**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 |
| *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. |
| *Key Challenges* | * Lack of local communities empowerment in accessing capital assets and quality education * Inadequate linkage between hotel sector and other sectors |
| *Regulatory Aspects* | * Law 4 for 1994 of environment * Law 102 for 1983 for protected areas |
| **Process** | |
| *Complexity* | Moderate |
| *Equipment & Material* | Training  Space 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 |
| *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 |