

Wildlife and Animal Welfare

Why Jordan Tours recognizes that Jordan's wildlife, biodiversity, and animals involved in tourism are important components of the country's natural heritage and tourism experience.

We are committed to avoiding unnecessary disturbance, harm, exploitation, or mistreatment of wildlife and animals involved in tourism activities. We consider wildlife protection and animal welfare when selecting activities, suppliers, guides, and operational partners.

Wildlife Protection

We commit to:

- Avoiding activities that unnecessarily disturb, harm, exploit, or interfere with wildlife.
- Respecting applicable national and international requirements concerning protected species, wildlife, and biodiversity.
- Not knowingly promoting activities involving the unnecessary capture, confinement, exploitation, or inappropriate handling of wildlife.
- Not knowingly working with companies involved in the illegal harvesting, consumption, display, sale, or trade of protected wildlife species.
- Encouraging responsible wildlife observation and appropriate visitor behavior.
- Advising customers to observe wildlife from a safe and respectful distance.
- Advising customers not to feed, touch, chase, or otherwise disturb wild animals unless expressly permitted as part of a properly managed and responsible activity.
- Encouraging customers to avoid damaging habitats, vegetation, or other natural resources.
- Encouraging guides and operational partners to minimize disturbance to wildlife and natural ecosystems during tours.
- Encouraging guides and staff to report serious wildlife-related concerns to management and relevant operational partners.

Animal Welfare in Tourism

We recognize that animals may be involved in tourism activities in Jordan, including the use of working animals in certain tourism destinations.

We therefore:

- Consider animal welfare when selecting tourism activities and operational partners.
- Work with partners that demonstrate responsible animal-treatment practices where animals are involved in tourism.
- Do not knowingly support activities involving unnecessary cruelty, abuse, overloading, neglect, or inappropriate treatment of animals.
- Pay particular attention to the treatment of working animals in Petra and other areas where animals may be used for tourism purposes.
- Advise customers not to encourage or participate in practices involving the overloading, abuse, or mistreatment of donkeys or other working animals.
- Encourage customers to treat animals responsibly and respectfully.
- Encourage guides and local representatives to raise awareness of appropriate animal treatment.
- Encourage serious animal-welfare concerns to be reported to management and relevant suppliers or authorities where appropriate.

Customer Awareness

Customers can play an important role in protecting wildlife and improving animal welfare.

We therefore aim to provide appropriate information and guidance concerning:

- Responsible wildlife observation.
- Appropriate distances from wild animals.
- Prohibition of feeding or disturbing wildlife where applicable.
- Responsible treatment of working animals.
- Avoiding activities that involve cruelty, abuse, neglect, or exploitation.
- Respect for protected species and natural habitats.
- Applicable rules and instructions established by protected areas and relevant authorities.

Where relevant, guides and representatives are encouraged to communicate these principles before and during activities.

Supplier and Activity Selection

When selecting activities and operational partners, we consider relevant wildlife and animal-welfare risks.

Where appropriate, we aim to:

- Assess whether activities could negatively affect wildlife or animal welfare.
- Avoid suppliers associated with irresponsible or harmful animal-related practices.
- Communicate our expectations concerning responsible treatment of animals and wildlife.
- Consider feedback from customers, guides, employees, and other relevant stakeholders.
- Review concerns raised regarding the treatment of animals or wildlife.
- Take appropriate corrective action where significant concerns are identified.

Wildlife, Biodiversity, and Protected Areas

We recognize that wildlife protection is closely connected to the conservation of natural habitats and protected areas.

We therefore encourage:

- Responsible visits to protected and environmentally sensitive areas.
- Compliance with the rules and instructions established by protected-area administrators.
- Responsible behavior that minimizes disturbance to wildlife and ecosystems.
- Protection of vegetation, habitats, geological features, and other natural resources.
- Activities that increase customer awareness and appreciation of Jordan's biodiversity.

Detailed requirements concerning responsible visits to protected areas are addressed in [Section 18: Contribution to Protected Areas](#).

Guidance and Good Practice

Why Jordan Tours aims to follow relevant animal-welfare guidance and responsible tourism good practices, including principles promoted by recognized animal-welfare organizations such as **Brooke** where applicable. We recognize that animal-welfare conditions can vary between locations and operators. We therefore seek to identify and address concerns through responsible supplier selection, customer awareness, guide involvement, and ongoing review.

Monitoring and Continuous Improvement

We aim to continuously improve our approach to wildlife protection and animal welfare by:

- Reviewing relevant customer, guide, employee, and supplier feedback.
- Considering concerns raised regarding wildlife or animal treatment.
- Communicating identified concerns to relevant operational partners.



- Taking appropriate corrective action where significant problems are identified.
- Reviewing activities involving animals or wildlife where concerns arise.
- Improving customer and guide awareness as relevant information and good practices develop.

Our objective is to ensure that Why Jordan Tours does not contribute to unnecessary harm, exploitation, or disturbance of wildlife and animals and that tourism activities contribute to greater awareness and appreciation of Jordan's biodiversity and responsible animal treatment.