

Miracle Oman

Sustainability Policy | Version 2.0 | Validity: 2025 – 2030 | Approved by Management

Sustainability Mission Statement

We are committed to operating as a responsible travel company that protects the natural and cultural heritage of Oman, supports local communities, minimizes our environmental footprint, and inspires our clients, partners, and staff to travel and work sustainably. We believe that responsible tourism is not a choice but a responsibility — to the destinations we serve, the communities we engage, and the planet we share.

1. Company Commitment & Overview

Miracle Oman Travels (Miracle Oman DMC) is a Destination Management Company based in the Sultanate of Oman, committed to responsible, ethical, and sustainable tourism. Sustainability is not an add-on — it is embedded at the core of our operations, supplier relationships, product design, staff practices, and guest communication.

This policy has been updated in April 2026 to reflect our progress under the Travelife Certification program and to consolidate all sustainability commitments across the following areas: environmental management, responsible supply chain, community engagement, employee welfare, wildlife ethics, health & safety, and guest experience.

Policy Details	
Company	Miracle Oman Destination Management Company (Miracle Oman DMC)
Policy Title	Sustainability Policy
Version	2.0
Effective Date	April 2026
Validity Period	2026 – 2030
Approved By	Management – Miracle Oman
Next Review	April 2027
Sustainability Coordinator	Appointed internally; reviewed quarterly
Certification Framework	Travelife Certification Program

2. Sustainability Management & Governance

Miracle Oman Travels has established a formal governance structure to ensure consistent implementation, monitoring, and improvement of sustainability practices.

2.1 Sustainability Coordinator

An internal Sustainability Coordinator is appointed and is responsible for overseeing sustainability actions, monitoring progress against targets, and compiling quarterly and annual reports.

2.2 Monthly Sustainability Monitor

A designated Sustainability Monitor is appointed on a monthly rotating basis. The monitor is responsible for:

- Completing the monthly sustainability checklist covering waste, energy, water, and staff engagement
- Submitting a formal end-of-month sustainability report to management
- Proposing one improvement idea per month based on staff feedback
- Receiving formal recognition for their contribution to sustainability

2.3 Performance Review & Reporting

Sustainability performance is reviewed quarterly by management. An annual sustainability report documents progress, challenges, and targets for the next year. Feedback from staff, suppliers, and guests is actively collected and used for continuous improvement.

3. Environmental Responsibility

3.1 Energy Reduction

Miracle Oman Travels is committed to reducing energy consumption across all operations in line with Oman's National Energy Strategy 2040.

- Strict switch-off policy for all electrical devices after working hours
- Air conditioning optimized with energy-saving thermostats and scheduled cooling
- Reminder tags posted near energy-consuming equipment
- Monthly tracking of electricity consumption with year-on-year targets
- Drivers trained in techniques to reduce fuel consumption
- Partnership preference given to eco-lodges and camps using solar or renewable energy

3.2 Water Conservation

Water is Oman's most precious resource. Miracle Oman Travels implements the following measures:

- Aerator taps and dual-flush toilets installed in office facilities
- Rapid response to leaks in kitchens and restrooms
- Monthly monitoring of water consumption in office kitchen and restrooms
- Sustainability Monitor includes water usage data in monthly reports
- Eco-aware lodging partners selected for their water-saving practices
- Guest education on water conservation woven into tour experiences (especially desert and eco-tours)
- Annual utility review with reduction targets set each year

3.3 Waste Management

- Formal waste segregation implemented in the office (bins in place; monthly checklist records maintained)
- Bulk purchasing of recycled A4 paper; records maintained on each purchase
- Policy of re-using paper and printing double-sided in place
- Reduction of printed materials through digital itineraries and documents
- Single-use plastics eliminated from the office and Twilight Dunes desert camp
- Coach tours transitioning to reusable/non-plastic water bottles with pump dispensers by September 2026
- Monthly audit of bin areas and printing habits

4. Wildlife Protection & Ethical Tourism

Miracle Oman Travels is committed to ensuring that all wildlife-related tourism activities respect animal welfare, comply with legal standards, and promote conservation — not exploitation. This policy aligns with CITES, UNWTO wildlife tourism guidelines, and Royal Decree 6/2003 on Nature Reserves & Wildlife Conservation.

4.1 Captive Wildlife Commitments

Miracle Oman Travels will not promote or sell excursions involving captive wildlife unless:

- The activity is regulated and licensed under Omani law
- The facility is authorized and suitably equipped to care for wildlife humanely
- The species involved are not endangered unless held under special permits from the Environment Authority
- The facility actively contributes to education, rehabilitation, or conservation

4.2 Illegal Souvenirs & Responsible Shopping

All staff, guides, and clients are informed that the following are prohibited under Omani law and CITES:

- Turtle shells, ivory, and any animal products
- Coral or protected marine life
- Antiquities, historical artefacts, and cultural heritage items
- Rare plants or natural materials

Clients are encouraged to purchase: local handicrafts, pottery, textiles, certified silver jewelry, dates, spices, and artisan-made products. Guides are instructed to advise guests when uncertain about the legality of any purchase.

4.3 Violation Response Protocol

If a supplier or partner is found to be in breach of wildlife ethics:

- Immediate review of the excursion or attraction
- Suspension of promotion or booking of the activity
- Investigation into licensing, animal welfare conditions, and species status
- Reporting to the Environment Authority if illegal or unethical practices are suspected
- Termination of partnership if corrective action is not taken within a defined timeframe

5. Community Engagement & Responsible Tourism

Miracle Oman Travels believes tourism must create positive, lasting value for local communities. We actively pursue the following commitments:

- Prioritize local suppliers, guides, drivers, and accommodation providers
- Support family-run businesses, artisans, and community initiatives
- Ensure community visits are respectful, consensual, and non-exploitative
- Provide guests with cultural awareness information prior to arrival and during tours
- Encourage meaningful cultural exchange while respecting local customs and traditions
- Allocate 5% of annual profits to community-based tourism initiatives (target: 2025-2030)
- Implement at least one community support or charitable initiative per year
- Tours designed to avoid overcrowding and promote off-the-beaten-path destinations

6. Employee Rights, Welfare & Freedom of Association

Miracle Oman DMC is committed to maintaining a fair, respectful, and responsible working environment for all employees. All employment practices are conducted in accordance with the Labour Laws and Regulations of the Sultanate of Oman.

6.1 Core Employment Commitments

Freedom of Association	– Employees have the right to join or participate in legally recognized worker organizations or representative committees. The company does not hinder, restrict, or interfere with these rights.
Non-Discrimination	– No employee will face discrimination, intimidation, or retaliation for exercising their lawful rights. Recruitment, promotion, and training are based solely on skills, experience, and merit.
Gender Equality & Inclusion	– Miracle Oman is committed to gender equality and maintains near-equal gender representation in its team. Equal access to professional development and career advancement is ensured for all staff.
Anti-Harassment	– A safe, respectful, and harassment-free workplace is maintained. Any form of harassment, bullying, or intimidation is not tolerated. All complaints are addressed seriously, confidentially, and fairly.
Fair Employment	– All staff receive fair wages, safe working conditions, and reasonable working hours in compliance with Oman Labour Law.
Open Communication	– Staff are encouraged to raise concerns, share suggestions, and participate in workplace improvement discussions.
Zero Tolerance	– Discrimination, forced labor, and child labor are strictly prohibited across all company operations and supply chain.

6.2 HR Development Roadmap (2026)

- Develop and finalize HR manual for all staff (target: April 2026)
- Implement medical insurance allowance for all employees including work-from-home staff
- Develop standardized official employment contracts for all employees
- Create formal grievance and disciplinary procedures for staff
- Implement quarterly employee satisfaction surveys
- Develop schedule for regular staff access to education, training, and nature workshops
- Ensure Omanisation targets are met in compliance with MANPOWER regulations

7. Health & Safety Policy

Miracle Oman DMC ensures a safe, healthy, and secure working environment for all employees, partners, and customers, complying with all applicable Health & Safety Regulations of the Sultanate of Oman.

7.1 Office Safety

- Adequate first aid facilities maintained; first aid box stocked and checked monthly
- Proper ventilation, air quality, and comfortable working temperatures maintained
- Safe workstations, walkways, stairs, and common areas
- Clean drinking water and hygienic facilities provided
- Employees allowed appropriate rest breaks during working hours

7.2 Drug & Alcohol Policy

Miracle Oman Travels maintains a zero-tolerance policy regarding the use of illicit drugs in the workplace or while conducting company business. Employees may not report to work under the influence of drugs or alcohol. Violations may result in disciplinary action.

7.3 Risk & Hazard Management

- Safe handling, storage, and use of equipment and materials
- Prevention of electrical and fire hazards
- Safety guidelines for staff conducting tours or field operations
- Regular risk assessments for hotels, transportation, and excursion activities

7.4 Emergency Procedures

Emergency plans cover fire incidents, medical emergencies, natural disasters, security incidents, and accidents during excursions. Plans include evacuation procedures, communication protocols, emergency contact information, and coordination with local emergency services. All employees receive instructions on emergency response.

7.5 Incident Reporting

All accidents, injuries, and safety incidents must be reported immediately. Reports must include names of those involved, date, time, location, description of the incident, injuries or damage, and names of witnesses.

8. Supplier Sustainability Requirements

All suppliers working with Miracle Oman Travels are expected to comply with the following sustainability standards. Supplier sustainability expectations are included in all contracts. Suppliers are evaluated annually based on social and environmental criteria. Preference is given to suppliers demonstrating commitment to sustainability.

- Comply with local labour laws, health & safety standards, and human rights
- Prohibit child labour, forced labour, and discrimination
- Implement basic environmental practices including waste reduction and responsible resource use
- Respect local culture, heritage, and community values
- Respond to sustainability questionnaires sent by Miracle Oman Travels annually
- Willingness to work towards recognized sustainability certifications

A key supplier database is maintained and updated quarterly. Suppliers not meeting minimum standards are subject to a corrective action process. A minimum 70% response rate to sustainability questionnaires is targeted annually.

9. Staff Training, Education & Awareness

- All staff receive briefings on responsible tourism, ethics, and cultural sensitivity
- Two staff members have completed the Travelife online sustainability course (certificates on file)
- Sustainability webinars held for staff, guides, hotel partners, and suppliers — second edition planned Q2 2026
- Guides trained on wildlife ethics, legal compliance, and responsible tourism principles
- Tour guide contracts include sustainability and ethical tourism clauses
- Green behaviors recognized and highlighted in internal newsletters
- Annual training schedule to be developed for access to education and nature workshops

10. Responsible Guest Experience & Communication

Every guest travelling with Miracle Oman Travels receives a Sustainability Welcome Note that introduces our environmental and cultural commitments. Guests are encouraged to travel responsibly throughout their experience in Oman.

- Digital itineraries and documentation used to reduce paper consumption
- Guests guided on responsible behavior, cultural etiquette, and environmental protection before and during tours
- Reusable water bottles encouraged during tours; single-use plastics eliminated
- Wildlife and natural sites visited responsibly — 'leave no trace' principle applied
- Sustainability feedback questions included in the guest satisfaction form
- Guests informed about illegal souvenirs and Oman's customs regulations
- Activities Do's and Don'ts published on the company website
- Client complaints procedure documented and shared with all staff and guides

11. Monitoring, Reporting & 2025–2030 Targets

Miracle Oman Travels tracks sustainability performance through monthly checklists, quarterly management reviews, and an annual sustainability report. The following headline targets guide our 2025–2030 roadmap:

#	Target	Timeline	Status
1	100% sustainability assessment of all suppliers	2025–2026	Ongoing
2	Achieve gender balance across all staffing levels	2025–2030	Ongoing
3	Allocate 5% of annual profits to community-based tourism initiatives	2025–2030	Planned
4	Launch at least two eco-cultural travel programs per season	2026	In Progress
5	Reduce office energy and water consumption by 20%	2025–2027	Ongoing
6	100% of guides on updated contracts with sustainability clauses	2026	In Progress
7	Achieve Travelife certification	2026	In Progress
8	Eliminate single-use plastic bottles on all coach tours	Sep 2026	Ongoing
9	Publish company sustainability page on website	May 2026	Ongoing
10	Annual guides training and certification program	Aug 2026	Not Started

12. Management Approval & Commitment

This Sustainability Policy has been reviewed and approved by the management of Miracle Oman Destination Management Company. All staff members, suppliers, tour guides, and partners are expected to read, understand, and uphold the commitments outlined in this policy.

Name: Rajeev Perera
Title / Position: Head of Tours
Signature: 
Date: 27 th April 2026
Official Stamp: 

This policy is reviewed annually and updated as required. It is distributed to all staff, guides, and key suppliers. Miracle Oman Travels is committed to continuous improvement and to embedding sustainability in every aspect of its operations.

Document Reference: Miracle_Oman_Sustainability_Policy_V2_April2026 | Travelife Certification Program | Confidential