

## **CODE OF CONDUCT**

### **ETHICAL behaviour guidelines for the TEAM**



*Noreen Cichon, Managing Director & Travel Consultant of Amo Zanzibar Tours & Safari.*

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## Introductory Remarks

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We aim to offer thoughtful and therefore responsible tourism, which provides our guests with an authentic insight into the Swahili coast territory and urban country, while minimizing the negative aspects of mass tourism in terms of environmental and social degradation.

But above all, we will need to count on the strengths, knowledge and ability of our employees: people who are prepared to “go the extra mile”, and who make the vital difference between AMO Zanzibar Tours & Safari and our competitors. This is because we aim to provide our guests with an excellent service to create “perfect moments” through the outstanding enthusiasm, commitment, professionalism and integrity of our personnel.

This Code of Conduct therefore lays down minimum standards and contains suggestions how all employees can work together to observe them. The Code is intended to help in overcoming ethical and legal challenges in day-to-day working life and to provide an orientation for dealing with conflict situations. Breaches of the Code will be thoroughly investigated in the interest of all employees and of the company and the causes removed.



*Amour Suleiman Amour El-Hinawy, Owner & Founder of Amo Zanzibar Tours & Safari.*

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## Our Ethical Values

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- ▶ Behaviour with integrity and in compliance with the law
- ▶ The recognition of universal human rights principles
- ▶ Respect for other cultures and opinions
- ▶ Responsibility towards society
- ▶ Care for the environment
- ▶ Loyalty towards our company and its team
- ▶ Fair, courteous and respectful dealings with guests, colleagues, authorities, business partners and the public
- ▶ Professional behaviour and observance of the rules of good business practice and of internal and external rules, regulations and guidelines
- ▶ Protection from discrimination
- ▶ An open, transparent and constructive business style.

### **Innovation**

We promote creativity and the commitment of all employees at their workplace and are open to new ideas and solutions!

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## Scope of Application

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This Code of Conduct is applicable to the owner/founder of AMO Zanzibar Tours & Safari, the management, all employees as well as to persons who are functionally the same as employees. It also applies to all direct and indirect subsidiaries, business segments, units and areas of activity operating in cooperation under different brands or company names.

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## Observance and Reporting

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AMO Zanzibar Tours & Safari will not tolerate any evidenced violation of this Code of Conduct. Any such violation will result in disciplinary action that can extend to dismissal.

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## Conflict Situations

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All employees shall familiarize themselves with the best business practice applicable to their area of activity, and shall behave with integrity and in compliance with the law.

This Code of Conduct is intended to provide guidelines on how to behave with integrity for all employees. It cannot, however, cover all possible situations in which ethical conflicts may arise.

Should there be any serious ethical conflict with colleagues and/or the owner/founder of AMO Zanzibar Tours & Safari employees should apply common sense judgment. In doing so, they may find it useful to ask themselves:

- ▶ Are the actions I intend to take legal, and do they comply with the applicable values, internal regulations and guidelines?
- ▶ Do I have a personal moral objection with the action intended?
- ▶ Am I acting fairly, honestly and responsibly?
- ▶ Could I justify my actions to my family, my friends and my colleagues?
- ▶ Have I adequately considered alternatives?
- ▶ Have I consulted my work colleagues and/or the management?
- ▶ How would I feel if my actions were reported in the media the next day?
- ▶ Could AMO Zanzibar Tours & Safari lose guests or business partners if they found out about this?

All situations which could lead to a conflict between the interests of the company and the private interests of individual employees should be avoided. In the event of uncertainty, a discussion must be sought between the employee and the employer, in which both parties should seek to resolve the issue in good faith.

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## Corporate Social Responsibility

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AMO Zanzibar Tours & Safari strives to take constantly into full account the current and future economic, social and environmental impacts of our business. We acknowledge and live up to our responsibility to support a sustainable touristic development in the Swahili coast territory and urban country.

In order to ensure an effective management of our corporate responsibility:

- ▶ We are committed to integrate our principles of corporate responsibility in our daily operations.
- ▶ We aim to continuously improve our sustainability performance

In particular, we aim to:

- ▶ Create opportunities for our employees to thrive and develop under fair, healthy and safe conditions of employment
- ▶ Monitor our business partners in meeting the standards of the AMO Zanzibar Tours & Safari Code of Conduct and further improve their sustainability performance
- ▶ Develop and continually expand the range and offer of our sustainable products and to strongly engage with our guests in their promotion
- ▶ Minimise our carbon footprint as far as possible and foster resilience to climate change impacts.
- ▶ We strive towards a sustainable management of natural resources and the protection of their future productivity.

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## Cultural Diversity and Non-Discrimination

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The diversity of our guests and employees is an opportunity, an asset and a key component within the AMO Zanzibar Tours & Safari culture. We are proud of this diversity which we actively cultivate by not focusing on a particular market, as we believe that it enriches our company.

Diversity demands openness, tolerance and empathy from each and every one of us! We are committed to ensuring, within our working environment, that nobody is harassed or discriminated against for any reason such as their race, religion, belief, nationality, sex, age, sexual orientation or disability.

All our dealings with one another shall be characterized by courtesy, fairness, openness and respect, and all our employees shall behave accordingly. Any cases of discrimination or harassment shall be reported to the management immediately.

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## Gifts and Hospitality

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Exchanges of small gifts and hospitality are normal tokens of courtesy and friendliness between business partners and colleagues. However we don't tolerate, may they be given, offered or received with the intent or prospect of influencing decision making or other conduct. In the case of bribery, the giver will usually expect some kind of improperly favorable treatment by the recipient in return for their gift or hospitality.

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## Corruption

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Bribery and corruption are criminal offences!

A "bribe" in this context is any financial or other advantage which is offered, provided, authorized, requested or received as an inducement or reward for the improper performance of a

person's relevant function or the receipt of which is itself improper (e.g. in breach of any rules or guidelines which apply specifically to the recipient).

We do not tolerate any type of corruption or bribery, either public or private, either active or passive. As such we cultivate transparency in our dealings with all guests, business partners and authorities and honor the relevant international anticorruption standards as laid down in the "Global Compact" and in local anticorruption and bribery laws.

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## Competition

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AMO Zanzibar Tours & Safari observes the rules of fair competition. In particular, price-fixing among competitors (verbal, written or in any other form), market allocation, exchange of information and any other practices which may inhibit free competition are prohibited.

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## Handling Information

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Insider information must not be passed on without authorization to persons outside AMO Zanzibar Tours & Safari. Such information includes, for example, confidential data on financial results, trading figures or information on other business activities involving major contracts or agreements.

It is also prohibited to pass on material inside information to third parties (including family members and friends) nor use such information or secrets for any inadmissible purpose.

AMO Zanzibar Tours & Safari does not divulge any confidential information about its guests, employees or business partners unless such divulgence is required by law. Personal data may not be acquired by illegal means. Any processing of personal data must be reasonable. Any employees processing personal data should ensure that such data is correct.

The privacy of every individual shall be respected and protected!

Business secrets shall not be divulged!

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## Communications

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We are active, transparent and timely in our communications.

We are open and honest in our communications – even on sensitive issues

Our employees shall be informed as comprehensively as possible about development which affect them at AMO Zanzibar Tours & Safari and about the company's business strategy and performance. In difficult situations employees will continue to be informed fairly and with respect.

Employees are personally responsible for ensuring that their information and communication tools are used professionally and in compliance with the law and internal regulations and guidelines.

Telephone, Internet and e-mail correspondence is considered business-related correspondence and should primarily be used for business purposes. Access to, the dissemination of and the storage of data which is of an illegal, immoral, offensive or degrading nature are forbidden.

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## Use and Protection of Company Property

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All employees shall exercise due care and responsibility in their use and handling of AMO Zanzibar Tours & Safari furnishings and installations and of other company property.

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## Contact Details AMO Zanzibar Tours & Safari owner/founder

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## Applicability and Entry in to Effect

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The AMO Zanzibar Tours & Safari Code of Conduct came into effect on 1st August 2019 and wasn't yet revised. This current version has been approved by



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Amour Suleiman Amour El-Hinawy  
Owner & Founder of AMO Zanzibar Tours & Safari



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Noreen Cichon  
Managing Director & Travel Consultant