

Why are communities important to your business?



Tourism benefits communities by creating jobs and boosting employment opportunities. Hiring locals helps businesses save on accommodation and travel costs.



By working together with local communities, businesses can provide travelers with an elevated and authentic Sri Lankan experience, leaving a lasting impression.



Developing strong relationships and gaining the trust of local communities helps prevent conflicts and establishes a unified platform to work towards sustainability.

When local businesses partner with their surrounding communities, it enhances the business's ability to withstand and recover from unexpected challenges or disruptions from outside sources. For example, by sourcing your groceries and labour locally, it reduces the impact of fuel issues, import restrictions and other shortages that affect supply chains.

Other actions you can take to engage communities



Ensure your team has received training on child protection and human trafficking.



Invest/ contribute towards infrastructure, education and other benefits for the local community.



Provide training for small businesses and vendors in the community on how to interact with tourists and market their products.

Implementing a community engagement policy can pay off in many ways. One way is reputational. National Geographic magazine stated “community tourism will play a bigger role because travellers want to make a difference”

Learn more

Top 20 Community Engagement Ideas for Your Business – Complete Guide



8 ways Responsible Tourism benefits local communities



If not YOU, then WHO? act today 🏡 think sustainably 🌱
#planetearth #futuregenerations #betheinspiration 🌍



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What You Can Do to Engage Community





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What You Can Do To Engage Community

- 1 Create menus that feature local ingredients sourced from your community

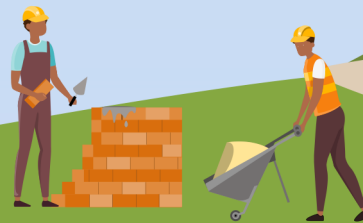
- 2 Provide your guests with information on how to travel responsibly, respecting both the local community and culture

- 3 Celebrate the unique aspects of the local culture by using local material for building and design

- 4 Experience first-hand all the excursions within your community so that you can confidently make suggestions to your clients

- 5 Give priority to people from your local community for new recruitments

- 6 Become active members of associations and advocate for sustainable solutions to challenges within your community



In a survey by Booking.com, around **66% of travellers** want to have genuine experiences that reflect the local culture.



Communities may experience an employment multiplier where **each job in the tourist industry produces 1.63 other jobs.**



A 2021 survey revealed that **66% of accommodation providers** partnering with Booking.com believe sustainability has a positive impact on local communities.