



Giving Back

by DESTINATION ASIA

Our CSR



WHAT IS CORPORATE SOCIAL RESPONSIBILITY?



Corporate Social Responsibility (CSR) aims to ensure that companies conduct their business in a way that is ethical by taking responsibility for the social and environmental impacts of their business operations. It is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives. At Destination Asia, our CSR ethos is integrated into our culture, and our activities range from working in partnership with local communities to environmental protection, responsible investment and empowerment through relationship development.

CSR issues can be wide-reaching, including; environmental management, eco-efficiency, responsible sourcing, labour standards and working conditions, employee and community relations, social equity, gender balance, human rights, good governance, and anti-corruption measures.



GIVING BACK A GROUP INITIATIVE



Giving Back is a socially responsible group-initiative created in 2011 by Destination Asia to connect people and make a positive impact in the destinations where we operate. Giving Back is the name under which Destination Asia operates each of its CSR projects within their 11 destinations.

A CSR representative within each country is assigned to work closely and connect the team with a chosen training school, enterprise, community or charity, with the scope of projects in recent years varying greatly. We continue to support education, community development, health and medical improvements, environmental initiatives, disaster relief and provide any urgent assistance that local communities may require.

Our projects aim to build beneficial, long-term relationships that contribute to the improvement of livelihoods while preserving our planet's fragile ecosystem. At the core of each of our programs is the nurture and development of social services, education, empowerment, environmental care - and the provision of equipment and structural development to enable a self-sufficient life.

Our future steps aim not only to give back, but empower the people of these communities to build their own future. Throughout Asia our employees continue to generously donate their talent, time and compassion. They serve as volunteers in their communities or give to nonprofits, and Destination Asia embraces their enthusiasm to help make Asia a better place for everyone.

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GIVING BACK BY DESTINATION ASIA OUR PROMISE

Embracing our CSR pillars, we take responsibility for our actions and strive to create a positive impact through our activities on the environment, consumers, employees and communities. At all times we monitor and ensure active compliance with the spirit of the law, ethical standards and international values. We manage the economic, social and environmental impacts of our operations to maximize the benefits and minimize the downsides. We believe it is our social and moral duty to 'give back', providing the communities we visit and live in with the tools and education they need to improve their lives now and for generations ahead.

OUR FOUR KEY CSR PILLARS



With Respect

Working with local communities to create authentic travel experiences that benefit the destination and its indigenous people.



Empowerment

Together we can make a difference by providing the necessary tools and support to empower, without creating a situation of dependency.



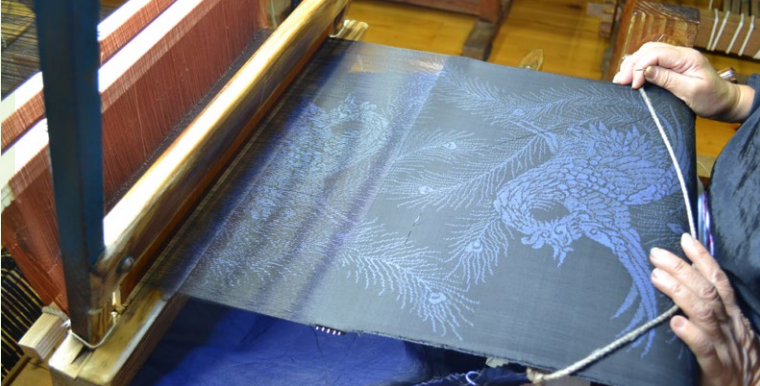
Community Member

A deeper understanding of the place we visit not only enhances our experience, but can help avoid making the wrong decision when faced with challenging situations.



Environmental Care

We tread lightly in the areas where we operate – always considering the impact our actions will have on the environment and wellbeing of those who call it home.



INCLUDING CSR IN A CLIENT PROGRAM

Our partners can incorporate CSR elements into their programs that directly benefit the communities in which they are held. Using our CSR pillars as a guideline, we have developed a number of programs with 'giving back' at their heart. They are based around five themes:

- Community based tourism**
- Environmental protection**
- Wildlife conservation**
- Social and economic welfare**
- Cultural & heritage conservation**

[Click here](#) to explore over 15 programs listed on our website covering all 11 destinations in our network. Alternatively, if you have a specific project in mind that you would like to become involved with, please contact us and we can help facilitate arrangements to ensure the host community benefits from your actions.

ACTIVE PROJECTS IN ASIA

[Click here](#) to view upcoming projects



Thailand: **Book Drive**

Wat Klang Klong Luang School is located in a rural part of Chonburi Province and receives little support from outside organizations. The team at Destination Asia Thailand held a book drive in 2018 to raise both money and in-kind donations. Following the drive the team was able to purchase/donate; books, bookshelves, reading tables, cushions and electric fans.



China: **Dew Drops Little Flower**

Dew Drops Little Flower provides comprehensive services including medical care, special care, and post-surgery care to children with complex medical conditions. Destination Asia China has sponsored less fortunate girls at the center over the past three years; sponsoring Little Guan Han in 2018.

ACTIVE PROJECTS IN ASIA

[Click here](#) to view upcoming projects



Cambodia: Srah Srang School & Community Teambuilding Projects

In 2018 Destination Asia Cambodia continued to support through funding, Srah Srang School through the donation of books and payment of a full time staff member. They also facilitated five community projects, ranging from donations of class materials to schoolchildren, to digging water wells, house building and assembling bicycles to help local children get to school.



Indonesia: Bali WISE program by R.O.L.E. Foundation

Destination Asia Indonesia is in its fourth year supporting intensive course training and the sponsoring of students. Bali WISE removes the barriers preventing disadvantaged Indonesian women to access further education and secure work. In 2018 the team also offset the carbon emissions of their staff outing by supporting a coral plantation project.

ACTIVE PROJECTS IN ASIA

[Click here](#) to view upcoming projects



Japan: ECOs of Tradition Program

In 2018 Destination Asia Japan launched a seven day tour that directly benefits locals at grassroots level while utilizing travel means that cause minimal damage to the natural environment.



Malaysia: Clean the City

The beach front area of Pantai Tanjung Lipat Likas in Sabah has been covered in recent years with increasing amounts of plastic waste. In conjunction with other tour operators, Destination Asia Malaysia attended the 'Riverbug Gives Back Program' to help clear waste and promote recycling amongst locals.

ACTIVE PROJECTS IN ASIA

[Click here](#) to view upcoming projects



Hong Kong: Eco-gift Workshop

Destination Asia Hong Kong attended a workshop day by 'HandsOn Hong Kong', a non-profit organization with a mission to mobilize and empower the community to meet social needs through volunteer services. The team made eco-friendly skin care products that were donated to Harmony Garden Lutheran Centre for the Elderly in Hong Kong.



Myanmar: Medical Action Myanmar Healthcare

Thazin Orchid Clinic provides a diverse range of services for the community of Hlaing Thar Yar Township, with outpatient services from acute medical consultations to more complex treatment including TB and HIV. A donation from Destination Asia Myanmar provided over 300 patients with free healthcare in 2018.

ACTIVE PROJECTS IN ASIA

[Click here](#) to view upcoming projects



Laos: Ban Thin Hong Riverside Village

Ban Thin Hong is a small village nestled on the banks of the Mekong River in Northern Laos. Destination Asia Laos has developed a CBT project to encourage a local partnership strategy. Visitors can gain access to a stunning natural environment while experiencing the local culture of Laos, enabling residents to generate a steady income through tourism development.



Vietnam: Give a Hand Community Project

Destination Asia Vietnam will work with 'Give a Hand' community project in 2019. The team will donate school equipment and supplies to remote areas of Northern Vietnam (Ba Be, Cao Bang & Ha Giang) to support ethnic minority communities in the poorest regions.



Singapore: Dignity Kitchen

Dignity Kitchen is Singapore's first hawker training school for disabled and disadvantaged people. The team in Singapore is exploring options to sponsor disadvantaged children with on-the-job training so they can work towards a better future.

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IN NUMBERS

WE'VE PROVIDED FUNDS FOR THE BUILDING OF...



1 LIBRARY

7 HOUSES

12 EMERGENCY TEMPORARY HOUSES


OUR STAFF HAVE BUILT...



2 HOUSES

1 LIBRARY

WE'VE PROVIDED LIFE SAVING MEDICAL FUNDS TO...



1,924

IN THE LAST 5 YEARS

RAISED BY OUR PARTNERS

US\$ 41,805

SINCE 2011

RAISED BY DESTINATION ASIA OFFICES

US\$ 214,092

SINCE 2011



#DAPLASTICFREE IN ACTION...

64 HOURS SPENT CLEANING BEACHES

1,080 REUSEABLE BAGS GIVEN TO CLIENTS

28,000 PLASTIC BOTTLES SAVED FROM LANDFILL

SINCE 2017

OUR PROGRAMS HAVE DELIVERED...

180 STUDENT SCHOLARSHIPS

2,175 READING BOOKS

44 SACKS OF RICE

SINCE 2011



DID YOU KNOW WE ADOPTED...

2 BEARS

APRIL 2019



MAKING A DIFFERENCE THAILAND: CASE STUDY

Destination Asia Thailand's CSR initiatives often have the pillar of 'community' at their heart. Their projects aim to improve living conditions for the less fortunate and develop access to basic educational materials for children across Thailand. In 2018 a 'Book Drive' was set up between the Thailand teams with a focus on collecting books to donate to a school in Chonburi – this would be supported by volunteering time to improve working conditions in the school library.

Following a very successful book drive to collect books donated in-kind, a date was set to visit the school over a weekend to ensure normal class times were not disrupted. Over 30 staff members spent a full day at the school with the following objectives:

- To renovate the school library for the benefit of teachers, students and the local community.
- To encourage students to continue with their education and develop self-learning habits.

- To donate not just time, but also books, journals and textbooks following a 'Book Drive'.

Alongside the donation of reading books, items such as new journals, shelving, tables and sports equipment were purchased and set up. The library was renovated with a new coat of paint and new wiring was installed to power lights and fans. A number of children came into school for the day to assist and learn. Following the day's work, Destination Asia Thailand treated everyone to an afternoon meal.

"Thank you Destination Asia for visiting and improving our library through your Book Drive project. The library is used every day and we are thankful for your kindness. You are always welcome here and we thank you once again for providing assistance."

Mr Somkid Butsanom, School Director



MAKING A DIFFERENCE MYANMAR: CASE STUDY

For the past four years, Destination Asia Myanmar has provided yearly financial support to Thazin Orchid Clinic, a clinic set up by Medical Action Myanmar Healthcare whose mission it is to improve access to health care for the poorest people in Myanmar.

Thazin Orchid Clinic provides a diverse range of services for the community of Hlaing Thar Yar Township, with outpatient services from acute medical consultations to more complex treatment including TB and HIV.

PHYU PHYU'S STORY

Phyu Phyu's four children persuaded her to go to hospital one day after she had been feeling increasingly unwell for months. She had delayed the visit simply because she couldn't afford the cost of a check-up - until she was told about the Thazin Orchid Clinic. She made her way to the clinic for a free screening. The staff ran tests and found out she had tuberculosis, hepatitis, anemia and HIV. At first she was admitted to the day care unit, but later requiring 24/7 care, she was admitted to a specialist disease hospital and MAM covered the costs. Phyu Phyu had to stay at the hospital for three months.

Once her health was stable, Phyu Phyu returned to the MAM clinic to start ART treatment and receive daily injections. However, after the three months in hospital she had become severely depressed and struggled to adhere to the strict drug regime. Phyu Phyu spoke with counsellors and they explained the importance of the drugs. After a year of treatment and 18 counselling sessions, Phyu Phyu went from weighing just 45kg with a CD4 count of 144, to 64kg and 781 CD4. She then returned home to her sons and is looking forward to starting a new job.

Phyu Phyu commented, "When I first arrived at MAM, my family had to carry me in. One strong gust of wind and I feared I would fall, but they [MAM] were warm and accepted me. They treated me like a relative. Now I am happy and healthy, I think I even need to go on a diet! I tell anyone I can to make use of the clinic and their life-saving work."

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