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Specimen Certificate



National Sustainable Tourism Certificate (NSTC)

*Awarded
to*

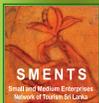


.....
(Name of the Institution)

.....
Professor, Graduate
School of
Engineering
Kyushu University,
Japan

.....
President, Sri Lanka
Ecotourism Foundation

.....
Small and Medium
Enterprises Network
of Tourism Sri
Lanka (SMENTS)



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National Sustainable Tourism Certification (NSTC) Programme for Small and Medium Tourism Sector and Community Based Tourism in Sri Lanka

*The first Sustainable Tourism Certification
program for SMEs and CBTs in Sri Lanka*

*"Giving a voice to small and medium tourism entrepreneurs of Sri Lanka
through Certification that can be heard in the wider regional and global
forum of discussions and feel the SME tourism fraternity proud
through tourism businesses"*

Jointly conducted by:



- ★ Sri Lanka Ecotourism Foundation (SLEF)
- ★ Small and Medium Enterprises Network of Tourism Sri Lanka (SMENTS)
- ★ Graduate School of Engineering, Kyushu University, Japan
- ★ QUT Business School, Queens University of Technology, Australia



International Guidelines based on:

UNWTO Global Sustainable Tourism Criteria (GSTC) Programme

National Guidelines:

Sri Lanka Tourism Development Authority

Technical Assistance provided by

Professor Shunsuke Managi, Graduate School of Engineering, Kyushu University, Japan
 Professor Clevo Wilson, QUT Business School, Queens University of Technology, Australia
 Mr. Yukihiro Misawa, Graduate School of Engineering, Kyushu University, Japan
 Palitha Gurusinghe, President, Sri Lanka Ecotourism Foundation (SLEF)



Why Sustainable and Ecotourism Education is important?

"...Sri Lanka Ecotourism Foundation (SLEF) is of the view that Sustainable and Ecotourism education and related training and research programmes have been considered as the most important as far as future development of Sustainable and Ecotourism is concerned. Education of tourism industry operators, their customers and the wider community is an essential but often overlooked component of sustainable tourism. In the race to develop new tourism products and services in natural areas, it is often marketing, infrastructure and management that receives priority and the development of educational programmes such as Certification is an afterthought. The potential to use the vastly expanding knowledge that we have with regard to natural and human system in the educational programmes for Sustainable and Ecotourism is not only important but essential to long term sustainability of the tourism industry. Any attempt to implement sustainable practices that do not incorporate educational programmes will be self defeating. Future generations of Responsible Tourists will need to be aware of environmental and social considerations not only when holidaying but also in the daily lives....."

SLEF has conducted diverse Ecotourism Training, Research & Educational Programmes focusing;

- *To create an awareness on sustainable tourism and environmental and biodiversity conservation among the tourists and the community
- *To popularize ecotourism education & research in Sri Lanka
- *Supported many who are interested in widening their horizons in study of ecotourism
- *Help Universities, Institutions and individuals who are conducting Research and Training Programmes in Ecotourism
- *Bringing together the tourism industry segments, academia and general public in Sri Lanka who are interested in ecotourism with a view To provide latest information on new trends of ecotourism worldwide, environmental and biodiversity conservation through the development of ecotourism on how To ensure economic and social benefits To the communities through tourism,
- *To educate the travel industry members in developing and marketing of Ecotourism Products on a sustainable manner
- *Training of interpreters and guides
- *Offer cost effective green certification, eco labeling, accreditation programmes.

This sort of programmes would certainly help in strengthening of the ecotourism and sustainable tourism fabric in Sri Lanka.



Sri Lanka Ecotourism Foundation, (SLEF) was the first Sri Lanka Tourism Award Winner for 'Best Initiative for Ecotourism Research, Training and Education in Sri Lanka'



ජාතික තිරසාර සංචරණ ප්‍රමිති සහතිකය
NATIONAL SUSTAINABLE TOURISM CERTIFICATE (NSTC)

ශ්‍රී ලංකාවේ කුඩා හා මධ්‍යම සංචාරක ව්‍යවසායකයින් හා ප්‍රජාමූල සංචාරක සංගම් සඳහාම විශේෂයෙන් නිර්මාණය කරන ලද 'ජාතික තිරසාර සංචරණ ප්‍රමිති සහතික හා ලාංඡන' පිරිනැමීමේ වැඩසටහන.

Certificate Programme on Sustainable Tourism Standards especially designed for Small and Medium Enterprises of Tourism (SMEs) and Community Based Ecotourism Enterprises (CBEs) in Sri Lanka

සිංහල හා ඉංග්‍රීසි භාෂා මාධ්‍යයෙන් පැවැත්වෙන මෙම වැඩසටහන ශ්‍රී ලංකාවේ කුඩා හා මධ්‍යම සංචාරක ව්‍යවසායකයින් හා ප්‍රජාමූල සංචාරක සංගම් වෙනුවෙන් ප්‍රමිති 'සහතික හා ලාංඡන' (Logo) පිරිනැමීමේ ප්‍රථම පියවරවේ.

ශ්‍රී ලංකා පාරිසරික හා ජනහිතකාමී සංචාරක පදනම (Sri Lanka Ecotourism Foundation-SLEF) හා ශ්‍රී ලංකා කුඩා හා මධ්‍යම සංචාරක ව්‍යවසාය ජාලය (Small and Medium Enterprises Network of Tourism Sri Lanka - SMENTS) ඒකාබද්ධව මෙම ව්‍යාපෘතිය ක්‍රියාත්මක කරනු ලබයි.

**ජාතික තිරසාර සංවරණ ප්‍රමිති වැඩසටහන සඳහා
දායක විය හැකි පාර්ශවකරුවන්**

**STAKEHOLDERS WHO COULD PARTICIPATE IN THIS
CERTIFICATE PROGRAMME**

1. හෝටල, සංචාරක නවාතැන් (**Hotels and Guest Houses**)
2. සංචාරක සන්කාරක නිවාස (**Home stay**)
3. පාරිසරික හිතකාමී සංචාරක නවාතැන් (**Ecotodges**)
4. කඳවුරු හා වික්‍රමාන්විත සංචාරක ක්‍රියාකාරකම් පිළිබඳ පුද්ගලයින් හා ආයතන
(**Companies and Individuals who are operating Camping and Adventure Activities**)
5. සංචාරක ආපනශාලා (**Restaurants**)
6. සංචාරක නියෝජිත සමාගම් (**Travel Agents and Tour Operators -DMCs and Internet Based Travel Companies**)
7. ශ්‍රී ලංකාවේ ඕනෑම ප්‍රදේශයක ක්‍රියාත්මක වන ප්‍රජාමුල සංචාරක ව්‍යවසායක සංගම් (**Community Based Ecotourism Enterprises – any part of Sri Lanka**)
8. කුළුබඩු හා දේශීය ආයුර්වේද ක්‍රම පිළිබඳ සංචාරකයින් දැනුවත් කරන්නාවූ මධ්‍යස්ථාන (**Spice and Herbal Gardens and Indigenous Ayurvedic & Herbal Centers**)
9. කෘෂි සංවරණය මත පදනම් වූ නවාතැන් හා ගොවිපොලවල් (**Agrotourism and Farm Based Accommodation**)
10. සංචාරක මාර්ගෝපදේශකයින් (ශ්‍රී ලංකා සංචාරක ප්‍රවර්ධන අධිකාරියේ බලපත්‍ර ලාභී (**Tourist Guide Lecturers. National, Chaffer, Site and Area**))
11. පාරම්පරික පැරණි නිවාස හා වතු බංගලා (**Heritage Houses and Plantation Bungalows**)
12. හරිත හා පරිසර හිතකාමී ගෘහ නිර්මාතෘ ශිල්පීන් (**Landscape and Green Building Architects**)

Maximize benefits to the environment and minimize negative impacts

26. Conserving resources; purchasing policy favors environmentally friendly products for building materials, capital goods food and consumables
27. The purchase of disposables and consumable goods is measured and the business activity seeks ways to reduce their use adhering to 3R Policy (Reduce, Recycle and Reuse)
28. Energy consumption should be measured, sources indicated and measures to decrease overall consumption should be adopted while encouraging the renewable energy
29. Water consumption should be measured sources indicated and measures to decrease overall consumption should be adapted
30. Reducing pollution; greenhouse gas emissions from all sources to be controlled by the business are measured and procedures are implemented to reduce and offset them as a way to achieve climate neutrality
31. Wastewater, including gray water is treated effectively and reused where possible
32. A proper solid waste disposal management plan to be implemented with quantitative goals to minimize waste that is not reused or recycle
33. The use of harmful substances including pesticides, paints, swimming pool disinfectants and cleaning materials is to be minimized and substitute with (if available) by innocuous products and all chemical use should be properly managed.
34. The business should implement practices to reduce pollution from noise, light, runoff, erosion, ozone depleting compounds and air and soil containments
35. The business should contribute and support natural protected areas and areas of high biodiversity ecosystems and landscapes
36. No captive wildlife is held except for properly regulated activities and living specimens of protected wildlife species are only kept by those authorized and suitably equipped to house and care for them
37. The business should use native species for landscaping and restoration and should not use invasive alien species
38. Interactions with wildlife must not produce adverse effects on the viability of populations in the wild and any disturbance of natural ecosystems is minimized, rehabilitated and there should be a compensatory contribution to conservation management.



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 சுற்றுலா மற்றும் விளையாட்டுத்துறை அமைச்சு
 Ministry of Tourism and Sports

අංක. 9, පිල්ලි අගනුවර මාවත, කොළඹ 7, ශ්‍රී ලංකාව. | இல. 9, பீலிப் குணவர்தன மாவத்தை, கொழும்பு 07, இலங்கை. | No. 9, Philip Gunawardena Mawatha, Colombo 7, Sri Lanka.

මගේ අංකය
எனது இல
My No.

ඔබේ අංකය
உமது இல
Your No.

දිනය
திகதி
Date

9. Comply with local zoning and protected or heritage area requirements
10. Respect the natural or cultural heritage surroundings in citing, design, impact assessment, land rights and acquisition
11. Provide access facilities to disable and people who needs special attention
12. Information about and interpretation of the natural surroundings, local culture and cultural heritage is provided to the ecotourists, as well as explaining appropriate behavior while visiting natural areas, living cultures and cultural heritage sites

Maximize social and economic benefits to the local community and minimize negative impacts

13. The property should actively support initiatives for social and infrastructure community development including education, health and sanitation
14. Local residents are to be employed wherever possible, including managements positions. Training should be offered when necessary
15. Local and fair-trade services and goods are purchased by the business where available
16. The Company should offer the means for local small entrepreneurs to develop and sell sustainable products that are based on the area's nature, history and culture (Including food and drink, crafts, performance arts, agricultural products etc)
17. A code of conduct for activities in indigenous and local communities has to be developed with the consent of and in collaboration with the community
18. The Company should implement a policy against commercial exploitation, particularly of children and adolescents, including sexual exploitation
19. Where ever possible the Company should hire women and local minorities to responsible positions of the business while restraining child labour
20. The national legal labour protection rights for employees should be ensured
21. The activities of the business should not be jeopardize the provision of basic services such as water, energy, sanitation to the neighboring communities

Maximum benefits to cultural heritage and minimize of negative impacts

22. The Company should follow established guidelines or a code of behavior for visits to culturally or historically sensitive sites in order to minimize visitor impacts and maximize enjoyment
23. Historical and archaeological artifacts are not sold, traded and or displayed except as permitted by law
24. The business contribute to the protection of local historical, archeological, culturally and spiritually important properties and sites and does not impede access to them by local residents
25. The business uses elements of local art, architecture or cultural heritage in its operations, designs, decorations, food or shops; while respecting the intellectual property rights of local communities

Message from the Minister of Tourism and Sports, Sri Lanka

It gives me a great pleasure to send this Message on the occasion of launching the first ever National Sustainable Tourism Certification (NSTC) Programme initiated and developed by Sri Lanka Ecotourism Foundation (SLEF) and Small and Medium Enterprises Network of Tourism Sri Lanka (SMENTS) for the Small and Medium Tourism Entrepreneurs (SMEs) and the Community Based Tourism Enterprises (CBEs) in Sri Lanka, supported by Sri Lanka Tourism Development Authority (SLTDA), Graduate School of Engineering, Kyushu University, Japan and Queensland University of Technology (QUT), Australia.

The Government of Sri Lanka (GOSL) has identified Tourism as capable of effectively driving the country's socio-economic development. The Development Policy Framework of the Government of Sri Lanka aims at positioning Sri Lanka as a 'model tourist destination' benefiting from the country's natural advantages of having the highest bio diversity in Asia backed by a strong culture, historical artifacts, exotic beaches, green environment and friendly people all of which are solid building blocks for tourism development. In the light of ever increasing tourist traffic to Sri Lanka, tourism stakeholders have to ensure to provide quality product and services to the visitors to Sri Lanka. Many in the industry are of the view that, a quality product and service is a key factor to attract high-end responsible tourists to Sri Lanka. Here, the Small and Medium Scale Tourism Sector (SMEs) and Community Based Ecotourism Entrepreneurs (CBEs) could play a major role. Certifying the SMEs and CBEs for their quality products and services could be a value added service to improve their businesses in a sustainable manner and to attract high-end responsible tourists to Sri Lanka

Going through Workshop Brochure, I understand that the proposed Certificate Programme will provide guidelines on 'maintaining and improving the quality hospitality skills standards for the SMEs and CBEs who wish to offer their tourism products and services to the responsible tourists. The programme also provides a solid knowledge base to SMEs and CBEs on environmental and biodiversity conservation, development of hospitality skills and leadership, marketing, Public Relations and related activities.

I am of the view this is a very good programme to improve the quality of tourism products and services offered by the Small and Medium Tourism Sector and the Community Based Tourism Business operators.

I earnestly hope, many in the tourism industry would join this important programme and let me assure my best possible assistance and cooperation to Sri Lanka Ecotourism Foundation (SLEF) and Small and Medium Enterprises Network of Tourism Sri Lanka (SMENTS)

Hon. Navin Dissanayake
 Minister of Tourism and Sports

20th April, 2015

SRI LAL GOMAS
 Media Secretary
 Ministry of Tourism & Sports
 09, Philip Gunawardena Mawatha
 Colombo 07, Sri Lanka.



GURADUATE SCHOOL OF ENGINEERING
KYUSHU UNIVERSITY

Message

It gives me a great pleasure to send this message on the occasion of launching the first ever Certification Programme in Sri Lanka for Small and Medium Enterprises of Tourism and Community Based Tourism Enterprises, jointly developed and conducted by the Kyushu University, Sri Lanka Ecotourism Foundation (SLEF) and the Small and Medium Enterprises Network of Tourism Sri Lanka (SMENTS)

I am of the view that this Certification Programme for SMEs and CBTs would certainly contribute to develop high quality tourism products and services to the national and international tourism markets in a more sustainable manner. Securing of 'Certification' will help the SME Tourism sector to attract high-end up-market tourists to Sri Lanka. I wish all the best for this initiative

Dr. Shunsuke Managi
Professor, Graduate School of Engineering, Kyushu University, Japan

tourism industry continues to drive conservation and poverty alleviation

The Global Sustainable Tourism Council (GSTC) serves as the international body for fostering increased knowledge and understanding of sustainable tourism practices, promoting the adoption of universal sustainable tourism principles and building demand for sustainable travel. This is accomplished through the work executed by its diverse programs: international standard setting, destinations, education and training, market access, and accreditation. At the heart of this work are the Global Sustainable Tourism Criteria and the development of the GSTC Criteria for Destinations. These are the guiding principles and minimum requirements that any tourism business or destination should aspire to reach in order to protect and sustain the world's natural and cultural resources, while ensuring tourism meets its potential as a tool for conservation and poverty alleviation.

Sustainability is imperative for all tourism stakeholders and must translate from words to actions. As the tourism industry continues to grow at a rapid pace, its multifaceted relationship with the environment and host communities is becoming increasingly evident. Although consumer awareness is rising, there is a lack of understanding of what sustainable tourism means. The GSTC brings clarity to the ambiguity surrounding the potential threats that tourism can have on the environment, culture and residents of tourist destinations, as well as exploring and encouraging the many opportunities to have a positive impact, by addressing issues like poverty alleviation and cultural and natural preservation.

The salient features of GSTC for Eco Certification Guidelines

1. The accommodation facility to be simple, austere but clean and aesthetically designed
2. The buildings should be esthetically developed. Wherever possible use local building materials and traditional wisdom focusing sustainable constructions. The facility should be devoid of any constructions or piled with construction materials in the vicinity as it may cause a visual pollution
3. If pipe music to be provided it should be light mostly oriental/classical music. No DJ or Music Groups should be assigned to entertain at the property as it may cause 'sound pollution'
4. The Ecotourists to be given a very personalized, polite service by well-trained staff
5. The owners of the property should think of long-term sustainability of the project and consider how they should ensure environmental, socio-cultural and socio-economic benefits for the environment and the community (If the owners could ensure this policy, it could attract a lot of ecotourists from all over the world)
6. All staff personnel of the property should receive periodic training regarding their role in the management of environmental, socio-cultural, health and safety practices
7. Customer satisfaction is to be measured and corrective actions taken where appropriate
8. Promotional materials such as flyers, brochures, maps etc. should carry updated information and do not promise more than can be delivered by the business

- Do you support any local projects e.g. donating a percentage of your profits to wildlife protection or social causes such as CSR Projects?
- Do you inform your clients of cultural or religious issues where they should be considerate of their hosts?
- Do you make sure that none of your suppliers exploit children or have break human rights conduct?

The SLEF initiated SME Division's Sustainability Framework will include a number of benchmarking tables to measure and monitor performance over time. These tables will include energy, waste, and water consumption, eco-friendly purchasing, and a Greenhouse Gas Footprint Tool, carbon foot-print etc.

As a bench mark for Certification of SMEs in Sri Lanka, the SLEF/SMENTS would strictly follow the Global Sustainable Tourism Criteria (GSTC) guidelines developed by UNWTO.

SLEF is closely working with UNWTO in securing the required assistance and guidance for SLEF initiated Eco Certification Programme.

Philosophy behind Certification

Not merely to review strengths and weaknesses of components working together and help them to understand threats being faced by SMEs and CBEs in competitive market; rather support them by providing their appearance in international, regional, Intra-regional and national networking.

Rationale

The Tourism Certification program assures travellers that certified products are backed by a strong, well managed operator's commitment to sustainable practices and to identify genuine sustainable tourism operators. Proposed Certification Programme is product-specific which is more or less self-regulatory and **need to answer the criteria** as it applies specifically to each of their products and services. The proposed Certification Programme would focus social and economic development of Sri Lanka through best practices of tourism and this will help in strengthening of the institutional capacity of the SME sector and its members and to attract high-end responsible tourists to Sri Lanka

Certification for the Tourism industry

Certification is a way of ensuring that an activity or a product meets certain standards. Within the tourism industry, different organizations have developed certification programs measuring different aspects of tourism: (a) quality, for the entire tourist industry, (b) sustainability, also for all sectors, and (c) ecotourism, for sustainable tourism that takes place in natural, protected, or fragile ecosystems, that may include local communities, and that conforms to the definition above. In Sri Lanka, Certification is very important to the Community Organizations and Small and Medium Enterprises of Tourism. It is a value addition for the tourism industry in Sri Lanka.

The UNWTO guidelines for Certification

Promoting the widespread adoption of global sustainable tourism standards to ensure the



Sri Lanka Tourism

Sri Lanka Tourism Development Authority, 80, Galle Road, Colombo 03, Sri Lanka.

Tel : 0094 11 2437059/60, Fax : +94 11 2437953, E-mail : info@srlankatourism.travel, Web : www.srilanka.travel / www.sltda.gov.lk

16th April, 2015

Message from the Chairman, Sri Lanka Tourism Development Authority (SLTDA)

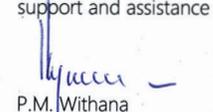
I am pleased to note that Sri Lanka Ecotourism Foundation (SLEF) and Small and Medium Enterprises Network of Tourism Sri Lanka (SMENTS) are jointly launching a National Sustainable Tourism Certification (NSTC) Programme for Small and Medium Tourism Entrepreneurs and the Community Based Tourism Enterprises (CBEs) in Sri Lanka, supported by Graduate School of Engineering, Kyushu University, Japan and Queensland University of Technology (QUT), Australia.

I was told that this is the first ever Pilot Model Certification Project to be initiated in Sri Lanka, specially designed to benefit Community Based Tourism Projects (CBEs) and Small and Medium Tourism Entrepreneurs (SMEs) in Sri Lanka.

Certification is a way of ensuring that an activity or a product meets certain standards. It is important to develop and conduct a cost-effective Certification Programme for Small and Medium Tourism Entrepreneurs and Community Based Tourism operators in Sri Lanka, enabling them to offer high quality tourism products and services to the national and international tourism markets in a more sustainable manner. Securing of 'Certification' will help the SME and CBT Tourism sector to attract high-end, up-market tourists to Sri Lanka and maintain the quality of their businesses.

I am confident that many SMEs and CBTs in Sri Lanka would join this important Certification programme to ensure the quality standards of their tourism products and services.

On behalf of Sri Lanka Tourism Development Authority (SLTDA) I wish to extend my fullest support and assistance to make this programme a success.


P.M. Withana
Chairman
Sri Lanka Tourism Development Authority



The core area for Certification of SMEs

The SLEF Certification Programme will include a number of benchmarking guidelines to measure and monitor performance over time.

These Guidelines will include questions addressed to the SME stakeholders; some of them are;

Economic

- Do you invest in the area where your business operates? E.g. does part of your profit goes back to the local community where you operate to help preserve and protect the area where your customers visit?
- Do you contribute to the preservation and conservation of the resources in the area which your company uses?
- Do you hire local staff? What sort of training do you offer for your staff?
- Do you outsource your supplies locally to support the local community?
- Do you have a supply-chain policy for fair trade and equity?

Environmental

- Do you design your facility to blend with the local physical environment?
- Do you take responsibility for any damage to the environment where your property is located by your potential use (e.g. use of water in a dry area, use of energy etc.)
- Do you undertake for water, solid waste and energy efficient measures, etc. What conservation/reduction measures are you going to implement?
- Do you benchmark yourself against other companies in terms of environmental performance?
- Do you offer such alternatives to your guests?
- Do you provide your staff with information, tips and training on how to be more environmentally responsible (which will save the company money at the same time)?
- Reduce, Reuse, and Recycle? (3R) How do you reduce waste, water and energy?
- Do you plant indigenous species of trees or shrubs in your areas? Do you try to conserve water by having dual flush toilets and other measures?
- Do you have an environmental policy of your own which you adhere to?
- If you offer tours - what size are your tour groups? Travelling in groups of small numbers has less impact on the flora and fauna in an area than having hundreds of people visiting a destination at once.

Social

- Do you make suggestions to your clients to purchase local products to support the local community?
- Do you engage in community relations activities to bring awareness to the local community and thereby accept visitors to the CBEs.
- Do you make sure you do not purchase products made from endangered species? Do you act responsibly and provide such guidance to your clients/guests e.g. pre/post departure information?

when it doesn't comply with generally accepted standards, or worse, it is in contradiction with them. For those who are really trying to do their best to comply with all responsible and ecotourism standards, the businesses that falsely use the term 'ecotourism' compete unfairly and damage the credibility of the whole industry. One way of determining which businesses are truly practicing ecotourism (or sustainable tourism in other market segments) is Certification.

Certification is a way of ensuring that an activity or a product meets certain standards. Within the tourist industry, different organizations have developed certification programs measuring different aspects of tourism: (a) quality, for the entire tourist industry, (b) sustainability, also for all sectors, and (c) ecotourism, for sustainable tourism that takes place in natural, protected, or fragile ecosystems, that may include indigenous communities, and that conforms to the definition above.

In recent years, negative environmental and social impacts of tourism have become obvious in many parts of the world, and some of these places have lost market position. As a result, some tourist industry leaders have started promoting the **triple bottom line (TBL)** of sustainability as recommended business practices.

For tourism to survive over time, customer satisfaction can be likened to a three-legged stool: it will collapse if any of the legs is too weak. However, traditional tourism certification programs concentrated only on the first leg – **quality**, while governments have tended to regulate only the second leg – **health, hygiene and safety**. The third leg represents the triple bottom line **Economics**.

SLEF and SMENTS together with international support will help SMEs and CBEs to establish minimum standards for the 'Certification of Sustainable Tourism' eventually to be guaranteed by an accreditation body that certifies the respective SMEs and CBEs.

Why certification is important?

Certification sets standards and helps distinguish genuine ecotourism and sustainable tourism businesses from others that make empty claims. This helps to protect the integrity of these concepts. Certification is not an end in itself. It is one of a number of tools for motivating businesses and others to improve their environmental, social, and economic performance, while rewarding them for doing so.

There are a number of other reasons why certification is important. They include:

Benefits for certified businesses

Certification helps businesses to improve themselves: going through a certification process is educational. Many certified businesses have stated that one of the greatest benefits of the certification process was to teach them the elements of sustainability in their operations and focus their attention on the changes they needed to make in their businesses. A better-operating business tends to be more efficient and to attract more high-end clients.

**ජාතික තිරසාර සංචාරණ ප්‍රමිති සහතිකය
NATIONAL SUSTAINABLE TOURISM CERTIFICATE (NSTC)**

ශ්‍රී ලංකාවේ කුඩා හා මධ්‍යම සංචාරක ව්‍යවසායකයින් හා ප්‍රජාමූල සංචාරක සංගම් සඳහාම විශේෂයෙන් නිර්මාණය කරන ලද 'ජාතික තිරසාර සංචාරණ ප්‍රමිති සහතික හා ලාංඡන (Logo) පිරිනැමීමේ වැඩසටහන.

Certificate Programme on Sustainable Tourism Standards especially designed for Small and Medium Enterprises of Tourism (SMEs) and Community Based Ecotourism Enterprises (CBEs) in Sri Lanka

සිංහල හා ඉංග්‍රීසි භාෂා මාධ්‍යයෙන් පැවැත්වෙන මෙම වැඩසටහන ශ්‍රී ලංකාවේ කුඩා හා මධ්‍යම සංචාරක ව්‍යවසායකයින් හා ප්‍රජාමූල සංචාරක සංගම් වෙනුවෙන් ප්‍රමිති 'සහතික හා ලාංඡන' පිරිනැමීමේ ප්‍රථම පියවරවේ.

ශ්‍රී ලංකා පාරිසරික හා ජනහිතකාමී සංචාරක පදනම (**Sri Lanka Ecotourism Foundation-SLEF**) හා ශ්‍රී ලංකා කුඩා හා මධ්‍යම සංචාරක ව්‍යවසාය ජාලය (**Small and Medium Enterprises Network of Tourism Sri Lanka - SMENTS**) ඒකාබද්ධව මෙම ව්‍යාපෘතිය ක්‍රියාත්මක කරනු ලබයි.

මග පෙන්වීම හා උපදෙස්

- ★ එක්සත් ජාතීන්ගේ ලෝක සංචාරක සංවිධානයේ විශ්ව තිරසාර සංචාරණය හා ප්‍රමිතීන් පිළිබඳ විශ්ව ප්‍රකාශනය.
(United Nation's World Tourism Organization-UNWTO's Global Sustainable Tourism Criteria –GSTC)
- ★ ශ්‍රී ලංකා සංචාරක ප්‍රවර්ධන අධිකාරිය
(Sri Lanka Tourism Development Authority-SLTDA)

තාක්ෂණික සහාය TECHNICAL SUPPORT

- ආසියානු පාරිසරික සංචාරක ජාලය (Asian Ecotourism Network-AEN)
- ලෝක පාරිසරික සංචාරක ජාලය (Global Ecotourism Network-GEN)
- ආසියා හා ශාන්තිකර කලාපීය සංචාරක සංගමය (Asia-Pacific Regional Ecotourism Council-APREC)
- Dr. Shunsuke Managi, Professor, Graduate School of Engineering, Kyushu University, Japan
- MBA Yukihiro Misawa, Doctoral Candidate, Graduate School of Engineering, Kyushu University, Japan
- Dr. Clevo Wilson, Professor, QUT Business School, Queens University of Technology, Australia

ශ්‍රී ලංකා පාරිසරික හා ජනනිතකාමී සංචාරක පදනම

1998 වසරේදී ආරම්භකරන ලද ශ්‍රී ලංකා පාරිසරික හා ජනනිතකාමී සංචාරක පදනම ශ්‍රී ලංකාවේ පුරෝගාමී ජාතික පාරිසරික සංචාරක සංවිධානය වේ. ශ්‍රී ලංකා පාරිසරික සංචාරක පදනම ශ්‍රී ලංකාවේ සංචාරක ව්‍යාපාරය පරිසර හිතකාමී හා තිරසාර සංවර්ධනයකට නැඹුරුවීමට සෞම්‍යව ප්‍රවේශයක් (17) වසර තුළ අනුප්‍රාප්තිය සේවාවක් ඉටුකර ඇත. විස්තර සඳහා www.ecotourismsrilanka.net වෙබ් අඩවියට පිවිසෙන්න. එසේම ඉහත කී අරමුණු වලට සමගාමීව ශ්‍රී ලංකා සංචාරක ව්‍යාපාරයේ නිරතව සිටින කුඩා හා මධ්‍යම සංචාරක ව්‍යවසායකයින් දිරි ගැන්වීමක් වී සඳහා අවශ්‍යවන මග පෙන්වීම හා විවිධ පහසුකම් ලබාදීමටත් ශ්‍රී ලංකා පාරිසරික සංචාරක පදනම කටයුතු කොට ඇත.



Ecotourism Business Development (EBD) Award Ceremony-
Chief Guest- H.M.S. Samaranyike, former Chairman, Sri Lanka Tourism



Sri Lankan and International Delegates to Asia-Pacific Regional
Ecotourism Conference (APREC)

Sri Lanka Ecotourism Foundation, (SLEF) was the first Sri Lanka Tourism Award Winner for 'Best Initiative for Ecotourism Research, Training and Education in Sri Lanka'

Sri Lanka Ecotourism Foundation (SELF) and Dr. Shunsuke Managi, Professor, Graduate School of Engineering, Kyushu University, Japan

share the view that this certification program will certainly contribute to protect the endangered ecological system and to improve the quality of life of the local people in rural communities in Sri Lanka. By sharing the knowledge and experiences both parties have developed through various researches and activities, launch the first certification program in Sri Lanka

The Small and Medium Enterprises Network of Tourism Sri Lanka (SMENTS): An overview

The SMENTS has been established by a group of enthusiastic Small and Medium Tourism Entrepreneurs in Sri Lanka, supported by Sri Lanka Ecotourism Foundation (SLEF) and Regional and International SME Tourism Networks. Sri Lanka Ecotourism Foundation, the pioneer National Ecotourism Association of Sri Lanka has been taking a number of initiatives during past 17 years to promote small and medium tourism stakeholders and SMENTS is another initiative taken by SLEF in this directions.

The long term Goals of SMENTS are:

- To provide a platform to share and implement sustainable best practices and experiences through linkages, joint strategies
- To provide promotional and marketing tools and opportunities to SME stakeholders who have fewer resources to place them in ever-changing and robust global tourism marketing scenario
- SMENTS will help to influence and secure improvement of the tourism industry while protecting cultural heritage, environment and to gain awareness and responsibility towards society
- Help SMEs in Sri Lanka in Networking with like-minded SME organizations at regional, intra-regional and international levels

What is Certification?

Certification is defined as "a voluntary procedure that assesses audits and gives written assurance that a facility, product, process or service meets specific sustainable tourism standards. It awards a marketable logo to those that meet or exceed baseline standards.

A major problem for true sustainable and ecotourism businesses is a practice called 'green washing'. This term refers to a business that presents itself as "sustainable", 'ecological', 'green', 'responsible', 'ecotourist', etc.,