



Tourism in North Central Province, Sri Lanka

An overview of the current situation

NCP Tourism Goal

“Be the Kingdom of Tourism in Sri Lanka by offering authentic and sustainable inclusive tourism.”

NCP Tourism Objectives.

- 1.Ensure an effective, efficient provincial tourism institutional framework.
- 2.Enhance public, private and community engagement in sustainable tourism sector.
- 3.Assure Sustainable Finance at all levels of Tourism sector.
- 4.Establish diversified tourism product portfolio in the NCP.
5. To work cooperatively and jointly for the promotion of tourism activities with other provincial governments by sharing knowledge, resources and experience.

NCP Tourism Principles:(is committed to)

1. Drive green tourism approach that ensure reduction of environmental degradation and contribute to contributing to conservation.
2. Boost local resilient economies and regional development.
3. Utilize indigenous to high-end technologies for innovation and quality improvement in the service sector.
4. Create enabling environment for public – private – community engagement in the sector.
5. Ensure fair share of socioeconomic and environmental opportunities and benefits, with social cohesion and protection.

NCP Tourism Pathway:

1. Archeological Tourism.
2. Religious and Cultural Tourism.
3. Wellness Tourism.
4. Nature, eco and bio tourism.
5. Agro tourism.
6. Water based/Nautical tourism (River, Lake etc....)
7. Research Tourism.

Introduction

- North Central Province is located in the cultural triangle of Sri Lanka, and attracts a large number of tourists each year.
- There is a possibility to tourism is a major contributor to the economy of the region, providing employment and income for local communities.
- The COVID-19 pandemic has had a significant impact on the tourism industry in the region, with many businesses and workers affected.



Tourist arrivals

- In 2019, North Central Province received 4% tourist arrivals to Sri Lanka, a 10% increase from the previous year.
- The majority of tourists were from India, followed by China, the United Kingdom, and Germany.
- However, in 2020, tourist arrivals dropped significantly due to the COVID-19 pandemic.



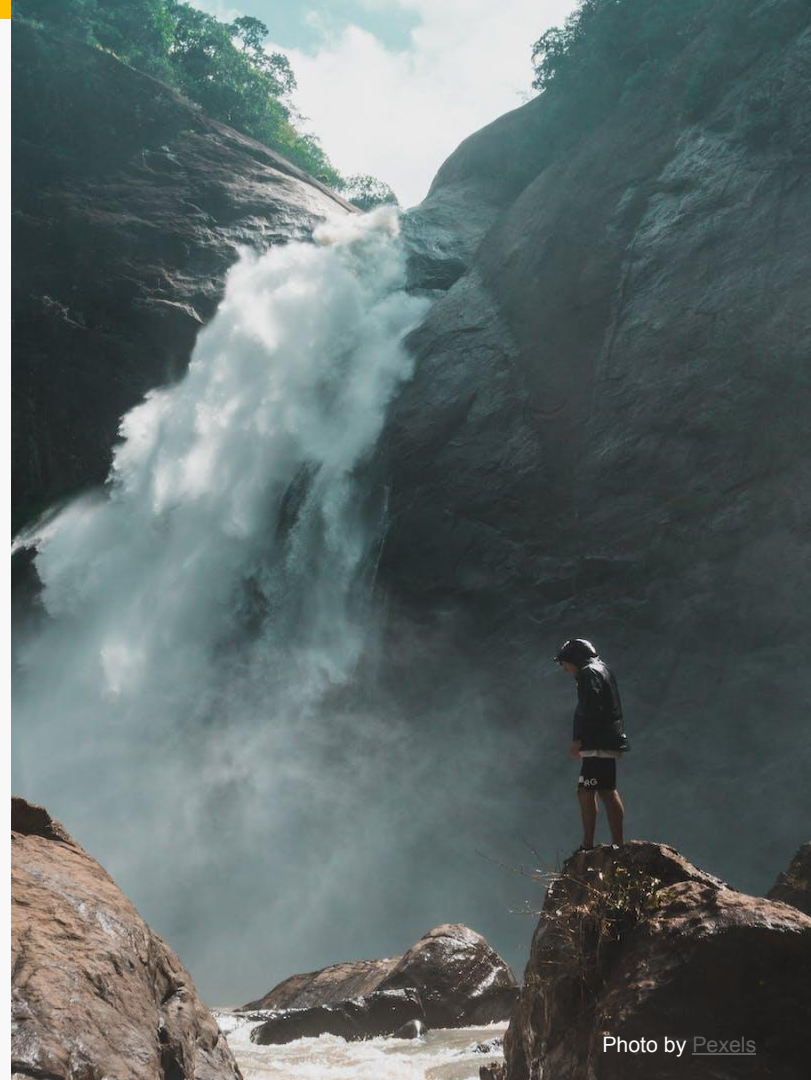
Tourist attractions

- North Central Province is home to many cultural and historical sites, including the Unesco Heritage cities of Anuradhapura and Polonnaruwa.
- The region also has several national parks, such as Wilpattu and Minneriya, which are popular for wildlife safaris. Also The thosands of tanks and few rivers
- Other neighbouring attractions include the Sigiriya rock fortress and the Dambulla cave temples.



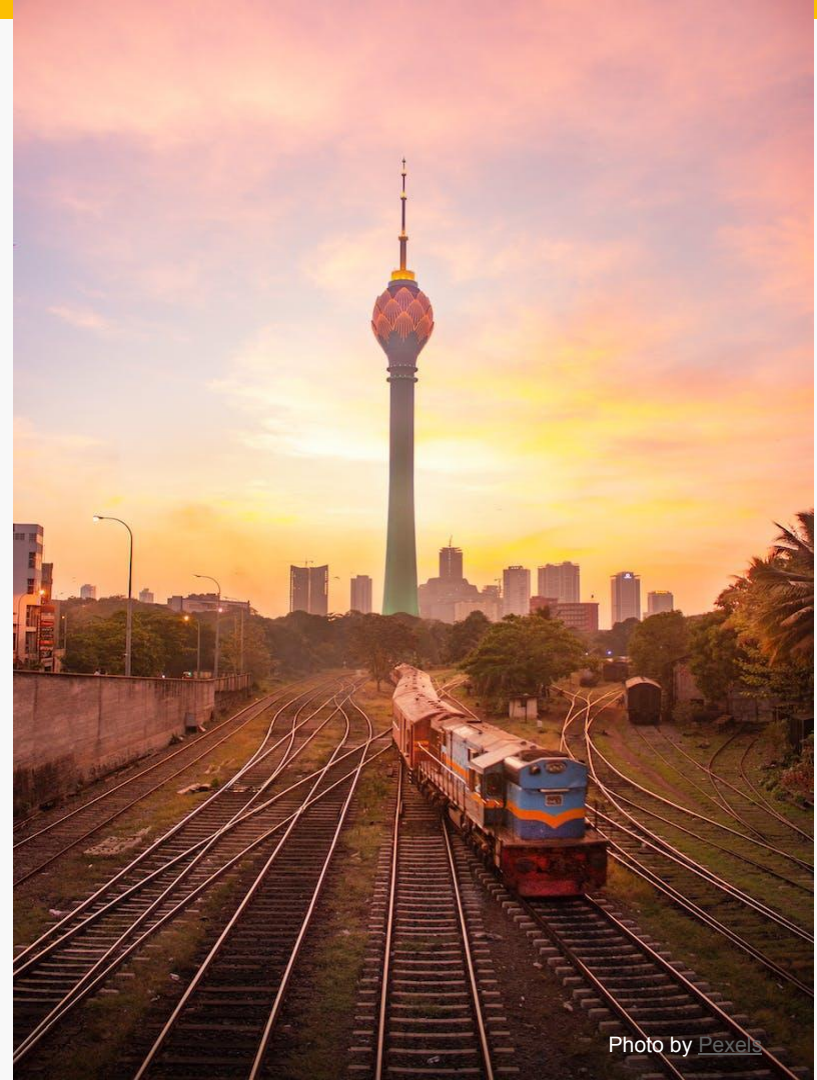
Accommodation

- There are many accommodation options for tourists in North Central Province, ranging from budget guesthouses to luxury hotels and resorts.
- However, due to the COVID-19 pandemic, many hotels and guesthouses have closed down or reduced their capacity.
- Some hotels have adapted by offering long-term stays for digital nomads and remote workers.



Transportation

- North Central Province is well connected by road and rail to other parts of Sri Lanka.
- There are also several airports in the region, including the Anuradhapura and Hingurakgoda, Sigiriya airports.
- In addition, there are many taxi and tour operators who offer transportation services for tourists.



Challenges

- The COVID-19 pandemic and the 2022 economic crisis has had a negative impact on the tourism industry in North Central Province, leading to job losses and reduced income for local communities.
- There are also challenges related to infrastructure, such as a lack of proper waste management and insufficient public transportation, Accomodation etc.
- In addition, there is a need for more sustainable tourism practices to protect the region's cultural and natural heritage.



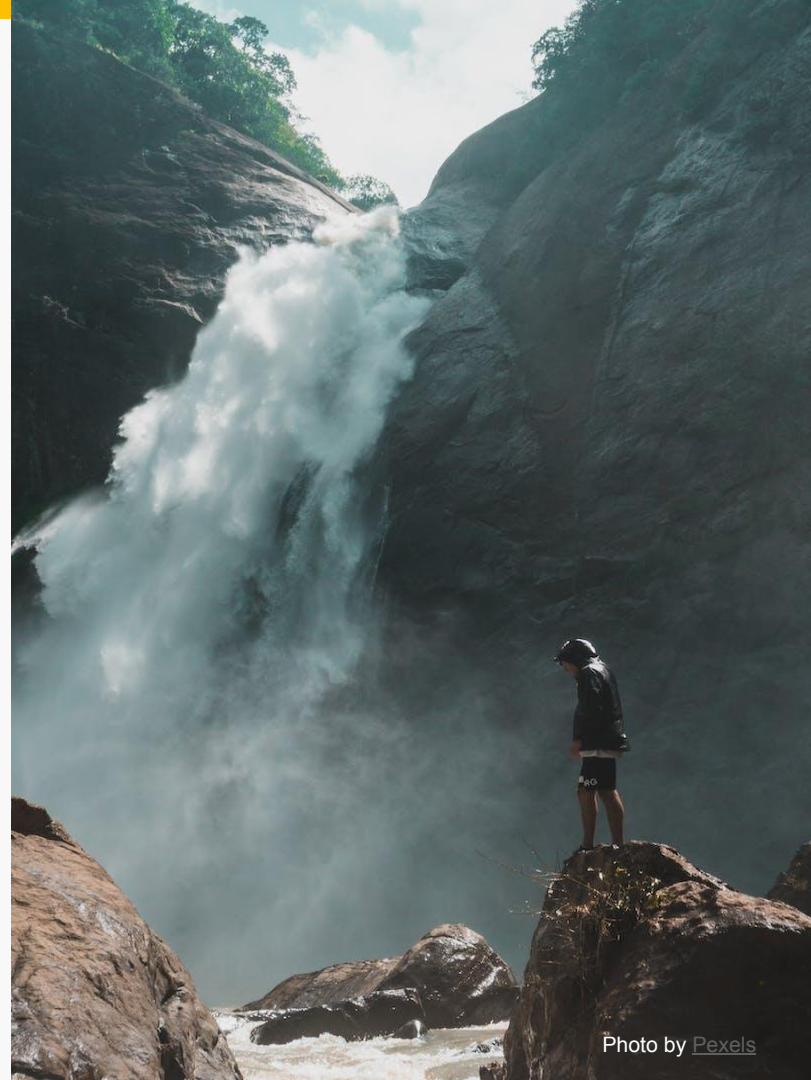
Opportunities

- Despite the challenges, there are also opportunities for the tourism industry in North Central Province.
- The region has a rich cultural and natural heritage that can be leveraged to attract more tourists.
- In addition, there is potential for community-based tourism initiatives that empower local communities and provide authentic travel experiences.



Conclusion

- North Central Province is a significant Nature based destination for tourism in Sri Lanka.
- While the COVID-19 pandemic has had a negative impact on the industry, there are opportunities for recovery and growth.
- By addressing the challenges and promoting sustainable tourism practices, North Central Province can continue to attract visitors and provide economic benefits to local communities.





Thank you

