMP

Zambia

“We hope that this Certification will lead to more Zambian operators following our lead and to us working together to protect this beautiful country and the wonderful people who live here.”



BAHIA MAR Mozambique

"Our FTT affiliation has a very positive influence on our operations. It has greatly enhanced our marketing efforts as we actively engage with our guests, encouraging sustainable practices and community awareness.

With its rigorous audit, our FTT-Certified status underscores our commitment and adds credence to our message. It also encourages us, as hoteliers, to constantly review and assess our environmental impact and to maintain our focus on staff development and community projects."



BULUNGULA LODGE

South Africa

“FTT’s rigorous certification process and continuous guidance have been pivotal in refining our business practices; ensuring that we operate not only with commercial success in mind but also in harmony with the highest principles of what is best for the Nqileni environment and its people.

Joining FTT is not just a certification; it’s transformative and a commitment to a brighter future for tourism.”



GHOST MOUNTAIN INN

South Africa

“Our FTT journey has been nothing short of remarkable. This process has pushed us to go above & beyond in holistically considering our operations.

All staff became hands-on in nurturing our growth, weaving old and solid practices with new and exciting ones. We were, and will remain challenged to think differently, discuss differently and behave differently – on both a company and personal level.”





EXPERIENCE EXPLORE JOIN BLOG ABOUT CONTACT LOGIN



JOIN THE FAIR TRADE TOURISM JOURNEY

<https://www.fairtradetourism.org/join>

In closing

Developed in Africa, for Africa, FTT support and certification intend to ensure local relevance, best practice alignment, be inclusive and affordable, and reflect the ever-shifting sustainable development priorities to which tourism businesses must adapt in order to continue creating better places to live, work, and visit.



Contact us: info@fairtradetourism.org



The mark
of a good holiday

