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ZARA TANZANIA ADVENTURES SUSTAINABILITY POLICY

Since 1986 Zara Tanzania Adventures formerly known as Zara Tours has been serving thousands of tourist in Tanzania and East Africa. We are Tanzania's most trusted Kilimanjaro outfitter and the leading tour operator.

Our Vision

Our Vision is to become African's best tour operator, by providing exceptional, unforgettable, safe, sustainable and high quality tour services.

Zara Tanzania Adventures as a strong advocate of sustainable tourism development, we focus on responsible travel and sustainable tourism by incorporating community projects in collaboration with Zara Charity to reduce climatic change impacts and enhance community economic development.



OUR MISSION STATEMENT

“Our mission is to provide quality sustainable tour services and support the global movement of sustainable tourism by ensuring local community development and environmental sustainability. We aim at minimizing negative impacts of climatic change and being an active contributor to our local community economic development as well as environmental conservation and sustainability”

In an effort to practice and promote sustainable tourism, the company has formulated a Sustainability policy that is going to guide all our operations.



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The policy has been divided into 11 themes that cover the company's operations and relationships with clients and partners. Each theme presents principles and practical actions accordingly:

1. Internal management: social policy & human rights

We commit to sustainable internal management, by promoting and providing a safe and supportive environment for our staff. And complying with all national legislation, regulations and codes of practice.

We commit to this by having a clear and well-communicated social policy by:-

- Granting employees the freedom of employment and contract termination with advance notice;
- Including labor conditions according to national labor law and a job description in the employment contract;
- Granting employees fixed paid yearly holiday and sick leave and unpaid annual leave allowance;
- Having health and safety policies for employees which complies to national legal standards;
- Having first aid sets and trained staff available at all relevant locations, especially to guides;
- Obeying to national Child labor policy concerning Minimum Age for Admission to Employment;
- Having health and safety policies for employees which complies with national legal standards.
- To prohibit discrimination regard to recruitment, conditions of employment, access to training and senior positions, or promotion in terms of gender, race, age, disability, ethnicity, religion/beliefs, or sexual orientation.



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2. Sustainability Management & Legal compliance

We commit to sustainability management and compliance with aim of reducing negative social, cultural, economic and environmental impacts of the company's activities and promote sustainability tourism.

We commit to this by:-

- Having a sustainability mission statement that is communicated to customers, partners and suppliers;
- Having an accessible and written sustainability policy that aims for a reduction of the negative social, cultural, economic and environmental impacts of the company's activities; and includes employee related health and safety aspects;
- To have an appointed employee responsible for sustainability tasks;
- Collaborating and actively being involved in external forums and working groups which are supportive to sustainability in tourism;
- Conducting a baseline assessment of the company's performance on sustainable practices;
- Having sustainability guidelines and assessment system in place to identify the sustainability performance of key suppliers/partners;
- Having a sustainability action plan with clear targets, actions, measures, responsibilities and time planning;
- Developing documented procedures to monitor and evaluate the implementation of the sustainability policy, objectives and targets;
- Ensuring that all staff are fully aware of our Sustainability Policy and are committed to implementing and improving it.



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3. Internal Management: Environmental Responsibility and Community Relation

We commit to practice environmental protection and enhancing community relations by practicing sustainable practices in all our operations.

We commit to this by:-

- Actively reduce the use of disposable and consumer goods;
- Actively favor purchase and use of sustainable goods and reduce usage of disposable and consumer goods to reduce waste production;
- Purchasing products in bulk to reduce the number of packaging materials;
- Set copy and printing machines by default to double-sided printing or other forms of paper-saving modes;
- Print brochures on environmentally friendly paper, with a printing company that works with a certified environmental management system, if locally available at reasonable costs;
- Develop and implement a solid waste reduction and recycling policy, with quantitative goals;
- Comply with national legislation of wastewater treatment, which should be reused or released safely;
- Maintain and properly check motorized company vehicles to reduce emissions and energy use and ensure they comply with the legal emission standards;
- Provide periodic guidance, training and/or information to all staff members, about their roles and responsibilities with respect to internal environmental practices;



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- Comply with land use, zoning and protected or heritage area laws and regulations; when planning, designing, constructing, renovating, operating or demolishing company buildings and infrastructure;
- Contribute to the protection and preservation of local historical, archaeological, culturally, and spiritually important properties and sites, and not impede access to them by local residents.

NB: For detailed Environmental Responsibility practices are clearly stated in Zara Tanzania Adventure Internal Environmental Management Policy.

4. Partner Agency

We commit to Creating awareness of our partners through our various operations.

We commit to this by:-

- Keeping a list of the sustainability practices of partner Accommodations and agents;
- Emphasizing working with companies that truly implement sustainability in their tourism policy;
- Having a written contract with partner agencies;
- Ensuring that partner companies comply with all relevant national laws protecting the rights of employees;
- Having a cooperation contract including an annex of the national code of conduct for local partners to encourage their practices towards sustainability;
- Informing key partners on the Travelife and national tourism Standards;



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- Raising awareness among key partners on sustainable consumption by organizing (online) campaigns and training;
- Including clauses in the partner contracts that enable contract partners to end the contractual agreement prematurely if the partner company does not take adequate measures to prevent the sexual exploitation of children within the direct supply chain.

5. Transport

We aspire to plan safari tours and holiday itineraries that foster sustainable tourism and not causing more than average pollution without minimizing service quality. We believe that transport is an important aspect of sustainable tourism, and we do our best to decrease the average pollution level through:-

- Selecting the most sustainable options considering price and comfort when selecting transport options to the destination;
- Considering and giving preference to more sustainable alternatives when selecting transport options for transfers and excursions in the destination, taking into account price, comfort, and practical considerations;
- Integrating and/or promoting one or more sustainable holiday products/packages based on a recognized methodology, including sustainable transport, sustainable accommodations, and sustainable activities.

6. Destination

We commit to leave minor footprints and maximize positive impacts in destination we are operating and enhance sustainable development.



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We commit to this by:-

- Consider sustainability aspects in the selection process of new destinations and possibly offer alternative, non-mainstream destinations;
- Support biodiversity conservation, including protected areas and areas of high biodiversity, through financial contribution, political support, and integration in product offers;
- Consider the destinations that support sustainable practices and have an open and accountable tax system that help to maximize the local economic benefits of tourism;
- Not selecting destinations in which tourism leads to structural negative local effects, (unless the company's involvement results in clear counter balancing effects);
- Consider selection of new destinations, which are reachable through more sustainable means of transport;
- Comply with legally based spatial planning, protected areas and heritage regulations. Also with destination management strategies of local, regional and national authorities;
- Support initiatives that improve the relationships between accommodations and local producers;
- Influence and support local government (when possible, together with other travel companies and stakeholders) concerning sustainability, Destination planning and management, use of natural resources and socio-cultural issues;
- Not promote souvenirs which contain threatened flora and fauna species or historic and archaeological artifacts (except as permitted by law).

7. Sustainable Accommodation

We aspire to achieve a tourism supply chain that is fully sustainable by motivating and encouraging partner accommodations to follow best practices on responsible tourism.

We commit to this by:-

- Selecting accommodations that comply with sustainability and quality standards with a particular focus on the following items:
 - ✓ Do they have a signed sustainability contract?
 - ✓ Do they have a water-saving program?
 - ✓ Do they have an energy-saving program?
 - ✓ Do they have a waste management program?
 - ✓ Do they have a sustainable supply chain?
 - ✓ Do they have a child protection policy?
 - ✓ Do they train employees in Health & Safety?
- Giving preferences and selecting accommodations that are locally owned and managed;
- Selecting accommodations that gives preferences and employ local communities.
- Encouraging partner accommodations to become sustainably certified;
- Giving clear preference to accommodations that work with internationally acknowledged (e.g., GSTC recognized) and/or Travelife certification;
- Including standard sustainability clauses in all contracts with accommodation providers that focus on child labor, anti-corruption, bribery, waste management, and protection of biodiversity;



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- Having a clause in contracts throughout the value chain stating a common repudiation and zero tolerance policy of sexual exploitation of children;
- Ensuring that through our accommodation supply chain, the rights of children are respected and safeguarded;
- Having a clause dedicated aspect in their contract that enables the travel company to end the contractual agreement prematurely if the accommodation supplier does not take adequate measures to prevent the sexual exploitation of children;
- Working with accommodations and restaurants that incorporate elements of local art, architecture, or cultural heritage; while respecting the intellectual property rights of local communities;
- Terminating cooperation with accommodation in case of clear evidence that contracted accommodations jeopardize the provision of the integrity of basic services such as food, water, energy, healthcare, or soil to the neighboring companies.

8. Excursions and activities

We aim at tours operations that leaves minor footprints, by safeguarding the authenticity of the communities and the natural environment, and are strongly against harming wildlife and polluting the environment.

Zara Tanzania Adventures as excursion providers take environmental, social, and economic impacts into account when designing our tour operations.



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We commit to this by;

- Ensure excursions take place in the most positive way possible and to the best benefit of local people and cultural and natural heritage;
- Abide with Tanzania National Parks code of conduct as well as briefing clients regarding this conduct before and during tour;

The Tanzanian National Parks code of conduct including the following rules

- ✓ Listen to the advice of the tour guides who are familiar with the conditions of the National Park;
 - ✓ Leave the park undisturbed (Do not leave things behind, do not take things with you);
 - ✓ Follow the official routes/trails only when walking in the National Parks;
 - ✓ Do not disturb the wildlife by driving too close to them;
 - ✓ Do not disturb the wildlife by making unacceptable noise;
 - ✓ Do not pick flowers or destroy vegetation;
 - ✓ Do not exceed the 50km/h speed limit;
 - ✓ Do not bring pets or firearms into the National park.
- Having an inventory of environmentally or culturally sensitive excursions which are offered in each destination;
 - Having skilled and/or certified guides to guide our guests in sensitive cultural sites, heritage sites, or ecologically sensitive destinations;
 - Briefing our clients before tour and advising them on behavior standards during excursions and activities with a focus on respecting the local culture, nature, and environment;

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- Not offering any excursions that harm humans, animals, plants, natural resources such as water and energy, or being socially/ culturally unacceptable;
- Not offering any excursions in which wildlife is held captive, except for properly regulated activities in compliance with local, national, and international law;
- Not being involved with companies that harvest, consume, display or sell wildlife species;
- Promoting and advising our clients on excursions and activities which directly involve and support local communities by purchasing services or goods, traditional crafts and local (food) production methods, or visiting social projects;
- Promoting and advising our guests on excursions and activities which support local environment and biodiversity such as environmental protection projects, such as Tree planting project.

9. Tour leaders, local representatives and guides

We aim at involving and supporting as many locals as possible in our various operation by employing them in the tourism such as tour guide and porters. We stand for a fair and safe working environment that supports and respects local communities.

We commit to this by:-

- Giving preference to hire local tour leaders, local representatives, local tour guides, porters, drivers, cooks, and other local staff;



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- Ensuring that our tour guides, hosts, and other employees under contract are qualified and trained regularly;
- Ensuring that our local partners comply with all applicable international, national, and local laws and regulations, industry minimum standards, and any other relevant statutory requirements, whichever are more stringent;
- Training our employed tour leaders and local representatives in the work against the sexual exploitation of children. This will include training on how to check the requirements concerning the exclusion of child abuse;
- Ensuring that our local employees are informed on relevant aspects of our sustainability policy and comply with it through newsletters, references, or supplements to contracts, emails, or training and information sessions;
- Having our tour leaders, local representatives, and guides inform clients on relevant sustainability matters in the destination (e.g., protection of flora, fauna, and cultural heritage, resource use), social norms and values (e.g., tips, dressing code, and photography) and human rights (e.g., sexual exploitation).

10. Customer communication and protection

Zara Tanzania Adventures continues to operate in a professional and dedicated manner as customer welfare and information are very important to us. And we ensure maximum protection to our clients.

Prior Client Booking, we commit to this by:-

- Making a company guideline available for client consultation, which is followed by client advisors;
- Ensuring that customer privacy will not be compromised;



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- Complying with relevant standards and voluntary codes of conduct in marketing and advertising messages, and not promise more than is delivered;
- Making product and price information clear, complete and accurate, with regards to the company and its products and services, including sustainability claims;
- Providing destination information, including sustainability aspects, which is factually correct, balanced and complete;
- Informing clients about the environmental impact of different transport options to reach the destination (in case these are not included in the package), and to offer sustainable alternatives, where available;
- Promoting (Certified) sustainable accommodations, excursions, packages and/or transport options, with logos or other messages; ensuring they are recognizable to consumer and presented as the “better” option;
- Inform the customer about sustainable alternatives concerning accommodations, excursions, package holidays and transport options, if available;
- Clearly inform (potential) direct customers, about sustainability commitments and actions.

After Booking, We commit to this by:-

- Providing Information to consumers about the natural surroundings, local culture and cultural heritage in the holiday destination;
- Informing consumers about key sustainability aspects and issues in the destination and receive recommendations on how to make a positive contribution;



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- Informing customers about risks and precautions related to health and safety matters in the destination;
- Keeping a contact person and a telephone number permanently available for emergency situations;
- Training personnel and keep guidelines available, on how to deal with emergency situations;
- Providing clients with documented guidelines and/or codes of conduct for sensitive excursions and activities, in order to minimize negative visitor impact and maximize enjoyment;
- Providing customers with information about commercial, sexual or any other form of exploitation and harassment, particularly of children and adolescents;
- Informing clients about applicable legislation concerning the purchasing, sales, import and export of historic or religious artefacts and articles containing materials of threatened flora and/or fauna in the destination;
- Motivating clients to use local restaurants and shops (where appropriate);
- Informing clients on sustainable transport options in destinations, when feasible;
- Encouraging clients to donate to local charity and sustainable initiatives.

After Client Holiday with us, we commit to this by:-

- Measuring systematically client satisfaction and take into account the results, for service and product improvements;
- Including sustainability as an integral part of the research into client satisfaction;
- Having clear procedures in case of complaints from clients.



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11. Purchase policy

We aspire to purchase all products or services in a manner that protects human health and the environment, fiscally responsible, and promotes social equity, business opportunities and other economic benefits to the community. This policy applies to all departments and employees, vendors, contractors.

We commit to practice sustainable purchase through considerations related to the respect of labor and safety standards in the production process, the energy efficiency performance, the lifecycle of the product, etc.

ACT RESPONSIBLE! PROMOTE SUSTAINABILITY! SAVE TOURISM SECTOR!