Nature-Based Tourism Plan

Bundala National Park

Submitted to: Ecosystem Conservation and Management Project, Ministry of Mahaweli Development and Environment

Submitted by: Matthew Humke, Sustainable Tourism Consultant

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Acronyms

CBO Community-based organisation
CBT Community-based tourism
DWC Department of Wildlife Conservation
NP National Park
UNESCO United Nations Educational, Scientific and Cultural Organisation
Introduction

The following Nature-Based Tourism Plan provides a comprehensive set of strategic objectives and subsequent actions for developing tourism in Bundala National Park and surrounding communities. Along with a vision statement and guiding principles, these strategic objectives and an action plan make up the Bundala NP “Destination Development Strategy”.

The Nature-Based Tourism Plan is the second overall report from the consultant in relation to tourism development in Bundala, and it follows the “Tourism Assessment Report” that was a situational analysis of current tourism conditions and activities in Bundala. The Tourism Assessment Report, which is the foundation upon which this report is based, assessed a number of existing tourism conditions in Bundala, including: market demand, attractions inventory, infrastructure and services, supply and competitiveness, human and institutional capacity, socio economic considerations and environmental considerations.

Bundala National Park

Bundala National Park is a Sri Lankan protected area known for its critical wetlands that help to create habitat for nearly 200 species of birds. The national park, located near Hambantota in the south-eastern coastal region of the country, is a landscape made up of lagoons, inter-tidal mud flats, beaches, sand dunes, grasslands and forests. It was designated a wildlife sanctuary in 1969 and re-designated as a national park in 1993 (Senarathna, 2005). In 1991, Bundala became the first wetland to be declared as a Ramsar site in Sri Lanka and in 2005 the national park was designated as a biosphere reserve by UNESCO (UNESCO, 2005).

Covering an area of 3,696 hectares, Bundala’s dry zone climate and coastal wetlands is home to a variety of migratory birds that make it a popular tourism destinations particularly for bird watchers. Large flocks of greater flamingos once congregated in the wetlands and lagoons of Bundala NP, but have since vanished since the introduction of an irrigation project that changed the water’s salinity levels and vegetation.

However, birders and other visitors continue to visit the park for its existing wildlife which includes about 100 species of water birds, half of which are migrant birds (Sri Lanka Wetlands Information and Database, 2018). Other important fauna found in the park includes 48 species of reptiles, 32 species of mammals, 52 species of butterflies and species popular with tourists such as the Asian elephant, toque macaque, common langur, as well as spotted and sambar deer.

High season months for foreign visitors – which account for 97% of the park’s revenues – are from December to March when they arrive primarily with tour operators. Local visitation tends to focus around school holidays in April, August and December.

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1 The Convention on Wetlands, called the Ramsar Convention, is the intergovernmental treaty that provides the framework for the conservation and wise use of wetlands and their resources.
Methodology

Literature Review & Desk Research

Initial desk work included a review of background documents and historical tourism data provided by the Department of Wildlife Conservation, as well as internet research of various websites dedicated to tourism and conservation issues related to Bundala NP.

Stakeholder Workshops & Individual Interviews

Upon arrival to Bundala in March 2018 (see program below), the consultant conducted a series of workshops with various focus groups in order to collect data related to the Tourism Assessment and Nature-Based Tourism Plan. These groups included DWC managers and staff, local fishing associations, tourism business owners and community-based organizations. The consultant first met with Bundala NP staff and then toured the park, its main attractions and its facilities.

<table>
<thead>
<tr>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
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<tbody>
<tr>
<td>BUNDALA - 16</td>
<td>BUNDALA - 17</td>
<td>BUNDALA - 18</td>
</tr>
<tr>
<td>MORNING: Meeting with Bundala Staff</td>
<td>MORNING: Meeting with other stakeholders (e.g., Hotel Operators, Travel Operators, Jeep Drivers, Guides etc.)</td>
<td>MORNING: Visit to Urankiya Tribal conservation area.</td>
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<tr>
<td>AFTERNOON: Visit to visitor service area and inspect the existing tourism buildings and structures</td>
<td>AFTERNOON: Visit to Pathiraja areas inside the park, Bundala and Ablakarala lagoons.</td>
<td>AFTERNOON: Visit to Udamalawa Turtle conservation area.</td>
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<td>OVER NIGHT STAY: “Sanasuma Hotel or Jade Green Hotel Hambantota”</td>
<td>OVER NIGHT STAY: “Sanasuma Hotel or Jade Green Hotel Hambantota”</td>
<td>OVER NIGHT STAY: “Sanasuma Hotel or Jade Green Hotel Hambantota”</td>
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A workshop was also held with these key local stakeholders. Workshop activities included mapping and inventory of tourism attractions and infrastructure, visitor profiling, and visioning exercises to identify both tourism needs and opportunities. Individual interviews were also conducted with a variety of park and local representatives.
Destination Development Strategy

A destination development strategy is a tourism planning and management tool that helps to guide a destination, such as a protected area, in the various steps and considerations involved in establishing a successful tourism destination. A good destination development strategy should illustrate how to enhance the destination as a whole – from increased local jobs to improved visitor experience (see graphic). In destinations such as protected areas – and possibly most importantly - the strategy also needs to illustrate how tourism can be developed in a way that not only minimizes its negative impacts to the environment, but also directly contributes to biodiversity conservation efforts as well.

The following destination development strategy for Bundala NP contains:

1. A vision statement that defines what the destination hopes to achieve in the future if its plans for tourism development, management and marketing are realized.
2. A set guiding principles (e.g. sustainability, community participation, focus on quality) that act as the foundation for all tourism development activities.
3. A set of strategic objectives for tourism in the protected area, which in turn provide the framework for specific actions that follow. The three main functional areas to consider for objectives and actions are:
   - Development Objectives:
     - Product development/improvement, training and technical assistance, infrastructure development, etc.
   - Management Objectives:
     - Protected area tourism planning and management, tourism management policy, training for tourism managers/technical staff, etc.
   - Marketing Objectives:
     - Online activities (e.g. destination website, social media) and offline activities (e.g. partnerships with tour operators, media and public relations).
4. Action Plans that outline the specific tasks, in chronological order, that will be completed to develop or improve tourism in the destination. Actions Plans define the following:
   - Action: What is the specific actions that must be completed to realize the objective?
   - Lead: Who responsible for completing each action? Who is accountable?
   - Supporting: Who is providing additional support to complete each action?
Vision Statement

The following vision statements represent the intended status of tourism in Bundala NP in 2022:

- Bundala NP will one of the top birding destinations in Sri Lanka and will offer a variety of visitor experiences that highlight the park’s ecosystems and species.
- Bundala NP will effectively balance tourism development and growth while also conserving the region’s natural and cultural resources.
- Bundala NP managers will have a positive and collaborative relationship with a variety of tourism stakeholders, including local communities, the tourism private sector and government.
- A Bundala tourism management plan will be developed that guides Division of Wildlife Conservation managers in implementing tourism activities in Bundala NP.

Guiding Principles

Tourism planning, development and management activities in Bundala should be guided by the following overarching principles that form the foundation of sustainable and effective decision-making:

Triple Bottom Line Results
For tourism development activities to be successful in Bundala, they must aim to benefit:
1. People: creating local benefits, protecting cultures and traditions, a policy of inclusion
2. Planet: developing tourism in a way that reduces negative impacts and contributes to conservation
3. Profit: supporting tourism products and businesses that are viable and successful

Local Participation and Benefits
From job creation and revenue generation to building conservation constituencies around protected areas, the strategy must aim to engage and benefit local residents and build a positive relationship with the Division of Wildlife Conservation.

Market-Driven
Understanding and reacting to tourism trends and visitor motivations will help to ensure that Bundala NP and surrounding communities and businesses offer what the market actually wants to buy.

Private Sector Participation
Private sector partners like tour operators and lodging service providers play an important role in connecting visitors to Bundala NP and should be consulted at every stage of planning and implementation.

Department of Wildlife Conservation Engagement
In order for the objectives and activities described in this plan to be sustained beyond the scope of the ESCAMP project, all tourism planning and development activities should be done with the full participation of Division of Wildlife Conservation managers and staff who will be ultimately responsible for tourism development and management, and therefore must be given the tools and knowledge to do so.
Strategic Objectives

1. Development Objectives

1.1 Develop a Corps of Professional Naturalist Guides

1.1.1 Conduct Training with Local Guides & Wildlife Guards

Training a group of specialized birding/wildlife guides would immensely improve the visitor experience in Bundala NP, and such guides could act as additional “step on” guides for the organized tour groups as well as perfect companions for independent tourists visiting the park on their own. This is particularly true for birders, who value the input of local guides in directing them to the best birding spots and helping them to identify species.

In addition, training local guides (and requiring them for all visitors as an overall tourism policy) also helps to create much-needed jobs within local communities and monitor visitor behavior and potential impacts. Finally, trained and certified guides would also help Colombo-based tour operators determine who is qualified to be hired for their tours.

1.1.2 Purchase Basic Equipment Needs for Guides and Wildlife Guards

Naturalist guides need proper uniforms to appear professional and trust-worthy, and proper equipment to both ensure the safety of visitors (i.e. first-aid kits, extra water) as well as explain/explore the natural world with visitors (i.e. binoculars, field guides). Shirts made out of breathable material (especially considering Bundala’s high temperatures), waterproof boots, jackets and backpacks are recommended as well. The same equipment needs apply to Wildlife Guards who guide visitors in Bundala NP.

1.2 Develop New Tourism Products Within Bundala National Park

1.2.1 Develop Bird Watching Tours

Birding remains the most popular tourism activity in Bundala NP, with many birders arriving both on their own as well as with specialty tour operators. Considering that Bundala can’t compete with Yala NP’s mammal wildlife viewing, focusing on bird watching as the signature visitor experience is highly recommended.

An important output of training local naturalist guides in Bundala will be the development of birding “routes” – established locations (some which may offer viewing “hides”) where guides direct birders - which may vary depending upon the type of birds desired. Guides on birding tours must be well-equipped with binoculars and bird books in addition to the standard safety equipment.
1.2.2 Develop Sea Turtle Watching Tours

A sea turtle conservation and monitoring project currently operates in Bundala NP out of 2 monitoring stations, including the Uraniya Station which is less than a 15 km/30-minute drive from Tissa, a nearby tourism destination. All five of Sri Lanka’s sea turtle species are found in Bundala NP, with nesting turtles present October to March and peak months in February and March (which coincides perfectly with the peak foreign visitor months as well).

Sea-turtle viewing is an increasingly popular tourism activity in protected areas all over the world, and can produce multiple conservation benefits, including:

- Increased tourism employment for local communities (particularly ex-poachers) as sea turtle-patrollers, guides, as well as ancillary local tourism services such as food and lodging.
- Increased monitoring of critical nesting beaches (currently only 2 DWC officers patrol the area) through tourism-funded beach patrols and the presence of visitors and their guides in areas where illegal turtle poaching takes place.
- Improved collaboration between protected area managers and surrounding communities through joint park/community-run tourism and conservation initiatives.

Sustainable tourism and conservation guidelines would need to be strictly adhered to in order to eliminate any chance of negatively affecting nesting turtles or their nests. With that said, a number of sea turtle conservation projects and organizations have developed and documented these sea turtle-tourism guidelines that would need to be enforced. In addition, DWC park policy would need to be reviewed and possibly revised to allow for night time sea turtle tours.

1.2.3 Develop Boat Safari Tours

With Bundala NP’s picturesque lagoons and wetlands, boating is a perfect way to experience the park and to see a variety of wildlife – including birds and elephants. Local fishermen, who increasingly are asked to limit their resource-extractive activities in the park, could be trained to guide visitors in the park’s lagoons by boat, which would help to build a collaborative relationship with this sometimes-controversial stakeholder group. Traditional boats could be used or new boats with environmentally friendly electric motors.

In addition to boating as a means for wildlife viewing, local fishermen could also offer tours where visitors learn about and experience traditional fishing techniques. The boats could also be used for patrolling by wildlife guards.

Careful monitoring of boating on the behaviour of birds in the lagoons is a vital step in ensuring the sustainability of this activity.
1.2.4 Develop a CBO Sales Centre

Considering the lack of community collaboration or economic opportunities related to tourism in the park, an opportunity exists to create a “sales centre” near Bundala NP headquarters/Visitor Information Centre that could be operated by a local community-based organization (CBO). The CBO sales centre could offer a variety of locally sourced products and services, including:

- Locally produced food items
- Handmade crafts
- Souvenirs such as postcards, photo calendars, and Bundala NP-branded clothing
- Binocular rental
- Bird books and other natural history books related to Bundala NP
- Sundries such as suntan lotion, batteries, snacks and other items often needed by visitors

1.2.5 Develop a Bundala NP Guide Book

Similar to crafts and souvenirs, many visitors like to buy photo/guide books from the places they go as a reminder of their visit. High-quality photos and descriptive text describing the unique ecosystems and species found at the destination is the norm. Such a guide book could be developed and sold at visitor centres and CBO sales centres. As a bonus, much of the same information that would need to be collected for a visitor guide book would also serve as teaching material for a training course with local naturalist guides and wildlife guards as well.

1.3 Improve Tourism Infrastructure in Bundala National Park

1.3.1 Develop a Sea Turtle Conservation Centre

A great opportunity exists to develop the Bundala NP sea turtle monitoring and conservation program into a popular tourism product/experience. However, a new facility designed to meet both the conservation and tourism needs of this activity would be required. A single building/facility could be constructed that includes:

- Lodging for two wildlife guards responsible for sea turtle monitoring/research and beach patrols
- Research and equipment storage space
- Kitchen for food preparation
- Rooftop deck for dining and for conducting sea turtle presentations, whale watching, etc.

In addition, a Sea Turtle Conservation Centre could be expanded to also include an additional 4-6 private rooms for local and foreign visitors (with beach views) and to serve as one of the park’s visitor bungalows (in addition to a lagoon location described below). Either option should integrate the same design and construction considerations used for any new visitor lodging, which includes:

- Natural building materials that help to integrate the building into the landscape
- Well-ventilated, open-air to take advantage of natural ocean breezes
- Maximize ocean views and raised/upper-level viewing areas

Management models for the Sea Turtle Conservation Centre will need to be explored, ranging from DWC management to a potential private-public partnership with an outside lodging or tour operator partner.
1.3.2 Construct a Marine Mammal Viewing Tower

The waters off the coast of Bundala NP are home to blue and sperm whales, dolphins and other cetaceans...and offers some of the best land-based viewing of marine mammals in Sri Lanka. Bundala NP’s beaches and sand dunes could be the perfect place to establish a whale watching tower and would be a highly complementary experience to birding and the lagoon ecosystem.

An elevated tower located on a high point of the Bundala NP coast would give visitors the unique opportunity to look for whales, dolphins and other cetaceans that frequent the nearby waters. Such a structure would need to be 5-15 m tall (depending on the location of the tower) and feature steps to climb, shade and a sitting area on the top section, as well as viewing equipment which could be some kind of telescope or binoculars (assuming there was a wildlife guard there to safeguard the equipment). The binoculars could also be supplied by tour operators or the tourists themselves. A final option would be to have some kind of coin-operated fixed telescope that could withstand the elements and was secured to the tower.

The structure should be built out of wood or other natural materials and should blend into the landscape as much as possible.

1.3.3 Construct Bird Hides

A bird watching “hide” is an enclosed and camouflaged sitting area where birders can observe nearby species without alarming them with their presence. It is a comfortable (with sitting area, shade) and efficient (hidden, improved viewing perspective) way to enjoy Bundala NP’s abundant bird life. A raised platform design would allow birders to see over high reeds/grasses of lagoons for a better viewing experience. The hides should be made out of natural materials that blend into the landscape.

4-5 potential locations along the existing jeep safari route have been identified as ideal locations by park staff. Their construction is highly recommended. The bird hides would likely require some stated rules and signage to manage visitor use. They may also require a reservation and/or fee system. The hides could also be used for monitoring of illegal activities during non-visiting hours by wildlife guards.

1.3.4 Construct a Boat Dock

If boat safaris are to be developed as a tourism attraction in Bundala NP, then an accessible and comfortable boat dock will need to be built that allows visitors to embark and disembark the boats. The boat dock should have a shaded area with seating and could also serve as a nice rest stop or place for bird watching. An ideal site would be walkable (or a short drive) from the Visitor Information Centre and is indicated on a map included on the following page.

1.3.5 Construct an Ecolodge

Currently, Bundala NP lacks the type of lodging preferred by its most important market segment, birdwatchers. Specifically, lodging with sufficiently sized private rooms or cabins, private bathrooms, hot showers, food services and most importantly...an opportunity to be immersed in the park’s natural environment.
New visitor lodging should consist of 4-6 private rooms or cabins, each with their own outdoor sitting/viewing area with open-air kitchen and dining areas all designed to be integrated within and fully take advantage of the surrounding natural environment (lagoons, wetlands, vegetation, beaches).

A proposed site for new visitor lodging (see map below) located on the same lagoon as the Visitor Information Centre is ideal for a number of reasons for such lodging, such as:

- The potential visitor lodging site is on the shores of the lagoon and offers ideal conditions for birdwatching, particularly in the early morning and evenings.
- Access to the site is good for both vehicles as well as for bringing in a water line.
- The relatively close proximity to the existing park facilities means security and access for staff and supplies is also good.
- The area is already disturbed due to an ongoing invasive plant removal project which means less alteration of natural landscapes for construction. However, the site would eventually require some additional landscaping to make it more attractive (and improve shade) for visitors.

Management models for an ecolodge will need to be explored, ranging from DWC management to a potential private-public partnership with an outside lodging or tour operator partner.

**1.3.6 Renovate the Visitor Information Centre**

In 2005, a Sri Lankan architect designed and built most of the tourism infrastructure in Bundala NP, including the current Visitor Information Centre. The design concept of the buildings, although attractive and innovative, has proven to be totally impractical for the Bundala NP environment. Problems with the designs includes animals entering the buildings, wind and rain damage, and excessive dirt/dust. In order for the Visitor Information Centre’s potential to be fully realized, major improvements need to take place that address these design flaws.
In addition, the Visitor Information Centre interpretive information and displays are well-designed and highly informative, but due to the rain, wind and dust...many of the displays are in poor condition and need to simply be repaired/replaced using the same designs and content.

1.3.7 Establish Wildlife-Free Visitor Zones

Electric fences or other deterrents are needed to keep elephants out of visitor zones (particularly the Visitor Information Centre area), as they pose a public safety risk in these particular areas.

1.3.8 Improve Basic Amenities (Bathrooms, Water Fountains)

Most washroom facilities throughout Bundala are limited to “squatting” toilets, which although the norm for most Sri Lankans, are quite foreign to many visitors. Developing new washroom facilities that offer both sitting as well as squatting toilets (see photo from Yala National Park) is advised. Hygienic water fountains at the main Visitor Information Centre are also recommended.

1.3.9 Improve Roads Within Bundala National Park

Parking areas and improved road signage (i.e. driving rules, points of interest, interpretive panels) could directly improve viewing in key areas where wildlife tends to congregate.

1.3.9 Improve Regional Road Signage

In order to assist visitors in finding key protected area points of entry and tourism facilities, the erection of large Information and directive boards along access roads in major townships is recommended. All signage should be multi-lingual in Sinhala, Tamil and English.

Note: Staff & Administration Quarters

Although the improvement of staff and administrative quarters are certainly needed in many areas of the park, it falls out of the scope of this report, which is dedicated exclusively to tourism products, services and infrastructure. However, DWC staff are well aware of the staff and administrative quarter needs.
2. Management Objectives

2.1 Improve Collaboration Amongst Stakeholders

2.1.1 Form Community Tourism Associations

Forming community tourism associations would facilitate much of the tourism development work the Division of Wildlife Conservation hopes to implement in the coming years. By having an organized group of local community members working in tourism (i.e. tours, crafts, food, transportation), it becomes that much easier to deliver training and technical assistance programmes “en mass” to a large number of beneficiaries.

In addition, it provides an opportunity for the Division of Wildlife Conservation to identify an organized group of people who are receiving the benefits of tourism development activities (i.e. training, funding, support), and a group who can – in return – be asked to invest their time and effort in supporting collaborative conservation activities in Bundala.

2.1.2 Identify Conservation Activities that Tourism Stakeholders Can Support

Sustainable tourism should not only reduce negative impacts to natural and cultural resources, but it should and could directly contribute to biodiversity conservation efforts in Bundala NP. And the upcoming period in which the Division of Wildlife Conservation will be benefiting local community tourism stakeholders (via training, funding, etc.) is the perfect time to identify ways in which those beneficiaries can support the Division of Wildlife Conservation’s work in Bundala. Whether it’s fishermen transitioning from unsustainable activities to tourism or local support for invasive species removal ...it’s up to the Division of Wildlife Conservation to identify opportunities in which local community stakeholders can and should participate in conservation activities.

2.1.3 Form Bundala National Park Tourism Working Group

Increased communication and collaboration between the DWC, Bundala National Park managers, local and national tour operators, press and tourism organizations in Sri Lanka is clearly needed. During the course of discussions that took place in the development and review of this Nature-Based Tourism Plan, private sector representatives provided highly valuable input on the proposed tourism products and services, as well as remarked on the need for more information about Bundala in order to help promote the park with their clients.

Therefore, the formation of a Bundala Tourism Working Group that includes a variety of members and meets a few times a year to discuss tourism development in the park is recommended.
2.2 Improve Division of Wildlife Conservation Tourism Planning & Management Capacity

2.2.1 Conduct Tourism Planning & Management Training for Division of Wildlife Conservation Managers

Building the capacity of Division of Wildlife Conservation managers in tourism planning and management is one of the most important steps to ensuring that the recommendations included in this plan are implemented. In order to do so, a focused and strategic training program is needed. Unfortunately, most international short-term training programmes are too theoretical and lack a focus on the practical responsibilities that Division of Wildlife Conservation managers will have in developing and managing tourism in the coming years.

The following graphic includes the proposed overall structure of a specially designed training course that could be delivered to Division of Wildlife Conservation managers in Sri Lanka over the span of 4 weeks. Throughout the course, participants would build both their capacity to manage as well as the actual contents of a tourism management plan for their respective wildlife parks.

The course would be delivered in partnership with the George Washington University’s International Institute of Tourism Studies – one of the world’s most prestigious tourism training programs – from which participants would receive an official certificate.

2.2.2 Produce a Tourism Management Plan for Bundala National Park

As stated above, one of the results of the Tourism Planning and Management trainings would be the creation of an actual tourism management plan for Bundala NP. The document would act as a “road map” for implementing tourism development and management activities in Bundala, define detailed quarterly and
annual work plans to guide tourism activities, and help to ensure the comprehensive implementation of the recommendations found in this Nature-Based Tourism Plan.

2.2.3 Update Tourism Regulations & Requirements

An important step for the Division of Wildlife Conservation to take would be to update the rules and regulations that apply to tourism activities in its wildlife parks. This may include revising user/entrance fees and the guidelines that apply to certain tourism activities.

3. Marketing Objectives

3.1 Improve Tourism Marketing of Bundala NP

3.1.1 Conduct Bundala NP Promotional Campaign in Tissa

The popular tourism destination of Tissa is only a 30-minute drive from Bundala NP, and receives a high-volume of foreign visitors that frequent Yala NP and other tourism attractions in the region. A great opportunity exists to capture a portion of this tourism market for the new tourism products being developed in Bundala NP, in particular the sea turtle watching night tours.

Print promotion should be developed including posters and brochures that can placed in Tissa hotels and sales commission agreements developed with Tissa lodging service providers and tour operators in which they receive a small percentage of tour sales in turn for promoting and selling the Bundala NP tour options to their guests.

3.1.2 Develop a Tourism-Specific Bundala NP Promotional Website

It is recommended that the Division of Wildlife Conservation develop either park-specific information under their main umbrella website, or develop an individual “destination” website for visitors to Bundala NP that includes the following information:

- An introduction/description of the park, its ecosystems and signature species (including high-quality photos)
- An overview of the tourism services offered by the park, including visitor centres, lodging options, food services, hiking paths, wildlife viewing areas, etc.
- Maps of the parks (ideally as downloadable/printable PDFs)
- Codes of conduct that guide visitors on how to reduce their negative impacts while in the park (i.e. proper wildlife viewing practices, trash management, etc.)
- Frequently Asked Questions (FAQs) about the park (i.e. when’s the best time of year to visit, temperature and precipitation averages, etc.)
- Local, recommended tourism service providers such as tour operators, nearby hotels and homestays, restaurants, etc. – ideally those are supporting Bundala’s conservation objectives in one form or another.
3.1.3 Develop Bundala NP Social Media Pages

In addition to a website (which is somewhat “static” and whose information doesn’t change frequently) establishing Bundala NP social media pages on websites like Facebook and Instagram allow park managers to share up-to-date information, projects, photos, videos, special events and other dynamic content that would allow the wildlife park to build a large audience that could follow current news in Bundala.

3.2 Improve Collaboration with Private Sector Partners

3.2.1 Conduct FAM Trips with Targeted Tour Operators

As tourism development activities begin to bear results such as new lodging facilities, exciting new tour options, improved guide services and new or enhanced park infrastructure – it’s critical that the variety of Colombo-based tour operators who frequent Bundala are introduced to the new tourism products, services and infrastructure through familiarization or “FAM” trips. FAM trips (which are often paid for, at least in part, by the sponsor – in this case the Division of Wildlife Conservation) are a way to “show off” the new features in Bundala to these important private sector partners who can in turn begin to promote them to their clientele.

Action Plans

The following pages include detailed, two-year action plans with quarterly tasks that will result in the implementation of the stated strategic objectives for the Bundala NP Destination Development Strategy. In addition to the detailed task, each action also indicates which individual or organization is responsible for leading each task (and who is ultimately accountable for its completion) and which individuals or organizations are to provide support.
## Bundala NP Nature Based Tourism: Action Plan

### 1. DEVELOPMENT OBJECTIVES

#### Strategic Objective 1.1 Develop a Corps of Professional Naturalist Guides

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<tr>
<th>Action</th>
<th>1.1.1</th>
<th>Conduct Training with Local Guides &amp; Wildlife Guards</th>
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<tr>
<td></td>
<td></td>
<td>- Develop guide training materials</td>
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<td></td>
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<td>- Select participants</td>
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<td>- Conduct guide training</td>
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<td>Lead</td>
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<td>Guide Training Specialist</td>
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<td>Support</td>
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<td>Bundala managers, SLTDA</td>
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<tr>
<th>Action</th>
<th>1.1.2</th>
<th>Purchase Basic Equipment Needs for Guides and Wildlife Guards</th>
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<td>- Determine final list of equipment needs</td>
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<td>- Inventory all equipment and document</td>
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<td>- Distribute equipment</td>
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<td></td>
<td>- Conduct monthly inventory check of equipment</td>
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<tr>
<td>Lead</td>
<td></td>
<td>Guide Training Specialist</td>
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<td>Support</td>
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<td>Bundala managers</td>
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#### Strategic Objective 1.2 Develop New Tourism Products Within Bundala National Park

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<tr>
<th>Action</th>
<th>1.2.1</th>
<th>Develop Bird Watching Tours</th>
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<tr>
<td></td>
<td></td>
<td>- Identify &amp; purchase equipment needed for tour</td>
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<td>- Develop tour content/routes</td>
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<td></td>
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<td>- Train guides in delivery of tour</td>
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<td>Lead</td>
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<td>Guide Training Specialist</td>
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<tr>
<th>Action</th>
<th>1.2.2</th>
<th>Develop Sea Turtle Watching Tours</th>
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<td></td>
<td></td>
<td>- Identify &amp; purchase equipment needed for tour</td>
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<td>- Develop tour content, best practices</td>
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<td>- Train guides in delivery of tour</td>
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<td>Lead</td>
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<td>Guide Training Specialist</td>
</tr>
<tr>
<td>Support</td>
<td></td>
<td>Bundala managers</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Action</th>
<th>1.2.3</th>
<th>Develop Boat Safari Tours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>- Identify &amp; purchase equipment needed for tour</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Develop tour content, best practices</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Train guides in delivery of tour</td>
</tr>
<tr>
<td>Lead</td>
<td></td>
<td>Guide Training Specialist</td>
</tr>
<tr>
<td>Support</td>
<td></td>
<td>Bundala managers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Action</th>
<th>1.2.4</th>
<th>Develop a CBO Sales Centre</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>- Conduct assessment of existing/potential products to offer at CBO sales centre</td>
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<tr>
<td></td>
<td></td>
<td>- Build CBO sales centre</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Train CBO members in management of sales centre</td>
</tr>
<tr>
<td>Lead</td>
<td></td>
<td>Crafts and Sustainable Tourism Development Specialist</td>
</tr>
<tr>
<td>Support</td>
<td></td>
<td>Bundala managers, Community tourism associations</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Action</th>
<th>1.2.5</th>
<th>Develop Bundala NP Guide Book</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>- Repurpose &amp; refine guide training materials for Bundala Guide Book</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Collect additional information &amp; photos for Guide Book</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Begin production of Guide Book</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Distribute and promote Guide Book at various sales points in region</td>
</tr>
<tr>
<td>Lead</td>
<td></td>
<td>Department of Wildlife Conservation publications specialist</td>
</tr>
<tr>
<td>Support</td>
<td></td>
<td>Guide Training Specialist, Bundala managers</td>
</tr>
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</table>

### SUPPORTING TYPE

<table>
<thead>
<tr>
<th>ID</th>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>YEAR ONE</td>
<td>YEAR TWO</td>
</tr>
<tr>
<td>Quarter 1</td>
<td>Quarter 2</td>
</tr>
</tbody>
</table>
### 1. DEVELOPMENT OBJECTIVES

#### Strategic Objective

**1.3 Improve Tourism Infrastructure in Bundala National Park**

<table>
<thead>
<tr>
<th>Action</th>
<th>ID</th>
<th>Description</th>
<th>YEAR ONE</th>
<th>YEAR TWO</th>
<th>LEAD</th>
<th>SUPPORTING</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1.3.1</td>
<td>Develop a Sea Turtle Conservation Centre</td>
<td>- Develop design &amp; construction plans for Sea Turtle Conservation Centre</td>
<td>- Prepare site for Sea Turtle Conservation Centre</td>
<td>- Develop new Sea Turtle Conservation Centre with visitors &amp; tour operators</td>
<td>Department of Wildlife Conservation infrastructure specialist</td>
</tr>
<tr>
<td></td>
<td>1.3.2</td>
<td>Construct a Marine Mammal Viewing Tower</td>
<td>- Develop design &amp; construction plans for Marine Mammal Viewing Tower</td>
<td>- Prepare site for Marine Mammal Viewing Tower</td>
<td>- Promote new Marine Mammal Viewing Tower with visitors &amp; tour operators</td>
<td>Department of Wildlife Conservation infrastructure specialist</td>
</tr>
<tr>
<td></td>
<td>1.3.3</td>
<td>Construct Bird Hides</td>
<td>- Develop design &amp; construction plans for bird hides</td>
<td>- Prepare sites for bird hides</td>
<td>- Promote new bird hides with visitors &amp; tour operators</td>
<td>Department of Wildlife Conservation infrastructure specialist</td>
</tr>
<tr>
<td></td>
<td>1.3.4</td>
<td>Construct a Boat Dock</td>
<td>- Develop design &amp; construction plans for boat dock</td>
<td>- Prepare sites for boat dock</td>
<td>- Promote new boat dock with visitors &amp; tour operators</td>
<td>Department of Wildlife Conservation infrastructure specialist</td>
</tr>
<tr>
<td></td>
<td>1.3.5</td>
<td>Construct an Ecolodge</td>
<td>- Develop a business plan for new ecolodge</td>
<td>- Prepare site for new ecolodge</td>
<td>- Promote new ecolodge with visitors &amp; tour operators</td>
<td>Sustainable tourism specialist, Department of Wildlife Conservation infrastructure specialist</td>
</tr>
<tr>
<td></td>
<td>1.3.6</td>
<td>Renovate the Visitor Information Centre</td>
<td>- Conduct assessment of repairs needed to Visitor Info Centre</td>
<td>- Install new interpretive displays in renovated Visitor Information Centre</td>
<td>- Promote new Visitor Information Centre with visitors &amp; tour operators</td>
<td>Department of Wildlife Conservation infrastructure specialist</td>
</tr>
<tr>
<td></td>
<td>1.3.7</td>
<td>Establish Wildlife-Free Visitor Zones</td>
<td>- Assess environmental impacts of proposed wildlife-free zones</td>
<td>- Establish wildlife-free visitor zones</td>
<td>- Establish wildlife-free visitor zones</td>
<td>Department of Wildlife Conservation infrastructure specialist</td>
</tr>
<tr>
<td></td>
<td>1.3.8</td>
<td>Improve Basic Amenities (Bathrooms, Water Fountains)</td>
<td>- Assess and finalize basic amenities needed</td>
<td>- Improve basic amenities</td>
<td>- Improve basic amenities</td>
<td>Department of Wildlife Conservation infrastructure specialist</td>
</tr>
<tr>
<td></td>
<td>1.3.9</td>
<td>Improve Road Access Within Bundala NP</td>
<td>- Prepare road signage content and design</td>
<td>- Construct new road signage</td>
<td>- Construct new road signage</td>
<td>Department of Wildlife Conservation infrastructure specialist</td>
</tr>
<tr>
<td></td>
<td>1.3.11</td>
<td>Improve Regional Road Signage</td>
<td>- Determine locations where road signage will be placed</td>
<td>- Develop road signage content and designs</td>
<td>- Construct new road signage</td>
<td>Department of Wildlife Conservation infrastructure specialist</td>
</tr>
</tbody>
</table>
## 2. MANAGEMENT OBJECTIVES

### Strategic Objective 2.1 Improve Collaboration Amongst Stakeholders

<table>
<thead>
<tr>
<th>Action</th>
<th>ID</th>
<th>Description</th>
<th>YEAR ONE</th>
<th>YEAR TWO</th>
<th>LEAD</th>
<th>SUPPORTING</th>
</tr>
</thead>
</table>
| Action 2.1.1 | Form Community Tourism Associations | - Identify community tourism stakeholders for associations  
- Conduct community tourism meetings to discuss purpose/benefits of associations  
- Formalize tourism associations | Quarter 1 | Quarter 2 | Quarter 3 | Quarter 4 | Sustainable tourism specialist | Community members and leaders, local tourism service providers, Bundala managers |
| Action 2.1.2 | Identify Conservation Activities that Tourism Stakeholders Can Support | - Determine conservation opportunities for community support with DWC managers  
- Discuss conservation opportunities with community members  
- Include conservation support commitments within tourism association agreements  
- Conduct ongoing conservation activities with community stakeholders & tourism associations  
- Conduct ongoing conservation activities with community stakeholders & tourism associations  
- Conduct ongoing conservation activities with community stakeholders & tourism associations  
- Conduct ongoing conservation activities with community stakeholders & tourism associations  
- Conduct ongoing conservation activities with community stakeholders & tourism associations | Quarter 1 | Quarter 2 | Quarter 3 | Quarter 4 | Bundala managers | Sustainable tourism specialist, Community members, leaders, local tourism service providers |

### Strategic Objective 2.2 Improve Division of Wildlife Conservation Tourism Planning & Management Capacity

<table>
<thead>
<tr>
<th>Action</th>
<th>ID</th>
<th>Description</th>
<th>YEAR ONE</th>
<th>YEAR TWO</th>
<th>LEAD</th>
<th>SUPPORTING</th>
</tr>
</thead>
</table>
| Action 2.2.1 | Conduct Tourism Planning & Management Training for Division of Wildlife Conservation Managers | - Customize tourism planning & mgmt training to DWC/Bundala managers  
- Determine DWC managers to participate in tourism planning & mgmt training  
- Conduct tourism planning & mgmt training for DWC managers | Quarter 1 | Quarter 2 | Quarter 3 | Quarter 4 | Sustainable tourism specialist | Division of Wildlife Conservation leadership, Bundala managers |
| Action 2.2.2 | Produce Tourism Management Plans for Rathnapura & Matara Districts | - DWC managers develop tourism management plans as part of above training  
- DWC managers begin implementation of tourism mgmt plans in Bundala  
- Implementation of tourism management plans in Bundala  
- Implementation of tourism management plans in Bundala  
- Implementation of tourism management plans in Bundala | Quarter 1 | Quarter 2 | Quarter 3 | Quarter 4 | Bundala managers | Sustainable tourism specialist, Division of Wildlife Conservation leadership |
| Action 2.2.3 | Update Tourism Regulations & Requirements | - Conduct overall review of current DWC tourism regulations  
- Propose updates to DWC tourism regulations to DWC leadership  
- Update DWC tourism regulations | Quarter 1 | Quarter 2 | Quarter 3 | Quarter 4 | Division of Wildlife Conservation leadership | Sustainable tourism specialist, Bundala managers |
### 3. MARKETING OBJECTIVES

<table>
<thead>
<tr>
<th>Strategic Objective</th>
<th>Action Number</th>
<th>Description</th>
<th>YEAR ONE</th>
<th>YEAR TWO</th>
<th>LEAD</th>
<th>SUPPORTING</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>3.1</td>
<td>Improve Tourism Marketing of Bundala NP</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Action</td>
<td>3.1.1</td>
<td>Conduct Bundala NP Promotional Campaign in Tissa</td>
<td></td>
<td></td>
<td>Sustainable tourism specialist</td>
<td>Local tourism service providers, Bundala managers</td>
</tr>
<tr>
<td>Action</td>
<td>3.1.2</td>
<td>Develop a Tourism-Specific Bundala NP Promotional Website</td>
<td></td>
<td></td>
<td>Sustainable tourism specialist</td>
<td>Community tourism associations, local tourism service providers, Bundala managers</td>
</tr>
<tr>
<td>Action</td>
<td>3.1.3</td>
<td>Develop Bundala NP Social Media Pages</td>
<td></td>
<td></td>
<td>Sustainable tourism specialist</td>
<td>Bundala managers, Division of Wildlife Conservation leadership</td>
</tr>
<tr>
<td>Strategic Objective</td>
<td>3.3</td>
<td>Improve Collaboration with Private Sector Partners</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Action</td>
<td>3.2.1</td>
<td>Conduct FAM Trips with Targeted Tour Operators</td>
<td></td>
<td></td>
<td>Sustainable tourism specialist</td>
<td>Division of Wildlife Conservation leadership, Bundala managers, community tourism associations, local tourism service providers</td>
</tr>
</tbody>
</table>
Sustainability Plan

Environmental Sustainability

- Develop a tourism monitoring plan to identify specific indicators of environmental impacts, and their limits of acceptable change. Examples of potential indicators include:
  - Changes in sea turtle nesting behaviour
  - Vegetation coverage around camping areas
  - Degree of erosion along hiking trails, particularly beaches
  - Reported wildlife sightings near lodging facilities
- Conduct Environmental Impact Assessments for all infrastructure projects, including lodging facilities, trails, roads and parking areas, and visitor centres.

Operational Sustainability

- Conduct annual “refresher” trainings for training program participants.
- Convene quarterly meetings with program participants to discuss challenges, successes, opportunities and concerns.
- Develop and maintain inventory registries of all new equipment purchases for tourism activities.
- Conduct annual review of the condition of tourism equipment and infrastructure, with an annual repair and maintenance plan as well to address outstanding issues.
- Conduct annual review of the condition of road signage, with an annual repair and maintenance plan as well to address outstanding issues.

Financial Sustainability

- Develop demand-driven business plans with pro forma financial projections for all new tourism products and services.
- Conduct an annual cost-benefit analysis to determine the viability for all new tourism products and services.

Guidelines & Best Practices

The following set of guidelines (for visitors) and best practices (for tourism service providers) are intended to reduce negative impacts of existing and proposed tourism activities and ensure sustainability in Bundala National Park.

Currently, the main tourism activities in Bundala NP are limited primarily to wildlife viewing (particularly bird watching), camping and family gatherings. Proposed tourism activities and attractions for Bundala NP include new tours, observation towers and bird hides. The following guidelines and best practices are designed to apply to both tourism activities and attractions in the wildlife park, as well as the primary tourism service providers (i.e. homestays, restaurants) surrounding the wildlife park.
Visitor Guidelines: GENERAL

✓ Be aware of protected area rules and regulations that apply to tourism activities.
✓ Minimize noise and disturbances when in close proximity to wildlife, and nesting, breeding or feeding areas.
✓ Avoid wildlife handling or feeding as a general rule, and do not try to force particular behaviors from wildlife.
✓ Stay on designated trails and follow all stated recreational guidelines.
✓ Take out all trash that you bring into the protected area and pick up trash when possible.
✓ Do not keep any natural objects found while visiting the protected area.
✓ Do not light illegal campfires and monitor legal campfires at all times.

Visitor Guidelines: SEA TURTLE WATCHING

Watching Nesting Turtles
Turtles are very vulnerable on land and if startled, a turtle may return to the sea before her eggs can be successfully laid. Please follow these simple rules.
✓ Stay quiet and move slowly.
✓ Do not approach or photograph any turtles that have not yet laid their eggs.
✓ Make minimal use of flashlights and never shine lights directly into a turtle’s face.
✓ Approach from behind and keep low to the ground.
✓ Move away if the turtle shows signs of distress.
✓ Never disturb turtle eggs or hatchlings.
✓ Limit viewing to 30 minutes at a time.

Photography
✓ Flash photography of nesting turtles is illegal in some places. Use a camera flash very sparingly if at all and take photos only from behind to avoid blinding the turtle.

Turtle Hatchlings
✓ Shield hatchlings from beachfront lighting. Ask that lights be turned off long enough for the hatchlings to reach the sea.
✓ Do not interfere with their crawl to the sea.
✓ Never photograph hatchlings—they are very sensitive to light.

Best Practices: ALL Tourism Service Providers

✓ Respect international or national legal protection of employees and pay employees a living wage.
✓ Provide employment opportunities for local community members.
✓ Allow local artists to display and sell their handicrafts and art work at your property.
✓ Provide information to customers on local attractions and cultural activities.
✓ Use local goods and services whenever possible.
- Maintain equitable hiring practices. Do not discriminate against hiring women and local minorities, including in management positions, while restraining child labor.
- Actively support initiatives for social and infrastructure community development including, among others, education, health, and sanitation.
- Comply with local zoning and protected or heritage area requirements.

**Best Practices: Tour Operators & Guides**

**Environmental Considerations**

- Minimize noise and disturbances when in close proximity to wildlife, and nesting, breeding or feeding areas.
- Avoid wildlife handling or feeding as a general rule, and do not try to force particular behaviors from wildlife.
- If using spotlights to view wildlife at night, commit to use low-wattage lights with red filters and only for short periods of time on particular individual animals.
- Limit the number of visitors per guide to 15 or below to provide a better experience for visitors, to decrease impacts and to make the groups more manageable.
- Make tourists aware of how they can help preserve protected areas (e.g. stay on trails, use equipment appropriately, avoid smoking, carry all waste out) to help prevent accidents and avoid damage to the environment.
- Inform and manage visitors by providing pre-tour information on keeping appropriate distances from wildlife, minimizing noise and disturbances, handling and feeding restrictions, and any potential health and safety risks from wildlife. Include the reasoning behind particular actions or precautions.
- Collect all waste generated during tours and dispose of this waste outside of natural areas.

**Cultural Considerations**

- Avoid highly sensitive or private sites on the tour and seek local community endorsement in the selection of sites visited.
- Keep visitors to defined areas and routes.
- Communicate cultural ‘dos and don’ts’ to visitors to increase cultural awareness and minimize inappropriate behavior, activities and communication with hosts and cultural sites during their stay.
- Establish guidelines or a code of behavior for visits to culturally or historically sensitive sites, in order to minimize visitor impact and maximize enjoyment.
- Not sell, trade, or display historical and archeological artifacts, except as permitted by law.
- Contribute to the protection of local historical, archeological, culturally, and spiritually important properties and sites.
- Use elements of local art, architecture, or cultural heritage in operations, design, decoration, food, and/or shops while respecting the intellectual property rights of local communities.

**Management Considerations**

- Employ local qualified guides, staff and management.
- Maintain equitable hiring practices. Do not discriminate against hiring women and local minorities, including in management positions, while restraining child labor.
- Fund or support your guides and employees in attending language or training courses.
- Purchase locally made food, provisions and services and use local facilities.
- Encourage visitors to support local businesses by:
- Recommending local businesses, which offer other tourism related services of interest to visitors such as: accommodation, entertainment, transport, regional food and wine, souvenirs and craft markets.
- Increasing visitor awareness of other local attractions and sites of cultural and historical interest.
- Incorporating stops or stays with other local businesses as part of the tour experience can be a good way of creating integrated tour packages and supporting local businesses.
- Encouraging and having available information on visitor opportunities to participate in community development projects.

**Best Practices: Lodging & Food Service Providers**

**Overall Management Considerations**

- Only use native species for landscaping and restoration and take measures to avoid the introduction of invasive alien species.
- Never hold captive wildlife.
- Provide information to and encourage customers to purchase local products and services.
- Provide access for persons with special needs.

**Energy Management Considerations**

- Choose local vendors to reduce transportation of items.
- Use renewable energy sources such as solar, wind, biomass for lighting, water heating when possible.
- Use natural light whenever possible.
- Replace existing light bulbs and/or incandescent lighting with energy efficient or compact florescent bulbs.
- Establish measures to reduce light pollution.

**Water Management Considerations**

- Educate staff on water conservation and best practices.
- Track water consumption and adopt measures to reduce consumption.
- Use water efficient devices such as low-flow aerators on sinks and shower heads, automatic shut off sinks in common area rest rooms.
- Effectively treat and reuse wastewater, including gray water (from dishwashers, laundry, etc.) and rain water to irrigate landscaping.

**Waste Management Considerations**

- Separate recyclable, organic and land-fill waste and dispose of each properly.
- Prevent wildlife from accessing trash and food by secure food sources.
- Provide alternatives to individual plastic water bottles such as water pitchers and point of use water filters.
- Ensure proper disposal of hazardous materials such as aerosol cans, solvents, and other potentially hazardous materials.
- Offer reusable products such as glass cups, cotton linens, and refillable condiment dispensers. Avoid using disposable products.
- Avoid providing customers with paper napkins and plastic straws.
- Eliminate use of Styrofoam (polystyrene) and other difficult to recycle products.
- Purchase products, such as condiments, cleaning supplies, and other durable products in bulk and in concentrated form when possible.
Minimize the use of harmful substances, including pesticides, paints, swimming pool disinfectants, and cleaning materials.

Implement practices to reduce pollution from noise, light, runoff, erosion, ozone-depleting compounds, and air and soil contaminants.

**Best Practices: Transportation Service Providers**

- Avoid sensitive sites during operations including important habitats, breeding grounds and small local communities.
- Stay on designated or defined routes where possible.
- Avoid skidding, rough riding/driving or excessive speed.
- Keep vehicles clean to avoid transfer of weeds, fungi and diseases.
- Use fuel-efficient vehicles when possible.
- Consider fuel consumption when designing tour routes.
- Use sound proof vehicles to minimize engine and exhaust noise.
- Keep vehicle colors neutral to blend with natural environment when possible.
- Maintain low vehicle speeds in and around sensitive sites to minimize levels of disturbance and injury to wildlife and local communities.
- Minimize the use of toxic chemicals for vehicle maintenance, cleaning and protection.

**Best Practices: Artisans & Craft Producers**

- Never use rare or endangered species or materials in crafts production.
- Involve members of the communities that may have physical limitations in crafts production.
- Represent cultural and traditional customs authentically in crafts production.
Monitoring Plan

Development Objectives

- Conduct baseline and ongoing **visitor satisfaction surveys** to assess quality of visitor experience with tourism service providers, tourism infrastructure, and tourism services.
- Develop comprehension **pre and post-tests for training participants** to analyse level of success for all training programs.
- Collect baseline data of all tourism training participants, followed up by annual comparative data collection, in a variety of areas to assess the **impacts of training programs**, including:
  - Environmental awareness and attitudes
  - Economic status and sources of revenue
  - Tourism-generated revenue
  - Quality of life considerations

Management Objectives

- Convene **quarterly meetings with community tourism associations** to discuss challenges, successes, opportunities and concerns.
- Document and compare annual **community-based conservation initiatives** supported by program participants, including in-kind support as well as financial contributions.
- Develop comprehension **pre and post-tests for Department of Wildlife Conservation training participants** to analyse level of success for all training programs.
- Analyse the degree to which **tourism management plans** have been developed and implemented.

Marketing Objectives

- Collect baseline data of all marketing training participants, followed up by annual comparative data collection, in a variety of areas to assess the **impacts of training programs**, including:
  - Tourism-generated revenue
  - Number of sales partners
  - Website visitors (if applicable)
- Document and compare the number of **website visitors** to a tourism-specific Bundala National Park tourism website (if developed)
- Document and compare the number of **active participants of a Bundala Tourism Working Group** to include private sector, organizational and press representatives
- Document and compare the number of program participants that are actively promoting themselves with any of the following **marketing activities**:  
  - Email address and active email account
  - Website or other online presence (i.e. TripAdvisor, Booking.com)
  - Print promotion (i.e. meeting cards, brochures, posters)
- Document and compare the number of private sector or press representatives that have visited Bundala National Park as part of a **FAM/publicity trip**
References


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