



Jordan Classical Tours
Amman – Hashemite Kingdom of Jordan

SUSTAINABILITY POLICY

& ANNEXED POLICIES

Sustainability Management System
(Travelife Certification – 2026)

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Approved By: Top Management

Approved By (Name & Title):

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Applies To:

All employees, contracted guides, suppliers, partner agencies, and stakeholders of Jordan Classical Tours

Next Review Date: January 2027

This document defines the sustainability commitments, operational standards, and management framework of Jordan Classical Tours in alignment with Travelife Certified sustainability requirements

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PART III – MANAGEMENT COMMITMENT STATEMENT

PART I – MASTER SUSTAINABILITY POLICY

1. Policy Statement & Commitment

Jordan Classical Tours is committed to operating as a responsible and sustainable inbound tour operator in Jordan and the wider region. We recognize that tourism has environmental, social, cultural, and economic impacts. Through structured management, responsible supplier selection, and transparent communication, we actively work to minimize negative impacts while maximizing positive contributions to local communities and destinations.

This Sustainability Policy is formally approved and supported by top management and applies to:

- All employees
- Contracted tour leaders and guides
- Accommodation, transport, and excursion suppliers
- Partner agencies
- Other business stakeholders

Sustainability is integrated into our daily operations, product development, supplier management, transport decisions, excursion planning, and customer communication.

This Master Policy is supported by detailed thematic policies listed in Part II (Annexes).

2. Governance & Responsibility

Sustainability responsibilities are embedded within the company's management structure.

- The Sustainability Coordinator is responsible for implementation, monitoring, and annual review of sustainability performance.
- Top Management provides oversight and allocates necessary human and financial resources.
- Department representatives support implementation within their operational areas.
- Sustainability performance is reviewed during internal meetings and through supplier and customer evaluations.

Sustainability is treated as a core business responsibility and not as a separate activity.

3. Environmental Management

Jordan Classical Tours is committed to reducing its environmental footprint in office operations and tour activities.

3.1 Energy Management

We reduce energy consumption by:

- Using energy-efficient lighting and equipment
- Switching off equipment after working hours
- Avoiding unnecessary standby modes
- Using air-conditioning responsibly
- Monitoring electricity consumption
- Preferring energy-efficient equipment when purchasing

3.2 Water Management

Given Jordan's limited water resources, we:

- Monitor water consumption
- Encourage water-saving behavior among staff
- Promote responsible water use to guests
- Ensure maintenance checks to prevent leakage

3.3 Waste Management & Recycling

We promote waste reduction and recycling through:

- Reducing single-use plastics
- Encouraging reusable materials
- Applying double-sided printing
- Sorting recyclable materials
- Promoting responsible guest behavior

3.4 Pollution Prevention

We aim to minimize environmental pollution by:

- Preferring biodegradable cleaning products
- Avoiding harmful chemicals where possible
- Ensuring safe storage and disposal of necessary substances

Detailed operational measures are defined in the relevant annexed policies.

4. Sustainable Transportation

Transportation is a significant environmental impact area in tourism. Jordan Classical Tours applies a structured Sustainable Transportation Selection Policy.

When selecting transport options, we prioritize:

1. Walking and low-impact mobility
2. Public or shared transport
3. Electric vehicles
4. Hybrid vehicles
5. Fuel-efficient vehicles only when necessary

All transport suppliers must meet defined safety, maintenance, and professional standards. Sustainable airport transfers and efficient routing are promoted to reduce emissions.

(See Annex 1 – Sustainable Transportation Selection Policy)

5. Sustainable Accommodation

Jordan Classical Tours influences accommodation sustainability through preferential selection, monitoring, and communication.

We:

- Prioritize certified or sustainability-oriented accommodations
- Require compliance with labor, legal, and environmental standards
- Promote locally owned and community-based properties
- Monitor suppliers through questionnaires and feedback
- Communicate responsible guest behavior expectations

(See Annex 2 – Sustainable Accommodation Policy)

6. Sustainable Excursions & Wildlife Protection

All excursions are evaluated to ensure:

- Environmental protection
- Cultural heritage preservation
- Animal welfare
- Respect for local communities

- Legal compliance

We avoid harmful activities and prohibit wildlife exploitation. Sensitive excursions are identified and monitored.

(See Annex 3 – Sustainable Excursion Policy)

7. Tour Leaders & Guide Responsibilities

Tour leaders and guides play a key role in implementing sustainability in practice.

They are required to:

- Hold valid licenses
- Promote responsible guest behavior
- Respect environmental and cultural protection rules
- Follow child protection principles
- Promote animal welfare
- Comply with health and safety standards

(See Annex 4 – Guide Sustainability Guidelines)

8. Human Rights & Ethical Business Conduct

Jordan Classical Tours:

- Prohibits child labor, forced labor, and discrimination
- Applies a zero-tolerance policy toward child exploitation
- Promotes fair working conditions
- Requires ethical conduct and anti-corruption practices
- Includes sustainability clauses in partner agreements

(See Annex 5 – Partner Agency Sustainability Policy)

9. Destination Responsibility

When designing itineraries and selecting destinations, we consider:

- Biodiversity sensitivity

- Cultural heritage protection
- Waste management conditions
- Legal requirements
- Community involvement

Protected areas and heritage sites are included only where responsible tourism practices can be ensured.

(See Annex 6 – Destination Sustainability Overview)

10. Customer Communication, Privacy & Complaints

We are committed to transparency and responsible communication.

We:

- Inform clients about responsible travel practices
- Collect sustainability feedback
- Maintain a structured complaints handling procedure
- Protect customer data and privacy
- Store personal data securely and responsibly

(See Annex 7 – Complaints Handling Procedure)

(See Annex 8 – Customer Privacy Policy)

(See Annex 9 – Sustainability & Customer Satisfaction Questionnaire)

11. Customer Communication & Sustainability Awareness

Jordan Classical Tours actively communicates sustainability principles to clients before and during their travel experience.

Information is provided through:

- Pre-travel information and travel tips
- Guide briefings during tours
- Website sustainability pages
- Customer feedback questionnaires

Guests are encouraged to behave responsibly and contribute positively to the destinations they visit

12. Employee Sustainability & Ethical Employment

Jordan Classical Tours is committed to fair, safe, and respectful working conditions for all employees.

The company ensures:

- Compliance with Jordanian labour legislation
- Equal opportunity and non-discrimination
- Fair remuneration and reasonable working hours
- Safe and healthy working conditions
- Opportunities for staff training and professional development
- Staff participation in sustainability initiatives and awareness activities

Employees receive regular sustainability awareness communication and are encouraged to contribute suggestions that improve sustainability performance.

13. Responsible Supplier Selection

Jordan Classical Tours integrates sustainability criteria into the selection and evaluation of suppliers.

Preference is given to suppliers that:

- Comply with legal and labour regulations
- Demonstrate environmental responsibility
- Support local communities and employment
- Follow ethical and animal welfare standards
- Hold recognized sustainability certifications where applicable

Supplier performance is monitored through sustainability questionnaires, supplier inventories, and customer feedback.

14. Monitoring & Continuous Improvement

Jordan Classical Tours monitors sustainability performance through:

- Internal management reviews
- Supplier evaluations
- Customer feedback analysis
- Guide performance reviews
- Complaint trend monitoring
- Annual policy review

Sustainability improvements and future actions are structured through the company's Sustainability Action Plan, which defines priorities, responsibilities, and timelines.

PART II – ANNEXED POLICIES

Annex 1 – Sustainable Transportation Selection Policy

1. Policy Statement

Jordan Classical Tours is committed to selecting transportation options that minimize environmental impact while maintaining high standards of safety, comfort, and service quality. This policy applies to all airport transfers, inter-city movements, local excursions, and any service requiring ground transportation.

2. Environmental Priorities

To reduce greenhouse gas emissions and environmental impact, the following hierarchy is applied when selecting vehicles:

1. Walking for short distances whenever feasible
2. Public transport or shared transport options where practical
3. Electric vehicles (preferred option for private transfers when available)
4. Hybrid vehicles (used when electric vehicles are unavailable)
5. Fuel-efficient conventional vehicles only when necessary due to availability or operational constraints

Unnecessary short-distance transfers are avoided and replaced with walking where appropriate.

3. Safety & Comfort Standards

All contracted transport suppliers must meet the following requirements:

- Modern, well-maintained vehicles
- Regular technical inspections and maintenance
- Licensed, trained, and experienced drivers
- Clean and safe vehicle conditions
- Air-conditioning and passenger comfort standards

Guest safety and operational reliability are mandatory conditions in supplier selection.

4. Supplier Sustainability Expectations

Transport suppliers are informed of Jordan Classical Tours' sustainability expectations through:

- Supplier agreements and contracts
- Sustainability briefings
- Written communication and operational guidelines

Suppliers are encouraged to improve fleet efficiency and adopt lower-emission technologies where possible.

5. Selection & Decision-Making Procedure

For every new booking or package:

- Transport options are evaluated based on sustainability, safety, comfort, and feasibility.
- Where multiple options are available, the lower-emission alternative is preferred.
- Shared transport is arranged when routing and client consent allow.

Decisions are documented within operational planning procedures.

6. Monitoring & Review

Transport performance and compliance are monitored through:

- Operational feedback
- Supplier evaluations
- Customer satisfaction questionnaires
- Internal sustainability reviews

This policy is reviewed annually as part of the company's sustainability management system.

Annex 2 – Sustainable Accommodation Policy

1. Policy Statement

Jordan Classical Tours does not own accommodation facilities but actively influences the sustainability performance of accommodation suppliers through structured selection, monitoring, and communication.

This policy applies to all hotels, camps, lodges, guesthouses, and other accommodation providers contracted or recommended by Jordan Classical Tours.

2. Legal & Minimum Compliance Requirements

All contracted accommodation suppliers must:

- Hold valid operating licenses in accordance with Jordanian law
- Comply with national labor legislation
- Prohibit child labor and forced labor
- Ensure non-discrimination and equal opportunity practices
- Provide safe and healthy working conditions
- Respect environmental regulations

Accommodations failing to meet minimum legal and ethical standards are not contracted.

3. Environmental Sustainability Criteria

Jordan Classical Tours encourages accommodation suppliers to:

- Reduce energy consumption
- Implement water-saving measures
- Apply waste reduction and recycling systems
- Minimize single-use plastics
- Use environmentally friendly cleaning products where feasible
- Manage wastewater responsibly

Certified accommodations or those demonstrating structured environmental management are given preference in selection.

4. Social & Community Responsibility

We prioritize accommodation suppliers that:

- Employ local staff
- Support local suppliers and producers
- Respect cultural heritage and local traditions
- Contribute positively to surrounding communities

Community-based accommodations and locally owned properties are encouraged where feasible.

5. Certification & Monitoring

Jordan Classical Tours:

- Records accommodation sustainability certifications where applicable
- Maintains a Supplier Sustainability Inventory
- Uses sustainability questionnaires for non-certified accommodations
- Encourages suppliers to improve sustainability performance
- Reviews accommodation performance through customer feedback and internal evaluations

Supplier sustainability performance influences contracting and recommendation decisions.

6. Guest Communication

We encourage guests to behave responsibly during their stay by:

- Promoting responsible water and energy use
- Encouraging towel and linen reuse programs
- Supporting local culture and traditions
- Respecting property rules and environmental guidelines

Responsible behavior guidelines are shared through pre-travel communication and on-tour briefings.

7. Monitoring & Review

Accommodation sustainability performance is monitored through:

- Customer feedback
- Supplier questionnaires
- Operational observations
- Periodic internal review

This policy is reviewed annually as part of the company's sustainability management system.

Annex 3 – Sustainable Excursion Policy

1. Policy Statement

Jordan Classical Tours is committed to continuously improving the sustainability of all excursions and activities offered to clients.

This policy applies to:

- Excursions organized directly by Jordan Classical Tours
- Activities provided by contracted local suppliers
- Experiences included in customized or ready-made itineraries

The objective is to minimize environmental and social impacts, protect biodiversity and cultural heritage, ensure animal welfare, and maximize positive contributions to local communities.

2. Scope of Application

This policy covers all excursion types, including:

- Cultural and heritage tours
- Nature-based and adventure activities
- Hiking and trekking
- Desert and protected-area visits
- Community and rural experiences
- Animal-related activities
- Marine and water-based excursions

Environmentally or culturally sensitive excursions are identified and monitored with additional care.

3. Selection Criteria for Excursion Providers

When selecting excursion providers, Jordan Classical Tours prioritizes those who:

- Comply with national laws and licensing requirements
- Maintain safety standards
- Employ local staff where possible
- Respect environmental regulations

- Protect cultural heritage
- Demonstrate responsible waste management
- Follow animal welfare standards

Providers that do not meet minimum legal or ethical standards are not contracted.

4. Environmental & Cultural Protection

Jordan Classical Tours ensures that:

- Protected areas are visited in compliance with official regulations
- Guests are informed about site-specific environmental rules
- Littering is strictly discouraged
- Archaeological and cultural sites are respected
- Sensitive habitats are not disturbed
- Wildlife interaction follows ethical guidelines

Activities causing environmental degradation, wildlife exploitation, or cultural damage are prohibited.

5. Animal Welfare

Jordan Classical Tours does not promote or contract activities involving:

- Wildlife exploitation
- Harmful animal performances
- Activities involving animal cruelty
- Direct physical interaction with wild animals in captivity

Working animals (e.g., camels, horses, donkeys) must be treated humanely, adequately fed, and not overloaded. Guides are instructed to monitor and report any concerns.

6. Community Engagement & Local Benefit

We prioritize excursions that:

- Support local communities
- Promote authentic cultural exchange
- Involve local guides and artisans

- Encourage responsible purchasing of local products

Community-based and rural tourism initiatives are encouraged when they meet sustainability standards.

7. Implementation & Monitoring

The Sustainable Excursion Policy is implemented through:

- Integration of sustainability criteria into supplier contracting
- Communication of expectations through the Supplier Code of Conduct
- Guide briefings and training
- Client education through travel tips and on-site explanations
- Monitoring via customer feedback and internal review

Excursions are reviewed periodically to ensure compliance with sustainability principles.

8. Continuous Review

Excursion sustainability performance is monitored through:

- Customer satisfaction surveys
- Guide reports
- Operational feedback
- Supplier evaluations

This policy is reviewed annually as part of the company's sustainability management system.

Annex 4 – Tour Leaders, Guides & Local Representatives Sustainability Policy

1. Policy Statement

Jordan Classical Tours recognizes the essential role of tour leaders, licensed guides, and local representatives in delivering responsible, ethical, and sustainable tourism experiences.

All guides and tour leaders working with Jordan Classical Tours are expected to comply with this Sustainability Policy and uphold professional, environmental, and social responsibility standards.

2. Legal Compliance & Professional Qualifications

Jordan Classical Tours works exclusively with:

- Licensed tour guides authorized by the Ministry of Tourism and Antiquities
- Qualified and experienced drivers and representatives
- Professionals complying with national tourism regulations

All guides must maintain valid licenses and follow official regulations.

3. Fair & Ethical Working Conditions

Jordan Classical Tours is committed to:

- Fair remuneration practices
- Respectful treatment
- Safe working conditions
- Reasonable working hours
- Adequate rest periods during tours

The company promotes non-discrimination and equal opportunity principles in all professional relationships.

4. Sustainability Responsibilities

Tour leaders and guides are required to:

- Promote responsible tourism behavior to guests
- Encourage environmental protection at all destinations
- Discourage littering and resource waste
- Respect cultural traditions and local communities
- Promote water and energy conservation
- Monitor and report environmental or ethical concerns

Guides act as sustainability ambassadors during tours.

5. Child Protection & Human Rights

Jordan Classical Tours applies a zero-tolerance policy toward:

- Child exploitation
- Sexual exploitation
- Forced labor
- Discrimination or harassment

Tour leaders and guides must:

- Avoid situations that could endanger children
- Immediately report suspected incidents to management
- Respect human rights principles at all times

6. Animal Welfare

Guides must ensure:

- Respectful treatment of working animals
- No promotion of wildlife exploitation
- Immediate reporting of animal mistreatment

Activities involving animal cruelty are strictly prohibited.

7. Guest Communication

Tour leaders and guides are responsible for informing guests about:

- Respect for local customs and dress codes
- Environmental protection measures
- Cultural and archaeological site rules
- Responsible behavior toward children and communities
- Avoidance of single-use plastics when possible

Sustainability messages are integrated into tour briefings.

8. Health & Safety

Guides must:

- Follow established safety procedures
- Be familiar with emergency contacts
- Ensure guest safety during activities
- Report incidents promptly

Safety is treated as a core operational priority.

9. Monitoring & Continuous Improvement

Guide performance is monitored through:

- Customer feedback surveys
- Internal evaluations
- Operational follow-up
- Ongoing communication

Feedback is used to improve service quality and sustainability performance.

Annex 5 – Partner Agency Sustainability Policy

1. Policy Statement

Jordan Classical Tours collaborates with international and regional partner agencies that share our commitment to responsible and sustainable tourism.

This policy defines the sustainability expectations applied to all partner agencies cooperating with Jordan Classical Tours.

2. Compliance with Laws & Ethical Standards

Partner agencies are expected to:

- Comply with all applicable national and international laws
- Respect human rights principles
- Prohibit child labor and forced labor
- Apply non-discrimination and equal opportunity standards
- Conduct business with integrity and transparency

Unethical or illegal practices are not tolerated.

3. Environmental Responsibility

Partner agencies are encouraged to:

- Reduce environmental impact in their operations
- Promote responsible travel behavior among clients
- Support low-emission transport options where feasible
- Avoid promoting harmful environmental practices

Sustainability considerations should be integrated into marketing and operational decisions.

4. Child Protection & Human Rights

Jordan Classical Tours applies a zero-tolerance policy toward child exploitation and sexual exploitation of children in tourism.

Partner agencies must:

- Inform their staff and clients about responsible behavior
- Avoid any activities that could harm children
- Immediately report suspected violations
- Respect international child protection standards

5. Responsible Product Promotion

Partner agencies are expected to:

- Avoid promoting excursions that involve animal cruelty or environmental degradation
- Support responsible wildlife experiences
- Respect local cultural traditions and community wellbeing
- Avoid promoting activities that harm cultural heritage or protected areas

6. Cooperation & Communication

Sustainability expectations are communicated through:

- Partner agreements
- Sustainability clauses in contracts
- Written communication and policy sharing

Partner agencies are encouraged to align with recognized sustainability standards and improve practices over time.

7. Monitoring & Review

Compliance is monitored through:

- Ongoing communication
- Operational feedback
- Incident reporting
- Periodic review of partner performance

Non-compliance with minimum ethical standards may result in reconsideration of partnership.

Annex 6 – Destination Sustainability Overview

1. Policy Statement

Jordan Classical Tours integrates sustainability considerations into the selection and development of destinations and itineraries.

The company recognizes that destination management plays a key role in protecting natural resources, cultural heritage, and local communities while ensuring long-term tourism viability.

2. Destination Selection Criteria

When selecting destinations and designing itineraries, the following aspects are considered:

- Environmental sensitivity and biodiversity value
- Presence of protected areas or nature reserves
- Cultural and archaeological significance
- Local waste management infrastructure
- Water availability and environmental stress
- Legal and regulatory requirements
- Opportunities for local community participation

Destinations are included only when responsible tourism practices can be ensured.

3. Protected Areas & Sensitive Sites

Jordan Classical Tours ensures that:

- Visits to protected areas comply with official regulations
- Archaeological and UNESCO World Heritage Sites are respected
- Local conservation rules are followed
- Group behavior is managed to minimize impact
- Guides inform guests about environmental and cultural sensitivity

Environmentally fragile sites are monitored closely through guide reporting and operational review.

4. Avoiding Overtourism & Promoting Balanced Distribution

Where feasible, the company:

- Promotes alternative and lesser-known destinations
- Encourages visits outside peak hours
- Designs itineraries that distribute tourism benefits across regions
- Supports rural and community-based tourism initiatives

This approach helps reduce pressure on heavily visited sites and spreads economic benefits more evenly.

5. Sustainable Transport & Routing Considerations

Destination planning considers:

- Efficient routing to minimize travel distances
- Avoidance of unnecessary domestic flights
- Promotion of walking and low-impact mobility where appropriate
- Integration of sustainable transport options in itinerary design

Transport impact is considered during product development.

6. Community Respect & Cultural Preservation

Jordan Classical Tours ensures that:

- Local customs and traditions are respected
- Guests receive guidance on appropriate dress and behavior
- Community privacy is respected
- Cultural authenticity is preserved

We discourage behavior that could negatively affect local communities.

7. Monitoring & Review

Destination sustainability is monitored through:

- Guide feedback and reporting
- Customer satisfaction questionnaires
- Supplier evaluations
- Internal sustainability review meetings

Adjustments are made if sustainability concerns are identified.

Annex 7 – Complaints Handling Procedure

1. Policy Statement

Jordan Classical Tours is committed to providing high-quality services and ensuring customer satisfaction. We recognize that complaints may arise and treat them as opportunities to improve our services and sustainability performance.

All complaints are handled in a fair, transparent, and timely manner.

2. Scope

This procedure applies to:

- Service-related complaints
- Accommodation or transport issues
- Excursion concerns
- Guide or staff conduct
- Sustainability-related concerns
- Health and safety incidents

3. Complaint Submission

Complaints may be submitted through:

- Direct communication with the guide or representative during the tour
- Email or written communication to the office
- Phone communication
- Customer feedback questionnaires

Guests are encouraged to report issues immediately so corrective action can be taken during the trip whenever possible.

4. Acknowledgment & Response Timeline

Jordan Classical Tours follows this structured timeline:

- Complaints are acknowledged within **24 hours**.
- A proposed solution or update is provided within **5 working days**.
- Complex cases may require additional investigation; in such cases, clients are informed of the revised timeline.

5. On-Trip Resolution

If a complaint occurs while the guest is still in Jordan, immediate corrective actions are prioritized.

Where the issue is the responsibility of Jordan Classical Tours, the company may offer appropriate compensation, such as:

- Service adjustment or replacement
- Hotel upgrade
- Complimentary excursion
- Free lunch or dinner
- Other reasonable gestures aligned with the situation

If the issue is outside our direct responsibility, we still intervene promptly to ensure client satisfaction and coordinate solutions with the relevant supplier.

6. Investigation & Documentation

All complaints are:

- Documented internally
- Reviewed by management
- Investigated with relevant suppliers if necessary
- Recorded for follow-up and monitoring

Recurring issues are analyzed to prevent repetition.

7. Continuous Improvement

Complaint trends are reviewed as part of internal management meetings and sustainability monitoring.

Findings may lead to:

- Supplier review
- Operational adjustments
- Additional staff or guide training
- Policy updates

8. Confidentiality & Data Protection

All complaint information is handled in accordance with our Customer Privacy Policy. Personal data is stored securely and used solely for resolution and improvement purposes.

Annex 8 – Customer Privacy Policy

1. Policy Statement

Jordan Classical Tours is committed to protecting the privacy and personal data of its customers, partners, and stakeholders.

Personal information is collected, processed, stored, and protected responsibly and in accordance with applicable data protection laws.

2. Scope

This policy applies to all personal data collected through:

- Website inquiries and booking forms
- Email communication
- Telephone bookings
- Partner agency bookings
- Customer satisfaction questionnaires
- Operational documentation

3. Types of Personal Data Collected

The company may collect:

- Full name
- Contact information (email, phone number)
- Passport details (when required for booking services)
- Travel preferences
- Payment-related information
- Emergency contact details
- Special requirements (dietary, medical, accessibility)

Only data necessary for service delivery is collected.

4. Purpose of Data Collection

Personal data is collected solely for:

- Booking and operational purposes
- Visa processing and official permits
- Accommodation and transport reservations
- Customer service communication
- Legal compliance
- Improving service quality through feedback

Personal data is not sold or shared for marketing purposes without consent.

5. Data Storage & Security

Jordan Classical Tours ensures that:

- Personal data is stored securely
- Access is restricted to authorized staff
- Digital systems are password-protected
- Physical documents are stored securely
- Data is retained only as long as necessary for operational or legal purposes

6. Data Sharing

Personal data may be shared only with:

- Accommodation providers
- Transport companies
- Activity providers
- Government authorities (when legally required)

Data sharing is limited to what is necessary for service delivery.

7. Customer Rights

Customers have the right to:

- Request access to their personal data
- Request correction of inaccurate information
- Request deletion of personal data where legally possible
- Withdraw consent for non-essential communications

Requests are handled within a reasonable timeframe.

8. Confidentiality

All employees are required to maintain the confidentiality of customer information. Unauthorized access, disclosure, or misuse of personal data is strictly prohibited.

9. Monitoring & Review

This Privacy Policy is reviewed periodically to ensure compliance with applicable regulations and operational practices.

Annex 9 – Sustainability & Customer Satisfaction Questionnaire

1. Purpose

Jordan Classical Tours collects structured feedback from clients to evaluate service quality and sustainability performance.

The Sustainability & Customer Satisfaction Questionnaire is used to:

- Measure customer satisfaction
- Evaluate supplier performance
- Assess sustainability-related practices
- Identify areas for improvement
- Monitor compliance with company policies

2. Scope

The questionnaire is distributed to clients after completion of their tour.

It covers:

- Accommodation quality
- Transport comfort and safety
- Guide professionalism and sustainability communication
- Excursion quality and impact
- Environmental responsibility
- Overall service satisfaction

3. Sustainability-Specific Questions

The questionnaire includes sustainability-related evaluation such as:

- Responsible behavior of guides
- Respect for cultural heritage
- Environmental awareness during tours
- Waste management practices observed
- Animal welfare observations

- Overall perception of responsible tourism practices

Clients are encouraged to provide written comments on sustainability performance.

4. Distribution & Collection

The questionnaire is:

- Shared digitally via email
- Integrated into post-tour communication
- Voluntary for clients

Responses are collected and stored securely in line with the Customer Privacy Policy.

5. Monitoring & Analysis

Survey results are reviewed by management and the Sustainability Coordinator.

Findings are used to:

- Improve supplier selection
- Address operational issues
- Update guide training
- Identify recurring sustainability concerns
- Enhance customer communication

Recurring issues are documented and followed up during internal sustainability review meetings.

6. Continuous Improvement

The questionnaire is periodically reviewed to ensure relevance and alignment with sustainability objectives.

Feedback is integrated into the company's sustainability monitoring system.

Annex 10 – Sustainable Travel Tips for Guests

1. Purpose

Jordan Classical Tours encourages all guests to travel responsibly and contribute positively to the destinations they visit.

These Sustainable Travel Tips are shared with clients through pre-travel communication, digital materials, and guide briefings.

2. Environmental Responsibility

Guests are encouraged to:

- Reduce single-use plastics and carry reusable water bottles
- Dispose of waste responsibly and avoid littering
- Respect natural habitats and wildlife
- Conserve water and energy in accommodations
- Avoid disturbing plants and protected areas

3. Cultural Respect

Visitors are advised to:

- Respect local customs, traditions, and religious practices
- Dress appropriately in conservative areas
- Ask permission before photographing people
- Respect local privacy
- Follow rules at cultural and archaeological sites

4. Wildlife & Animal Welfare

Guests are informed to:

- Avoid activities involving wildlife exploitation
- Refrain from touching or feeding wild animals
- Ensure working animals are treated respectfully
- Report any concerns to their guide

5. Community Support

We encourage guests to:

- Support local businesses and artisans
- Purchase locally made products
- Respect local communities
- Engage respectfully with local people

6. Responsible Transport & Resource Use

Guests are encouraged to:

- Use shared or sustainable transport options where possible
- Walk short distances instead of requesting vehicle transfers
- Limit unnecessary towel and linen changes
- Turn off lights and air-conditioning when leaving rooms

7. Health & Safety Awareness

Guests are reminded to:

- Follow guide instructions
- Respect safety rules in protected areas
- Inform the company of any concerns immediately

8. Communication & Reporting

Guests are encouraged to share sustainability-related observations and feedback through:

- Direct communication with guides
- Post-tour questionnaires
- Contacting the office directly

PART III – Management Commitment Statement

At Jordan Classical Tours, sustainability is not treated as a separate initiative but as an integral part of our core business operations and long-term strategy.

As an inbound tour operator operating in Jordan's culturally and environmentally sensitive destinations, we recognize our responsibility to minimize negative environmental, social, and economic impacts while maximizing positive contributions to local communities, heritage protection, and responsible tourism development.

Top Management formally endorses this Sustainability Policy and confirms its commitment to:

- Integrating sustainability into daily operations and decision-making
- Allocating appropriate human and financial resources
- Supporting the Sustainability Coordinator and team
- Ensuring compliance with national legislation and international good practices
- Promoting ethical conduct, human rights, and child protection
- Encouraging responsible behavior among staff, suppliers, partners, and guests
- Monitoring performance and continuously improving sustainability standards

Sustainability principles are embedded in supplier selection, transport decisions, excursion design, destination planning, customer communication, and internal management processes.

Management ensures that this policy is communicated to all employees, guides, suppliers, and partner agencies and is reviewed annually to ensure its continued relevance and effectiveness.

Through structured policies, transparent monitoring, and continuous improvement, Jordan Classical Tours is committed to contributing to a more responsible and sustainable tourism sector in Jordan and beyond.

Approved by:

Mrs. Viktoriia Frantcuzova
General Manager
Jordan Classical Tours



Signature: Viktoriiia Frantcuzova

Date: 6 JAN 2026