



*“South African journeys that inspire hope”*

### Responsible Tourism Policy

Our focus is on local culture, the people, the environment and making a positive impact. We believe a collective consciousness is necessary for the traveller, locals, and environment to grow. In reality, responsible tourism, in a South African context, is about changing the power dynamics and making them fairer and better for all. We are audacious and optimistic in our effort to ‘right the wrongs’.

Therefore, we intentionally collaborate with those who want to be part of rebuilding an inclusive, more sustainable model that benefits all stakeholders in the tourism industry. All our tours/trips are a combination of celebrating all cultures, connecting travellers to local community experiences and bringing awareness about conservation. Travellers will enjoy the heart of the country through colourful and collaborative journeys that positively impact and empower.

### **ECONOMIC RESPONSIBILITY**

For us, tourism has the potential to address the triple challenges of unemployment, poverty and inequality through job creation. Apart from generating revenue, tourism provides economic opportunities for women and youth, supports the development of SMMEs and has the potential to foster social cohesion.

#### **We use locally owned and operated infrastructure.**

- 1. To help put profits into local hands so they can benefit directly,*
- 2. To use services developed and managed by locals*
- 3. We provide employment and business opportunities for local people.*
- 4. We raise awareness of local initiatives through our social media sites.*

## **ENVIRONMENTAL RESPONSIBILITY**

South Africa's natural landscape and scenery are unrivalled by almost any other country in its beauty. It varies from high mountains, tropical dune forests, coral reefs and long sandy beaches to large open spaces of African savannah teeming with diverse animals. It ranges from wet high forests to very arid semi-desert areas and from 'bushveld' to extensive open grasslands.

South Africa is one of the most biologically diverse environments in the world and is known for its conservation culture. Our utmost duty and responsibility are to protect these natural wonders by educating locals and guests on how to protect them.

- 1. Working in an environmentally-friendly office environment*
- 2. Our suppliers and partners are encouraged to improve environmental awareness.*
- 3. Sharing responsible travel tips with our guests in pre-departure meetings*
- 4. Source and promote a product range to minimise the environmental impact of both production and distribution.*

## **SOCIAL RESPONSIBILITY**

Our tours and travel experiences are carefully designed and are a direct effort towards the social issues of poverty, lack of good education, health and unemployment. We are compelled to support and work alongside well-governed and longstanding non-profit organisations to serve those in need. We have first-hand experience volunteering at grassroots charities. A memorandum of understanding with everyone supports our long-standing relationships with each project.

**We ask our clients to respect local customs and culture.**

- 1. We want our clients to learn about local customs and cultural practices whilst respecting local dress and cultural requirements.*
- 2. It is a practice on all tours to host and educate in English.*
- 3. Our scheduled group tours include the opportunity to eat at the home of a local family and sample local cuisine eaten in the local style.*
- 4. We provide guests with pre-trip information to ensure they understand the travel requirements of a local establishment. A local guide accompanies our scheduled group trips.*