



Customer Communication and Protection

Why Jordan Tours recognizes that responsible tourism includes providing customers with honest, accurate, timely, and useful information so they can make informed decisions before and during their trip.

The welfare, safety, privacy, and satisfaction of our customers are important to us. We aim to maintain clear, respectful, and timely communication throughout the entire travel process, from the initial enquiry through the trip and after the customer's return.

Before Booking

Before customers make a booking, we commit to:

- Respecting and protecting customer privacy and handling personal information responsibly.
- Complying with applicable laws, regulations, professional standards, and relevant voluntary codes of conduct relating to marketing and advertising.
- Ensuring that marketing and promotional materials are honest, clear, and accurate.
- Avoiding claims about services, facilities, experiences, or sustainability practices that we cannot reasonably support or deliver.
- Providing clear and accurate information about our company, travel programs, services, prices, inclusions, exclusions, and booking conditions.
- Ensuring that sustainability-related claims made in our marketing, offers, or other communications are accurate, transparent, and consistent with our actual practices.
- Providing factual and useful information about destinations, including relevant environmental, cultural, and social considerations.
- Informing customers, where appropriate and available, about more sustainable alternatives for accommodation, transportation, excursions, and travel programs.
- Providing customers with sufficient information to make informed decisions regarding their travel arrangements.

Responsible Travel Information

We recognize that customers can make an important contribution to the sustainability of destinations through their behavior.

We therefore aim to provide customers with relevant information concerning:

- Local customs, traditions, and social norms.
- Appropriate behavior at cultural, religious, historical, archaeological, and natural sites.
- Appropriate dress and photography practices where relevant.
- Respectful interaction with local communities.
- Responsible treatment of wildlife and animals.
- Protection of cultural heritage and natural resources.
- Responsible use of water and energy.
- Waste reduction and responsible waste disposal.
- Use of local businesses, restaurants, handicraft producers, and other locally owned services where appropriate.
- Applicable restrictions concerning historical or religious artifacts and products made from threatened or protected flora and fauna.
- Sustainable or lower-impact transportation options where practical and available.



During the Trip

During the customer's journey, we aim to:

- Provide relevant information about the natural environment, local communities, culture, traditions, and cultural heritage of destinations visited.
- Encourage customers to respect local communities, customs, traditions, and social norms.
- Provide guidance on responsible behavior in protected, natural, cultural, religious, historical, and archaeological areas.
- Encourage responsible use of natural resources, particularly water, which is a critical resource in Jordan.
- Encourage responsible behavior toward wildlife and animals.
- Advise customers about appropriate photography, dress, tipping, and interaction with local people where relevant.
- Encourage customers to reduce waste and avoid unnecessary use of water and energy.
- Encourage customers to use reusable alternatives where practical.
- Encourage customers to support legitimate local businesses and locally produced products where appropriate.
- Provide information about relevant environmental and cultural considerations during excursions and activities.

Customer Safety and Emergency Support

Customer safety is a fundamental priority.

We commit to:

- Maintaining a designated contact person and telephone number that customers can use in emergency situations.
- Ensuring that relevant employees have access to appropriate emergency procedures and guidelines.
- Providing relevant safety information to customers for activities and services where appropriate.
- Encouraging customers to follow safety instructions provided by guides, drivers, accommodation providers, activity operators, and relevant authorities.
- Recording and reviewing significant customer safety concerns or incidents where appropriate.
- Taking reasonable corrective action when issues or recurring concerns are identified.

Customer Privacy and Personal Information

We recognize the importance of protecting customer personal information.

We therefore aim to:

- Handle customer information responsibly and only for legitimate business purposes.
- Limit access to personal and confidential information to authorized personnel.
- Protect customer information against unauthorized access, disclosure, or misuse.
- Follow applicable privacy and data-protection requirements.
- Maintain appropriate confidentiality when handling customer enquiries, bookings, complaints, and other personal information.

Customer Feedback and Complaints

Customer feedback is an important tool for improving the quality and sustainability of our tourism products.

We commit to:

- Systematically collecting and reviewing customer satisfaction feedback.
- Considering sustainability-related questions or issues within customer satisfaction research where appropriate.



- Maintaining clear procedures for receiving, recording, responding to, and resolving customer complaints.
- Reviewing recurring complaints and feedback to identify potential corrective actions.
- Using customer feedback to identify improvements to our services, products, suppliers, and sustainability practices.
- Communicating with customers respectfully and professionally when responding to concerns or complaints.

Continuous Improvement

We use customer communication and feedback as part of our ongoing improvement process.

We aim to:

- Review customer feedback regularly.
- Identify recurring concerns relating to sustainability, safety, service quality, or responsible tourism.
- Communicate relevant findings to employees, guides, and suppliers where appropriate.
- Take practical corrective action when significant or recurring issues are identified.
- Improve customer information based on lessons learned from our operations.
- Ensure that future sustainability claims and customer communications remain accurate and evidence-based.

Our objective is to ensure that customers receive reliable information, appropriate support, and clear guidance that enables them to travel safely, respectfully, and responsibly while contributing positively to the destinations they visit.