



Evaluation and Recognition of Accommodation Partners

Why Jordan Tours recognizes that selecting sustainable accommodation is not a one-time process. The sustainability performance of accommodation partners should be monitored over time, and suppliers should be encouraged to continuously improve their environmental, social, and community practices.

Our evaluation process therefore combines sustainability certification, supplier information, operational experience, customer feedback, and direct communication with accommodation partners.

Regular Supplier Assessment

We aim to regularly review the sustainability performance of key accommodation partners as part of our supplier monitoring and contracting process.

The assessment may consider:

- Existing sustainability certifications and eco-labels.
- Environmental management practices.
- Energy conservation measures.
- Water conservation practices.
- Waste reduction and recycling.
- Reduction of single-use plastics.
- Local employment.
- Local purchasing and sourcing.
- Community engagement.
- Respect for local culture and heritage.
- Biodiversity and environmental protection.
- Animal welfare where relevant.
- Health, safety, and hygiene standards.
- Child protection measures.
- Compliance with applicable laws and regulations.
- Willingness to improve sustainability performance.

Assessment of Certified Accommodation

Where an accommodation provider holds a recognized sustainability certification, the company records the available certification information and considers it during supplier selection and review.

Green Key certification is particularly relevant to our accommodation supplier monitoring.

The company periodically collects available information regarding Green Key-certified accommodation in Jordan and maintains the information in its internal supplier records.

Certification status may be reviewed when:

- Selecting new accommodation partners.
- Renewing supplier relationships.
- Developing new tourism products.
- Reviewing existing hotel partners.
- Updating sustainability information provided to customers.

Assessment of Non-Certified Accommodation

We recognize that many accommodation providers in Jordan do not currently hold formal sustainability certification.

Non-certified accommodation is therefore assessed based on available evidence of responsible practices rather than automatically excluded.

Depending on the circumstances, assessment may include:

- Supplier questionnaires or sustainability checklists.
- Direct discussions with hotel management or staff.
- Review of publicly available information.
- Site visits where practical.
- Information provided by the accommodation.
- Feedback from our staff, guides, and customers.
- Operational observations.
- Review of complaints, incidents, or identified sustainability concerns.

The company particularly encourages non-certified accommodation providers to demonstrate practical improvements in energy, water, waste management, local employment, local purchasing, community engagement, and other relevant sustainability areas.

Supplier Sustainability Records

Relevant sustainability information is maintained for key accommodation partners.

The records may include:

- Accommodation name and location.
- Sustainability certification, where applicable.
- Certification type and validity information where available.
- Sustainability practices identified during assessment.
- Local employment and sourcing information where relevant.
- Environmental initiatives.
- Waste, water, and energy practices where information is available.
- Child-protection measures.
- Identified areas for improvement.
- Feedback or follow-up actions.
- Date of the latest review.

The Contract Manager supports the collection and circulation of accommodation sustainability information and works with relevant staff involved in supplier management.

Feedback and Corrective Action

Where an assessment identifies areas that require improvement, Why Jordan Tours aims to communicate the concern to the accommodation provider and encourage appropriate corrective action.

Depending on the nature of the issue, corrective action may include:

- Providing feedback directly to the supplier.
- Requesting additional information or clarification.
- Sharing relevant sustainability guidance.
- Encouraging improvements to environmental practices.
- Requesting improved waste or water management.
- Encouraging stronger employee or community practices.
- Requesting appropriate child-protection measures.
- Monitoring the supplier's progress during subsequent reviews.



For serious issues involving legal compliance, health and safety, human rights, child protection, animal welfare, or significant environmental or community impacts, management may reconsider or terminate the supplier relationship.

Supplier Improvement

Why Jordan Tours recognizes that sustainability performance can improve gradually.

We therefore encourage accommodation partners to establish realistic improvement measures according to their size, resources, and operational circumstances.

Examples include:

- Reducing unnecessary electricity consumption.
- Installing energy-efficient lighting.
- Improving water-saving measures.
- Repairing leaks and reducing unnecessary water use.
- Introducing waste separation.
- Reducing single-use plastics.
- Using locally sourced products.
- Increasing local employment.
- Supporting community initiatives.
- Improving environmental awareness among staff.
- Working towards a recognized sustainability certification.

Progress towards these objectives is viewed positively when considering continued cooperation.

Recognition of Sustainable Partners

Why Jordan Tours aims to recognize accommodation partners that demonstrate strong sustainability performance or meaningful progress.

Recognition may include:

- Giving positive consideration during accommodation selection.
- Including the supplier among preferred accommodation options where appropriate.
- Highlighting sustainable practices in internal supplier information.
- Considering the accommodation for sustainability-focused travel products.
- Sharing positive examples with staff and relevant partners.
- Encouraging other accommodation providers to adopt similar practices.

Where appropriate and accurate, sustainability information may also be communicated to customers to help them make informed accommodation choices.

Incentives and Encouragement

We aim to create positive incentives for accommodation providers that actively engage in sustainability.

Depending on the circumstances, incentives may include:

- Increased consideration during supplier selection.
- Continued or expanded cooperation.
- Preference for suitable sustainable properties when developing products.
- Recognition of sustainability achievements.
- Sharing positive examples with relevant stakeholders.
- Encouragement to participate in recognized sustainability programs.



These incentives are considered alongside normal commercial criteria such as price, location, quality, availability, comfort, and customer requirements.

Review and Continuous Improvement

Accommodation sustainability performance is incorporated into the company's broader supplier review process. The Sustainability Coordinator, Contract Manager, and relevant staff contribute to the collection and review of sustainability information.

The results of accommodation assessments are used to:

- Improve supplier selection.
- Identify areas requiring follow-up.
- Support responsible product development.
- Improve communication with customers.
- Encourage suppliers to adopt better practices.
- Strengthen the company's sustainable tourism supply chain.

Why Jordan Tours will continue to update its accommodation assessment process as sustainability standards, local availability, and supplier practices develop.