

JTB Global Marketing & Travel Sustainability Policy

Our Mission

At JTB Global Marketing & Travel, we will strive to ensure every effort is made to promote the sustainability of the global environment, local community, culture, and all people involved.

We stand by the idea of “*leave no-one behind*” as proposed in the Sustainable Development Goals (SDGs), which were adopted by the United Nations in September 2015. Furthermore, based on the following five viewpoints proposed during the 2017 International Year of Sustainable Tourism for Development, we commit to:

- ① Inclusive and sustainable economic growth;
- ② Social inclusiveness, employment expansion, poverty reduction, and human rights protection;
- ③ Resource efficiency, environmental protection and combatting the efforts of climate change;
- ④ Protecting the cultural values and heritage, promoting diversity;
- ⑤ Mutual understanding, accessibility, peace and security;

Importantly, we commit to maximizing the positive benefits received by local communities as a result of our presence, while minimizing any negative impacts in our office and the holiday destinations.

The Six Key Sectors of Sustainability Advanced by JTB Global Marketing & Travel Inc.

1. Ethical, Sustainable Tourism Management And Legal Compliance

We commit to compliance with laws and regulations in the countries and regions in which we conduct business and respect local customs and ethics. Based on the Global Code of Ethics for Tourism - adopted in 1999 by the General Assembly of the UNWTO, and acknowledged by the United Nations in 2001 -, we commit to the promotion of initiatives in accordance with company sustainability policies, and appointing employees who are responsible for sustainability coordination tasks.

2. Protection Of Limited Resources And Biodiversity

We commit to the practice of environmental protection and preservation of biodiversity, encouraging the adoption of the 3R approach (Reduce, Reuse, Recycle), along with proper disposal practices to preserve the limited resources for generations to come. We aim to reduce the usage of paper resources, disposable and consumable goods (especially the use of single-use plastics) in our operations, and encourage the adoption of sustainable products and services based on the company sustainability policy. Furthermore, under the consideration of animal welfare and for the preservation of biodiversity, we commit to not promote the trade of souvenirs that contain threatened flora and fauna species, as indicated in the CITES treaty (Washington Convention) and the IUCN ‘Red List’.

3.Sustainable Tourism And Travel Services

We seek out our business partners that provide tourism and travel services (transportation, accommodation, guides, food and beverages) as important partners in promoting sustainability. With our business partners, we always consider the convenience, comfort, entertainment and affordability for the customers, while paying attention to the impact on local lifestyle, culture, nature, biodiversity (especially those endangered animals and plants), water resources, energy, and other natural resources in the destinations from our business operations. In practice, we share our sustainability policies with our business partners to achieve better mutual understanding and to work together towards a sustainable tourism and travel services supply chain. If our business partners offer sustainable tourism and travel services, we will select those businesses as a priority and recommend them to our customers.

4.Promoting Local Community Sustainability

We endeavor to maximize our contribution to the development of sustainable local communities. With our business partners and customers, we value and respect the local customs and ethics, supporting the development of the local community with conscious safeguarding of same. Furthermore, we promote local production local consumption, value the tangible and intangible cultural property rooted in the local community, and do not promote or sell counterfeit products.

5.Promoting Sustainability Through Communication With Customers

We commit to providing socially, culturally and environmentally friendly tourism and travel services, directly and indirectly contributing to the local community, while providing information to consumers about the natural surroundings, local culture and cultural heritage, and the conservation activities in the holiday destinations. In addition, we inform consumers about risks and required behaviors related to health and safety matters during their travel for not only prevent risks during their experience of services, but also to be better prepared to deal with emergency situations. We also seek to assist consumers to understand the importance of sustainability, educating and inspiring more sustainable ways of traveling and striving to realize the coexistence with destination communities in mutual prosperity. We regularly conduct customer surveys to ensure quality of experience delivery to our customers and take an appropriate response to complaints from clients to improve services and products.

6.Aim For An Employee Friendly Sustainable Working Environment

Recognizing the importance of employee wellbeing, we commit to abide by all applicable laws, prevent any form of forced and child labor, strive to foster an employee-friendly work environment for our staff and business partners, and devote to improve the hygiene and safety of the working environment. We value diversity and individuality, seeking to create and sustain a thriving workplace, and listening to the complaints and expectations voiced by the employees with an open and fair mind in order to improve our workplace environment. Furthermore, we strive to develop sustainability related education and training programs that also involve our business partners to support our in-house sustainability associated initiatives both within the company and with our wider customer base.

[Appendix: Global Code of Ethics for Tourism \(GCET\)](#)

- Article 1 Tourism's contribution to mutual understanding and respect between peoples and societies
- Article 2 Tourism as a vehicle for individual and collective fulfilment
- Article 3 Tourism, a factor of sustainable development
- Article 4 Tourism, a user of the cultural heritage of mankind and contributor to its enhancement
- Article 5 Tourism, a beneficial activity for host countries and communities
- Article 6 Obligations of stakeholders in tourism development
- Article 7 Right to tourism
- Article 8 Liberty of tourist movements
- Article 9 Rights of the workers and entrepreneurs in the tourism industry
- Article 10 Implementation of the principles of the Global Code of Ethics for Tourism