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## **Media Conference: World's First Fair Trade Travel Packages**

### **Three questions to Nelson Njokweni Sebezela, Township-Tourguide in Port Elizabeth**

#### ***How did you get to work for Calabash Tours?***

I was born on 12 August 1966 and raised in Port Elizabeth in a working class township called Kwazakhele. After finishing matric at Ithebelihle High School, I went to do law at Vista University, which is now Nelson Mandela Metropolitan University. I studied for two years but never finished because of financial difficulties. Paul Miedema, the founder and owner of Calabash Tours, employed me to become a tour guide towards the end of 1998. I have been working as a tour guide with great passion until today.

#### ***What does Fair Trade mean to you?***

Fair Trade has completely changed the way I look at tourism. Fair Trade has taught me to respect environment, culture and communities in general. It has created HIV and AIDS awareness to me and the people I'm working with.

#### ***How do you translate this new perception into practice?***

The way I work with the community is different because now I consult and discuss issues with the community in order to hear their side of the story. I don't make decisions for them. I'm using the same approach with my family and trying to create environmental awareness in my family e.g. using water sparingly in the household.

Further information on Calabash Tours

[www.calabashtours.co.za](http://www.calabashtours.co.za)

Further information in German:

[Calabash Tours: Ferien in Südafrika, von denen auch die Einheimischen profitieren](#)



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