



Abang Africa Travel

Travel with heart and soul



SUSTAINABLE TOURISM CERTIFICATION ALLIANCE AFRICA CONFERENCE 2013





WHO WE ARE:
ABANG AFRICA

Incoming Tour
Operator

Office in Cape Town

Responsible Tourism
Policy

FTTSA approved

The Code

Carbon Neutral

Dutch Market

Responsible Tourism
as a philosophy



OUR MISSION:

“To use Responsible Tourism as a Sustainable Development tool for the people in Southern Africa; benefiting local communities & visitors”



DUTCH MARKET IN GENERAL & FAIR TRADE

Between 2004 & 2009
sales of Fair Trade
products +3x

Most Fair Trade sales
happens in
supermarkets

From groceries, to gifts -
to holidays?

10% of the Dutch live in
Fair Trade
Municipalities



*“Fair Trade sales on the Dutch market;
from- ‘what is that?’ to ‘isn’t that only
coffee & chocolate?’ to..?”*



DUTCH MARKET TOURISM INDUSTRY & FAIR TRADE

Almost 110.000
travellers to SA in
2011

No.4 in Top 5
Oversees Tourism
Arrivals in SA

44 registered Tour
Operators offering
South Africa

Increased Interest
Responsible Tourism

2 FTTSA certified
itineraries offered:
TravelUnique & TUI
NL



The Netherlands



*“Responsible
Tourism is
for
everybody,
without
having to
compromise
on budget or
comfort level”*



OUR “BATTLE”

CHALLENGES - FAIR TRADE TRAVEL - TRADE



- Is it really 'worth' it?
- The wrong reasons
- Knowledge; how to sell?
- Number of certified products
- Diversity of certified products
- Competition Mainstream Operators



CHALLENGES FAIR TRADE TRAVEL - CONSUMER



- “NOT FOR ME”
- “Fair Trade - Doesn’t that have something to do with coffee?”
 - “It’s a HO-LI-DAY. Duh!”
 - “Too expensive!”

WHERE FROM HERE?



South Africa

- Increase number of certified products
 - Certification programs
 - The Alliance
 - Active approach tourism industry
- Industry partnerships
- Support International Tourism Industry
 - Share knowledge
 - Share updates
 - Look for 'match making'
- Be patient & flexible
- Stay positive!

Europe

- Increase knowledge Resp. Tourism
 - Regular updates – social media / newsletters etc.
 - Industry role players; Tourism Boards, Inbound operators. Join forces.
- Marketing & promotion
 - Change branding
 - Tell the story – social media, pictures, video
- Pro Active Approach
 - Partnerships for example Tour Operator with Fair trade municipalities NL



Thank you
very much!



Anne van der Tuuk, Abang Africa Travel

E-mail: anne@abangafrica.com
Website: www.abangafrica.com
Twitter: [@AbangAfrica](https://twitter.com/AbangAfrica)
Facebook: www.facebook.com/AbangAfrica
Skype: [anne.van.der.tuuk](https://www.skype.com/people/anne.van.der.tuuk)