

POTENTIAL FOR CLIMATE JUSTICE (CLIJ) TOURISM

Based on Researches in Sri Lanka & India for the thesis as a partly fulfillment of the collaborative Master's degree programme in Conflict, Peace and Development Studies between University of Life Sciences-Norway, Tribhuvan University-Nepal, University of Ruhuna-Sri Lanka, and Eastern University-Sri Lanka.

Dilip Chaminda Sirisena

dilipsiri@gmail.com

+94-777-938639

President of the 'Community Fort Foundation' (an NGO based in Sri Lanka)

Abstract

Climate change has become the most vicious phenomenon of the era. The tourism industry is an inseparable contributor to it despite its precautions such as those proposed by the Davos Declaration to reduce its Carbon Foot Print (CFP). The researcher has identified the recommended measures as a Direct Solution, which is defensive and entails a limited practicality and hence an incomplete effectiveness. The purpose of this research is to find a more practical and complementary solution for the Direct Solution. In achieving that, two objectives were conceptualised by the researcher: to develop a compensative new tourism model with a compatible strategy and to investigate the potentiality of any relevant actors at present to effectively and efficiently work out that model. Thus the researcher derived a model from the available literature to be called as Climate Justice (CliJ) Tourism bringing about an Indirect Solution fortified with a strategy of Climate Change Combating Initiatives (CCCI). CCCIs were classified into three activity spectra of: eradication of roots of climate change, mitigation of its impacts upon nature and society as well as development of adaptation measures against the effects of climate change. Three types of actors were identified for a coordinated implementation of the CCCIs: Operating Actors or NGOs, Disseminating Actors or voluntourists and Sending Partners or international volunteer-sending organizations. Research design was with case study method, mix approach and content analysis, interview, as well as

observation techniques. 15 cases were studied using the judgment sampling method from Sri Lanka and Pune of India together with 06 international volunteer-sending organisations during two and half months. The analysis of results has revealed that there is a potential to implement the model of CliJ Tourism in association with the subject organizations though there are a lot of hindrances.

Key words: Climate Change, Carbon Footprint, Direct Solution, Indirect Solution, Davos Declaration, Climate Justice Tourism Model

Introduction

As an obvious nightmare, climate change with its vicious impacts has not only come to our door front but also has devastated romance of our lives to a great extent. The bitter reality is that a huge portion of the grounds of climate change is ascribed to the man-made global warming contributions via CFP, including which by means of the tourism industry. Ironically, the tourism industry also is largely affected by climate change.

Davos Declaration emphasises four measures for the tourism industry in order to reduce its Greenhouse Gas (GHG) contribution and to grow in a sustainable manner through four types of actions of: mitigating its GHG emissions, derived especially from transport and accommodation activities; adapting tourism businesses and destinations to changing climate conditions; applying existing and new technology to improve energy efficiency; and securing financial resources to help poor regions and countries.

However, due to the situation of lacking of sufficient financial provisions in poor regions and countries where tourism is practiced, the first three recommendations of the Declaration would become impracticable. This situation has led those countries entangled in a GHG vicious cycle. Strict implementation efforts for the first three Recommendations would affect to the growth of the tourism industries of such countries resulting reduction of tourist arrivals and lacking of facilities at accommodations. Contrastingly, poor countries need to strive to keep the growth of tourism industry unharmed while attempting to reduce its CFP

contributions. I identified the Declaration's mitigation and self adaptation measures as the 'Direct Solution' for the climate change contribution of the tourism industry. This solution is 'defensive' in nature and not a complete solution. As a complementary, I supposed that the industry has a potential to provide a 'compensative solution' too, which can be identified as the 'Indirect Solution'.

Research Problem

Moving beyond the fractionally effective and defensive contemporary Direct Solution, the tourism industry (i.e. the beneficiaries of the industry) should make use of its potential to develop a complementary compensative solution, which can be able to identify as the Indirect Solution. It is an urgent responsibility of the tourism industry and an ethical justice to the climate. Such a solution should be composed of an effective strategy as well as actors and partners. Further, there should be a mechanism to evaluate the productions of their initiatives launched in combination and to convert which to a comparable value in compensation or neutralisation of the CFP of the tourism industry. If the interactions of all these factors can be organised as a model of tourism, it will be better bringing about an effective outcome.

Objectives of the Study

The first objective was to develop a tourism model enriched with an effective strategy and to identify implementers to work out such a strategy to bring about the Indirect Solution in order to compensate the CFP of the tourism industry. The second objective was to investigate potential implementers in practice for an efficient working out of such a model.

Rationale of the Study

The suffering economies are typical to almost all SAARC countries, including Sri Lanka and India, where tourism plays a major role. Forming 0.6% of the total GDP of Sri Lanka and growing by 39.8% in 2010 over 2009 (Wij, 2011), it has been one of the fastest growing sectors in the economy. Since the initiation of commercial tourism, enhancement of more and more tourist influx with compatible

facilities for them has been considering these countries, closing the eyes to the comparable enlargement of CFP contribution of those activities to climate change.

The decade of 1960 was the initiation of the tourism industry in Sri Lanka marked with mass tourism. Newly established Ceylon Tourist Board followed the popular sun, sea and sand tourism encouraged by World Bank and Inter-American Development Bank (IDB) as an ideal development agent what generated foreign exchange earnings in third world countries. However, with the time being, that beach centred mass tourism model became increasingly disillusioned with the economic leakage of tourist dollars and the negative social and environmental impacts.

With the mounting criticism about the collateral damage brought about by the mass tourism, World Bank and IDB concluded that tourism is not a sound development strategy and in the late 1970s, both institutions closed down their tourism departments and ceased lending for tourism projects. Later, many unconventional forms emerged in the names of alternative tourism, sustainable tourism, responsible tourism, niche tourism etc. as substitutes to mass tourism.

I use here the term ‘responsible tourism’ as the integrated version of all those alternative forms, as same as Deborah McLaren states in his article ‘The Responsible Travel Movement’ in the *Responsible Travel Handbook-2006*:

“...An umbrella term that encompasses this new mindset and mode of travel is ‘responsible tourism’—a bit of a catch-all concept that includes an array of challenges and alternatives to mass tourism.

Responsible tourism is based on ethics and human rights—from protection of service workers and labor rights for mountain porters to programs against exploitation of women and children in tourism prostitution and campaigns against tourist trade in endangered species. It also means support for community-based travelers’ programs—homestays, guest cottages, ethno-museums, and educational programs that bring tourist dollars directly into communities. Agro-tours, like fair trade coffee tours, are a good example. Other forms include voluntourism, anti-poverty tourism, and ecotourism.”

Many of such sub categories of the responsible tourism are stated in the same publication, with their definitions:

“... AGROTOURISM is a subcategory of ecotourism and rural tourism. It encourages visitors to experience and learn about agricultural life for periods of a day, overnight, or longer-term. Visitors may have the opportunity to work in the fields alongside farmers, coffee growers, vineyardists, or fishermen.

COMMUNITY-BASED TOURISM is a wholistic approach to tourism that incorporates the environmental, social, cultural, and economic impacts of tourism. According to Crooked Trails, www.crookedtrails.com, community-based travel includes the basic goals of ecotourism but with a few enhancements:

- Travel to natural destinations inhabited by indigenous cultures. Community-based travel is all about learning from and directly helping the disappearing indigenous communities around the world through cultural exchange, financial assistance, and education.
- Minimize impact. Like ecotourism, community-based travel seeks to minimize the adverse effects of tourism by encouraging and supporting environmentally sensitive practices, not only by travelers but also by local people.
- Build awareness. Community-based travel is about the exchange of knowledge and wisdom for both visitors and residents of host communities alike.
- Provide financial benefits and empowerment to indigenous people. Like ecotourism, community-based travel seeks to benefit local people by helping them to maintain their right to self-determination by giving them decision-making authority regarding the conduct of tourism in their lands.
- Respect local culture. Environmental sensitivity doesn't stop with the ecosystem but extends to understanding and respecting cultures in their own context.

CONSCIENTIOUS TOURISM: Simply put, it's traveling with one's conscience and connecting with others in a particular place. Travel encourages a deeper understanding of people and place and this concept recognizes the fact that travelers engage in various activities in the same day. For example, the adventure traveler may also be a craft buyer and a birder. Being aware of one's social and environmental footprint is a core value of the conscientious traveler.

ECOTOURISM: The proper definition of ecotourism is ecologically sound tourism. It really is that simple," says John Shores of The Shores System,

www.geocities.com/shores_system. "I am amused when novices and even some people who should know better talk about 'good' and 'bad' ecotourism. There can be no 'bad' ecotourism. 'Bad' ecotourism does not exist—it's precluded by the definition. What they are usually deploring is bad tourism that was marketed as ecotourism. The sad fact is really that there is no way to enforce truth in advertising in these cases. Just because a promoter calls something ecotourism doesn't mean that it is." While the details of the many definitions vary, most boil down to a special form of tourism that meets three criteria, according to Planeta.com:

1. it provides for environmental conservation
2. it includes meaningful community participation
3. it is profitable and can sustain itself.

If projects are to be considered ecotourism, they must include local participation and they must assist conservation efforts. This is not to say that tourism services that don't include these components are not "good"—they simply are not ecotourism.

FAIR-TRADE TOURISM: "These days an increasing number of consumers want to be more 'people-friendly' ... This is often called 'fair trade'. If you've seen or bought fair trade coffee or bananas you'll know what we're talking about," says Tourism Concern, www.tourismconcern.org.uk. Fair Trade in Tourism takes fair trade one step further, into travel. This means working with the travel industry to make things fairer for people living in what are traditionally known as "destinations." Fair trade in tourism is guiding the way toward sharing benefits more equitably between travelers, the tourism industry, governments of the countries visited, and most importantly, the host-country nationals.

GEOTOURISM: National Geographic coined geotourism: "Tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents." More details via the PDF file from National Geographic—see if we want to include this and can get permission. What 'geotourism' offers is explicit recognition and value of cultural heritage. Cities will embrace this and no doubt countries, particularly if there is a chance they can be profiled by the Society.

HERITAGE TOURISM: Tourism that respects natural and built environments, in short the heritage of the people and place, is called 'heritage tourism.' Renewed

appreciation for historical milestones, the development of 'heritage trails' linking cultural landmarks produce new tourism services and products that can assist local economies.

PRO POOR TOURISM: Pro-Poor Tourism (PPT), according to www.propoortourism.org.uk, is tourism that results in increased net benefits for poor people. PPT is not a specific product or niche sector but an approach to tourism development and management. It enhances the linkages between tourism businesses and poor people, so that tourism's contribution to poverty reduction is increased and poor people are able to participate more effectively in product development. Links with many different types of 'the poor' need to be considered: staff, neighboring communities, land-holders, producers of food, fuel and other suppliers, operators of micro tourism businesses, craft-makers, other users of tourism infrastructure (roads) and resources (water) etc. There are many types of pro poor tourism strategies, ranging from increasing local employment to building mechanisms for consultation. Any type of company can be involved in pro-poor tourism—a small lodge, an urban hotel, a tour operator, an infrastructure developer. The critical factor is not the type of company or the type of tourism, but that an increase in the net benefits that go to poor people can be demonstrated.

REALITY TOURISM: Reality Tours, according to Global Exchange, promotes socially responsible travel as its Disseminating Actors build "people to people ties." Reality Tours are founded on the principles of experiential education and each tour focuses on important social, economic, political and environmental issues. The emphasis is on meeting the people, learning the facts firsthand, and then working toward the alleviation of global problems and enacting positive change.

RURAL TOURISM: Rural tourism provides travelers with an opportunity for recreational experiences involving visits to non-urban settings for the purpose of participating in or observing activities, events, or attractions that are a fundamental part of rural communities and environments. These are not necessarily agricultural in nature (see agro-tourism).

SUSTAINABLE TOURISM: According to United Nations Environment Programme on Tourism, www.unep.org/pc/tourism/about-us/why-tourism.htm, "Sustainable tourism development meets the needs of the present tourists and host regions while protecting and enhancing the opportunity for the future. It is envisaged as leading to

management of all resources in such a way that economic, social and aesthetic needs can be fulfilled, while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.”

URBAN ECOTOURISM is simply nature travel and conservation in a city environment. It is an ongoing opportunity to conserve biological and social diversity, create new jobs and improve the quality of life. It is essential to recognize urban centers as cradles of civilization, socio-political progress, examples of co-existence between diverse cultures ... and to recognize the importance of ecotourism in facilitating cultural exchange, environmental conservation, sustainable and equitable development. Common Urban Ecotourism goals:

- Restoring and conserving natural and cultural heritage including natural landscapes and biodiversity, and indigenous cultures;
- Maximizing local benefits and engaging the local community as owners, investors, hosts and guides;
- Educating visitors and residents on environmental matters, heritage resources, sustainability;
- Reducing our ecological footprint.

VOLUNTEER TRAVEL: Whether you call it voluntourism, volunteerism, or service-learning, international volunteering as a short- or long-term holiday, international experience, or study abroad program includes cross-cultural interactions with local people. International volunteering affects both the volunteer and the people with whom the volunteer works. Volunteers may receive a stipend, but it is more often the case, especially with "voluntourism," "volunteer vacations," and "service-learning" that the volunteer pays a fee. The most important defining characteristic of volunteering is that the work seeks to improve people's lives through any number of services and in any area of life...”

Today it is generally regarded that on the contrary to the eco-destructive continuation of the mass tourism, the responsible tourism has been existing with a less environmental damage. Further, the notion of responsible tourism is inclusive of many of the proposed precautions at the Davos Conference and hence it produces less CFP. Yet, one cannot refuse the fact that the tourism industry as a whole is still producing CFP and with its expansion, its CFP also is increasing. A strong support for this argument is provided by the absence of the categorization of tourism businesses or tourists into either any above mentioned higher-breeds of responsible

tourism forms or mass tourism in the tourism statistics of any country. Besides, in Sri Lanka, responsible tourism has apparently not been specially promoted by the tourism authorities and just the private sector is its main care-taker.

Anyhow, we cannot be satisfied with such an isolated defensive role of responsible tourism when we peruse the report issued by the Intergovernmental Panel on Climate Change in 2007 (IPCC). It reveals that human activities since 1750 - with more than 90 percent confidence - have been leading a significant global warming. Moreover, that report implies that human activities will be responsible for severe environmental impacts for coming hundreds and even thousands of years (IPCC, 2007a). Some recent reports suggest that the overall risks and costs associated with the impacts of climate change would be significantly more than the costs of reducing GHG emissions (Stern, 2006 quoting IPCC, 2007b).

The enlarging CFP contribution of the tourism industry was subject to the international attention at the Davos Conference 2007, as an emergency to seek solutions:

“...The international community is taking concerted action against climate change around a commonly agreed framework led by the United Nations. This UN framework will seek to establish a long term post-Kyoto roadmap with rapid deployment and targeted milestones. The tourism sector has an important place in that framework, given its global economic and social value, its role in sustainable development and its strong relationships with climate.

To support this action the World Tourism Organization (UNWTO), jointly with the United Nations Environment Programme (UNEP) and the World Meteorological Organization (WMO), with the support of the World Economic Forum (WEF) and the Swiss Government, convened the Second International Conference on Climate Change and Tourism, in Davos, Switzerland, from 1 to 3 October 2007. This event, building on the results of the First International Conference organised on this topic in Djerba, Tunisia in 2003, gathered 450 Disseminating Actors from over 80 countries and 22 international organizations, private sector organizations and companies, research institutions, NGOs and the media, with the aim of responding in a timely and balanced way to climate change imperatives in the tourism sector. In preparation of

this Conference the organizers commissioned a report to provide an extensive review of current impacts and analyse options for possible actions...(UNFCCC, 2007).”

The Conference had agreed upon that:

“...• climate is a key resource for tourism and the sector is highly sensitive to the impacts of climate change and global warming, many elements of which are already being felt. It is estimated to contribute some 5% of global CO₂ emissions;

- tourism – business and leisure – will continue to be a vital component of the global economy, an important contributor to the Millennium Development Goals and an integral, positive element in our society;
- given tourism’s importance in the global challenges of climate change and poverty reduction, there is a need to urgently adopt a range of policies which encourages truly sustainable tourism that reflects a ‘quadruple bottom line’ of environmental, social, economic and climate responsiveness;
- the tourism sector must rapidly respond to climate change, within the evolving UN framework and progressively reduce its Greenhouse Gas (GHG) contribution if it is to grow in a sustainable manner; this will require action to:
 - mitigate its GHG emissions, derived especially from transport and accommodation activities;
 - adapt tourism businesses and destinations to changing climate conditions;
 - apply existing and new technology to improve energy efficiency; and
 - secure financial resources to help poor regions and countries...”

If we carefully analyse the above four recommendations, the first three encompass the defensive Direct Solution with moderately mitigation and self adaptive measures. The last prescription only - to secure financial resources in order to help poor regions and countries - might serve for an Indirect and ethical compensation. It is obvious that the Conference has not discussed about a ‘compensation’ mechanism for the CFP of the tourism industry. I was able to understand this matter as a research gap.

Contemplating deeply about that deficiency, I identified three key strategies as Climate Change Combating Initiatives, or CCCIs to facilitate wide spectra of such ethical compensation actions of the tourism industry. Those were: eradicating the anthropogenic roots of climate change, mitigating the impacts of climate change

and developing adaptation mechanisms in order to overcome harmful impacts of climate change.

Then I directed the attention to include those CCCIs in an existing tourism model which shed a light to identify Actors and Disseminating Actors for their implementation. Hence, it would be able to adjust to a new form having the capability to meet the Indirect Solution, accomplishing the first research objective. During that pursuit, I found the conception of Conservation Tourism which resembled the features of the responsible tourism, as the best example to make use of.

“...Conservation tourism is a rapidly growing subsector of ecotourism that engages paying volunteers as active Disseminating Actors in conservation projects. Once the preserve of charities, the sector now hosts a proliferation of private companies seeking to make money by selling international conservation work to tourists as a commodity. The commodification of conservation depends upon balancing the scientific legitimacy of projects against the need to offer desirable tourist experiences (Cousins *et al*, 2009)...”

Then I changed the philosophical dimension of the concept of Conservation Tourism from just ‘conservation work’ to the ‘Indirect Solution of the tourism industry (to compensate its CFP contribution to the climate change) via CCCIs’. For the purpose of letting this Indirect Solution work out, I picked out the notions of NGO Institutions and Voluntourists from the Conservation Tourism model. As a complementary, I added here the intermediary (voluntourists) Sending Partners (international organisations), too. Encompassing all those outcomes, then I could develop the following conceptual model, named as the Climate Justice Tourism or ‘CliJ Tourism’.

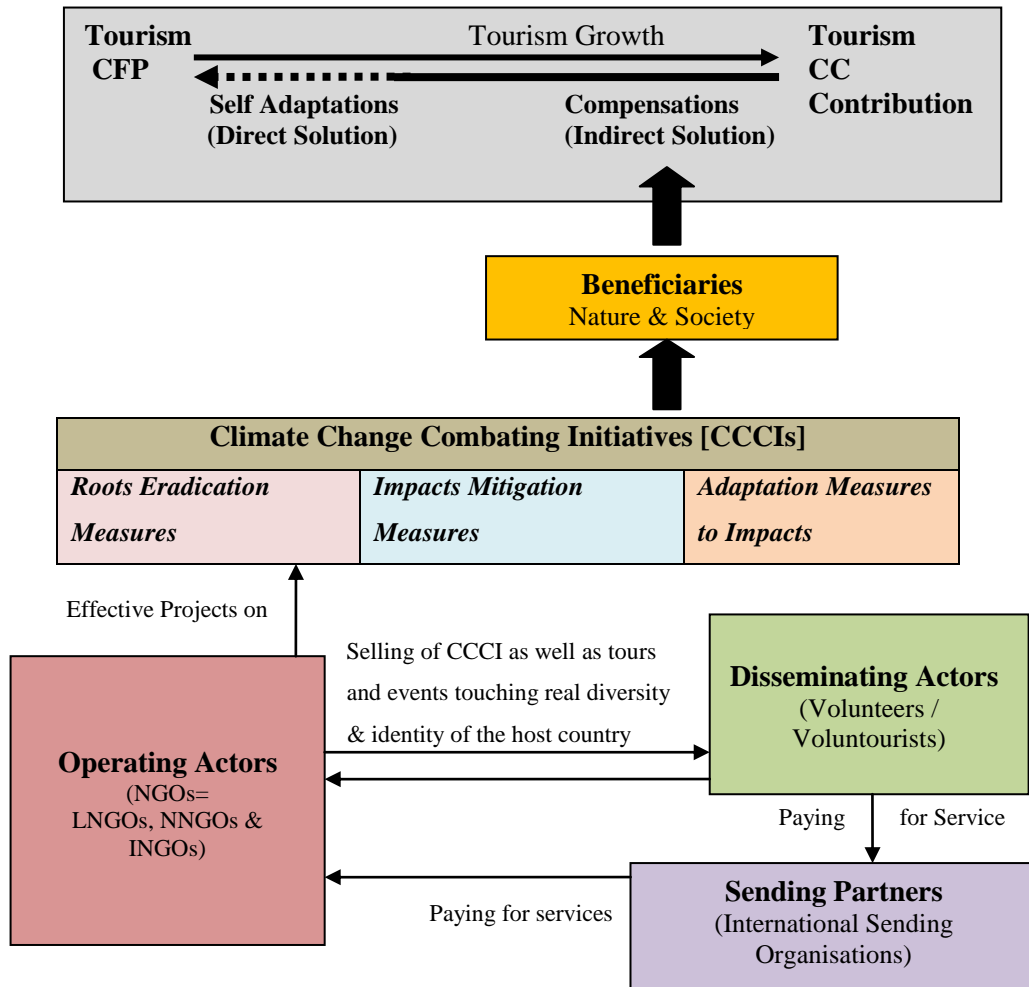


Figure 1. The Basic Model of CliJ Tourism

In further developing the CliJ Tourism model, I have categorized the implementers to work out CCCIs into Operating Actors, Disseminating Actors and Sending Partners. The Operating Actors here are composed of Local NGOs, National NGOs and International NGOs active in any particular tourists hosting country. The Disseminating Actors are the Local or International Volontourists buy opportunities to take part in the CCCIs of Operating Actors. The Sending Partners are the inter-link between the Operating Actors and Disseminating Actors and may be based most probably in economically strong Western countries. The duty of Sending Partners should be marketing and promotion of the CCCI products of Operating Actors.

Volunteers or Volontourists have to pay money to the Operating Actors either directly or via the Sending Partners. When the latter occurs, only a certain portion of

their payments will be passed to the Operating Actors. This business directly depends upon the mutual understanding and reliability of both parties. The Operating Actors charge the Disseminating Actors for the engagement in activities of their CCCIs or Climate Change Combating projects towards compensating the CFP of the tourism industry. Such charges may include food, accommodation and some essential transport expenses for project requirements. The Disseminating Actors have to bear themselves other transportation fees and in many cases, food costs as well. The Operating Actors may sell tour packages of different experiences such as adventurous, cultural, nature based, sports or health within the premises of responsible tourism to the Disseminating Actors, additionally.

This model regards that there is equilibrium between Carbon Foot Print of the tourism industry and its climate change contribution. With the tourism growth, this CFP increases and hence does the CC contribution. In normalising the CC contribution, the Direct Solution via defensive mechanisms can render only a limited contribution but the Indirect Solution via CCCIs will be more significant. If a mechanism is developed to quantify, the effectiveness of the Indirect Solution will easily rise above the Direct Solution.

Literature review

Practicality of the Direct Solution

Tourism sector is playing a significant role in Sri Lankan economy contributing remarkably to GDP. It has been growing significantly (Wickramasinghe & Ihalanayake, 2006). For example, international tourist arrivals to Sri Lanka have increased from 18,969 in 1966 (ibid) to 654,476 in 2010 (Sri Lanka Tourist Board, 2010). International tourism receipts also increased from US\$ 1.3 million in 1966 (Wickramasinghe & Ihalanayake, 2006) to US\$ 575.9 million in 2010 (Sri Lanka Tourist Board, 2010) during the same period. Further, this sector's contribution to the direct and indirect employment opportunities increased from 12,078 (Wickramasinghe & Ihalanayake, 2006) in 1970 to 132,055 in 2010 (Sri Lanka Tourist Board, 2010).

Parallel to these enhancements, new tourism destinations are being developed placing emphasis on infrastructure development, such as construction of airports, ports, roads, and power plants. The resulting CFP of all these will be very high with the time being.

In the meantime, the UNWTO report of *Climate Change and Tourism Responding to Global Challenges* represents in detail the global share of CO₂ emissions attributable to tourism. The data and research findings assembled in that report ensures the non-negligible nature of the tourism's contribution to climate change. The report predicts that emissions will grow considerably over the next three decades with a 'business-as-usual' trajectory:

“...International and domestic tourism emissions from three main subsectors (transportation, accommodations, and activities), were estimated to represent between 3.7% and 5.4% of global CO₂ emissions in 2005 (with a best estimate of 4.9%). The contribution of tourism to global warming measured in radiative forcing was estimated to be between 3.7% and 5.4% when cirrus cloud-related effects are excluded (with 4.6% of RF the best estimate). Regarding CO₂ emissions by sub-sector, transport generates the largest proportion of emissions (75%). In terms of radiative forcing (contribution to 2005 climate change) the share of transport is larger and ranges from 82% to 90%, with air transport alone accounting for 54% to 75% of the total. Emissions from accommodation and activities were estimated to be lower than transport emissions, but far from negligible. Variation in emissions from different types of tourist trips is large, with the average trip generating 0.25 tonnes of CO₂. Long-haul and very luxury cruises can however generate up to 9 t CO₂ per trip (i.e., 35 times the emissions caused by an average trip). The majority of tourist trips cause only small amounts of emissions, though. For instance, trips by coach and rail account for 16% of all international tourist trips, but stand only for 1% of CO₂ emissions generated by all international tourist trips (transport only). Long-haul travel between the five world regions stands for only 2.2% of all tourist trips, but contributes 16% to global tourist emissions (UNEP & WTO)...”

Understanding the severity of the problem of climate change, many international agencies of the United Nations have been struggling to combat it in many ways throughout this decade. During that endeavour they have understood that "...the (tourism) industry can (itself) be part of the solution to climate change, by reducing its green house gas emissions as well as by helping the communities where tourism represents a major economic source to prepare for and adapt to the changing climate ... (Simpson *et al*, 2008)". This approach can be identified as attempting to implement the final agreements of the Davos Declaration and hence the Direct Solution.

The publication of the *Climate Change Adaptation and Mitigation in the Tourism Sector: Frameworks, Tools and Practices* by Simpson *et al* elaborates such present efforts of the international agencies and communities:

"...The UNEP Tourism and Environment programme aims to facilitate the local efforts by tourism stakeholders in integrating climate change into their broader institutional, industry, sectoral, policy and national goals and programs, i.e., 'mainstreaming' climate change (mainstreaming climate change refers to the incorporation of climate change adaptation and mitigation into all institutional, private, and not-for-profit tourism development and planning strategies and tourism business strategies). Climate change is a priority issue in the programme of work of UNWTO and within the special area on Sustainable Development of Tourism. UNWTO is actively working on raising awareness on climate change issues in the tourism sector and on integrating tourism into UN and other international policy processes on climate change. The WMO collects and assesses information on the world's weather, climate and water resources and related environmental issues, and aims to predict these for societal benefit, including to mitigate the impacts of natural disasters on climate-sensitive socio-economic sectors such as tourism. WMO's Commission for Climatology Expert Team on Climate and Tourism, in collaboration with UNWTO and UNEP, aims to assess the impacts of climate variability and change on the tourism sector, particularly in sensitive areas such as coastal zones, small islands and mountains; to identify the needs of the tourism sector for

weather-climate-and water-related information for management of risk related to climate variability and change, and to promote improved relationships between WMO's 188 National Meteorological Services around the world with local, national and regional tourism and relevant environmental structures. UNEP, UNWTO and WMO will continue their joint efforts in this field, which will focus specifically on building the capacity of the tourism sector to address the recommendations made by the Davos Declaration..."

Towards a rather effective Indirect Solution

I referred to a considerable number of books and research publications pertinent to tourism, volunteer tourism, ecotourism, responsible tourism, climate change, cleaner production, sustainable waste management, and energy conservation. Though it was unable to pick out any tourism model exactly resembling the conceptualised Indirect Solution out of the literature referred, which shed the light to make out the initial framework of the CliJ Tourism model with its implementers and strategy of working out.

I could access to crucially important some documents during the review. Those were: *Climate Change and Tourism Responding to Global Challenges* (UNWTO, 2008), *Declaration of the Davos Conference* (UNFCCC, 2011), *From Davos to Copenhagen and Beyond: Advancing Tourism's Response to Climate Change*, *UNWTO Background Paper* (WTO, 2009), and *Responsible Travel Handbook-2006* (Mclaren, 2006). The doctoral dissertation of Claire Ellis of *Tourism, Volunteers and Environmental Researchers: An Analysis of Participatory Environmental Research Tourism* and the article of Cousins *et al* (2009) *Selling conservation? Scientific Legitimacy and the Commodification of Conservation Tourism*, in the journal of Ecology and Society also were of utmost importance.

Referring to the Declaration of the Davos Conference, I came across the argument that tourism industry has a potential to diminish its CFP, if only it strictly controls its emissions. However, as a result, it would decline the present tourism growth with its socioeconomic benefits, especially for the least developed countries.

For this reason I decided that it would be better, if tourism has a potential to compensate its CFP as an alternative solution. That concept was the ground finally to develop the researcher's model of CliJ Tourism.

Ellis has explored positive partnerships between tourism and conservation been focusing on a specific area within volunteer tourism, for which he has coined the word 'Participatory Environmental Research Tourism' or 'PERT'. He had conducted that research as there was an urgent need to examine mechanisms capable of financially supporting the environmental field research of some natural resource managers as they were suffering from funding difficulties. Consequently, he had identified a particular type of volunteer vacations or conservation holidays, where participants were required to pay for work as volunteers and in assisting in environmental field research. As he has suggested, in order the PERT sub-segment to have grown, successful long-term linkages would be necessary and benefits would have to be accrued to key stakeholders (organisations, members of field crews and participants). That reading inspired this researcher to develop a more streamlined model encompassing a plethora of initiatives which would effectively accomplish the ethical climate change compensation responsibility of the tourism industry.

While Ellis has identified the commercial effectiveness in order PERT to be viable, Cousins *et al* (2009) have emphasised to keep equilibrium between commercial and scientific effectiveness for the success of such a tourism model (they refer to it as 'conservation tourism').

While searching for practicality of any undertaking similar to the notion of the Indirect Solution, I found an encouragement from Biermann (2008):

“...However, outside of a comprehensive study of local institutions and climate change adaptation prepared for the World Bank (Agrawal 2008), little research exists that examines the practical ways that local institutions facilitate or constrain adaptive capacity. In particular, local non-governmental organizations (NGOs) are in a key position to help communities build adaptive capacity by creating opportunities for collective learning and providing linkages between communities

and external systems (Huq and Reid 2007). However, research on the specific and practical ways that local NGOs address climate change adaptation is scarce...”

Methodology of the study

Research Methodology

Research methodology is an umbrella term to roof all the research strategies towards solving the research problem systematically. In another words, it is a science of studying how research is done systematically and logically. That means, the perception of research methodology helps one to solve research dilemma systematically to accomplish the objectives of the study.

In this paper, the research methodology consists of a brief explanation of research design, method of data collection, instruments/tools used for data analysis, research questions, data collection techniques as well as nature and sources of data, methods of data analysis, limitations of the research and ethical considerations.

Research Design / Type

Typically, Research Design is the plan, structure and strategy together with the essential parameters of a research investigation in order to acquire answers to research questions as well as to control variance. It includes factors such as the basic approach of the research (qualitative, quantitative or a mix), the sample or target to be interviewed or observed, numbers of interviews or observations, questionnaire or discussion outline, research locations, tasks and materials to be introduced.

“Research may be categorized into two distinct types: qualitative and quantitative...The former concentrates on words and observations to express reality and attempts to describe people in natural situations. In contrast, the quantitative approach grows out of a strong academic tradition that places considerable trust in numbers that represent opinions or concepts. Over the past 15 years, the debate over the relative virtues of quantitative and qualitative methodologies has gained considerable impetus. While the exact constitution of the two methodologies varies

somewhat from author to author or is defined with varying degrees of specificity, there is substantial agreement about the fundamental antinomies and their practical implications for the conduct of research (Amaratunga *et al*, 2002).”

According to the nature of the second objective, i.e. to investigate whether there are capable implementers (Operating Actors and Sending Partners) to work out the Clij Tourism model efficiently in the real world, I felt that the best method to collect data should be the Case Study. Data to be collected with that method would naturally become qualitative. On the one hand, this is a process of constructing a model as usual to the quantitative type. On the contrary, I conceptualised that to define the potentiality of an implementer would be a graphical quantitative conclusion, which would save time and be convenient to present. Based on these grounds, the type of this research selected was Mix encompassing both descriptive and numerical forms.

I wanted to study as many cases of NGOs as time of the two and half months allowed. While selecting the cases, the Judgment Sampling method was used since I needed to study only well established organisations with at least five years of well-functioned history with a sufficient number of projects and reliability to continue the existence for a considerable future as well as a comprehensive website providing sufficient answers for the research questions. Many small, weak NGOs are unstable in nature and lack considerable and successful amount of projects as well as comprehensive websites and cannot keep a trust on existence for a long time. Especially in Sri Lanka, many small NGOs are not in function in present, though their names are mentioned in the list of NGO secretariat.

Finally, as Operational Actors, 15 were able to study out of the hundreds of NGOs in Sri Lanka and Pune; only 06 were able to study out of hundreds of intermediary Sending Actors on the internet. While selecting those Operating Actors, their status whether as a NNGO (national NGO) or an INGO (international NGO) were regarded and LNGOs (local NGOs) were neglected as there were not any considerable ones available. Selected ones were very active in the field, prominent, well established, reputed, experienced, and sometimes having personal

contacts and familiarity with the researcher. Sending Partners were selected from the World Wide Web, having projects inclusive of in Sri Lanka and India.

Sri Lanka is the motherland of me and India was selected in order to internationalise the research site and much authenticate its validity. Pune region of the Maharashtra province was selected based on the familiarity and personal contacts with the people there. In Sri Lanka, NGOs were selected disregarding their geographical orientation due to smallness of the country's landmass and generally wide distribution of branch offices of many NGOs all over the country.

Two types of data were planned to gather: primary and secondary data. Primary data were to be derived from the techniques of observation, questionnaire and interview. Secondary data collection was planned to be sourced from websites and printed publications relevant to the topic.

Research Method

According to the 'Module A5: Mixed Research Methods', qualitative research methods include (unstructured, structured and participant) Observation, interviews which are face-to-face or through various technologies (unstructured, semi-structured, individual, or group), life history narrative focused on selected topics, critical incidents, structured (using an interview schedule), questionnaires given in meetings, concept mapping, recordings - audio and video with structured or unstructured analysis, content analysis of talk and interaction, case study, action research, and documentary analysis (Spratt, C. *et al*, 2004). However, depending on the necessity of gathering in-depth information about the nature of respondents and earlier explained grounds, I selected for this research the Case Study method.

Case Study method allows one to attempt to test a theory with a typical case or to analyse a specific topic that is of interest, while deliberately trying to isolate a small study group, a single individual case or a single particular population (Experiment-Resources.Com). Another benefit is that dissimilar to a scientific research, this method does not restrict me to a strict set of rules. The only precaution associated with it is to keep focused and concise while myself being much passive

and hence more an observer than an experimenter. Further, the Case Study method allows directly focusing on specific and interesting respondents.

Research Questions

1. Are there NGOs with any experience in coping with projects resembling CCCIs?
2. Do they have a potential Institutional Consent [i.e. there is an intent mentioned in the constitution and/or preparedness with the officer bearers/members of the organisation] to launch projects compatible with CCCIs and employ volunteers in those?
3. Do they have a potential Physical & Human Capacity [i.e. there are experts and administrative entities available] to launch projects compatible with CCCIs and employ volunteers in those?
4. Do they have a potential Structural Support [i.e. there are financial & infrastructural resources as well as legal, ethical, communal, cultural and political sanctions at hand] to launch projects compatible with CCCIs and employ volunteers in those.
5. Do they have an intention of compensating the CFP contribution of the tourism industry to climate change as a key thematic approach [i.e. as the Vision, Mission, Goal or Objective etc.] of the organisation?

Data Collection Techniques

Due to the impossible-to-overcome research limitations, I had to give up the questionnaire technique. With regarding very few NGOs only, the interview and participatory techniques were feasible. I had to utilize non-participatory observations and word-to-mouth data collected while working as a National Tourist Guide Lecturer since 2004 regarding some NGOs related with the tourism industry. Regarding the FOGSL and NCPC, I made use of the participatory observations

wrought consecutively since the year 2000 and 2008 up to now, in addition to the website study. As a matter of fact, regarding almost all Operating Actors investigated, their official websites were a very important source of information. Regarding the Sending Partners, only the secondary data were collected from their websites.

Methods of Data Analysis

After gathering all the primary data (via telephone interview and questionnaire) and/or secondary data (via website analysis) from each respondent, those were analysed to find out concrete information to meet the second objective of this research, i.e. to find out potential Operation Actors and Sending Partners. At that point, it was needed to develop compatible parameters for the quantitative categorization of the respondent organisations to define their potentiality or non-potentiality.

I had to develop five parameters converting the relevant five research questions, based on two ground factors. The first parameter was whether an organisation directly handles projects those can be regarded as CCCIs as an Operating Actor or directs Disseminating Actors to such projects of Operating Actors as a Sending Partner. The second one was whether an organisation has the potential ability to host volunteers/voluntourists in projects compatible to CCCIs as an Operating Actor or to direct them as a Sending Partner to such projects of Operating Actors. The potential of each respondent to meet each parameter was ranked with values of +10, 0 or -10. The +10 value was offered when a NGO successfully met a parameter; the 0 was given when their covering status to meet a parameter was obscure and the -10, when a NGO was far beyond from being resonant with a parameter. All the respondents achieved values above zero were identified as having the potential and achieved zero or below values were identified as lacking the potential to implement the CliJ Tourism model.

Limitations of the Study

A field study and content analysis effort were conducted to achieve the dual objectives. The total official duration of this endeavour was limited basically to three months from 1st of August, 2011 to 30st of October, 2011. Out of that period, only two and half months were able to dedicate for the research and the rest was needed for composing the original thesis, the foundation of this paper.

I had to face a contrary situation to the original research plan while attempting to meet Operating Actors (NGO authorities) in Sri Lanka and Pune, India in order to conduct interviews. Although I had attested the research ethic of having proper permission and made contacts with them via very reliable persons for them, the factor of lacking of sufficient number of available experts in their organisations barred proper collection of data. As a matter of fact, many strong NGOs, particularly in Pune, were functioning with a very few staff. A lot of NGO authorities were extremely busy and hence I had to turn down the idea of having face to face interviews. It was extremely difficult to conduct at least telephone interviews with most of them throughout the total research period. Probably due to the same reasons, I could not get any answer for the questionnaire with 22 questions. Later, I emailed them three key questions only; but the reaction was unchanged to the most. In some cases, when the experts were not in the office, other staff members refused to provide any piece of information. However in the case of the Sending Partners, as there was no need to get any primary data, hence I did not meet any limitation while obtaining data from their websites.

Ethical Considerations

In this study, I had to deal only with a single ethical issue, which was to attest the authenticity of myself as a researcher with an official document of permission. However, that matter arose only with NGOs in the Sri Lanka. Every respondent, whether it was an Operational Actor or a Sending Partner organisation, had its official website where almost all relevant data for the research had been published. Some NGOs, such as Sewalanka had mentioned even their financial turnovers.

To overcome the challenge of obtaining the consent of many NGOs in Sri Lanka, I produced the official request letter from the CINTA (Centre for International Affairs, the administrative coordination centre the M.A. in CPDS at the University of Matara, Sri Lanka) and asked them to contact its authorities without any hesitation if they had any queries. For a better precaution, many NGOs were contacted through well accepted and reliable intermediate personnel, especially the Pune-based NGOs. As the initial-most contact to get an appointment to meet them, they were convinced via emails with a scanned copy of the CINTA letter and with a proper explanation about the nature, objectives and scope of the study.

However, the ground of hesitation to answer the questionnaire by the majority of the Sri Lankan and Pune-based NGOs and to give an appointment to meet them by many Pune-based NGOs, despite above all endeavours and precautions, lay out of the effect of the ethical fact of reliability; it was significantly due to their busy work schedules as well as the absence or non-availability of experts.

Findings and analysis

Findings/Results

I have undergone case studies on ten Sri Lanka NGOs, five Maharashtra NGOs and six Sending Partners. The data of the case studies are tabulated as follows under the sub topics of: location, projects facilitated, institutional strength, background strength and intents/approaches.

Analysis

Common acceptance is that analysis of results of a case study research becomes more opinion based than statistical. Usually, it is important to set the gathered data in a convenient arrangement in order to put up a narrative around it. There, normally examples are used while maintaining its concise and interesting nature keeping in memory that it is a process only to judge trends and not analyze every last piece of data. However, while gathering data, it will be efficient if we can constantly refer back to pin-pointed facts, in order that not to lose focus. There is no

right or wrong answers in a case study as it is based on opinion and is very much designed to provoke reasoned debate (Experiment-Resources.Com).

Hence the criteria of these parameters were set very flexible and superficial in deciding the potentiality of Operating Actors and Sending Partners. For an infinitesimal verification of the resulted output, these parameters must have been verified via complete answering of the questionnaire and in depth interviews. However, I do not foresee any significant change of the results or any benefit even after such an endeavour.

Each case was studied comparably under similar subtopics. Hence it was convenient to analyse those cases under five parameters as in the Table 7 with three types of marks (0, -10 and +10) to define quantitatively whether those organisations are capable enough to deal with Clij Tourism. The parameters used were: availability of compatible projects with CCCIs, potential institutional consent (i.e. there is an intent mentioned in the constitution and/or preparedness with the office bearers/members of the organisation) to launch projects compatible with CCCIs while employing volunteers in such projects, potential physical & human capacity (i.e. there are experts and administrative entities available) to launch projects compatible with CCCIs while employing volunteers in those, potential structural support (i.e. there are financial & infrastructural resources as well as legal, ethical, communal, cultural and political sanctions at hand) to launch projects compatible with CCCIs while employing volunteers in those and finally, any availability of the intent of compensating the CFP contribution of the tourism industry to climate change as a key thematic approach [i.e. as the Vision, Mission, Goal or Objective etc.] of the organisation.

The results are mentioned in the Table 8. According to it, only GIS-Sri Lanka, TrekDi and RCDP International Volunteers have not implemented any comparable programme to the CCCIs in the recent past. Despite that, all the NGOs selected as Operating Actors and Sending Partners show a potential to implement the Clij Tourism model for compensation of the CFP contribution of the tourism industry via working out the strategy of CCCIs by means of voluntourists.

However, at the moment it states just as a potential and not a practical phenomenon. The reason is the absence of intent or a philosophical (thematic) approach with none of them to compensate the *tourism industry's Climate Change contribution* making use of CCCIs, though many of them have worked out comparable programmes to CCCIs such as disaster management and climate change mitigation or adaptation programmes; those have based upon other grounds such as poverty eradication or socioeconomic development.

No.	Parameter
1.	Availability of Compatible projects with CCCIs.*
2.	Potential Institutional Consent [i.e. there is an intent mentioned in the constitution and/or preparedness with the officer bearers/members of the organisation] to launch projects compatible with CCCIs while employing volunteers in those.
3.	Potential Physical & Human Capacity [i.e. there are experts and administrative entities available] to launch projects compatible with CCCIs while employing volunteers in those.
4.	Potential Structural Support [i.e. there are financial & infrastructural resources as well as legal, ethical, communal, cultural and political sanctions at hand] to launch projects compatible with CCCIs while employing volunteers in those.
5.	Availability of the Intent of compensating the CFP contribution of the tourism industry to climate change as a Key Thematic Approach [i.e. as the Vision, Mission, Goal or Objective etc.] of the organisation.

*Here the availability of at least a single project compatible to CCCIs at the moment of during the last five years was considered.

Table 1. *The Parameters of Defining the Potential of Operating Actors and Sending Partners.*

Organisation	Marks for the Parameters					Totals	status
	1	2	3	4	5		
<u>Sri Lanka's NGOs:</u>							
1. World Vision Sri Lanka	-10	+10	+10	+10	-10	+20	P*
2. FOGSL	+10	+10	+10	+10	-10	+30	P
3. Care International	+10	+10	+10	+10	-10	+30	P
4. JICA	+10	+10	+10	+10	-10	+30	P
5. GIZ (=GTZ)	-10	+10	+10	+10	-10	+20	P
6. Practical Action - Sri Lanka	+10	+10	+10	+10	-10	+30	P
7. UNDP	+10	+10	+10	+10	-10	+30	P
8. NCPC**	+10	+10	+10	+10	-10	+30	P
9. Sewalanka Foundation	+10	+10	+10	+10	-10	+30	P
10. IUCN	+10	+10	+10	+10	-10	+30	P
<u>Pune NGOs:</u>							
1. Parisar	+10	+10	+10	+10	-10	+30	p
2. TrekDi	-10	+10	+10	+10	-10	+20	P
3. Kalpavriksh	+10	+10	+10	+10	-10	+30	P
4. Protecterra	+10	+10	+10	+10	-10	+30	P
5. Centre for Environment Education (CEE)	+10	+10	+10	+10	-10	+30	P
<u>Sending NGOs:</u>							
1. Frontier	+10	+10	+10	+10	-10	+30	P
2. Projects Abroad	+10	+10	+10	+10	-10	+30	P
3. Real Gap Experience	+10	+10	+10	+10	-10	+30	P
4. RCDP International Volunteers	-10	+10	+10	+10	-10	+20	P
5. i-to-i Volunteering	+10	+10	+10	+10	-10	+30	P
6. Ecoteer	+10	+10	+10	+10	-10	+30	P

*P=Potential,

**NCPC is a semi-governmental organisation

Table 2. Results of the Analysis

During the selection of Sending Partners, I focused on organisations active in both Sri Lanka and India in order to get a much familiar picture. One frustrating observation was that many Sending Partners were directing volunteers to the same routine projects in Sri Lanka, seemingly with the mere intention to draw income from them, such as elephant caring at Pinnawela Elephant Orphanage and turtle conservation projects at Kosgoda beach. There were many other routine business-minded projects, i.e. teaching English to children and taking care of orphanage children, which were out of the premises of CCCIs. Another significant observation was that none of Sending Partners has revealed on web their hosting NGOs or affiliates in Sri Lanka. Some of them have established their own branches in Sri Lanka. Definitely none of studied NGOs in the above list are regarded as their stakeholders.

Out of NGOs in Sri Lanka and India, only the Sewalanka Foundation has made some attempts to work out the concept of voluntourism facilitating voluntourists in their community tourism program and it is the only NGO directly deal with tourism, recognizing it as one of their thematic approaches.

Though there is volunteerism available with many NGOs in both Sri Lanka and Pune, voluntourism is a very rare or an absent concept, except Sewalanka Foundation in Sri Lankan. As a matter of fact, many LNGOs and NNGOs host foreigners (mainly students) in their project activities just as volunteers, and they do it without financially charging them for their taking part or selling them tourism packages to draw extra income. Because such volunteers contact the host NGOs via the donors of those NGOs, or powerful INGOs such as JICA, they tend to facilitate volunteers gratis. Consequently, these volunteers make easy the work load of project activities of their hosts. Many of them work hard and are skillful, proficient and efficient as those activities lead to fulfill their academic assignments or facilitate gap year work experience for them. However, this situation is a losing of a very good income source to these host NGOs as they do not possess a thematic perspective like CliJ Tourism.

Most of the NGOs in Sri Lanka find their major financial provisions through international donor agencies' funds. Influx of foreign funds has been greatly retarded today owing to the grounds of more than US \$ 2,000 per capita income of the Sri Lankans and the prevalent global economic crisis. Hence the thematic approaches such as poverty eradication or socioeconomic development are being drawn less attention of international donors. Countries like Sri Lanka are absent of internal (or national) donors. Combating climate change is becoming a highlighted necessity and funding theme day by day. Therefore, NGOs should now pay more attention to focus on this theme by identifying projects accepting the CCCIs as a strategy. It will bring about funds to them for self sustenance as well as lead them to achieve a better international recognition.

As a summarisation, two crucially important overall inferences should be mentioned regarding the potential Operating Actors (NGOs). The first is that they do not tend to deal with the volunteerism with a tourism-based perspective (or if simply say, with voluntourism). The second one is that nevertheless some of their projects superficially resemble the CCCIs, analytically those cannot be regarded as CCCIs since those lack an underlying integrated philosophy of compensating climate change contribution of the tourism industry as in the concept of CliJ Tourism.

Conclusion and recommendation

Conclusion

While analysing results, it has become obvious that I have been able to realise both of the objectives of the study. That means, there is a potential to develop the model of CliJ Tourism in association with the present NGOs as Operating Actors in combination with international sending organisations as Sending Partners and voluntourists as Disseminating Actors. Succinctly, there are a number of potential actors to implement such a model.

Nevertheless, there are three practical issues have encountered to overcome: the absence of a thematic approach with the NGOs to make use of tourism as a

development and ecological conservation tool as well as a fund raising tool; the absence of a thematic approach with the NGOs that the tourism industry has an CFP and that could be compensated; and the absence of a thematic approach with the NGOs to develop any fruitful mechanism such as the CliJ Tourism model with an umbrella strategy of CCCIs to organise and launch compatible projects under which in order to compensate the CFP of the tourism industry.

Therefore, for the sake of compensating the CFP contribution of the tourism industry to the climate change via global warming, two outcomes are expected: either some of the present Operating Actors and Sending Partners should change their central approach towards compensating the climate change contribution of the tourism industry via CliJ Tourism or new NGOs should be formed with that as the main purpose. Otherwise, tourism industry-based new government institutions should be formed in tourism hosting countries as Operating Actors to incorporate and coordinate Disseminating Actors and Sending Partners while taking the lead of the implementation of the CliJ Tourism.

Recommendation

In case of a serious attempt for the realization of the proposed measures in the conclusion paragraph, there should be an expansion of this initial CliJ Tourism with proper clarification of the CCCIs. I have made such an attempt in the *Figure 2* below. There, the notion of CCCIs has been changed to Tourism Climate Change Contribution Compensation Initiatives (TCCCCIs) and I have tried to logically elaborate the three wings of the TCCCCIs with many sectors to launch projects. Further researches must be conducted to verify the relevance and viability of those sectors. Moreover, the initial model should be expanded inclusive of structural limiting factors affecting the equilibrium between scientific effectiveness and commercial effectiveness as well as of the role of tour operators.

The next most important thing is to investigate particular mechanisms to convert the output of each project under TCCCCIs to find out its particular amount/ratio of CFP compensating.

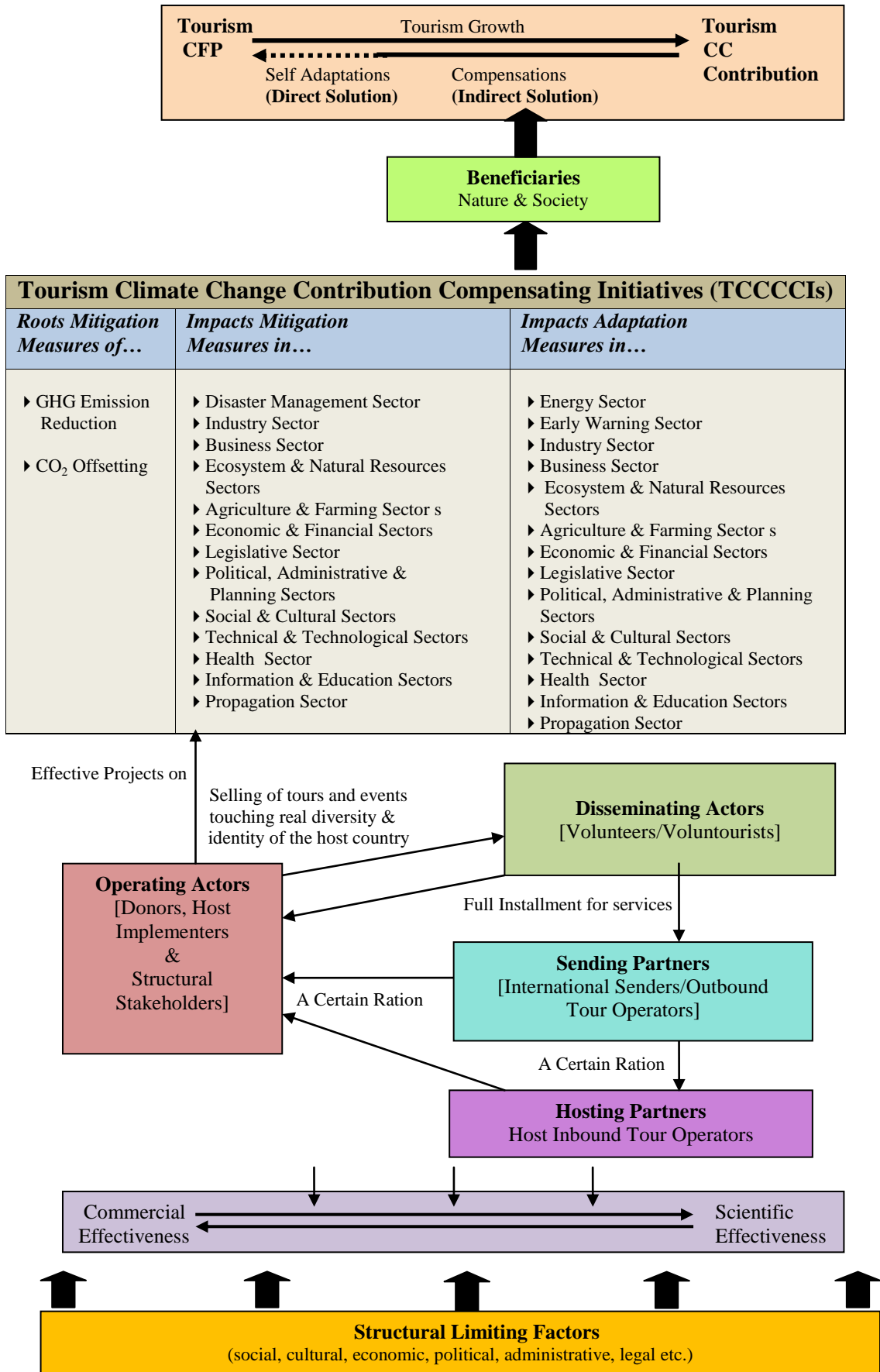


Figure 2. The elaborated model of CliJ Tourism

Appendix

Respondents

NGOs selected from Sri Lanka were:

1. Sewalanka Foundation (URL: <http://www.sewalanka.org/>),
2. FOGSL (URL: <http://www.fogsl.org/>),
3. World Vision Sri Lanka (URL: <http://srilanka.wvasiapacific.org/>),
4. Care International (URL: <http://www.careinternational.org.uk/where-we-work/sri-lanka>),
5. UNDP (URL: <http://www.undp.lk/>),
6. IUCN (URL: <http://www.iucn.org/srilanka/>),
7. NCPC (URL: <http://www.ncpcsrilanka.org/>),
8. GIZ (URL: <http://www.giz.de/>),
9. JICA (URL: <http://www.jica.go.jp/srilanka/english/activities/projects.html>),
10. Practical Action – Sri Lanka (URL: <http://practicalaction.org/sri-lanka>).

NGOs selected from Pune were:

1. Protecterra (URL: <http://protecterraef.org/>),
2. Parisar (URL: <http://www.parisar.org/about-us.html>),
3. Trekdi (URL: www.trekdi.com),
4. Kalpavriksh (URL: www.kalpavriksh.org/), and
5. Centre for Environment Education (URL: <http://www.ceeindia.org/cee/index.htm>)

Sending Partners were:

1. Real Gap Experience (URL: <http://www.realgap.com/Conservation%20Volunteering>),
2. RCDP International Volunteer (URL: http://www.rcdpinternationalvolunteer.org/volunteer_srilanka/elephant_orphanage.php),
3. Frontier (URL: <http://www.frontier.ac.uk/Country.aspx?search=yes&activity=20&id=426>),
4. Projects Abroad (URL: <http://www.projects-abroad.co.uk/>),
5. i-to-i Volunteering (URL: <http://www.i-to-i.com/destinations/>), and

6. Ecoteer (URL: <http://www.ecoteer.com/>).

References

Amaratunga, D., Baldry, D., Sarshar, M., & Newton, R., 2002, 'Quantitative and qualitative research in the built environment: application of "mixed" research approach' in *Work Study*, Vol. 51 Iss: 1, pg.17 - 31.

Asia SNV, 2009, The market for responsible tourism product development-with a special focus on Latin America and Nepal, Netherland: SNV Netherlands Development Organisation.

Biermann M., 2008, The Role of Local NGOs in Anticipating and Responding to Climate Change, USA. [Online] URL: <http://www.ehs.unu.edu/file/get/4106>

Björk P., 2007, 'Definition Paradoxes: From concept to definition', in James Higham (ed.) *Critical Issues in Ecotourism: Understanding a complex tourism phenomenon*, Great Britain: Elsevier Ltd, pg. 24, 25.

Buckley R., 2010, Conservation tourism, UK: CAB International.

Butler R. & Konstantinos T., 2009, "Volunteer Tourism: Working on Holiday or Playing at Work?" in '*Tourismos: An International Multidisciplinary Journal of Tourism*', Volume 4, Number 4, 331-349.

Calia R. C. & Muller G. F., 2007, Cleaner Production Program and Climate Change mitigation: organizational networks integrating competences for decreasing GHG emissions, A Research Paper in the POMS 18th Annual Conference in Dallas, Texas, USA.

Cape Town, City of, Niche Market Study, South Africa, 28-30.

Claire E., 2005, *Tourism, Volunteers and Environmental Researchers: An Analysis of Participatory Environmental Research Tourism*, Doctoral Dissertation, Tasmania: University of Tasmania.

Convention on Biological Diversity, 2010, Conference of the Parties to the Convention on Biological Diversity, Agenda Item 5.6, Nagoya.

Cousins J. A., Evans J. and Saddler J., 2009, Selling conservation? Scientific legitimacy and the commodification of conservation tourism, *Ecology and Society* 14(1): 32. [Online] URL: <http://www.ecologyandsociety.org/vol14/iss1/art32/>

D'Souza M., 2006, Impact of water and food security on human health in the mining regions of Goa, Paper presented in the *International Conference on Energy, Environment, and Development: Analysing Opportunities for Reducing Poverty*, organized by TERI (The Energy and Resources Institute), Institut Veolia Environnement, and Institut du Développement Durable et des Relations Internationales, 14-16 December 2006, Bangalore, India.

Economic and Social Commission for Asia and the Pacific, 2007, *Study on the Role of Tourism in Socio-Economic Development*, New York: United Nations.

ESCAP, 2010, *The Ecotourism "Revolution": Origins, Growth, Trends*; Center for Responsible Travel, Japan : Asia Pacific Economic Cooperation. [Online] URL: http://aimp.apec.org/Documents/2010/GOS/GOS-TWG-CON/10_gos-twg_con_001a.pdf.

Experiment-Resources.Com, *Case Study Research Design*. [Online] URL: <http://www.experiment-resources.com/case-study-research-design.html>

Germain M. A. S., 2001, PPA 696 Research Methods - Data Collection Strategies II: Qualitative Research. [Online] URL: <http://www.csulb.edu/%7Emsaintg/ppa696/696quali.htm#qualitative>

GoI (Government of India), 2004, India's initial national communication to the United Nations Framework Convention on Climate Change, New Delhi: Ministry of Environment and Forests, GoI, pp 266.

GoI (Government of India), 2006, Energy for the future: making development sustainable, New Delhi: Ministry of Environment and Forests, GoI and TERI Press.

Gray D. D., 2008, 'Tourism Industry Tries to Reduce Its 'Carbon Footprint'', in *Irrawaddi*. [Online] URL:

[Http://www.irrawaddymedia.com/article.php?Art_id=11671](http://www.irrawaddymedia.com/article.php?Art_id=11671)

Hall D., & Hall I. (1996) *Practical Social Research: Project work in the Community*, UK:Macmillan Press.

Haq K. et al, 2003, Human development in South Asia 2002: Agriculture and rural Development, Oxford: Oxford University Press, pp 242.

IPCC (Intergovernmental Panel on Climate Change), 1998, The regional impacts of climate change: an assessment of vulnerability, Cambridge: Cambridge University Press.

IPCC, 2001, Climate change 2001: impacts, adaptation and vulnerability, Cambridge: Cambridge University Press.

IPCC, 2007a, *Climate Change 2007: The Physical Science Basis. Summary for Policymakers*, Intergovernmental Panel on Climate Change Fourth Assessment Report: Working Group I: Geneva.

IPCC, 2007b, *Mitigation of Climate Change. Summary for Policymakers*, IPCC Fourth Assessment Report: Working Group III: Geneva.

Kelkar U. & Bhadwal S., 2007, South Asian regional study on climate change impacts and adaptation: implications for human development, paper prepared by TERI for Human Development Report 2007.

Kothari C. R., 2004, *Research Methodology: Method & Techniques*, New Delhi: New Age International Publishers.

Lamoureux M. K., 2009, *Success Factors of Cross-Sector Volunteer Tourism Partnerships Involving U.S. Federal Land Agencies*, A Dissertation Submitted to The Faculty of The School of Business of The George Washington University, USA.

Lee J. S., 2011, *Volunteer Tourists' Intended Participation: Using the Revised Theory of Planned Behavior*, Dissertation Submitted to the Faculty of the Virginia Polytechnic Institute and State University for the degree of Doctor of Philosophy in Hospitality and Tourism Management, Virginia.

Mclaren D., 2006, 'The responsible travel movement', in Schwarz Sherry (ed.) *Responsible Travel Handbook-2006*. [online] URL: www.transitionsabroad.com/.../responsible/responsible_travel_handbook.pdf

Mohanlal, Ifs, K. G., *Ecotourism in Kerala*, India. [Online] URL: http://www.apo-tokyo.org/gp/e_public/gplinkeco/11chapter9.pdf

National Cleaner Production Centre, Sri Lanka. [Online] URL: www.ncpcsrilanka.org

Navarrete -Manuel D., Mark P. & Michael R., 2009, *Coping, governance, and development: The climate change adaptation triad*, Environment, Department of Development Politics and Geography King's College, Working Paper Series, No. 18, London: Authors. [Online] URL: <http://www.kcl.ac.uk/schools/sspp/geography/research/epd/working.html>

Perera, P. K., 2011, *Marketing forest-based ecotourism in Sri Lanka: Predicting the Ecotourism Behavior and Defining the Market Segment through a Behavioral Approach*, A dissertation submitted to the Graduate Faculty of the Louisiana State University for the degree of Doctor of Philosophy, USA.

Pittock B. (ed.), 2003, *Climate Change: An Australian Guide to the Science and Potential Impacts*, Australia: Australian Greenhouse Office.

Rattan J., 2009, *The Role Volunteer Tourism Plays in Conservation: A Case Study of the Elephant Nature Park, Chiang Mai, Thailand*, A thesis presented to the University of Waterloo in fulfilment for the degree of Master of Arts, Canada.

Respect, *Tourism Development in a Changing Climate: Backgrounds and Perspectives on the Role of Tourism in International Climate Politics*. [Online] URL: <http://www.respect.at/media/pdf/pdf1300.pdf>

Rosegrant M. W., 2007, *Adaptation, Mitigation, and Climate Risk: A Synthesis With Emphasis on Asia*, A Report Prepared for Policy Forum of Agricultural and Rural Development for Reducing Poverty and Hunger in Asia, Philippines.

Sakellari M. & Constantina S., 2011, 'International tourism, domestic tourism and environmental change: Environmental education can find the balance' in *Tourismos: An international multidisciplinary journal of tourism*, Vol. 6, No.1, pp. 233-249.

Secretariat of the Convention on the Biological Diversity, 2009, *Connecting Biodiversity and Climate Change Mitigation and Adaptation*, Report of the Second Ad Hoc Technical Expert Group on Biodiversity and Climate Change, Technical Series No. 41, Montreal: Secretariat of the Convention on the Biological Diversity.

Secretariat of the Convention on Biological Diversity, 2009, *Report of the Second Ad Hoc Technical Expert Group on Biodiversity and Climate Change*, CBD Technical Series No. 41, Canada, pg 3.

Simpson M.C., Gössling S., Scott D., Hall C.M. & Gladin E., 2008, *Climate Change Adaptation and Mitigation in the Tourism Sector: Frameworks, Tools and Practices*, Paris, France: UNEP, University of Oxford, UNWTO, WMO

Sofield T., Terry De L., Geoffrey L. & Sean D., 2004, Sustainable Tourism - Eliminating Poverty : An Overview, A report has been undertaken by the Australian Cooperative Research Centre for Sustainable Tourism, supported by funding from AusAID, Australia.

Spratt, C., Walker, R. & Robinson B., 2004, Module A5: Mixed research methods, Commonwealth of Learning.

Sri Lanka Tourist Board, 2010, Annual Statistical Report, Colombo: Sri Lanka Tourist Board.

Stern N., *et al*, 2006, Stern Review on the Economics of Climate Change. [online]

URL:

http://www.hm-treasury.gov.uk/independent_reviews/stern_review_economics_climate_change/sternreviewindex.cfm: HMT

Szalayová K., 2005, Volunteering Tourism: Do international voluntary workcamps in Slovakia meet the expectations of their Disseminating Actors ? Dissertation Report, European Tourism Management Programme.

Theobald W. F., 2005, Global Tourism, Third Edition, USA: Elsevier Inc.

UNCCD & UNFCCC, The Climate Change Mitigation and Adaptation Information Kit. [Online] URL: www.global-mechanism.org/dynamic/...file/ccesinfokit_web-1.pdf

UNCSD NGO Steering Committee, 1999, Tourism and Sustainable Development Sustainable Tourism: A Non-Governmental Organization Perspective, Background Paper No. 4, New York: Commission on Sustainable Development of Department of Economic and Social Affairs.

UNDP (United Nations Development Programme), 2006, Human Development Report, New York: Palgrave Macmillan.

UNEP (United Nations Environment Programme), 2003, GEO Year Book 2003, Nairobi:UNEP.

UNEP, 2005, Vital Climate Change Graphics, UNEP. [Online] URL:
http://www.grida.no/files/publications/vital-climate_change_update.pdf

UNEP, 2007, GEO yearbook 2007: An overview of our changing environment, Nairobi: UNEP, pp 86.

UNEP & WTO, 2008, *Climate Change and Tourism – Responding to Global Challenges*, Spain: UNEP & WTO.

UNFCCC, 2011, Gender Equality Language in the Cancun Agreements Outcome of the work of the Ad Hoc Working Group on long-term Cooperative Action under the Convention-Draft decision [-/CP.16]. [Online] URL:
http://www.wedo.org/wp-content/uploads/W+G-compilation_Cancun-Agreements_advance-version.pdf

UNFCCC, 2011, Outcome of the work of the Ad Hoc Working Group on long-term Cooperative Action under the Convention, in *Report of the Conference of the Parties on its sixteenth session, held in Cancun from 29 November to 10 December 2010*. [Online] URL: <http://unfccc.int/resource/docs/2010/cop16/eng/07a01.pdf>

United Nations, 1992, United Nations Framework Convention on Climate Change.

University of Sri Jayewardenepura, ‘Environment Sri Lanka’ blog, Nugegoda: Department of Forestry and Environment Science. [Online] URL:
<http://www.environmentlanka.com/ecotour/ecotourism-after-tsunami.php>.

University, Oxford, School of geography and environment, 2008, Climate Change Adaptation and Mitigation in the Tourism Sector: Frameworks, tools and practices, The Report on the International Seminar focusing on Developing Countries and Small Island States. [Online] URL:
http://www.geog.ox.ac.uk/news/events/ccamts/final_report.pdf

Wij I., 2011, Sri Lanka Tourism: Poised for Growth in *4 Hoteliers News* Blog. [Online] URL: http://4hoteliers.com/4hots_fshw.php?mwi=6209

Wickramasinghe G. B. & Ihalanayake R., 2006, The Causal Relationship between Tourism and Economic Growth in Sri Lanka: Some Empirical Evidence , Australia: Victoria University. [Online] URL: http://www.business.vu.edu.au/app_eco/working_papers/2006/wp10_2006_wickramasinghe_ihalnayke.pdf }

World Bank, 2009, *Why is South Asia Vulnerable to Climate Change?* <http://go.worldbank.org/OJ4FWPUB10>

Asia Development Bank, *Climate Change in South Asia: Strong Responses for Building a Sustainable Future.*

Yoda M., 2010, Volunteer Tourism in Japan: Its Potential in Transforming ‘Non-volunteers’ to Volunteers, in *Hokkaido University Collection of Scholarly and Academic Papers* , Japan. [Online]URL: <http://hdl.handle.net/2115/43183>