



# The Singing Grass

S E R E N G E T I | B U S H C A M P

EXPLORE SUSTAINABLE TOURISM

*in Tanzania*



TAWIRI



UDSM



# WHO WE ARE

Set among the sweeping plains and raw nature of the Serengeti

The Singing Grass was founded as a sustainable retreat with a *simple goal in mind*

That of coexisting in peace with the magnificent wild, working with the land, and creating a vision of true harmony and sustainability in the heart of the Serengeti.

From the smallest of insects to the largest of elephants, The Singing Grass made a promise to protect every living being that inhabited its beautiful surroundings.

Through our work with the local Maasai tribe, the village school, and our concrete efforts towards sustainability within the resort grounds, we strive to preserve the delicate ecosystem of the Serengeti for generations to come.

**WE BELIEVE IN THE IMPORTANCE OF  
SUSTAINABLE TRAVEL AND ARE EXCITED  
TO SHARE OUR EXPERIENCE AND KNOWLEDGE**  
*with the younger generation*



# WILD TANZANIA

Tanzania lies on the southern border of Kenya, on the east coast of Africa

## EMBRACED BY THE CRYSTALLINE WATERS OF THE INDIAN OCEAN

Covering an area of 947,300 square kilometers and with a human population of 63 million, nearly 40 per cent of this nature-rich haven is made up of protected national parks and nature reserves.

## IT IS A COUNTRY OF EXTREMES

Home to Africa's highest mountain, it is also the largest country in East Africa and the site of the world's longest mammal migration.

An awe-inspiring annual event, the Great Migration sees some two million wildebeest, gazelle and zebra traverse the sweeping plains and rivers of the Serengeti and Kenya's Maasai Mara.

And yet, these great beasts are not the only thing that we must protect. Within the vast nature reserves and parks of this enthralling land, a delicate equilibrium is at play.

And as Tanzania steps further into the limelight as one of the world's best wildlife destinations, the importance of sustainable tourism only

*continues to grow*



# WHAT IS SUSTAINABLE TOURISM?

Let's have a beneficial impact on the environment

## *In its simplest form*

Sustainable tourism is the idea that your travels and experiences should do more good than harm.

The World Tourism Organization defines sustainable tourism as "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities."

Examples of sustainable tourism range from the smallest of changes, such as opting for e-tickets over printouts, to fully sustainable operations, such as solar-powered resorts with rainwater harvesting facilities.

Culturally, sustainable tourism recognises the damage that traditional 'mass' tourism can have on the local population. Instead, sustainable tourism places these communities at the heart of the decision-making process, making the destinations better for those who live there, not just those who visit.

THIS IDEA OF NOT ONLY PROTECTING BUT  
GIVING BACK TO THE LOCAL AREA IS

*very close to our hearts*

Inevitable, perhaps, considering our proximity  
to some of the most wonderful people and  
wildlife on the planet.

THROUGH THIS TANZANIAN  
*adventure*

We hope to offer our young guests the opportunity to dive deeper into the world of sustainability. Through meeting with governmental organizations, sustainable travel agencies and the local tribes, we provide a chance to get real-world experience in what we truly believe to be the future of the travel industry.

And according to a 2018 study carried out by Nature Climate Change, the tourism industry is responsible for 8 per cent of all greenhouse gas emissions globally, so this greener future can't come soon enough.



# ITINERARY AND MAP

## DAY 1: ARUSHA

Students will land at Kilimanjaro International Airport in Arusha, and settle into their 4-star hotel. It's time to rest up and get ready for a week of fascinating exploration.

## DAY 2: ARUSHA

Students will attend a workshop with the Tanzania Government organization to understand their efforts and work in the fields of conservation and sustainability.

There will also be the chance to attend a workshop with private tourism companies to understand how they are promoting sustainable tourism to international travellers.

## DAY 3 & 4: NGORONGORO CONSERVATION AREA

During two days spent in the Ngorongoro Conservation area, students will explore conservation initiatives in practice. They will also have a rare opportunity to interact with members of the Maasai tribe and discover their age-old sustainable traditions and unique philosophy of coexistence.

## SAFETY FIRST

While visitors are encouraged to take the normal precautions they would while travelling in an unknown area, Tanzania is generally a safe place for tourists.

We recommend that visitors to this beautiful country take the time to research the culture and heritage, and keep an open mind to make the most of their incredible experience.

## DAY 5, 6 & 7: THE SERENGETI

Spending three days at The Singing Grass, students will see sustainable tourism in action in a warm and welcoming setting.

By touring the property and local area, as well as interacting with the staff and locals, the students will begin to understand the conservation efforts vital to ensuring the survival of the Serengeti.

## DAY 8: ARUSHA

A short flight will return our guests to Arusha, where they will have the chance to explore the vibrant city once more.

This could provide the perfect opportunity to extend the trip, otherwise, they will journey home the next day.

## DAY 9: HOMEWARD BOUND

Upon their departure from Kilimanjaro International Airport, we hope that all guests will have a reinforced understanding of the importance of sustainable tourism, and what it looks like in practice.

## QUALITY ACCOMMODATION

From luxury bush camp retreats to elegant city-centre sanctuaries, guests will enjoy the best accommodation to help them make the most of their trip.

We work closely with hotels and resorts in the Ngorongoro Conservation Area and Arusha, allowing us to secure the comfort and security of guests at all times.

# ARUSHA

Settled at the base of volcanic Mount Meru in the Great Rift Plateau of northeastern Tanzania, Arusha is a multi-cultural city promising a welcoming ambience and exquisite Tanzanian cuisine.

Some 100 kilometers southwest of Mount Kilimanjaro, Arusha is a popular destination for climbers and for safari enthusiasts that often use it as a base to explore the nearby nature reserves.

This calm city hosts fascinating museums where you can dive into the cultural heritage of Tanzania's many tribes, buzzing markets overflowing with fragrant spices and exotic fruits, and charming restaurants offering the best of east African cuisine.

Don't miss the magnificent Maasai Market for beautiful hand-crafted souvenirs, including intricate beadwork, vibrant fabrics, and traditional wooden statues.



## ATTEND A WORKSHOP WITH TAWIRI

In our quest for complete sustainability



At The Singing Grass, we work closely with several organizations, including the state-run Tanzanian Wildlife Research Institute (TAWIRI). During this educational workshop, students will be able to learn more about the government's active efforts towards sustainable tourism within Tanzania and have the chance to have their questions answered.

First established in 1980 as the Serengeti Wildlife Research Institute, TAWIRI was founded to be a centre of scientific excellence, providing much-needed information on biodiversity conservation and management at national and international levels. TAWIRI's efforts have recently expanded to include a human

dimensions program, and the organization has close ties to many international organizations, including the Frankfurt Zoological Society and the Norwegian Institute for Nature Research.

TAWIRI is responsible for promoting the development, improvement and protection of the wildlife industry within Tanzania, and carries out many experiments to improve the modern techniques of wildlife conservation. From controlling wildlife diseases to the collection and distribution of statistics, the funding of instruction and training to providing advice to the government, public institutions and private bodies, TAWIRI holds the key to sustainable tourism in Tanzania.

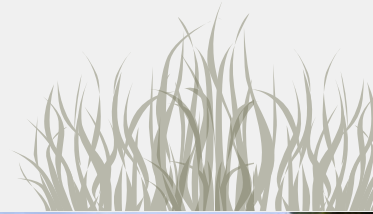


# MEET THE PRIVATE AGENCIES MAKING A DIFFERENCE

During a second conference, students will also have the chance to discover what local travel agencies and tour companies are doing to promote sustainable tourism.

Diving deep into the day-to-day issues of African wildlife tourism, these companies will provide a unique insight into the current and future sustainability efforts.

If possible, we hope that students will also be able to visit the headquarters of these vital companies to see the work in action and soak up some more of that fascinating Arusha charm.



## NGORONGORO CONSERVATION AREA

Arrival at Ngorongoro Conservation Area

Home to the vast Ngorongoro Crater, one of the world's greatest unbroken calderas formed by an extinct volcano, the Ngorongoro Conservation Area occupies some 8,300 square kilometers of the Arusha region.

Its diverse terrain includes sweeping grasslands, enchanting forests, savannah woodlands, pristine lakes and rugged mountain peaks.

Among these mesmerising habitats, you may spot elusive leopards lurking in the grasses, proud lions surveying their terrain, and gentle elephants patrolling the dusty paths.

Buffalo bray in the early morning mist and the mighty rhinoceros gather at tranquil watering holes.

While herds of wildebeest and zebra traverse the vast region during their annual migration, livestock belonging to the great Maasai tribe graze by their side. Silvery-cheeked hornbills and tacazze sunbirds soar overhead, while elegant flamingoes preen in the mid-day sun.

This incredible region also offers a fascinating glimpse into human history, with major archaeological sites having revealed hominid remains dating back 3.6 million years.



# MEET THE MAASAI



A semi-nomadic, pastoral people, the Maasai have been grazing their cattle across the plains of Kenya and Tanzania for thousands of years, and as such, have learnt what it truly means to maintain the delicate balance of the fragile ecosystem.

Easily recognisable by their flaming red clothes and rich beaded collars, they are perhaps one of East Africa's most well-known tribes.

Friendly and always generous hosts, this warrior tribe bring enthusiastic joy to everything they do, whether that's sharing their native melodies and dance or guiding their cattle herds, and they welcome guests to discover more about their traditional ways.

During the days spent in Ngorongoro, students will be enlightened on the Maasai's age-old traditions, their ritual wisdom, and their ancient philosophy of existence, of harmony with nature.

We will learn how they have kept the lands of Ngorongoro healthy and thriving in centuries past, and discover how they are handling the great changes of modernity.



## GROWING THREATS TO THE NGORONGORO WILDERNESS

These days spent in the Ngorongoro Conservation Area will also highlight the importance of a move towards sustainable tourism, as students witness the very real disintegration of the land.

While the overall ecological integrity of the area is still maintained, urgent and thoughtful action is required.

Growth in both the resident population and the growing presence of tourists in the region has led to intense pressure for new infrastructure, including accommodation and roads, which has had a profound impact on the movement corridors in and out of the Ngorongoro Crater area.

Close engagement with the local community and a more conscientious approach to tourism is required to preserve this lush habitat.





# THE SINGING GRASS

Property and sustainability



The wild Serengeti is one of the world's last great wildernesses and the inspiration for our journey. A verdant paradise, where rocky outcrops and fragrant acacias freckle the endless plains home to Africa's largest lion population.

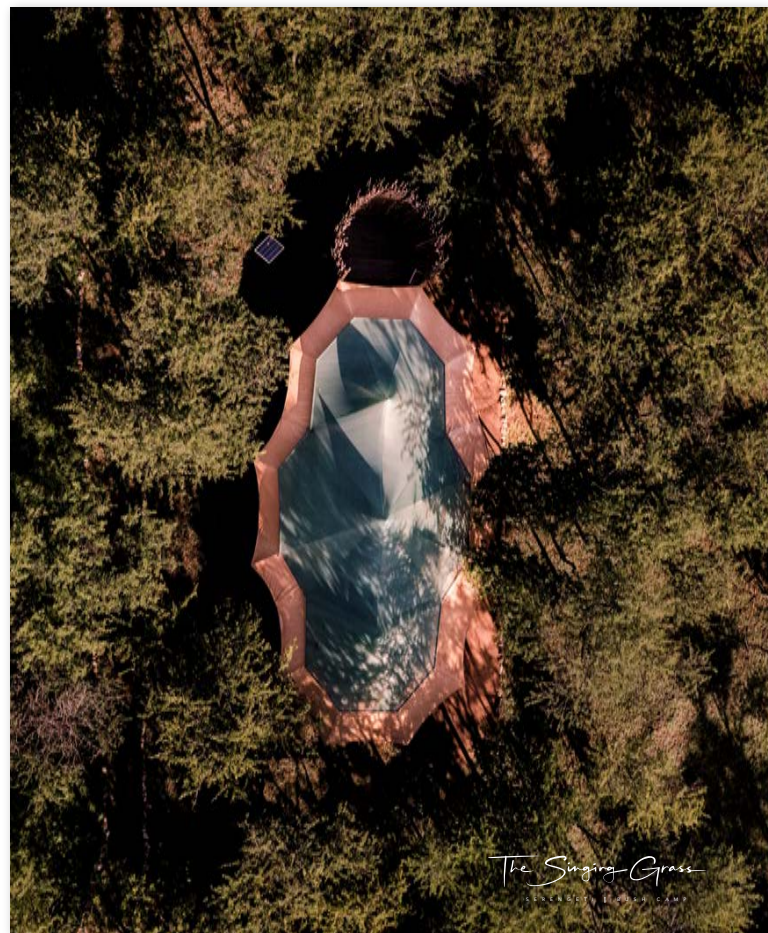
The fragile Serengeti ecosystem stretches over some 30,000 square kilometers, and has been a protected reserve since 1940, receiving its status as a national park in 1951. Home to some of the world's most elusive and diverse animal specials, the Serengeti offers a fantastic chance to explore the possibilities of sustainable tourism.

Students will immerse themselves in this rich environment as they head out on nature walks and game drives to witness how conservation works in the wild, learn about the history and uses of each plant, and hear the stories of the animals that pass.

## WELCOME TO THE SINGING GRASS

A stay at The Singing Grass blends educational experiences with the chance for rest and relaxation. Our camp was designed with complete seclusion and the utmost comfort in mind, with only five luxurious safari tents tucked away in private plots.

Step into a world that blurs the line between indoor and outdoor living, with only the thin canvas walls separating you from the curious animals that visit in the night. From the moment you awake to the hazy golden sunrise and dawn chorus to the last hours of the day, shared with friends around a roaring bonfire, The Singing Grass offers all guests a home from home.





# STEPS TOWARDS SUSTAINABILITY

During these days in the Serengeti, students will have the chance to explore the actions taken within The Singing Grass in pursuit of a greener future.

Our low impact starts with the natural design, an aesthetic of understated luxury which compliments rather than distracts from the ancient plains.

The camp also has no walls or fences, so as not to encroach on pre-existing roaming grounds. Instead, the animals are free to come and go as they please.

This charming natural elegance is enhanced by the use of recycled local materials, including the green lumber found in both the indoor and outdoor showers of each elegant tent.

We have taken great steps towards net-zero emissions within the property, with abundant solar panels providing us with constant hot water and 24/7 electricity.

We are also developing a rudimentary rainwater harvesting system to contribute towards our goal.



## EXPLORING CONSERVATION UP CLOSE

As part of the Serengeti experience, our guests are always welcome to visit our conservation projects, especially those held with the local school.

We are committed to maintaining our relationship with the local village school, to ensure that our decisions and influence have purely positive effects.

One such project is our honeybee conservation program, with which we aim to inspire a generation to become strong voices fighting for the future of the bees.

We work closely with the students to help them maintain healthy hives, harvest the sweet acacia honey, and then bottle it to sell on the local and international markets.



We are also providing our findings to international organizations, especially those concerning the anesthetic uses of bee venom, which we believe can provide a valuable alternative in the changing medical landscape.



# CULTURAL CONSERVATION

Other than our close collaborations with the school, we also work actively with all members of the local community, including, of course, the Maasai tribe.

During evenings with the tribe, guests staying at The Singing Grass will gain a new perspective on this unique culture, seeing past the iconic dancing, inspiring melodies and intricate handicrafts into the secret depths of their ancient traditions.

We hope that by exposing guests to the rich culture of the Serengeti and encouraging them to make personal connections in a relaxed setting, we will help them develop a deeper awareness of the unique diversity of this land and its urgent need for protection.

Another way we encourage this deeper connection is with the warm and welcoming atmosphere in our resort, which is in no small part due to the heartfelt work of our staff.

During this sustainability itinerary, we hope that students will take the opportunity to talk with our local staff members to hear their views on sustainable tourism within their homeland.

By exclusively hiring from the surrounding community and working with local businesses, we make every effort to pump money into the town in a sustainable way.

We also donate a certain percentage of our profits to boost the local economy further and ensure that the younger generation will be able to have the future they deserve.





# EXTEND THE TRIP

With a diverse range of unique habitats and cultural influences, Tanzania has no shortage of excellent options for extending the itinerary.

Whether looking for some hands-on experience with a conservation project or seeking an immersive adventure along the wild shores of the Indian Ocean, there are some incredible places to see.

## EXPLORE THE COASTAL CONSERVATION EFFORTS

Hosting 800 kilometers of unspoilt coastline characterized by white sand beaches, rugged outcrops, coral reefs and dense mangrove forests, the shores of Tanzania are home to a unique world of marine life.

The diverse inhabitants of the sun-soaked Zanzibar coast highlight the importance of its conservation and there are many sustainability projects here waiting to be explored.

From the shark and ray research carried out by the Wildlife Conservation Society to the eco-monitoring of the lush forest regions home to the curious red colobus monkeys, there is a wealth of educational experiences to explore.

And of course, time spent on the glorious coastline will also offer students the chance to relax after a week of hard work and exploration.

## *A workshop* AT THE UNIVERSITY OF DAR ES SALAAM



Once a minor fishing village settled on the pristine coast, Dar es Salaam is one of Tanzania's largest cities. Previously the capital city, this commercial port hosts some fascinating cultural sites that will allow the students to gain a deeper understanding of the unique Tanzanian heritage.

A workshop on sustainability held within the impressive grounds of the university will offer students an insight into Tanzania's efforts towards sustainability both in practice and in educational spheres.

While in the city, don't miss the chance to dive deeper into ancient history with the fossil exhibits at the National Museum. Another key exhibition, the open-air Village Museum, gives students the chance to walk around a re-created traditional village and learn more about Tanzania's diverse tribes.

Whether exploring the underwater world on a scuba diving expedition or simply basking on the gleaming sands, they'll experience the best of

*Tanzania's dramatic coast*



# THE FUTURE OF SUSTAINABLE TOURISM



While the first steps on the journey towards a more sustainable travel industry may have been made, nobody can know what the future will bring.

The preservation of Tanzania's immense ecosystems is in the hands of humans, and the only guarantee is that the need for sustainability is becoming stronger with each passing season.

As we discover more about our diverse planet and our impact on it, our methods of conservation and preservation must grow in line with what we learn.

The field of sustainable tourism is developing by the day, providing a fantastic opportunity for the youth to step up and take action.

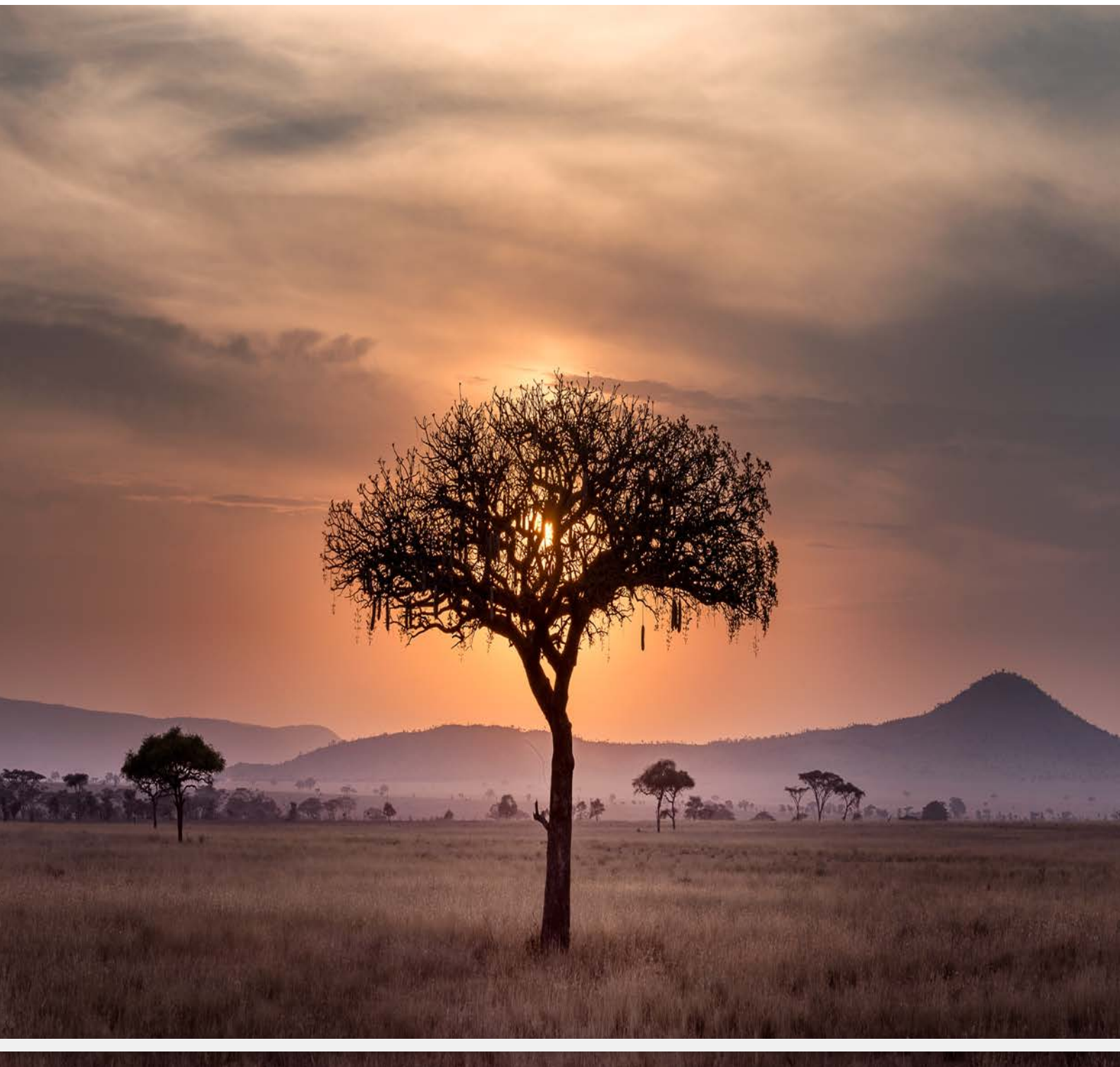
We hope that through this educational program, we will succeed in inspiring today's students to work towards a brighter future, for the health of the green and blue planet we live on and every one of its incredible inhabitants.

"THE FINAL CHAPTER IS OURS TO WRITE.  
WE KNOW WHAT WE NEED TO DO.  
WHAT HAPPENS NEXT IS UP TO US."

- David Attenborough







# *The Singing Grass*

S E R E N G E T I | B U S H C A M P

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