



Sustainable Tourism Certification for SME Sector

What is Sustainable Certification



Sustainability is
What ?



What is sustainable certification? Endorsement to Your Sustainable Management effort

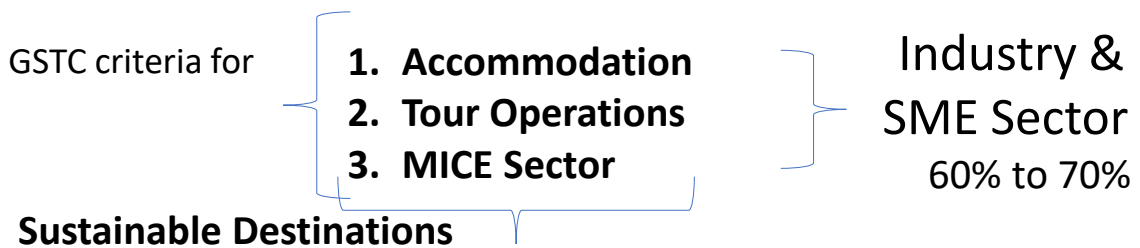
1. Care on Solid Waste & Waste Water disposal
2. Care on Safety-Security Hygiene
3. Careful use of energy and water
4. Employee facilities & benefits
5. Effort on Environmental Conservation & Contribution
6. What steps taken to enhance community benefits
7. Effort taken for cultural protection & enhancement
8. Your Effort on renewable Energy use
9. Care on supplier with Fair Trade as a policy



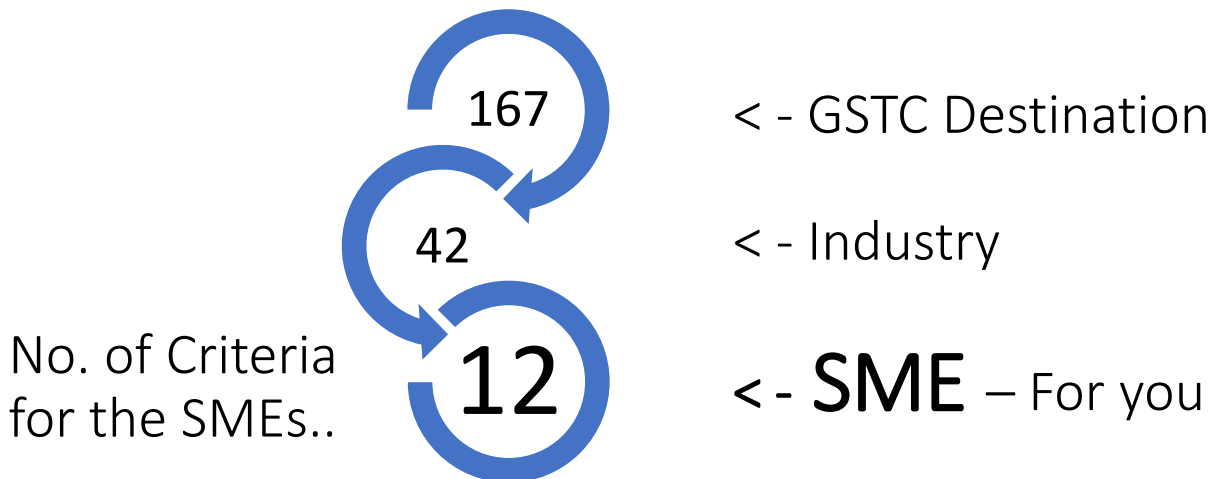
LET'S MAKE SRI LANKA A SUSTAINABLE DESTINATION

Sustainable Certification programme & SME Sector

- UN Goals - SDG
- UNWTO Goals – Tourism sector and its future sustainability
- National Goal



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Objectives

Sustainable Certification programme

- **National Objective**
 - Comply with National Achievement of SDG, Support CC Adaptation
- **Industry Objective**
 - Protect Environmental and Cultural Resource, Sustainable Profitability
- **Future Objectives**
 - Sustainable destination SL – Position SL as a Sustainable destination
- **Market Objective**
 - Capture the market opportunity – One Trillion US \$, growing Avg @ of 23%



International survey ... by UNWTO

68%

Travelers willing the money they spend on travel to go back into the community¹

71%

of global travelers think travel companies should offers more sustainable travel choices¹

70.2%

Travelers seeking unique, off-the-beaten track destinations and experiences when preparing their trips²

Travelers have difficulties to find reliable eco-friendly options online



Certification granter (SLTDA and Good Traveler)



LET'S MAKE SRI LANKA A SUSTAINABLE DESTINATION

Sustainable Tourism Certification with SLTDA Registration for SMEs ...

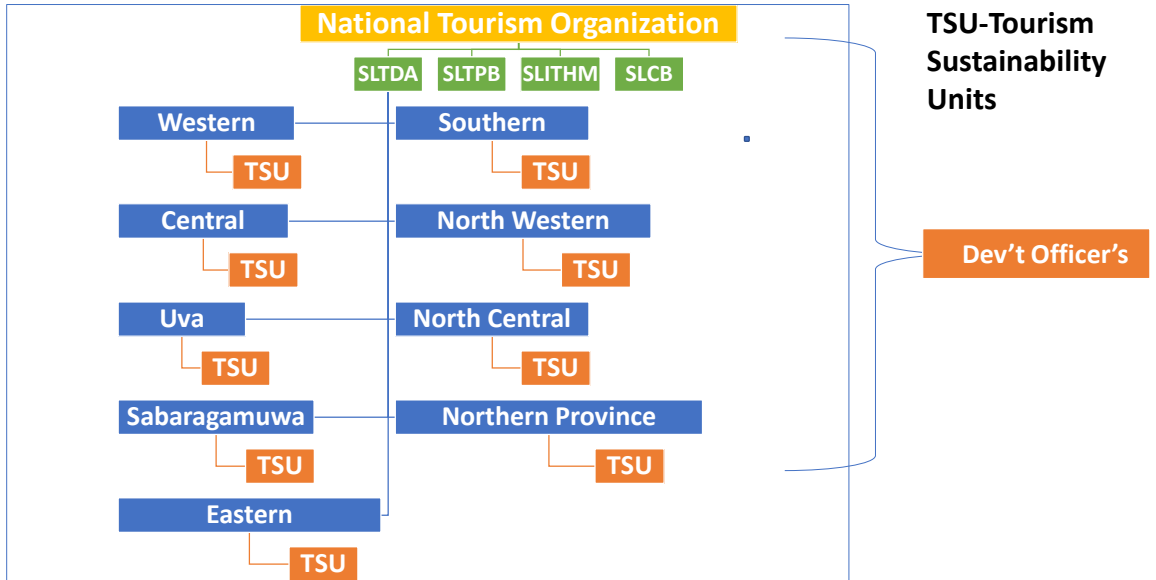
- Application -> www.SLTDA.gov.lk -> Select category -> Provisional Registration
- **Business registration**
- **Land Deed or lease and approved building plan.**
- **PS & En't certificate**

*Destinations are strongly encouraged
to engage their business community
in the Good Travel Seal certification
program*



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Proposed Overall Structure for Tourism





Invitation

Sustainable Tourism Certification for Small and Medium Enterprises (SME) in Sri Lanka

If you're looking to market your product under the umbrella of sustainability and receive an international certification for best sustainable practices, here's your chance!

Sri Lanka Tourism Development Authority in partnership with UNDP Sri Lanka extends an invitation to the SME sector in tourism to take part in Sustainable Tourism Certification.

<p>Benefits of the certification</p> <ul style="list-style-type: none"> • Market your product under the umbrella of "sustainability" • Receive an international certification for best sustainable practices • Opportunity to showcase the environment and community benefits of your business 	<p>Who can apply</p> <ul style="list-style-type: none"> • Registered Tourist establishments or those who are ready to register with SLTDA • Those that practice environmental conservation and offer community benefits and • Accommodation facilities which have up to 10 or less guest rooms or • Any SLTDA registered Tourism business which has up to 10 or less employees (Permanent + contracted)
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For more information and awareness workshop dates at the province level, visit www.sltda.gov.lk or email info.sltda@sri.lanka.travel or contact the following numbers. (From 9.00 am to 4.15 pm on working days)

<ol style="list-style-type: none"> 1. Sri Lanka Tourism Development Authority - 011 242 6800 Ext: 171 or 172 2. Western Province - 077 387 7369 3. Southern - 091 323 4673 4. Central - 081 328 7118 5. Eastern - 026 222 8884 	<ol style="list-style-type: none"> 6. Uva - 070 111 1881 7. North Central - 071 419 4459 8. North - 077 794 7500 9. Wayamba - 071 591 7771 10. Sabaragamuwa - 045 222 3154
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Thank You









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