

NATIONAL SUSTAINABLE TOURISM CERTIFICATION IN SRI LANKA



What is National Sustainable Tourism Certification?

National Sustainable Tourism Certification (NSTC) will provide recognition and incentives through marketing ability and tax relief, resulting in more private sector involvement in biodiversity management, which will mobilize resources and financing for biodiversity conservation and management through avoiding future costs and generation of more revenue.

Mechanism



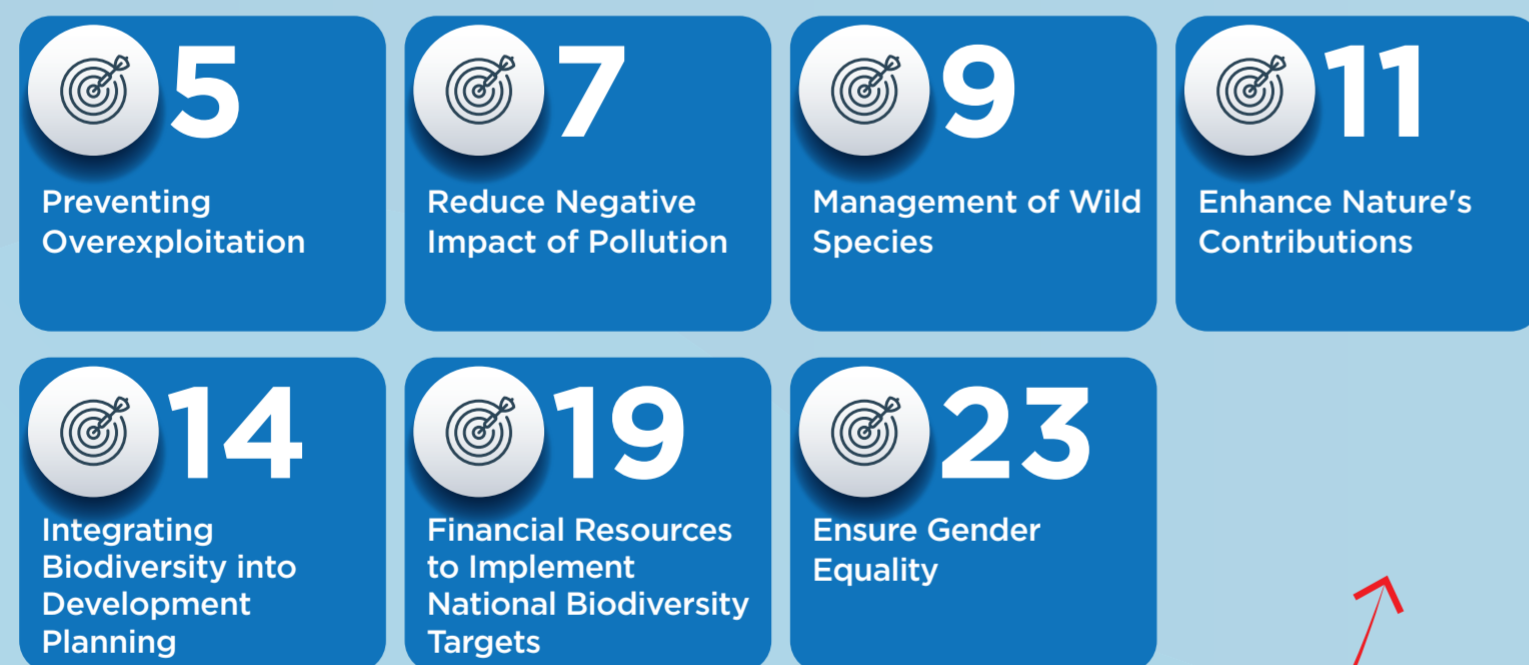
Internationally Recognized, Locally Owned, National Sustainable Tourism Certification



Established a Sustainable Tourism Unit as a step towards institutionalization

Social, Economic, Environmental Benefits

Key links to Global Biodiversity Framework



	2020	2021	2022	2023	2024	2025
Expenditure Actual	13,795.78	7,628.73	46,601.53	13,289.00		
Revenue Expected	20,000.00	40,000.00	80,000.00	1,000,000.00	3,000,000.00	5,400,000.00
Revenue Actual	22,000.00	150,000.00	180,000.00			

All figures are in USD — Revenue Expected

Why Tourism Sector?



Highest net foreign exchange income earning industry



More than 30% of tourism related government revenue from biodiversity



Unsustainable tourism has a high potential to damage environment.



Opportunities for re-aligning investments



High private sector ownership

Main Counterparts

- » Sri Lanka Tourism Development Authority - Industry Regulator
- » Ministry of Tourism
- » Provincial Councils (sub national level devolved institutions)

Safeguards

- » Ensure the ability to include certification in the private sector business models
- » Local ownership and international recognition
- » Commitment of the national focal agency

Challenges

- » Ensuring Sustainability of the Certification Programme - Setting up a special unit to work on the NSTC
- » Covid pandemic- Focus on relatively unaffected areas

Sources of Reliable Data

- » International Tourist Preferences Surveys
- » Global Tourism Certification Trends
- » Global Sustainable Tourism Council