

**CHALLENGES FACED BY NGO WHEN
IMPLEMENTING THE TURTLE CONSERVATION
PROJECTS**

**(WITH SPECIAL REFERENCE TO REKAWA TURTLE
CONSERVATION PROJECT)**

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ABSTRACT

The concept of turtle watching tourism, which emerged before several decades, five out of seven turtles are nesting around the Sri Lankan sandy beaches. According to number of researchers findings, among the 1000 of turtle eggs only one turtle will be survive. Because of the number of natural and manmade threats, turtles are name as an endangered species in the world. Therefore turtle conservation is a most significant factor to protect turtles for the future generation. In most of the cases those conservation needs are done by the NGO's. This conservation project, try to attract tourist who are interest to this field.

Rekawa sanctuary is located in a small fishing village called "Rekawa" on the southern coast of Sri Lanka. Rekawa is only one surviving turtle conservation project in Sri Lanka doing the in-situ conservation method. As a NGO, TCP has stopped other two projects because, number of obstacles. Therefore via this research researcher wish to identify the "problems faced by NGO when implementing the conservation project" and "give suggestion to overcome those problems" in order to promote Sri Lanka as a turtle destination used as research objectives.

To conduct this research the methodology that followed was semi-structured interview and participatory observation method to collect primary data from eight TCP employees and two community people. To achieve the aforementioned objectives analyzed them using qualitative method.

According to findings through this research, researcher had identifying problems to reduce the performance of NGO. Some of these challenges are: (a) Lack of financial sustainability; (b) shortage of efficient employees and attitudes of them (c) Inadequate infrastructure; (d) lack of government support; (e) lengthy funding gap ; (f) low level of inter-sectorial cooperation; (g) inadequate training and lack of job security; and according to the findings of researcher to overcome those challenges (a) introducing new tour package; (b) increase promotional methods; (c) promote volunteerism; (d) promote leaders among community and rewarded the employees; (e) maintain a deposit from the income; give as suggestions.

Key words: Turtle, TCP, NGO, Rekawa, Tourism,