

## **1 : Sustainability management and legal compliance**

### **1.1: Sustainability coordinator**

JS TRAVEL appointed a Sustainability Coordinator whose partial job description is stated below :

#### **Sustainability Coordinator - Job Description**

#### **Reports To: General Manager**

#### **Position Overview**

Our **Sustainability Coordinator** (SC) leads, coordinates and reports on our sustainability work. The SC is the bridge between all departments. S/he is in charge of putting sustainability principles into practice in our office(s) and operations, across management, staff, suppliers, customers and other stakeholders.

The SC must reduce the negative impacts and increase the positive impacts of our operations on communities' livelihoods, culture, and the environment both within the offices and during tours.

#### **Duties:**

- Ensure a general **understanding** of sustainability and related **policies** among all staff.
- Design the company's sustainability **action plan** with input and support from colleagues.
- Lead **communication** of our sustainability policy and actions internally and externally;
- Create and share resources. E.g., best practice case studies, news bulletins, booklets;
- **Improve the sustainability of the company's product offerings and partners (supply chain).**
  - Identify which products / services are sustainable; and priorities for improvement;
  - Assist departments in designing, selecting and promoting tourism offers, which enable our company, suppliers and clients to

- become more sustainable;
  - Coordinate and/or deliver internal and external (suppliers) training; and organize brainstorming sessions with colleagues to identify possible sustainability actions;
  - Support existing suppliers to become more sustainable. E.g.: share best practices to support local communities; reduce paper, water, energy, carbon footprint, etc.;
  - Identify new, responsible suppliers, (e.g. green hotels, community based tourism) and work with product team to increase the number/percent of sustainable products;
- Coordinate and update Travelife **reporting**, and maintain a database of knowledge.
- Report regularly on sustainability **progress** and challenges to staff and top managers.

### **Skills and qualifications:**

- Some experience and passion for sustainable development and sustainable tourism;
- Excellent communication skills, a team leader able to communicate with and motivate people from different backgrounds of education/cultures. Training skills are a strong asset.
- Eye for detail, and skills with common office programs (Word, Excel, PowerPoint, etc.)

**Note: This job description is not intended to be all inclusive. You may perform other duties as negotiated to meet the ongoing needs of the organization.**

### **1.2 Mission statement**

JSTRAVEL and its parent company ASIAJET are committed to offering eco-friendly and culturally respectful travel experiences in Southeast Asia. By partnering with sustainable accommodations and responsible tour operators, they aim to provide authentic cultural adventures while supporting local economies. The company focuses on staff training, flexibility, and integrating sustainability into its operations to ensure high-quality, ethical tourism. JSTRAVEL is dedicated to innovation and respecting local cultures, with a goal of advancing sustainable tourism in the region.

### **1.3: Trained Sustainability Coordinator and team**

As an initial step, our internal teams / Sustainability coordinator undergo training on the Travelife Sustainability Policy and complete the necessary certifications.

Additionally, we are exploring further opportunities to enhance their skills through various certification courses, workshops, and practical applications.

#### **1.4: Baseline assessment**

#### **1.5: Sustainability policy**

Since 1993, JSTRAVEL and its parent company ASIAJET have been passionately dedicated to creating tours and itineraries in Thailand, Vietnam, Cambodia, Laos, and Myanmar. At the helm of the company since its inception, Michel Calvet is both a product creator and an avid visitor to Southeast Asia, where he has been living since 1993. Our team continuously develops innovative, original, and always respectful ideas towards local populations. The constant search for new routes and the excellence of our products rely on the talents of the JSTRAVEL and its parent company ASIAJET team in each Southeast Asian country. The work of our travel experts is based on intensive inspection and scouting to find and select the best products, services, and itineraries. Guides, drivers, vehicles, hotels, and excursions are carefully chosen by us to ensure you the best experience.

#### **Our Mission**

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#### **Our Commitment:**

As a destination management agency, we are committed to offering trips that combine tourist discoveries with respect for the environment and local communities. We believe that tourism can be a positive force for the destinations we promote, provided it is practiced responsibly and sustainably. With this in mind, our mission is to raise awareness among our travelers about local realities and to offer them more ethical travel practices by working with local partners who share our values. We take pride in recommending services that are more environmentally and community-friendly, and in offering tailor-made trips that allow our clients to discover Southeast Asia while preserving it for future generations.

## **Our Sustainability Policy**

### **1. Sustainability Management & Legal Compliance**

Our company recognizes that reducing negative impacts and increasing benefits to people and the planet is a long-term process, which requires a step-by-step, systematic approach. We commit to sustainability management through the following actions:

- Appoint a responsible staff member as our sustainability coordinator.
- Have a sustainability mission statement and written sustainability policy which aim to reduce the negative impacts of the company's operations.
- Communicate these policies to staff, customers, partners, and suppliers.
- Use the ATTA-Travelife online platform to conduct a baseline assessment of our company's performance across all areas of the ATTA-Travelife standard.
- Systematically improve the sustainability performance of our key suppliers.
- Have a sustainability action plan with clear targets, actions, responsibilities, and time planning; with documented procedures to monitor and evaluate the implementation of the sustainability policy, objectives, and targets.
- Ensure our staff are aware of our Sustainability Policy and take action.
- Communicate and report the progress of our sustainability policy and actions.

### **2. Internal Management: Social Policy & Human Rights**

We recognize that sustainability includes a commitment to people and the planet. Social aspects of sustainability performance need to begin inside our company. How we treat our staff is a core aspect of our sustainability performance. We commit to having a clearly written and well-communicated social policy that includes, at least:

- Paying staff the minimum wage or above.
- Providing yearly holidays, maternity, and sick leave.
- Having a health and safety policy for employees, which complies with national legal standards.
- Prohibiting discrimination in employment conditions on the grounds of gender, race, age, disability, ethnicity, religion, or sexual orientation.
- Obeying national laws concerning the employment of young people.

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

We commit to practicing environmental protection and enhancing community relations by ensuring the following practices:

#### **Procurement:**

- Reduce the use of disposable and consumer goods.
- Favor the purchase of sustainable goods and services, office supplies, catering, etc.
- Purchase products in bulk to reduce packaging.
- Measure and reduce paper use, and wherever possible, reuse paper.
- Purchase recycled paper or paper produced from sustainable sources.
- Set copy and printing machines by default to double-sided printing.

### **Energy:**

- Measure and reduce electricity consumption.
- Prefer low-energy equipment when buying new items, alongside cost and quality.
- Switch off lights, air conditioning, and electrical equipment when not in use, and use automatic switches and timers where possible.
- Set equipment by default to energy-saving mode.

### **Water:**

- Measure and reduce water consumption, with reuse where possible.
- Comply with national wastewater treatment laws.

### **Waste**

- Comply with national waste disposal laws, ensuring that any residual waste disposal has no negative impacts on the local population and environment.
- Pilot a solid waste reduction and recycling policy, with quantitative goals.
- Take action to reduce the amount of single-use plastic in our operations; including a core focus on reducing the use of plastic water bottles in our offices.
- Separate all materials, including batteries, which can be recycled and organize collection and proper disposal.
- Ensure company vehicles are well maintained, comply with legal emission standards, and are checked regularly to reduce emissions and energy use.

### **Training:**

- Provide all staff (including field staff) with information, guidance, and periodic training about their roles/responsibilities related to environmental practices.

### **Legal:**

- Comply with land use laws and regulations for company infrastructure.

## **4. Partner Agency**

**We will develop and implement a policy to improve the sustainability of our partner agencies. We commit to this by:**

- Informing key partners about our sustainability policy and expecting them to comply with the policy and communicate it to final customers where relevant.
- Motivating incoming/inbound partners to participate in sustainability training for travel companies.
- Creating an inventory (list) of our key partner agencies.
- Listing the sustainability practices of partner accommodations and agents.
- Making concrete efforts to choose partners which benefit people and the planet.

## **5. Transport**

**We try to ensure that vehicles used on our tours do not cause more than average pollution, and we do our best to decrease this pollution level. We commit to this by:**

- Selecting the most sustainable options considering type of excursion, group size, price, and comfort when selecting transport options to the destination.
- Regular servicing of all vehicles.
- Training drivers in sustainable driving techniques, and monitoring their practice.
- Ensuring that idling is minimized and air conditioning is used economically.

**When working with external transport suppliers, we commit to working with them to:**

- Ensure they follow a policy to select the most sustainable transport options.
- Provide drivers with a code of conduct and guidance for sustainable driving techniques.

## **6. Accommodations**

**We try to achieve a fully sustainable tourism supply chain. We commit to this by:**

- Clearly communicating our sustainability objectives and requirements for hotels to contract and other relevant accommodations.
- Selecting hotels that comply with sustainability and quality standards and are able to demonstrate benefits for people and the environment.
- Select hotels that guarantee the welfare of their staff and guard against the exploitation of children.

## **7. Excursions and Activities**

Alongside safety and customer experience, we highly value the welfare of communities and animals. We aim at tours that only leave a **minor footprint**, by:

- Developing a policy and goals to improve the sustainability of our excursions; and communicating this to our contracted excursion providers.
- Ensuring all excursions offered comply with local laws regarding environmental, wildlife, and cultural protection.
- Providing clients with a list of Do's and Don'ts.
- Training guides on how to work in culturally and ecologically sensitive destinations.
- Selecting restaurants which do not offer illegal wildlife and minimize single-use plastics.

### **Safety:**

- We will ensure that every tour includes at least one guide who is certified in First Aid and CPR/AED; and we will maintain a contact list of critical emergency numbers and ensure these are easily accessible to guides and clients.
- We will regularly check, review, and maintain safety/emergency equipment.

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

**We aim at creating opportunities for local people in the tourism business, by:**

- Preferring to work with local tour leaders, guides, porters, drivers, cooks, and other local staff in case of equal ability, and providing training, with a strong emphasis on our sustainability goals, as required.
- Undertaking to comply with all legal requirements regarding the employment of staff and employee welfare, including contracts and minimum wages.
- Our tour leaders, local representatives, and guides will be trained, and inform our clients on all relevant sustainability matters in the destination, environmental, cultural, and human rights. Training for tour leaders and local reps will include the avoidance of sexual exploitation of children.

## **9. Destination**

**We aim to maximize positive impacts and minimize negative impacts at destinations to ensure the sustainable development of the places where we operate. We commit to this by:**

- Considering sustainability aspects in the selection process of new destinations and not selecting destinations in which tourism leads to negative local effects.
- Ensuring all excursions offered comply with local laws regarding environmental, wildlife, and cultural protection.

## **10. Customer Communication and Protection**

**Customer welfare and information are very important to us. We commit to this by:**

- Ensuring that customer privacy is not compromised.
- Ensuring that product and price information is clear, complete, and accurate, including sustainability claims.
- Informing clients about the environmental impact of different options.

**After booking and during holidays, we commit to this by:**

- Informing clients about the natural surroundings and local culture in the destination.
- Informing clients of all health and safety considerations in the destination.
- Maintaining a 24-hour emergency number.
- Providing customers with information about commercial, sexual or any other form of exploitation, particularly of children and adolescents;
- Informing clients about legislation concerning the purchase and export of prohibited artifacts and threatened flora and/or fauna;
- Motivating clients to use local restaurants and shops (where appropriate);
- Encouraging clients to donate to local charity and sustainable initiatives.

After holidays, we commit to having clear procedures in case of complaints by clients.

For additional information about our sustainability policy, contact: [info@asiajet.net](mailto:info@asiajet.net)

### **1.6: Communication**

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### **1.7: Action plan**

### **1.8: Staff involvement**

We have dedicated one Sustainable Manager in each department within the organization for an effective distribution of tasks, depending on their core abilities e.g : Marketing Team for internal and external communication ; Finance and Administrative Team for budget and general procurement ; Production Team for suppliers evaluation and selection ; Reservation Team for suppliers and local partners communications.



The Sustainable Management Team is responsible for involving the whole staff, organizing workshops to promote the understanding and importance of the sustainability policy. They organize brainstorming with staff to determine new possible actions they can take or actions they can improve. The whole staff is involved in the implementation of the action plan and its progress.

The Sustainable Management Team is responsible for making the sustainable policy easily accessible for all staff as well as the company action plan & progress, and all related materials (best practices, memo, notes, etc.).

### **1.9: Monitoring and evaluation**

The Sustainable Management Team organizes a weekly meeting with the Sustainable Managers of each department to ensure effective implementation of the policy, reporting on initiatives, or general updates. During these weekly meetings, the Sustainable Managers update / adjust the action plan accordingly to their achievements or difficulties encountered.

Updates are reported and communicated to the staff every 15 days.

The Sustainable Management Team monitors resources: waste, paper, electricity, water consumptions and flights CO2 emissions etc..

The Sustainable Management Team monitors and highlights responsible suppliers, distribution of code of conducts, etc.

The Sustainable Management Team uses the template provided by Travel Life.

Updates are reported and communicated to the staff once a month.

The Sustainable Management Team keeps a record of training/event attendees.

08/08/2024

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