



MAKING A WORLD OF DIFFERENCE ...

In Sri Lanka

The Responsible Tourism Partnership has two main areas of focus:

- **Using tourism to help safeguard livelihoods of the communities and generate resources for environment restoration**
- **Developing initiatives to address issues seeking practical solutions for the long-term, sustainable development of tourism on the island.**

**Reviving Crafts through tourism
Women lace makers**

Dickwella Lace

In partnership with the Association of Independent Tour Operators (AITO), the Travel Foundation developed a project in Dickwella, village badly affected by the tsunami.



The poorest of the poor women in Dickwella coastal villages are improving their skills as 'Beeralu' bobbin lace makers at the Dickwella Lace centre. This project provides new livelihood skills to unemployed young women, helps women lace makers in marketing and product development creating an inspiring new product range that tourists would want to buy.

Our work helps safeguard livelihood and income generation. 'Dickwella Lace' is housed in a renovated 100 year old house affected by tsunami and accommodates a lace museum, retail outlet, training facilities and lace making demonstrations. Beneficiaries of the entire income from the project are the centre and the craft producers.

**Total trained in lace making 102
Total number of suppliers 88**

Re-vegetation of tsunami affected coastline and restoring a rainforest

'Trees for Life'



'Trees for Life' provides trees of food, medicinal and economic value to tsunami affected families and conducts stimulating environmental conservation awareness programmes for regional school children. It has established a number of community owned village tree nurseries creating income generation and self employment

through conservation. Visitors to the nursery are encouraged to make a donation to support free distribution of trees.



This nature conservation Trees for Life project has the most unique indigenous tree nursery. To date it has distributed over 175,000 trees for tsunami housing schemes, coast conservation sites, schools and planting in the Hiyare Rain Forest in a forest rescue mission reforesting the damaged areas. 06 community owned and managed, mostly by women are caringly supplying trees to the main nursery, providing valuable livelihood income for their families.



Nearly 12,000 school children have participated in environmental and bio

diversity protection educational workshops.

Trees for Life is now a sustainable excursion promoted by the tour operators and anyone visiting Galle can visit the breathtaking Hiyare Rain forest and play their part in conservation by taking a educational nature trail, and also by planting trees.



Responsible Tourism Partnership; has the representation of the Ministry of Tourism, Tourist Hotels Association of Sri Lanka (THASL), Sri Lanka Association of Inbound Tour Operators (SLAITO), NGO's and academia

Learning Involving and Nurturing Community – LINC Project Beruwela

Minimising Hassle and opportunities for local coastal communities:

'Beach Boys' converted to community 'Beach Operators'



LINC project of the Responsible Tourism Partnership Sri Lanka is a shining example of how our work is addressing tourism hassle and creating a better environment for local communities to benefit from tourism. Beach boys in Sri Lanka are considered a menace, but the LINC project has helped them become professionals.



The project starting with the Riverina Hotel in the southern Beruwela beach in February 2007 today has expanded to Neptune

Hotel, Barbereen Reef Hotel , The Palms and the TaproSpa LINC project works towards minimising hassle to tourists and creating opportunities for local community to make a living from tourism by providing quality goods and services to tourists.

Saving Lives - Life Guard Training

Under the LINC project over 16 beach operators have become fully fledged Beuwela Beach Life Guards. LINC project is implemented with the support of the Bentota Beruwela Hotels Association (BBHA) and the Beruwela Pradeshiya Sabha.



Trained Beach Operators can be easily distinguished by their branded t-shirts featuring their individual names.

Engaging visitors Best Experience Sri Lanka... A Guide for Responsible Travellers

In an attempt to engage our visitors in responsible tourism a guide has been developed and printed by the RTP.



'Greening Sri Lanka Hotels': Optimization of Energy Efficiency and Natural Resources Sustainability

Hotel facilities globally are ranked among the top five in terms of energy consumption in the commercial/service building sector this is no different in Sri Lanka.

The main objective of the Greening Sri Lanka Hotels programme is to lead the hotel industry to improve their overall energy & natural resources management and environmental best practices. This would firstly result in improving the profitability by saving operational costs, thereafter reduce carbon emissions and enable and most importantly be positioned with a green image.

The targets for combine energy and environmental impacts will be estimated, a minimum of 10% reduction of total energy consumption, 10% reduction of water consumption

and 40% reduction of solid wastes will be set as an initial target .



The programme is initiated, supported and implemented by the strategic alliance of the Ministry of Tourism (MoT), Sri Lanka Sustainable Energy Authority of (SLSEA) , the Responsible Tourism Partnership (RTP) and the Tourist Hotels Association of Sri Lanka (THASL) and as a national sustainable tourism programme.

To find out more about the Travel Foundation, please visit www.thetravelfoundation.org.uk or call 0044 117 9273049.

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Updated 13th March 2009