Oman Journeyway will use a balanced set of financial and non-financial indicators to assess overall performance, aligning with strategic goals for sustainability and ethical operations.This holistic framework ensures Oman Journeyway monitors progress toward strategic objectives while balancing financial viability with positive community and environmental contributions, reflecting modern market demands for transparencyAdditionally, the **environmental impact score** evaluates the ecological footprint via waste reduction and water usage, demonstrating commitment to sustainable tourism and appealing to eco-conscious consumers.

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