

Looking After Our Environment



The **MUNYAWANA LEOPARD RESEARCH PROJECT** at **PHINDA PRIVATE GAME RESERVE** has been instrumental in sustaining the long-term conservation of local leopard populations. Leopard density has since increased by more than 50 per cent; mortality rates have dropped; and the reproductive performance of the population has improved.

Tel. 011-809-4300, Web. www.andbeyondafrica.com.

UMLANI BUSHCAMP in the **TIMBAVATI PRIVATE NATURE** (now part of an open system with the Kruger National Park) was presented with The Wilderness Foundation's sought after **GREEN LEAF AWARD** at the Indaba International Travel Trade Show in Durban. Umlani is also a member of Fair Trade in Tourism South Africa. Tel. 021-785-5547, Web. www.umlani.com.

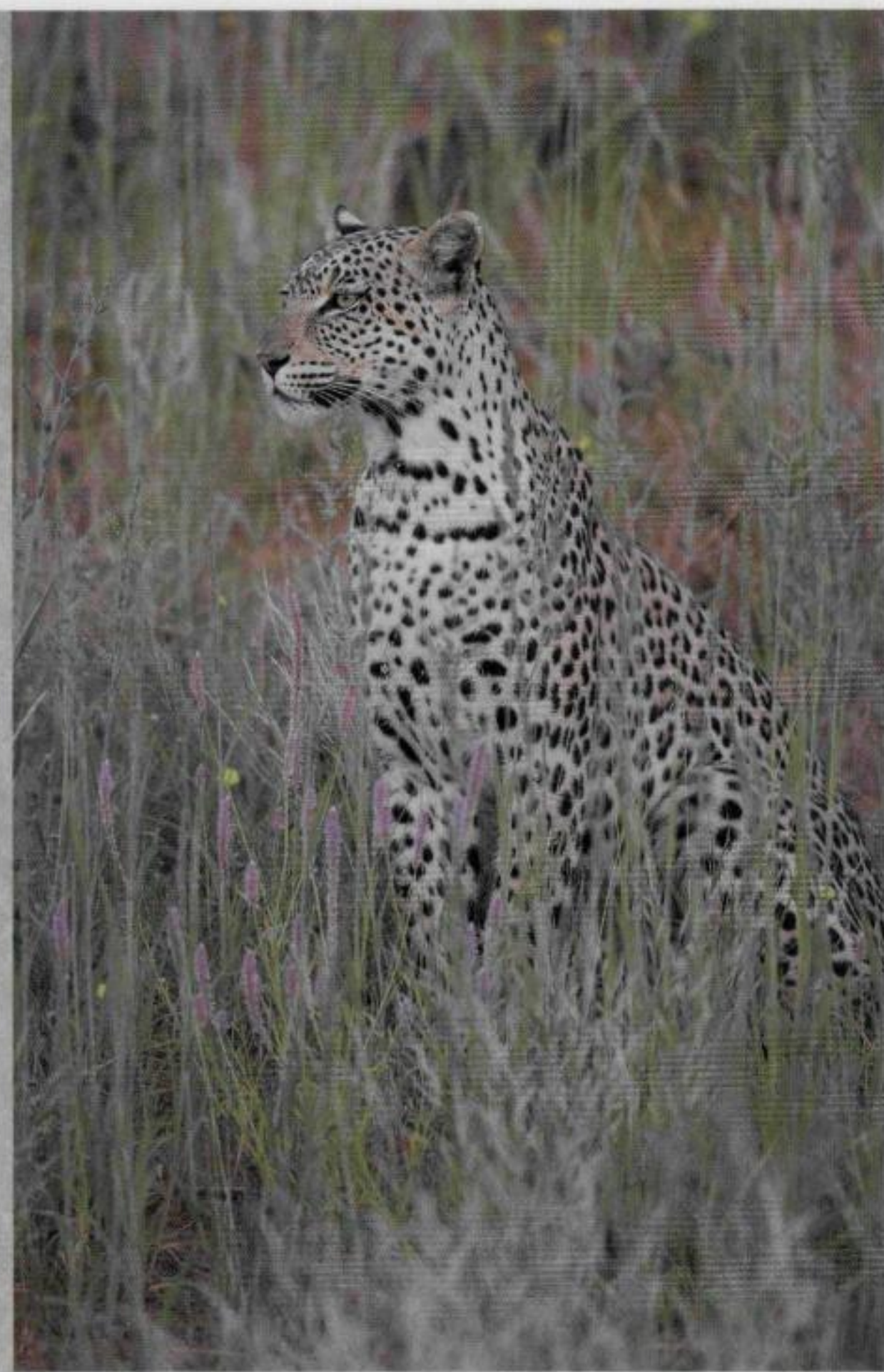
THE DUNES COUNTRY LODGE AND NATURE RESERVE Tel. 042-294-1685, Web. www.dunesstfrancis.com

DYER ISLAND CRUISES Tel. 028-384-0406, Web. www.whalewatchsa.com

FAIR TRADE TOURISM SOUTH AFRICA Tel. 012-342-2945, Web. www.fairtourismsa.org.za

CALABASH TOURS Tel. 041-585-6162, Web. www.calabashtours.co.za

TABLE MOUNTAIN AERIAL CABLEWAY Tel. 021-424-8181, Web. www.tablemountain.net



then became the first country to offer a Fair Trade label that would specifically recognise tourism businesses committed to the three principles of 'sustainable development'. The ideal business model would include economic, environmental and social best practice. Its aim is to create positive benefits for the people and the area around the business.

F AIR TRADE TOURISM

SOUTH AFRICA helped to raise vital awareness in the travel industry, and with it came the realisation that tourism can make a difference to the lives of others if managed in a sustainable way.

The mindset of international tourists has changed, too. Gradually demand has increased for more meaningful

holidays and the desire to contribute positively to the host country.

Other tourism destinations around the world have begun to follow suit, and many of them are using the Cape Town Declaration as a benchmark to compile their own tourism policies. At one of the world's biggest annual tourism trade shows, World Travel Market, in London, the Cape Town Declaration supplies the

'Since the removal of alien vegetation, many frog and toad species have come back to the St Francis Bay wetland. It's been so successful that guests can now go on a novel evening frog safari'



foundation for the highly respected 'World Responsible Tourism Awards'. Each year the best examples of sustainable tourism businesses from all over the globe are showcased. In 2004, **CALABASH TOURS** from Port Elizabeth

holiday experiences, where visitors can choose a destination with a clear intention to support poor communities in the places they visit. So begins the **TRAVELLERS' PHILANTHROPY MOVEMENT**, with a growing interest for volunteer