



Sri Lanka adventures

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Discover the nature
and culture of Sri Lanka

About *Sri Lanka adventures*



Sri Lanka adventures offers various trips in Sri Lanka, with the possibility of tailor-made, individual routes. Trips may include safaris in national parks, visits to the ancient cities of Anuradhapura and Sigiriya, or to the Lankarama temple. Local guides are directly contracted by the tour operator. Accommodation is mostly in small, locally owned hotels. *Sri Lanka adventures* also offers Ayurveda weeks in beach hotels.

Key data



Round trips

Pax / year: 100'000
Forecast: Increasing pax / year in the last two years. New destinations planned for 2019.

Ayurveda

Pax / year: 50'000
Forecast: Offers to be expanded due to high demand.

Getting started

Goal: *Sri Lanka adventures* would like to make sure that no human rights are violated by its own business activities, as well as by services offered by its business partners and suppliers.

Sri Lanka adventures accesses the get started tool on the Roundtable Human Rights in Tourism's website to better understand the human rights impacts of its operations and to receive input on what to do in the case of negative human rights impacts.

About the tool

- *What is the relevance of human rights for my business?*
- *How can I make sure that the local population in the destination is not harmed by my operations?*
- *How can I guarantee customers' safety on their trip?*
- *Do my business partners provide fair working conditions for their staff?*

Here you will find practical and concrete answers and hands-on recommendations to your questions. The "get started" tool will help you identify human rights risks and integrate measures to protect human rights into your operations and along the value chain.

The amount of potential human rights risks and impacts of a business can be overwhelming. This tool especially helps small or medium-sized tour operators to address questions and challenges such as:

- *Where to start?*
- *How to identify relevant risks?*
- *How to set priorities?*
- *How to interpret information?*
- *What steps can be taken to mitigate those risks?*

Start now:

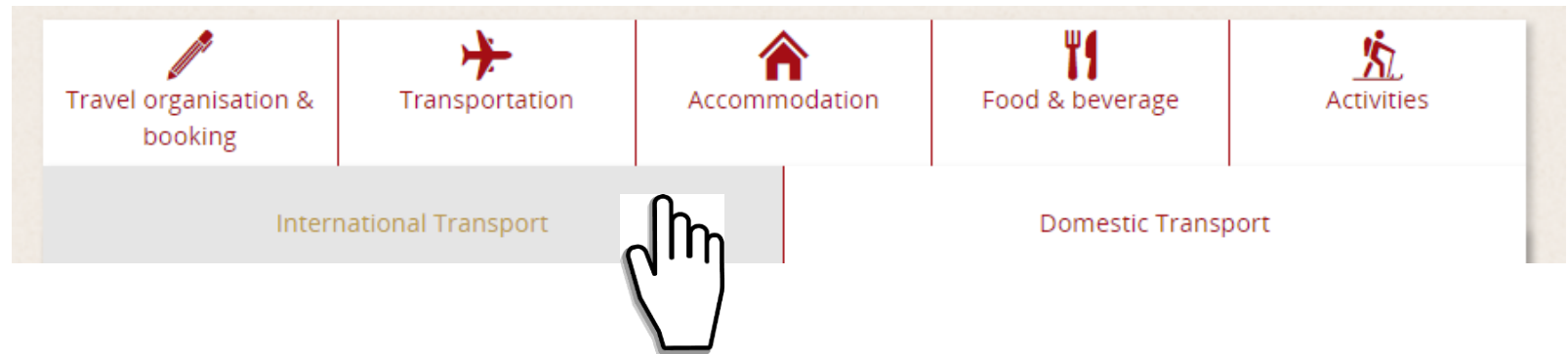
- **Analyse risks**
- **Take action**



Analyse risks

- ☞ *Sri Lanka adventures* accesses the “Analyse risks” page
- ☞ *Sri Lanka adventures* identifies the following value chain elements of the get started tool as being relevant for its offers (as outlined above).

- Tour operator
- Retail and sales
- International transport
- Domestic transport
- Lodging (mostly small hotels)
- Tours and excursions
- Shopping



«Risk Cards»

☞ *Sri Lanka adventures* selects the seven relevant value chain elements. For each element, several «Risk Cards» appear, specifying potential human rights risks.

The screenshot displays a web interface titled "Value chain risk analysis". Below the title, a breadcrumb trail reads "Travel organisation & booking / Tour operating". A horizontal navigation bar contains five icons with labels: "Travel organisation & booking" (pencil icon), "Transportation" (airplane icon), "Accommodation" (house icon), "Food & beverage" (fork and knife icon), and "Activities" (person walking icon). The "Tour operating" section is active, showing three risk cards. Each card has a header with "TOUR OPERATING" and a title. The first card, "Community impact", has a red header and describes risks when planning new tourist destinations. The second card, "Customer rights", has an orange header and describes risks related to accessibility and information. The third card, "Women's rights", has a yellow header and describes risks related to labor market inequality. Each card includes a "LEARN MORE" link and a "SELECTED" button (highlighted in red for the first card). A hand cursor is pointing at the "SELECTED" button of the "Community impact" card.

Value chain risk analysis

Travel organisation & booking / Tour operating

- Travel organisation & booking
- Transportation
- Accommodation
- Food & beverage
- Activities

TOUR OPERATING

Community impact

When planning new tourist destination offers, the interests and needs of local communities are often not sufficiently taken into account by tour operators.

LEARN MORE **SELECTED**

TOUR OPERATING

Customer rights

Customer rights issues related to tour operating include accessibility to services and products, as well as access to adequate and correct information.

LEARN MORE SELECT

TOUR OPERATING

Women's rights


Women make up a large part of the tourism labour market, and are especially likely to occupy low paid positions. Inequality in wages and career opportunities for women and men is common.

LEARN MORE SELECT

How to use the «Risk Cards»

- 🔑 Click «select» to save the Risk cards which are particularly relevant. They can also be printed.
- 🔑 Click «learn more» for more information about the specific human rights risk for the selected value chain element

duration Tour operating: Community impact



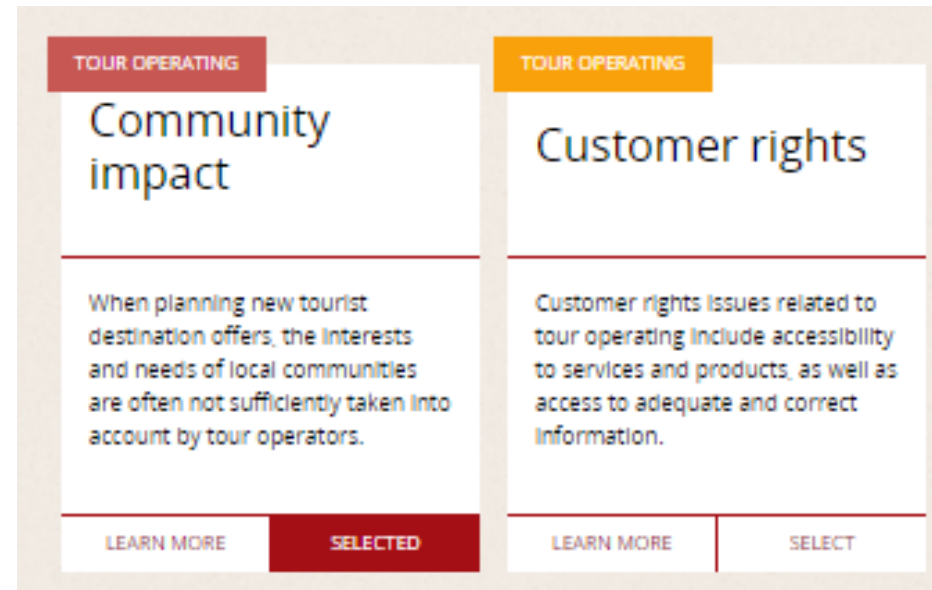
When planning new tourist destination offers, the interests and needs of the local stakeholders and communities living on-site and affected by the projects are often not sufficiently taken into account by tour operators.

Destination plans are often presented to local stakeholders and the local population as a fait accompli, increasing the risk of tourism having negative impacts on local communities. At worst, new destination offers are linked to illegal land acquisition and evictions, with local communities being forced to make way for new resorts, parks, sports facilities or other tourist attractions without receiving appropriate compensation or opportunities to build a new livelihood. Indigenous peoples and traditional fishing communities are particularly vulnerable as their land rights are often not secured by title deeds. Further negative impacts on communities can be the inflation of

How to prioritize risks?

🔑 This full list of potential human rights risks can be overwhelming for a small tour operator. To get started, *Sri Lanka adventures* decides to focus on a small number of risks related to its value chain. But how to prioritize?

- The **red and orange color marking** of each «Risk Card» provides a first estimate on the severity of this specific risk (red: high risk, orange: medium risk) and helps the tour operator identify the most salient issues.
- *Sri Lanka adventures* starts by asking itself the following questions:
 - Which value chain element is crucial for my business (relevance in terms of business volume/PAX, business relationships, reputation, future operations)?
 - What are the most severe (red colour marking) human rights risks related to each value chain element?



Prioritized risks (I): Retail and Sales / Workers' rights


👉 Based on these considerations, *Sri Lanka adventures* selects the human rights risks it wants to work on as a priority. Even though more risks would be relevant, *Sri Lanka adventures* decides to first focus on six specific risks.

Business relevance

Sri Lanka adventures has outsourced its customer service to India. Recent feedback from clients indicates unsteady satisfaction levels related to the quality of services offered by the customer service centre (e.g. slow & short responses).

Severity

Red. The risk card highlights particularly difficult working conditions for call centre and customer service staff.



RETAIL & SALES

Workers' rights

Tour operators often outsource services such as sales or customer service, IT and accounting. People working for those outsourced service providers often have poor working conditions and low salaries.

LEARN MORE

SELECTED

Prioritized risks (III): International Transport / Modern slavery

Business relevance

Sri Lanka adventures depends on airline transportation from Europe to Sri Lanka. It mostly works with the same two airlines, with which it has good business relations.

Severity

Red. Modern slavery includes particularly severe human rights violations. The risk card states that airlines are often used as carriers for trafficking victims.

INTERNATIONAL TRANSPORT

Modern slavery

Modern slavery in international transport mostly concerns human trafficking, as people can be forcibly transported across borders via airplanes, buses, trains and ferries.

LEARN MORE

SELECTED

Prioritized risks (II): Lodging / Children's rights

Business relevance

Hotels (mainly small and locally owned) are an important part of «Sri Lanka adventures»' offer. The tour operator has read in the Risk Card that child sex tourism in some cases (often in South East Asia) moves to smaller accommodations and wants to make sure it is not linked to such issues through its hotel partners.

Severity

Red. Sexual abuse and exploitation of children has been marked as a particularly severe risk.

LODGING

Children's rights

Children may be deployed to carry out various forms of work in hotels, mostly behind the scenes. Furthermore, children may be sexually exploited in hotel rooms.

LEARN MORE

SELECTED

Prioritized risks (IV): Tours and excursions / Community impact

Business relevance

Tours and excursions are *Sri Lanka adventures'* core offer. Tour offers are based on Sri Lanka's culture and traditions, and could negatively impact local communities' habits and traditions, especially due to the fragile post-conflict situation in the country.

Severity

Red. Human rights violations related to tours and excursions are potentially large in scale and affect high numbers of people.

TOURS & EXCURSIONS

Community impact

Touristic tours and excursions can have negative impacts on the land, privacy and cultural rights of visited communities.

LEARN MORE

SELECTED

Prioritized risks (V): Tours and excursions / Workers' rights

Business relevance

Tours and excursions are *Sri Lanka adventures'* core offer. Tour guides are directly contracted by the tour operator. As they are with the clients all the time , they play a crucial role in the customers' experience in the destination.

Severity

Orange (depending on framework conditions).

TOURS & EXCURSIONS

Workers' rights

Local guides and drivers contracted for tours and excursion offers often have bad working conditions.

LEARN MORE

SELECTED

Prioritized risks (VI): Domestic Transport / Customer rights

Business relevance

Sri Lanka adventures has subcontracted transportation for its tours to a local transportation company. As tours are sometimes long and go through difficult terrain, *Sri Lanka adventures* found the information on the Risk Card about the potentially negative impact of overworked drivers on customer safety particularly relevant.

Severity

Red. The severity of potential customer rights violations can be particularly high in the field of domestic transportation (accidents, injuries, etc.).

DOMESTIC TRANSPORT

Customer rights

The main customer rights issues when travelling in their destination countries are getting involved in an accident and accessibility for customers with disabilities.

LEARN MORE SELECTED

Prioritized risks (VII)

☞ *Sri Lanka adventures* excludes two value chain elements from its further considerations because they don't seem very relevant to the business.

Sri Lanka adventures decides not to consider the potential risks for the following value chain elements:

- «Tour operator»: In recent years, *Sri Lanka adventures* already begun to consider and assess potential human rights impacts in its business. Several measures to ensure adequate working conditions have been put in place (staff surveys, assessment of working contracts) and a company commitment on human rights has been developed.
- «Shopping»: Even though most of *Sri Lanka adventures*' customers like to shop for souvenirs, it is not an official part of the offer and the tour operator does not collaborate with specific shops or business partners.

Output document

☞ *Sri Lanka adventures* has selected the relevant risks in the tool and can now access an overview of selected risks in the “Selected Issues” tab on the left hand side of the window.

The interface displays three risk categories under the 'LEISURE & SPORT' heading:

- Children's rights**
Children working for leisure and sports activities as helpers or porters may face particularly dangerous working conditions.
Buttons: LEARN MORE, SELECT
- Community impact**
Sports activities providers and customers directly compete with local communities for land, water and air space. Large-scale sports infrastructure projects often violate the human rights of neighbouring communities.
Buttons: LEARN MORE, SELECT
- Customer rights**
The main risks for customers when participating in sports or leisure activities are related to accidents. Sports activities are often not accessible for customers with disabilities.
Buttons: LEARN MORE, **SELECTED**

On the right side, a vertical red bar labeled 'Selected issues' is visible, with a hand cursor pointing to it.

Output document (II)

- ☞ The output document lists all human rights issues and measures, *Sri Lanka adventures* has selected.

The screenshot displays a web interface with a light beige background. At the top, the heading "What's relevant for your company" is written in a dark red font, underlined with a thin gold line. Below this, a white box contains two paragraphs of text: "The following list is a compilation of the risks and measures you selected for your company. You can read them online and still decide to remove risks or measures that you do not need at this stage." and "Click on 'save my risks and measures' if you want to save them as a pdf for later use and/or to print." Below the white box, the heading "Your selected risks" is displayed in dark red. There are two risk entries, each with a red button on the left, a title, a description, and a right-pointing arrow. The first entry has a "RETAIL & SALES" button, the title "Children's rights", and the description "In many destinations, tourists may be approached by children on the streets or be in contact with children when they visit tourist sights. Tourists can have negative impacts on children in various ways." The second entry has a "TOUR OPERATING" button, the title "Community impact", and the description "When planning new tourist destination offers, the interests and needs of local communities are often not sufficiently taken into account by tour operators."

What's relevant for your company

The following list is a compilation of the risks and measures you selected for your company. You can read them online and still decide to remove risks or measures that you do not need at this stage.

Click on "save my risks and measures" if you want to save them as a pdf for later use and/or to print.

Your selected risks

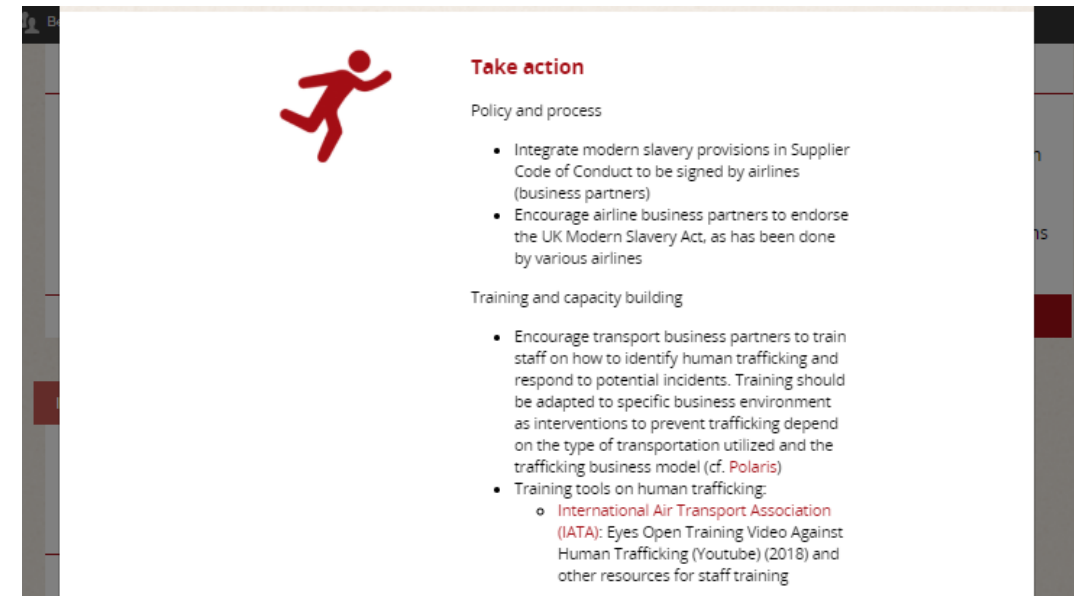
| | | | |
|----------------|--------------------------|--|---|
| RETAIL & SALES | Children's rights | In many destinations, tourists may be approached by children on the streets or be in contact with children when they visit tourist sights. Tourists can have negative impacts on children in various ways. | > |
| TOUR OPERATING | Community impact | When planning new tourist destination offers, the interests and needs of local communities are often not sufficiently taken into account by tour operators. | > |

How to identify measures?

☞ *Sri Lanka adventures* now has an overview of the main human rights topics it wants to work on. But how will it actually do it? Which concrete measures can *Sri Lanka adventures* take to address the identified risks? Some of the potential impacts occur in areas *Sri Lanka adventures* has no or only limited influence.

Each risk card lists specific **measures** that can be taken by small tour operators such as *Sri Lanka adventures*. By clicking on «take action» in the menu or on the card, more details on how to take appropriate measures can be accessed.

Use the **measure cards** to gain an overview of potential measures tour operators can take. Each measure card provides general guidance and examples, tools and practical tips from practitioners' perspectives, as well as links to further information.



The screenshot shows a digital interface for 'Take action'. On the left is a red stick figure icon of a person running. To the right, under the heading 'Take action', are two sections: 'Policy and process' and 'Training and capacity building'. Each section contains a bulleted list of measures.

Take action

Policy and process

- Integrate modern slavery provisions in Supplier Code of Conduct to be signed by airlines (business partners)
- Encourage airline business partners to endorse the UK Modern Slavery Act, as has been done by various airlines

Training and capacity building

- Encourage transport business partners to train staff on how to identify human trafficking and respond to potential incidents. Training should be adapted to specific business environment as interventions to prevent trafficking depend on the type of transportation utilized and the trafficking business model (cf. [Polaris](#))
- Training tools on human trafficking:
 - [International Air Transport Association \(IATA\)](#): Eyes Open Training Video Against Human Trafficking (Youtube) (2018) and other resources for staff training

How to identify measures?

☞ *Sri Lanka adventures* follows the guidance on the «take action» page to identify appropriate measures to address the selected human rights risks.

- *Sri Lanka adventure* decides to focus on the following measures as an initial step :
 - Impact assessment: *Sri Lanka adventures* has identified a diverse range of risks, covering almost all parts of the company's offer, as its primary focus. As the tour operator is only focusing on one specific country, it decides to carry out a comprehensive human rights impact assessment of its tours and accommodation offers in Sri Lanka.
 - Training and Capacity building: *Sri Lanka adventures* has had positive experiences with internal staff training on various issues, including on its human rights commitment which was established two years ago. The tour operator now wants to focus on suppliers and business partners for human rights training, capacity building measures, and to inform them about the company's human rights approach and focus.
 - Communication and reporting: *Sri Lanka adventure* decides to integrate human rights related issues and the results of its impact assessment in its next annual report.

«Measure card»

☞ To decide on particular next steps and learn more about best practices, *Sri Lanka adventures* reads through the three respective measure cards.

The screenshot displays a digital interface with a dark header bar. Below the header, there are three measure cards arranged horizontally. The first card is titled 'Training and capacity building' and contains text about human rights issues in tourism. The second card is titled 'Communication and reporting' and contains text about transparency. Both cards have a 'LEARN MORE' button and a 'SELECTED' button. To the right of these cards is a large text block with a title 'Impact assessment' and a close button 'x'. The text block contains two paragraphs of text.

Training and capacity building

Human rights issues in tourism are broad and take many forms. Regular training and capacity building activities are key for ensuring that human rights are respected.

LEARN MORE SELECTED

Communication and reporting

Transparency is an important aspect of responsible business conduct. Public communication on identified risks and measures taken increases a company's credibility and accountability.

LEARN MORE SELECTED

Impact assessment

For areas where salient human rights risks have been identified* (see [value chain risk analysis](#) on this website), tour operators should conduct more in-depth human rights impact assessments (HRIAs). Such company-led HRIAs often take place in a second step, complementing overall human rights risks assessments.

The aim of company-led HRIA is to systematically identify, predict and respond to potential or actual human rights impacts caused by company operations or by business partners along the value chain. Based on such a HRIA, relevant and concrete measures to mitigate or prevent negative human rights impacts should be identified (action plan).

The reference framework for HRIAs must always be all internationally recognised human rights documents.

Identify relevant stakeholders (optional)

- ☞ To collect more information on Sri Lanka – either for general information purposes especially on the political developments or as a preparation for a training or destination development – *Sri Lanka adventures* conducts a stakeholder mapping to identify relevant information sources and potential local partners.

Being an established tour operator specialised on Sri Lanka, *Sri Lanka adventures* already has good contacts with various local stakeholders. To ensure it has access to as much information as possible, it identifies a number of institutions to consult. They might bring in different perspectives and help the company to get a good picture of the situation on the ground. Such consultations are particularly important in fragile post-conflict settings such as Sri Lanka.

What to keep in mind...

- ☞ *Sri Lanka adventures* is aware that the get started tool does not replace a full fledged human rights impact assessment nor do the selected measures correspond to a comprehensive human rights due diligence process. However, this is a legitimate and important first step for *Sri Lanka adventures* on its journey.
- ☞ While preparing for the implementation of the selected measures, *Sri Lanka adventures* reflects on how to monitor the effectiveness of the measures taken and on which further human rights issues it could tackle in the upcoming years.
- ☞ Being aware of the sensitive post-conflict situation in Sri Lanka, *Sri Lanka adventures* decides to regularly monitor the political situation and be in touch with local stakeholders and to stay flexible to adapt tours if necessary.