



DESERT CAMELS ADVENTURE TOURS

Explore Dream Discover

SUSTAINABILITY POLICY

1. PURPOSE

Desert Camels Adventure Tours (hereinafter referred DCAT) is committed to learn, implement and promote good sustainability practices both on social and environmental aspects. The purpose of this policy is to create social, environmental and economic value for all the stakeholders to ensure the largest positive impact and contribute to sustainable development and, at the same time, to minimise the negative impacts in all these areas.

2. SCOPE

This policy applies to all our operations and staff members, from management to free lance staff. This policy does not apply to the entirety of our suppliers. We accord our preference to suppliers that share and act according to our principles but, while we cannot control the decisions of these parties, we commit to inform them about our policy and encourage them to align their operating practices with our policy objectives.

3. SUSTAINABILITY MANAGEMENT & LEGAL COMPLIANCE

3.1 Sustainability Commitment

DCAT leadership is wholly committed to the company's sustainability performance and endorses the company's sustainability mission statement and policy.

DCAT has appointed a sustainability coordinator who has completed the basic Travelife sustainability training and exam and is in charge of monitoring, reporting, and implement the sustainability policy and action plan.

A first baseline assessment of the company's performance on sustainable practices is been done and our Sustainability Policy will be constantly monitored and periodically evaluated to achieve our sustainability goals.

Our staff, at all levels, is fully aware of our Sustainability Policy and is involved in our sustainability action plan.

DCAT complies with all local, regional, national and international legislation as they relate to human resources, human rights, children's rights, land rights, environmental management, wildlife, and land use. We follow a strict Code of Ethics, including a zero-tolerance policy for corruption, bribery, forced labor, and discrimination.

DCAT transparency in sustainability is ensured by public publishing our sustainability mission statement, Sustainability Policy and public reporting and communicating.

4. INTERNAL MANAGEMENT: SOCIAL POLICY & HUMAN RIGHTS

DCAT is strongly committed to respecting and promoting human rights as described in the United Nations Declaration of Human Rights. We are aware that the respect of human rights is a pillar for a sustainable development.

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:

- legal compliance in all regards;
- a safe, healthy, and welcoming workplace;
- fair contract conditions including fair compensation;
- monitor regularly staff's satisfaction and complaints and take action for improvement;
- participation in the sustainability planning activities;
- inclusion and equal opportunity for all staff, particularly with regard to compensation, promotion, distribution of benefits, and professional development opportunities.

5. INTERNAL MANAGEMENT: ENVIRONMENT

5.1 Environmental management of office operations

We are committed to keeping the direct footprint of our business operations as minimal as possible and actively follow the 5Rs: refuse, reduce, reuse, repurpose, recycle. We have the following measures in place:

- follow all local and national regulations concerning environmental law;
- measure, monitor, and evaluate use of all commodities and products purchased, especially in terms of water, waste, energy, and carbon;
- privilege the purchase and the use of sustainable goods and services, for examples procuring office supplies locally, with limited packaging and sustainability certified whenever possible;
- use predominantly the web to diffuse our advertising material and print only a very low percentage of stuff, preferring environmentally friendly paper;
- energy saving measures are in place, for example all equipment and lighting is turned off or unplugged when not in use and cooling systems are turned off when the office is closed;
- avoid water waste and plastic consumption providing all our staff and customers with aluminium bottles that can be refilled from 20 liters water bottles always left available in the office and on 4WD used during our tours;
- commit to produce the less amount of garbage possible, for example purchasing food from local markets and without packaging, using reusable shoppers and refillable coffee pods;
- keep clean the places, both in cities and natural landscapes, where our tourist stops to eat meals or to camp by collecting all the garbage.

5.2 Carbon management during tours

DCAT is committed to reducing our carbon footprint. To offset the CO2 emissions of our 4WD tours, we support Treedom reforestation projects by planting a tree for every customer.

6. GENERAL SUPPLIERS POLICY

DCAT is committed to sourcing its products and services responsibly, avoiding harmful impacts on society, culture and nature as much as possible. We commit to inform key partners on the Travelife tourism standards and about the travel companies' sustainability policy. We agree preference to partners that share our commitment towards sustainability, therefore 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.

Following a zero-tolerance policy, DCAT will immediately terminate any relationships with suppliers who violate our policies, specifically through acts of bribery, corruption, discrimination, and violation of human rights.

7. TRANSPORT

Since public transport options are not available in Oman, all our tours, excursions and transfers are done by vehicles owned by the company or our suppliers. Size and kind of vehicles are always carefully selected depending on the group size to reach an optimal occupancy level. Furthermore, when flights schedule makes it possible, we try to reduce the transfers from and to the airport by moving more passengers at the same time.

We warmly suggest our clients to join our groups tours instead of private tours in order to reduce carbon emissions.

The company's 4WDs comply with the rules and regulations imposed by the local authorities. Maintenance on vehicles is regularly and properly carried out. Our drivers are exclusively Omani nationals as required by law and, whenever possible, we grant them to stay in the same hotel or lodge of the customers they are working with.

8. ACCOMMODATIONS

In the accommodation selection process DCAT considers the sustainability practices of each property by taking into account its sustainability management and social and environmental footprint. We favour the selection of properties that respect and protect land use, as well as respectfully highlight elements of local architecture, customs and traditions. Moreover we motivate and encourage partner properties to become sustainably certified.

9. ACTIVITIES AND EXCURSIONS

DCAT is committed to ensuring excursions are organized sustainably.

- Our excursion providers share our commitment towards sustainability and have sustainability certifications.
- All excursions and activities run by or on behalf of DCAT respect local customs, traditions, cultural integrity, and natural resources.

- We inform our guests, in advance and precisely, on behavior standards during excursions and activities with a focus on respecting the local culture, nature, and environment.
- DCAT does not offer any excursion that harms people, wildlife, environment, or natural resources and strongly refuses to organize any hunting or fishing activity.
- DCAT gives preference to excursions and activities that benefit local communities, as visiting local markets and craft shops, respecting animal welfare and supporting environmental protection.
- We choose skilled and certified guides to guide our guests in sensitive cultural sites, heritage sites, or ecologically sensitive destinations.

10. TOUR GUIDES, TOUR LEADERS, AND LOCAL REPRESENTATIVES

DCAT commits to hiring qualified local guides, drivers or other local staff, paying them wages that are equal to or above the legal minimum or the relevant industry standard, providing accommodation and board for the staff accompanying tours and securing safe and fair working conditions.

We are fully aware of the tour guides role as intermediaries between the guests and the socio-cultural and environmental context of the destination, conveying the appropriate behaviour to them. Therefore, we make sure that all tour guides hired by or leading tours on behalf of DCAT are aware of our commitment in sustainable tourism and convey it to customers, by informing them on relevant sustainability matters in the destination, social norms and values, and human rights.

11. DESTINATIONS

DCAT considers sustainability aspects in the selection process of new destinations for excursions and activities and possibly offer alternative, non-mainstream destinations. Our leadership and our tour guides periodically explore and try on first hand new off-the-beaten-track locations with the purpose to include them in future itineraries. Moreover, we strongly advise travellers against non-sustainable excursions or activities chosen by too many tourists, in order to avoid mass tourism experiences.

DCAT commits to positive contribution to the destinations in which we operate, by sourcing locally and responsibly and supporting local and traditional arts and culture. Our tour guides and tour leaders encourage guests to shop responsibly and do not promote any souvenir containing threatened flora and fauna species, as indicated in the CITES treaty and the IUCN "Red List", or historic and archaeological artifacts.

The environmental preservation of Oman, with the multitude of its landscapes, is a top priority for DCAT. We are committed to ensure that natural resources remain intact and to educate our guests about the principles of responsible travel and responsible visitor behaviour. We support biodiversity conservation, including protected areas and areas of high biodiversity, through integration in product offers.

12. CUSTOMER COMMUNICATION AND PROTECTION

Our customers protection is our priority. DCAT ensures that the privacy of our customers is not compromised.

DCAT strives to be truthful in all situations and at all times. We offer products and services that reflects what we claim in our communications. Information given about products and prices is clear, complete and accurate, concerning the company and its products and services, including sustainability claims. Futhermore our company provides destination information, including sustainability aspects, which is factually correct, balanced, and complete.

We endeavour to be inclusive and representative in our marketing, and to always take into account cultural, religious, and ethnic sensitivities.

DCAT clearly informs potential customers about the company's sustainability commitments and also provides information about natural surroundings, local culture, and cultural heritage at destination, before departure and throughout the duration of the stay. Our travellers are informed about key sustainability aspects and issues in the destination, the social and environmental impact of their journey, and educated about the sustainable choices they can make and on how to make a positive contribution. Our staff constatly tries to direct the customers' choices towards sustainable alternatives concerning accommodations, excursions and activities, where available.

DCAT aims for all customers experiences to be positive, and follows strict health and safety, marketing, and excursion policies to ensure customer satisfaction. Clients satisfaction is systematically monitored by sending a survey at the end of every tour and taking into account the feedbacks, for service and product improvements. DCAT maintains open lines of communication with the customers and encourages feedback at any time and on any topic.

13. CONTACT

All staff is responsible for the ownership and undertaking of this policy. Please contact info@desertcamelsoman.com if you have any questions about our sustainability policy and practices.

14. EFFECTIVE DATE

This policy is effective from January 1, 2023.

Mustafa Al Fahdi
Desert Camels Adventure Tours
Owner & General Manager

