



THOMPSONS AFRICA

HAPPY HELPER... FTTSA is set to study best practice for voluntourism operators.

FTTSA broaches voluntourism

↘ *Kate Els*

VOLUNTOURISM IS A FAST GROWING niche market in the global tourism industry and while it represents an enormous resource for socio-economic development and conservation in post-apartheid South Africa, there are a number of challenges that must be managed to optimise benefits for the destination says Fair Trade in Tourism South Africa (FTTSA).

Building on a Code of Good Practice formalised in 2008 by industry, FTTSA has carried out a series of consultations to test the need for third-party certification in the field of voluntourism. The response was overwhelmingly positive, and has led to FTTSA seeking funding for a wider study to establish standards for the sector.

FTTSA will develop voluntourism standards through research, consultation, field testing and benchmarking against local and international best practice. A number of voluntourism operators have already communicated interest in becoming certified once the standards have been set, and FTTSA hopes to have certified at least three voluntourism products by April 2010. ↙