

In the Chongfah Resort we strongly believe that the success of a company — apart from the satisfaction of its customers with the services provided — is also measured by the satisfaction of its employees and their well-being, integrated by the social welfare and the healthy environment.

We are well aware of the need to fully respect the local environment, its community and its businesses. Chongfah Resort takes the responsibility and the commitment to ensure its social and economic impacts are positive and beneficial to the local community wherever possible. We also strive to develop and implement best practices and principles of local community collaboration which can aim to minimise the negative impacts.

With the help of our local suppliers and business partners, we will strive to improve, implement and support the following procedures:

### **Promotion of the local area and culture**

At the Chongfah Resort we are passionate about the local area; and we are keen to share this passion with every guest who stays with us. We encourage our guests to explore outside the hotel and to enjoy the many opportunities available to experience the local culture, heritage, cuisine and produce. By encouraging guests to explore the area and experience our destination outside of the hotel we are indirectly helping to support the local community and economy.

#### **We are committed to:**

On special festival of Thailand (e.g. Songkran Festival, Loy Krathong Festival, Religious Holidays) the hotel showcasing the very best of local cuisine, culture and typical local entertainment.

### **Purchasing**

Chongfah Resort we are fully aware of the need for us to support and promote produce from the local area whilst still ensuring the highest levels of quality for our guests. Through the purchase of local products Chongfah Resort is making an ethical choice to support smaller local retailers and farmers, provide support to the local economy and allow our guests to sample the high quality products the area has to offer. Through the purchase of local goods we are also helping to reduce CO2 emissions and our carbon footprint compared to that from the transportation of products from international destinations.

#### **We are committed to:**

The purchase of ALL of our fruits and vegetables from local suppliers.

### **Employment**

Chongfah Resort is committed to the recruiting of local people as preferred employees. Whilst helping to minimise local unemployment this policy also helps to support the local economy by increasing the likelihood of money being spent in the community. This policy is also aimed to encourage local people to remain in the community and thus preserve our destination and local culture, which are the bases for prospective and repeat guests.

## Donations and Charity

Chongfah Resort donates items such as furniture or linen that is no longer suitable for use within the hotel, to local organizations that may benefit from them (e.g. schools, local hospitals, community groups, etc). The hotel also carefully considers how it may help the local community by the provision of in-kind support, meal donations for local events, etc.



Mrs. Pattaraporn Sanguannam  
Managing Director  
Chongfah Resort