

# **SUSTAINABILITY POLICY – HOLYLAND**

## **TOUR AND TRAVEL**

### **1. Introduction about our company**

Holyland Tour and travel is established by an Ethiopian skilled, certified and experienced Tourism professional who has worked in various segments of the travel industry since 2006. it is a receptive tour company and our staffs have also a minimum of 7 years and above experience in the industry, giving our clients confidence to work with a qualified travel professionals, with our extensive knowledge of destinations and resources, along with the latest technology, we take the hassle out of travel planning.

### **2. Our mission statement reflects our desire:**

“Holyland Tours is a forward-looking incoming tour operator whose mission is to provide our clients with an honest, local experience; promoting cultural and environmental immersion through close links with neighborhood suppliers, we also provide thoughtful, exceptional sustainable travel and tourism, providing visitors with a true experience of our destinations and their respective cultures while aiming to preserve and defend the natural and human resources of those communities for future generations (of both tourists and locals) to enjoy.

We consider it our duty to work closely with suppliers, clients and the community at large promoting sustainability through education and preservation of cultural and natural resources in our destinations.”

Responsible tourism requires that all parties involved in the promotion, sale and execution of travel products make a commitment to more sustainable travel practices. From government to airlines, to tour operators, to hoteliers, to tour leaders and individual tourists; all of us have a responsibility to respect and protect our environment and traditions through correct education and planning and action. Sustainability in tourism is an on-going process, requiring constant monitoring and adjustment of policies as the industry constantly grows and changes.

Some of our most important goals for better sustainability are:

- To minimize negative environmental, social and cultural impacts such as pollution, disrespect of diversity and exploitation of resources.
- To maximize positive impacts within the local community such as improving employment opportunities and working conditions, supporting local community projects and ensuring that the economic and social benefits of tourism reach and remain in the host community too.
- Include local communities in project development and decision making.
- Protect flora and fauna by respecting seasonal restrictions and offering interactions only within their natural surroundings.
- To provide access to people with different physical abilities.

- To encourage meaningful contact between visitors and host communities such as offering homestay options instead of hotel accommodations.

### **3. Sustainable Purchasing:**

Our company Holyland Tour and Travel follows sustainable purchasing guidelines when we plan to buy personal and office items even if there are some obstacles on the quality of the products. We are also concerned when we buy any materials, we try to make sure it is environmentally friendly or they can re-cycle for protecting the eco-system. As this refers to the acquisition of products that are made from recycled content; that are environmentally preferable, bio-based, or energy- and water-efficient; that use alternate fuel and renewable energy; or that offer alternatives to hazardous or toxic chemicals.

As per our purchasing policy, services are committed to supporting sustainable initiatives by leveraging its buying power and supplier partnerships.

We believe sustainable products provide visible benefits to our company. They are reusable, energy-efficient (or have greater efficiencies than industry standards), are made with post-consumer materials, have reduced toxicity properties, are manufactured with minimal environmental impact, and are delivered in eco-responsible packaging.

Examples of the types of sustainable products that our company uses include:

- Items made from 100 percent post-consumer materials or recycled products
- Look for the most Energy-efficient model like LED bulbs and related.
- Buying from reusable and eco-friendly packaging materials
- Make use of digital instead of printed catalogue
- Buy what we only need
- Priority to locally made materials if available with good quality
- Preference to use sustainable transport
- Preference given to sustainable accommodation suppliers etc....

### **4. Regarding sustainable accommodation**

Our company emphasizes on the more, community visits, cultural/tribal and historical tours, with high quality guides as we have found more to benefit the local communities.

We will encourage all our accommodation suppliers to get to know their sustainability status, by sending a sustainability questionnaire to our accommodation suppliers to highlight their sustainability policy. We are also aiming to have at least 70% of our business going to eco-rated facilities. Furthermore, our office will also focus on getting contract with accommodation owners which are certified for promoting by sustainability.

## **5. Environment and about our clients**

Our company is concerned of the environmental aspects to protect and at least we should contribute to decrease any impacts releasing and in the office and in the field through the rational use of resources, waste management and denounce harmful practices such as: pollution, artificial feeding, and the illegal captivity of wild animals and the extraction of wild plants. As for our clients we are the once to communicate before the commencement of the tour. Thus, this has to be done by sending them about sustainability guideline via email for their further reference.

## **6. Policy Revision**

This policy will be definitely revised from time to time at the discretion of the sustainability coordinator of the company in relation with the national and international aspects which can fully ensure the business sustainability.