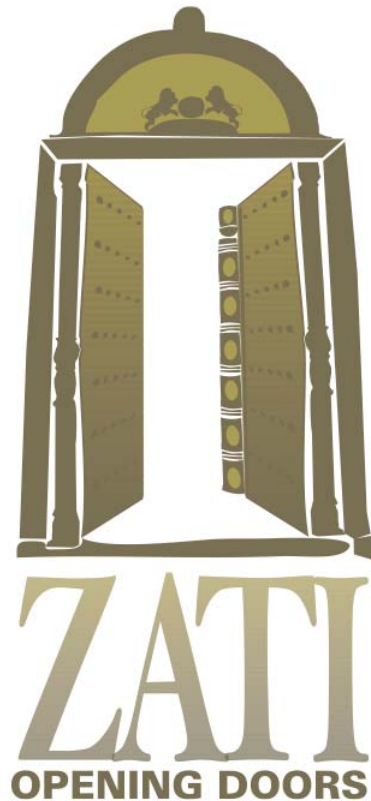


Zanzibar Association of Tourism Investors



Responsible Tourism Tanzania Seminar

Thursday 2nd June 2011 – Arusha Coffee Lodge



ZATI



MISSION STATEMENT

ZATI is a community of tourism businesses that aims to be a force for developing responsible and sustainable tourism in Zanzibar.

It provides support for its members and works in partnership with the Government to achieve this goal.

ZANZIBAR



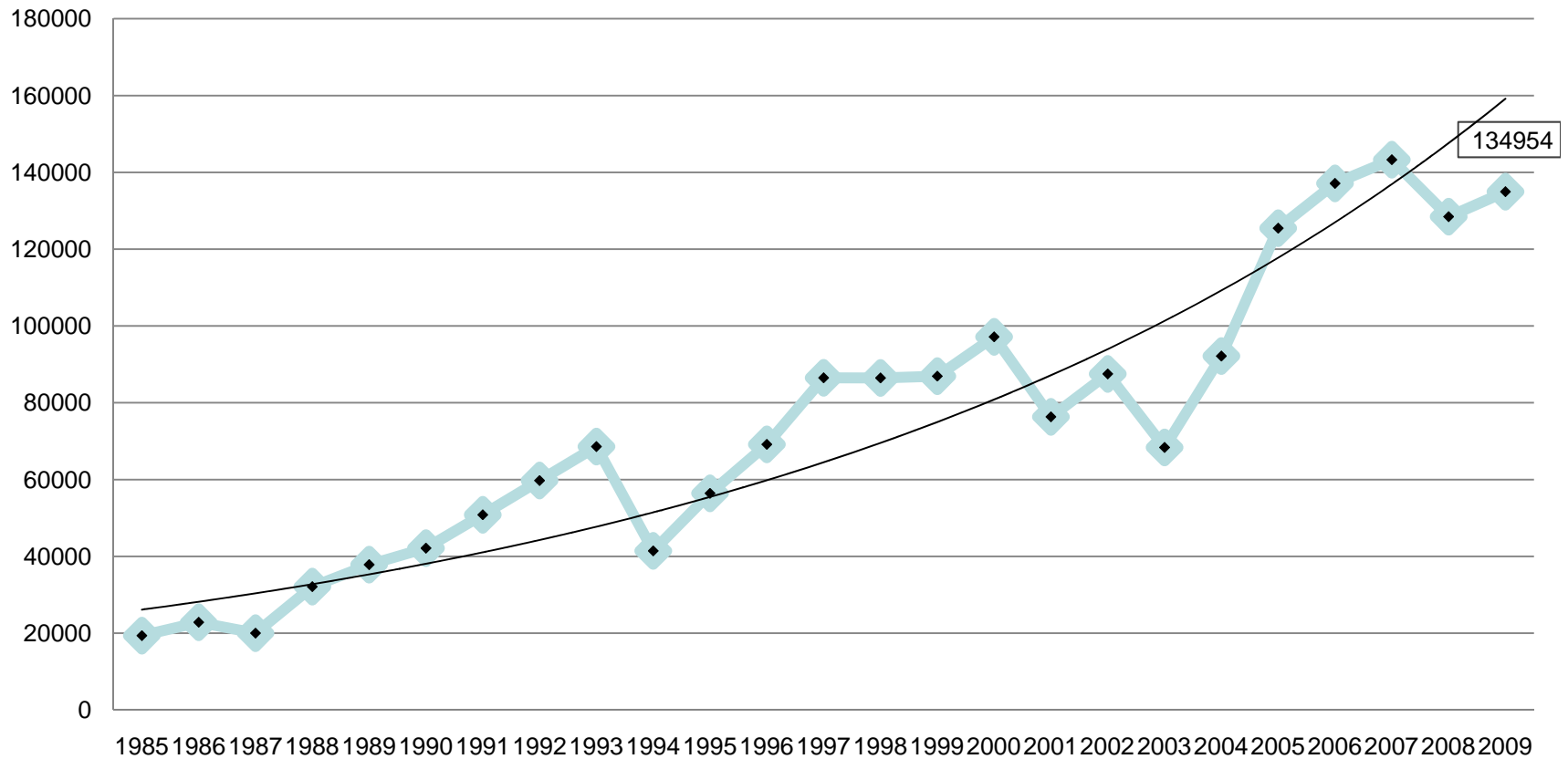
ZATI's Constitutional Aims and Objectives

To –

- ✓ **Unify and represent all the members in the tourism sector of Zanzibar**
- ✓ **Defend the rights and interest of the stakeholders in the tourism sector**
- ✓ **Act as a link between the members of the tourism sector and the Government on matters of socio-economic policies**
- ✓ **Advise and co-operate closely with the Government in formulation of policies and programmes relating to tourism industry and its promotion internally and externally**
- ✓ **Support, stimulate and catalyse socio-economic development**
- ✓ **Conduct research on socio-economic development and tourism industry and share findings with the stakeholders.**

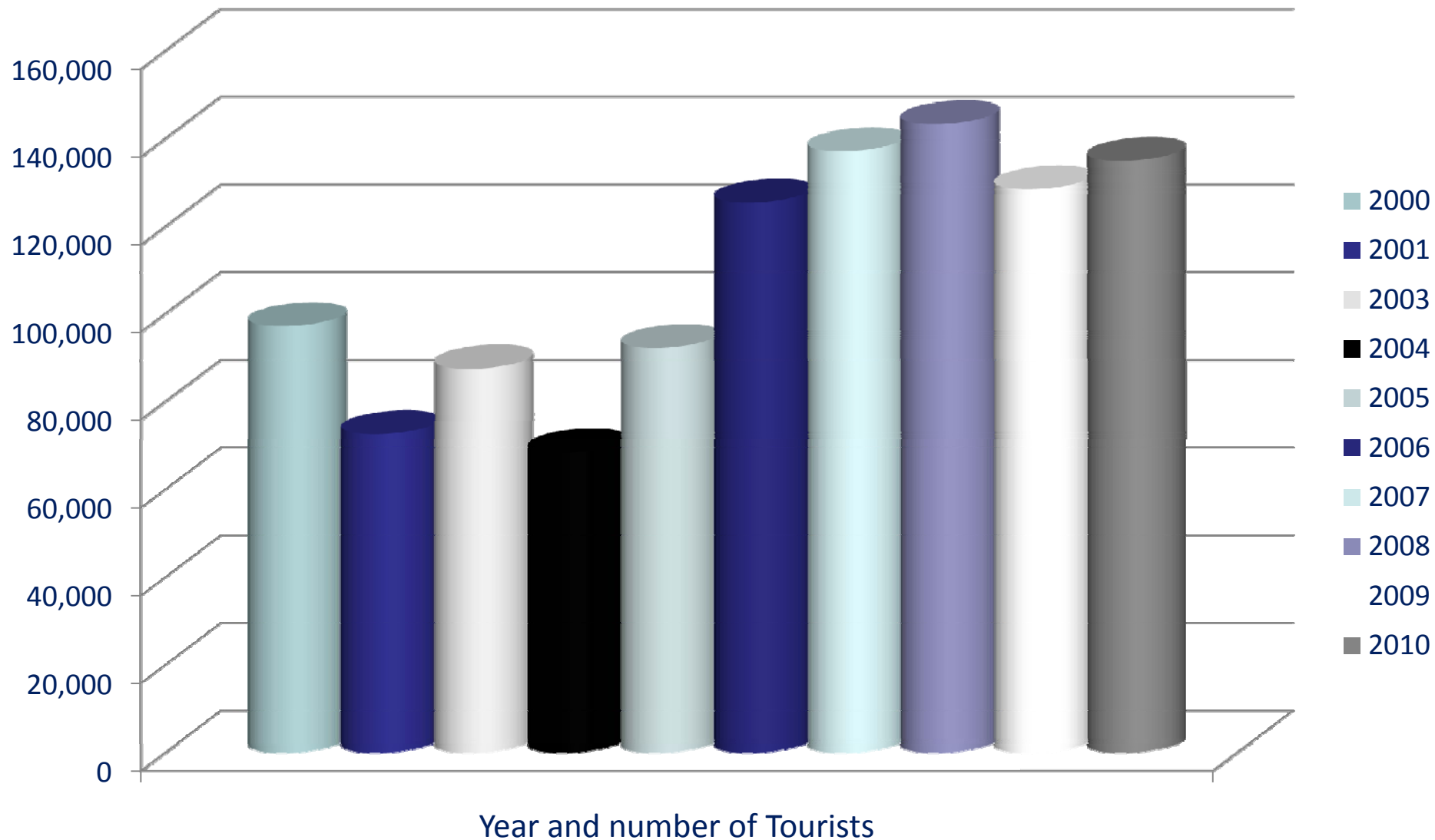
Tourism growth in Zanzibar

Direct Arrivals





10 Years of Zanzibar Tourism





The Tourism Master Plan (2003)

- Develop cultural and environmental attributes
- Maintain and improve environmental quality
- Protect cultural wealth through people, artifacts, historic and cultural associations and architecture
- Upgrade infrastructure to meet expectations and maintain a green profile
- Improve air access and associated facilities
- Tourist safety against terrorist attack and island robbery must be given the highest priority and necessary resources of policing made available.

New Zanzibar Tourism Act (2009)

- The Zanzibar Commission for Tourism's functions now include mention of 'sustainable' tourism industry, 4(b), 'promotion and developing cultural and eco-tourism'
- the bill is designed to create an 'enabling environment for promoting the tourism industry' and that business will be motivated to operate 'environmentally friendly' activities.



2009: Seven Pledges from ZATI

1. We will engender cultural awareness and respect in our staff and in our guests
2. We will operate our businesses in the most responsible, professional and enjoyable manner for our guests to Zanzibar
3. We will follow a responsible employment policy and abide by Labour Laws
4. We will educate and train our staff, supporting the needs of local people
5. We will respect the environment by following environmental policy and protecting marine and land resources
6. We will work together with and support our local communities buy buying locally whenever possible
7. We will maintain a high standard of business ethics in all that we do



What certification Programme for Zanzibar?



ZATI Members' Issues 2010:

- Services and Infrastructure: Electricity, Water, Airport, Municipal Services, Environment, Security
- Staff: The availability of Zanzibaris to take up jobs in tourism
- Supplies: Local supplies for hotels and other tourism institutions
- Selling Zanzibar – destination management for sustainable tourism

ZATI in 2009/2010..helping to promote Zanzibar as a destination

- ZATI DVD: 'Beyond the Doors'
- ZATI 'Visit Zanzibar' website
- Assistance for film crews
- Promotional material in partnership with the Commission for Tourism
- New "Destination Zanzibar package 2010 – brochure, DVD, map, website and exhibition posters.

ZATI in 2011..

Responsible Tourism Certification

84% of Expedia customers are interested in sustainable hotels and are willing to pay 5% more

59% of Travelocity customers said they would have their choice influenced by a “Green rating”

90% of Lonely Planet poll said they want “low impact” and to “add value”

ZATI in 2011



Member
Services

Recruitment
Information
Communication

WEBSITE

Advocacy

Round Table Events
AGM
Dinner Party
ZBC

Working Groups

Destination
Marketing

Public/Private
Dialogue
E-brochure
Directory
Website/etools
Exhibitions

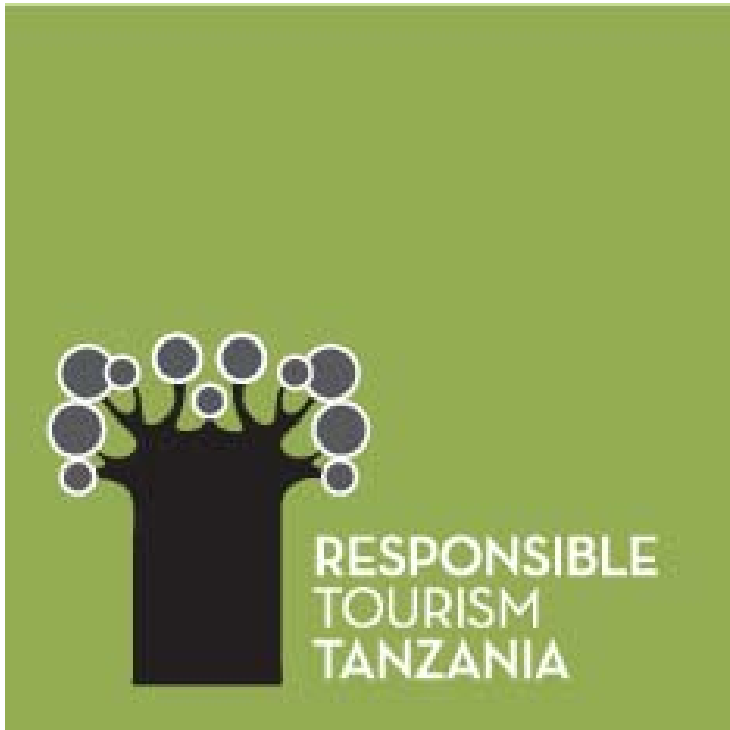
Responsible
Tourism

RTT – hotels first
Tour operators
Certification

Our Way Forward..

- LAUNCH – Connect websites. Advise ZATI hotels members.
- Take guidance from TNRF, Honeyguide and agree criteria for certification
- Present to ZCT and roll out into our membership – in 2011
- Combine awards into ZATI Dinner presentations
- Work to maximise “members” and conversions to “accreditations”

Count on Us

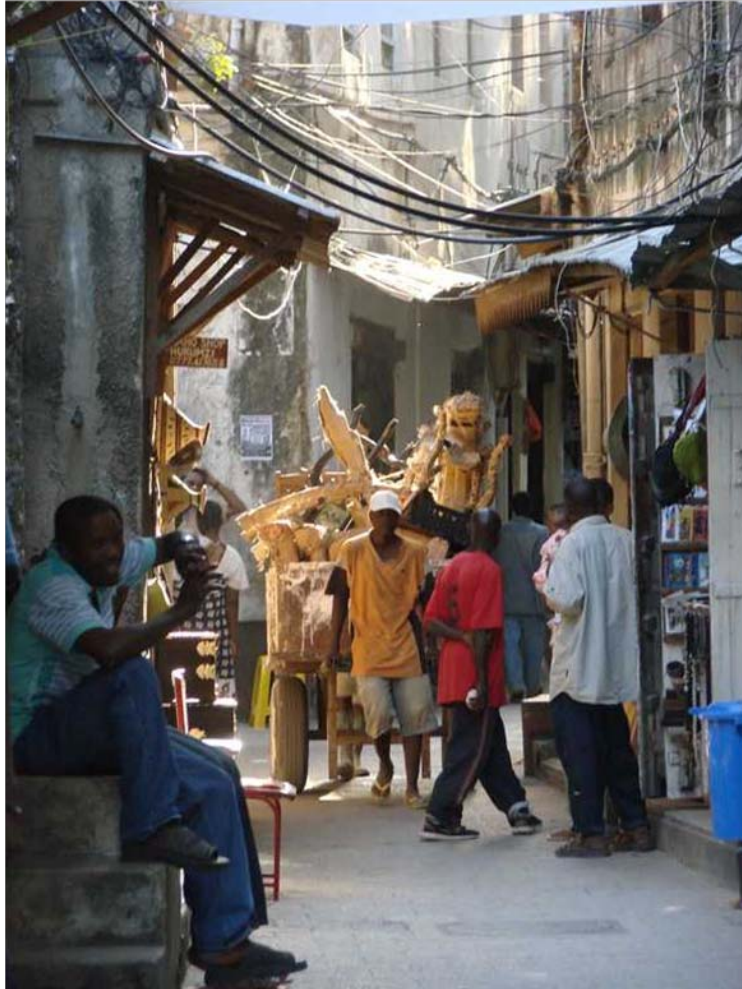


The Diverse Swahili Culture

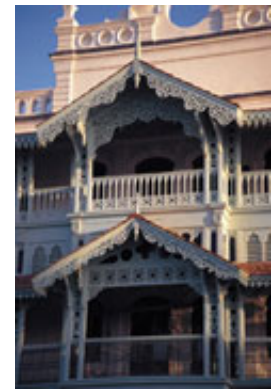




The Narrow Streets of Stone Town..



Historical monuments..



Zanzibar Festivals



Paradise Island..



Karibuni = Welcome all



Global Sustainable Tourism Criteria

- **A. Demonstrate effective sustainable management.**
- **B. Maximize social and economic benefits to the local community and minimize negative impacts.**
- **C. Maximize benefits to cultural heritage and minimize negative impacts.**
- **D. Maximize benefits to the environment and minimize negative impacts.**

International Ecotourism Standards

- (1) conserve flora and fauna
- (2) minimise construction impact
- (3) landscaping and design fit context
- (4) alternative water acquisition, low consumption
- (5) careful handling and disposal of solid waste
- (6) passive design/renewable energy sources
- (7) traditional technology/materials if possible
- (8) work with/involve the local community
- (9) programs to educate employees and tourists
- (10) contribute to local education development
- (11) environmental sewage treatment systems.