



THEME: "Tourism and Jobs: a Better Future for All"

Education, Skills and Jobs

India has been chosen as the host country to celebrate World Tourism Day 2019 on the theme 'Tourism and Jobs: A better future for all'. Celebrated every September 27 around the world, the purpose of World Tourism Day is to foster awareness among the international community on the importance of tourism and its social, cultural, political and economic value. The event seeks to address global challenges outlined in the United Nations Millennium Development Goals (MDGs) and highlight the contribution the tourism sector can make in reaching these goals.

Every year, UNWTO invites people of all ages and backgrounds to hold and take part in WTD celebrations in their respective countries or holiday destinations.

According to the theme this year, UNWTO – United Nations World Tourism Organization will focus the three developing areas which are: Education, Skills and Jobs

Education and Skill will play an important role in Tourism as it helps to gain employment. On the occasion of the World Tourism Day entitled Tourism and Jobs: a Better Future for All, the World Tourism Organization (UNWTO), in collaboration with its Affiliate Member, Outlook Responsible Tourism Initiative, India, is co-organizing a workshop on the topic of Tourism Jobs of the Future.

This workshop intends to provide a platform for tourism MSMEs and social entrepreneurs to explore how to accommodate in the future tourism trends, scale up their activities and tourism practices and create more job opportunities in their communities. The workshop aims to discuss the fact that a high-quality skilled workforce will ensure greater competitiveness and innovation, improve job prospects and ease the process of adjustment in changing markets.

How tourism provides employment?

Travel and tourism provide employment to nearly 300 million people in the world either directly or indirectly. It's almost equal to 1 out of 10 jobs in the world provided by the Tourism sector. It provides equal opportunities for men and women with less training to gain a job in this sector. The skill required in tourism is not like someone to learn advanced technology; even you are not highly educated just with a simple formal training you can get a decent job.

Some top careers opportunities in Travel and tourism are Travel Agent, Hotel Manager, SPA Manager, Tour Operator, Event Organizer, Tour Guide, Executive Chef, PR Manager, etc.

Around 40% of People in small nations like Maldives, Bhutan, Seychelles, Cape Verde, and Cambodia earn their livelihoods from the Travel and Tourism Sector.

Sri Lanka Tourism all set to celebrate World Tourism Day 2019

Highlights;

- 2-day celebration in Colombo and Arugam Bay to mark global event
- In Arugam Bay, over 100 participants expected from 40 countries for surfing competition
- Sri Lanka Govt. focused on sustainable, responsible, and universally accessible tourism
- Minister of Tourism Mr. John Amararatunga is to promote SL's post-Easter Sunday tragedy recovery at 23rd UNWTO General Assembly in St. Petersburg in Russia.

Editor's Note

"The Planet's lungs are on fire"

This month (September, 2019) News Letter we highlighted some burning environmental issues of the world, mainly, the forest fires in Amazon, Climate Change issues in the Asia-Pacific Region. Since January this year, thousands of fires burning in the Amazon rain forests and destroyed more than 350,000 hectares. The Amazon Rain Forests – that covers 2.1 million square miles often refers as the "The Planet's Lungs" which produces 20% of our planet's oxygen – is on fire. Since January, more than 96,500 fires have ripped through Brazil's dense rain forest and environmentalists claim most of them will have been set by men working in the jungle, clearing lands for cattle and logging. The Amazon rainforest plays a crucial role in keeping our planet's carbon dioxide levels in check and release oxygen back in to the air in their process of photosynthesis. According to the environmentalists, political leaders in Brazil had plans to deliberately isolate indigenous communities in the jungle and build hydropower plants which will devastate the area. The recent increase in the number of fires in the Amazon is directly related to intentional deforestation and not due to the result of an extremely dry season. According to the Amazon Environmental Research Institute (Ipam), director Ane Alencar said 'fires were often used as a way of clearing land for cattle ranches after deforesting operations. They cut the trees, leave the wood to dry and later put fire to it, so that the ashes can fertilize the soil,' she told.

At the same time Sumatra and Kalimantan in Indonesia have been spewing toxic haze across south-east Asia, forcing the closure of schools and airports, and prompting Indonesian authorities to deploy thousands of firefighters to tackle them. Toxic haze spreads across Indonesia and into neighboring Malaysia and Singapore. There has been an increase in reports of respiratory illnesses in the region.

Forests next to rivers and streams act as "living filters" by absorbing sediments and storing and transforming excess nutrients and pollutants — reducing nitrogen concentration by up to 90 percent and phosphorous by as much as 50 percent.

Forest degradation and declining health and vitality remain major problems confronting Asia-Pacific forests. Forest degradation and fires are mostly human-induced – and uncontrolled logging remains major factors in contributing to degradation in most countries in the world. The Asia-Pacific region is particularly vulnerable to climate change given its large population, high biodiversity, and large number of forest-dependent communities.

In Sri Lanka also, more forest fires have been reported in 2019, causing damage to the environment, wildlife and tourism. Ella, one of the most popular tourist destinations in Sri Lanka, 28 hectares of the Ravana Ella Sanctuary and two hectares of the mixed eucalyptus plantation were damaged by the recent fire. According to the Disaster Management Centre, there have been more than 100 forest fires in eight months so far. The main reason is for these disastrous fires are lack of awareness among people. Many people are not aware that the aftermath of such manmade disasters which can lead to an imbalance in nature. 95 per cent of forest fires are caused by humans and less than 5% per cent are natural fires, most likely caused by careless people.

Overall, these fires induce climate change and increases carbon dioxide and reduces oxygen in the atmosphere and impact on freshwater resources, coastal systems, food production, and human livelihoods.

CLIMATE CHANGE: A BURNING ISSUE

Thousands of fires burning in the Amazon



Source: MODIS, BBC



FAST FACTS: Climate Change in the Asia-Pacific Region

How Asia-Pacific region is threatened by climate change, and why developed countries should cut back carbon emissions further.

- Climate change could seriously hinder the Asia-Pacific's sustainable development and poverty reduction efforts.

- South-East Asia is one of the world's most vulnerable regions to climate change due to its long coastlines, high concentration of population and economic activity in coastal areas, and heavy reliance on agriculture, natural resources and forestry. Climate change is already affecting the region: extreme weather events such as heat waves, droughts, floods and tropical cyclones have increased in frequency and intensity in recent decades. This is exacerbating water shortages, hampering agricultural production and threatening food security, causing forest fires and coastal degradation, and increasing health risks.

- The worst is yet to come. If emissions continue to increase, the annual mean temperature in Indonesia, the Philippines, Thailand and Vietnam is projected to rise by 4.8 degrees Celsius by 2100 from the 1990 level on average; the global mean sea level is projected to rise by 70cm during the same period, with dire consequences for the region. Indonesia, Thailand and Vietnam are projected to see increasingly drier weather in the next 20 to 30 years.

- In more severe climate change scenarios, rising seas would submerge much of the Maldives and inundate 18 per cent of Bangladesh's land.

- The mean cost of climate change for Indonesia, the Philippines, Thailand and Vietnam – if the world continues 'business-as-usual' – could be equivalent to losing 6.7 per cent of combined gross domestic product (GDP) each year by 2100, more than twice the global average loss.

Source: <https://www.oxfamblogs.org/asia/fast-facts-climate-change-in-the-asia-pacific-region/>



Jobs for Rural Communities in Sri Lanka; Minneriya Project

UNDP, WFP assisted Green Community Market empowers rural farmer communities in Sri Lanka affected by climate change.

Climate Change Adaptation Project has been implemented in Minneriya, Sri Lanka, by the World Food Programme (WFP) in collaboration with the government of Sri Lanka and the United Nations Development Programme (UNDP), aims to empower vulnerable farmer communities in Sri Lanka through livelihood development and climate resilience.

According to the UNDP, agriculture is the foundation of Sri Lanka-from the economy to the culture, it has influenced all the important facets of what makes a nation then, and continues to do so, to date. Agricultural sector of Sri Lanka, which consists of domestic and export sub-sectors, contributes to the development of economy, in the forms of income generation, employment, foreign exchange, food and raw material along with the stimulation of the growth of the economy, through its links to all the other sectors. It's this same sector that is predominantly at risk from the effects of the climate crisis, and more specifically, the smallholder, rain-fed farmer communities.

Climate change has endangered the livelihoods of the Sri Lankan farmer communities, further exacerbating poverty. The consequential changes in production patterns, increased disaster exposure, lack of availability of water and irrigation, and other socio-economic factors directly correlate to the prevalent poverty and food insecurity across the island.

To address these issues, the "Addressing Climate Change Impacts on Marginalized Agricultural Communities Living in the Mahaweli River Basin in Sri Lanka" project [also known as the Climate Change Adaptation Project] is being implemented by the World Food Programme in collaboration with the Ministry of Mahaweli Development and Environment and the United Nations Development Programme (UNDP), through the financial assistance of the Adaptation Fund.

The project strives to provide alternative, climate-resilient livelihoods to some of the most vulnerable communities in Walapane, in the Nuwara Eliya district and Medirigiriya, Lankapura and the Mahaweli System "D" in the Polonnaruwa district, whilst also working to strengthen the local government service delivery agents to be better equipped to handle the climate related complications in their localities.

One initiative under this project is the establishment of the 'Green Community Market Complex' in Minneriya, Polonnaruwa, Sri Lanka.



On the 03 August 2019, President Maithripala Sirisena visited the Green Community Market Complex in Minneriya, Polonnaruwa, and officially handed over the compound to the public. This retail space, run by a collective forum of the agricultural communities in the area titled "Green Community Forum", comprises of a "Hela Bojun" outlet, and a sales outlet that houses all the products of the community enterprises established under the project, with products ranging from fresh fruits and vegetables to handicrafts and apparel products, and processed local food products. Additionally, there are handloom and handicraft workshops on the premises that predominantly employ persons with disabilities.

Organic Tea Small Farmers in Deniyaya, Matara, through Ecotourism

Another Community Tourism Project to visit; Pacific Asia Resource Center Intern peoples' Cooperation (PARCIC), Promoting Organic Tea Small Farmers in Deniyaya, Matara through Ecotourism

Early September, 2019, SLEF had a meeting with Pacific Asia Resource Center Intern peoples' Cooperation (PARCIC) led by Dr. (Ms) Takahshi Chisato, PARCIC, a Japanese NGO on mutual cooperation on Educational and marketing promotional Programmes with a view to support of PARCIC Project at Deniyaya

PARCIC had worked in Sri Lanka since 2004 in supporting conflict areas of North and East and tsunami affected people in the North and East. They have now closed their office in the North but they established Social Company to keep supporting rural community and Small Scale businesses. They started some eco-tours back in 2013 basically as an educational study tour mainly for Japanese visitors who are interested in their NGO activities, organic agriculture, organic tea etc. Currently, they get some tourists once a month from other countries also.

What they offer is tea field experience, Kithul tapping and tasting, visiting village temples, Sinharaja Virgin Rain Forest walk, and homestay at farmer's homes. The programmes are arranged by the PARCIC local staff and local community guides. In the long run, the PARCIC is planning to hand over the project activities to farmers and its activists in the community making the way the project to be self-sustained



Dr. (Ms) Takahshi Chisato, PARCIC discussing with Palitha Gurusinghe, President, at the SLEF Office

Editors' Note;

SLEF kindly request all National Tourist Guide Lecturers to patronage above Community Tourism Projects as these generate much needed alternative income for the rural communities.

Training Programmes conducted by Sri Lanka Ecotourism Foundation

Bird watching programme conducted for the national guide tourist lecturers.
Location: Bodhinagala Nature Reserve, Ingiriya, Sri Lanka





SRI LANKA ECOTOURISM FOUNDATION

'....the pioneer National Ecotourism Society of Sri Lanka...'

1998 - 2019



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Sri Lanka Ecotourism Foundation (SLEF) will be celebrating its 21st Anniversary in October, 2019!

Sri Lanka Ecotourism Foundation (SLEF) that was established in October, 1998, is the pioneer National Ecotourism Society in promoting Ecotourism in Sri Lanka and the Asia-Pacific Region.

The main Focus of Sri Lanka Ecotourism Foundation is the socioeconomic and socio-cultural development of Sri Lanka, promoting Sustainable Ecotourism. From its inception, SLEF has worked hard to introduce and implement poverty alleviation programs through Ecotourism. To realize this objective, SLEF provides support services and motivates local communities to participate in Community Based Ecotourism Enterprises (CBEs) and environmental and biodiversity conservation projects. One of the main Objectives of SLEF is to reduce poverty in the tourism generating areas of Sri Lanka and thereby contributing to economic growth of the community, increase the income generating activities through tourism, and promote the conservation of the natural, cultural heritage sites through genuine ecotourism practices. The specific Objective of SLEF is to promote sustainable tourism in Sri Lanka and position the Island as one of the best ecotourism destinations in the Asia-Pacific Region through infrastructure improvements; community and public-private sector participation in tourism, and promote inter and intra-regional cooperation.

SLEF is the only tourism organization in Sri Lanka that promotes training, and research programmes on ecotourism and sustainable tourism, apart from the development of Community Based Ecotourism Projects. During past 21 years, SLEF has conducted many Community Training programmes, Certificate Programmes, Ecotourism Business Development (EBD) Programs, Workshops in Ecotourism and Renewable Energy, Study and Field Trips for the National and Chauffeur Guide Lecturers, activists of Community Based Ecotourism projects, University Students and academia, staff and officials of national and international NGOs, Executives of Destination Management Companies, private and public sector tourism organizations etc.

Apart from, SLEF has hosted and organized many national and regional ecotourism conferences, workshops, symposiums on diverse themes and subjects related to Ecotourism with a view to promote Ecotourism in Asia-Pacific Region. SLEF also represented Sri Lanka in landmark international and regional ecotourism conferences held across the world. In appreciation of the services contributed by the SLEF in promoting of Ecotourism and Sustainable Tourism in Sri Lanka, it has been awarded 'Outstanding Contribution for Tourism' at the 'Presidential Awards for Sri Lanka Tourism, 2010' and the first ever Award for the 'Best Initiative for Ecotourism Research, Training and Education in Sri Lanka' in 2011.



Students who participated at the Workshop in Renewable Energy visiting SLEF Office for Practical Training on Solar and Wind Power



Students at the Solar Workshop



Student - Receiving a Certificate of Participation

Responses to the survey on Ecotourism conducted by the International Ecotourism Society (TIES, 2019)

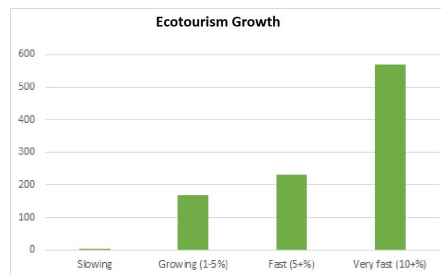
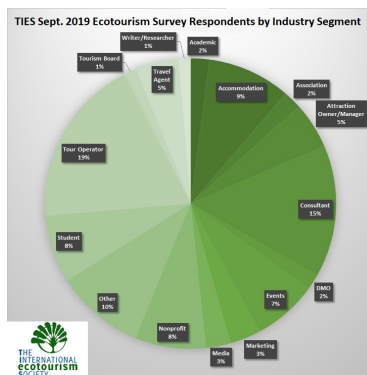
25th September 2019

In the last issue of our newsletter we asked members and friends in the tourism profession to take our survey to gauge how they see ecotourism today. We received 971 viable responses from 91 countries in every continent. We received the largest number of responses from the USA, but we were heartened to receive responses from Sudan, Palestinian territories, Israel, Venezuela, Bhutan, Montenegro, Bosnia and Herzegovina, Nepal, Cote D'Ivoire and Iran, along with 80 other nations.

Among the respondents, 90% of the respondents were able to classify their industry segments using the choices we provided, but we did get several suggestions to allow multiple industry segments. The chart below details respondent's self-classification.

We knew we'd have many tour operators and consultants responding, but we didn't anticipate as few academics as we got, seeing as they make up a larger percentage of our membership than they are represented by this response. Nevertheless, we have an excellent response group and we learned some very important data.

First, we learned that our respondents almost uniformly agree that ecotourism is growing rapidly. Only 4 responses out of 971 or less than .5%, said they saw ecotourism slowing. The rest saw ecotourism growing and growing fast.



This falls in line with other recent surveys done by other organizations, some with much larger response sets, such as that recently done by Booking.com, that show rapid growth in sustainable tourism.

We also learned that respondents preferred that we, TIES, support Spanish language content in addition to English, and a majority believed that ecotourism development in Spanish speaking countries was robust and important. French and Mandarin (remarkable because we received only four responses from China) were also highly recommended, and 39 other languages proposed. It is a strong goal of TIES to meet this request and roll out Spanish language support across our website and our articles. We believe this will help us implement support for other languages as well in the future.

Our respondents had a lot to say about the challenges ecotourism is facing. Many mentioned greed, overdevelopment, lack of knowledge, lack of awareness, climate change, regulations, difficulty with permits and financing, overtourism, and especially lack of traveler ability to book ecotourism fairly. TIES will detail work we and others are doing to combat these serious challenges soon.

The most surprising opinions, for us, came from a question about what initiatives TIES should be supporting. 41% of the respondents requested that we focus on education, 18% told us to focus on conservation, climate change and conservation partnerships, 14% told us to focus on ecodestinations, wherein we describe national ecotourism offerings by country, 11% told us to focus on publications, and 9% told us to focus on social media. Very few requested we work on policy, UN partnerships, ecotraveler focus, and only six respondents suggested we focus on increasing membership. We have reached out to several partners in the education space, and we'll detail our plans in the coming months.

All in all, our respondents were optimistic about the future of ecotourism to meet challenges and continue to provide a better way to travel and experience the world.

The Global Energy Interconnection Conference & China-Africa Power Conference



Global Energy Interconnection
Development and Cooperation Organization
全球能源互联网发展合作组织

The Global Energy Interconnection Conference & China-Africa Power Conference will be held in Beijing, China, at the China National Convention Center in Beijing, from November 6 to 7, 2019.

Sri Lanka Ecotourism Foundation is a Corporate Member of Global Energy Interconnection Development and Cooperation Organization (GEICO) based in China.

This annual program to be held in Macao has been established as an international platform to promote exchange and discussions for sustainable development of the global tourism industry with a focus mainly on China.

An unrivaled number of the world's movers and shakers in tourism gather for keynote speeches, panel sessions, business matching and exhibitions. Year-round roadshows and trade visits are held to enhance public awareness and to engage tourism sectors leading up to the annual highlight of Global Tourism Economy Forum (GTEF), 2019

More info; for registration and enquiries, please contact Global Tourism Economy Research Centre, 398 Alameda Dr. Carlos D'Assumpção, Edifício CNAC, 11 andar, NAPE, Macao, T: +853 8296 3600 E: info@GTERC.org



Bird Watching in Sri Lanka

Sri Lanka is considered to be one of the best places in the world to watch birds and is truly a paradise for all Bird Watching enthusiasts. The activity is centered on bird sanctuaries and wetland reserves in the south east part of the island while the temperate climate is ideal for migrating birds. The tropical climate and exotic landscape of the paradise isle of Sri Lanka makes it a true haven for bird lovers who arrive from all over the world. Sri Lanka is home to more than 400 bird species with around 23 endemics and 200 migratory birds arriving from India, Siberia, Scandinavia and Western Europe. The best time for Bird Watching enthusiasts to visit the island is towards the latter part of the year. In fact the month of December has been declared as the National Bird Month by the Field Ornithology Group of Sri Lanka, the national affiliate of Bird Life International. There are many bird sanctuaries spread throughout the island which includes the Kumana National Park in the Eastern Province, the Kalametiya and Ussangoda Lagoons in the South, Bird Sanctuaries in Bodhinagala close to Colombo and the Udawatte Kele in Kandy to name a few.

Recently, an unusually large bird found in the Muthu Panthiya Island in Chilaw (Anawilanduwu area), North Western Sri Lanka drew crowds as it had been never sighted in Sri Lanka before. The bird, blackish with white under parts, had a very long, hooked beak and a white wingspan. It was later identified as a Frigatebird, a large sea bird inhabiting tropical and sub-tropical ocean regions. Named after a fast warship, frigate birds are fast on the wind, sometimes attacking other birds to steal their fish catch and snatching baby birds from other sea bird colonies.



Wild Life; A Visitor is blown in by the monsoon!



Sam Casseer, One of the best Bird Watchers in Sri Lanka (in action).
Telephone + 94 77 305 48 38 Email: sam.casseer@yahoo.com

Story of Ecotourism Sri Lanka

The book "Story of Ecotourism Sri Lanka" is authored by Palitha Gurusinghe, founding President of Sri Lanka Ecotourism Foundation and the founding Chairman of Asia Pacific Regional Ecotourism Council (APREC)

"Story of Ecotourism Sri Lanka" is written basically from the practical point of view, through the experience gained by the author over the years. Palitha thought it is good to record important landmarks of Sri Lanka Ecotourism for the benefit of those who are interested, inquisitive and looking forward to widen their horizons in Ecotourism.

In Sri Lanka, many, even some academics, researchers and most of the tourism officials, government, local government, bank officials, and the tourism stakeholders do not clearly understand what Ecotourism is and often mix up the concept with adventure and nature tourism. Therefore, perhaps, to some extent, the information contained in the publication may help decision makers, academics and students who are pursuing their studies and researches in Ecotourism.

"Story of Ecotourism Sri Lanka" is a recollection of important landmarks of Ecotourism development in Sri Lanka. For the author himself, it was something like 'Going down the Memory Lane' of his journey through twenty one years, and how he got involved in promoting Ecotourism in Sri Lanka. Therefore, by reading this book, you could get an idea on what Ecotourism is and to what extent the concepts of Ecotourism and activities are integrated and rooted into the tourism fabric in Sri Lanka.

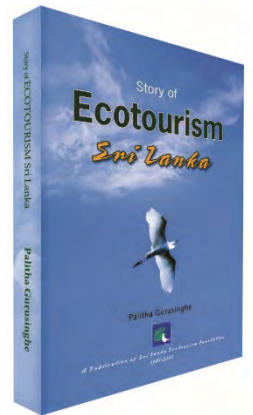
In this book, the author has attempted to provide information on the enormous potential the Island possess to position Sri Lanka as an Ecotourism Destination on the world tourism map and also to identify the major issues and challenges that Ecotourism confronted in Sri Lanka. At the same time, he has clearly highlighted how Ecotourism in Sri Lanka could contribute to alleviating poverty in the tourism generating areas and support environmental and biodiversity conservation in Sri Lanka.

However, the author is of the view that Sri Lanka Ecotourism is still not developed up to the satisfactory standards in comparison to our neighboring countries in South Asia, South East Asia and the Pacific Region. To substantiate his views, he has sighted good examples and case studies from some countries like Sikkim, Tripura (India) and Bhutan etc.

The book is available for sale.

Please contact SLEF by email: sleco@sitnet.lk/mobile; + 9471 256 68 74

Price LKR.1400/= (US \$8 per copy)



A New Sustainable Travel Startup (www.fairjourney.com)

Fair Journey is an online travel platform dedicated to hosting genuine sustainable travel facilities, products, and services which are certified and monitored on a periodical basis to maintain standards, reduce leakage and accelerate economic, social and environmental development across tourism hotspots. We are currently seeking an investor(s) to help us jump-start the project. If you'd like to partner with us, please send us an e-mail to apply@fairjourney.com along with your CV and a cover letter expressing your interest in our project.

Editor's Note: News appeared in the APREC News Letter is based on media reports, feature articles and internet publications, websites etc. If a reader wishes to know the source of the news the Editors could provide information on request.

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Asia-Pacific Regional Ecotourism Council

"...marching forward in strengthening of ecotourism fraternity of Asia-Pacific Region..."

BY ASIA-PACIFIC REGIONAL ECOTOURISM COUNCIL (APREC) IN ASSOCIATION WITH SRI LANKA ECOTOURISM FOUNDATION (SLEF)

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Asia Pacific Region is a vast region, covering some 2.8 billion hectares of land area, or approximately 22 percent of the global land area with an approximate population that represents 60% of the world population and nearly 4.75 billion people and more than 55 countries.

Asia-Pacific Region is a treasure trove for the marine ecotourism sector with about 55,000 small and big islands located in and around the Pacific and Indian Oceans, creating hundreds of thousands of kilometers of beautiful coastal shores, beaches that attract travelers from all over the world. APREC is receiving many inquiries from the Ecotourism Organizations of Asia-Pacific Region requesting information about the organization and how to enroll as a Member of APREC.

Profile of APREC

APREC is the oldest Regional Ecotourism Network founded by Sri Lanka Ecotourism Foundation (SLEF), and its core members during the first ever Regional Ecotourism Conference held in Colombo, Sri Lanka, in May 2009.

Mission of APREC

'... to give a "voice to the Ecotourism fraternity of the Asia-Pacific region" that can be heard in the wider global forum of discussions'

Core Objectives of APREC

- To promote and strengthen the Community Based Ecotourism (CBE) Projects in the Asia-Pacific region and to increase the competitiveness of CBE products and services worldwide, inter-and intra-regional tourism markets.
- To bring together Ecotourism industry segments in the Asia-Pacific region to discuss issues and challenges confronted by the ecotourism fraternity in the region and to explore in strengthening of their networks.
- To disseminate latest information on Sustainable and Ecotourism amongst the members of APREC and CBE organizations of Asia-Pacific region and to provide networking opportunities for stakeholders.
- Enabling the communities living in Asia-Pacific Region to fulfill their role as key custodians of natural resources and derive economic and social benefits from Ecotourism.
- To serve as an annual platform to bring together Ecotourism industry segments in the Asia-Pacific region to discuss issues and challenges and to strengthen marketing strategies.
- To showcase quality CBE products and services as best practice examples and to promote the Asia-Pacific region as an attractive Ecotourism destination on the world map.
- Promote cost-effective and donor supported National Sustainable Ecotourism Certification Programmes in the countries of Asia-Pacific Region which are adoptable to their socioeconomic and sociocultural background.
- To host training, research & awareness programmes, conferences, workshops, events in Ecotourism on regional basis and to offer financial assistance to APREC Members to take part at these events.

APREC Steering Committee

We are in the process of expanding the **Steering Committee** of APREC. Those Ecotourism Associations based in the region could send their nominations to be appointed as Steering Committee Members.

HOW TO BECOME A MEMBER OF APREC

APREC is a non-profit organization supported by Sri Lanka Ecotourism Foundation (SLEF) and its donor networks. **Membership of APREC is FREE** for Ecotourism Organizations active in the region. Membership of APREC is also open to any individual/professional/student that admires, and loves the genuine ecotourism principles such as supporting the community in need through tourism, alleviation of poverty in the society, environmental and biodiversity conservation, preservation of cultural heritage etc.

For more info, please contact SLEF /APREC by an email