



Democratic Socialist Republic of Sri Lanka

**NATIONAL POLICY AND STRATEGY  
ON  
CLEANER PRODUCTION  
FOR TOURISM SECTOR**

**Ministry of Tourism**

No: 64, Galle road, Colombo 03, Sri Lanka

**In collaboration with**

**Ministry of Environment and Natural Resources**

82, "Sampathpaya", Rajamalwatte Road, Battaramulla, Sri Lanka.

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## **Preface**

Resource utilization unless cautiously managed can drag a country and its people into total disaster. The biggest challenge the world is facing in the 21<sup>st</sup> century will be to fight desperately against the gradual erosion of most needed resources for human existence. Among those most vital would be clean air, water, soil fertility and healthy climatic conditions. On top of this global warming is going to be a monster awaiting to gulp gradually the human population on the planet. We hear daily basis news relating to horrendous effects of global warming representing extremely nasty climatic conditions. The negligence on the part of the people across the board to pay attention to wake up calls is disheartening. The wake up warning signals indicate the urgent necessity to be extremely mindful in utilizing resources for existence and further economic development. The largest conglomerate businesses and industries are the foremost responsible for economizing resources that are utilized in production processes since the quantities they use are colossal. This is simple to understand when one compares resource utilization by a house hold for a day with that of a cement factory or a tile factory operation. The moderate practical answer to this thundering question of how to economize resource utilization lies in the human beings themselves. We will do and see attitude is good enough at the start. All one has to do is whether as an individual or as an organization, Industry or Hotel Operation to practice cleaner production when handling valuable resources. I take this opportunity to convey the gratitude of the Ministry of Tourism & the Tourism Industry to the Ministry of Environment and Natural Resources and the National Cleaner Production Centre for the wonderful initiative taken to inculcate this attitude in the minds of our people wherever they are.

**KAD George Michael**

Secretary

Ministry of Tourism

# **NATIONAL POLICY AND STRATEGY ON CLEANER PRODUCTION FOR TOURISM SECTOR**

## **1. Preamble**

Tourism is a Global Industry and known to be the fastest growing lucrative business in the 21<sup>st</sup> Century. Sri Lanka tourism witnesses the same significance in spite of the numerous drawbacks preventing its steady growth. Tourism is the fourth largest foreign exchange earner in Sri Lanka economy while creating more than 200,000 direct and indirect jobs and looking after a population of nearly 3 Million. Tourism has the dynamism to generate employment from highest level to the lowest, meaning to the man on the beach. Comparatively with a less initial investment no other industry can bring in such a vast array of economic benefits to the country in the areas of food production, catering services, ground transportation, infrastructure, airline services, printing and several others. It is believed that this industry consumes a substantial amount of natural resources such as water, sandy beaches, nature parks, forest covers, inland water bodies, lands etc. in providing and developing products and services required by the tourism operations. The future challenges in terms of resource utilization in tourism have to be cautiously and intelligently managed, to ensure a sustainable tourism industry. Inculcating rather simple attitudes among those who are handling such scarce resources in today's context where even least attention is paid to use resources economically without compromising the right to live of the future generation will be vital. Cleaner production practices have been embraced by the tourist sector inline with the national policy. In the upfront tourism sector will have an added marketing edge in this process since discerning tourists today are yearning to visit destinations which pay more attention to preservation of the environment and render services complying with the practices such as cleaner production.

## **2. Vision**

Ecologically responsible tourism for Sustainable Development.

### **3. Mission**

Ensure environmental friendly tourism through incorporating best practices.

### **4. Policy Goals**

4.1 Transform tourism to be a major contributor for the sustainable development.

4.2 Ensure ecologically sound practices in the tourism sector.

4.3 Improve the quality of life of the community associated with the tourism sector.

4.4 Achieve efficient and optimal utilization of natural resources.

4.5 Enhance value to the customer by offering eco-friendly products and services.

4.6 Conserve and protect socio cultural heritage.

### **5. Policy Objectives**

5.1 Transform tourism into an environmental friendly sustainable industry in the economic development.

5.2 Enhance efficiency and optimal utilization of natural and human resources by incorporating ecologically sound practices.

5.3 Ensure sustainable utilization of socio cultural heritage of the country.

5.4 Diversify tourism demand based on economically viable, socially responsible and environmentally sustainable market strategies.

5.5 Improve living standards of the communities associated with the tourism sector.