



Sri Lanka Ecotourism Foundation

'.....the pioneer national ecotourism society in Sri Lanka----since 1998.....'

SLEF Networking Organizations; Sri Lanka Tourism, Asia Pacific Regional Ecotourism Council (APREC), The International Ecotourism Society (TIES), Sri Lanka Eco Tours, National Sustainable Tourism Certification (NSTC) Programme, Sri Lanka, Small and Medium Enterprises Network of Tourism Sri Lanka (SMENTS)
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Online/Distance Learning Courses on Sustainable and Ecotourism conducted by Sri Lanka Ecotourism Foundation

Sri Lanka Ecotourism Foundation (SLEF), the pioneer national ecotourism society of Sri Lanka and the first Sri Lanka Tourism Award for 'Best Initiative for Ecotourism Research, Training & Education in Sri Lanka', proudly announces the launch of the first ever Online Ecotourism Certificate Courses developed by leading international and local experts in Ecotourism & Sustainable Tourism.





Manage your time productively during pandemic! Learn Ecotourism / Sustainable Tourism Online from the award-winning professionals & widen your horizons in Ecotourism! Ecotourism is the fastest growing niche market in the global travel industry.

- Sri Lanka Ecotourism Foundation (SLEF) is the Pioneer National Ecotourism Society of Sri Lanka established 23 years ago
- SLEF is the pioneer ecotourism organization in Sri Lanka which conducts Online/Distance learning ecotourism/ research / training Programmes
- Secure internationally recognized Certificate in Ecotourism within 03 months

This Online Ecotourism Project is supported by the International Ecotourism Society (TIES), the oldest and largest ecotourism society in the world and the Asia-Pacific Regional Ecotourism Council (APREC), in association with world's leading experts in Ecotourism and Sustainable Tourism.

- 25 Modules could be selected out of total 80 modules in Ecotourism and Sustainable Tourism
- Now open for Sri Lankan / International students

Contact;

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Key contact Person/Course Coordinator; Dr. Palitha Gurusinghe,
President, Sri Lanka Ecotourism Foundation



Learn Ecotourism from the professionals

Online/Distance Learning Courses in Sustainable and Ecotourism is a step forward initiated by the SLEF with a view to popularize the Ecotourism Education in Sri Lanka. These are the first ever Online Ecotourism Certificate Courses in Sri Lanka developed by the SLEF in association with world's leading experts in Ecotourism and Sustainable Tourism.

Who should join these Online Ecotourism Courses?

The ideal candidates to follow this Online Programme should be;

- *Travel and Tourism Marketing/Planning Executive and decision makers*
- *Adventure and Nature based Tour Operators, Team Building Experts and Operators*
- *University Students, Teachers, Researchers, Architects, Landscape Designers*
- *Practicing National Tourist Guides, National Chuffer Guides, Area and Site Tourist Guides and those who are interested in tour guiding and interpretation,*
- *Hotel, Guest Houses, Restaurants, Ecolodge owners/ staffs*
- *Those who wish to gather knowledge in Ecotourism*
- *Those who are interested in developing Ecolodges and new ventures in Ecotourism Businesses*
- *Travel journalists in Electronic and Print media*
- *Managers and Executives of National Parks and Protected areas*
- *Those who are interested in widening their horizons in sustainable and ecotourism.*

Brief Profile of Sri Lanka Ecotourism Foundation (SLEF)

Sri Lanka Ecotourism Foundation (SLEF) is the pioneer National Ecotourism Organization in Sri Lanka that was established 23 years ago, dedicated to promote Ecotourism in Sri Lanka. The main **Focus** of Sri Lanka Ecotourism Foundation is the socioeconomic and socio-cultural development of Sri Lanka, through Sustainable and 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 Programmes and environmental 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 income generating activities through tourism, and promote the biodiversity 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 regional and intra-regional cooperation in tourism.

SLEF and its contribution in promoting Ecotourism Education in Sri Lanka and the Asia-Pacific Region

SLEF is the only tourism organization in Sri Lanka that promotes training, and research programmes on ecotourism and sustainable tourism, in addition to the development of Community Based Tourism Projects. During past years, SLEF has conducted many Community Training programmes, Certificate Programmes, Ecotourism Business Development (EBD) Programs, Workshops, 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 important landmark international and regional ecotourism conferences held across the world. In appreciation of the services contributed by the SLEF in promoting of Ecotourism 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.

SLEF is also the oldest Regional Ecotourism Association in Sri Lanka, affiliated to The International Ecotourism Society (TIES), the largest and the oldest international ecotourism organization in the world. Currently, Palitha Gurusinghe, President, SLEF, is a Board member of the TIES. (www.ecotourism.org) and the Regional Coordinator of the Asia-Pacific Region

During past 23 years SLEF has pioneered in popularizing Ecotourism Education, Training and Researches in Sri Lanka, among the Community, Travel Agents, Tourism Marketing/Planning Executives and decision makers, Adventure and Nature based Tour Operators, University Students, teachers, Researchers, Practicing National Tourist Guide Lecturers, Hotels, Guest Houses, Restaurants, Ecolodge owners and Camping Operators, Travel Journalists in Electronic and Print media etc.

Why Ecotourism Education is important?

SLEF is of the view that ecotourism education and related training and research programmes have been considered as the most important as far as future development of 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 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 ecotourism is not only important but essential to long term sustainability. Any attempt to implement sustainable practices that do not incorporate educational programmes will be self-defeating. Future generations of ecotourists will need to be aware of environmental considerations not only when holidaying but also in the daily lives.

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

- Providing Ecotourism Consultancy services to National and International Organizations to develop Master Plans, Marketing Plans and Business modalities to develop Ecotourism Projects and Community Based Ecotourism Enterprises,
- To create an awareness on sustainable tourism and environmental and biodiversity conservation among the tourists and the community
- To popularize Ecotourism in Sri Lanka
- Supported many who are interested in widening their horizons in study of ecotourism
- Help Universities, other 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 , 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 for the interpreters and guides in Ecotourism
- Offer cost effective 'Green Certification, Eco labeling, Accreditation Programmes etc.

These sorts of programmes would certainly help in strengthening of the ecotourism and sustainable tourism fabric in Sri Lanka

Modules of the Online-Program and Resource Persons

There are approximately 80+ modules in the online ecotourism course covering a broad range of Ecotourism disciplines. These modules will be updated from time to time as for the changing trends of global and national Tourism/Ecotourism developments. Prospective students could select approximately 24 modules to complete the Online Programme within 03 (three) months. Students will be provided detailed modules by PDF format with reference wide range of internet based source materials, extra reading materials for self-studies. These modules are provided with assignments/questions and answer scripts completed by the students to be supervised by the supervisors appointed for each student and return to them with the comments of the supervisors. SLEF would arrange from time to time guest lecture series depending on the availability and convenience of the students. If time permits, field trips for the ecotourism sites will be organized. Students could reach Supervisors through zoom/Skype technology/Chat for interviews online.

Resource Persons for the development of courses to be drawn from world's leading experts in ecotourism and sustainable tourism representing Universities and higher educational institutes in Sri Lanka and abroad.

The benefits of Online/Distance learning

Distance learning is rapidly becoming an alternative to traditional classroom study programs. Students who opt to take distance learning programs could benefit from the flexibility that comes with, and who don't have the time to attend learning centers physically. Online learning is relatively less expensive too. The above study programmes in Ecotourism and Sustainable Tourism could be taken online on your own schedule, own pace in the comfort of your home, office or work place. The courses provide convenient way to learn variety of ecotourism and sustainable tourism topics at the choice of student. While the main goals of the courses are to provide means of professional development for ecotourism practitioners, the courses are of general interests to other target groups and audiences who are looking forward to widen their horizons as well.

Duration of the Certificate Course; 3 (three) months from the date of Registration

Course fee for the students from Sri Lanka; Rs.35,000/= (including all taxes)

For the International students; US\$-250/=

Payment procedures; all payments to be made by way of Bank Deposits/TTs as details given below'

Name of the Account;	Sri Lanka Ecotourism Foundation
Name of the Bank:	Commercial Bank of Ceylon Limited
Bank Branch:	Kottawa, Sri Lanka
Account Number:	1121011975
Swift Code:	CCEYLKLX (via Standard Chartered Bank)

(Once the payments are made please scan the deposit slip and email to the SLEF for acknowledgments and Registration confirmation)

Frequently Asked Questions (FAQ)

- **Refunds of the payments made;** No, there are no refunds on distance learning courses.
- **Is there discount available if two or more people from one organization sign up for the program?** Yes, this is negotiable
- **How soon after the registration, the student will be able to start the courses?**
Registration is processed within 02 days Once the Registration process is over the courses will start once the student agree with the dates/time frame convenient to the student
- **What kind of certificate the students receive upon completion of all certificate requirements?**
Student will receive a professional, internationally recognized Certificate in Ecotourism and Sustainable Tourism awarded by the Sri Lanka Ecotourism Foundation and as accredited by The International Ecotourism Society (TIES) and the Asia-Pacific Regional Ecotourism Council (APREC)
- **Is there a certain pace the student has to follow while in the courses?** The student could do it in her/his own pace
- **Are there any deadlines for completing the courses?** Yes, within 03 months. However, if there is any difficulty confronted by the student more time could be offered in consultation with the student
- **With whom the student communicates if he has questions during the course?**
The courses are self-managed courses. There is a distance coordinator appointed by the SLEF to answer any questions the student might have. If there are questions that the distance learning

coordinators cannot answer, the students will be facilitated and communicated by the President, SLEF, and the Key Officials of the SLEF

- **Is any material mailed to the student or everything is accessible online?**

All the study materials, modules will be mailed to the student and some will be available through on-line. The students will be guided on further reading/reference through the internet links

- **Does the student need to buy any textbooks?**

No, all of materials/modules are included in the on-line course. Any further readings/references/web links that are mentioned in the answer scripts and assignments will be notified in due course

- **Examination/testing criteria** - You will be tested for each course by means of two assignments. One assignment will be a written answer to a question covering key areas of the course. The second assignment will be a presentation based on questions related to the course using Zoom technology

- **Field trips** – These will be conducted for small groups (around 10 persons only for Sri Lankan students. However, if the foreign students are interested in taking part of these field trips required facilities will be provided on affordable means.) Field trips are an optional activity but the SLEF strongly recommends making use of this valuable opportunity. Those participants taking part at the field trips have to pay extra for the trips but at a concessionary rate.

- **Special Guest Lectures** – These lectures will be arranged on topics from time to time by the SLEF that are common to several courses. Guest lecturers are conducted by the specialists in their respective fields with a view to provide in depth knowledge to the student.

- **What are the career opportunities for the student after completion of the Certificate Courses? Are there any networks of job/internship opportunities that the student could access?**

Yes, with the Certificate issued by the SLEF the student could apply for the jobs related to Nature, Adventure and Ecotourism in Sri Lanka and abroad. Also, a higher Diploma Course is now being developed by the SLEF for those who wish to go to a higher level academically and professionally. The Online Certificate you receive will be a qualification to join the Diploma Programme. Also, through the SLEF International Network it could provide more information and facilitate the students who are interested in pursuing higher studies in the Universities and other higher educational Institutions abroad.

- **Is this Certificate Program completely online?**

Yes, but the SLEF will arrange separate symposiums, workshops, lecture presentations from time to time in convenient locations (For Sri Lankan participants only) Foreign students will be given information and opportunities to take part Ecotourism Workshops/Conferences or any other similar event which will be taking place abroad or in their countries/region

- **Does the student get access to SLEF Reference Library or Data Base at the SLEF Office?**

Yes, only by an appointment with the online coordinator/supervisor of the student

Key contact persons and Course Coordinator;

Dr. Palitha Gurusinghe, President, Sri Lanka Ecotourism Foundation

Tel; 0777 631334 (whatsApp) Skype; palitha.gurusinghe Mobile; + 94 71 2566874

Email; sleco@sltnet.lk/palithaslef@gmail.com

SLEF Program Coordinator; Samitha Surendra;

Email; samithaguru@yahoo.com

Mobile; + 94 760566337

Modules of Online Ecotourism Certificate Program conducted by the Sri Lanka Ecotourism Foundation

Important; we strongly advise that the student should select approximately 24 modules from the list below of the Certificate Program depending on her/his best carrier interests and expectations to meet. Since the Certificate Programme is scheduled to complete within 3 (three) months we suggest that they could take only 2 modules per week and 8 per month. Therefore, the student may tick the boxes appearing in the list of modules below enabling the SLEF to prepare course materials. However, the academic division of the SLEF is flexible to the suggestions of the students in selecting modules.

Modules of the Online Ecotourism Certification Programme

- ☐ International Tourism; An overview up to 2019 and beyond
- ☐ Covid 19 and international Tourism ; 2019 and beyond
- ☐ Sri Lanka Tourism; an overview
- ☐ Birth and Growth of Global Ecotourism; History, Evolution and Current Global Situation
- ☐ Definitions; Sustainable and Ecotourism
- ☐ International Conventions of Ecotourism
- ☐ Global Ecotourism Organizations and their contributions to Ecotourism
- ☐ Important International Ecotourism Conferences held and their final Declarations
- ☐ Ecotourism in South Pacific Islands
- ☐ Ecotourism in South America (focused on selected countries)
- ☐ Ecotourism in Africa (focused on selected countries)
- ☐ Ecotourism in Asia-Pacific Region (Mainly focusing on South Asia and South East Asia)
- ☐ Evolution of Ecotourism in Sri Lanka; Historical Background
- ☐ Issues and Challenges of developing Ecotourism in Sri Lanka
- ☐ Legal Framework of Ecotourism, National Policies and Guidelines of Sri Lanka
- ☐ Ecotourism Strategic Action Plans of Sri Lanka
- ☐ Green Architecture and Ecotourism; Eco Lodge and Landscaping designs
- ☐ Introduction and guidelines on constructions of Eco-lodges
- ☐ Ecolodges; International Guidelines
- ☐ Ecolodges; Sri Lankan Guidelines developed by Sri Lanka Tourism Development Authority
- ☐ Ecolodges; International Case Studies
- ☐ Community Based Ecotourism; International, Concepts and Principles
- ☐ Community Based Ecotourism in Sri Lanka; Origin, Evolution and Current Situation
- ☐ Community Based Ecotourism Projects; Case studies from Sri Lanka
- ☐ Community Based Ecotourism Projects; Case studies from Asia-Pacific Region
- ☐ How to formulate a Community Based Ecotourism Project
- ☐ Community Based Tourism; Benefits of Community Based Ecotourism and its importance in elimination of poverty in the tourism generating areas
- ☐ Community Camping in Ecotourism
- ☐ Ecotourism and Digital Marketing
- ☐ Ecotourism & Sustainable Tourism; Assessment & Development
- ☐ Ecotourism & Sustainable Tourism Management
- ☐ Marketing of Ecotourism & Sustainable Tourism Ecotourism and digital marketing
- ☐ Ecotourism and digital marketing
- ☐ Developing a Business Plan in Ecotourism
- ☐ Formation of an Ecotourism Business Plan
- ☐ Tourism Resilience Plans developed in Sri Lanka in the light of Covid-19

- ☐ International approach to tourism development and marketing in the light of Covid-19
- ☐ Current situation of Ecotourism in Sri Lanka in the light of Covid-19; How to address the issues and challenges; What should be the best marketing strategies
- ☐ Indigenous Communities and Ecotourism
- ☐ Mangroves and Ecotourism in Sri Lanka
- ☐ Wetlands and Ecotourism; Issues and challenges
- ☐ Illicit Wildlife trade in Sri Lanka and Ecotourism
- ☐ Wildlife Parks in Sri Lanka and the carrying capacity; Impacts on Ecotourism
- ☐ Wildlife Tourism-International Guidelines
- ☐ Environmental Laws and Regulations in Sri Lanka
- ☐ Biodiversity Conservation and Environmental Management in Ecotourism
- ☐ Enhancing Biodiversity Conservation & Sustenance of Ecosystem Services in Environmentally Sensitive Areas (ESA); an example from Sri Lanka
- ☐ Ecotourism and Protected areas of Sri Lanka
- ☐ Hydraulic Civilization of Sri Lanka and Ecotourism
- ☐ National Sustainable Tourism Certification Programme developed under the Global Sustainable Tourism Criteria-GSTC (NSTC Programme)
- ☐ Forest Resources and Conservation of forests in Sri Lanka
- ☐ Renewable Energy and Ecotourism
- ☐ Landscaping technology in Ecotourism, Environmental landscaping designs
- ☐ Agrotourism, farm and Livestock Tourism
- ☐ Guiding and interpretation in Ecotourism
- ☐ Over Tourism and Carrying capacity
- ☐ Marine Ecotourism
- ☐ Bird Watching and Ecotourism
- ☐ Wildlife International Guidelines
- ☐ Climate Change and Global Challenges with regard to Ecotourism Climate Change and Sustainable Tourism Goals (STG)
- ☐ Environment, Society and Culture of Sri Lanka
- ☐ Natural Resources, Biodiversity and Wildlife Conservation in Sri Lanka
- ☐ International Wildlife Guidelines and Ecotourism
- ☐ Culture and Heritage Tourism (global)
- ☐ Culture and Heritage Tourism (Sri Lanka)
- ☐ Guiding and interpretation of Ecotourism
- ☐ Marketing of Ecotourism & Sustainable Tourism
- ☐ Ethical Marketing, Social Responsibility in Ecotourism
- ☐ Over Tourism and Carrying Capacity and how these affected and impacted in Ecotourism
- ☐ Ecotourism and Protected areas; Global Perspective
- ☐ Marine Ecotourism
- ☐ Renewable Energy and Ecotourism
- ☐ How to cope COVID 19 through Ecotourism; Resilience Plans developed in Sri Lanka
- ☐ Climate Change and Global Challenges with regard to Ecotourism
- ☐ Climate Change and Sustainable Tourism Goals (STG)
- ☐ Indigenous Communities and Ecotourism
- ☐ Environment, Society and Culture of Sri Lanka
- ☐ Wildlife, Nature, Adventure Tourism and Ecotourism
- ☐ Environmentally Sensitive Areas (ESA) of Sri Lanka and the current projects under development and implementation



Sri Lanka Ecotourism Foundation Application for Online/Distance Learning Certificate Programme On Sustainable and Ecotourism

Full Name of the Applicant (with initials):_

Date of Birth:___

Academic Qualifications:

If possess any Ecotourism qualifications or Experience

Professional Qualifications: (if any in tourism related)

Work Experience: (If any, in tourism related)

Address:

Home:

Office: (if any)

Telephone Land line:_____Mobile / WhatsApp: _____

Email:__

Website:_____

Certificate Course selected: (Please check the modules from the list and tick the boxes)

Time line: 3 months

When do you wish to commence the courses? Please indicate date and month below:

Online Payment Slip

Name;

Amount deposited;

Depositing Bank;

Reference/Bank Code;

Please scan and attached the deposit slip;

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Signature of the Applicant

Date;

-----For Official use only-----



In appreciation of the contributions made by the SLEF in promoting Ecotourism 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.



Palitha Gurusinghe, President, Sri Lanka Ecotourism Foundation (SLEF) conducted a Training Session on 'Sustainable and Ecotourism' for the officials of Wildlife and Forests in Turkey, in December, 2013

← Participants at a training session



## SRI LANKA ECOTOURISM FOUNDATION

'.....the pioneer national ecotourism society of Sri Lanka.....'

1998 - 2014

**VISION** - "To make Sri Lanka one of the most sought after ecotourism destination in the world and to build a professional ecotourism network, which serves as a model for ecotourism in the Asia and Pacific Regions"

**MISSION** - "Ecotourism in Sri Lanka to be used as a tool to conserve the environment, to assure maximum economic benefits to the host community, preserve age-old cultural heritage, provide in-depth information about Sri Lanka and to satisfy the needs of both national and international Ecotourists visiting genuine eco sites in the island"

**FOCUS** - "Socioeconomic and socio-cultural development of Sri Lanka, through Sustainable and Ecotourism"

**GOALS** - The long term goals of Sri Lanka Ecotourism Foundation (SLEF) are:

- ★ To place Sri Lanka as an outstanding destination on the world ecotourism map
- ★ To trigger the transition of Sri Lanka's tourism industry from the traditional "sun, sea and sand" based mass tourism to nature based tourism, with an emphasis on ecotourism
- ★ To play a pivotal role in facilitating ecological preservation and community benefits, by educating communities, tour operators and ecotourists to contribute to the preservation of biodiversity."
- ★ Promote Ecotourism Education, Training and Researches

### SLEF'S CONTRIBUTIONS IN PROMOTING SRI LANKA ECOTOURISM

- ★ Initiating and Implementing Community Based Ecotourism Enterprises (CBEs) since 1998
- ★ Actively supported Ministry of Tourism, Sri Lanka to formulate Ecotourism National Policies, Guidelines and Action Plans in 2003
- ★ Introduced Guidelines and Criteria for Certification of tourism segments of Sri Lanka based on Global Sustainable Tourism Criteria (GSTC)
- ★ Established a Data Base and Research Centre for South Asian Region (RETSA) to research and disseminate information on Ecotourism
- ★ Supported to establish a Small and Medium Scale Tour Operators Network to handle Ecotourism business in Sri Lanka
- ★ Conducting advance training programmes for Tourism stake holders on nature, adventure and ecotourism
- ★ Formation of Sri Lanka Eco Tours, as a 'model travel agency' to locate funding for the activities undertaken by the SLEF to promote ecotourism, nature and adventure tourism in Sri Lanka. Sri Lanka Eco Tours is the only commercial tourism travel agent in Sri Lanka that supports directly to sustain community based tourism projects initiated by Sri Lanka Ecotourism Foundation

**Sri Lanka Ecotourism Foundation: 15-16 "Water Front",  
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