



**THE ART OF
COMMUNICATING
SUSTAINABILITY**

KHIRI
TRAVEL



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Sharing Our Passion for Discovery

Khiri Travel

- Leading destination management company
- Founded in 1993
- 7 Countries in South East Asia: Cambodia, Indonesia, Laos, Myanmar, Sri Lanka, Thailand, and Vietnam

Delivering creative and personalized itineraries with the highest standard of service to tour operators worldwide.

Khiri is guided in all it does by being accountable for the triple-bottom line: people, planet and profit.



RESPONSIBLE TOURISM

Khiri Travel aims to maximize the positive effects of tourism on individuals and local communities, while minimizing negative social, environmental and economic impacts.

TRAVELIFE

In January 2020, Khiri Travel became the first DMC to be Travelife certified in all country offices.

Travelife is a leading training, management and certification initiative which helps tour operators and travel agencies to manage and improve social and environmental impacts by complying with sustainability criteria.





THE ART OF COMMUNICATING SUSTAINABILITY

THE WHY AND THE HOW

- People – Planet – Profit in context of industry and organization
→ Break down the very complex issue of sustainability
- Internal vs. external communication
→ Know your audience
→ Start simple, use language easy to understand
- Assess impacts and set goals
→ Action plans and tangible targets help to implement changes

THE ART OF COMMUNICATING SUSTAINABILITY

INTERNAL COMMUNICATION

- Include everyone: top-down approach ↔ bottom-up approach
- Explain the why and the how
- Local context
- Engage staff & listen to their ideas
- Local sustainability teams and champions
- Workshops, trainings, events with outside speakers,...
- Games, competitions, quizzes,...
- [Green Team Activities in Khiri Travel Myanmar - Video](#)
- Create pride and ownership
- Make sustainability accessible & fun





THE ART OF COMMUNICATING SUSTAINABILITY

EXTERNAL COMMUNICATION

Tour Guides & Drivers

- Trainings & workshops
- Engagement & involvement

Excursion & Accommodation Providers

- Sustainability contracts & assessments
- Communication on policies and guidelines
- Sharing best practices and additional support

Destinations

- Collaborations with industry ([IDSC](#), [IMPACT Vietnam](#), PATA/Travelife/TO WG)
- Promoting responsible tourism development
- Sharing best practices

→ Support, raising awareness and encouraging collaborations



GET IN TOUCH

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