

## Module 7 Sustainable and responsible tourism

### Overview

To evaluate the triple bottom line performance of a business, you have to look at the financial and broader economic, environmental and social behaviour and impact. This is what responsible tourism is about. South Africa has minimum responsible tourism standards in place to determine whether businesses are responsible or not. Visitors also need to be informed of good practice and businesses should develop a code of conduct for this purpose. A possible benefit of responsible tourism practices is increased market share as a result of attracting more environmentally conscious tourists. Fair Trade in Tourism South Africa (FTTSA) is a South African organisation that certifies responsible tourism businesses and promotes sustainable practices in the tourism industry.