CONSUMER SEGMENTATION
FAIR TRADE TOURISM:
GERMANY

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Content

1. Introduction

Our new generation does not think much of renunciation. Far from it! They love shopping, travelling, good food and a healthy and good life style. Some of them, however, want to change the world and make it better - make it sustainable. As such, there is potential to significantly promote sustainable consumption and help make it more mainstream. Consumers are changing their behaviour. Modern consumers pay attention to quality. And quality means good taste, persistence, decent production- and working conditions and respecting environmental issues.
This powerful group of consumers, generally called LOHAS (Lifestyle of Health and Sustainability) moved Bio out of its niche. The new trend is fair produced and traded products (Hahn/Herrmann 2012). Currently, fair-trade products (with recognised labels) are sold in over 120 countries (FLO 2012). While organic fruits and fair trade coffee have been mass compatible for quite a while, the call for ecologically and socially correct travel experiences are getting louder only recently (FUR 2013).
The Germans, well known as travel champions[1], offer a certain potential to support this development. In total, the Germans made more than 70 million holiday trips in the year 2012 , spending about € 62 billion, a 2 % increase on the previous year (Spiegel Online 2013). At present sustainable holidays are seen as a "nice to have" but not a "must" (Wehrli 2013) for most consumers around the world and the majority of travelers remain unwilling to pay extra for them.

However, there is an attractive target group – one in every five tourists – that is actively interested in booking a "sustainable" trip. Different inputs at the 3rd Annual Symposium of the Global Partnership for Sustainable Tourism in Bonn (2013) showed clearly: there is a demand for fair tourism; and there is currently not sufficient product to meet the supply.

2. Methodology

The German market segmentation-study has combined different secondary data from the tourism industry with Fairtrade consumption and consumer profile data (such as consumer segmentation done by South African Tourism, another one done by the Lucerne University of Applied Sciences and Arts and the consumer segmentation of the Regeneration Roadmap, a research study with over 6,000 consumers across six countries).
Finally, the Forum Fairer Handel & Weltladen-Dachverband (2012) consumer segmentation model, to determine pro-fair trade behaviour, was used as a framework to overlay the data into the German "responsible travelers consumer profiles". These profiles were then analysed using behaviour change techniques, in particular those used by Fairtrade and the Forum Fairer Handel, in order to identify the best target group, how to communicate the supply to this group and to identify methods of converting intention into action.

[1] In 2012, the Chinese won this trophy for the first time (SPIEGEL ONLINE 2013).

3. Helpful consumer segmentation models

The following segmentation models provide the information that was used for defining the German consumer segmentation profiles:
According to the experiences of the FUR/SINUS (2012), the definition of target groups using the approach of the Sinus Milieu is based on the living environment analysis of our society. The Sinus Milieus group people who are similar in their attitudes towards life; combining socio-demographic characteristics with psychographic factors. Basic value orientation is included into the analysis as well as the 'everyday' settings for work, family, leisure, money and consumption. In this way, the human being and the whole frame of reference of his world are holistically brought into focus.
This holistic approach provides a deep understanding of the needs, claims and preferences of the target groups. This knowledge can be used for product development as well as for the optimisation of communication with customers.
The current release of the study by the Forum Fairer Handel & Weltladen-Dachverband (2012) was expanded by applying the Sinus Milieus, and the result addresses the question of who the target groups are for Fair Trade.
It identifies the most important existing and potential audiences of Fair Trade, including the work specific attitudes and beliefs about fair trade, in the four most relevant target groups.

- The socio-ecological milieu, the core target group of Fair Trade (7%) Idealistic, discerning consumers with normative notions of the "right" way to live: pronounced ecological and social conscience; globalisation sceptics, standard bearers of political correctness and diversity
- The liberal-intellectual milieu as an important, but somewhat sceptical and less ideological group of buyers - an extended core target group (7%) The fundamentally liberal, enlightened educational elite with post-material roots; desire for self-determination; an array of intellectual interests
- The milieu of the performers with the highest standards of quality and design - an extended core target group as well (7%). Multi-optional, efficiency-oriented top performers with a global economic mindset and a claim to avant-garde style; high level of IT and multi-media expertise
- The milieu of the adaptive pragmatic, a young, modern centre - a potential target group (9%) The ambitious young core of society with a markedly pragmatic, outlook on life and a sense of expedience: success oriented and prepared to compromise, hedonistic and conventional, flexible and security oriented

Exploring the intersection of consumer values, motivations and behaviours, a study carried out by the BBMG, GlobeScan and SustainAbility (2012) identifies four consumer segments on the sustainability-spectrum:

- The highly committed Advocates (14%, Germany 17%)
- The style and social status-seeking Aspirationals (37%, Germany 29%)
- The price and performance-minded Practicals (34%, Germany 45%)
- And the less engaged Indifferents (16%, Germany 17%).

The greatest number of practical consumers are in Germany (45%), followed by the United Kingdom (37%), the United States (36%), China and India (both with 30%) and Brazil (28%).

The second largest segment globally, the "Practicals" impact comes both from their relatively large size and the likelihood that they are tipping-point consumers when trends hit scale. They are laggards in purchasing more sustainable products, and they are driven by proven performance. Practicals are discouraged by high prices, so rewards or promotions may be a way to introduce them to new products and behaviours. They are more likely than others to trust consumer reviews and ratings, as they are generally sceptical of companies' social and environmental claims, which may lead to perceptions of greenwashing. For them, social and environmental benefits are viewed as add-ons, not as core to the value proposition. They are not averse to sustainability messages. They are just not searching for sustainable options and are not likely to invest time to learn more. Companies should consider Practicals as a third priority, after Advocates (early adopters) and Aspirationals (persuadable green purchasers); because Practicals will mostly follow the sustainable behaviours of these other groups as trends become more mainstream.

The second largest consumer segment for Germany is the Aspirationals (29%), the largest consumer segment globally. The Aspirationals show up in the greatest numbers in the two largest developing markets, India and China. These consumers are "the persuadable middle" : materialistically oriented while at the same time aspiring to be sustainable in their purchases and beliefs. Style is important to them, and they are more likely than any other group to be influenced by brands, to try new things and they love to shop. They actively seek information from online social networks as well as from family and friends. Moreover they indicate they would increase sustainable purchasing, if doing so helped them connect to a community of peers that shares their values. They expect companies to give them confidence that purchasing sustainable products is the better thing to do – and if not convinced, they may go for more traditional options. Aspirationals are the most important segment to enable advances in sustainable consumption, not only because of their overall size but also because they honestly want to purchase with a purpose. Their materialism, however, can create challenges due to increasing consumption volumes. In order to succeed in moving this group toward, sustainability may require redefining measures of satisfaction and creating new business models that deliver value with fewer impacts, such as providing services rather than products. Barriers to action for this group include lack of knowledge about products' sustainability benefits and lack of trust in green claims. They want to connect with people through brands. Companies targeting them should therefore consider social branding initiatives rather than push advertising or other traditional efforts to overcome credibility issues.

Another useful segmentation model is based on an investigation of the Lucerne University of Applied Sciences and Arts directed by (Wehrli 2011). This study works out how to adhere tourists to sustainable travel options and asks what the most important aspects of sustainable tourism for travellers are. The survey added up five different groups of tourists in respect to sustainability:

- The balanced type (33%) observes all three dimensions (ecological, social and economic) equally.
- The sceptics (25%) view the importance of all three topics critically.
- The ecological type (15%) considers ecological aspects to be most relevant for sustainable tourism.
- Localists (15%) see the local aspects of sustainability, such as local culture and products, as the most important part of sustainable tourism.
- The socio-economic type (12%) stresses the importance of social and economic aspects within sustainable tourism.

The largest category of the German tourist type is the "sceptic", with a share of 38%. This is clearly above the average among all countries[2]. Consequently, the share of the "balanced" type (23%) and the share of the "localised" type (11%) are clearly lower when compared to the average over all countries. The shares of the other two types are practically identical to the overall distribution. According to this study the sceptic type has a critical attitude and agrees much less with the attributes given. A lot of Germans and British belong to this group.

[2] Brazil, Germany, Great Britain, India, Russia, Switzerland, Sweden and USA

According to the Trendscope (2012), the German travel industry has different travel types, which help classify travellers according to their travel behaviour:

- For the **status-oriented collector** it is very important to tell other people about their travels. The admiration they get for their travlels is very important to them.
- The **service-oriented paradise seekers** like to let go on vacation and they enjoy being pampered. Their holidays should be fun rather than overwhelming, because relaxation is foremost objective.
- The **goal-oriented rationalists** are very sophisticated people who appreciate good quality. They are also very tactical, confident and ambitious.
- The **frugal planner** can be described as habit orientated people who are very down to earth, trusting well-tried and familiar things. They are family people, who don't want to take any big risks, which makes them controlled and planned in their travel behaviour.
- The **family balance seekers** are absolutely family orientated. For them nothing is more important than being together with their loved ones. As part of this community, they want to spend a quiet and stress-free holiday, in which they also like to be pampered.
- **Informed adventurers** look for a change and are open to new ideas. Capturing many impressions, adventures and new experiences to take home is very important to them.
- The **easygoing encounter** are a very spontaneous and communicative type of traveller who likes to let the vacation come to them. They enjoy mingling with locals and fellow guests.

Using the elaborated Sinus Milieus of the Fair Trade-issue as a base and subsequently layering in the other models discussed, as well as the secondary data analysed further in the document, the following segments of responsible travelers have been identified (for full details, please refer the Consumer Profiles/German Market Segmentation):

The typical **Socio-Ecological** belongs to the upper middle class and has a very clear awareness of sustainability and Fair Trade. When consuming, they are actively looking for sustainable and fair options. They really try to consume less but with a higher quality. They are open-minded and persuaded green purchasers, interested in local products and the welfare of the workers/producers. They love to travel and they almost certainly book sustainable travel options (close destinations). If they decide to take a long distance trip, they would probably be willing to pay for carbon offsetting.

Liberal Intellectuals belong to the German upper class and believe in meritocracy. They are very well educated; enjoy being authentic and take responsibility in living a sustainable lifestyle. Acting in a sustainable and fair manner is their "mission"- it makes them feel better and also provides a way for them to express their individualism. Their proclivity to purchase with purpose indicates that they would certainly choose fair travelling options if there were more offers. They are very quality conscious and almost certainly are willing to pay for carbon offsetting.

The **High Achiever/Performer** also belongs to the German upper class and they are absolutely performance- and efficiency oriented. They can be seen as the new multi-optional power elite. Performers are known as the early adopters; they love high quality and a stylish design and they are very IT and new media conscious. They choose fair and sustainable offers when the quality corresponds to their requirements and has an added value. This consumer group is not price-sensitive and likes to travel, especially to long-haul outbound destinations but probably is not actively searching for special fair travel options. With a perfectly matching communication strategy they will almost certainly be willing to pay for carbon offsetting.

Finally, the group of the **Adaptive Pragmatists** belongs to the middle class and makes up the new young centre of the society. They are modern, cosmopolitan, goal-oriented and are looking for "flexicurity"; the balance between security needs and experience orientation and flexibility. This target group is not seeking out sustainable options and is not likely to take time to learn more. They tend to be laggards when it comes to purchasing more sustainable products. They are not willing to pay extra for a sustainable offer - social and environmental benefits are viewed as add-ons. It is doubtful that they would be willing to pay for carbon offsetting.

4. Ethical consumerism

According to the Ethical Brand Monitor - EBM (2009), the social and corporate responsibility of brands help German consumers in their buying decisions. Consumers prefer brands that they perceive as being sustainable.

There is a direct correlation between ethical factors and the success of brands. Nearly ¾ of the German population worry about the shortage of natural resources and every second person perceives climate change as a serious problem for mankind. Campaigns by NGOs and media coverage have also sensitized the German consumers.

Every second person rejects child labour in production and more than 40% of the population prefer environmentally friendly alternatives to conventional products. In addition, a new consumer patriotism has evolved. 40% of the consumers buy specific products from the region and from companies that secure jobs in Germany. Consumers are, more and more, finding products which combine two important ethical factors in consumerism: fair and regional. The most striking example is chocolate. Almost everything in it is ethically correct: fair traded cacao from South America, fair traded sugar from Asia as well as regional and fair traded milk from local farmers.

Although the new consumer generation likes shopping, good food and style, it is interesting to discover that, according to the BBMG, GlobeScan and SustainAbility-study (2012), 73% believe that we need to consume a lot less to improve the environment for future generations. Customers feel responsible to recover companies failing in meeting their needs. It is therefore very important to adopt both **consumer collaboration** as well as crowdsourcing-models, in order to be innovative. In addition to this, it is important to invest in new media as an alternative method to brand new products, which deliver total quality and which keeps providers and consumers open-minded to new designs and new business models. The new challenge is to provide customers with sustainable, ethically correct and fair traded products that do not cost more and have similar or better quality.

5. Fair Trade

Forum Fairer Handel (2013) collected extensive data related to fair trade issues, indicating that 48.7% (43.1% in 2010) of the Germans buy fair trade products. Among these consumers 7.7% (7.3% in 2010) buy regularly, 26.8% (21.2% in 2010) occasionally and 14.4% (14.5% in 2010) seldom buy fair traded products. The buying behaviour depends on the education level and the professional category of the consumer. People in senior positions and full-time employees spend more money for fair trade products than freelancers, skilled workers and labourers do. There is also a clear correlation between willingness to buy fair trade products and household income. The strongest consumer group in the German population - 56.9% - (48.4% in 2010) has a net household income of over € 2,500 per month. This being said, 35.7% (36.9% in 2010) of Germans with a monthly net household income of up to € 1,000 also buy fair trade products.

In the group of non-buyers, there are 32.6% (30.5% in 2010) of Germans who do not buy fair products, but classify the matter as worthy to support. This group should not be neglected in the future, because it contains potential customers.
Currently, the three most important reasons for buying fair trade products are "no child labour" (96.1%), "fair prices for the producers" (93,6%) and the "guarantee that the money is used properly" (92.8%)[3].

It's interesting that, when comparing data from 2010 and 2013, quality moved out of the three most important reasons for buying fair traded products, replaced by "fair prices for producers" , which is now more important for the German consumers.
The study by Forum Fairer Handel (2013) also points out that 43.0%[4] of all German buyers identify fair traded products using the TransFair label (Fairtrade label), which is presently the most widely recognised ethical label in the world (FLO 2012). Furthermore 27.4% of Germans recognise fair traded products, because they are

[3] In 2010 the three most important reasons were: "no child labour" (95.5%), "quality" (94.2%) and the "guarantee that the money is used properly" (93.1%).
[4] In 2010 44.3 %

sold in world shops and 13.5% (2010) identify fair products through the manufacturer or the brands (gepa, El Puente, BanaFair etc.). In most cases, Germans buy fair trade products in the supermarket (49.4%), in world shops (36.1%) and in organic or natural food stores (32.0%).

The three most important reasons for German non-buyers are "the products are too expensive" (37.6%), "I don't know sufficiently about fair traded products" (35.1%) and 26.1% of the respondents say "I don't believe that the money gets to Fairtrade-projects" (Forum Fairer Handel 2013).

The direct revenue of sales of fair traded products in Germany rose steadily from 2006 to 2012. According to the Forum Fairer Handel, sales in 2006 were worth € 158 million, in 2008 € 267 million and € 413 million in 2010 (HAHN / HERRMANN 2012).
In 2011, Germans spent € 477 million in fair traded products (Forum Fairer Handel 2012). According to Fairtrade International (FLO 2012) the expenditure of German citizens for products with the recognised Fairtrade label rose from € 340 million in 2010 to € 400 million in 2011. This is an increase of 18%.

In Switzerland, the expenditure increased by 20% to € 264 million, in the Netherlands by 24% to € 147 million and in Sweden by 17% to SEK 134 million. Shoppers worldwide spent € 4.9 billion on Fairtrade products in 2011 - an increase of 12% since 2010. Furthermore, a GlobeScan-survey, carried out in 24 countries, pointed out that nearly 6 out of 10 consumers had seen the Fairtrade-brand in 2011; and of those, 9 out of 10 trust it (FLO 2012). Despite this increase, the market share of fair traded and environmentally and socially acceptable products in Germany is still very low. This is reflected by the annual per capita consumption in Germany of 5 Euros. Switzerland is the world leader with 33 Euros per capita (HAHN / HERRMANN 2012).

Forum Fairer Handel (2012) points out that the most important Fairtrade products for the German market are coffee (2011 8,800 tons), Fairtrade organic bananas (2011 11,862 tons), fair traded fruit juice (2011 5,681 million litres), Fairtrade tea (2011 217 tons) and chocolate (2011 1,138 tons). In 2011, German consumers bought more than 80 million Fair Trade flowers for a total of almost € 30 million.

6. South Africa as a tourist Destination for Germans

South African Tourism (2013) states that Germany is a very important market for South Africa. Statistics show that Germany has been the only European core market that has showed consistent growth since 2009. After the USA and UK, the largest group among arriving outbound tourists are Germans. In 2011 there were 235,774 German tourists registered and in 2012 there were 266,333.

Over half of the German travelers to South Africa are in the age group of 25–44 years. Nearly two-thirds of the German travellers to South Africa are males. Around 60% of German travellers to South Africa are professionals. In 2008, most of the travellers came from the cities of Frankfurt, Munich, Berlin and Hamburg. A majority of German travelers visit South Africa for holidays. German travelers usually visit South Africa with their partner or alone. The proportion of German visitors traveling alone increased further during 2003 - 2008.

Most German travelers stay in South Africa for a period of 13 to 14 days directly corresponding to the average of 13.7 days (FUR 2013). German leisure travellers prefer to buy packages, purchased through travel agents, while they book independent packages directly with airlines via internet and accommodation providers. Visiting natural attractions and experiencing wildlife are the most common activities of German travelers in South Africa. Scenic beauty and wildlife-experience are the most common reasons for satisfaction among German travelers to South Africa. A majority of German pleasure travelers to South Africa, prefer to stay in paid accommodations. South African Tourism (2010)

7. Responsible Travel

Sustainability has become more and more important for the tourism industry: both in supply and demand. According to the FUR (2013), 40% of the German population ask for environment-friendly holidays (last year: 31%). Social sustainability of holidays is important for 46% of the population.

On the one hand, the importance of sustainability in the tourism sector, context is based on the fact that natural and social resources such as landscape, flora and fauna, local culture, traditions, etc. are essential input factors for a successful tourism. But on the other hand, tourism often endangers these resources. In the worst case scenario, self-destruction by tourism can be a consequence. Therefore, tourism cannot only use these resources; it has to manage them carefully.

Currently a majority of consumers remain unwilling to pay more for sustainable holidays. That being said, there is an attractive niche group that is actively interested in booking a "sustainable" trip, to which a high proportion is found in emerging markets.

According to a study Lucerne University of Applied Sciences and Arts Study, directed by Wehrli et al. (2011), in general, tourists are well informed about the important aspects of sustainable tourism. Interestingly, there is a balanced perception about the relative importance of ecological, social and economic topics. In other words, people see the role of environmental protection, involvement of local communities and their cultures, and issues such as locally-sourced products and jobs as equally important within sustainable tourism.

This same study by Wehrli et al. (2011) also shows that sustainability is ranked as seventh amongst the important factors[5] that influence the decision making process to book a holiday for the German population (as in the ranking over all countries[6]).
However, sustainability is among the top three influencing factors for 16.8% of the respondents. Interestingly, local culture is ranked first and price only sixth, which differs greatly from the average among all the countries.

This makes the German case a very special one. The second most important factor for Germans in this ranking is weather / climate and in third place, landscape. In the ranking among all countries weather / climate is the most important, followed by price and accessibility to and from the destination.

The study also discusses the advantages and disadvantages of voluntary versus obligatory surcharges on holiday prices to finance compensation of CO**2** emissions. In 2012 the second most important transportation medium (37%) was the aircraft (FUR 2013) and that every day, worldwide air traffic causes emissions of about 2 million tons of CO**2** (Hahn/Herrmann 2012, 271).

Wehrli (2013) and his team point out that currently the most favoured option is an "opt-out" (54.3%, Germany 49.2%), which means that consumers would have to specifically opt out of paying a CO**2** surcharge rather than choosing to "opt in" (14.3%, Germany 9.4%) by paying an additional voluntary fee to compensate for their CO**2** footprint. It is interesting that Germans vote with 41.4% (clearly above the average of 31.4%) for an obligatory integration of compensation in the product. Mr. Geoffrey Lipman[7] took a more forceful line at the ITB 2012, saying that "offset options" are like "moving the deckchairs on the Titanic", furthermore he claimed: "People will not pay until there is a price for CO**2**. We have to include it in the holiday price." (cf. IPK International 2011).

As mentioned above, Wehrli et al. (2011) define five different groups of tourists with respect to sustainability: the balanced type, the sceptic type, the socio-economic type, the localised type and the ecological type. 34.2% of the German respondents are familiar with sustainable tourism products. This correlates with the average among all analysed countries. Germany is below average regarding the share of travelers who have already booked a sustainable tourism product with only 14.5% already having booked such a product.

[5] Factors that influence the decision to book a holiday are: local culture, weather / climate, price, landscape, accessibility to and from the destination, food, sustainability, local activities (sports, excursions, etc.).
[6] Germany, England, USA, Switzerland, Russia, Indonesia, Sweden, Brasilia
[7] Mr. *Geoffrey Lipman is the ex-WTTC chief and now head of the greenearth travel organisation.*

Perhaps booking a fair or sustainable offer is not that easy yet. This is what Rushmore (2013), director of Responsible Travel at TripAdvisor[8], presented at the 3rd Annual Symposium of the Global Partnership for Sustainable Tourism in March 2013 in Bonn, with the first results of a representative survey. She pointed out that 71% of TripAdvisor-consumers are interested in choosing a sustainable offer. Further she analyzed in this survey, that 70% of consumers do not yet know how to seek sustainable offers and 60% say that it is complicated to find them. 50% are sceptical of the marketing collateral in respect to if sustainability. They are sceptic and suppose greenwashing. The TripAdvisor survey also shows that 25% of respondents found that there was too little sustainability information on the websites of travel agencies.

Rushmore (2013) sums up that TripAdvisor is very important for young customers that are new media conscious, as it invites them to give their opinion and to learn of customer-experiences. This could be a chance to improve the quality and the sustainability of travel products.

8. Experience of German Tour Operators with Fair Trade Tourism

The development of fair travel options is being followed with interest by a number of German tour operators.

An interview with Mrs. Thomas, 1st Chair of forum anders reisen, also shows scepticism. Currently only one German tour operator (SKR-travel) has a fair travel offer in his portfolio. Mrs. Thomas, who speaks for **a&e erlebnis: reisen Hamburg** says that it isn't really feasible yet to include fair travel options into the programme.
At the moment, the supply of potential fair travel components is still very limited and relatively expensive. According to Thomas (2013), this could change in the future, because in the KAZA-project, the largest cross-border nature reserve in Africa, sustainable tourism development is getting up to speed. KAZA, stands for Kavango and Zambezi, two African rivers. The catchment area joins a number of cross-border national parks, reserves and protected areas. With this project five African countries (Zimbabwe, Botswana, Angola, Zambia and Namibia) aim for sustainable development and nature conservation through tourism (BMZ 2011). The tour operator a&e erlebnis: reisen Hamburg, who is offering group and individual tours to Namibia, actually develops together with the WWF fair tourism offers in Namibia. In this context arising products could probably be offered in future by a&e erlebnis: reisen Hamburg (Thomas 2013).

[8] TripAdvisor is the world's largest travel site, enabling travelers to plan and have the perfect trip (http://www.tripadvisor.de/).

Müller (2013), interviewed at the ITB[9] in March 2013, believes that fair trade in tourism is not yet a buying criterion. In the beginning, the "South Africa Garden Route" earned a lot of publicity. The first pilot-offer was very successful and tourists gave excellent feedback. He said that the problem is the supply. Actually, the hotels of the Garden Route are almost exclusively high-priced luxury hotels, but the target group doesn't want this kind of accommodation, they are looking for small family hotels or lodges. Demand and supply needs to be better harmonised in future. Müller (2013) sums up four fundamental points:

- It is important for tour operators to have access to a portfolio of certified hotels, which means luxury, middle class, family-hotels and lodges etc.
- It is essential that Fairtrade International (FLO) and FTTSA work together to establish the well known and trusted Fairtrade label in the travel sector.
- It is necessary to simplify the certification process for the participating businesses in the touristic supply chain.
- It is recommendable to intensify cooperation with bigger tour operators like for example with FTI (DerTour).

Thomas Müller is one of the directors of SKR-travel, which offers the first fair-trade travel option in Germany, the "Gardenroute Fair & Fine / Fair Trade" (www.skr.de).

9. Summary / Recommendations and behaviour change or the power of consumers

The consumer segmentation results demonstrate, as Wehrli (2013) said "sustainable tourism products are only interesting for suppliers as niche products. But they could be part of a successful differentiation strategy in order to gain additional market shares."

The currently existing fair trade travel offer in South Africa has not been adapted to the right target group nor has it been commercialised to the target group. There is currently a limited and relatively high-priced offer, which is not communicated to the correct target group that could afford it (Performer, Liberal Intellectuals). In other words, the existing offer addresses the wrong target group for which the offer is still too expensive or not suitable (socio-ecological, liberal intellectuals). It is therefore very important to decide which type of tourist should be approached with the offer. And finally the product always should be designed according to the chosen target tourist type.

The elaborated consumer profiles provide recommendations to develop pertinent target group orientated offers and to communicate these products, adapted to the particular target group.

[9] ITB Berlin - the world's leading travel trade show

The highlighted Sinus Milieus are significantly different and therefore each will require an individual communication strategy. The experience of SKR travel proves this. In terms of target group, efficient communication future trends should be guided by the different consumer needs. Three of the elaborated target groups are conscious to IT and new media, two of them very interested and using them.

The range of new media is vast. There are blogs, interactive websites, digital newspapers, books, and magazines or forums to create, share, and exchange information and ideas in virtual communities and networks. In addition, social media like Facebook, Twitter, social blogs, microblogging, wikis, social networks, podcasts, video, rating and social bookmarking can be used for creative participation and community formation around travel issues. In combination with branding initiatives and creative new business models, business companies could establish appropriate strategies to communicate the product according to the targeted tourist type.

New and social media are the most useful instruments to find interactive consumer feedback. To improve sustainable consumer behaviour in our society, companies should use **consumer collaboration** more. Two of three (67%) of all participants of the representative study BBMG, GlobeScan and SustainAbility (2012) are interested in sharing their ideas, opinions and experiences with companies to help them develop better products and create new solutions. Consumer collaboration can be an important driver of sustainability by uniting experts and consumers in generating smarter ideas and solutions because they represent both the makers and users of the products. In this way, new opportunities can be uncovered to bridge the gap between consumers' aspirations and their actions (Oswald 2013).

At the discussion at the 3rd Annual Symposium of the Global Partnership for Sustainable Tourism in Bonn (2013) – it was said "if it isn't necessary to over think the usage of the term growth" - indicating that it is recommendable to rethink our economic system. There are some new concepts. An interesting one is that the post-growth economy as an economic system that supplies human needs not on the basis of economic growth and but rather be characterised on degrowth. This means, among other things, that we all ..."could help articulate a new "social language." This new language would rely largely on inner growth and improved social contexts as a means to well being, rather than material goods and individual purchases."... (Thorpe 2009). In other words, buy less, share and DIY more.

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