**Biodiversity and Conservation**

**(BC03)**



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| **Fact Sheet BC03 : Local Community Development** |
| **Overview** |
| *Objective* | * differentiate the hotel’s brand through partnership with the local community as guests seek to have unique and local experiences
* Create benefits and opportunities for local communities and hotels management
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| *Action* | * Provide information to the guest about local community and services that they can provide
* Set up a local corner where guests cab by crafts or other souvenirs made by local community
* Prepare visits programs to promote local community traditional activities (fishermen, local food, Bedouins villages, etc.)
* Product development through inviting locals to offer cooking, crafts or arts demonstrations to guests
* Deliver a training to community members ; hospitality, hygiene, cooking, waste management, etc.
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| *Key Challenges* | * Lack of local communities empowerment in accessing capital assets and quality education
* Inadequate linkage between hotel sector and other sectors
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| *Regulatory Aspects* | * Law 4 for 1994 of environment
* Law 102 for 1983 for protected areas
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| **Process** |
| *Complexity* | Moderate  |
| *Equipment & Material*  | TrainingSpace for local corners |
| *Human Resources* | Hotel trained staff |
| **Considerations** |
| *Advantages* | * Guests satisfaction by experiencing local culture
* Guests motivated with a sense of achievement and staff with a sense of purpose
* Staff retention/save training costs
* Increase social license to operate
* Reduce opportunities for conflict with local community
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| *Disadvantages* | None |
| **Impact/Benefits** |
| *Environmental* | * Strengthen local institutions (association, groups, etc.)
* Increasing access to service
* Market traditional knowledge and culture
* Create jobs
 |
| *Employment Opportunities* | Moderate |