



WISH YOU WERE THERE

Holidays that work for everyone

Fair trade in tourism. We conducted a simple (read non-scientific) poll of a few people and found that many travellers, armchair and regular, feel it's not quite for them. Many of us want to contribute to making South Africa a better place, but holidays are sacred entities. 'I support many charities at home, but when I take a break, I just want to enjoy myself,' was one response. 'Nah, I prefer comfort and don't want to do the whole hippy thing,' was another. And who, if we're really being honest, wants to be 'responsible' on holiday?

Well, together with Fair Trade in Tourism South Africa (FTTSA), *Africa Geographic* wants to challenge that image. In the coming months, this sliver of space will feature some fabulous places that are doing fabulous things for South Africa and South Africans - without compromising comfort and enjoyment.

'Wish you were there' will showcase some of the establishments that have undergone a stringent audit to qualify for the FTTSA mark and are guided by that most elusive of qualities: integrity. We'll take you behind the scenes to show you the dedicated work that is often not even mentioned in the brochures, the efforts that may be invisible to visitors

enjoying the establishment's luxurious facilities. These

guys are doing it because they want to, not simply to score marketing benefits. But we think they deserve all the praise they can get.

