

## THE TRAVEL AGENCY SVETA ANA - CODE OF ETHICS

### OUR DESTINATION: CROATIA

Croatia is a country that has a good balance between human fare and the animal world. The density of population is 68 inhabitants per square kilometers.

The population is 3,9 million inhabitants.

The capital Zagreb with its agglomeration represents 1 million inhabitants. The second city Split has about 300 000 inhabitants. Croatia has a good equilibrium between urbanized and nature areas.

The best sustainable indicators are the living of bears and wolfs in stable populations. Croatia created road crossings for big animals, so the roads do not cut their paths.

There is a littoral law protecting the whole coastline from real estate pressure.

Croatia has 1191 protected areas covering around 38 % of the land and 9% of the sea surfaces, including natural parks and 783 Natura 2000 zones.

Croatia has an animal police and protects 506 species by European and Croatian laws.

Tourism represents about 20 % of the Croatian economy.

### OUR TRAVEL AGENCY: SVETA ANA

Sveta Ana was founded in 2013 with the will to do tailor-made tourism and create an agency specialized on the French speaking market. The founder Roger Schlachter has both Croatian and French roots. The basic idea is to valorize its multicultural personality. He studied urban and land planning and development strategies. For him, sustainable development is a deep conviction and no abstract notion used for money making. He began to work in tourism in Croatia as a guide. So, the agency Sveta Ana is the fruit of concrete experience, personal principles, and love for the country he is living in.

Sveta Ana is the saint protector of Poljice a small village where the company is registered in Konavle, a rural territory south of Dubrovnik. By this name, the company wants to show local commitment and valorization of traditions.

The Croatian stakeholders and international tourist companies operating in Croatia evaluate and develop touristic strategies on numbers and statistics. Mass tourism considers guests as numbers. So mass tourism seems a fatality and the only key to success. There is no global thinking.

Sveta Ana sees in every guest a human being with needs and travel as personal development. The world is not changed by abstractions and limitations but with a personal attitude and a clear vision.

We consider that a local company is a fundamental constitutive cell of the economy of a country. Economy is how a society manages the land that belongs to it and sustains for itself. The company Sveta Ana seeks a complete social and economic role, acting as a sustainable development lever and creating a microcosmos increasing the standard of living of its members.

## MISSION STATEMENT

Every guest has special needs. Only by communication, we can give him what he wants and direct him to sustainable solutions to protect the destination. Those solutions are always the most authentic ones. Tourism should always rely on a win-win relationship.

For instance, we direct tourists towards natural parcs that are managed to accord the touristic fluxes with nature. If we send tourists on other paths, we give them GPS tracks, so they are not supposed to go outside the paths with clear indications by our roadbooks.

We select our local suppliers according to their sustainable engagement by monitoring. We refuse to work with partners and guests that expect locals to work under normal working conditions and are looking for destructive activities.

Local companies and products always have a far less cost regarding the whole chain and its carbon print. We prefer structures that use local products or workers. We select restaurants and hotels according to their quality and focus on those that have a short supply network (local products).

The role of a local agency is to optimize the daily travel times, we always try to have the less time on the road and to have logical routes. The guests have more time to visit, they lose less time in traffic, and they are happier. The destination benefits of it and the guests.

We encourage sport activities without motor as hiking, canyoning, ziplines, sea kayak, diving... but always with certified partners.

We encourage the visit of a bear sanctuary and the observation of the bears in the nature. We do not encourage zoos and touristic products where animals are tamed to show themselves. No animal riding except horseback riding with professionals.

Sveta Ana seeks the most economic (i.e. less energy demanding) working process, so we developed, from the beginning on, home working solutions. Our workers use local bus od bicycle to get to work. We care about the origin of our furniture: maximizing recycling paper and energy saving solutions. We digitalize as much as possible with a tailor-made internal computer program and commercial programs so to avoid copy paste and have less paper has possible (digital brochures, digital documents, digital internal and external communication...).

Travelling with Sveta Ana is a guarantee of commitment to sustainability.

## **CODE OF ETHICS**

The best way to protect our environment is by the choices we make and have clear life principles. They can be resumed in 3 ground principles:

- Protect the destination,
- Value work,
- Create a real experience.

OUR FUNDAMENTAL CHOICE: Sveta Ana is one of the only agencies in Croatia that is entirely specialized in the French speaking market and tailor-made tourism.

We consider communication as the basis of our work. We have a vision of authentic tourism, creating a real experience and developing the destination in a win-win relation, personal and local.

### **PROTECT THE DESTINATION**

#### **RELY ON SHORT CIRCUITS**

Local partners  
Local employees  
Local products

#### **USE A LITTLE AND GIVE A LITTLE**

#### **CUSTOMER EXPERIENCE AND EDUCATION**

One good reason to do something is not enough, always try to have several reasons to do something (saying of the ancient republic of Dubrovnik). We conceive our trips in this mind: with choices to avoid traffic, minimize the itineraries, find the most authentic places away from the beaten touristic roads... The guest benefits from a real experience and encourages local economy.

Try to use as few resources as possible and to maximize the benefits. That is where travel agencies have an important role in trip building because they know the terrain and do logical optimized itineraries. Our implication and will to do the right trip for every single guest is a win-win solution. Our suggestions avoid bad effects activities, that the guests are not always aware of... Taylor made trips protects both the environment and the satisfaction of the guests.

At its level, every part of the tourist chain can have the same attitude. Sveta Ana looks forwards to developing a network of committed partners and directing the guests to good practices without moralizing, just by the choices we offer.

The aim of tourism is to create an experience for our guests. Drivers, guides, and accommodation employees are directly in contact with the guests. They have an important role to play in the customer experience and education. We engage to respect sensitive areas (nature parks, protected areas, UNESCO sites...) and inform guests about the proper way to behave in them. We do not promote

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souvenirs that are not locally made and use materials of protected animals, plants, or resources. Everyone at its level informs guests. In doing this, it is important to respect the local population, the traditions, and the nature protection measures. It is also important to give a message of respect for culture and nature.

In the process of tour creation, as an agency, we optimize the itineraries for a better customer experience but also to have fluid circulation and reduce energy consumption. We refuse activities that are highly polluting, or we judge unrespectful for the local population.

We guarantee a network of suppliers that have the same spirit, so travelling with Sveta Ana means promoting actors that are engaged in sustainability.

#### INTERNAL ENVIRONMENTAL MANAGEMENT

Internally, we try to use as little energy as possible and have a minimum carbon print and virtual water consumption impact.

At the local level, there are a lot of measures we can easily do to diminish the negative impacts. We promote a conscious furniture supply and energy strategy (for instance: buy recycled paper and A+ energy devices and led light bulbs, avoid plastics, carefully use the electricity and water eventually using timers or reducers). It is essential to have a waste strategy (of course according to the waste produced), especially on sensitive ones: paper, plastic, water, food...

Transportation is one of the most polluting activities, we encourage public transport for our employees and guests as much as possible. In our supply chain, it is very important to favor short circuits (local products, local workers, local companies...). The employees in Dubrovnik share a one-room office. A part of the team is home working (agents in Split and Rijeka).

We do not print brochures, use recycled paper, and use economic font police. We use devices that use little energy... In general, we try to care about us and our environment (which is linked), avoid excesses and don't take what we don't need. Small everyday actions have an impact while great plans have none. The destination feeds us, we must take care of it.

We follow the measures put in place by the stakeholders (for example: waste sorting...).

Our company respects the working and accounting laws of Croatia. We refuse bribery, illegal children labor, sexual exploitation, tax avoiding dynamics, slavery in every aspect, overworking measures, underpayment, discrimination of any kind (gender, sexual orientation, minority, race...).

We refuse the exhibition of animals or protected plants. We support animal sanctuaries for sick and wounded animals respecting the international animal standards and observation of wildlife with a minimum perturbation of life cycles. If animals are used for labor (horses...), it fundamental that they have an environment according to the international standards.

## VALUE WORK

### RESPECT

The respect someone has for himself is the respect he has for others. It is an excellent indicator for good practices. Respect between two subjects only can be, if it goes on both sides. It is an interaction. Our company has a great exigence in the quality of our trips. We refuse to do trips under a particular quality level, because, above all, we want our guests to be satisfied. Happy guests are very easy to handle and will be likely to come back to the destination. To have full implication of the employees and high-quality staff to do high quality trips, you need them to be happy to do their job. Sveta Ana cares about the social level: salaries, medical care, incentives, image of the company and its principles. It also means to have an attitude and hold on ethics. If you don't have those, you cannot expect respect from your guests, partners, or suppliers. Without respect, the good work chain is broken, and everyone tries to grab the most benefits only for himself.

### MODESTY

Everyone makes mistakes. The world changes. Modesty enables us to recognize both errors and changes, then learn from them. We never say that we do perfect trips, but we guarantee 24-hour assistance to our guests in case of problems. We try to solve mistakes as quickly as possible. Then we analyze the errors to avoid them. We tend to have the same attitude towards our suppliers and partners. By constant monitoring, we follow the attitude and practices of our network and select the best sustainable solutions and avoid disrespectful practices.

### CREATE A REAL EXPERIENCE

What makes a great trip is when guests experience something they never had and that it leaves an everlasting mark in their memory that enriches them as human beings. Traveling do better people. This is the reason why Sveta Ana does tailor made trips, refusing mass tourism. All the standardized travels have only one advantage: the price. And low prices imply low salaries for the locals and often imply non-environmental actions that are the cheapest in the very short term. They offer standardized products that are the same everywhere. They cannot have a personal approach. There is no respect either for the destination, nor for the guests.

Sustainable tourism is: Meeting local people that are smiling, happy to share because they are living well, tasting local specialties, entering deep and understanding other cultures, respecting them, seeing with other's eyes, create a real experience and a strong memory. We are convinced that saving the planet can only be done by creating better men that respect each other. And travelling is a tool for it when the job is done with love and ethics.