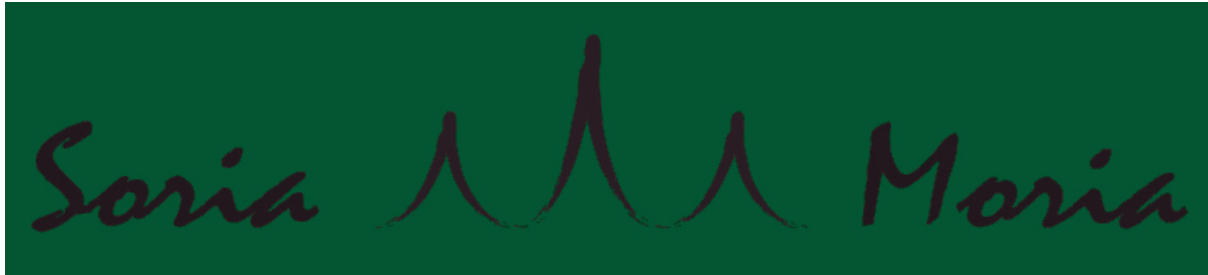


Tourism for Tomorrow Awards

COMMUNITY BENEFIT AWARD

**SORIA MORIA BOUTIQUE HOTEL / EDUCATIONAL DEVELOPMENT PROGRAMME –
CAMBODIA
FINALIST**



Soria Moria is a 38 bed hotel whose goal is to facilitate long-term economic development in the impoverished area of Siem Reap, near Angkor Wat. With tourism growing in the area, the hotel was established in 2007 to empower locals to develop successful long-term economic opportunities through building educational capacity and encouraging the development of socially responsible leaders.

Their Employee Elevator Programme provides support and training to employees to move up within the business, and the Higher Education Programme offers support in the community for others to benefit from further education, including partnering with a local community organization to provide paid trainee positions to disadvantaged youths. They also work with Cambodian NGO Heritage Watch to implement guidelines for cultural heritage preservation, including the education of tourists about the problems of stolen antiquities in Cambodia.

Set up as a social enterprise, Soria Moria applies market-based strategies and reinvests a percentage of profits back into the community. All employees are locals, with majority ownership of the company - every employee owns shares, with ownership based on seniority and level of responsibility, providing staff with the means to an independent income, accountability, and ownership. The long-term goal is total transfer of ownership to the employees, with the hotel's success continuing to support the larger goal of the community's sustainable development.

