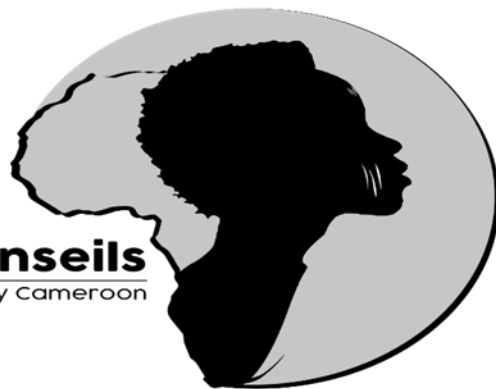


**L'Africaine Tours et Conseils**  
Destination Management Company Cameroon



Communication Policy

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Communication Policy

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## Overview

**L’Africaine Tours et Conseils** is committed to effective communication with its clients, market participants, employees, suppliers, and the wider community. The Company will ensure that all stakeholders, market participants and the wider community are informed of its activities and performance. We established procedures for authenticity and security of communications with our clients. Customers that choose **L’Africaine Tours et Conseils** have an expectation of the service we provide. It is important that you know what to expect from us in terms of service so that you can measure whether we are successful or not. It is important that all of our staff understand and deliver the same high quality service irrespective of the area that they work within our company. If you have any questions regarding this policy, or believe you have received any unauthorized or unsolicited communication purportedly, please inform the

Managing Director Thomas Ambi Tindati with [Thomas.ambi@cameroondmc.com](mailto:Thomas.ambi@cameroondmc.com) or +237677127010 / +237697993223.

## Purpose

This Communications Policy contains **L’Africaine Tours et Conseils** approach and commitment to communication with its clients, market participants, employees, suppliers, and the wider community. The Policy is designed to ensure that our Company is a faith-based organization that puts the needs of the customer first. Our staff is committed to providing a responsive, caring, and professional service.

## Principles

All employees at **L’Africaine Tours et Conseils** should, in their daily work, behave as if they were representatives and ambassadors of the Company and the country as well. Therefore, each employee should be committed to preserving and enhancing **L’Africaine Tours et Conseils** reputation. Any illegal or offensive behavior or statement, which could cause damage to the Company should be avoided. The core values of Sustainability, Service Quality, and Leadership that underpin **the L’Africaine Tours et Conseils** brand should be reflected in everything we say or do.

The following are our company’s principles for communications with clients, market participants, employees, suppliers, and the wider community.

1. The work environment should be free from disparaging remarks about religion, ethnicity, sexual preferences, appearance, and other non-work-related matters. Each employee has the responsibility to foster an understanding of others’ differences in order to

create an environment where those differences contribute to a better organization. Inappropriate remarks based on any of the following are not tolerated and such behavior will result in immediate termination of employment: race, religion, ethnic origin, physical attributes, mental or physical disability, color, ancestry, marital status, pregnancy, medical condition, citizenship and/or age. Inappropriate remarks include those that treat a group of people in a uniform way, assign a behavior in a disparaging way, imply the inferiority of a group, are supposedly funny at someone else's expense, and/or cause embarrassment or distress to others based on comments about a particular group of people.

2. Differences of opinion should be handled privately and discreetly. Gossip and backbiting are to be avoided. Communicate directly with the person or persons involved to resolve differences.

3. Courtesy, friendliness, and a spirit of helpfulness are important and guide the company's dealings with employees and customers.

4. From the first time the client contacts team **L'Africaine Tours et Conseils** until arrival in Cameroon, we'll be responsible to provide information or respond to questions. Our standard practice is to respond to inquiries within 3-4 hours. If it's impossible in some situations, we'll respond immediately to tell how long it will take.

5. The information about Cameroon that we provide will be as up-to-date, accurate and objective as we can make it. Although we are very proud of our country, we're also honest. If something isn't as good as it should be, we'll tell the clients. If our clients want very specific information, we'll try to find it for them.

6. Once we've made contact, the client will be allocated his/her own personal tour manager, who will work on an itinerary and make the necessary arrangements, and keep the client informed at all stages. From the arrival in Cameroon to the departure time, we will monitor what is happening and re-check arrangements in advance to ensure that every service in the trip runs smoothly and effortlessly.

7. After every trip, we will be responsible to contact the clients and ask for their opinions and comments about the experience of travelling with **L'Africaine Tours et Conseils**.

8. **L'Africaine Tours et Conseils** is also committed to providing the public with clear, accurate and reliable information at all times. We seek to establish close relationships with our partners, both internal and external, through regular communication, integrity and transparency.

9. Communication with stakeholders, media, and markets must be aligned with the Company's official stance and strategy and must only be done by duly authorized Company spokespersons. Any person not authorized to speak or write on behalf of the Company, asked by the media, or other stakeholders must decline to comment and refer them

to the responsible team. Any employee who does not follow this rule may be held personally liable for his/her actions.

10. As soon as information is brought to management's attention or as soon as it becomes clear that the information is material. Unfavorable information must be disclosed just as quickly as favorable information. The disclosure of information can be provisionally delayed if the immediate release of the information is likely to cause undue harm to the Company's interests. It is up to the Company to ensure that such information is kept confidential.