

Sustainability report - 2025

Ashtar Tours International Travelife Partner



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1. Reporting context

This Sustainability Report aims to provide a clear and transparent overview of Ashtar Tours International's current status and ongoing efforts toward sustainability. It serves as a baseline assessment of our progress, challenges, and future plans in enhancing our positive impact and reducing negative environmental and social footprints.

The report covers various aspects of our operations, including internal management, supplier relations, environmental protection, community engagement, and client communication.

We recognize that sustainability is a continuous process, and this report reflects our dedication to improving our practices and adapting to emerging challenges. It also outlines our commitment to open communication, allowing us to share our journey with all stakeholders and to seek their valuable feedback and support.

2. Company data

Ashtar Tours International

Wakalat Street 5

Amman

<https://www.ashtartours.com/>

info@ashtartours.com

Tourist volume 5001 - 10000

Number of employees 5 - 25

Type of tourism Active / soft adventure, Sport and adventure, Sun and Beach tourism, City trips, Culture, history and art, Spiritual / religious, Wellness / health, Students, educational, Meetings, Incentives, Conferences and Events (MICE), Round tours, Village and Community Based Tourism (CBT), Nature/Wildlife

Special target groups Young people, Youth and students, Singles, Seniors, Families with children, Business people

Destinations offered

Sustainability coordinator

Aya Issa

info@ashtartours.com

3. Introduction

As part of our commitment to transparency and accountability, Ashtar Tours International is pleased to present this Sustainability Report. This document serves as a reflection of our journey so far, showcasing our modest achievements while providing a glimpse into our future plans to enhance positive contributions and reduce negative impacts associated with our tours and office operations.

Throughout this report, we share our efforts to integrate sustainable practices into all aspects of our business, minimizing waste, supporting local communities, and ensuring the satisfaction of our team and partners. We acknowledge that there is always room for improvement and are dedicated to continuously enhancing our practices to achieve more positive outcomes.

We sincerely appreciate the ongoing support and collaboration of our clients, partners, and stakeholders in this journey. We hope that we can inspire further cooperation and innovation in promoting responsible tourism in Jordan.

4. Mission statement & policy

4.1 Mission statement

We create high-quality, affordable travel experiences while committing to sustainability in Jordan. By reducing carbon emissions, minimizing waste, and engaging local communities, we ensure responsible tourism that benefits both travelers and destinations. Our commitment extends to fostering a supportive environment for our team and partners.

4.2 Policy

At Ashtar Tours International, we are committed to promoting responsible practices in all aspects of our business. Our sustainability policy is carefully designed to ensure the highest environmental management standards, social responsibility, and ethical conduct in our operations. Below, we outline our commitments and the measures we will take to fulfill them:

1. INTERNAL MANAGEMENT & LEGAL COMPLIANCE :

We commit to sustainable internal management by having a clear written, and well-communicated social policy that includes the following principles:

Business conduct and labor conditions

- We implement an internal company system based on the provisions and laws of the Jordanian Ministry of Labor, which is communicated to all employees.
- Employment contracts are clear for all employees, guaranteeing their rights and outlining their duties and obligations, including job descriptions, annual leave, benefits, and wages. We ensure employees are free to terminate their contracts with a one month's notice without penalties.
- We guarantee a safe and comfortable working environment for all employees by providing first aid kits and fire extinguishers in the workplace and training employees in first aid and fire extinguisher usage.
- We provide a system to measure employee satisfaction and a mechanism for submitting complaints.
- We adhere to national regulations regarding the minimum age for employment and support fair labor practices and worker rights protection in line with Jordanian labor laws.
- We offer comprehensive health insurance to our employees as an additional benefit.
- We are committed to providing equal opportunities with no discrimination against gender, race, religion...etc.

Purchasing:

- We prioritize purchasing sustainable goods and services, including office supplies, catering materials, gifts, and office necessities.
- We collaborate with suppliers who uphold fair labor practices and contribute positively to the well-being

of local communities.

- We prioritize working with local suppliers who follow sustainable and ethical practices in their production methods.
- We prioritize purchasing energy-efficient equipment, considering cost, quality, and environmental impact.
- We avoid products that threaten biodiversity or involve materials sourced from endangered species or sensitive areas.
- We regularly assess our suppliers' sustainability practices
- We select products and services demonstrating strong energy efficiency throughout their entire lifecycle.
- We give preference to items that carry recognized eco-labels and certifications that meet high sustainability standards.
- We purchase frequently used items in bulk to reduce waste and seek reusable alternatives wherever possible.

Environmental Protection:

Energy and Water Management

- We focus on reducing energy use by adopting efficient technologies and practices. Lights, electronics, and equipment are turned off when not in use. Our vehicles are regularly maintained for the best fuel efficiency.
- We actively encourage the use of sustainable means of transportation by replacing company cars with Hybrid / electric cars.
- We minimize printing and encourage digital communication to save energy and resources.
- We plan our routes carefully to cut down on fuel consumption and reduce our carbon footprint.
- We ensure our staff and tour participants understand the importance of energy conservation and how they can help.
- We actively reduce water consumption by installing water-saving equipment in toilets

Waste management

- We comply with the national legislation concerning waste disposal;
- Continually implement strategies to reduce waste across our operations by reducing the use of single-use consumables and choosing more sustainable alternatives to minimize waste production.
- We reduce packaging waste by buying in bulk
- We advocate for paper-saving techniques such as double-sided printing or other paper-saving methods in our copiers and printers.
- We are committed to separating our waste and recycling paper, tin, and plastic.
- We implement measures to reduce brochure waste by using digital brochures.

2. MANAGEMENT OF SUPPLY CHAIN:

Transportation:

- We choose environmentally friendly transportation options when available and offer bike and walking tours in our tour packages.
- We prefer using low-emission vehicles such as electric and hybrid cars.
- We work with transportation companies to reduce fuel consumption, lower carbon emissions, and ensure

public safety for tourists.

- We collaborate with transportation companies to reduce plastic use on buses, including eliminating plastic water bottles.
- We ensure the safety of our clients by providing first aid kits in the tourist vehicles during our trips and tours to protect the safety and well-being of our customers and employees.

Accommodation:

- We prioritize accommodations that follow sustainable practices and quality standards.
- We prefer locally owned and operated accommodations that support local community employment.
- We advocate for improved practices and aim to provide training and awareness on responsible tourism to our future partners.
- We encourage accommodations to complete sustainability surveys, focusing on key standards such as water and energy-saving initiatives, waste management, community involvement, and food and beverage service management.
- We maintain regular communication with our partners to stay updated on developments.
- We ensure that our accommodations respect and safeguard the rights of children, including a zero-tolerance policy of sexual exploitation or labor of children.

Tours and Activities:

- We are committed to building an inventory of environmentally or culturally sensitive excursions which are offered in each destination
- We prioritize tours and activities that respect local cultures, wildlife, and the environment.
- We advise guests on appropriate behavioral standards.
- We support community tourism and locally made souvenirs.
- We don't offer activities that harm humans, animals, plants, natural resources (e.g. water/energy), or which are socially/culturally unacceptable."
- We are committed to hiring skilled and/or certified guides to guide our guests in sensitive cultural sites, heritage sites, or ecologically sensitive destinations;
- We refrain from offering tours that involve visiting captive wildlife unless it is part of a regulated activity that ensures that their utilisation is sustainable and in compliance with local, national, and international law
- We ensure that wildlife species are not harvested, consumed, displayed, sold, or traded in any form through our operations, except when permitted as part of regulated activities.
- We ensure that any activity involving wildlife is conducted strictly in compliance with local, national, and international laws, including conventions such as CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora).
- We collaborate only with organizations, suppliers, and local communities that prioritize sustainable wildlife practices and conservation efforts.
- We ensure that all our suppliers respect and safeguard the rights of children, including a zero-tolerance policy of sexual exploitation or labor of children

Tour Guides and Local Representatives:

- We ensure that all our tour guides understand their the terms and conditions of their hiring
- We ensure fair and safe working conditions for all our tour guides and representatives and provide a code of conduct with transparent terms and conditions.
- We ensure that our guides at least receive a living wage that is equal to or above the legal minimum or

relevant industry standard

- We prioritize local workers and reward them with fair wages in accordance with legal standards.
- We aim to provide training to our tour guides on sustainability issues, social norms, and human rights within our local communities.
- We ask tour guides to provide detailed feedback to our office after each tour.
- We provide guides with information to share with tourists about responsible practices.

Destinations:

- We aim to promote less-known destinations and nature reserves in Jordan
- We consider sustainability aspects in the selection process of new destinations and possibly offer alternative, non-mainstream destinations
- We do not allow the purchase of souvenirs containing threatened flora and fauna species, any illegally obtained historical/archaeological artifacts, drugs or illegal substances, and we abide by local and international laws in place to prevent this

Communication with Tourists and Protection:

- We are committed to protecting our customer's privacy by keeping the information secure and treat it with the respect it deserves:
- We are committed to ensuring that all promotional materials and marketing communications meet relevant industry standards and voluntary codes of conduct. Our practices emphasize transparency, accuracy, and ethical representation of our services. Specifically, we adhere to the following principles:
 - Accuracy: All descriptions of our tours, accommodations, and services reflect what is genuinely offered and avoid exaggeration.
 - Transparency: Pricing, terms, and conditions are clearly stated to avoid any potential misunderstandings.
 - Ethical Representation: Visual and textual content respects cultural sensitivities and portrays destinations and communities in a responsible manner.
 - Compliance: All materials are developed in alignment with applicable regulations and standards.
- We promote sustainable alternatives to our clients and work with local companies to offer eco-friendly transportation options (bike tours and hiking/trekking tours).
- We provide comprehensive information to tourists before, during, and after their stay in Jordan.
- Provide destination information, including sustainability aspects, which is factually correct, balanced, and complete.
- Provide emergency contacts and responsible behavior guidelines.
- Inform the customer about sustainable alternatives concerning accommodations, excursions, package holiday,s and transport options, if available;
- Clearly inform (potential) direct customers about sustainability commitments and actions.
- Provide clients with documented guidelines and/or codes of conduct for sensitive excursions and activities to minimize negative visitor impact and maximize enjoyment. When possible, guidelines are developed in collaboration with relevant NGO's and the affected community;
- Aim to inform clients about applicable legislation concerning the purchasing, sales, import, and export of historic or religious artefacts and articles containing materials of threatened flora and/or fauna in the destination;

- Motivate clients to use local restaurants and shops (where appropriate);
- Inform clients on sustainable transport options in destinations, when feasible.
- Encourage clients to donate to local charities and sustainable initiatives
- aim to provide customers with information about commercial, sexual or any other form of exploitation and harassment, particularly of children and adolescents
- We aim to seek feedback from tourists to improve our services and integrate sustainability into our customer satisfaction evaluations.

5. Assessment overview

| Main theme | Criteria | Completed |
|---|----------|-----------|
| 0. Company characteristics | 10 | 10 |
| 1. Sustainability management & legal compliance | 16 | 16 |
| 2. Internal management: social policy & human rights | 22 | 22 |
| 3. Internal management: environment and community relations | 37 | 37 |
| 4. Inbound partner agencies | 7 | 7 |
| 5. Transport | 4 | 4 |
| 6. Accommodations | 11 | 11 |
| 7. Activities | 12 | 12 |
| 8. Tour leaders, local representatives, and guides | 8 | 8 |
| 9. Destinations | 4 | 4 |
| 10. Customer communication and protection | 26 | 26 |





6. Detailed overview

0. Company characteristics

10





Contact details

1

| Action |  |  | Details |
|---------------------------------|---|---|---|
| 0.1. Sustainability coordinator |  |  | Aya Issa tourism@ashtartours.com 00962797840508 |







Organization structure

1

| Action |  |  | Details |
|-------------|---|---|---------|
| 0.2. Awards |  |  | |

Brands, products, and/or services



6

| Action |  |  | Details |
|-------------------------------|---|---|--|
| 0.3. Nature of business |  |  | Inbound tour operator,Activity provider,Travel agency (corporate),SAVE |
| 0.4. Sensitive activity types |  |  | Intangible cultural heritage,City tour Hiking,Horse riding,Mountain biking,Mountain climbing,Jeep safaris |

| | | | |
|------------------------------|---|---|--|
| | | | Diving and snorkelling, Boat tours Visiting traditional communities, Visiting indigenous people, Visiting schools, Visiting orphan houses Working animals |
| 0.5. Passenger number | ✓ | ✓ | 5001 - 10000 |
| 0.6. Tourism types | ✓ | ✓ | Active / soft adventure, Sport and adventure, Sun and Beach tourism, City trips, Culture, history and art, Spiritual / religious, Wellness / health, Students, educational, Meetings, Incentives, Conferences and Events (MICE), Round tours, Village and Community Based Tourism (CBT), Nature/Wildlife |
| 0.7. Target groups | ✓ | ✓ | Young people, Youth and students, Singles, Seniors, Families with children, Business people |
| 0.8. Destinations | ✓ | ✓ | |



Personnel

1

| Action |  |  | Details |
|---------------------------------|---|---|---------|
| 0.9. Number of employees | ✓ | ✓ | 5 - 25 |

Public communication

1



| Action |  |  | Details |
|---|---|---|---------|
| 0.10. Brands under Travelife scope | ✓ | ✓ | |

1. Sustainability management & legal compliance

16

Engagement of company



3

| Action |  |  | Details |
|---------------------------------|---|---|--|
| 1.1. Sustainability coordinator | ✓ | ✓ | <p>Aya Issa</p> <p>The Sustainability Coordinator will be responsible of the following tasks:</p> <p>Leading the development and implementation of our company’s sustainability action plan in collaboration with colleagues. Raising awareness and ensuring all staff have a clear understanding of sustainability policies. Monitoring and improving the sustainability aspects of our internal procedures, travel products offering, and supply chain. Collecting and analyzing relevant sustainability data for internal reporting and Travelife certification. Reporting directly to senior management on sustainability progress, challenges, and compliance. Serving as the main point of contact for Travelife, ensuring timely and accurate reporting. Supporting internal and external communication regarding our sustainability commitments and initiatives.</p> |
| 1.2. Mission statement | ✓ | ✓ | <p>Increase client satisfaction by offering affordable and high-quality itineraries while actively working towards sustainability in Jordan through reduction carbon emissions and minimizing waste in our itineraries/operations, engaging local communities and ensuring the satisfaction of our team and partners.</p> <p>Ashtar Tours Mission Statement</p> <p>We create high-quality, affordable travel experiences while committing to sustainability in Jordan. By reducing</p> |

| | | |
|---|---|--|
| | | carbon emissions, minimizing waste, and engaging local communities, we ensure responsible tourism that benefits both travelers and destinations. Our commitment extends to fostering a supportive environment for our team and partners. |
| 1.3. Trained sustainability coordinator/team | ✓ | <ul style="list-style-type: none"> * Muath Mirai Product Development Manager * Aya Alhoubani Travelife Sustainability Manager <p>Company learning monitor No workshop information for this company</p> |

Social cooperation



3

| Action |  |  | Details |
|-------------------------------------|---|---|---|
| 1.4. Collaboration | ✓ | — | Ashtar Tours actively participates in external forums and working groups that promote sustainability in tourism. These collaborations enable us to share best practices, contribute to industry-wide initiatives, and stay updated on the latest developments in sustainable tourism. Mr. Tareq Samih is also aboard member of the Jordan Inbound Tour Operator Association board member and contributes to the sector's development . |
| 1.5. Exchange of experiences | ✓ | — | <p>Ashtar Tours recently undertook a significant initiative to clean up and greenify Jordan's forests. This effort not only aimed to enhance the natural beauty of the region but also to inspire others to join in the global movement towards environmental stewardship and sustainability. and we shared on our monthly newsletter, social media and website.</p> <p>Ashtar Tours - Newsletter - April 2024</p> <p>https://www.ashtartours.com/post/cleaning-jordan-s-forests-for-a-sustainable-future</p> |

| | | | |
|-----------------------|---|---|--|
| | | | |
| 1.6. Donations | ✓ | — | Several Donations have been made over the years. Attached the list starting 2023 to date. These include: Umrah trips for employees and guides, supporting the local community and other donations. (the attached is a print out from our accounting system). |



Baseline assessment

2

| Action |  |  | Details |
|---|---|---|---|
| 1.7. Overview partners/suppliers | ✓ | — | <p>We made a list of the green key properties . We contacted them and supported them more and they are now our top supplieres like Toledo Hotel in Amman , RSCN, Hyatt Regency in Ayla / Aqaba , Moevenpick Resorts , Marriott groups etc.</p> <p>We sent the check list to the suppliers and they filled it .</p> <p>Now during our inspections , we are talking to the supplieres about how to be sustainable property . Most of them already have an idea about it and are working to be sustainable .</p> |
| 1.8. Baseline assessment | ✓ | ✓ | To provide a professional service to visitors, professional in care and commitment, and professional in providing an objective understanding of the place visited, free from prejudice or propaganda. |



Policy

2

| Action |  |  | Details |
|----------------------------|---|---|--|
| 1.9. Sustainability policy | ✓ | ✓ | <p>Our sustainability policy is attached and published on our website on the following link</p> <p>https://www.ashtartours.com/sustainabilitypolicy</p> |
| 1.10. Communication | ✓ | ✓ | <p>The GM have sent the policies to all employees via email, and then published them on the website & forwarded them our partner agents via email.</p> <p>https://www.ashtartours.com/blank-1</p> <p>https://www.ashtartours.com/general-5</p> |

Action plan







2

| Action |  |  | Details |
|-------------------------|---|---|---|
| 1.11. Action plan | ✓ | ✓ | <p>We're using the our action plan and create tasks for our team and each department. This method allows us to monitor progress and provide solutions whenever needed</p> |
| 1.12. Staff involvement | ✓ | ✓ | <p>At the outset, Aya added all staff to the website and then sent each employee an email with their login credentials to explore the site and take the free courses to gain a sufficient understanding of sustainability. Following this, the General Manager collaborated with the trainer Lena to create a 3-day training course involving all employees to provide a clearer picture of sustainability and clarify the role of each department. After the course, we developed company policies and distributed them to all departments. Each department reviewed the policies and devised long-term plans, initiating work on them from that moment until now. Each department has successfully completed a significant portion of the policy.</p> |

| | |
|--|--|
| | <p>The manager restructured the company's departments and implemented regulations aligned with the sustainable company policy. We made numerous changes in office and offsite practices, such as water conservation, waste reduction, complete elimination of paper cups and plastic bottles. The sales department announced to partner companies that we have started working with Travelife and are now collaborating on new itineraries. The reservations department compiled a sustainability checklist for hotels and restaurants and sent it to our partnering hotels, who are currently in communication with them. The operations department created a code of conduct guidelines for guides, drivers, and transportation companies, outlining rules to be followed during our programs.</p> |
|--|--|



Monitoring and evaluation

2

| Action |   | Details |
|--|---|---|
| 1.13. Monitoring and evaluation |   | <p>Currently, there is no defined monitoring system. Our sustainability coordinator follows up every month with relevant staff regarding paper consumption, waste recycling, and the percentage of improvements in accommodation options.</p> <p>These meetings are informal and not documented. We shall start developing specialized tools internally to track progress.</p> <p>Action plan updates on progress will be done quarterly</p> |
| 1.14. Staff Communication |   | <p>When implementing internal formal office guidelines, including our sustainability policy, we follow a structured communication process. The General Manager initiates the discussion by sending an email that details the new guidelines or policy. This email serves as the primary communication tool, outlining the objectives and inviting all team members to provide feedback or suggestions. This collaborative approach ensures that everyone has the opportunity to contribute to the development of the policy. Once feedback is gathered, the policy is finalized and communicated through the same system, which is consistently used for any new rules or policies within the organization.</p> |

External reporting and communication

2















| Action |  |  | Details |
|---------------------------|---|---|---|
| 1.15. Travelife reporting | ✓ | ✓ | Ashtar Tours will surely comply and follow the regulation of Travelife |
| 1.16. Public reporting | ✓ | ✓ | https://www.ashtartours.com/sustainability https://www.ashtartours.com/general-5 https://www.ashtartours.com/post/driving-sustainability-ashtar-tours-electric-vehicle-initiative https://www.ashtartours.com/post/ashtar-tours-joins-the-journey-of-growth-the-business-export-coaching-project https://www.ashtartours.com/post/exploring-the-essence-of-madaba-ashtar-tours-on-a-familiarization-journey |

2. Internal management: social policy & human rights

22

Social policy and human rights

19

| Action |  |  | Details |
|---|---|---|---|
| 2.1. Freedom of association |  |  | Ashtar Tours does not hinder trade union membership. Currently, no staff members are part of any union. |
| 2.2. Collective labour agreement |  |  | This does not apply to us, in Jordan there are no collective labour agreements for the tourism sector. |
| 2.3. No forced labour |  |  | The Jordanian law is the prevailing law for all employment issues, and our contract doesn't enforce any clauses in regards to resignation therefore we are inline Jordanian labor law article 23 stating the following "If either party wishes to terminate an open-ended employment contract, they must notify the other party in writing at least one month in advance. The notice may not be withdrawn except with the consent of the other party. |
| 2.4. HR Manual |  |  | |
| 2.5. Formal contracts |  |  | Every employee signs an individual contract, usually on a yearly basis. |
| 2.6. Living wage |  |  | All employees are paid above legal minimum wage by at least 27%, and as per the company policy the minimum wage at Ashtar Tours is 400JD |

| | | | |
|------------------------------|---|---|---|
| 2.7. Overtime | ✓ | ✓ | If applicable, overtime will be paid , over 40 hours weekly the 41 will be paid one and half time more than the usual hours |
| 2.8. Medical insurance | ✓ | ✓ | the company provides its employees with a social security insurance, which includes medical insurance. The cost are shared between employee and employer. This aligns with the industry practice and as per the jordanien low and regulation, plus the company offers a first class medical insurance to all it's employees. |
| 2.9. Liability Insurance | ✓ | — | we do not have liability insurance for specially for accidents inside office but we do cover and hold responsibility for any related issues according to the Jordanian labor and social security law (page 47). We also provide level-A health insurance that all employees have also they have life insurance paid by our company. |
| 2.10. Holiday / Annual leave | ✓ | ✓ | The annual leave duration for the second party is (21/14) days, with the first party having the authority to determine the date and distribution of this leave according to the nature of the work and its interests, as assessed and determined solely by the firs |
| 2.11. Sick Leave | ✓ | — | Employees have 14 days of sick leave annually. |
| 2.12. Health and safety | ✓ | ✓ | We don't have a policy in place, however we are committed to insure a first aid kit and fire extinguisher. furthermore all employees are trained in first aid. |
| 2.13. Equal opportunities | ✓ | ✓ | <p>Internal management:</p> <p>Social policy & human rights</p> |

At Ashtar Tours, we believe in taking care of our team and respecting everyone's rights. Here's how we do that:

For Our Employees:

Freedom to Work: Our employees have the freedom to choose their work and can leave with notice, ideally at least one month, without any penalties. **Clear Contracts:** Every employee gets a contract that includes job details and follows national labor laws. The contract clearly states the wage rate, which is always at or above the legal minimum. **Insurance:** We provide all necessary insurance as required by law, so our employees are covered. **Paid Holidays:** Our team members are entitled to paid holidays and can take unpaid leave when needed. **Health and Safety:** We have a health and safety policy that meets national standards. First aid kits and trained staff are available at all important locations. **Fair Employment:** We follow the law regarding the minimum age for employment, ensuring we don't hire anyone too young.

Respecting Human Rights:

No Discrimination: We treat everyone equally, regardless of gender, race, age, disability, ethnicity, religion, or sexual orientation. Everyone gets the same opportunities for hiring, training, promotions, and work conditions.

Protecting Children:









As a responsible tour company, we are committed to protecting children from exploitation and abuse. In Jordan, any form of child exploitation is illegal and taken very seriously. Our clients must understand that participating in or witnessing child trafficking, exploitation, or abuse is against the law and must be reported immediately to local authorities or the nearest embassy or consulate

Environment and community relations

| | | |
|--|---|---|
| | | <p>At Ashtar Tours, we're dedicated to protecting the environment and supporting our community. Here's how we do it:</p> <p>Protecting the Environment:</p> <p>Cutting Down Waste: We work to reduce the use of disposable and single-use items. Saving Paper: Our printers are set to print double-sided by default to save paper. Energy Efficiency: We turn off lights and equipment when not in use and set devices to energy-saving modes whenever possible. Proper Waste Disposal: We follow all national laws for waste disposal to ensure proper management. Safe Wastewater Treatment: We adhere to national regulations for treating wastewater, making sure it is either safely reused or released.</p> |
| 2.14. Child labour | ✓ | ✓ Ashtar Tours does not have any child labour. |
| 2.15. Complaints procedure | ✓ | — |
| 2.16. Representation | ✓ | — We are currently under 25 employees. Key employment issues are communicated through assistant GM and HR |
| 2.17. Disciplinary procedures | ✓ | — HR policy identifies minor misconducts and warning procedures on page 6 |
| 2.18. Persons with special needs | ✓ | — If this person qualified and has the proper experience to do the needed job, then yes. But unfortunately the company didn't have the chance yet to employ person with special needs. |
| 2.19. Measuring employee satisfaction | ✓ | — We measure employee satisfaction a bit differently. every month, we hold spontaneous, informal meetings within each department. just a relaxed and friendly environment where everyone can share their thoughts, raise any concerns, and discuss how we're doing with our projects and goals. These gatherings are all about making sure our team feels valued, heard, and happy, which helps us keep a finger on the pulse of overall satisfaction. |

Training and education

3













| Action |  |  | Details |
|----------------------------|---|---|--|
| 2.20. Health and safety |  |  | <p>Our training programs at Ashtar Tours are designed to empower our team members and ensure a brighter future for the tourism industry. We prioritize the development of a new generation of guides, equipping them with the skills and knowledge needed to excel in their roles and contribute to the enhancement of our services.</p> <p>Additionally, we recognize the importance of fostering collaboration within our teams. Therefore, we conduct training sessions that bring together both our guides and other team members, fostering cohesion and synergy that ultimately benefit our clients.</p> <p>Furthermore, we believe in the value of experiential learning. To this end, we provide field training opportunities for guides of all experience levels, from seasoned veterans to newcomers. By combining classroom learning with hands-on experience in the field, we ensure that our guides are well-rounded and capable of providing exceptional service to our customers.</p> |
| 2.21. Personal development |  |  | <p>We don't have a clear policy for training, however whenever skill gap is identified then management takes action</p> |
| 2.22. Trainee positions |  |  | <p>The company's door is always open and offers an internship possibilities for new graduated students or students under graduation and the company facilitates all necessary requirements for them. Usually it is for nationally students and occasionally for internationally</p> <p>3</p> |

3. Internal management: environment and community relations

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Procurement



6

| Action |  |  | Details |
|--|---|---|--|
| 3.1. Reduction of disposable and consumable goods |  |  | To reduce any negative impact and also to save money. https://www.ashtartours.com/sustainabilitypolicy |
| 3.2. Sustainable purchasing |  |  | In past months we have committed to buying better cleaning products for the office and prioritized purchases of eco friendly materials and or.sustianbility produces items. No new equipment / furnoture have been purchased https://www.ashtartours.com/sustainabilitypolicy |
| 3.3. Office paper: type |  |  | All types of paper used at the office are certified. As of now, the paper has FSC certification. |
| 3.4. Office paper: printing |  |  | Default printing mode is set at double sided (for the printers that has that option) as we have a colored machine that doesn't have that feature, however it is hardly used |
| 3.5. Certified coffee and tea |  |  | |

| | | | |
|-------------------------|---|---|---|
| 3.6. Cleaning materials | ✓ | — | We are using Local / Eco friendly products . Please check the attached photos . |
|-------------------------|---|---|---|



Paper (promotional materials)

3

| Action |  |  | Details |
|-----------------------------|---|---|---|
| 3.7. Printing company | ✓ | ✓ | |
| 3.8. Promotional materials | ✓ | ✓ | We do not print brochures anymore and all our marketing materials have been digitalized |
| 3.9. Efficient brochure use | ✓ | ✓ | we digitalized all our brochures and marketing materials : https://blinq.me/cOu98LTTufnhvtIHHaHB |

Energy

9



| Action |  |  | Details |
|-------------------------------|---|---|--|
| 3.10. Energy reduction policy | ✓ | ✓ | We focus on reducing energy use by adopting efficient technologies and practices. Lights, electronics, and equipment are turned off when not in use. Our vehicles are regularly maintained for the best fuel efficiency. We minimize printing and encourage digital communication to save energy and resources. We plan our routes carefully to cut down on fuel consumption and reduce our carbon footprint. We make sure our staff and tour participants understand the importance of energy conservation and how they can help. |

| | | | |
|--|---|---|---|
| | | | https://www.ashtartours.com/sustainabilitypolicy |
| 3.11. Monitoring energy consumption and sources | ✓ | — | As the energy in the company is depending on the general electricity power that is provided by the fixed building we are based in, we try to controll the consumption of the energy and make it as low as possible |
| 3.12. Sustainable energy | ✓ | ✓ | We are connected to the national grid (which is the only availble source) and due to the limited consumption it is not feaseable for us to install our renwable energy option espeicially as our office is rented |
| 3.13. Carbon offset | ✓ | — | |
| 3.14. Energy efficient lighting | ✓ | — | All lights at the office are LED |
| 3.15. Equipment “switch-off” policy | ✓ | ✓ | When the office is not occupied, ACs are turned off. Some of computers are running even if employees are not at the office, because with the current system, this is the only way to work from home. In non occupied rooms, equipment is always switched off. The company will be looking into ways to be able to turn off all computers but yet to be able to work remotely Employees have been informed through the attached circulation |
| 3.16. Light “switch-off” policy | ✓ | ✓ | All employees turned all devices off and all lights when we go home and/or on lunch break, reminders are attached near light swiches and natural light is prioritized as stated in our sustainability policy |
| 3.17. Low energy equipment | ✓ | ✓ | Purchasing policy gives priority to energy efficient equipment, current equipments are also energy efficient. ACs / Main printer / Flat Monitors etc.. |



| | | | |
|------------------------------|---|---|---|
| | | | https://www.ashtartours.com/sustainabilitypolicy |
| 3.18. Efficiency mode | ✓ | ✓ | all computers and printers are set on energy saving mode and programed to "sleep" by not using them for 10 minutes. |

Water

3

| Action |  |  | Details |
|-------------------------------------|---|---|--|
| 3.19. Water reduction policy | ✓ | — | The company uses the water in general for cleaning issues, the sanitary equipments in the bathrooms and in the kitchen are well maintained to not wasting water https://www.ashtartours.com/sustainabilitypolicy |
| 3.20. Water use | ✓ | ✓ | The water meter is not accessible , we receive a monthly fixed bill 0 |
| 3.21. Water saving toilets | ✓ | — | There are sensor-steered tap & dual flush in the bathroom. |



Waste management

| Action |  |  | Details |
|----------------------------------|---|---|--|
| 3.22. Waste legislation | ✓ | ✓ | <p>We dispose waste as per appropriate municiple regulations.</p> <p>Paper is separated and disposed to recycling agents and we plan to start recycling cans</p> |
| 3.23. Waste reduction | ✓ | ✓ | <ul style="list-style-type: none"> • We reduce packaging waste by buying in bulk. • We advocate for paper-saving techniques such as double-sided printing or other paper-saving methods in our copiers and printers. • We work to reduce the use of single-use consumables and choose more sustainable alternatives to minimize waste production. • We minimize printing and encourage digital communication |
| 3.24. Sustainable packaging | ✓ | — | <p>Our only gifts are stanless-steel mugs that are packaged in carton boxes, that being sent to be recycled and traditional head scarfs that are packaged in reusable tote-bag</p> |
| 3.25. Plastic water bottles | ✓ | — | <p>The office uses water dispensers with big water tanks, there are no water bottles.</p> |
| 3.26. Reuse / recycling of waste | ✓ | ✓ | <p>Currently the company recycles only paper, and soon we'll be able to recycle cans</p> |
| 3.27. Toner/ink | ✓ | — | |

| | | | |
|------------------------------|---|---|--|
| 3.28. Recycling of batteries | ✓ | — | |
|------------------------------|---|---|--|



Reducing pollution

2

| Action |  |  | Details |
|----------------------------------|---|---|---|
| 3.29. Waste water: treatment | ✓ | ✓ | Wastewater is disposed through the government sewage system |
| 3.30. Pollution reduction policy | ✓ | — | |

Mobility



5

| Action |  |  | Details |
|-------------------------------------|---|---|--|
| 3.31. Staff travel policy | ✓ | — | https://www.ashtartours.com/sustainabilitypolicy |
| 3.32. Business travel emission | ✓ | — | |
| 3.33. Business travel carbon offset | ✓ | — | The company staff is travelling for business issues very rare and only if necessary |
| 3.34. Employee incentives | ✓ | — | <p>Transportation is not provided to everybody, 4 staff are utilizing 3 e-cars and 1 normal car owned by the company.</p> <p>Public transportation is not a feasible option in Jordan therefore other employees are using their own cars and/or taxi</p> |

| | | | |
|----------------------------------|---|---|--|
| | | | |
| 3.35. Transport reduction | ✓ | — | We always refer to virtual meetings, calls and videos if this fulfill the purpose of the quest |



Sustainability training and awareness raising

1

| Action |  |  | Details |
|---|---|---|--|
| 3.36. Staff environmental training and information | ✓ | — | Our management guides us always to save water, energy, money for more productivity |

Land use and community relations

1











| Action |  |  | Details |
|--|---|---|--|
| 3.37. Land use and construction | ✓ | ✓ | Ashtar Tours offices are rented and has no control on any development work |

4. Inbound partner agencies

7









Inbound partner agencies

4

| Action |  |  | Details |
|---|---|---|---------|
| 4.1. Partner agency policy |  |  | |
| 4.2. Communication to partners |  |  | |
| 4.3. Contract conditions |  |  | |
| 4.4. Sustainability training - motivation |  |  | |

Specific conditions

3









| Action |  |  | Details |
|---|---|---|---------|
| 4.5. Contracts |  |  | |
| 4.6. Sexual exploitation of children: contracting |  |  | |
| 4.7. Labour conditions |  |  | |

5. Transport

4





Selecting transport suppliers

3

| Action |  |  | Details |
|------------------------------------|---|---|--|
| 5.1. Transport to destination |  |  | |
| 5.2. Transfer to departure airport |  |  | Our company is not responsible for transfer to the departure airport |
| 5.3. Local transport |  |  | <p>Our programs are designed with consideration to better transport solutions as follows:</p> <ul style="list-style-type: none"> 1- Coach busses with capacity that matches the group size 2- We plan shorter routes that avoid traffic jams 3- We design programs that includes walking, hiking and cycling to reduce using the motor coaches as possible <p>https://www.ashtartours.com/sustainabilitypolicy</p> |

Sustainable packages

1













| Action |  |  | Details |
|---------------------------|---|---|--|
| 5.4. Sustainable packages |  |  | The company is offering cycling and e-Bike tours as part of the sustainability program and still developing new products |

6. Accommodations

11

Accommodations



7







| Action |  |  | Details |
|---|---|---|---|
| 6.1. Sustainable accommodations policy |  |  | <p>Generally our programs promote better accommodations such as eco-friendly lodges/camps, local boutique hotels and certified "green-key" hotels.</p> <p>There is no written policy in place yet, however we will develop one in the near future.</p> <p>https://www.ashtartours.com/sustainabilitypolicy</p> |
| 6.2. Accommodation communication |  |  | <p>We have Developed a questionnaire and disseminate amongst our top accommodation suppliers. Examples attached</p> |
| 6.3. Certified accommodations |  |  | <p>There is a limited number of certified hotels in Jordan estimated at 16 premises who are mainly 5* international hotels. Our programs focus on selling local boutique accommodation and eco-lodges in nature reserves</p> <p>18 7</p> |
| 6.4. Contract conditions |  |  | |
| 6.5. Participation to training/education |  |  | |

| | | | |
|-------------------------|---|---|--|
| 6.6. Collective actions | ✓ | — | |
| 6.7. Incentives | ✓ | — | |

Specific conditions

4

| Action |  |  | Details |
|----------------------------------|---|---|---|
| 6.8. Child and compulsory labour | ✓ | ✓ | <p>We included a specific clause of the contract that addresses both child labor and sexual exploitation issues as follows:</p> <p>Sexual Exploitation Policy: We are committed to preventing child labor and child sexual exploitation in all forms. We adhere to ethical practices, ensuring the protection and well-being of children in all our operations and partnerships.</p> <p>Furthermore our sustainability policy includes specific phrases in regards to children rights.</p> <p>Policy on Child and Compulsory Labor</p> <p>Our company is committed to upholding the rights of children and eliminating all forms of child and compulsory labor within our operations and supply chain. We ensure the following</p> <p>Zero Tolerance:</p> <p>We maintain a zero-tolerance policy for exploitative practices and regularly review our supply chain to ensure adherence to ethical standards.</p> <p>https://www.ashtartours.com/sustainabilitypolicy</p> |









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|---|---|---|--|
| 6.9. Accommodations respecting and featuring local architecture, settings and cultural heritage. |  |  | |
| 6.10. Sexual exploitation of children: contracting |  |  | <p>We included a specific clause of the contract that addresses both child labor and sexual exploitation issues as follows:</p> <p>Sexual Exploitation Policy: We are committed to preventing child labor and child sexual exploitation in all forms. We adhere to ethical practices, ensuring the protection and well-being of children in all our operations and partnerships.</p> <p>Furthermore our sustainability policy includes specific phrases in regards to children rights.</p> <p>Policy on Child and Compulsory Labor</p> <p>Our company is committed to upholding the rights of children and eliminating all forms of child and compulsory labor within our operations and supply chain. We ensure the following:</p> <p>Zero Tolerance:</p> <p>We maintain a zero-tolerance policy for exploitative practices and regularly review our supply chain to ensure adherence to ethical standards.</p> <p>https://www.ashtartours.com/sustainabilitypolicy</p> |
| 6.11. Local communities resources |  |  | |

7. Activities

12

Activities



5

| Action |  |  | Details |
|-----------------------------------|---|---|--|
| 7.1. Activities offered |  |  | <p>Any direct interantion with the local community is defined as sesentive excursion as it might cause cultural clashes and that's why we always ensure that our guides give a breifing on best behavios and dress code.</p> <p>We offer special "local experiences" in several destination in Jordan such as:</p> <ul style="list-style-type: none"> - Cooking experience. - Dining with local family in it's home. - Home made products. - Visiting protected areas and villigaes. - Spending times with Bedouins and get invovled in their daily activities. |
| 7.2. Sustainable excursion policy |  |  | <p>Our sustianbility policy breifely addresses this issue however we plan to develop a detailed policy in the future</p> <p>https://www.ashtartours.com/sustainabilitypolicy</p> |
| 7.3. Suppliers communication |  |  | |

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|--|---|---|---|
| 7.4. Distribution of codes of conduct/guidelines for sensitive excursions or activities. | ✓ | — | |
| 7.5. Certified excursions | ✓ | — | There are no certified excursions in Jordan |

Specific criteria

7

| Action |  |  | Details |
|--|---|---|--|
| 7.6. No excessive negative impact activities | ✓ | — | The company offers no activities that harm humans, animals, plants, natural resources (e.g. water/energy), or which are socially/culturally unacceptable. |
| 7.7. Wildlife featuring | ✓ | ✓ | <p>All wildlife activities offered by Ashtar Tours are held and run by the official licensed protected areas which are managed by the Royal Society for the Conservation of Nature (RSCN) which is running the business according to the international standard.</p> <p>http://wildjordan.com/</p> <p>https://ecohotels.me/Feynan</p> <p>Examples:</p> <ol style="list-style-type: none"> 1- Arabian Oryx can be seen in "Shaumari Wild Life Reserve" 2- Buffalo in "Azraq Wetland Reserve" 3- Birds Watching in "Dana Nature Reserve" |

| | | |
|---------------------------------|-----|--|
| | | https://www.ashtartours.com/sustainabilitypolicy |
| 7.8. Wildlife harvesting | ✓ ✓ | <p>Wildlife interaction policy</p> <p>Our company is dedicated to protecting wildlife and ensuring that our operations and activities do not contribute to the exploitation or unsustainable use of wildlife species. We adhere to strict guidelines and principles regarding the interaction with and use of wildlife, including:</p> <p>No Exploitation:</p> <p>Wildlife species are not harvested, consumed, displayed, sold, or traded in any form through our operations, except when permitted as part of regulated activities.</p> <p>Compliance with Laws:</p> <p>Any regulated activity involving wildlife is conducted strictly in compliance with local, national, and international laws, including conventions such as CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora).</p> <p>Promotion of Sustainable Practices:</p> <p>We educate our clients and partners on the importance of preserving wildlife and discourage participation in activities that exploit animals or threaten biodiversity.</p> <p>Partnership with Responsible Entities:</p> <p>We collaborate only with organizations, suppliers, and local communities that prioritize sustainable wildlife practices and conservation efforts.</p> |













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|---|----------|----------|---|
| 7.9. Wildlife interactions | <p>✓</p> | <p>✓</p> | <p>First: Ashtar Tours Wildlife interactions programs subject to the Royal Society for the Conservation of Nature (RSCN) which applies the international laws and regulations. https://wildjordancenter.com/</p> <p>Second: Ashtar Tours has cancelled any activity that involves any animal interaction like horse riding and/or donkey riding in Petra.</p> <p>Third: Camel ride in the desert of Wadi Rum are not being promoted anymore but offered if requested by tourists. However our guides insure the wellbeing of the working animal.</p> |
| 7.10. Skilled Guides | <p>✓</p> | <p>—</p> | <p>The Jordanian law enforces a rigid system for licensing guides and Ashtar Tours does not hire guides that does not have a valid tourist guide license.</p> <p>Further more, in sensitive areas like nature reserves we hire trained local guide by the reserve to insure compliance with regulations.</p> |
| 7.11. Supporting local communities | <p>✓</p> | <p>—</p> | <p>Ashtar Tours provides support local communities in different forms:</p> <p>A- featuring local business and high social impact projects in our programs as per the attached samples (Schneller School is a vocational training school for orphans that offers lunches. Ashtar Tours encourage donations and provide information about the social impact of the school. local family visit like Drusen family in al-Azraq encourage interaction with local communities and features and preserves authentic local culture.)</p> <p>B- We provide monitoring and financial support by providing tools and equipments to local home based business like small families hosting small groups over dinner.</p> |
| 7.12. Supporting environmental and biodiversity protection | <p>✓</p> | <p>—</p> | <p>We contribute to biodiversity conservation in protected areas in Jordan by paying entrance fees, which support the management and maintenance of these sites. The entrance fees collected by the Jordanian government and protected area authorities are used to fund conservation initiatives, such as habitat restoration, wildlife monitoring, and the protection of endangered species.</p> |

8. Tour leaders, local representatives, and guides

8

Tour leaders, local representatives and guides

8

| Action |  |  | Details |
|--|---|---|--|
| 8.1. Employment conditions |  |  | We have written agreement with the tour guides; all our guides are working on free lance basis and are hired program per program please check the attached agreement. |
| 8.2. Living wage |  |  | The policy of wages is vary and depends on several circumstances for example the years of experience and foreign language spoken, but the in general we are following the regulation of the Jordanian law. Ex. the minimum guiding daily fees is 80 JD = \$115 plus the transportation allowance and overnight outside Amman expenses. |
| 8.3. Qualification and training |  |  | All contracted guides are licensed by the ministry of tourism after long training and examination in their foreign language and history of the region. also our guides have completed several specialized training sessions, ensuring they are highly skilled in safety, sustainability, and local culture, providing tourists with exceptional and responsible tours. |
| 8.4. Sustainability policy |  |  | We communicate our company's sustainability policy to tour guides, local representatives, and tour leaders by sending it in both Arabic and English through our private WhatsApp group as attached. |
| 8.5. Sustainability knowledge |  |  | No official training has been conducted to date, however we plan to utalize travelife resources to train at least 50% of our tour guides (10 guides +/-) |







| | | | |
|---|---|---|---|
| | | | As it's our company policy, we started forwarding all information, regulation and knowledge to all guides and representatives. |
| 8.6. Destination knowledge | ✓ | — | |
| 8.7. Customer communication | ✓ | ✓ | <p>That's for sure as a general information of any local destination, heritage places, small local communities and nature preserves. and it is a must to be followed, therefore our guides/representatives are passing all these information to the clients and make sure they all are aware.</p> <p>Furthermore, Guide always inform tourist two of the main sustainability issues in Jordan”</p> <p>1) Water issues: Guides encourage tourists to be conservative in water use as Jordan is the second poorest country in the wor ld’</p> <p>2) Recycling issues: guides communicate the importance of plastic elimination due to the absence of a proper recycling system in the country</p> |
| 8.8. Sexual exploitation of children: staff training | ✓ | — | As an islamic community, this topic is forbidden and our law is very strict about this issue, nonetheless our company policy is very clear about sexual exploitation of children and we always keep this written in bold to all contracted persons. |

9. Destinations

4







Selection of destinations

2

| Action |  |  | Details |
|--------------------------------------|---|---|---|
| 9.1. Sustainable destinations |  |  | We promote in our programs less known destinations and we promote all nature reserves around Jordan other considerations are included in our policy https://www.ashtartours.com/sustainabilitypolicy |
| 9.2. Accessible destinations |  |  | Jordan is a small country, we do not use internal flights in any of our tours, transfers are always done by bus. |

Local projects and initiatives

2

| Action |  |  | Details |
|------------------------------------|---|---|---|
| 9.3. Local economic network |  |  | |
| 9.4. Forbidden souvenirs |  |  | We do not allow the purchase of souvenirs containing threatened flora and fauna species, any illegally obtained historic/archaeological artefacts, drugs or illegal substances, and abide by local and international laws in place to prevent this. |

<https://www.ashtartours.com/post/forbidden-souvenirs-in-jordan-what-to-avoid-and-what-to-treasure>



Attached are lists of endangered creatures and Jordan plant red list and forbidden souvenirs list which we will consider ways of communication to tourists through the welcome pack.













10. Customer communication and protection

26

Prior to booking

12



| Action |  |  | Details |
|------------------------|---|---|---|
| 10.1. Customer privacy | ✓ | ✓ | <p>Customer Privacy Policy</p> <p>Our company is committed to safeguarding the privacy and confidentiality of our clients' personal information. We recognize the importance of protecting sensitive data, such as passport details, and adhere to strict protocols to ensure customer privacy is not compromised.</p> <p>Key Principles:</p> <p>Data Collection: Personal information, including passport details, is collected solely for operational purposes, such as booking and travel documentation, and is limited to what is strictly necessary. Data Storage: All client information is securely stored using encrypted digital systems or locked physical files, accessible only to authorized personnel. Data Sharing: Client information is shared only with trusted partners, such as airlines, accommodations, or government agencies, and solely for the purpose of facilitating the client's travel arrangements. Any sharing complies with applicable laws and regulations. Retention Policy: Personal data is retained only for the duration required by legal and operational needs and is securely deleted or destroyed thereafter. Client Rights: Clients have the right to access, update, or request the deletion of their personal data in accordance with applicable data protection laws.</p> <p>Our privacy practices align with global data protection standards, such as GDPR (if applicable), to ensure our clients' trust and peace of mind when sharing sensitive information.</p> <p>https://www.ashtartours.com/privacypolicy</p> |

| | | | |
|---|---|---|--|
| 10.2. Promotion and communication |  |  | <p>We are committed to ensuring that all promotional materials and marketing communications meet relevant industry standards and voluntary codes of conduct. Our practices emphasize transparency, accuracy, and ethical representation of our services. Specifically, we adhere to the following principles:</p> <p>Accuracy: All descriptions of our tours, accommodations, and services reflect what is genuinely offered and avoid exaggeration. Transparency: Pricing, terms, and conditions are clearly stated to avoid any potential misunderstandings. Ethical Representation: Visual and textual content respects cultural sensitivities and portrays destinations and communities in a responsible manner. Compliance: All materials are developed in alignment with applicable regulations and standards.</p> <p>This policy ensures that our marketing aligns with our core values of integrity and sustainability, fostering trust with our clients and partners.</p> |
| 10.3. Product information |  |  | <p>of course and any program sent to any partner or client is considered as a contract and must include all the prices and the terms and conditions</p> |
| 10.4. Destination information, quality |  |  | <p>Ashtar tours is always updating all partners and clients with latest general information about the destination and all necessary do's and dont's.</p> <p>Information about the sustainability aspects of the destinations is not clearly communicated yet but still under progress and development.</p> |
| 10.5. GHG / Carbon emission level |  |  | |
| 10.6. Sustainable transport |  |  | |
| 10.7. Transport to the airport |  |  | <p>As per the partnership agreement between Ashtar Tours and it's partners abroad the same mean of transportation will take tourists back to the airport for departure taking into consideration the size of the group and the best route</p> |

| | | | |
|---|---|---|--|
| 10.8. GHG / Carbon offset information | ✓ | — | |
| 10.9. GHG / Carbon compensation with booking | ✓ | ✓ | We don't sell air transport |
| 10.10. Indication sustainable accommodation and excursions | ✓ | — | We recommend sustainable properties and give them the priority in our sales. |
| 10.11. Travel advise sustainable offers | ✓ | — | Yes, Ashtar Tours advisors are giving the sustainable and green options as first high recommended option |
| 10.12. Sustainability commitment | ✓ | ✓ | Ashtar tours is informing all partners and clients that we are processing the sustainable program of Travelife |

After booking and during holidays

11



| Action |  |  | Details |
|--|---|---|---|
| 10.13. Destination information and interpretation | ✓ | — | "Up until now, we have been handing over the attached handbook, which includes all the general information, and we will begin digitizing all of this starting in January 2025." |
| 10.14. Destination dos and don'ts | ✓ | — | <p>In case of B2B business, we ask our agents to add all the necessary information about the destination in each booking's documents for the clients/groups. We always update our agents about the new rules and regulation in the destination during any meeting, online or during the international travel trade shows.</p> <p>Plus after clients/groups arrival to the destination, our guides/drivers give always instructions about this topic before and during the tour using the attached dos and don't</p> <p>In case of B2C business we always give the details information to the clients and provide them with links from</p> |





| | | | |
|--|---|---|--|
| | | | "Jordan Tourism Board" about this topic and other general information. https://international.visitjordan.com/page/9/Values-Tradition |
| 10.15. Health and Safety | ✓ | — | |
| 10.16. Destination contact person | ✓ | ✓ | We always add our 24/7 contact data along with the final confirmation that we send to the clients and our partners, including the escorting guide/driver for their tour and our airport representative who is assigned to assist them during their entry and departure procedure. |
| 10.17. Emergency situations | ✓ | ✓ | our guides/drivers will always contact us in any case of emergency regardless the level of that emergency case, we study the case and report back immediately with the proper decision on how the program should go on / or not |
| 10.18. Activities do's and don'ts | ✓ | — | We will start circulate the code of conducts and the general guidelines with agents and clients as mentined in the action plan. 0 |
| 10.19. Sexual exploitation | ✓ | ✓ | We inform the agents as well as the B2C clients in advance through our quotations as attached and we have published it in our website https://www.ashtartours.com/sustainabilitypolicy |
| 10.20. Illegal souvenirs | ✓ | ✓ | we have already shared the forbidden souvenirs list on our website and created an action plan to inform our agent companies about the forbidden souvenirs list according to the Jordanian Law https://www.ashtartours.com/general-5 |

| | | | |
|---|---|---|---|
| 10.21. Local services and goods | ✓ | ✓ | We offer a wide range of options for local shops, restaurants, hotels, and more at each destination, providing our expert recommendations based on local knowledge. These suggestions are tailored to enhance the experience, unless the agent or client specifies specific preferences. |
| 10.22. Sustainable transport options | ✓ | ✓ | Public sustainable transportation is not yet available in Jordan . |
| 10.23. Donations | ✓ | — | <p>We do not ask clients to donate, as it is entirely up to them. However, we have designed some of our programs to make it easier for them to contribute to local charities and sustainable initiatives.</p> <p>We have an example with partners ,that last year during New Year, instead of sending gifts to our partners, we decided to donate to King Hussein Foundation Cancer Center, and some of our clients chose to join us in making private donations.</p> |

After holidays

3

| Action |  |  | Details |
|-------------------------------------|---|---|--|
| 10.24. Customer satisfaction | ✓ | ✓ | <p>Most of our clients send their feedback to our partner companies , and sometimes they send it to us directly , we continue to improve our actions either we get positive or negative feedback (we rarely receive negative ones , some negative feedback on the hotels we contact with them directly and inform the hotels about what they face and ask the hotels to compensate for customer satisfaction , If this happens again, we change the hotel) , we try to stay in contact with them the whole time to serve them and win their satisfaction</p> |

| | | | |
|--|---|---|---|
| 10.25. Sustainability and customer satisfaction |  |  | <p>We include sustainability-related questions in our standard feedback forms, asking clients about their experiences with local community treatment, waste management, and biodiversity.</p> <p>For example, in our standard post-trip feedback form, we include the following questions:</p> <p style="padding-left: 40px;">Were you informed about the sustainable practices implemented during the tour? ·Did you notice efforts to minimize environmental impact (e.g., reduced plastic use, ecofriendly transportation)? How important is sustainability to you when choosing a tour operator? How satisfied were you with the cultural experiences provided (e.g., local cuisine, traditional activities)?</p> <p>Additionally, we have an open-ended section in our feedback form where clients can share any complaints or suggestions regarding sustainability issues they observed.</p> <p>We use the insights gained from these responses to continuously improve our practices and ensure that we uphold the highest sustainability standards in the destinations we offer. Please find an example of our customer feedback form attached.</p> |
| 10.26. Complaints |  |  | <p>B2B clients receive a document with our office contact data as well as our 24/7 contact number where they can contact us directly when needed.</p> <p>If any negative comment/feedback and/or complaint received, we take an immediate action, we inform our partner in case of B2B business and we direct the complaint to the proper department to contact the concerned supplier, whether guide, driver, hotel or any other supplier. if the problem can be solved on spot by changing the supplier or part of it, then we do so and inform the client, if the problem cannot be solved on spot, like if one site is closed because of bad weather or a certain service has not been delivered, we offer alternative to the client and we report to our partner in details</p> |