



## **TANZANIA TOURISM SECTOR SAFETY AND PROTECTION (TTSSP)**

Phone No: +255657377792/+255764774360

Email : [ttssptz@gmail.com](mailto:ttssptz@gmail.com):

P.O. Box : 1286 , UZUNGUNI ST DODOMA

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### **The Tanzania Tourism Sector Safety and Protection (TTSSP)**

The TTSSP is a key organization in Tanzania's tourism industry, dedicated to ensuring the safety, security, and well-being of tourists. It is a vital partner to the Tanzania Tourist Board (TTB) and other government and private sector entities.

#### **Mission and Goals**

The core mission of the TTSSP is to safeguard the rights and protection of tourists, while simultaneously raising the standards of safety and security within the entire tourism sector. Its primary goals include:

**Protecting Tourist Rights** - The TTSSP works to ensure that tourists have a positive and secure experience, and that their rights are protected throughout their visit.

**Strengthening Security** - The organization focuses on enhancing security measures within the tourism sector through close collaboration with government and security agencies.

**Establishing and Enforcing Standards** - The TTSSP sets safety and security standards for tourism businesses, from hotels and tour operators to transportation providers. Businesses that meet these standards may be authorized to use the TTSSP logo, which serves as a visible sign of their commitment to safety and integrity.

**Crisis Management** - The TTSSP plays a crucial role in coordinating a national response to any tourism-related crises, ensuring a swift and effective resolution to challenges that may arise.

**Capacity Building** - It coordinates programs to build and enhance the safety and security capabilities of various stakeholders in the tourism industry, improving overall preparedness.

**Fostering Collaboration** - The TTSSP actively promotes collaboration between the public and private sectors to create a unified approach to tourism safety and security.

### **Key Functions and Activities**

The TTSSP's work extends to a variety of practical functions that directly impact the tourist experience:

**Auditing and Compliance** - The organization conducts audits of tourism businesses to ensure they are compliant with its safety and security standards. Continued compliance is necessary for businesses licensing

**Tourist Information Center's** - In a joint venture with the TTB, the TTSSP is involved in creating new Tourist Information Center's at major entry points and attractions. These center's provide visitors with essential information on attractions, safety issues, and other services.

**Advisory Role** - The TTSSP provides ongoing monitoring and advice to both public and private sector entities to ensure a continuous focus on safety and security.

**Standard Operating Procedures (SOPs)** - It works to ensure that tourism service providers adhere to specific Standard Operating Procedures designed to maintain high levels of safety and service. Tourists are encouraged to ask their tour operators or hotels about their SOPs to ensure they are compliance with TTSSP guidelines.

### **Significance**

The establishment and work of the TTSSP demonstrate Tanzania's commitment to becoming a leading and safe tourism destination in Africa. By setting and enforcing strict safety standards, promoting collaboration among stakeholders, and providing a framework for crisis management, the TTSSP helps build trust and confidence among

international travelers, encouraging more people to explore the country's natural beauty and cultural heritage.

## **Your safety is our top priority.**

The Tanzania Tourism Sector Safety and Protection (TTSSP) is dedicated to ensuring you have a secure and enjoyable journey. To achieve this, our key priorities are:

- **Protecting Your Rights:** We work to protect and manage the rights of tourists in Tanzania, ensuring a positive and secure experience.
- **Strengthening Security:** We are committed to enhancing security measures within the tourism sector through collaboration with government and security agencies.
- **Ensuring Compliance:** We have established robust Standard Operating Procedures (SOPs) that all tourism service providers are required to follow to guarantee a high level of safety and quality service.
- **Crisis Management:** We play a crucial role in coordinating national tourism crisis management, ensuring a swift and effective response to any challenges that may arise.

Before you make any booking or reservation to travel to Tanzania, please be proactive and ask your local agent or service provider for the following:

- **Their TTSSP Standard Operating Procedures (SOPs) and proof of compliance.**
- **Their license from the Ministry of Natural Resources and Tourism.**

A crucial financial safety tip:

- Do not make any payments to a personal bank account. Always ensure that payments are made to a company bank account that is officially registered and named.

This is a vital step to protect yourself from fraudulent operators and scams. This simple step ensures that the service provider you choose—whether it's a safari company, a hotel, or a tour operator—is officially licensed and adheres to the highest standards of safety and security. We advise all visitors and tourists to ask for this information. By doing so, you help us maintain a safe environment for everyone and guarantee a worry-free and incredible experience in our beautiful country.

# Official guidelines : Use of Tanzania Tourism Sector Safety and Protection (TTSSP) Logo

The Tanzania Tourism Sector Safety and Protection (TTSSP) is dedicated to ensuring a safe, secure, and world-class tourism environment for all visitors to our beautiful country.

Our logo is more than just a symbol; it is a visible promise of our collective commitment to the highest standards of safety, security, and integrity within the Tanzanian tourism industry.

Granting permission to use the TTSSP logo is a privilege reserved for our officially recognized partners who have demonstrated and maintained full compliance with all TTSSP standards and protocols.

By displaying the logo, you are not only showing your dedication to these standards but are also helping to build trust and confidence with tourists worldwide. These guidelines are designed to protect the integrity of the TTSSP brand and ensure its consistent and proper application. We appreciate your cooperation in adhering to them.

## 1. Eligibility and Authorization

### Who can apply

- All tourism entities including Tour Operators, Travel Agencies, Hotels, and other accommodation facilities that are officially registered and licensed with Ministry of Natural Resources and Tourism and other relevant government authorities.
- Entities must be in good standing and have successfully undergone the TTSSP's safety and security audit.

### Application Process

- Submit a formal application to the TTSSP via our official contact channels.
- The application must include:
  - A copy of your valid business license(s) and certificate of incorporation.
  - A declaration of full adherence to the TTSSP Standard Operating Procedures (SOPs)

- A detailed plan outlining where and how the logo will be used (e.g., website, print materials, physical premises).
- Upon review, the TTSSP will grant a formal, time-bound license for logo usage to approved applicants. This license is non-transferable.

### Ongoing Compliance:

Approval is conditional upon continuous compliance with TTSSP safety and security standards. The TTSSP reserves the right to conduct unannounced audits to ensure ongoing adherence.

## 2. Proper Logo Display and Placement

### Integrity of the Logo

- Do Not Alter: The TTSSP logo must be used exactly as provided. Do not stretch, compress, rotate, or distort it.
- No Colour Changes: The logo must be used in its official colour scheme. Do not change its colours to match your brand's palette.
- No Added Effects: Do not add shadows, gradients, glow, or other visual effects.
- Official Files Only: Use only the high-resolution logo files provided directly by the TTSSP. Do not download or copy the logo from unverified sources.

### Clear Space and Sizing

- Clear Space: Always maintain a minimum clear space around the logo, free of any text, graphics, or other elements. This space should be equal to at least half the height of the logo.
- Minimum Size: The logo must be large enough to be clearly legible, with all elements, especially the text, easily readable. A minimum size for digital and print use will be specified in the official logo pack.

### Correct Placement:

- The logo should be displayed with dignity and professionalism.
- On Websites: Place the logo in a prominent area, such as the footer or a dedicated "Certifications" or "About Us" page.
- On Print Materials: The logo may be used on brochures, flyers, business cards, and company letterheads.
- On Physical Premises: The logo can be displayed on a decal or sign at the entrance of your hotel, office, or on company vehicles.

## Context of Use

### Purpose:

- The logo signifies that your business is an officially recognized TTSSP partner that has met and continues to maintain stringent safety and security standards.
- The logo must not be used in a manner that implies a broader endorsement of your services or products unrelated to tourism safety and security.

## Prohibited Use

- Do Not Use for Personal Gain: The logo cannot be used by individuals or for personal projects.
- No Falsification: It is strictly prohibited to display the logo if you have not been formally authorized by the TTSSP.
- No Unlicensed Use: The logo may only be used during the period of your valid TTSSP license. Upon expiration or revocation, all use must cease immediately.
- Do Not Combine: The logo should stand alone and not be integrated into or combined with your company's own logo.

## Revocation of Usage Rights

### Conditions for Revocation:

The TTSSP reserves the right to revoke an entity's permission to use the logo if it:

- Fails to comply with any of the guidelines outlined in this document.
- Fails to maintain the required safety and security standards, as determined by a TTSSP audit.
- Is found to have misrepresented its compliance status.
- Engages in any conduct that harms the reputation of the TTSSP or the Tanzanian tourism sector.

### Immediate Cessation:

In the event of revocation, the entity must immediately and without delay remove the TTSSP logo from all digital and physical assets, including websites, social media, print materials, and signage.

## Accountability and Contact

### Reporting Misuse:

We rely on our stakeholders to help us protect the integrity of our brand. Please report any unauthorized or improper use of the TTSSP logo to the official contact provided below. Email: [ttssptz@gmail.com](mailto:ttssptz@gmail.com), WhatSApp/call +255764774360,+255657377792.

Thank you for your commitment to a safer and more secure tourism industry in Tanzania. Together, we can ensure every tourist has an incredible and protected experience.

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