

Dakkak DMC engages with various stakeholders in tourism, namely consumers, tour guides, travel agencies, hotels, transport companies, restaurants, and attractions, therefore we understand our key role and influence in the sustainability development of tourism. Therefore, we are committed to promoting sustainability. We aim to follow, implement and promote good sustainability practices to maximize positive impacts and minimize negative impacts on tourism of our operations and to influence our clients and partners to do the same.

Our sustainability policy is divided into 8 sections. Each theme consists of a set of principles and practical actions accordingly.

## 1. Sustainability Management & Legal Compliance

We commit to sustainability management, practiced by the following actions:

- To have an appointed employee who is responsible for sustainability coordinator tasks;
- To have a written sustainability mission statement that is communicated to customers, partners and suppliers;
- To have a sustainability action plan with clear targets, actions, measures, responsibilities, and time planning; And to update this plan on a monthly basis.
- To ensure that all staff are fully aware of our Sustainability Policy and are committed to implementing and improving it, starting with our Amman office first and then our Petra office.

We commit to complying with all national legislation, regulations, and codes of practice.

## 2. Social Policy & Human Rights

At Dakkak DMC, we are dedicated to sustainable internal management by maintaining a clear, written, and well-communicated social policy that upholds the following principles:

- Employees are granted the freedom of employment, with the ability to terminate contracts with notice (ideally a minimum of one month) without penalty.
- We ensure that our health and safety policies for employees comply with national legal standards.
- First aid kits and trained personnel are readily available at all relevant locations.
- We strictly adhere to national laws concerning the Minimum Age for Admission to Employment.

In our commitment to human rights, we uphold the following practices:

- We prohibit discrimination in recruitment, employment conditions, training access, promotion, and senior positions, ensuring fairness regardless of gender, race, age, disability, ethnicity, religion/beliefs, or sexual orientation.

### **3. Internal Management: Environment and Community Relations**

At Dakkak DMC, we are committed to environmental protection and fostering positive community relations by implementing the following practices:

- Actively reduce the use of disposable and consumable goods.
- Prioritize the purchase of sustainable goods and services, including office and catering supplies.
- Purchase in bulk to minimize packaging waste.
- Default copy and printing machines to black and white, and collect used paper to reuse the blank side for notes or draft work.
- Utilize non-hazardous cleaning materials whenever available.
- Implement measures to reduce brochure wastage by focusing on digital alternatives.
- Actively monitor, measure, and reduce energy consumption.
- Turn off lights and equipment when not in use, and set devices to energy-saving mode where feasible.
- Opt for low-energy equipment when purchasing new items, considering both cost and quality.
- Adhere to national waste disposal regulations.
- Separate recyclable materials and ensure proper collection and disposal.
- Support the protection and preservation of local historical, archaeological, cultural, and spiritually significant sites.

### **4. Accommodations**

We strive to create a fully sustainable tourism supply chain, with partner accommodations playing a key role in this objective. We encourage and motivate them to adopt sustainable practices, ensuring a positive impact on the environment and local communities.

#### **Commitments:**

##### **1. Support for Local Ownership and Employment:**

- Prioritizing and selecting accommodations that are locally owned and managed.
- Choosing accommodations that provide employment opportunities for local communities, contributing to their economic and social development.

## 2. **Clear Communication of Sustainability Objectives:**

- Actively and clearly communicating our sustainability objectives and requirements to contracted and relevant accommodations via our mutually signed **“Guidelines for Accommodation Suppliers”**.
- Encouraging accommodation providers to adopt sustainable practices that align with our values and commitments.

## 3. **Sustainability Integration:**

- Working collaboratively with accommodations to promote practices that reduce environmental impact and support the preservation of local heritage and culture.
- Giving preference to accommodations that demonstrate adherence to sustainability standards, including energy efficiency, waste reduction, and ethical labor practices.

## 5. **Excursions and Activities**

We are committed to offering excursions that prioritize animal and community welfare while leaving a minimal environmental footprint. Our approach safeguards the authenticity of local communities and the natural environment, ensuring that our activities do not harm wildlife or contribute to pollution.

### **Commitments:**

#### 1. **Responsible Guest Behavior:**

- Advising guests on appropriate behavior during excursions, emphasizing respect for local culture, nature, wildlife, and the environment.
- Ensuring all activities comply with local, national, and international laws.

#### 2. **Partnership Standards:**

- Avoiding partnerships with companies that harvest, consume, display, sell, or trade wildlife species, except where regulated activities ensure sustainable use in compliance with the law.

#### 3. **Skilled Guidance:**

- Ensuring guests are guided by skilled or certified professionals in culturally, historically, or ecologically sensitive destinations to ensure proper understanding and preservation.

#### 4. **Community Support:**

- Promoting excursions that directly benefit local communities by encouraging the purchase of services, traditional crafts, local food products, or visits to social projects.

#### 5. **Environmental Protection:**

- Promoting and advising guests on excursions that support environmental protection and biodiversity, including visits to protected areas and conservation projects.

## **6. Tour Leaders, Local Representatives, and Guides**

We are committed to involving local communities in the tourism industry by employing as many locals as possible. We support a fair and safe working environment that respects and benefits local communities.

Our commitments include:

- Ensuring that all employees have written employment contracts outlining labor conditions and job descriptions.
- Prioritizing the hiring of local tour leaders, representatives, guides, porters, drivers, cooks, and other staff, provided they have equal abilities.
- Ensuring that tour leaders, representatives, guides, and other local staff are paid at least a living wage, which meets or exceeds the legal minimum or industry standards.
- Ensuring that our tour leaders, representatives, and guides educate clients on sustainability matters relevant to the destination, including the protection of flora, fauna, cultural heritage, responsible resource use, social norms (e.g., tipping, dress code, and photography), and human rights (e.g., prevention of sexual exploitation).

## **7. Destination**

We are committed to maximizing positive impacts and minimizing negative ones at the destinations where we operate to ensure their sustainable development.

Our commitments include:

- Supporting biodiversity conservation, including protected areas and regions of high biodiversity, by incorporating them into our product offerings.
- 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.

## 8. Customer Communication and Protection

### Pre-Tour Communication

- We educate clients on the local potable water situation and recommend reusable water bottles or eco-friendly alternatives to reduce plastic use.
- Travelers are briefed on appropriate dress codes, especially for culturally sensitive sites or religious areas.
- Our photography policy is communicated, ensuring clients understand the importance of asking locals before taking pictures and respecting no-photography zones.

### During the Tour

- Guides provide tips on how travelers can **minimize their environmental footprint**, such as staying on designated paths in natural areas and following local regulations (e.g., staying on trails, respecting wildlife, waste reduction).
- **Teach basic local language phrases** are introduced to help guests engage with the local culture.
- Information is provided about **health and safety precautions**, such as whether tap water is drinkable and local pickpocketing risks.
- Guests are encouraged to **support local communities** by purchasing from responsible businesses and donating to local non-profits.
- Guides discourage the purchase of endangered flora and fauna products and historic items, and drug use.
- Clients are informed about the dangers and legal implications of sexual exploitation in the destination. Clients will also be discouraged from engaging in any form of harassment or exploitation, with a special emphasis on protecting vulnerable populations, especially children.
- Waste reduction tips are shared, including recycling or composting guidelines and where guests can refill water bottles.

### Post-Tour Engagement

- Clients are kindly asked to scan the QR code (<https://www.surveymonkey.com/r/8CKCC2K>) to provide feedback, focusing on their experiences with responsible travel and sustainability practices.