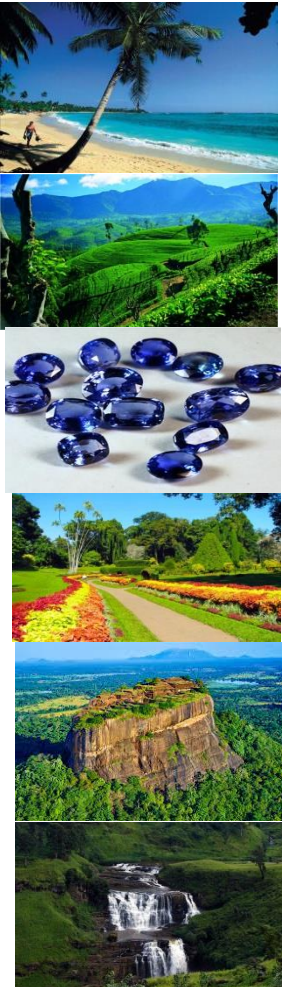




The 12th UNWTO Asia Pacific Executive Training Program on Tourism Policy and Strategy

Presented by :

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- ❖ 1,330 km of coastline mostly pristine beaches.
- ❖ 500,000 acres of lush Tea Estates.
- ❖ 45 of world's 80 gems and some of the world's best sapphires.
- ❖ 250 Acres of Botanical Gardens.
- ❖ 8 UNESCO Heritage Sites, pre historical discoveries dating back to 3400 years.
- ❖ 350 Waterfalls and 25,000 Water bodies.
- ❖ Year-round multi religious multicultural.
- ❖ 23 National Parks and Nature Reserves.
- ❖ 21 Mn. smiles and genuine hospitality.



Environment Analysis (SWOT)

Strengths

- Internet & Cloud Technology
- Digital Marketing Effort
- Search Engine Optimization (SEO)
- Search Engine Marketing
- E.g – Trip Advisor, Agoda, Lanka Holidays, Lanka Tour etc.,*
- Social Media Marketing

Weaknesses

- Demolished Technological Infrastructure due to internal strife for 3 decades
- Lack of new private enterprise to enter / support as technology providers
- Lack of data security in few cases



Opportunities

- Use of ERP (E.g :- PMS – Property Management System, HIS – Hospitality Information System)
- Brand Image (A land like no other)
- Target “Qualified Customers” as different segments
- Budget Allocation for “Technological Infrastructure”

Threats

- Cyber Security Threats
- Hackers
- Strong Competition from other Asian countries

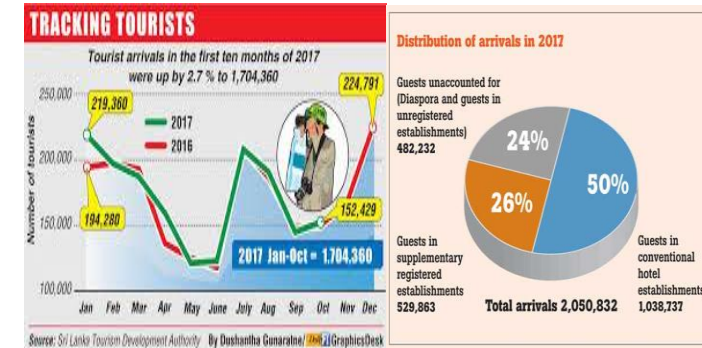
Stakeholders' Roles and Responsibilities

Stakeholder	Roles and Responsibilities
Government	<i>Tourism Policy Formation and Implementation, Deciding Tax Incentives, Tariffs Implementation, Raising FDI via Bilateral, Multi-Lateral Agreements, Establishing PPP Mode for Utility Service Providing Entities.</i>
Private Sector	<i>Joining with state government work under PPP, FDI via agreements, investment promotion agencies, Market Access</i>
Industry Associations	<i>Creating Skilled Human Capital, Market Research, Hotel Classification and Grading, Determination of perks/ salaries in the Tourism field.</i>
Civil Societies	<i>Granting Approvals in necessary stages without any Delay in a Neutral manner</i>
International Organizations	<i>Funding Possibilities, Providing International Guidelines, Technical Assistance, and Knowledge Sharing etc.</i>
General Public	<i>Creating Branded Image about the country, Showing politeness, Creating Positive Attitude, & Hospitality for both foreigners & locals Tourist.</i>

Benefits, Lessons Learned & Recommendations

Benefits & Lessons Learned

- ✓ Easy access to the Locations
- ✓ Accuracy on Data Collection and Market Research
- ✓ Time Savvy and Developed Human Capital
- ✓ Remarkable hike in Tourist Arrival and Revenue.
E.g. - Achieved 2 Million targeted Tourist Arrivals
- ✓ Building up Trust Among Tourist and Service Providers



Recommendations

- ✓ Monitor Success of Marketing Efforts
- ✓ Harness the Power of Staging & Sharpen the Brand Focus
- ✓ Diversify Product Range and Create Digital Signature Experiences
- ✓ Ensure Focused Destination Development via Transformative Tourism Projects (TTPs)
- ✓ Improve Conservation, Preservation, and Management of Natural and Cultural Assets
E.g – Integrated system with Wild Life Conservation and Archeological Dept., in order to save our precious wild life and heritage / cultural sites
- ✓ Improve Visitor Information and Interpretation using developed MIS (Hospitality Information System)
- ✓ Prioritize digitalized training to relevant key employee base
- ✓ Create Digitalized employment & Career Opportunities in Tourism
- ✓ Reform Core Legislation and Regulations regarding Tourism Development
- ✓ Embrace the Digital Age and further developing digital marketing effort
- ✓ Actions to Implement Integrated Destination Planning via technology
E.g – Introduce integrate ERP, institutions with SLTDA – BOI
Regarding FDI in Tourism Sector

