

## **Policy of Holyland Tour and Travel for supporting local community**

Our company Holyland Tour and Travel management and staff understand the use of supporting local community as we execute tourism for business we know we have to benefit the local community. Supporting the local community is supporting the local economy to enhance the following:-

- Protect natural and cultural resources
- Invest in infrastructure, education and clean water
- Support small local entrepreneurs to grow their business and provide fair income for local employees.
- If the money stays in the destination, the economic benefits of tourism are boosted by the local multiplier effect. When money is spent locally we don't only benefit the person you do business with. It recirculates in the economy:

As a tour operator, we have the opportunity to support the local economy while providing our customers with a great travel experience. It all comes down to the choices we make and how we decide to spend your money.

The following are some of the tips how our company is directly supporting the local community/economy of the travel destinations.

### **1. We are Hiring local guides and drivers**

Our company Holyland Tour is filled with local staffs which is one of the easiest ways to directly stimulate local employment.

We believe Locals are very familiar with their destination, its history, people and culture. They are the connection between the destination and the traveller and in the position to turn the activity into an experience. Thus, we focus on to hire qualified and trained guides and drivers for quality, safety and reliability.

### **2. We Book in locally owned accommodations and more sustainable**

We believe booking with larger chain hotels will make the money leak back to international headquarters instead of staying in the destination. So as much as we can we support the local economy by booking locally owned accommodations.

Know that this does not only benefit the accommodation holder. It indirectly also benefits their local employees, their food providers and all other suppliers. Additionally, the traveller will have a better experience staying in an accommodation where they can learn more about the local culture.

### **3. We work with local communities**

Community based tourism is the perfect way to contribute to the local economy. The aim of community-based tourism is to directly benefit local communities financially, while travellers experience local way of life. The tourism experiences are hosted and managed by the communities themselves, which results in direct employment and ownership!

We believe community-based tourism is the ultimate way of good tourism. It's in the perfect position to create better lives for local communities, to preserve their culture and to offer travellers unique experiences.

#### **4. We are collaborated with local partners/agents in destinations**

As a tour operator, we are most likely working with a supply-chain in the destination. Local agents/partners in major attraction sights that help us manage your travel experience, for example transport or activities. This helps to guarantee our customers with a sustainable and unique experience and to offer the best possible service.

#### **5. We encourage our customers to buy local souvenirs**

We know that for most travellers, travelling is about making memories. Souvenirs are often bought to remind them of a specific travel experience. When buying souvenirs locally, you support the local handcrafters and their material providers. We also inform our customers to buy souvenirs from local communities and instruct our guides to not take travellers to larger commercial shops. Thereby, make sure to explain about illegal souvenirs made from protected flora and fauna.

#### **6. We encourage Customers to Eat in local restaurants**

Most of the restaurants and accommodations in the attraction areas are owned by the locals and Our Company believes Eating and drinking in local restaurants and cafe's directly benefits the local economy for the obvious reasons. It ensures the money stays in the destination and that the local owner and employees financially benefit. It also directly supports the local farmers and food producers in the area. Eating in a local restaurant is also a great experience for the traveller, who will be able to taste and explore the local cuisine.

#### **7. We encourage our Clients to donate to local projects**

Besides buying from and employing locals, we initiate and also support the local economy by donating to local projects. We can choose to support a local project in every destination you offer and donate a fixed amount per traveller. Most travellers will want to contribute to a project in the destination they are visiting.

Donating doesn't necessarily mean financially. We can also donate time or materials and the projects can be both social and environmental. Think about a local hospital, school or women empowerment center where you can contribute to. Or environmentally, you can support a wildlife sanctuary, a vegetable garden or tree planting project or else etc.

