The Importance of Community Engagement for Hoteliers

Building ties with local communities and businesses is undeniably one of the most effective ways you can promote responsible tourism. Furthermore, you can market your business as a sustainable business especially if your efforts add actual value to the community. If you get it right, your hotel's profile will rise and your customers' local experience will improve.

Here are some ideas on how hotels might start giving back to the local communities:

**Being a Responsible Employer**

Hotels, as local businesses, naturally help their communities by giving employment opportunities. This can be enhanced by providing community participation initiatives, such as to offer internships to local community members who are interested in gaining industry experience. Another alternative is trainings for hospitality students. This could include presentations from the long serving staff members and hands-on training on various facets of the hotel industry.

**Investing in Local Projects**

Hotels rely on the quality of their surrounds, thus it's only logical that any hotelier would be concerned about the local environment. This could include clean-ups, recycling campaigns, wildlife conservation, and anything else that is important to the community. Participating in activities that are important to the community will be noticed. You should also be proud of the fact that your efforts have improved the quality of life in the community. The picture below is of a beach cleanup activity that was conducted at the Voyager Beach Resort ocean front in 2020 before the outset of the pandemic. The facility staff took part in the exercise.
Green Initiatives

You can help the environment in a variety of ways. You can participate in the annual Earth Hour event, which involves turning off non-essential electrical devices for one hour. Consider becoming paperless in the office or offering the vegan food option for willing guests. Your support for green initiatives will demonstrate that you are an environmentally conscious company. In the face of mounting issues such as global warming, many more corporations should be doing this.

Local Heritage Conservation

Your hotel could play an important part in preserving the area's traditional way of life. Local craftsmen, artisans, and other traditional industries may be able to help. Whether it's through free advertising of their services or leading by example with locally made fabrics and furniture throughout your hotel, you can make a difference. When you're booked, another alternative is to promote local village visits. The picture below is of a village visit experience taken during the ecorating reassessment of Olarro Lodge in June 2021 used as a means of offering the authentic cultural experience to the guests.
The most satisfying component of getting more involved in your community is that your efforts will benefit everyone. You may not be able to implement all of the suggestions above, but hopefully at least one of them will appeal to you as we embark on the journey of making earth a better place.