Sri Lanka adventures
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Discover the nature and culture of Sri Lanka
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


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

- 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?

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?
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.
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.
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.
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.
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).
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.).
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.
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 output document lists all human rights issues and measures, *Sri Lanka adventures* has selected.
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.
How to identify measures?

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

**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.

**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.

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 (HRIs). Such company-led HRIs often take place in a second step, complementing overall human rights risks assessments.

The aim of company-led HRI 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 HRIs 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.