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"Fair Trade in Tourism South Africa (FTTSA) welcomes the establishment of this new website [www.fairunterwegs.org](http://www.fairunterwegs.org), as we believe this marks an important step towards improved market access for small-scale tourism suppliers in developing countries.

In South Africa the success of small and medium tourism enterprises, including community-based tourism initiatives, is critical given the fact that tourism plays such an important role in our national economy.

This support includes training, product development and marketing, however unless new products can be matched to the market, tourism will remain a "missed opportunity" for the vast majority of South Africans.

This is where organisations like "arbeitskreis tourismus & entwicklung" can make a difference: the "fair unterwegs"-website will enable listed products to communicate directly with consumers and tour operators, and will simultaneously encourage the Swiss travelling public to make more informed and more responsible purchasing decisions.

FTTSA has a long-standing mutually collaborative relationship with "arbeitskreis tourismus & entwicklung", and we congratulate them on this important new initiative."

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