

ENHANCING
ECO-TOURISM AND
SPICES MARKETING:
SUSTAINABLE AND
INCLUSIVE
LIVELIHOOD OPPORTUNITIES



2022-2023

Supported by

THE AUSTRALIAN GOVERNMENT



Quarter 01: Progress and re-identification of needs





Completed program tasks



- ☐ Full terrain mapping completed
- ☐ Cinnamon plants earmarked for beneficiaries purchased
- ☐ Identified nine sites for Knuckles Life Gardens (KLGs)
- ☐ Identified seven homestays for improvement
- ☐ Identified eight restaurants for improvement
- ☐ Provided design and layout advice and commenced work on 2 KLGs
- ☐ Identified two handicraft artisans
- ☐ Identified five tour guides
- ☐ Identified two individuals to manage solid waste in tourist areas
- ☐ Identified six youth environmental watchdogs
- ☐ Identified three busses to be used as advertising and advising conduits for local tourists



Identification of the target locations



The GMSL team identified three areas in the target terrain where it made sense to view them as tourism related clusters rather than through administrative boundaries

The Clusters:

- Sera Ella Cluster
- Mini World's End cluster
- Duwili Ella Cluster

Each cluster would be self-sufficient with its own set of homestays, restaurant, nature trails and KLGs and be a direct target of tourists as a “package” of experiences



Reconnaissance team on site



The team debating the pros and cons of a tentatively selected site for a KLG



Talking to forest department officials at Pitawala Patana on combining conservation and tourism



Suranjan outlines possibilities for rehabilitating the tourism operations at Bambarakiri Ella: Our GIS expert Tharindu is at far left



The Sera Ella Cluster



The area surrounding the Sera Ella has been subject to ad-hoc tourism and conservation related development through ESCAMP. The GMSL will realign and optimize its bio-assets and built infrastructure to better manage tourism activities

Identified possibilities:

- 1 homestay (possibly another close to Damanthanna)
- 2 KLGs
- One nature trail
- 2 restaurants a bit away from the cluster



Sera Ella cluster related visual observations



A misplaced, misused garbage collection point



Restaurant at the start of the walk up to Bambara Kiri Ella that is earmarked for treatment



A beautiful little eatery run by the lady at left earmarked for improvement



ESCAMP insanities that the GMSL will remedy through the DAP program



Sera Ella cluster related observations



The site chosen for the homestay at Sera Ella is this multi-bedroomed homestead nestling in the heart of the terrain

Possible options for KLGs were explored throughout the terrain although no firm sight has been identified for this cluster so far





The Mini (Little) World's End Cluster



Two approach trails were identified, one from Puwakpitiya and the other from Pitawala. The GMSL plans to create nature trails that surround the terrain.

Identified possibilities:

- 2 homestays
- 2 KLGs
- One nature trail
- 3 restaurants
- 1 new nature trail
- 1 existing trail
- 1 new camp site



Mini world's end cluster related visual observations



The newly identified trail goes from the campsite at Puwakpitiya (center) across paddy fields and montane jungle to mini world's end (background of right)



Restaurant possibility at Puwakpitiya nestling within a fold of ultra-rich foliage



LKG at Illukkumbura



Homestay at Medaela



The Duwili Ella Cluster



By far the most “touristy” area but one where services are ad-hoc and substandard. The GMSL identified that the most amount of work would possibly be here. This cluster slightly overlaps the MWE cluster

Identified possibilities:

- 4 homestays
- 5 KLGs
- One nature trail
- 3 restaurants
- 1 campsite
- 1 existing trail



Duwili Ella related visual observations



A rainbow slices across the homestay, agriculture and KLG terrain in the Duwili Ella cluster



KLG at Mahalakotuwa taking shape



Restaurant possibility at Puwakpitiya nestling within a fold of ultra-rich foliage



Kandyan Life Garden starting to take shape at Pitawala. Each garden will have unique fauna and flora that is different from every other KLG to encourage tourists to visit all of them

