



Tour Leaders, Local Representatives, Guides & Drivers

Why Jordan Tours recognizes the important role that tour leaders, local representatives, tour guides, drivers, porters, cooks, and other local tourism professionals play in delivering responsible and sustainable tourism experiences.

We aim to work with qualified and responsible local professionals and to ensure that they are treated fairly, work in safe conditions, and understand their responsibilities toward customers, local communities, cultural heritage, animals, and the natural environment.

Local Employment and Participation

We aim to maximize the benefits of tourism for local communities by involving local professionals wherever practical.

Where candidates have comparable skills and qualifications, we give preference to:

- Local tour leaders.
- Local representatives.
- Licensed local tour guides.
- Local drivers.
- Local porters.
- Local cooks.
- Local activity providers.
- Other qualified local tourism professionals.

This approach supports local employment, retains tourism income within Jordan, and helps visitors receive authentic local knowledge and experiences.

Employment Conditions

Why Jordan Tours expects employees and contracted tourism professionals working on our behalf to be treated fairly and respectfully.

Where applicable, we commit to:

- Providing written employment or contractual arrangements.
- Clearly communicating working conditions and responsibilities.
- Complying with applicable Jordanian labor legislation.
- Respecting legally applicable working hours, rest periods, and leave.
- Providing legally required remuneration and benefits.
- Maintaining safe working conditions.
- Prohibiting discrimination and harassment.
- Respecting fundamental human rights.
- Ensuring that individuals understand the terms and expectations of their engagement.

For contracted guides, drivers, and other local partners, contractual arrangements and supplier agreements should clearly establish the relevant responsibilities and service requirements.

Fair and Responsible Remuneration

Why Jordan Tours aims to ensure that local tourism professionals receive fair and appropriate remuneration.

We commit to:

- Paying employees and contracted local tourism professionals in accordance with applicable legal requirements and agreed contractual terms.



- Ensuring that remuneration meets or exceeds the applicable legal minimum or relevant industry standard, where applicable.
- Making payment terms clear before services are provided.
- Avoiding unfair or discriminatory differences in remuneration.
- Respecting agreed payment arrangements with guides, drivers, and other local suppliers.

Qualifications and Professional Competence

We aim to work with appropriately qualified and experienced professionals.

Depending on the role, this may include:

- Appropriate tourism or guiding qualifications.
- Relevant professional licenses.
- Driving licenses and legally required permits.
- Relevant experience in the destination.
- Knowledge of customer service.
- Knowledge of health and safety requirements.
- Knowledge of local culture and heritage.
- Understanding of responsible tourism principles.

For sensitive cultural, heritage, archaeological, or environmentally sensitive sites, we aim to use appropriately skilled and/or licensed guides where required.

Sustainability Responsibilities of Guides and Local Representatives

Tour leaders, guides, and local representatives play an important role in communicating responsible tourism practices to customers.

Where relevant, they are expected to inform travelers about:

- Respect for local culture and traditions.
- Appropriate behavior at religious and cultural sites.
- Protection of cultural and archaeological heritage.
- Responsible use of water and other scarce resources.
- Waste reduction and appropriate disposal.
- Avoidance of unnecessary single-use plastics.
- Protection of wildlife and natural areas.
- Appropriate behavior in protected areas.
- Respectful interaction with local communities.
- Appropriate photography and behavior.
- Relevant social norms and customs.
- Child protection and human rights.
- Responsible treatment of animals.

Guides are encouraged to explain the reasons behind these practices so that customers understand how their behavior can contribute positively to the destination.

Cultural Heritage and Local Communities

Our guides and representatives are encouraged to promote respectful interaction between visitors and local communities.



They should:

- Provide accurate and respectful information about local culture and traditions.
- Encourage visitors to behave appropriately in communities and cultural sites.
- Avoid stereotypes or disrespectful representations of local people.
- Encourage customers to support legitimate local businesses.
- Promote locally produced crafts and products where appropriate.
- Discourage the purchase of illegal or culturally sensitive items.
- Respect local customs regarding dress, photography, religious practices, and personal behavior.

Environmental Awareness

Guides and local representatives are encouraged to help minimize the environmental impact of tours.

Depending on the destination and activity, this may include:

- Encouraging customers to use reusable water bottles.
- Reducing unnecessary waste.
- Using designated waste disposal points.
- Avoiding damage to vegetation and natural habitats.
- Staying on designated trails where applicable.
- Respecting protected-area regulations.
- Avoiding disturbance to wildlife.
- Encouraging responsible water consumption.
- Explaining the importance of Jordan's limited water resources.
- Encouraging walking and other lower-impact activities where appropriate.

Wildlife and Animal Welfare

Guides and local representatives are expected to support the company's commitment to responsible animal treatment.

They should:

- Discourage customers from activities involving the mistreatment or abuse of animals.
- Avoid overloading animals used for tourism activities.
- Encourage customers to report concerns regarding animal welfare.
- Respect relevant animal-welfare guidelines.
- Avoid supporting activities that involve unacceptable exploitation of wildlife.
- Encourage responsible behavior around animals.

Particular attention is given to animal welfare in destinations where donkeys, camels, horses, or other animals may be used for tourism activities.

Customer Service and Professional Conduct

Tour leaders, guides, representatives, and drivers are expected to maintain professional standards when interacting with customers.

They should:

- Communicate in a polite and respectful manner.
- Use an appropriate and friendly tone of voice.
- Respect customers' privacy and personal boundaries.
- Avoid inappropriate physical contact.



- Never initiate physical contact with customers except for an appropriate professional greeting such as a handshake.
- Respect a customer's personal space.
- Avoid behavior that could make customers feel uncomfortable or unsafe.
- Provide clear and accurate information.
- Treat all customers fairly and without discrimination.

Driver Responsibilities

Drivers working with Why Jordan Tours are expected to follow the company's driver safety and conduct requirements.

Drivers should:

- Drive safely and responsibly.
- Follow applicable speed limits and traffic regulations.
- Never use a handheld mobile phone while driving.
- Maintain appropriate following distances.
- Avoid aggressive driving.
- Avoid unnecessary engine idling.
- Maintain the vehicle appropriately.
- Keep vehicles clean and safe.
- Respect the company's no-smoking requirements.
- Communicate respectfully with customers.
- Provide basic practical information when acting as the group's transportation representative.

When there is no separate tour guide accompanying the group, the driver should clearly explain that their primary role is transportation and should not present themselves as a licensed guide if they are not qualified or licensed to provide guiding services.

Training and Awareness

Why Jordan Tours recognizes that ongoing training helps tourism professionals provide safer, more responsible, and higher-quality services.

Where appropriate, we provide or encourage training covering:

- Sustainability and responsible tourism.
- Customer service.
- Health and safety.
- Emergency procedures.
- Cultural awareness.
- Environmental protection.
- Wildlife and animal welfare.
- Child protection.
- Human rights.
- Professional communication.
- Responsible driving and eco-driving.

Relevant training opportunities, meetings, and sustainability information are communicated to staff and involved partners as appropriate.



Reporting Concerns

Tour leaders, guides, representatives, and drivers are encouraged to report issues that may negatively affect:

- Customer safety or welfare.
- Employee welfare.
- Local communities.
- Cultural heritage.
- Wildlife or animal welfare.
- The environment.
- Compliance with company policies.
- Compliance with applicable laws.

Reported concerns are reviewed by the appropriate company representative and escalated to management where necessary.

Continuous Improvement

Why Jordan Tours aims to strengthen the skills and sustainability awareness of its local tourism professionals over time.

Feedback from customers, employees, guides, drivers, and management is considered when identifying training needs and improving operational procedures.

Through fair working practices, local employment, professional development, sustainability awareness, and responsible customer interaction, we aim to ensure that our tour leaders, guides, representatives, and drivers contribute positively to the quality and sustainability of tourism in Jordan.