



Destination Management

Why Jordan Tours recognizes that the long-term success of our business depends on the health, authenticity, cultural integrity, and sustainability of the destinations in which we operate.

We aim to maximize the positive contribution of tourism to local communities and the economy while minimizing negative environmental, social, cultural, and economic impacts. When developing and operating our tours, we consider the characteristics and sensitivities of each destination and encourage responsible visitor behavior.

Responsible Destination Management

We commit to:

- Considering the environmental, social, cultural, and economic characteristics of destinations when developing and reviewing tourism products.
- Avoiding unnecessary pressure on local communities, natural resources, cultural heritage, and sensitive sites through responsible itinerary planning.
- Working with local partners to identify and reduce potential negative impacts associated with tourism activities.
- Supporting tourism experiences that contribute positively to local communities and local economies.
- Encouraging responsible visitor behavior in natural, cultural, historical, archaeological, and religious locations.
- Respecting applicable laws, regulations, and requirements established by relevant destination authorities and site administrators.
- Considering the capacity and sensitivity of destinations when planning activities and itineraries, particularly in protected or environmentally and culturally sensitive areas.

Local Economic and Community Benefits

We recognize that tourism can contribute to local economic development when tourism expenditure reaches local businesses and communities.

We therefore aim to:

- Support local businesses, guides, restaurants, handicraft producers, transportation providers, and other locally operated services where appropriate.
- Promote community-based tourism initiatives where suitable and available.
- Encourage customers to purchase authentic, locally produced handicrafts and products from legitimate local businesses.
- Encourage the use of local services and products that provide appropriate economic benefits to destination communities.
- Support tourism activities that provide meaningful opportunities for local people to participate in and benefit from tourism.
- Avoid tourism practices that unnecessarily disrupt local communities or negatively affect residents' quality of life.

Cultural Heritage and Authenticity

Jordan's archaeological, historical, religious, architectural, and cultural heritage is an important part of the country's identity and tourism offering.

We commit to:

- Respecting cultural heritage sites and encouraging customers to follow the rules and guidance established by site authorities.



- Encouraging customers to behave respectfully at archaeological, historical, religious, and culturally significant locations.
- Promoting authentic cultural experiences that respect local communities and traditions.
- Encouraging customers to learn about and appreciate local customs, traditions, and cultural heritage.
- Avoiding activities that may damage, degrade, or unnecessarily commercialize cultural heritage.
- Not knowingly promoting the purchase or trade of illegally obtained archaeological or historical artifacts.
- Encouraging customers to purchase authentic and legally produced local handicrafts and products.
- Avoiding the promotion of souvenirs made from threatened or protected flora and fauna species in accordance with applicable national and international regulations.

Biodiversity and Natural Environment

We recognize that Jordan's natural landscapes and biodiversity are important tourism resources that require responsible management.

We therefore:

- Support biodiversity conservation by promoting appropriate visits to protected areas and destinations with recognized environmental value.
- Encourage responsible visitor behavior in natural areas.
- Encourage customers not to litter, damage vegetation, disturb wildlife, or remove natural materials.
- Avoid promoting tourism activities that unnecessarily damage natural habitats or ecosystems.
- Encourage customers to remain within designated areas and follow instructions provided by site authorities where applicable.
- Consider potential environmental impacts when developing new tourism products and itineraries.
- Promote activities that increase awareness and appreciation of Jordan's natural environment where appropriate.

Detailed requirements concerning wildlife, animal welfare, protected areas, waste, water, and other environmental impacts are addressed in the relevant sections of this policy.

Destination Selection and Itinerary Planning

When developing new products or reviewing existing itineraries, we aim to consider:

- The environmental sensitivity of the destination.
- The cultural and historical importance of the location.
- The potential impact of visitor numbers and activities on local communities.
- The availability of appropriate local services and infrastructure.
- Opportunities for local economic benefits.
- Opportunities to support conservation and cultural heritage.
- The availability of more sustainable transportation options where practical.
- The potential for tourism activities to contribute positively to the destination.

Where practical, we give consideration to destinations that can be reached through more sustainable transportation options and seek to avoid unnecessary vehicle movements and inefficient routing.

Responsible Visitor Management

We recognize that visitor behavior can significantly influence the sustainability of destinations.

We therefore encourage customers to:

- Respect local communities and avoid behavior that may negatively affect residents.



- Follow local laws, regulations, and site-specific instructions.
- Respect cultural and religious practices.
- Avoid littering and dispose of waste responsibly.
- Conserve water and other natural resources.
- Avoid damaging cultural heritage, natural landscapes, plants, and wildlife.
- Avoid purchasing illegal or inappropriate products derived from protected wildlife, flora, or cultural heritage.
- Support legitimate local businesses and locally produced products where appropriate.

Relevant information is communicated to customers before and during their trips through appropriate travel information, guides, representatives, and tour briefings.

Monitoring and Continuous Improvement

We recognize that destination management requires ongoing attention and cooperation with local stakeholders.

We therefore aim to:

- Monitor feedback from customers, guides, employees, and local partners.
- Identify recurring environmental, cultural, social, or community-related concerns.
- Review tourism products where significant negative impacts are identified.
- Work with relevant local partners to identify practical improvements.
- Consider destination sustainability when developing new tourism products.
- Continuously improve our approach as local conditions, infrastructure, regulations, and responsible tourism practices develop.

Our objective is to ensure that the destinations promoted by Why Jordan Tours remain attractive, authentic, culturally rich, environmentally healthy, and economically beneficial for local communities for future generations.