

AHSANTE TOURS



AHSANTE TOURS RESPONSIBLE TOURISM GUIDELINES

Ahsante Tours and Safaris Ltd is a proud member of the **Adventure Travel Trade Association (ATTA)** and **Kilimanjaro Association of Tour Operators (KIATO)**, to name a few, and we strongly abide by the values and guidelines of both associations.

ADVENTURE TRAVEL TRADE ASSOCIATION (ATTA)

The ATTA is an organization whose purpose is to nurture and professionalize the responsible and sustainable development of the adventure travel industry.

In defining our sector, we believe adventure tourism contains three main components for the traveler:

- 1) Physical activity
- 2) A connection to nature and the environment
- 3) An immersive cultural experience. As tourism is one of the largest employers on the planet, it has a major impact on peoples' economic well-being and the planet's health. Furthermore, adventure tourism is inextricably dependant on human- and nature-capital; protection and promotion of these resources is key.

The ATTA serves as a community that supports and engenders these efforts. While we believe that no organization is perfect in its actions regarding responsibility and sustainability, we affirm that it should be the intent of every organization to move towards such goals. Thus, the ATTA declares its affirmation and support of the following key issues:

TOURISM ETHICS

The ATTA affirms and agrees with the UNWTO's Global Code of Ethics for Tourism

PROTECTION OF CHILDREN

The ATTA believes in the protection of children from harmful effects of tourism and is a signatory of TheCode.org

RESPONSIBILITY

The ATTA believes in the universal standards put forth by the Global Sustainable Tourism Council (Based on the UNWTO's Global Code of Ethics for Tourism), and that tourism businesses and destinations should adopt the criteria specifically in these four areas:

- Demonstrating effective sustainable management
- Maximizing social and economic benefits to the local community and minimizing negative impacts
- Maximizing benefits to cultural heritage and minimizing negative impacts
- Maximizing benefits to the environment and minimizing negative impacts

COMMUNITY PRINCIPLES

ATTA Members — when working under the auspices as aforementioned — will treat each other and travelers with respect and professionalism and conduct business with safety, honesty and integrity.

As a community, we will seek to improve our own organization's compliance with the points noted above. As a community, we will wherever possible seek to assist other organizations and professionals within the association to achieve success, both in the pursuit of the values noted above and in business.

NOTE

Since the ATTA operates as a business network and as a community, it is important that ATTA curate the network with common values. While the ATTA is not a compliance organization, members that clearly fail to observe key values after being alerted and given a fair chance to remedy run the risk of being removed from ATTA membership.

However, it is our observation that most ATTA Members exemplify these values and in many cases manage projects that address or help fund key social and environmental issues.

THE KILIMANJARO ASSOCIATION OF TOUR OPERATORS (KIATO)

The Kilimanjaro Association of Tour Operators (**KIATO**) is an association registered in year 2003, May 23rd, with Ministry of Industry and Trade pursuant to the Companies Ordinance (CAP.212), Licensed under Section 19(1) on condition that it is limited by guarantee and not by shares.

KIATO is an association of local tourist agents based in the Northern Zone, Kilimanjaro Region in particular.

By hiring a KIATO member company for your mountain climb, you are assured that they adhere to the following guidelines:

- Proper treatment of porters and other crew
- Proper pay for porters and other crew in compliance with agreement between the concerned parties.
- The tour company will see that porters are properly clothed.
- The tour company will give proper meals, two or three meals per day.

- The tour company will make sure porters carry not more than 25kgs in total (clients' and porter's personal gear cumulative).
- The tour company will enter into contract with porters hired /engaged and should be paid shortly after return from the trip and not to be hired and paid through guide(s).
- The tour company will make sure that tips are paid by clients directly to all crew instead of giving it to office or guide(s) to distribute to the crew.
- The tour company will provide porters with transport, shelter, medication and accord park entry fees.

AHSANTE TOURS COMMUNITY & ENVIRONMENTAL INITIATIVES

As a locally-owned tour company, we understand the importance of our local communities and environment as they play an integral role in the memorable adventure experiences we create for our clients. "Giving Back" has always been an essential tenet of the Ahsante vision. For more than half a decade, Ahsante Tours has been working with overseas tour agencies and charities to construct and refurbish schools in different parts of Tanzania.

We ensure that our tour groups shop at local markets and stay in locally-owned hotels and campsites as well as using locals as head guides. Thus, we guarantee that the trip costs are injected back into the community and that Tanzanians benefit from the tourism their country generates. Below are some of our community and environmental projects we are involved in:

- Primary School Projects (Refurbishment & Renovation)
- "Say No To Malaria" Campaign (Provision of mosquito nets to rural areas with a high prevalence of Malaria)
- Tree Planting Projects (Reforestation and environmental conservation initiative in Kilimanjaro region)