

Sustainable Accommodations

Why Jordan Tours recognizes that accommodation providers are an important part of the tourism supply chain and can have significant environmental, social, cultural, and economic impacts on destinations.

We aim to work with accommodation partners that provide good-quality services while demonstrating responsible practices in areas such as energy and water management, waste reduction, local employment, community engagement, cultural preservation, and biodiversity protection.

We recognize that the availability of formally certified sustainable accommodation in Jordan remains limited.

Therefore, while recognized sustainability certification is an important consideration, we also assess the practical sustainability efforts and willingness to improve of non-certified accommodation providers.

Accommodation Selection

When selecting accommodation partners, we consider sustainability alongside price, location, quality, comfort, safety, availability, and suitability for our clients.

Where feasible and appropriate, we give preference to accommodations that:

- Hold a recognized sustainability certification, particularly **Green Key** or another credible sustainability standard.
- Demonstrate established environmental management practices.
- Reduce unnecessary consumption of electricity and water.
- Have appropriate waste reduction, sorting, and recycling practices.
- Reduce unnecessary single-use plastics.
- Employ local people.
- Source food, products, and services locally where possible.
- Are locally owned or managed where suitable.
- Respect local communities and cultural heritage.
- Support local economic development.
- Demonstrate responsible treatment of animals and respect for biodiversity.
- Minimize their negative impact on the surrounding natural environment.

Environmental Practices

We encourage accommodation partners to implement practical environmental measures, including:

- Energy-efficient lighting and equipment.
- Switching off lights and equipment when not required.
- Energy-saving systems where feasible.
- Responsible air-conditioning and heating practices.
- Water-saving fixtures and procedures.
- Regular maintenance of water systems and prompt repair of leaks.
- Guest awareness regarding responsible water consumption.
- Reduction of unnecessary laundry and linen washing where appropriate.
- Waste separation and recycling where facilities exist.
- Reduction of single-use plastic products.
- Responsible management of cleaning products and chemicals.
- Environmentally responsible purchasing practices.

Particular attention is given to water conservation because of the severe water scarcity challenges in Jordan.



Sustainable Certifications

Where available, we identify accommodation providers that hold recognized sustainability certifications.

Green Key is particularly relevant to our accommodation-selection process. We regularly collect available information regarding Green Key-certified hotels and hospitality establishments in Jordan and maintain relevant information in our internal supplier records.

The availability of certification is considered positively when selecting accommodation partners, but certification is not the only criterion.

Where suitable certified accommodation is unavailable or does not meet the client's requirements regarding location, price, comfort, availability, or other operational considerations, we may work with non-certified accommodation that demonstrates responsible practices and a willingness to improve.

Local Employment and Local Purchasing

Why Jordan Tours encourages accommodation partners to contribute to the local economy.

Where possible, we encourage accommodations to:

- Employ people from the local community.
- Purchase food and other products from local suppliers.
- Use locally produced products.
- Work with local service providers.
- Promote local crafts and products.
- Support local businesses and community initiatives.

We consider local employment and local purchasing to be important elements of responsible tourism because they help retain tourism income within the destination.

Support for Local Communities

We encourage accommodation providers to maintain positive relationships with neighboring communities.

Where appropriate, accommodations are encouraged to:

- Support local community initiatives.
- Employ local residents.
- Purchase from local businesses.
- Avoid activities that negatively affect access to essential resources for neighboring communities.
- Respect local community needs and concerns.
- Contribute positively to the social and economic development of the destination.

Where there is clear evidence that an accommodation provider seriously jeopardizes the availability or integrity of essential resources or basic services for neighboring communities, such as **food, water, energy, healthcare, or soil**, this may constitute grounds for terminating or not renewing the business relationship.

Cultural Respect and Heritage

We encourage accommodation partners to respect and preserve local culture, traditions, heritage, and community identity.

Where appropriate, preference may be given to accommodations that:

- Incorporate local architectural features.
- Showcase local art and crafts.
- Use locally produced materials or products.
- Provide authentic and respectful cultural experiences.



- Promote local traditions without exploiting or misrepresenting them.
- Respect the intellectual property and cultural rights of local communities.

Accommodation partners are expected to ensure that cultural activities are conducted respectfully and do not exploit local communities or traditions.

Biodiversity and Environmental Protection

We encourage accommodation providers to minimize their negative impacts on local and global biodiversity.

Where relevant, accommodation partners are encouraged to:

- Avoid activities that damage natural habitats.
- Avoid the use, sale, display, or trade of products derived from threatened or protected wildlife.
- Manage waste responsibly to prevent pollution of surrounding natural areas.
- Use water and other natural resources responsibly.
- Avoid unnecessary disturbance to wildlife.
- Comply with applicable environmental legislation and protected-area regulations.

Child Protection

Child protection is an important consideration when working with accommodation providers.

Our accommodation suppliers are expected to take appropriate measures to prevent the sexual exploitation and abuse of children.

Where relevant, accommodation partners are expected to establish appropriate contractual commitments and preventive measures concerning child protection.

Failure to implement sufficient measures to prevent the sexual exploitation of children may result in corrective action, suspension, or termination of the business relationship.

Communication of Sustainability Requirements

Why Jordan Tours communicates relevant sustainability expectations to accommodation partners.

This may include:

- Sharing our Sustainability Policy or relevant sustainability requirements.
- Discussing environmental and social practices during contracting.
- Providing sustainability checklists or questionnaires.
- Communicating areas where improvement is expected.
- Encouraging accommodation providers to pursue recognized sustainability certification where feasible.
- Sharing relevant sustainability information and good practices.

Our Contract Manager plays an important role in this process by collecting accommodation sustainability information, maintaining supplier-related records, circulating relevant information internally, and participating in sustainability meetings and training sessions.

Assessment and Monitoring

Accommodation partners are assessed through available and appropriate methods, which may include:

- Review of sustainability certifications.
- Supplier sustainability questionnaires or checklists.
- Direct discussions with accommodation management.
- Review of publicly available sustainability information.



- Site visits where practical.
- Feedback from staff, guides, and customers.
- Operational observations.
- Review of complaints or incidents related to environmental, social, safety, or community issues.

Sustainability performance is considered as part of supplier reviews and accommodation selection.

Encouragement and Continuous Improvement

We recognize that accommodation providers are at different stages of their sustainability journey.

For non-certified accommodations, we encourage practical and progressive improvements rather than requiring certification as an immediate condition of cooperation.

Where opportunities for improvement are identified, we may:

- Provide feedback to the accommodation.
- Share relevant sustainability guidance.
- Encourage improvements in energy and water efficiency.
- Encourage waste reduction and recycling.
- Encourage reduction of single-use plastics.
- Promote local employment and purchasing.
- Encourage improved community engagement.
- Encourage the accommodation to work towards recognized sustainability certification.

Accommodations that demonstrate measurable progress and a genuine commitment to sustainability are considered valuable long-term partners.

Recognition and Incentives

Where appropriate, Why Jordan Tours may recognize accommodation partners that demonstrate strong sustainability performance or significant improvement.

Recognition may include:

- Giving positive consideration during supplier selection.
- Highlighting sustainable practices in internal supplier information.
- Considering suitable properties for sustainable travel products.
- Sharing positive sustainability examples with relevant staff and partners.
- Encouraging other suppliers to adopt similar practices.

Our objective is to create constructive, long-term partnerships that encourage continuous improvement throughout the accommodation supply chain.