



# Community tourism as a strategy for poverty alleviation in Sri Lanka

Harshana/CBT2010

## Background on Sri Lanka

- Sri Lanka is popularly known as the 'Pearl of the Indian Ocean' because of the multifaceted attractions blessed with nature, culture and other
- The reason being that within its 65,610 square kilometers of land area, the diversity of topography and landform is truly amazing.
- Located off the southern tip of peninsular India from which it is separated by 32 KMS wide a narrow strip of sea or maritime corridor known as the Palk Straits.
- Sri Lanka was known to the world by various names.'Dharmadeepa' 'lanka Deepa' 'Sinhala Deepa' 'Taprobane', 'Serendib', 'Seylan', 'Ceylon' etc. For the 'Aryans' who inhabited Sri Lanka in **543 BC** Sri Lanka was know as 'Tambapanni' or 'Land of Copper'

## ***Socioeconomic review of Sri Lanka***

- Population some 20 million of people
- Ethnic distribution
- **Ethnic Percentage**
- Sinhalese: 74%
- Tamils 18 %
- Muslims 07%
- Burghers 01 (Eurasians)
- **Religious**
- Buddhists 70%
- Hinduism 16%
- Muslims 7%
- **Socioeconomic review of Sri Lanka (with graphs)**
- Mean age of marriage:30-34 (Male), 25-29 (Female)
- Literacy rate:96%
- Per Capita Income US \$ 1250
- Currency: Sri Lanka Rupees and cents

# Background on Sewalanka Foundation

*14 years of field experience*

Sewalanka Foundation works to enhance the capacity of rural communities to democratically identify and address their own development needs.



# Sewalanka Foundation Programs

*Sewalanka works with  
communities on  
Livelihood  
development:*

- Fisheries
- Agriculture
- Community products
- Enterprise development, and
- Community based tourism.





# Sewalanka Foundation's Community Based Tourism (CBT) Program

Sewalanka's approach to community based tourism is based on an understanding that sustainable community-based eco-tourism depends on benefits being generated for the community, the environment and tourists.





**SEWALANKA**  
FOUNDATION

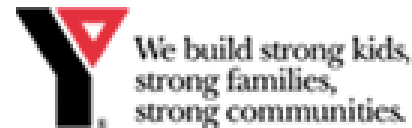
## Sewalanka's History with CBT

- Begun in 2004
  - Potuvil lagoon trips as income generators for Hidayapuram Fisheries Cooperative Society
  - Sinharaja Village Based Conservation Societies
  - Unawatuna Homestays and Handicraft Training with Women's Groups
  - Arugam Bay Community Eco-Guides Association
  - Community tourism network co-op society



# Sewalanka Tourism Network

- Sri Lanka Tourism Board
- Eco-tourism Foundation
- SAVE (Scientific, Academic, Volunteer and Educational Travelers)
- ECOT (Ecumenical Coalition on Tourism)
- HSBC in Sri Lanka
- Various Tour Guide Associations
- ICEI
- YMCA
- SLCTNCS(Srilanka community based tourism network co-op society Ltd;)
- Responsible tourism partnership



**Sri Lanka  
Community Tourism  
Network Co-op society Ltd'**

# Potuvil Lagoon Tours with Hidayapuram Fisheries Cooperative Society

- Executed mangrove restoration program with community
- Trained Society members who requested information on ecotourism
- Modified fishing boats for tours
- In 2007 incorporated project into Community Ecotourism Guides Association.



MANAGEMENT	
Community Owner	Hidayapuram Co-op society
Private Sector Partner	Hillton Hotel ( <a href="http://www.arugambay.lk">www.arugambay.lk</a> )
NGO Assistance	Sewalanka Foundation ( <a href="http://www.sewalanka.org">www.sewalanka.org</a> )
GENERAL INFORMATION	
Date Established	January 2004
Funded By	Netherlands Embassy 2004-2005
Duration of Tour	1.5 Hours
Cost per person	Rs. 700
No. Ecotours	274
Total Income	Rs. 301,400
Society Income	Rs. 287,000

# Sinharaja Village Based Conservation Societies

- Began Conservation Societies with village members in Sinharaja buffer zone.
- Conducted bio-monitoring with school children.
- Assisted interested society members to open homestays.
- Trained in hygiene and hospitality.
- Organized study trips for various groups.





## Unawatuna Homestays and Handicraft Training with Women's Groups

- Organized beach cleanings and other restoration projects after tsunami.
- Trained various women's groups in handicrafts and provided equipment.
- Started homestay program.
- Organized study trip to Thailand for group members.
- Opened community learning center.



# Arugam Bay CEGA



- Trained 13 local guides
- Certified guides as eco-guides with the Sri Lankan Tourism Board
- Established the Community-Based Tourism Centre (CTC)
- Provided community-based tourism capacity training for CEGA
- Identified community based tourism itineraries
- Created promotional materials
- Built a web site: [www.ecotourism-arugambay.org/](http://www.ecotourism-arugambay.org/)
- Organized study trip to India
- Providing on-going training and support



# Sri Lanka Community Based tourism network Co-op society Ltd,

- Sri Lanka Community tourism net work Cooperative society Ltd; was started in month of March 2008 with the facilitation of Sewalanka Foundation and tourist board. 32 community tourism initiatives were participated from island wide and come to a conclusion to work as network.
- Mainly net works is responsible for a strengthening capacity of initiatives and network with all the stake holders' in the sector



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# Future Plane

- Strengthening a SLCBTNCS.
- Design a 10 year CBT development program for east cost (Ampara, Batti and Trinco)
- Introduce a CBT for Peace



# • Thank You





# Contact Information

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