

Name of the speaker:

Khamis Rashid

Organisation:

Colors of Zanzibar

About you

Include here a short biography/presentation of the speaker or presenting organisation. In 3rd person. Max. 100 words.

Rashid, is the managing director of Colors of Zanzibar tours and safari company based in Zanzibar Tanzania, a DMC which provide transfers, accommodations, tours and safari. Colors of Zanzibar is the only Travelife Certified Sustainable tour company in Tanzania.

He is also the Green Destinations Ambassador and one the GD Global Leaders. Rashid has been in the 4 years CBI Tourism promotion Program and his company has grown from one man show to 10 employees within 3 years.

LinkedIn profile

If you agree to share your profile with other participants, please copy/paste your url here (optional)

<https://www.linkedin.com/in/khamis-rashid-92819018/>

Theme

Choose the theme that was attributed to your presentation from the dropdown list

Title

Insert the title for your presentation, 2 lines max.

Tourism to support local communities, culture & tradition.

Summary

Describe here the main content of your presentation. Max. 220 words

- How we created activities which touch and benefit everyone in the community. We managed to bring harmony between local and tourists.
- Establishment of NGO (ZEDIO).
- These activities have changed people life for the better living standards. We have also managed to create Jobs in the villages.
- The activities have become the leading source of other companies to create better activates which bring tourism for all.
- Other tourism suppliers come to ask for advices and how they could make changes to the society.
- Create Cooperation's with international universities.
- Challenges to keep the product to business model as we keep drifting to NGO activates.
- No Tourism Master Plan
- Online sales.