



## Asian Productivity Organization “The APO in the News”

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### EDUCATION TOURISM

**T**he Sri Lanka Foundation in collaboration with Asian Agriculture Consultants has launched a Certificate Course on Agri and Eco Tourism which was planned and designed by Prof. Rohana P. Mahaliyanaarachchi, Senior Professor of Agri Business Management of Sabaragamuwa University, who is an expert in Agri and Eco tourism. The whole course will be conducted under the direct guidance of Prof. Mahaliyanaarachchi.

This certificate course has been designed to give substantial theoretical and practical knowledge and experience on both agri and eco tourism subsectors of tourism. However, in addition to agri and eco tourism, planning and operating of Home-Stay is also included into this course enabling participants to get broader knowledge on new concepts of alternative tourism. This course is aimed at current entrepreneurs in tourism, entrepreneurs expecting to join nature or rural tourism sectors, provincial and regional level tourism planners, and any other person who is interested on agri and eco tourism as well as Home-Stay.

“Both Agri tourism and Eco tourism are in the category of alternative tourism. There are similarities and as well as differences between the two types. Both are nature types of rural tourism and are operated in rural environment. Nevertheless, conceptually and operationally agri and eco tourism are different. However, there are a number of examples in the world and local experiences on agro-eco tourism enterprises. Tourists who love agri tourism have attraction to eco tourism and vice versa because both are targeted for nature loving people. An entrepreneur who plans to operate one of these tourism enterprises can mix the flavor of other to attract more visitors,” Prof. Rohana P. Mahaliyanaarachchi says.

Through this certificate course participants can obtain basic knowledge on tourism, agri tourism and eco tourism, knowledge on types of agri tourism and activities of agri tourism, knowledge and skills in development of agri tourism products, knowledge in business planning in agri tourism products, knowledge and skills in promotion and marketing of agri tourism products, knowledge on concept of eco tourism, eco tourism management planning, knowledge in planning and management of eco tourism, knowledge in promotion and marketing of eco tourism and knowledge in planning and operating Home-Stay.

The course will be commenced on early October 2014 at the Sri Lanka Foundation Institute in Colombo. It will be a weekend course preferably conducted on Sundays. For further information interested persons can contact Mr. Dharmaratne, Programme Officer of Sri Lanka Foundation on 071 4539 482.

### CERTIFICATE COURSE ON AGRI AND ECO TOURISM SCHEDULED TO CONDUCT AT SRI LANKA FOUNDATION



Tea-Tourism a segment of the agri tourism sector successfully carried out in Japan. An exemplary learning component to develop parallel segments in Sri Lanka, by Rohana P. Mahaliyanaarachchi, Senior Professor of Agri Business Management of Sabaragamuwa University, who is an expert in Agri and Eco tourism.

Prof. Rohana P. Mahaliyanaarachchi, Senior Professor of Agri Business Management of Sabaragamuwa University, who is an expert in Agri and Eco tourism.