

Sustainability Management & Legal Compliance

Why Jordan Tours recognizes that effective sustainability management is an ongoing responsibility and an important part of responsible tourism. As a travel company working with customers, guides, hotels, transport providers, restaurants, attractions, and local communities, we aim to manage the environmental, social, cultural, and economic impacts of our operations responsibly.

Our sustainability management approach is integrated into the company's daily operations and is supported by clear responsibilities, internal communication, monitoring, and continuous improvement.

We commit to the following:

Sustainability Responsibility

- A Sales Executive also acts as the Sustainability Coordinator and is responsible for coordinating the company's sustainability-related activities.
- The Sustainability Coordinator monitors the implementation of the Sustainability Policy, maintains relevant sustainability records, coordinates supplier sustainability information, and follows up on sustainability objectives and action plans.
- Due to the current size and structure of the company, sustainability responsibilities are managed by one designated coordinator rather than a separate sustainability department.
- Other staff members and relevant departments provide support when required. The Sales Team is involved in sustainability-related product and supplier matters, particularly following the reduction in company staffing and the absence of a dedicated Product Manager.
- The Contract Manager is actively involved in supplier-related sustainability matters, particularly in relation to accommodation suppliers. She supports the collection, review, and circulation of sustainability information and participates in relevant sustainability meetings and training sessions.

Sustainability Policy and Communication

- Maintain a written and accessible Sustainability Policy covering environmental, social, cultural, economic, employee, and customer-related responsibilities.
- Communicate the company's sustainability objectives and requirements to employees, suppliers, partners, and other relevant stakeholders.
- Ensure that staff are informed about the Sustainability Policy and their responsibilities in implementing it.
- Use internal communication channels, including email and internal shared links, to circulate sustainability information, policies, procedures, updates, and relevant resources.
- Communicate relevant sustainability information to customers and suppliers through appropriate company communication channels.

Sustainability Action Plan and Monitoring

Why Jordan Tours maintains a sustainability action plan with defined objectives, responsibilities, indicators, and review periods.

The company monitors key sustainability indicators, including:

- Electricity consumption.
- Water consumption.
- Office paper consumption.
- Digital documentation.
- Waste management and recycling.
- Sustainable procurement.

- Staff sustainability awareness.
- Supplier sustainability performance.
- Local purchasing.
- Customer satisfaction.

Sustainability objectives and KPIs are reviewed quarterly or annually, depending on the nature of the indicator. The company's sustainability review meetings are held monthly. Where a sustainability issue remains unresolved, additional weekly follow-up meetings may be held until the issue is addressed or an appropriate action is agreed.

Management Integration and Reporting

Sustainability is integrated into relevant operational and management decisions, including:

- Supplier and accommodation selection.
- Product development and tour planning.
- Purchasing decisions.
- Customer communication.
- Staff awareness and training.
- Environmental resource management.
- Waste and water management.
- Community and local supplier engagement.

The Sustainability Coordinator reports sustainability-related progress, issues, and recommendations to top management during the regular management review process. Where immediate action is required, significant sustainability issues are communicated to management without waiting for the next scheduled review.

Legal Compliance

Why Jordan Tours is committed to complying with all applicable Jordanian laws, regulations, licensing requirements, health and safety requirements, labor requirements, environmental regulations, and other relevant legal obligations.

The company also aims to comply with applicable international sustainability principles and recognized responsible tourism practices relevant to its operations.

Continuous Improvement

We recognize that sustainability is a continuous process. We therefore regularly review our policies, procedures, supplier practices, performance indicators, and action plans to identify areas for improvement.

Feedback from employees, customers, suppliers, guides, and other relevant stakeholders is considered where appropriate to improve our sustainability performance and strengthen the responsible management of our tourism operations.