



Sri Lanka LankaTears Justification STARS



Erasmus+ Programme
of the European Union

1. On Arrival Training
2. STARS Roll-Up
3. STARS Hike
4. Appearing on Press
5. Workshops and Activities
6. Q & A for ULL Students



1. The programme of the training received
2. Some photos

NO

YES



What can be considered On- Arrival Training?

Living with two different families which houses are very close to each other (1 minute walk) make us to receive a non-formal On-Arrival Training. We learn from them about their culture, all the things about the Srilankan style, and the most important thing, more than one month of daily Sinhala classes with Mr Lionayal.

ON ARRIVAL TRAINING

STARS ROLL-UP



Temple Office



Multiplier Courses



Different Celebrations

Uses of the STARS Roll-Up:

The STARS Roll-Up, provided by SLEF, have been most of the time located on the Ampitigala Temple Office, been shown to all the people who passed by. We also have used it on the Launching Ceremony, both Multiplier Courses, all workshops and the Cultural Show organized by the youngsters of Madurawala.

1. Photo of STARS roll up of their country

YES

- 
1. Indicate the hike geographic localization (name of the place and the part of the island). YES
2. Put link to photos or e-mail photos of the place and/or you supporting it. YES
3. Write in comments part of this document what support is done in what support is planned. YES

www.discovermadurawala.com

Madurawala Rural Village,
Anguruwatota
Near Horana City
In Kalutara District



STARS hike

2. Put link to photos or e-mail photos of the place and/or you supporting it.

YES

3. Write in comments part of this document what support is done in what support is planned.

YES

EcoVillage



Tea Plantations



Ganeuda Temple



Warakagoda Temple



Ampitigala Temple



STARS
hike

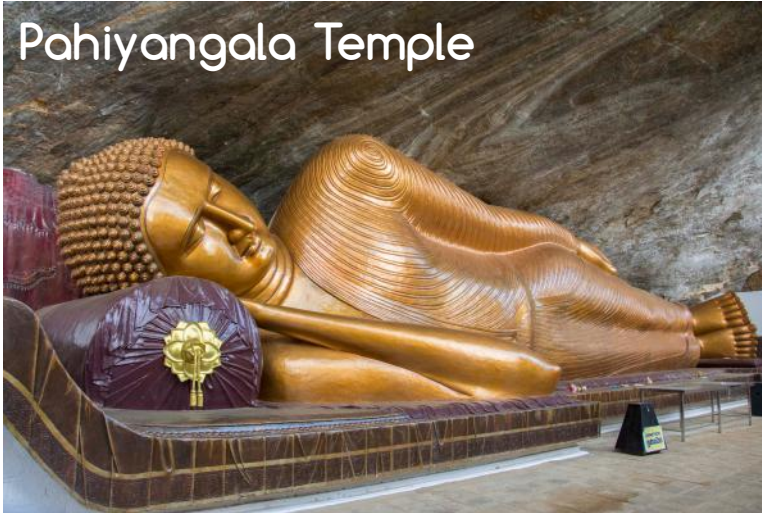
2. Put link to photos or e-mail photos of the place and/or you supporting it.

YES

3. Write in comments part of this document what support is done in what support is planned.

YES

Pahiyangala Temple



Sand Mining Process



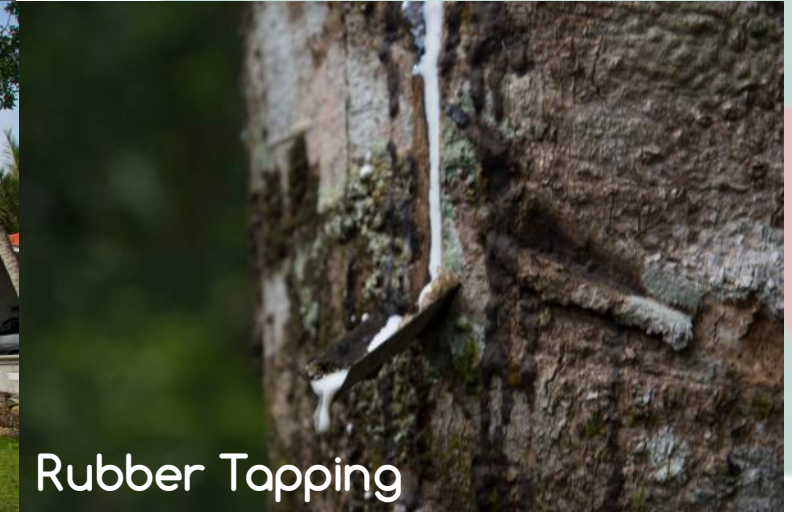
STARS
hike



Kaluganga River



HomeStay Program



Rubber Tapping

3. Write in comments part of this document what support is done in what support is planned.

YES

Evaluating the Potential of the Area:

During the first weeks, the people in charge, show us all the places around the village, that they thought that have some touristic potential. We took pictures, and search for information about the places. Then we make a selection of the best places to include in the STARS hike.

Creating the Website and the Promotional Video:

The people from the Madurawala Tourism Development Foundation, wanted to have first the website and a promotional video. We try to explain that it would be better to do it in another way, but finally we just agree and develop this things for them.

Putting on the Hands of the Youngsters the responsibility of the Project:


After the 1st Multiplier Course I had the opportunity to discover that in this village there was a lot of young boys and girls ready to start something beautiful. With lot of energy and enthusiasm, they start coming daily to english classes. That gave me the chance to get close to them, hear them, and start empowering them, with occasional workshops about entrepreneurship and young people force. After the 2nd Multiplier Course, in small groups they are developing 5 different projects to make the Discover Madurawala Hike, a better Community Based Tourism Product. They are now working hardly, and only asking for my advices and my suggestions.

DISCOVER MADURAWALA

① OUR PRODUCT:

"DISCOVER MADURAWALA"

↓
HIKE EXPERIENCE

- 
- 1st. AMRITISALA
 - 2nd. ECOVILLAGE
 - 3rd. GANEVDA
 - 4th. WARAKAGODA
 - 5th. PALIYANGALA
 - 6th. BIRD WATCHING
 - 7th. KALU GANGA
 - 8th. RAINBOW BRIDGE
 - 9th. TEA PLANTATIONS AND FACTORY
 - 10th. RUBBER FACTORY
 - 11th. HOME STAY / FOOD
 - 12th. SAND MINING

How CAN WE DO D.M. BETTER
PRODUCT?

Discover Madurawala

① OUR PRODUCT

MADURAWALA CBT PROJECT



DISCOVER MADURAWALA

- ## ② - TOUR GUIDES - MANAGERS
- PLANNERS
 - ORGANIZATORS
 - COORDINATORS
 - RESPONSIBLES OF THE SUCCESS

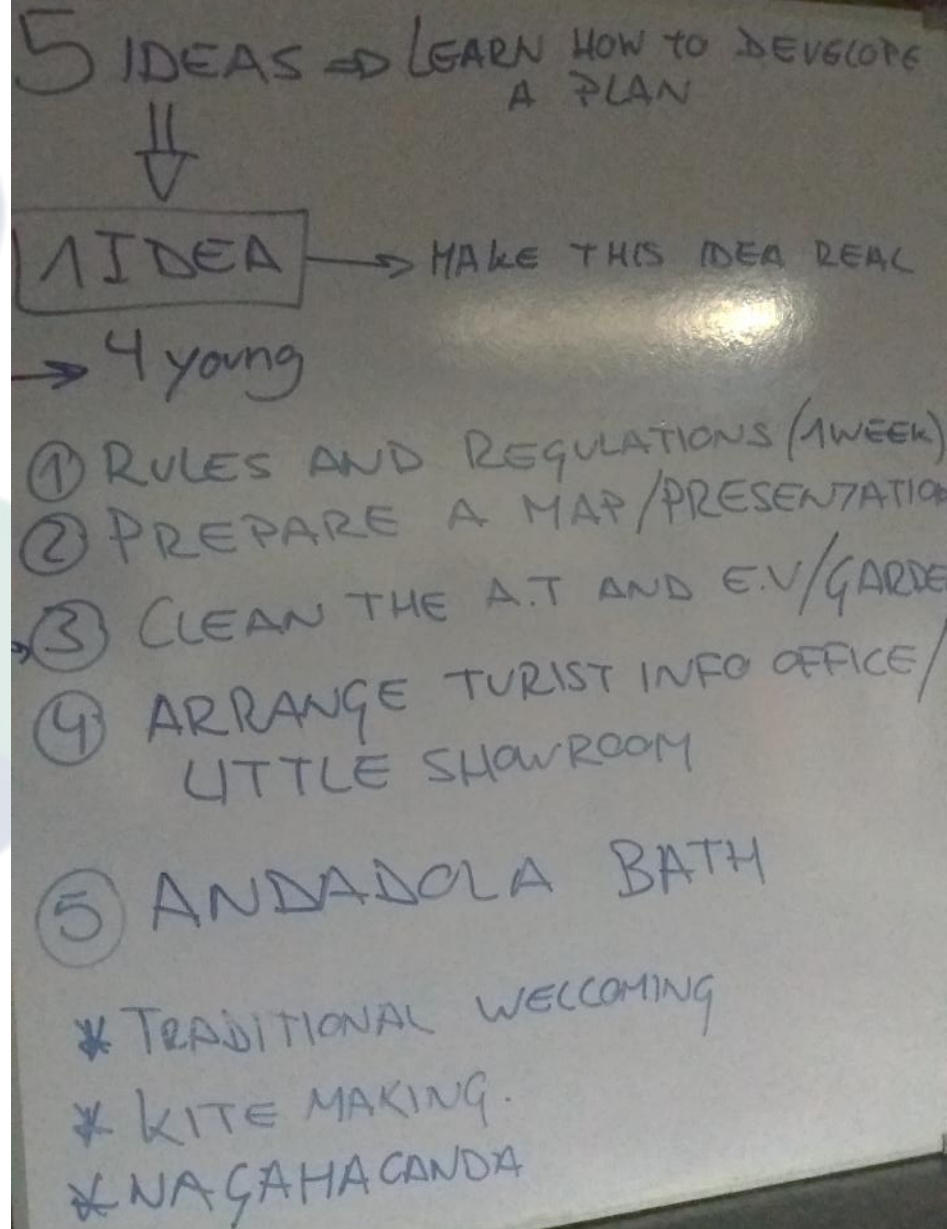
Youngsters Roles

- ## ③ - CREATING JOBS
- DEVELOPE THE VILLAGE
 - TRY TO DO GOOD MANAGEMENT
 - TO BE A GOOD TOUR GUIDE
 - MAKING MADURAWALA FAMOUS.
 - ECONOMIC GROW OF THE VILLAGE.
 - LANGUAGE IMPROVEMENT
 - ENCOURAGE PEOPLE
 - GOOD ATTITUDE
 - NEW IDEAS
 - BRING TOURIST
 - GOOD CONNECTIONS FOR THE VILLAGE
 - WELCOME PROGRAMS

Their Objectives

Youngsters 5 new Projects to Improve Discover Madurawala:

The youngsters have made a commitment with themselves to develop this 5 project to improve the Discover Madurawala CBT project. They are working in 5 small groups, and they come every evening to work on them.



- 1st Continue with a regular office. Divide the works between the members of the HTDF.
- 3rd Create the visit of Remuna waterfall.
- 5th A.T. and E.C. an attractive place for tourist with a good and clean image
- 4th Create good tools for make the experience to the tourist easier.
- 2nd Create, agree and follow a document of RR and RR for a better image and service of the D.M. product.

It is not as easier as we
think.
Try to do all.

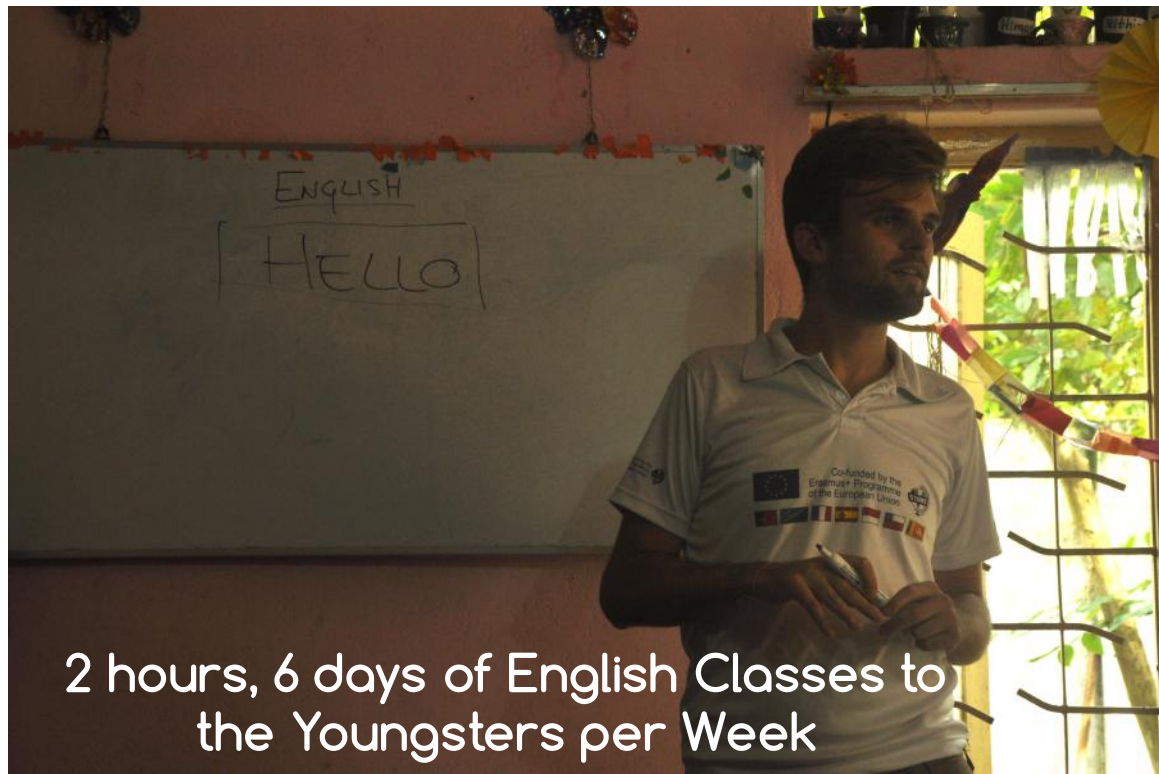


APPEARING ON THE NEWSPAPERS

1. Prepare a document with photos (and links) of the articles published by now.

YES





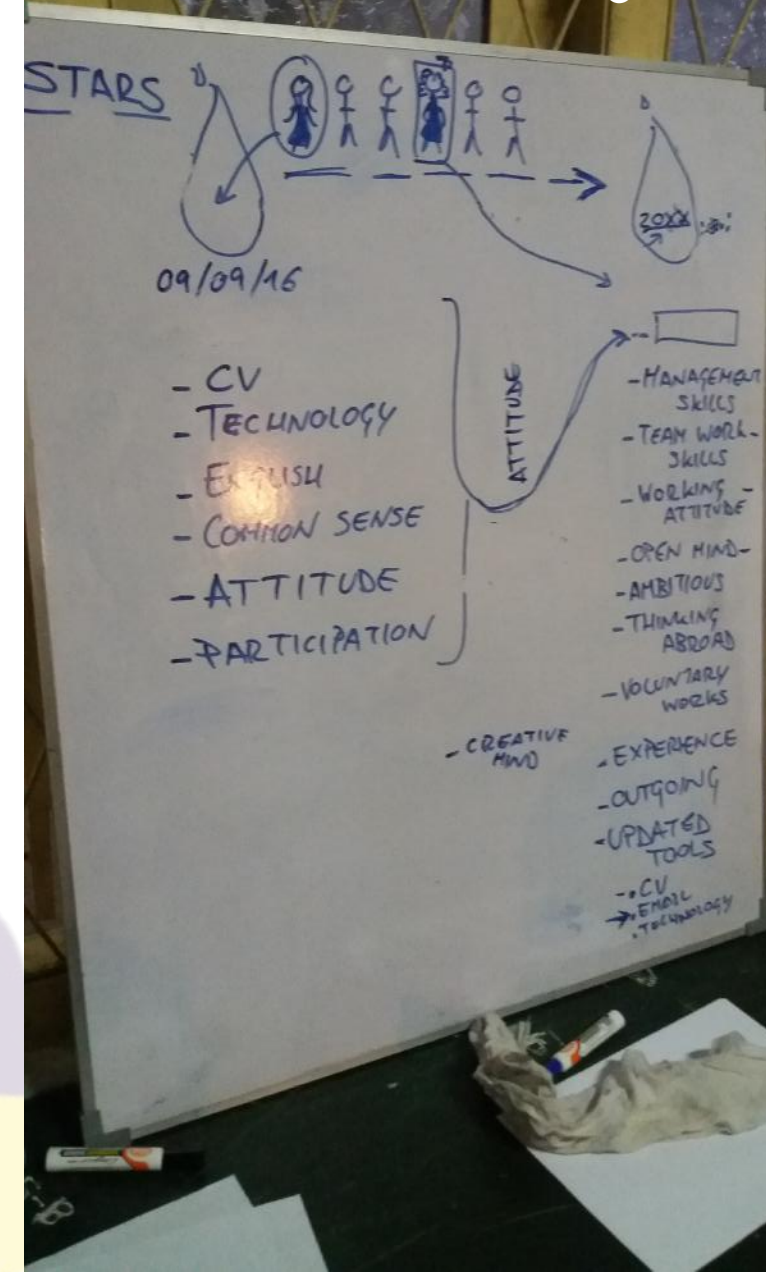
2 hours, 6 days of English Classes to the Youngsters per Week

WORKSHOPS

1. A list of the activities.

YES

WORKSHOP Attitude to Face Changes



WORKSHOPS

1. A list of the activities.

YES

Nº	Date	Number of youth	Name of the activity	The main organizer of the activity
1	18 AUG 9 SEP 3 OCT	8	Film and snacks	Alvaro (EVS)
2	2 hours, 6 days per week. AUG, SEP, OCT	6-10	English Classes	Alvaro (EVS)
3	25 SEP	7	Beach Clean Up at Kalutara	The Trainees with the assistance of Alvaro
4	16 AUG	8	Workshop about "Thinking Abroad" ... Studying overseas, going out of the country, searching for other countries on the internet...	Álvaro (EVS)
5	31 AUG	9	Hotel School Visit Arrange free course for the youngsters	High Priest, with EVS support
6	7 OCT	6	Redecorating Temple Office	Youngsters, EVS support
7	30 SEP	17	Cooking Sri Lankan sweets	Mothers of Madurawala
8	2 hours, 5 days. JUL, AUG	3	English classes to the 3 monks of the Ampitigala Temple	Álvaro (EVS)
9	29 SEP	14	Cultural Show	Youngsters
10	20 AUG	20	Replanting at the Ecovillage with people from the Madurawala Tourism Development Foundation.	Álvaro (EVS), the MTDf and the youngsters



English Classes to the three monks of the
Ampitigala Temple

WORKSHOPS



Non-Sinhala Movies and Refreshments



Hotel School Visit

Kalutara Railway Station CleanUp



Cultural Show



Cooking Sri Lankan Sweets



WORKSHOPS



Replanting at the EcoVillage

Q&A for ULL Students

1. 2 questions on CBT hike-creation sent to Santa from each STARS country.

YES

[SRI LANKA] Q&A for ULL Students



Alvaro sanchez delgado <alvarosandel@gmail.com>

18:38 (hace 0 minutos) ☆

para STARS ▾

Hola Compañeros de turismo de la ULL,

Mi nombre es Álvaro Sánchez Delgado, y estudié el Grado en Turismo en la Universidad de Las Palmas de Gran Canaria. Tengo 23 años, y ahora mismo me encuentro realizando un proyecto del Servicio de Voluntariado Europeo en Sri Lanka.

Cómo seguramente sabrán, desde el proyecto STARS os vamos a pedir un poco de ayuda, con algunas dudas que tenemos a la hora de desarrollar nuestros proyectos de Community Based Tourism en sociedades rurales.

Aquí os envío las preguntas desde Sri Lanka:

1) Primero que nada, os invito a visitar la web que hemos desarrollado: www.discovermadurawala.com y mi pregunta es la siguiente. ¿Creen que sería necesario puntualizar de mayor manera en la web que se trata de un proyecto de CBT? ¿debe saber el turista que está comprando un producto CBT? ¿puede ser útil como estrategia de marketing?

2) ¿Qué estrategia de marketing y que acciones me recomiendan para explicarles a los jóvenes del pueblo de acción en Sri Lanka, para que ellos puedan gestionar por su cuenta? teniendo en cuenta que tienen manejo del inglés hablado pero no escrito, sus recursos digitales son muy básicos, y que en muchas ocasiones no disponen de conexión a internet... Me podrían compartir algún tipo de documentos o enlaces para yo poder referenciar.

Muchísimas gracias por colaborar con el proyecto!

Un saludo,

Álvaro Sánchez Delgado
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