



A framework for Social Outcomes Based Tourism and its potential to help achieve the UN SDGs

Concept Note



Tourism as a growth engine

Tourism as a progress factor - 1 in 11 jobs globally is in tourism, largest export category in most developing countries, employs twice the number of women as other sectors

Tourism as catalyst for achieving sustainable development goals - included with specific targets in goals 8, 12 and 14 while contributing to all 17 goals

Tourism as a factor in improving the quality of life of communities - improved tourism infrastructure and inclusive destinations improve the quality of life of communities

Current benchmarks

Arrivals, departures, expenditure, expenditure by traveller, receipts as share of exports and emission data

Current Scenario

- Heavy focus on economic growth at any cost
- Very high Tourism leakage - The community rarely benefits from tourism
- There is no way to quantify what responsible means
 - There are no guidelines for sustainable tourism

Our Mission

Success must also be measured in **increased retention of tourism revenue in the destination**, and the **equitable distribution of tourism earnings** to better **economic, social, and environmental outcomes** in the destination.

Our Value Proposition

To create a **framework to benchmark the measure of impact of tourism on economic, social and environmental outcomes** through an innovative outcomes focussed tourism revolving fund

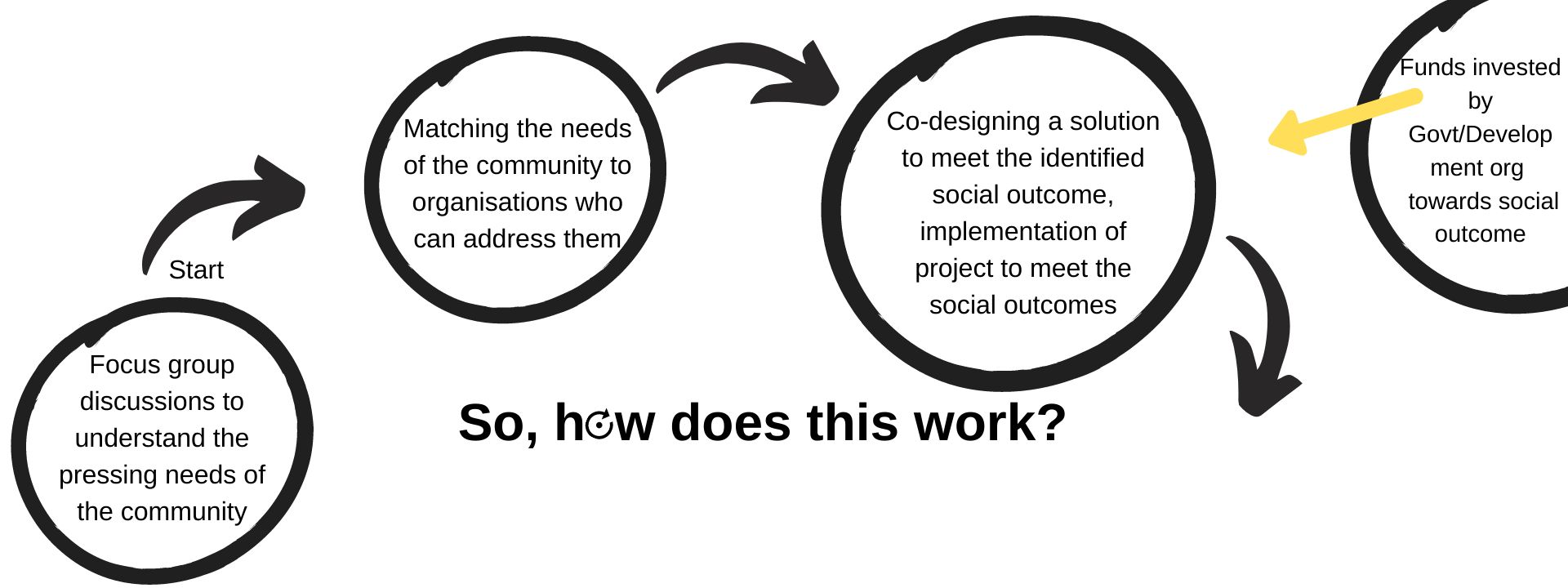


So, how does this work?

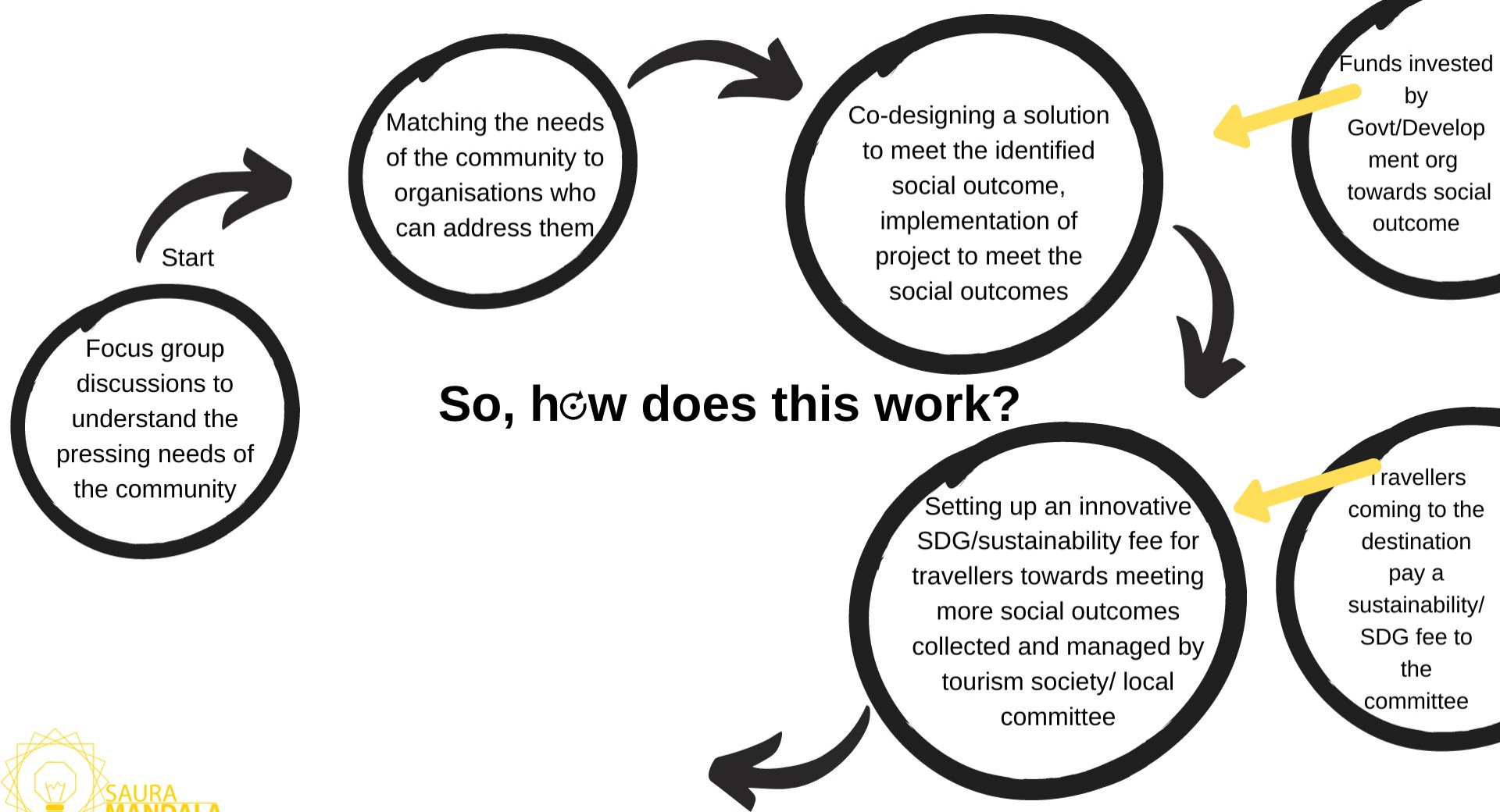


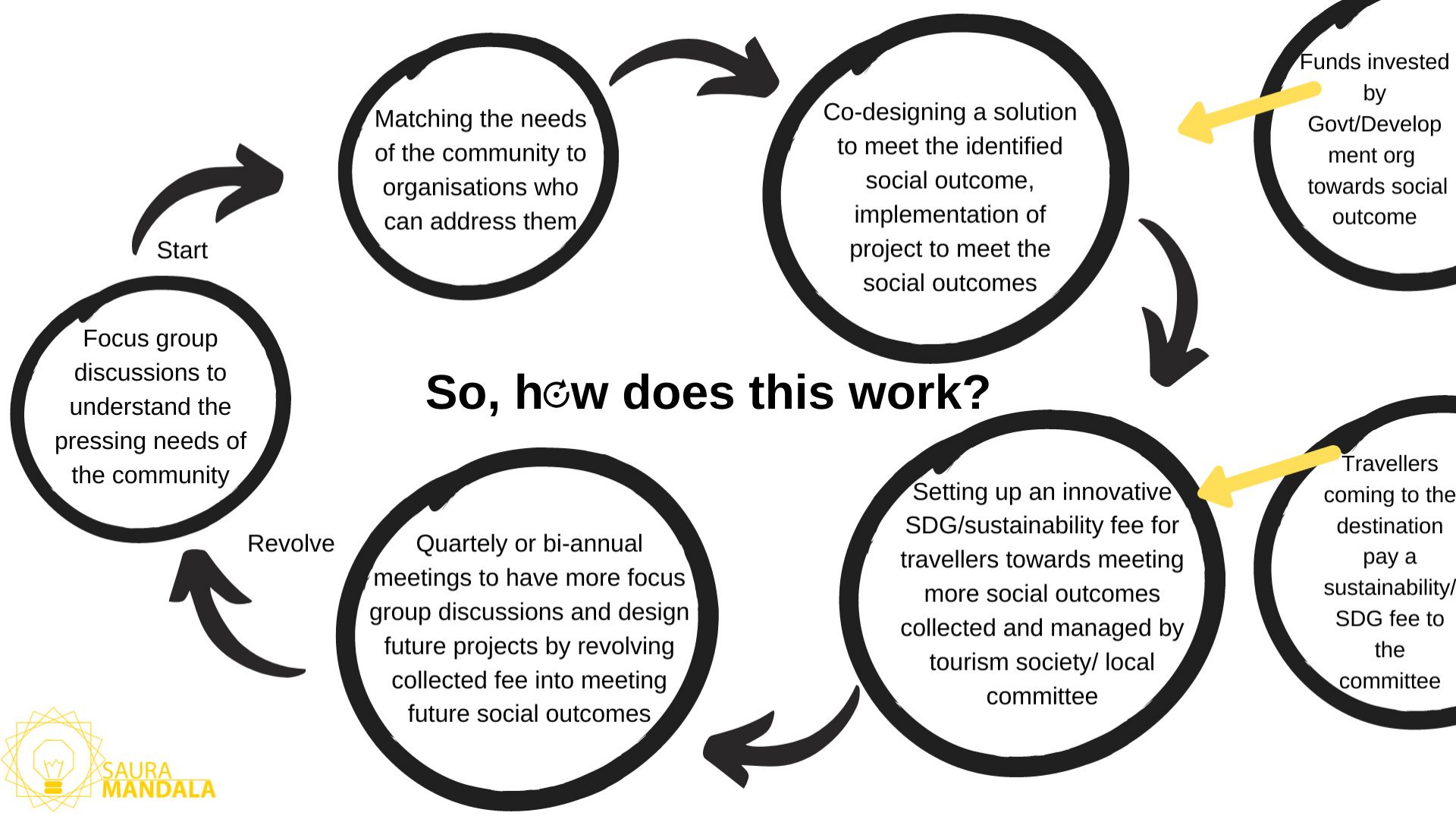


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THE VILLAGE OF SINGING NAMES





Kongthong, Meghalaya - The whistling village



- Popular tourist destination in Meghalaya for its cultural aspect
- Chosen as Government of Meghalaya's marquee - 'Destinations to promote' for cultural community based tourism
- 3 homestays which are run by an active Kongthong Agro-tourism society
- Popular showcase in all Meghalaya Tourism stalls and marketing collateral



VILLAGE PROFILE

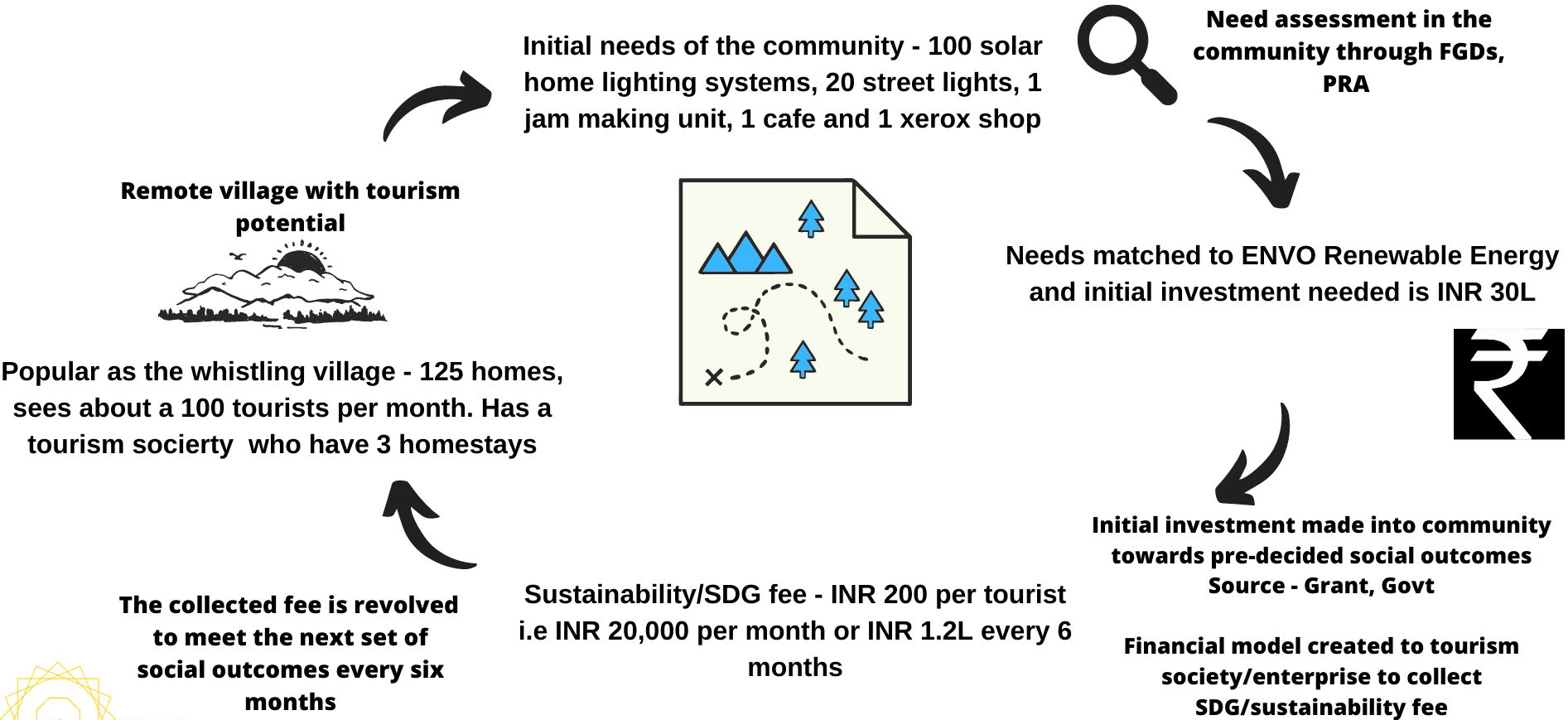
- 125 homes with a population of 567 and all of them belonging to the Khasi Tribe
- About 50% of the village has agriculture as their main profession, 15% tourism related and rest in the labour work force.
- Located just 57km away from Shillong and along the tourist circuit with road connectivity till the village



- Team Sauramandala conducted need assessment and focus group discussions with the community at Kongthong to understand their needs and aspirations
- An in-depth week long interaction that has helped us understand the community better
- The insights from this participative process has then been adapted into our tourism model to create a plan to ensure social outcomes in Kongthong using tourism as the growth engine



Village Kongthong, Meghalaya



List of outcomes that can be achieved



Month	Social outcomes	Funds
Month 1	100 homes electrified at 50% easy payment subsidy, 20 street lights, 1 jam making unit, 1 homestay setup, 1 xerox shop, 25 women trained to be beekeepers	INR 30L invested into community
Month 6*	15 more home lighting systems at 50% easy payment subsidy	Invested by the community INR 1.5L
Month 12*	Digital education at Anganwadi / More women beekeepers	Invested by the community INR 2L
Month 18*	15 more home lighting systems at 50% easy payment subsidy	Invested by the community INR 1.5L
Month 24*	Digital Education Program / Placing a health worker at PHC - TBD by community	Invested by the community INR 1.8L
Month 30*	Expansion of Jam making unit/Safety net for COVID19 type of closure	Invested by the community INR 2L

* - Currently indicative in the table and will be decided by the community during their meetings

Sample reporting structure

Reporting is more holistic and encompasses economic, social and environmental parameters

Before

- Number of tourists
- Amount of money earned

After

- Number of tourists
- Amount of money earned
- Amount of money contributed by tourism towards social outcomes
- % of homes electrified
- Number of new small businesses started
- Amount of money saved on Xerox
- Amount of money earned from sales of processed food
- SDGs impacted





Adoption and Replication

Governments

- Well suited for policy
- Acts as a USP & benchmark for tourism department/program
- Addresses real needs of the community
- Allows investments to be tagged to social outcomes & SDGs
- Can be adopted and replicated into new and existing offerings
- Raises finance and builds governance at community/region level

Enterprises

- Can be adopted into existing destinations and programs
- Aligned with the SDGs
- Acts as USP to reach responsible clientele
- Ensures sustainability of the community
- Acts as guidelines and creates benchmark for sustainable and responsible tourism

Grassroots organisations, CSOs, SHGs

- Helps create tourism agency and explore potential in communities
- Is community focused and addresses the needs and aspirations of the community
- Ensures retention of funds in the community
- Impacts seen across all stakeholders involved
- Aligned with the UN SDGs

The next 24 months

- Further develop the model to be implemented in 5 diverse tourist destinations in India
- Work with the state governments to advocate for adoption and replication as state policy
- Build partnerships with developmental organisations to further strengthen model and replication
- Create models and partnerships for replication in other parts of India and North East India

Strengths

- The community benefits from the start due to the intended social outcome
- The community selects the outcomes that they wish to achieve
- By increasing exposure through marketing and promotion we can increase contribution from tourism per month
- The funds recovered can be used as revolving fund for other social outcomes thus incentivising tourism for the community
- The social outcomes are known before hand to the traveler hence becomes a USP
- Creates a safety net for community in a scenario like COVID
- The outcomes and modalities can change but the framework can be replicated
- Increased footfall increases market for agri-produce, crafts and other livelihoods



Weaknesses

- In a new community capacity building and building tourism agency will be required for tourism
- Might not work very well if the place does not have intrinsic tourism potential
- Community might not be willing to pay for some social outcomes like - PHC electrification/ placing a doctor in PHC in which case tourism pays 100% for outcome
- Agencies/organisations brought in for projects need to have local presence and troubleshooting support

Opportunities

- Modular and replicable hence can be tailormade contextually for communities and their needs
- It can help improve reporting standards for tourism and make it quantifiable for stakeholders
- Has potential for adoption into policy. enterprise and other models
- Forms a good case for new forms of financing like Impact Bonds



Threats

- Heavily hinges on local community dynamics
- Improper accounting mechanism can create rifts/trouble



Thank you

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