



Sustainable and Inclusive Tourism: Economic Empowerment of Women in Indonesia, Kenya and Sri Lanka

IORA Workshop on Sustainable Tourism Destination Management
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International Trade Centre (ITC)

- Established in 1964, the International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations.
- The International Trade Centre (ITC) is the only development agency that is fully dedicated to supporting the internationalization of small and medium-sized enterprises (SMEs).
- This means that the agency enables SMEs in developing and transition economies to become more competitive and connect to international markets for trade and investment, thus raising incomes and creating job opportunities, especially for women, young people, and poor communities.





ITC sustainable and inclusive tourism


- **Building sustainable and inclusive tourism at the destination level:** national tourism export strategy, forward linkages: positioning and building awareness, backward linkages: sustainable and safe product development, building institutional support
- **Data, compliance and advisory on sustainable tourism standards:** standards map: free comprehensive data on sustainability standards (www.standardsmap-org), benchmarking of tourism standards and mutual recognition, training of policymakers and tourism promotion organization on Standards Map, assessing tourism SMEs against standards and code of conduct
- **Linking women (www.shetrades.com) and youth to markets:** online and face-to-face advisory for SMEs on how to reach markets, increased visibility and market connection in international markets





ITC sustainable and inclusive tourism


Environmental


Social


Management


Quality


Ethics

Environmental

[Soil](#)
[Chemicals / Natural Organic Inputs](#)
[Biodiversity](#)
[Waste](#)
[Water](#)
[Energy](#)
[Climate - Carbon](#)

ENERGY USE & MANAGEMENT: general principle

Are there policies in place regarding energy use and management? Yes No Not applicable

Please enter any clarification or comments

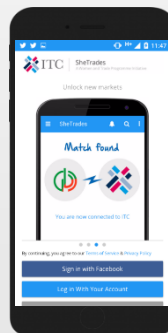
Extract from standard

Energy consumption is measured, sources are indicated and methods are put in place to decrease overall consumption, while encouraging the use of renewable energy.

Source document
D1.3

SheTrades platform: www.shestrades.com – connecting one million women to markets by 2020

#SheTrades

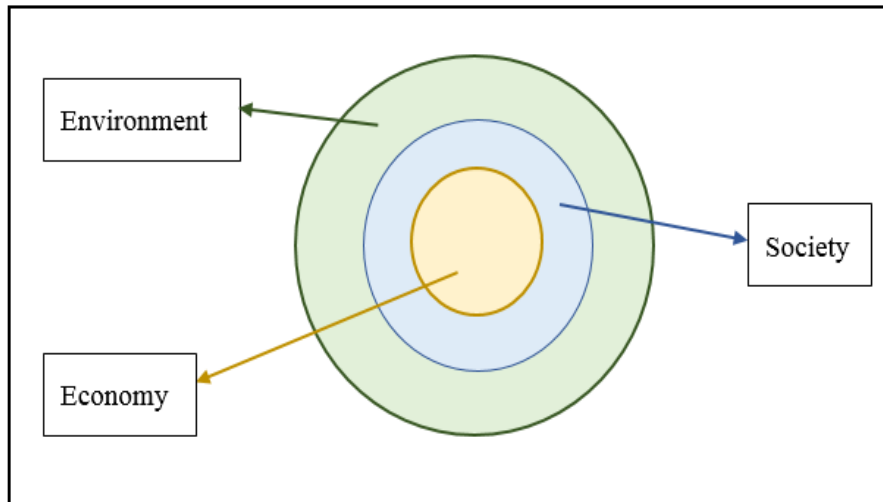


✓ **Visibility**
 ✓ **Networking**
 ✓ **Matchmaking**



SheTrades project in three IORA countries

- **Online and face-to-face advisory for SMEs on how to reach markets:** tailored capacity building to help SMEs in tourism adapt to and comply with sustainability requirements



SUSTAINABILITY

NATURE TOUCHED SARAI VILLAGE BEFORE MAN DID, AND THAT'S THE WAY WE'VE LIKED TO KEEP IT. SUSTAINABILITY IS NOT A BUZZWORD, IT'S OUR WAY OF LIFE.



ACCOMMODATION — TREE HOUSES

ROOMS WITHOUT WALLS, NESTED HIGH ABOVE AN EVERGREEN CANOPY. THIS IS NOT EXPERIENCE — THIS IS EVOLVING.



ACCOMMODATION — ECO-FRIENDLY

THE EARTH IS OUR FOUNDATION, THE ENVIRONMENT OUR DESIGNER. EVERY MOON AND CANNY TELLS A STORY OF ECO-CONSCIOUS CHOICE — A STORY WE CONTINUE TO WRITE EACH DAY.



MUD HUTS

THE INDIGENOUS BUILDING CONCEPTS OF THE ANCIENTS COMBINED WITH THE RUSTIC SIMPLICITY OF VILLAGE LIVING. FROM WOOD TO WHITELINE AND DRINK, SARAI WELCOMES YOU HOME TO AUTHENTICITY.



CUISINE

PLUCKED BY OBLIVIOUS HANDS FROM OUR VERY OWN ORGANIC GARDEN BEES AND COOKED TO PERFECTION BY ARTISAN CHEFS. SARAI'S EXTRAORDINARY CUISINE IS FUELED ON THE PHILOSOPHY OF SELF-SUSTAINANCE.



ENVIRONMENT

AT SARAI, THERE IS NO NEED FOR A/C. EVERYWHERE YOU TURN IS A NEW WONDER OF NATURE'S FINEST CRAFTSMANSHIP TO BE HARBORED BY.



COMMUNITY

YOUR PARTNERSHIP HELPS US TO BUILD THE COMMUNITY SURROUNDING SARAI. OUR BUSINESS THRIVES ON THE ESSENCE WE DRAW FROM THE PEOPLE WHO GIVE US OUR UNIQUE IDENTITY.



WELLNESS (YOGA)

OPEN YOURSELF TO THE HEALING POWERS OF SARAI, WHERE MAN AND NATURE BREATHE TOGETHER IN SYMBIOTIC HARMONY.



HUMAN TOUCH

EACH MAN-MADE STRUCTURE IS ALIVE WITH THE SPIRIT OF THE COMMUNITY THAT UNITED TO BUILD SARAI. EVERY ELEMENT HAS BEEN CONSTRUCTED BY HAND WITH A PASSIONATE PRESENCE AND COMMITMENT TO OUR VISION OF ECO-SUSTAINABILITY.



SERVICES

THE SMILES YOU RECEIVE AT SARAI TOUCHDOWN MEET SERVICE OBLIGATIONS. WE ARE SINCERELY THRILLED TO WELCOME YOU INTO OUR WORLD AND SHARE OUR LOVE FOR THE PLACE WE CALL HOME.



EXCURSIONS

THE ONE-OF-A-KIND WANDERERS CREATED BY OUR WIDE ARRAY OF EXPERIENTIAL ACTIVITIES GIVE MEANING TO OUR NAME. SARAI IS MORE THAN JUST ANOTHER HOLIDAY — IT IS FULL IMMERSION IN AUTHENTICITY.



INFRASTRUCTURE

ALL INFRASTRUCTURE HAS BEEN DEVELOPED WITH MODESTLY RECYCLED / APPLIED MATERIALS. NO TREES HARMED. COMPOSITION OF CERMENT IN THE OWN MATERIAL IS LESS THAN 15%.



SWIMMING POOL

ALL NATURAL, SALT WATER POOL. NOT EVEN CHLORINE IS USED FOR PURIFICATION IN KEEPING WITH OUR PHILOSOPHY.



TOILETRIES

100% NATURAL, PURE AND HANDMADE. WE DON'T WANT TO EVEN RELEASE CHEMICAL COMPOUNDS DOWN OUR SEWER.



ISLAND CRAFTS

OUR IN-HOUSE RETAIL SHOP FEATURES SUSTAINABLY PRODUCED CRAFTS FROM ARTISANS ALL OVER THE ISLAND SUPPORTING THE REVIVAL OF ARTS AND AGE-OLD TRADITIONS.



VOLUNTEERS

WE SUPPORT AND OFFER OPPORTUNITIES TO THOSE WHO ARE PASSIONATE ABOUT ENVIRONMENTAL AND SOCIAL SUSTAINABILITY TO WORK WITH US IN PROJECTS WE DO WITH OUR COMMUNITIES AND THE ENVIRONMENT.


SheTrades project in three IORA countries

- **Increased visibility and market connection in international markets:** preparing a concise, comprehensive and straightforward company profile; contacting hundreds of potential buyers and make appointments at the B2B meetings; providing trainings with practical tips and advices before and during the B2B meetings



#SheTrades

Participants Company Profiles
Indonesia, Sri Lanka, Kenya



HamuEco Raja Ampat Dive Resort
INDONESIA

Accommodation, diving and snorkelling activities, breastfeeding tours

Company Profile

About
HamuEco is a budget dive resort situated in Rajap Island in Raja Ampat, Indonesia, which is known as the most diverse place in the world. The resort provides excellent diving and snorkelling facilities in Indonesia. We will offer you the most enjoyable and unforgettable diving experience. Contact us to learn more about our services and to make an appointment for the local community HamuEco provides sustainable tourism and the healthy local people.

Products & Services


- 1 Bedroom Suite Rooms
- Full power water
- All commodities (kitchen, laundry and bathroom, etc.)
- Diving Centre
- Snorkelling Trip
- Breastfeeding Tours
- Healthy Diving Team

Contact Details

HamuEco Raja Ampat Dive Resort
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Raja Ampat, Indonesia

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Website: www.hamueco.com

Facebook: <https://www.facebook.com/hamueco>
Twitter: <https://twitter.com/hamueco>
Instagram: <https://www.instagram.com/hamueco>




Testimonials



"ITC has broadened my knowledge and experience, which is very significant in growing our local business to the next level as a global player. I have been able to introduce the magical Komodo National Park and Flores area to the world, and meet new colleagues and international clients which I had never thought would be possible."

Shana Fatina, co-founder, Oradive Komodo (Indonesia)



"ITC has helped take my company to the next level by building brand awareness, develop relations with international buyers and generate new sales leads. Due to ITC support, I have established a new partnership with a major travel supplier in India which is a new market for my business"

Rose Saitabao, managing director, Asilia Safaris (Kenya)



"With the exposure gained through ITC, I have been able to validate our business model and enhance it further. The association with ITC, has increased my business network tremendously and I'm now in the process of converting these business contacts to sales. With the support of ITC, I am confident that I will reach new heights and achieve far beyond what I ever dreamed of."

Charitha Abeyratne Hettiarachchi, founder, Saraii Village (Sri Lanka)



Project highlights

- 214 direct project beneficiaries, among which 103 beneficiaries are in tourism sector, have increased their capacity and knowledge to be more competitive in markets
- **26 women-owned/-led SMEs** were connected to **133 potential buyers from 49 different countries** through their participation in international trade events
- **8 women-owned/-led SMEs locked sales and commitment** with a total value of **USD 176,787**

