CASE STUDY

LISU LODGE
CHIANG MAI, THAILAND
Location and Description

- 50 kms. north of Chiang Mai, Northern Thailand
- Inhabited by hill tribes, the Lisu
- Village has 800 inhabitants, two different clans
- Main economic activity: Agriculture and handicrafts
- Founded in 1992
Management’s Mission

Managed by Asian Oasis, a Thai-owned tour operator

Mission: “To be the leading boutique travel experience in Thailand offering a balance of products focused on the environment, cultural interaction, wilderness, adventure, and quality comfort.”
Description

- **4 houses/ 24 bedrooms** (traditional style but with modern comforts)
- **21 permanent staff**
- **10,000 guests annually (as of 2009)**
STRATEGY

Community-Based Tourism (CBT)

- Train and employ local staff

- Hire local cultural group to perform at the lodge (400 baht per performance)
STRATEGY

Community-Based Tourism (CBT)

- Support local handicraft by purchasing their products and opening a local market where visitors can purchase souvenirs
STRATEGY

Community-Based Tourism (CBT)

- Food sourced from local suppliers
STRATEGY

Community-Based Tourism (CBT)

- Arrange visits to the village with prior consultation with tribe leaders
STRATEGY

Community-Based Tourism (CBT)

- Work with the community in preserving the environment
  - community clean up projects
  - provision of potable water
  - use of renewable energy (solar heating)
  - reforestation
  - environmental education
Community Benefits

- 21 local staff earn a monthly salary of 6000-7000 baht with insurance

- Village earns from land rental; guides; visits to villages (40 baht per person) and other activities

- Village benefits from infrastructure improvements through the Lodge’s support
Challenges Faced by Asian Oasis

- *No support from financial institutions/other investors.*
  *Completely self-financed*

- *The Drug Trade*

- *Cross-cultural miscommunication*

- *Gap between government and the tribes*
CASE STUDY
EL NIDO RESORTS
NORTHER PALAWAN, PHILIPPINES
HISTORY of EL NIDO as MPA

1984   El Nido Marine Turtle Sanctuary
1991   El Nido Marine Reserve
1998   El Nido-Taytay Managed Resource Protected Area
El Nido Resorts

- Business combined with long term environmental conservation

- Business which believes in Quadruple Bottom Line:
  - Financial Returns
  - Environmental Conservation
  - Community Responsibility
  - Employee Satisfaction
Measurement of Success

Financial Profitability
• Annual Reports to Shareholders
• Tourism Awards

Environmental Conservation
• Projects: EcoReefs; Coral/Fish surveys.
• Awards: Conde Nast Green List

Community Responsibility
• Livelihood creation: Spa Services, F&B
• Purchase local product; Tabuan

Employee Satisfaction
• Trainings: Skills, Be GREEN
• Educational opportunities
Successful Strategies

1. Hire from local community
   a. Support services to maximize economic multiplier effect
   b. Guests experience local culture

2. Support and develop livelihood projects
   a. “Happy Pigs” project
   b. Cultural dance training for local performers
   c. Welcome songs in Cuyunin
Commitment to Community : Continue trainings

Skills Training, Certification, Jobs (2007)

F&B/Housekeeping Trainings
- 208 community trainees certified
- 98 individuals hired
- Building local, skilled labor pool

Certified Massage Training
- Alternative livelihood
- 18 women trained and hired

Cultural Show performers – preserving the cultural heritage of the country
- 12 community trainees
- All individuals hired
Commitment to Community: Skills Trainings

Food and Beverage

Housekeeping

Basic Kitchen

Spa and Massage
Community Collaboration

Local Government
- Private Sector participation in Revenue Code revisions
  - Filming fees
  - Ecotourism Maintenance Fee
- Medical outreach
- BE G.R.E.E.N. to LGU employees
  - Guard, Respect, Educate El Nido

Villages
- Recruitment and Training
- Partnership with PO or NGO
- Medical outreach
The Important Role of the Private Sector

- Creates jobs
- Fosters economic growth
- Generates tax revenues
- Builds long-term capacity for growth through the transfer of technology, innovation, and skills training
What is the Role of Government?

- Create an enabling environment by providing incentives, soft loans, favorable investment climate
- Encourage the development of micro, small, and medium enterprises (MSMEs) in their communities
- Facilitate the training of local entrepreneurs in operating small businesses
- Facilitate linkages to overseas markets
Everyone must work together to achieve the MDGs:

- Private sector
- Public Sector
- Civil Society
- Donors
Thank you!

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