



Sustainability Policy

Be Sustainable! Responsible is the only way to Go!

We are committed to growing our business in a sustainable manner. We recognize that the environment, communities and cultures within which we operate are not only vital to the success of our business but needed to help our destinations grow and strive in a sustainable vision.

Responsible travel has been one of our company's core values from day 1. We aim to maximize the positive effects that tourism can have on individuals and local communities, while minimizing the negative social, environmental and economic impacts.

This is the reason why Betel Tours - Asia My Way has partnered with the 'Travelife for Tour Operators and Travel Agents' certification scheme in order to provide structure for our journey down the road to greater sustainability.

This policy outlines what we have already managed, what we are currently doing, and what we hope to achieve in the future. It defines practices at the core of our product development, operations, and external partner relationships. It is a work in progress for everyone in our company. We therefore commit to the following objectives:

- Comply with all relevant legislation and embed sustainable development principles into core business practices
- Use our position to drive sustainability within our destinations
- Preserve our environment and continually improve our environmental performance internally as much as externally
- Optimize our social impact to enhance local livelihoods and prevent tourism mal-practices
- Provide information, training and support to colleagues and external partners, to heighten their awareness on sustainability and responsible travel to engage them towards sustainability
- Provide sustainable information about our products to encourage our clients to opt for sustainable travel options

In our offices

- Our Sustainability Manager based in Cambodia overlooks, helps plan, and monitors our actions and activities
- We have appointed a Sustainability Coordinator to plan, implement and monitor our actions and activities
- We ensure our employees understand our goals and are accountable for the implementation of our sustainable policies
- We monitor, reduce and manage waste in a responsible way
- We measure our use of natural resources especially energy and look for ways to reduce them
- We purchase local products where we can and limit the use of small packaging and banning single-plastic use on all levels
- We respect our employees, their diversity and advance their wellbeing wherever we can.
- We share best practices and raise awareness on sustainability among our teams and partners
- We communicate on our achievements against our sustainable goals, internally and externally through social media platforms including our website.

On the ground

- We essentially work with locally owned businesses reflecting local cultures (hotels, lodges, restaurants, handicraft outlets, arts and culture centers). Whenever possible, we will work with local partners and suppliers who share our philosophy and actively monitor their business practices and services
- We aim to drive positive change within our supply chain, monitor their sustainable practices, share best practices and organize training when needed
- We ensure that travels we organize do not have adverse effects on the environment or society, especially sensitive activities that may bring travellers into contact with animals, children or remote communities.
- We promote Responsible Tourism in our industry and to stakeholders we engage with in our destination(s)
- We put our clients and guests at the forefront of our business and help them to make informed decisions when travelling.
- 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.
- We consider sustainability aspects in destinations in the selection of new destinations and in the product development process. We intend to provide social and environmental benefits to the communities we visit. We understand the importance of visitor dispersion and of not exceeding the carrying capacity of destinations; therefore, we encourage the promotion of lesser-known areas (with the approval of the local community), to prevent over tourism and its negative impacts.

Our Code of Ethics include:

Being Respectful of Local Culture & Traditions:

- By ensuring exchanges between visitors and local people are respectful of their traditions and culture
- By including or at least recommending visits to local arts and crafts venues
- By including or at least recommending restaurants which reflect the country's cuisine

Being Respectful of the Environment:

- By ensuring regulations of protected areas (e.g., national parks) are respected by all parties (clients, tour guides, suppliers...)
- By always giving preference to slow, non-motorized or electric means of transport when possible
- By recommending to visit sites when crowds are at their lowest in order to respect the carrying capacity of the visited site which will also procure clients a more global appreciation of its environment
- By making sure no rubbish is left on-site/behind
- By offering the possibility to refill water and eat/purchase snacks such as local fruits, etc.

Being Respectful of Animal Welfare:

- By not promoting or offering excursions involving the trade, consumption, close contact, or performances of animals (e.g.: dolphinariums, whale shows, primate performances, etc.)
- By prioritizing observing wildlife in its natural habitat and collaborating with animal sanctuaries
- By, unless under the animal protector's guidance and supervision, ensuring there will always be a distance between guests and wildlife, and not allowing any animal feeding.

Supporting the Local Economy:

- By encouraging our clients to purchase locally-made arts and crafts
- By recommending restaurants to lunch and dine which are locally owned and support local farmers
- By favoring locally or family-owned properties, companies or organizations to ensure economic benefit to the local communities

Making sure our Clients are Aware of Environmental and Cultural Sensitivities:

- By ensuring our tour guides share information about local history, culture, religions, traditions, etc.
- By sending our clients, ahead of arrival, a handbook in which is included culturally appropriate and respectful behaviors (e.g., do's & don'ts, dress codes, etc.)
- By ensuring our activity/excursion suppliers and specialists educate our guests, when relevant and according to their specificity, on local flora and fauna, history, architecture, economy, and food