

Sustainability policy of Hajjat Tours & Travel



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The company is committed to creating a positive impact on the world through sustainable tourism practices. The purpose of this policy is to support the local community, promote responsible consumption and production, and protect life below water by integrating sustainable practices into our operations and services. By making amendments to our itineraries, providing more environmentally friendly services, and incorporating more local providers from the community into our products, we aim to leave a lasting positive print on the world.

This policy applies to all employees, suppliers, and gradually to clients of Hajjat Tours & Travel. It will be implemented through the cooperation between the heads of the departments, including the Reservation Department, Operation Department, Sales Department, and Customer Service Department. This policy does not exclude any areas of operations or groups within the company.

Sustainability management & legal compliance

Sustainability Commitment

Hajjat Tours & Travel leadership is wholly committed to the company's sustainability performance and endorses the company's sustainability mission statement and policy. We will use the Travelife platform to report on our sustainability progress and to monitor and evaluate progress. We are committed to publicly communicating our sustainability performance by means of the Travelife report every two years.

Sustainability management & legal compliance

Hajjat Tours & Travel commits to continuous improvement of sustainability practices, including the ongoing monitoring and evaluation of our sustainability policy, with dedicated personnel and resources to achieve our sustainability goals. Our internal commitments include limiting the use of paper by shifting to digital, increasing recycling efforts, using more environmentally friendly cars for transfers, participating in sustainability workshops and trainings, reducing plastic waste by promoting reusable water bottles, and incorporating environmental clean-up activities in our adventure and hiking programs.

Hajjat Tours & Travel follows all local, regional, national, and international regulations as they relate to human resources, human rights, children's rights, land rights, environmental management, wildlife, and land use. We adhere to a strict Code of Ethics, including a zero-tolerance policy for corruption, bribery, forced labor, and discrimination.

We are converting our operations from paper to digital by providing laptops and using the cloud for archiving, adopting a recycling program within the office, conducting more sustainability training for our staff, using energy-efficient electric hardware in our buildings, buying in bulk to reduce deliveries, and incorporating more desk plants to improve the office environment.

Supporting the local community is a significant part of our social responsibilities, as it creates opportunities and promotes environmentally friendly services provided by locals. Our success in sustainability will be measured by being recognized as a sustainable tour operator by clients and service providers, expanding our impact in Jordan,



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and supporting additional sustainability goals and actions in the future.

We recognize that our employees are our biggest asset for delivering meaningful travel experiences to our customers. Therefore, we maintain a clear human resource policy to ensure:

Health and Safety:

- We ensure a safe working environment by adhering to stringent health and safety regulations.
- Regular health and safety training sessions are conducted to keep our employees well-informed and prepared.
- First aid kits and emergency protocols are in place across all our office locations.

Work-Life Balance:

- We offer flexible working hours and remote work options to help our employees maintain a healthy work-life balance.
- Paid time off and vacation days are provided to ensure our team members can rest and recharge.

Professional Development:

- Continuous learning and development are encouraged through access to training programs, workshops, and courses.
- We support career growth by providing opportunities for internal promotions and role advancements.

Inclusive and Respectful Workplace:

- We are committed to maintaining a diverse and inclusive workplace where all employees are respected and valued.
- Anti-discrimination policies are strictly enforced, and diversity training is conducted regularly.

Employee Engagement:

- Regular feedback and open communication are encouraged.
- We organize team-building activities and social events to strengthen camaraderie and foster a positive work culture.

Resources Allocated for Employee Well-Being:

Health and Safety:

- Equip offices with first aid kits, fire extinguishers, and emergency evacuation plans.



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- Conduct regular safety audits and inspections.

Work-Life Balance:

- Develop and document flexible working hours, remote work options, and leave policies.
- Implement software for managing schedules, leave requests, and remote work tracking.

Professional Development:

- Participate in training or workshops (paid & unpaid) provided by tourism associations.
- Allocate budget for internal training programs and courses.

Inclusive and Respectful Workplace:

- Develop clear anti-discrimination policies and procedures for reporting and addressing discrimination.

Employee Engagement:

- Use employee engagement survey tools to gather feedback.
- Implement internal communication tools for open communication.
- Plan and budget for regular team-building events and social activities.

Ensuring Employee Well-Being and Satisfaction:

Compensation and Benefits:

- **Competitive Salaries:** Regularly review and adjust compensation packages to ensure competitiveness within the industry and reflect employees' skills and experience.
- **Health Insurance:** Provide comprehensive health insurance coverage, including medical, dental, and vision plans.
- **Paid Time Off:** Offer paid vacation days, sick leave, and personal days.
- **Bonuses and Incentives:** Offer performance-based bonuses and incentives.

Involvement and Inclusion:

- **Open Communication:** Foster an open-door policy where employees can freely share their ideas, concerns, and feedback with management.

Training and Support for Implementing the Sustainability Policy:

- Conduct monthly or as-needed training sessions.
- Sign up for all workshops and training provided by the Jordan Tourism Board (JTB).



Social Concerns Aligned with Company Values:

- Supporting the local community is our biggest social responsibility, as it creates opportunities and promotes environmentally friendly services provided by locals.

Success in Internal Management and Employee Well-Being:

- Success means creating a supportive, inclusive, and engaging work environment where employees feel valued and motivated.
- Achieving high employee satisfaction and retention rates.
- Continuously improving our internal processes and policies to enhance employee well-being and professional development.
- Fostering a strong sense of community and teamwork within the company.

Internal management: environment

Environmental management of office operations

We are committed to keeping the direct footprint of our business operations as minimal as possible and actively following sustainability and environmentally sound principles. We have the following measures in place:

- Follow all local and national regulations concerning environmental law.
- Measure, monitor, and evaluate the use of all commodities and products purchased, especially in terms of water, waste, energy, and carbon.
- Procure office supplies locally, seasonally, fair trade, in bulk, with limited packaging and sustainability certified whenever possible.
- Print only when absolutely necessary, and when printing, always print double-sided on grayscale. Paper must always be FSC or equivalent certified, with a preference for the highest percentage of post-consumer materials.
- Energy-saving measures are in place in all common areas.
- All equipment and lighting is energy-efficient and turned off/unplugged/on sleep mode when not in use.
- Water-saving measures are in place in all common areas and restrooms, including water capture in external areas.
- Waste is separated into the following categories: plastic, organic, paper products, metal, hazardous, glass, e-waste, waste to landfill, and is disposed of properly by a private company/municipality.
- Noise, light, and air pollution are minimized.

Carbon management of office operations

Hajjat Tours & Travel is committed to reducing our carbon footprint and endeavors to reduce the amount we travel as much as possible by:

- Monitoring and measuring our carbon footprint with the aim of reducing as much as possible and



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offset remaining amounts.

- Encouraging remote work whenever possible, and when it is not possible, making it easier for employees to limit their carbon footprint by using eco-friendly modes of transportation.
- Committing to offsetting our remaining direct and indirect carbon from travel and fossil energy use via a carbon offset company.
- Implementing procedures such as following proper maintenance for our vehicle fleet, and offering incentives such as bike rental stipends and showers.
- Installing energy-efficient equipment and appliances where appropriate and possible.

Land use

Hajjat Tours & Travel offices are located in an urban area and abide by all local land use laws. We respect local cultural and natural resources in our business operations and favor sustainable architecture and design.

Environmental initiatives in place

1. Paper Usage:

- Switching to digital to avoid using paper.
- Using USBs and barcodes instead of printed materials.

1. Plastic Waste:

- ♦ Reducing plastic waste by using refillable water bottles and informing our clients to embed it into our programs.
- ♦ Providing refillable water bottles.

2. Environmental Clean-Up:

- Incorporating environmental cleaning activities into our hiking/walking and scout programs.
- Organizing cleaning activities with staff, guides, drivers, and tourism workers.

3. Eco-Friendly Transportation:

- Using environmentally friendly vehicles to reduce our carbon footprint.
- Converting to suppliers who have eco-friendly vehicles.

4. Life Underwater:

- Partnering with green-flagged hotels, diving clubs, and other businesses.
- Spreading awareness to our clients about what they can do in Aqaba to support life underwater.

Training and support for environmental management



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- Conducting regular training sessions and courses to prepare and support staff in implementing environmental management practices.
- Participating in sustainability workshops and training provided by tourism associations.

Marketing and merchandise

- Using USBs and barcodes instead of printed materials to reduce paper waste.
- Promoting eco-friendly practices and sustainability through our marketing materials and communication channels.

Success in environmental management

- Success means being recognized as a green facility by clients and worldwide.
- Achieving high standards of environmental sustainability in all aspects of our operations.
- Continuously improving our environmental practices and reducing our overall footprint.

General suppliers policy

Hajjat Tours & Travel is committed to sourcing its products and services responsibly, avoiding harmful impacts on society, culture, and nature as much as possible. We expect the same level of engagement and commitment from our suppliers.

Hajjat Tours & Travel prefers to work with partners that share the company's commitment towards sustainability. This means that we prefer partners that have a written sustainability statement as an integral part of their business policy and/or a clear sustainability policy in place.

Hajjat Tours & Travel prefers to work with suppliers in the destinations that are locally owned or managed, use local and seasonal products and services, and benefit the local community by hiring locally and equitably and by providing fair working conditions.

Whenever possible, Hajjat Tours & Travel prefers to select partner companies that comply with tourism-specific, internationally recognized (GSTC-accredited) certifications, or other sustainability certifications like B Corp or ISO.



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Hajjat Tours & Travel offers incentives for partners that are actively engaged in sustainable operations.

Hajjat Tours & Travel expects its suppliers to adhere to a Code of Ethics that includes the following responsible business practices:

- Complying with all local, regional, national, and international regulations.
- Respecting all human rights, including labor rights, children's rights, and women's rights.
- Committing to fair employment conditions.
- Following anti-corruption, anti-bribery, anti-extortion, and anti-discrimination policies.
- Protecting children from (sexual) exploitation through tourism.
- Protecting the environment and natural resources.
- Acting in the best interest of local communities.
- Protecting the interests of Hajjat Tours & Travel.

Following a zero-tolerance policy, Hajjat Tours & Travel will immediately terminate any relationships with suppliers that violate our policies or the Code of Ethics, specifically through acts of bribery, corruption, discrimination, and violation of human rights.

Hajjat Tours & Travel raises awareness amongst its suppliers to adopt sound social and environmental practices and to minimize their carbon footprint.

Hajjat Tours & Travel actively collaborates with suppliers to improve their sustainability performance. We encourage our suppliers to continuously learn about sustainability and provide support for this learning whenever possible.

Hajjat Tours & Travel maintains open lines of communication with our suppliers and partners and encourages feedback from our stakeholders at any time and on any topic, particularly sustainability.

Additional Policies:

- Hajjat Tours & Travel promotes the use of environmentally friendly vehicles and supports suppliers who adopt such practices.
- We organize regular training sessions and workshops for our suppliers to ensure they are updated on best sustainability practices.
- Hajjat Tours & Travel prioritizes partnerships with suppliers who are actively engaged in community development and support local social initiatives.

Inbound partner agencies

Hajjat Tours & Travel only works with partner agencies that adhere to the company's Code of Ethics.

In the entire process of developing and operating our travel packages, Hajjat Tours & Travel expects partner



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agencies to act in the best interests of the surrounding communities and environment as well as our guests.

Types of Inbound Partners: Hajjat Tours & Travel works with a diverse range of inbound partners, including hotels, car rentals, driving services, bus companies, guides, and local service providers.

Sustainability Performance Overview: While we do not currently have a systematic research or third-party certification process in place, we encourage our partners to share any sustainability certifications they have received. We aim to develop a more structured approach to monitor and assess the sustainability performance of our partners.

Selection of New Inbound Partners: Hajjat Tours & Travel selects new inbound partners based on the specific needs of our products and the requirements of our clients' nationalities. We prioritize working with providers who offer sustainable activities, even if these are not formally documented.

Communication and Discussion on Sustainability: We regularly communicate and discuss sustainability issues with our inbound partner agencies to ensure alignment with our sustainability goals.

Guidelines and Expectations: Hajjat Tours & Travel will develop and implement a clear Code of Conduct to transparently communicate our expectations to inbound partner agencies. This Code of Conduct will outline responsible business practices and sustainability commitments.

Monitoring and Recording Performance: Although we have not previously monitored and recorded the performance of our partners, we will begin implementing a system to do so. This will include regular assessments and sharing feedback with our partners to foster continuous improvement.

Training and Collaboration: While we do not currently train our partners on sustainability topics, we share our progress and collaborate with them to provide sustainable activities. We will work on spreading awareness among our partners and provide training to guides up to our standards. We also collaborate with green-flagged hotels to promote sustainability.

Incentives for Sustainable Operations: Hajjat Tours & Travel will offer incentives to partners that demonstrate a commitment to sustainable operations. These incentives may include preferred partnership status, promotional support, and access to sustainability training resources.

Success in Sustainability: Success for Hajjat Tours & Travel and its inbound partner agencies means being recognized as one of the first tour operators to implement sustainable practices and training for service providers in the local tourism sector in Jordan. Our goal is to set a standard for sustainability in the industry and create a positive impact on the environment and local communities.

Transport

When selecting transport for guests and business-related travel, Hajjat Tours & Travel commits to choosing the most environmentally friendly options available for traveling to, from, and within the destination – taking into



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consideration distance, price, route, and comfort.

Hajjat Tours & Travel has implemented clear guidelines for reducing GHG emissions from transport and selecting the most environmentally friendly transport options, including the following measures:

- Preferring ground transport over air transport for short-haul travel destinations.
- Avoiding in-destination flights as much as possible.
- Offering rail-and-fly transport to and from the airport.
- Using public transportation options in the destinations.
- Using appropriate vehicle sizes for group sizes and purchasing the most efficient vehicles available.
- Training drivers on eco-driving techniques.

Types of Transportation Provided: Hajjat Tours & Travel provides a variety of transportation options, including cars, vans, buses with drivers, car rentals, and bicycles.

Types of Transportation Providers: Hajjat Tours & Travel works exclusively with licensed transportation providers.

Inventory and Sustainability-Related Statistics: While we do not own a fleet due to ministry regulations, we work with multiple providers who adhere to laws and regulations. Most of our transportation providers maintain a carbon filter on their vehicles and take the best routes to reduce environmental impact.

Selection of New Modes of Transportation: We select new modes of transportation based on our programs and the nationalities of our clients. We prioritize using eco-friendly vehicles whenever possible, though availability can sometimes be limited.

Overview of Transportation Partners and Sustainability Performance: Although it is uncommon in Jordan to have systematic research or third-party certification for sustainability performance, we encourage our partners to adopt sustainable practices.

Selection of New Transportation Providers: We select new transportation providers based on their adherence to sustainability practices and their ability to offer the best routes and eco-friendly vehicles.

Communication and Discussion on Sustainability: We regularly communicate and discuss sustainability issues with our transportation providers to ensure alignment with our sustainability goals.

Guidelines and Expectations: Hajjat Tours & Travel is developing a Code of Conduct to clearly communicate our expectations to transportation providers. This Code of Conduct will outline responsible business practices and sustainability commitments.

Monitoring and Recording Performance: The performance of our partners is monitored, recorded, and shared via email, our website, and social media platforms.



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Training and Encouragement for Sustainable Operations: While we do not currently train our transportation providers on sustainability topics, we cooperate with our operations department to provide as much information as possible. We are working on spreading awareness and encouraging our providers to adopt sustainable practices.

Incentives for Sustainable Operations: We offer incentives to providers who demonstrate a commitment to sustainable operations, such as preferred partnership status and promotional support.

Success in Transportation-Related Activities: Success for Hajjat Tours & Travel in terms of transportation-related sustainability means being able to influence industry regulations to implement more sustainable actions. Our goal is to set a standard for sustainability in the transportation sector and create a positive impact on the environment and local communities.

Accommodations

In the accommodation selection process, Hajjat Tours & Travel considers the sustainability practices of an accommodation by taking into account their sustainability management and social and environmental footprint. We favor the selection of accommodations that respect and protect land use, as well as respectfully highlight elements of local architecture, customs, and traditions.

Types of Accommodation Provided: Hajjat Tours & Travel offers a variety of accommodations as part of its product offering, including licensed hotels of all categories, home stays, and wild camping.

Inventory and Sustainability-Related Statistics: Hajjat Tours & Travel does not own any accommodation properties due to Jordanian laws. While we do not have a clear inventory or sustainability-related statistics for accommodations, we aim to cooperate with green-flagged hotels, especially in Aqaba.

Overview of Accommodation Providers and Sustainability Performance: Although we do not conduct systematic research or third-party certification, many of the franchised hotels we work with are on sustainable plans and actions. We prioritize working with accommodations that demonstrate a commitment to sustainability.

Selection of New Accommodation Providers: We select new accommodation providers based on their sustainability practices and their ability to offer high-quality services. Sustainability management plays a significant role in engaging with new providers, especially those that are green-flagged.

Communication and Discussion on Sustainability: Currently, Hajjat Tours & Travel does not regularly communicate and discuss sustainability issues with its accommodation providers. However, we plan to enhance this communication in the future.

Guidelines and Expectations: We are developing a general policy, including a Code of Conduct, to clearly communicate our expectations to accommodation providers. This policy will outline responsible business practices and sustainability commitments.



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Monitoring and Recording Performance: The performance of accommodation partners is monitored and recorded through our internal assessments and feedback mechanisms. We share relevant information with our partners via email, our website, and social media platforms.

Training and Encouragement for Sustainable Operations: While we do not currently train our accommodation providers on sustainability topics, we share our progress and encourage them to adopt sustainable practices. Collaboration is facilitated through our operations department, and we aim to provide incentives for sustainable operations in the future.

Success in Accommodation-Related Activities: Success for Hajjat Tours & Travel in terms of accommodation-related sustainability means having a comprehensive list of accommodation providers that adhere to sustainable practices. Our goal is to offer alternatives in various locations and promote environmentally friendly accommodations to our clients.

Activities & Excursions

All excursions and activities run by or on behalf of Hajjat Tours & Travel respect local customs, traditions, cultural integrity, and natural resources.

Hajjat Tours & Travel commits to not offering any excursions that harm humans, wildlife, the environment, or natural resources such as water and energy.

Hajjat Tours & Travel gives preference to excursions and activities that benefit local communities, respect animal welfare, and support environmental protection.

Hajjat Tours & Travel provides excursion and attraction providers opportunities for sustainability learning and management, including free access to the Travelife online learning and reporting platform.

Types of Activity Providers:

Hajjat Tours & Travel works with a variety of activity providers, including restaurants, water sports operators, buggy and jeep tour operators, and providers of local experiences with the community.

Overview of Sustainability Performance: While we do not currently have a clear overview of the sustainability performance of our activity providers, we are committed to starting this process soon. We will conduct systematic research and seek third-party certification where applicable.

Selection of New Activities and Providers: Hajjat Tours & Travel selects new activities and providers based on their sustainability practices. Sustainability management plays a crucial role in engaging with new providers to ensure they align with our commitment to responsible tourism.

Communication on Sustainability: We regularly communicate and discuss sustainability issues with our activity



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providers through emails, social media, and visits. We aim to raise awareness and promote sustainable practices among our partners.

Guidelines and Expectations: Hajjat Tours & Travel is developing a clear Code of Conduct to communicate our expectations to activity providers. Currently, most of our guidelines are communicated verbally or through recommended providers.

Monitoring and Recording Performance: The performance of activity providers is not currently monitored or recorded. We plan to implement a system for this in the future to ensure continuous improvement and adherence to our sustainability standards.

Training and Encouragement for Sustainable Operations: We provide training on sustainability topics to our guides and local providers. Collaboration is facilitated through our operations department, and we encourage our partners to adopt sustainable practices by sharing knowledge and best practices.

Incentives for Sustainable Operations: We will develop incentives for partners that demonstrate a commitment to sustainable operations, such as preferred partnership status and promotional support.

Success in Activities and Excursions: Success for Hajjat Tours & Travel in terms of activities and excursions means having all sustainable providers. We aim to promote responsible tourism practices and ensure that all our activity providers adhere to high sustainability standards.

Additional Policies: Hajjat Tours & Travel is committed to reducing the sale of any activities involving animal riding. We advise our clients to purchase excursions that do not harm animals and promote animal welfare.

Tour leaders, local representatives, and guides

Hajjat Tours & Travel commits to hiring qualified local guides, porters, drivers, or other local staff, paying them living wages and providing safe and fair working conditions. We expect the same from our suppliers that are hiring local staff on behalf of Hajjat Tours & Travel.

Hajjat Tours & Travel understands that guides are the intermediaries between the guests and the socio-cultural and environmental context of the destination, conveying the appropriate behavior to them. Therefore, we make sure that all guides hired by or leading tours on behalf of Hajjat Tours & Travel are trained regularly and knowledgeable in the sustainability topics of the destination.

Hajjat Tours & Travel provides guides with learning opportunities on sustainability topics, including providing free access to the Travelife online learning platform.

Types of Tour Leaders, Local Representatives, and Guides: Hajjat Tours & Travel works with licensed guides, local guides, and staff border & airport representatives.

Hiring, Training, and Compensation:



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- Guides and staff representatives are hired based on experience and potential.
- We gather feedback from clients and partners to evaluate their performance.
- We provide regular training on sustainability topics in cooperation with the operations department.

Communication on Sustainability: We communicate and discuss sustainability issues with our guides, local representatives, and staff. Training sessions are conducted to ensure they are well-informed and capable of promoting sustainable practices.

Guidelines and Expectations: Although we do not currently have a written Code of Conduct, we are developing one to clearly communicate our expectations. This will include responsible business practices and sustainability commitments.

Training and Encouragement for Sustainable Operations: We train our guides and local representatives on sustainability topics and provide access to Travelife training. We encourage them to adopt sustainable practices through continuous learning and collaboration.

Incentives for Sustainable Tours: We provide incentives for guides and local representatives who demonstrate a commitment to sustainability, such as recognition and additional training opportunities.

Success in Sustainability: Success for Hajjat Tours & Travel means being recognized as a leader in sustainability training within the field. Our goal is to work on high standards, be known for our sustainable practices among providers and locals, and continuously improve our sustainability performance.

Additional Policies: Hajjat Tours & Travel is committed to reducing activities involving animal riding. We advise our clients to purchase excursions that do not harm animals and promote animal welfare.

Destinations

Sustainable destinations

Hajjat Tours & Travel prefers to work exclusively in Jordan, a destination committed to sustainability as an integral part of community and destination development. We aim to send visitors to secondary or lesser-known tourist areas to avoid overtourism. Our focus is on creating sustainable and responsible travel experiences that benefit both the local community and the environment.

Hajjat Tours & Travel does not support destinations that have a questionable human rights track record.

Contribution to local communities / local economic network



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Hajjat Tours & Travel commits to positively contributing to the destinations in which we operate by:

- Sourcing locally and responsibly, and supporting local and traditional arts and culture.
- Encouraging guests to shop responsibly and educating them about illegal/prohibited/forbidden souvenirs.
- Collaborating with other local tourism stakeholders, including local government, other tourism businesses, academia, and community groups, to further the sustainable tourism development of the destination.
- Respecting and advocating for all human rights (i.e., children's rights, women's rights, labor rights, etc.) as well as land rights.

Environmental stewardship in destinations

Hajjat Tours & Travel commits to environmental stewardship in the destinations in which we operate by:

- Ensuring natural resources remain intact.
- Educating guests about the principles of responsible travel and responsible visitor behavior.
- Focusing on the local community and engaging in environmentally friendly activities, such as working with green-flagged providers to save the life underwater.
- Participating in training and workshops provided by the Jordan Tourism Board (JTB) and other foreign institutions to continuously improve our sustainability practices.

Scope of Impact

Hajjat Tours & Travel aims to make a positive impact in Jordan by cooperating with other tour operators to stop the selling of animal riding excursions, using green-flagged institutions, and reducing the use of plastic. Our goal is to make Jordan a more sustainable and recognized destination.

Important Sustainability Aspects:

- Preservation of natural resources and biodiversity.
- Support for local communities and economies.
- Promotion of responsible travel behaviors among tourists.
- Commitment to human rights and ethical practices.

Collaboration for Sustainability:

Hajjat Tours & Travel collaborates with various stakeholders to further sustainability in the destination, including:

- Local government agencies.
- Other tourism businesses.
- Academic institutions.
- Community groups and NGOs.
- Green-flagged providers and environmental organizations.



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Success in Destinations

Success for Hajjat Tours & Travel means making Jordan a more sustainable and recognized destination. This involves promoting responsible tourism practices, supporting local communities, and ensuring the preservation of natural resources for future generations.

Customer communication and protection

Privacy

Our customer protection is our priority. Therefore, we maintain a clear privacy policy [Privacy Policy Link](#) to ensure:

- Legal compliance in all regards.
- Customers and their data are protected.
- Customers know how their information is being used.

Marketing and communication

Hajjat Tours & Travel strives to be truthful in all situations and at all times. We offer products and services that do what we claim in our communications.

- We honor our explicit and implicit commitments and promises.
- We are anti-greenwashing and stand behind our sustainability claims 100%.
- We endeavor to be inclusive and representative in our marketing and to always take into account cultural, religious, and ethnic sensitivities.

Sustainability communication

Customers are informed about the social and environmental impact of their journey and are educated about the sustainable choices they can make, including transparent communication on:

- Certified accommodations.
- Activities and excursions that benefit the local communities and environmental protection.
- Responsible shopping and illegal souvenirs.

Additional Measures:

- Promoting the reduction of plastic use by encouraging customers to use refillable water bottles.
- Advising customers against activities involving animal riding and promoting alternatives that respect animal welfare.



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Customer experience

Customer Experience

The company aims for all customer experiences to be positive and follows strict health and safety, marketing, and excursion policies to ensure customer satisfaction. These policies cover specific topics, including but not limited to:

- ◆ Health and safety.
- ◆ Emergency procedures.
- ◆ Privacy.
- ◆ Group numbers.
- ◆ Greenhouse Gas emissions and offsetting.
- Transport.
- Shopping.

Satisfaction and Complaints

Hajjat Tours & Travel maintains open lines of communication with our customers and encourages feedback at any time and on any topic, particularly sustainability. We handle all customer complaints promptly and aim to resolve issues efficiently to ensure customer satisfaction.

Keeping Customers Happy and Satisfied

To keep our customers happy and satisfied, we:

- Provide high-quality services and ensure transparency in all our dealings.
- Regularly gather feedback from customers to improve our services.
- Ensure that our staff and guides are well-trained and knowledgeable.
- Offer personalized experiences tailored to customer preferences.

Channels to Reach Customers:

- Travel road shows and workshops.
- ATTA (Adventure Travel Trade Association).
- LinkedIn.
- Travel associations.

Success in Customer Communication and Protection



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Success for Hajjat Tours & Travel means being internationally known as a sustainable tour operator. Our goal is to be one of the leading tour operators recognized for our commitment to sustainability and excellent customer service.

Contact / Responsible person

All staff are responsible for the ownership and undertaking of this policy.

All staff are responsible for the promotion and implementation of this sustainability policy within their departments.

The implementation of this policy will be lead by the Sustainability Coordinator, Isabel Daas, who can be reached at Isabel@Hajjattours.com

“Sustainability” is defined as “the practice of maintaining processes in a way that avoids the depletion of natural resources, thereby supporting long-term ecological balance.”

“Green-flagged” is defined as “a designation given to accommodations, activities, or providers that meet specific environmental and sustainability standards.”

“Carbon footprint” is defined as “the total amount of greenhouse gases produced to directly and indirectly support human activities, usually expressed in equivalent tons of carbon dioxide (CO₂).”

“Eco-friendly” is defined as “products, practices, or services that do not harm the environment.”

“Responsible travel” is defined as “travel that minimizes negative social, economic, and environmental impacts and generates greater economic benefits for local people and enhances the well-being of host communities.”

“Local community” is defined as “the people living in the area where Hajjat Tours & Travel operates and provides its services.”

“Code of Ethics” is defined as “a set of principles and guidelines designed to help businesses and individuals conduct their actions in accordance with primary ethical standards.”

Effective date

This policy is effective from [14/07/2024].

Revision history

This policy was revised on [14/07/2024]

This policy will be revised by [01/03/2025]



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