

Sustainable Tourism Policy

Policy Statement:

At Sita, we are committed to promoting sustainable tourism practices that benefit our communities, protect our environment, and enhance the visitor experiences. Our policy also aligns with the United Nations Sustainable Development Goals (SDGs) to ensure that our operations contribute positively to global sustainability efforts.

Policy Details:

Policy mainly focuses on **Key Pillars of Sustainability** (Environmental, Economic, Social and Cultural) which are listed below:

Environmental Sustainability

- Partner with local conservation organizations to protect natural habitats and wildlife.
- Ensuring that no endangered wildlife has been displaced or their habitat destroyed to make way for tourism.
- Complying with rules and regulations governing visits to protected areas
- Promote energy-efficient practices in all operations, including the use of renewable energy sources.
- Encourage water conservation measures among tourists and local businesses.
- Develop a comprehensive waste management strategy that includes recycling, composting, and reducing single-use plastics.
- Educate tourists on responsible waste disposal practices.

Economic Sustainability

- Prioritize partnerships with local businesses, artisans, and service providers to ensure economic benefits remain within the community.
- Promote local products and services to tourists, enhancing the economic resilience of the area.
- Invest in training programs for local residents to develop skills in hospitality, guiding, and sustainable practices.
- Create job opportunities that align with sustainable tourism initiatives.
- Encouraging the participation of women and provide resources and support for women entrepreneurs in tourism-related businesses.

Social Sustainability

- Involve local communities in tourism planning and decision-making processes to ensure their voices are heard.
- Establish feedback mechanisms for residents to express concerns and suggestions regarding tourism impacts.
- Ensure that all tourism activities prioritize the health and safety of both visitors and local communities.
- Promote responsible tourism behaviors that respect local customs and practices.
- Eliminating all forms of discrimination and violence against women and girls

Cultural Sustainability

- Support initiatives that protect and promote local traditions, languages, and cultural practices.
- Encourage tourists to engage with local culture through workshops, performances, and community events.
- Provide educational resources for tourists about the cultural significance of the destination and its communities.
- Foster respect for cultural diversity and heritage among visitors.

Alignment with Sustainable Development Goals (SDGs)

Our policy aligns with the following SDGs:

- **SDG 5: Gender equality and women empowerment.** Support gender equality in the workplace, marketplace and the community and focus on women empowerment.
- **SDG 8: Decent Work and Economic Growth** - Promote inclusive and sustainable economic growth through local partnerships.
- **SDG 11: Sustainable Cities and Communities** - Make cities and communities inclusive, safe, resilient, and sustainable through responsible tourism practices.
- **SDG 12: Responsible Consumption and Production** - Ensure sustainable consumption and production patterns by minimizing waste and promoting local products.
- **SDG 13: Climate Action** - Take urgent action to combat climate change by reducing the carbon footprint of tourism activities.
- **SDG 15: Life on Land** - Protect, restore, and promote sustainable use of terrestrial ecosystems and halt biodiversity loss.

Implementation:

- All our supply chain undergo training on sustainable tourism practices and adhere to the principles outlined in this policy.
- Regular monitoring and evaluation of our operations are done to assess their impact on the environment, local communities, and cultural heritage.
- Encourage tourists to choose sustainable options through marketing campaigns and formal communication.

Compliance:

Non-compliance with this policy may result in suspension or termination of partnerships with suppliers. Regular audits will be conducted to ensure adherence to sustainable tourism practices. Policy will be communicated to all employees and supply chain. Initiatives are monitored, reviewed and improved periodically to ensure its effectiveness and relevance to our operations. This policy is effective immediately and applies to all employees, suppliers and activity providers of the organization. The policy will be formally reviewed every 2 years to ensure its relevancy. The Managing Director must approve any deviations to this policy. By adhering to this policy, we demonstrate our commitment to environmental, social, economic and cultural sustainable practices.

Version	Date	Approved by
1	4 June, 2024	Dipak Deva