

Internal Staff Circular: Reinforcing Our Sustainability Commitment

Dear Team,

At Zara Tanzania Adventures (Zara Tours), sustainability is not just an external promise but an essential part of our daily operations and core values. As a key player in Tanzanian tourism, we have the responsibility to ensure that our actions contribute positively to the environment, empower local communities, and honor the cultural heritage that enriches our experiences.

Our Core Principles:

Environmental Stewardship: Protecting the breathtaking landscapes of Tanzania, including Mount Kilimanjaro, national parks, and Zanzibar's coastlines, is fundamental. We are committed to conservation efforts that reduce our ecological footprint.

Community Empowerment: We support the growth and development of local communities through educational initiatives and economic opportunities, fostering long-term sustainability.

Cultural Respect: We engage respectfully with local traditions and cultures, facilitating authentic and enriching interactions for our travelers.

Sustainability Education: Sharing our knowledge of sustainable practices with clients and partners is essential. We believe that education drives collective action and progress.

Key Sustainability Actions We Support:

* **Environmental Projects:** We lead clean-up treks on Mount Kilimanjaro and organize annual beach clean-ups in Zanzibar. Our tree-planting programs in the Kilimanjaro forest help combat climate change and support reforestation.

* **Eco-Friendly Safaris:** Our tours focus on low-impact travel and the use of sustainable vehicles to minimize environmental harm.

* **Community Investments:** By supporting local schools, partnering with Maasai women's cooperatives, and assisting orphanages in Moshi, we make meaningful contributions to the community.

Our Expectations for Responsible Tourism Practices:

* Conservation-focused activities where staff and clients can actively contribute to environmental preservation.

* Comprehensive staff training to ensure everyone is equipped to promote and lead eco-friendly, responsible tourism practices.

Commitment to Continuous Improvement:

We are dedicated to continuously evolving our sustainability strategies based on feedback from clients, partners, and the communities we serve. This feedback is vital to maintaining our global reputation in responsible tourism.

Call to Action:

We encourage each of you to actively participate in sustainability efforts—whether it's joining tree-planting projects, participating in clean-up initiatives, or promoting community-focused projects. Your involvement is crucial in preserving Tanzania's natural beauty and cultural heritage.

Stay Informed:

To learn more about our sustainability initiatives or find out how to get involved, please visit www.zaratours.com.

Together, as a team, we can strengthen Zara Tanzania Adventures' commitment to sustainability and make a lasting, positive impact.

Thank you for your dedication and continued support of these efforts.

Warm regards,

Hoseana Nyingi

Sustainability Coordinator - Zara Tanzania Adventures