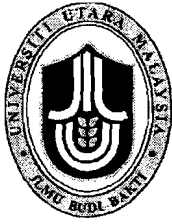


**COMMUNITY ENVIRONMENTAL AND TOURISM INITIATIVES:
A CASE FROM SRI LANKAN PERSPECTIVE**

A Thesis submitted to the Awang Had Salleh Graduate School of Arts and Sciences
in full fulfilment of the requirements for the degree of Doctor of Philosophy
Universiti Utara Malaysia

KONARA MUDIYANSELAGE MONJU IRAJ RATNAYAKE



Kolej Sastera dan Sains
(UUM College of Arts and Sciences)
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ABSTRAK

Pendekatan pelancongan komuniti adalah satu usaha yang lazim dilaksanakan untuk mendapatkan penglibatan aktif komuniti dalam pengurusan sumber semulajadi, terutamanya dalam mengurangkan amalan-amalan harian yang tidak lestari. Di Sri Lanka, potensi pelancongan dalam memberikan manfaat kepada komuniti masih diperdebatkan walaupun pelancongan bukanlah sesuatu yang baru. Perkara ini merupakan titik tolak kepada kajian ini. Tujuan utama ialah menyiasat inisiatif-inisiatif alam sekitar dan pelancongan komuniti di Sri Lanka dan keberkesanan usaha ini dalam membentuk dan menguruskan perhubungan antara usaha pengurusan sumber asli berteraskan penglibatan komuniti dan dalam memberikan penghidupan alternatif kepada masyarakat terpinggir. Kajian berbentuk eksploratori (exploratory) ini menggunakan kaedah kualitatif dan pendekatan kajian kes yang membuka ruang untuk penggunaan teknik-teknik kaedah-campuran dalam pemungutan data. Persembahan dan analisa adalah berasaskan bukti kritikal daripada enam kajian kes. Kajian mendapati bahawa CETI di Sri Lanka lebih berjaya dalam meningkatkan kesedaran dalam penggunaan lestari sumber-sumber semulajadi daripada memberikan kekuatan kepada komuniti tempatan untuk lebih berdikari. CETI gagal untuk membantu komuniti mendapatkan manfaat daripada pembangunan pelancongan di kawasan mereka seterusnya mendapatkan pendapatan yang lebih baik dan penghidupan yang lebih sempurna. Halangan-halangan yang dikenalpasti termasuk kelemahan dalam proses perancangan, tiadanya sokongan polisi dan kerangka institusi, isu-isu alam dalam perundangan alam sekitar, kurangnya hubungan dengan industri, pembuatan keputusan yang terlalu bersifat atas ke bawah (top-down), tiadanya sumber kewangan tempatan, dan kekurangan dalam tenaga tempatan dan pengembangan kapasiti. Ada CETI yang didapati terus gagal atas sebab kelemahan pengurusan dan organisasi, manakala yang lainnya mampu bertahan hanya kerana kedudukan mereka yang dekat dengan kawasan pelancongan. Kedudukan kewangan yang tidak konsisten disebabkan ketidaktentuan kedatangan pelancong dan kedudukan industri pelancongan negara adalah punca utama senario di atas. Berdasarkan temuan-temuan ini, kajian telah menekankan perlunya polisi dan perancangan yang lebih mantap, dan mencadangkan satu model persekitaran yang lebih baik untuk komuniti terlibat dengan jayanya dalam pembangunan pelancongan di Sri Lanka.

ABSTRACT

The community tourism approach has become a popular consideration for acquiring active community participation in natural resource management, particularly in mitigating impacts of unsustainable livelihood practices. In Sri Lanka, even though tourism is not new, its potential in delivering benefits to the local community is still a subject of great debate. The problem central to this study evolves from this scenario. The study investigated the community environmental and tourism initiatives (CETIs) in Sri Lanka and their effectiveness in establishing and maintaining relationships between participatory natural resource management efforts and tourism, and to stimulate alternating livelihoods of the marginalised communities. This exploratory study employed qualitative methodology and followed the case study approach which allows the use of mixed-method techniques for the data collection. Presentation and analysis were based on evidence from multiple (six) cases which provided adequate background for critical understanding. The study found that CETIs in Sri Lanka are better at improving awareness in sustainable use of natural resources than at empowering local communities to become self-reliant. The CETIs failed to facilitate community access to benefits of developing tourism in their respective localities, thereby denying them of raised incomes and improved standards of living. Identified barriers of long term success of CETIs include weaknesses in planning processes, lack of supportive policy and institutional framework, generic issues in environmental legislation, inadequate industry linkages, top-down decision-making, lack of domestic capital formation, and limitations in rural labour and shortcomings in capacity development. Some CETIs were found to have collapsed due to weak internal organisation and management, while others survived merely due to their close proximity to existing tourist regions/routes. Inconsistent financial performance due to seasonality of tourism and the overall performance of country's tourism industry were the reasons for the above scenarios. Based on the findings, the study highlighted the pressing need for decisive measures at policy and planning level, and proposed a model of an environment that could be conducive for communities to participate successfully in tourism development in Sri Lanka.

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LIST OF ABBREVIATIONS

ABTA	Arugam Bay Tourism Association
AUSAID	Australian Agency for International Development
CBO	Community Based Organisation
CCC	Community Coordinating Committee
CCD	Coast Conservation Department
CEA	Central Environmental Authority
CEGA	Community Eco Guides Association
CETI	Community Environmental and Tourism Initiative
DCC	District Coordinating Committee
DF	Department of Forestry
DWC	Department of Wildlife Conservation
ESCAP	United Nations Economic and Social Commission for Asia and the Pacific
FCS	Fisheries Cooperative Society
GND	<i>Grama Niladari</i> Division
HCC	Hambantota Chamber of Commerce
HIRDEP	Hambantota Integrated Rural Development Project
ICEI	Institute for International Economic Cooperation (Istituto Cooperazione Economica Internazionale)
ICT	Information & Communication Technology
IFAW	International Fund for Animal Welfare
INGO	International Non Governmental Organisation
IUCN	International Union for Conservation of Nature
LFO	Lagoon Fishermen Organisation
LNGO	Local Non Governmental Organisation
LTTE	Liberation Tigers of Tamil Elam
MCETI	Muthurajawela Community Environmental and Tourism Initiative
MMC	Muthurajawela Marsh Centre
MCS	Marine Conservation Society
NFR	Nature Friends of Rekawa

NGO	Non Governmental Organisation
OPCF	Ocean Park Conservation Foundation
RCETI	Rekawa Community Environmental and Tourism Initiative
RCTF	Ranpathwila Community Tourism Foundation
RDF	Rekawa Development Foundation
SGP	Small Grant Programme
SLANRMP	Sri Lanka Australia Natural Resource Management Programme
SLEF	Sri Lanka Ecotourism Foundation
SLTDA	Sri Lanka Tourism Development Authority
SPC	Sabaragamuwa Provincial Council
TCPTI	Turtle Conservation Project and Tourism Initiative
TWP	Turtle Watch Programme
UNDP	United Nations Development Programme
USAID	United States Agency for International Development
WCETI	Walathwewa Community Environmental and Tourism Initiative
WHL	World Hotel Link
WREO	Walawe River Ecotourism Organisation
WTM	World Travel Mart
WTO	World Tourism Organisation

SPECIAL NOTES

Exchange Rate: 1 Malaysian Ringgit = 32 Sri Lankan Rupees (as at December, 2009)

CHAPTER ONE

INTRODUCTION

1.1 Background

Tourism as a social activity is becoming increasingly popular, as both domestic and international visitors are being attracted by the places and communities of interests all over the world, while considering its significant economic benefits to the lesser developed nations, is identified as a key contributor to the badly needed socio-economic development. For that to happen, those nations must be exposed of the opportunities provided that they are endowed with potential resources in the context of the present global economy.

Despite the almost universal adoption of tourism as a developmental option, Telfer and Sharply (2007) admit that the extent to which economic and social development inevitably follows the introduction and promotion of a tourism sector remains the subject of intense debate. Even with such criticism, the potential of tourism in developing countries has already been perceived in terms of generating foreign exchange for national and regional economies, employment creation, increasing awareness of the importance of biodiversity conservation and so on. In this context, tourism has been treated as a 'change agent' in developing nations to deal with addressing the disparities of socio-economic development.

The dynamism of the industry is driven by the need for recreation which stimulates the movement of people of different economic, socio-cultural, and geographical backgrounds. This makes the industry challenging for its developers and operators.

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