

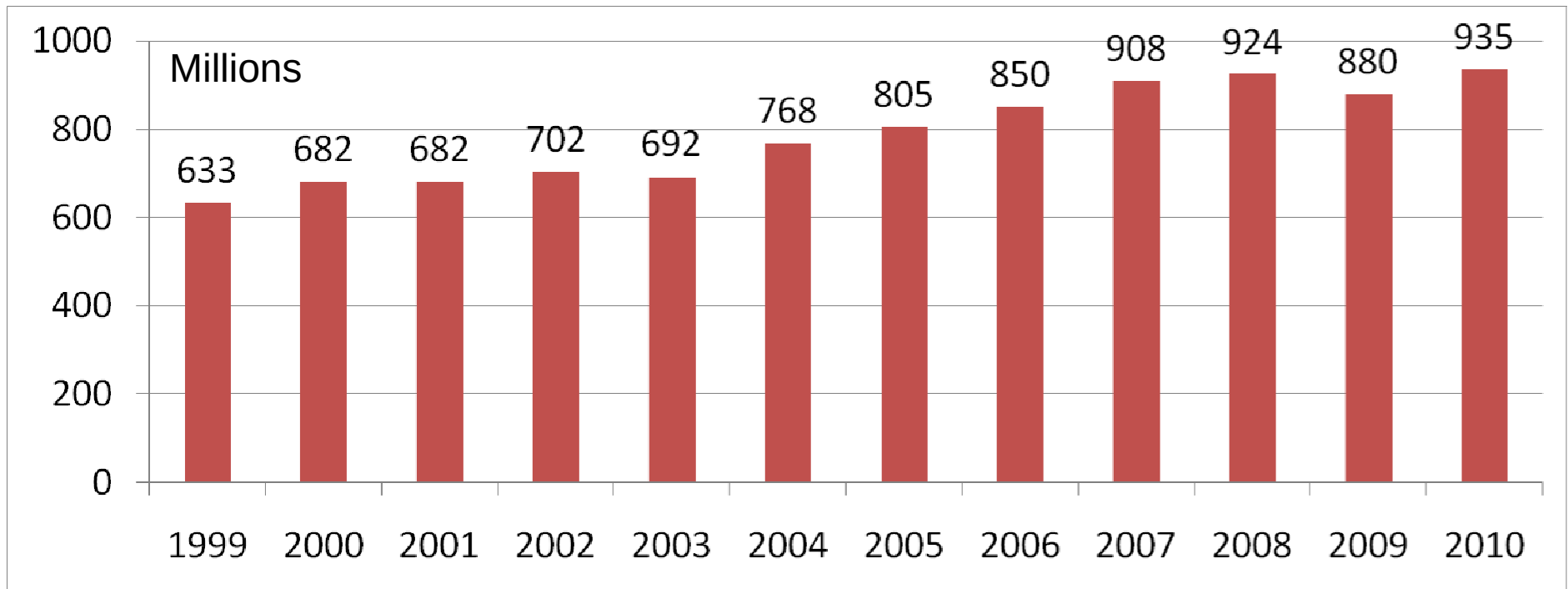


SUSTAINABLE TOURISM IN SRI LANKA – POLICY FRAMEWORK AND EMPLOYMENT OPPORTUNITIES

sri lanka
WONDER OF ASIA

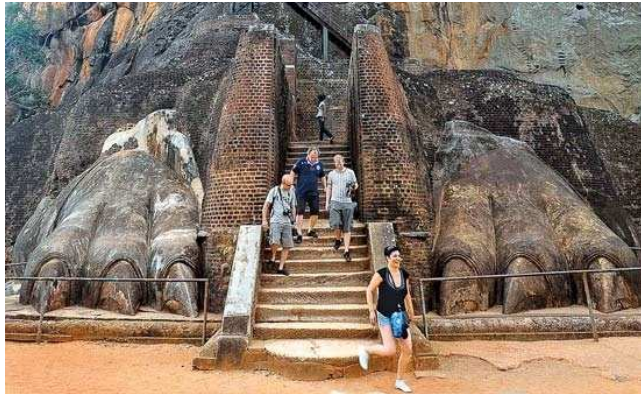


Tourism, the worlds Largest Service Industry has bounced back



SOURCE:ITB WORLD TRAVEL TRENDS REPORT 2010/2011

- Global Tourism arrivals grew by 6 % in 2010 recovering from a 5% slump in 2009.
- An all time record of USD 1,045 Billion spent by tourists in 2010.
- Further growth of about 5-6% expected in 2011 as tourism industry is recovering fast



Tourist Arrivals to Sri Lanka

❖ Total tourist arrivals in 2010 was more than 654,000. ie , 46% growth

❖ Fastest growing markets are India and UK

❖ Top ten markets accounted for 73% of arrivals

❖ In terms of global trends potential growth markets for Sri Lanka are

- o China
- o Russian Federation
- o Japan
- o Germany
- o France
- o USA
- o Italy

Market	Rank	Arrivals 2010
India	1	111,129
UK	2	95,320
Germany	3	41,259
Middle East	4	34,106
Maldives	5	30,121
France	6	28,095
Australia	7	25,833
Canada	8	18,617
USA	9	16,144
Netherlands	10	15,521



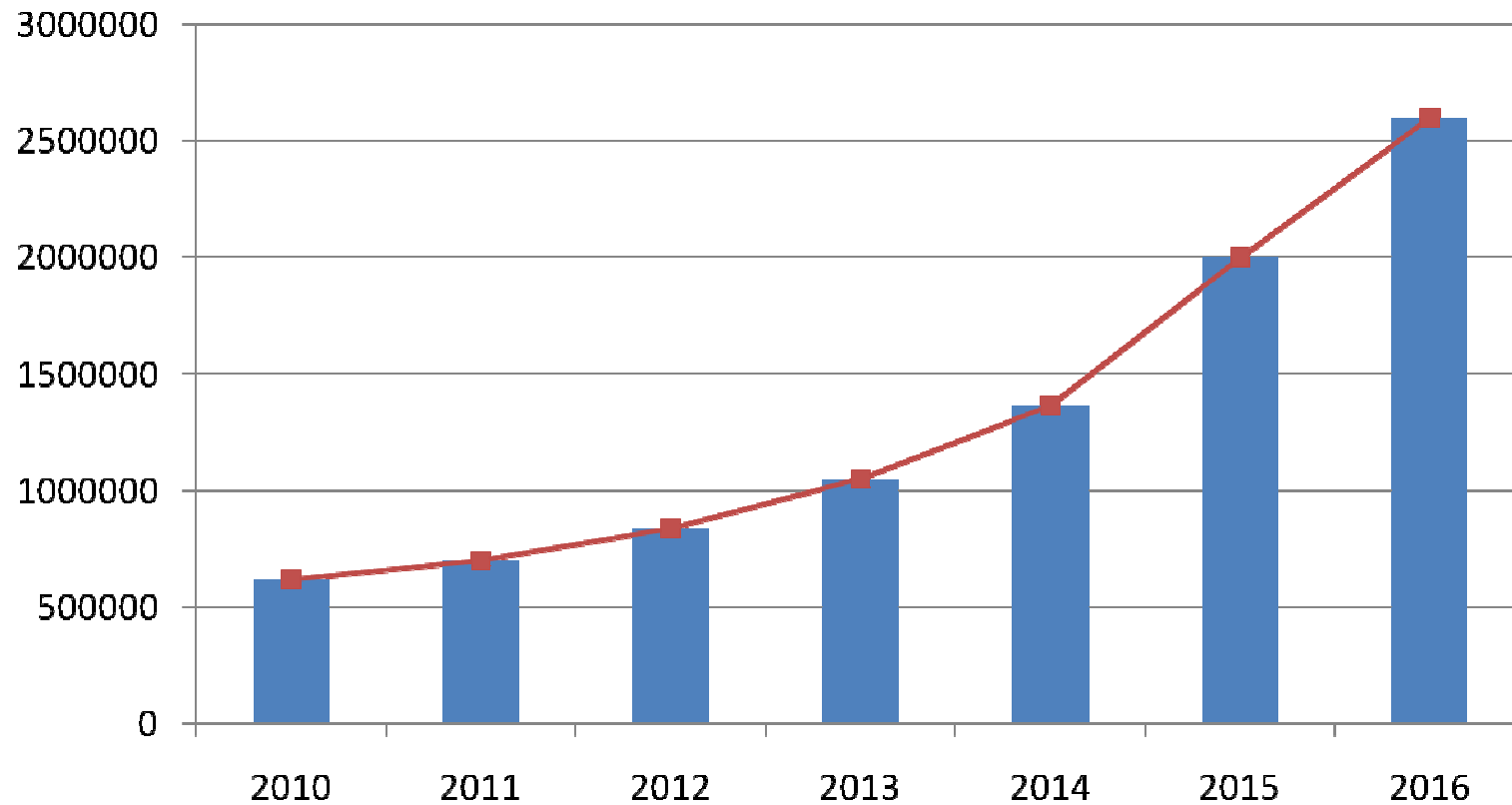
Economic Contribution of Tourism

Year	2010	2016
No of Hotel Rooms	22,735	45,000
Tourist arrivals	620,000	2,500,000
Arrivals: Employee	5:1	5:1
Direct Employment	55,000	225,000
Indirect Employment	70,000	275,000
Total Employment	125,000	500,000
Dependants per employee	3	3
Total Dependents in tourism	375,000	1,500,000
Total income	\$ 410 Mn	\$ 2.75 Bn
No of dependents from total population	1.8 %	7 %

The current average spent per tourist is \$ 80/day. This should be pushed up by creating more opportunities for tourists to spend during their visits

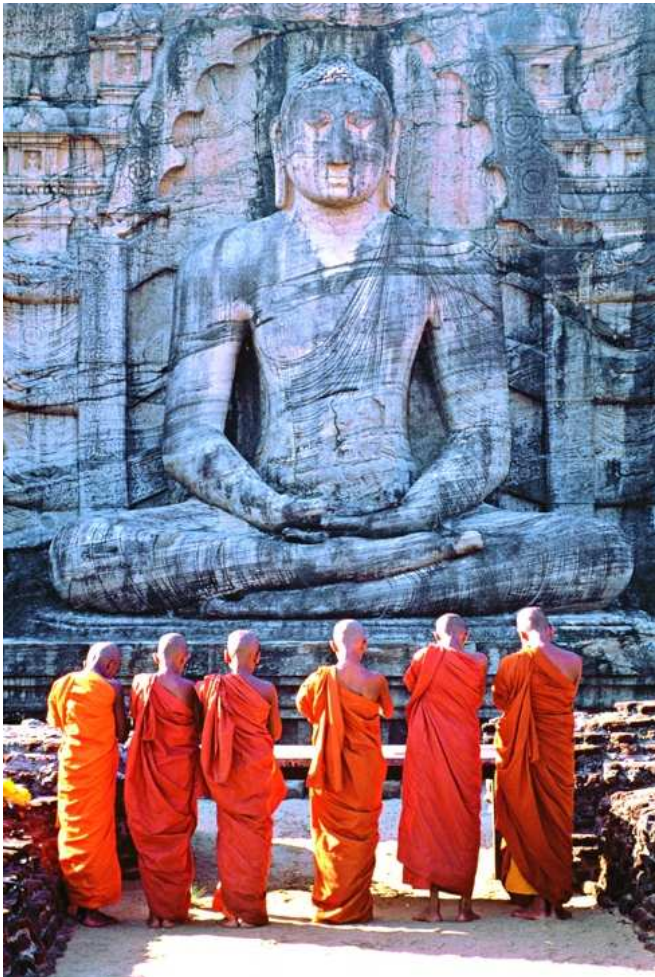
The growth strategy

Consolidate first and then target exponential growth



Year	2010	2011	2012	2013	2014	2015	2016
No of Arrivals	620,000	700,000	850,000	1,050,000	1,350,000	2,000,000	2,500,000

Why Sri Lanka ?



- Authenticity
- Compactness
- Diversity

It is a green destination by all means



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Differentiating & Positioning

Beaches like Maldives or Mauritius
 Ancient heritage sites like Egypt or Greece
 Rain forests like Congo or Amazon
 Art & Culture like India or Thailand
 Waterfalls like Zambia or Canada
 Wildlife like Kenya or South Africa
 Natural Beauty like Switzerland or Myanmar
 Gemstones like Madagascar or Burma
 Spices like India or Indonesia
 Festivals like Japan or India

“It is undoubtedly the finest island in the whole world”

Marco Polo (13AD)

“No 1 of the 30 places to visit in 2010”

New York Times

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The industry has agreed to promote
Sri Lanka under 8 different product
categories for convenience of
remembering

Beaches

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Heritage

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Scenic

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Wild Life

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Festive

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Thrill

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Bliss

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Essence

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THE CHALLENGES FOR SRI LANKA TOURISM

(2) Attracting new tourists

- Identifying target markets
- Marketing communications & promotions
- Facilitating the visit

(3) Ensuring that departing tourists are happy

- Superior value chain
- Tourist information
- Public support
- Tourist safety

(1) Creating an environment conducive to tourism promotion

- Policy Framework
- Infrastructure
- Transport
- Attractions & Events
- Service Standards
- Manpower

(4) Support Domestic Tourism

(5) Creating awareness & positive perceptions globally

- Involving foreign missions
- Involving of Diaspora
- International public relations





1. Creating an environment conducive to tourism

- Policy framework to support investors and trade
- Infrastructure to meet industry requirements
- Transport solutions to ensure speedy and convenient travel
- Attractions easily accessible and professionally managed
- Events well coordinated and effectively marketed
- Service Standards of international quality
- Manpower requirements of the industry addressed



2. Attracting new tourists

- Identifying the target markets and customers
- Focused promotional campaigns in chosen markets
- Strengthen links with international tour associations
- Strong web marketing through an interactive web portal
- Technology driven tourist information centers to support global requirements



3. Ensuring that departing tourists are happy

- Friendly and hassle free entry at immigration
- Customer satisfaction survey at immigration counters
- Hassle free & well regulated taxi service at Airport
- Trained tour guides who are responsible and caring
- A visit not spoiled by touts, vendors, and beach boys
- A strong well coordinated tourist police providing protection
- Awareness campaigns to gain public support for tourism



4. Domestic Tourism

- Working with local authorities and other relevant agencies to raise standards of rest houses, guest houses and small hotels
- Marketing of lesser known attractions through media
- Comfort centers along busy roads and near attractions
- Publications of guidebooks, maps and signboards
- Awareness campaigns on civic responsibility, cleanliness etc



Action Plan 2009-2011

5. Creating a positive image and greater awareness of Sri Lanka globally

- Working closely with foreign missions
- Use of Diaspora for tourism promotions
- Close links with international media particularly in media houses of target markets



Sustainable tourism development

Sustainable tourism development refers to the management of all resources available for tourism 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

Our approaches to sustainable tourism development will also give greater priority to community participation and poverty reduction.

To support this growing interest in environmentally-friendly vacationing, hotels, resorts, and other tourism spots, we should be looking to fill positions, and even create new ones, to meet the demand.



We would expect those who engage in tourism activities in Sri Lanka to adhere to the following ecotourism principles:

- Minimize environmental impact.
- Build environmental and cultural awareness and respect.
- Provide positive experiences for both visitors and hosts.
- Provide direct financial benefits for conservation a
- Provide financial benefits and empowerment for local people.
- Understand and appreciate the sensitivities of political, environmental, and social climate.



Employment opportunities in tourism

- Sales & Marketing
- Front office staff
- Food & Beverages
- Cookery
- Events Management
- Tour Planning
- Tourist Information
- Guest Relations
- Tour Guiding
- Travel agents
- Airline Staff
- Transport
- Courier agencies
- Hotel Management
- Accounting
- Maintenance
- Engineering
- Medical Staff



Thank You