



# CENTRAL PROVINCE TOURISM DEVELOPMENT -PRESENT STATUS AND FUTURE PROSPECTS



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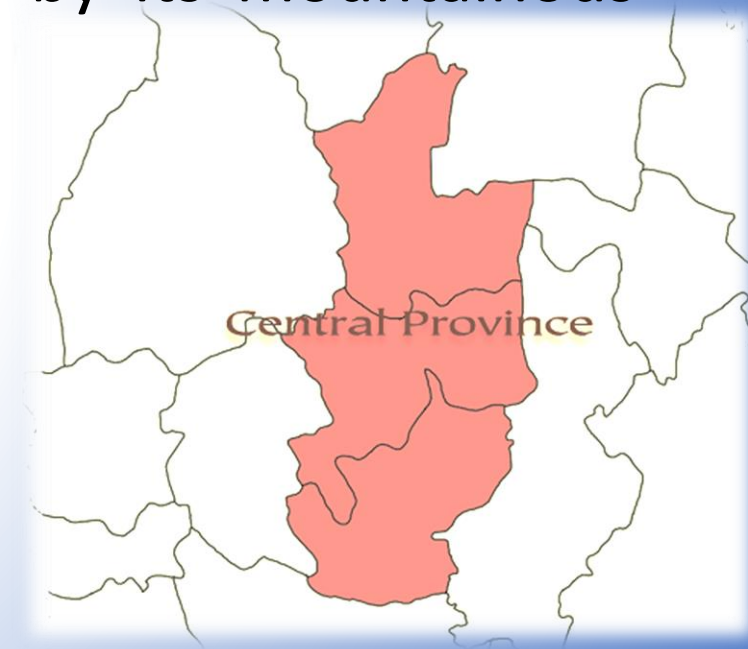
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# Geographical Location of Central Province

- Central Province is located in the central part of Sri Lanka.
- Bordered by several other provinces of Sri Lanka.
- The region's geographical features are characterized by its mountainous terrain.
- The central location of Central Province within Sri Lanka makes it easily accessible from various parts of the country.



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# Significance as a Tourist Destination

- Rich Cultural Heritage and spiritual
- Festivals and Celebrations
- Natural Beauty and Landscapes
- Adventure and Outdoor Activities
- Tea Plantations and Ceylon Tea
- Accessibility and Central Location
- Availability of affordable quality tourist products



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# Current Status of Tourism in Central Province

- Annual foreign tourist arrival – 1.336 mn (2016/17)
- Foreign tourist of SL Who visited CP – 65.3% (2016/17)
- Annual local tourist visit – 18mn (2016/17)
- Employment opportunities of tourism sector – 867 (2012-17)
- Accommodation capacity
- Tourist attractions
- Infrastructure
- Stakeholders and partners



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# Strategies

- Expansion of service sector
- Investment promotion
- Development of Tourism Industry
- Proper usage of human and physical resources in the province
- Increase of employment opportunities through developing small and medium enterprises
- Improvement of marketing adding values to the products
- Providing services to attract new investors to the Central Province
- Develop market linkages and export oriented products



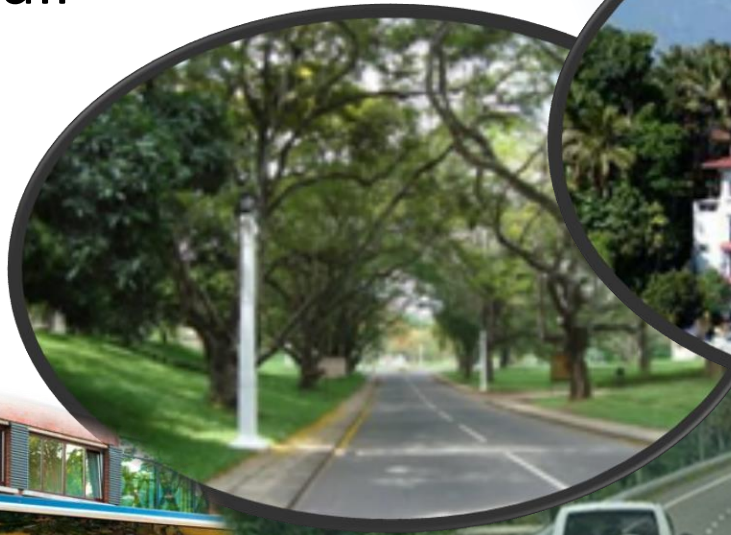
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SRI LANKA

# Tourism Infrastructure and Services

- Accommodation
- Transport – Road, rail network/ air
- Water and Energy
- Sanatory facilities
- Communication



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# Challenges

- Seasonality
- Poor tourism amenities and infrastructure
- Competition
- Sustainability and environmental concerns
- Safety and security
- Marketing and promotion
- Cultural preservation



**SUSTAINABLE SRI LANKA**



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# Opportunities

- Connectivity and accessibility of the CP which enhance the regional and national linkage.
- Assistance of national body to formulate policies and regulations.
- Support of many international funding agencies.
- Government and private sector interventions on tourism industry.
- Potential human resources development.
- Digital presence and technology application
- Demand for CP,s new product developments from the other regions of the country.
- Branding Marketing and Promotional potentials.



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# Future Prospects and Development Plans

- Branding entire province under one theme.
- Sustainable tourism initiatives.
- Setup core group for tourism. ( for investor relations, development and promotion)
- Investment opportunities in Tourism Sector.( Hotels, Accommodation Units, theme parks, adventure activities, agro and Ayurveda, etc.)
- Promoting tourism through TIC's by using new technology.
- Promoting Tourism related activities.( night markets, food festivals, literary festivals)



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# Cont.

- Special promotional Activities. (promoting tourism in CP simultaneously with seasonal events in respective districts)
- Tourism Education.
- Youth and women empowerment for tourism industry.



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# Marketing and Communication Plan

- Global Campaign
- Domestic Campaign
- Short Term Blitz Campaign



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# Marketing and Promotion

- Introduce fresh travel itineraries
- Develop the identified products
- Advertise TOs, TAs and FITs
- Employ contemporary marketing technologies (Web, Social Media etc.) and methods.
- Rebranding – *Visit Medarta to VisitCentral.*



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# Community Engagement and Sustainability

- Heeloya
- Meemure
- Sigiriya
- Knuckles



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# Conclusion

- In conclusion, Central Province stands on the cusp of becoming a premier tourism destination. It is an exciting time for stakeholders to collaborate, invest, and participate in shaping the future of Central Province's tourism sector. Together, we can unlock the region's tremendous potential and create a sustainable, enriching, and memorable experience for all who visit Central Province.



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# Thank you..!



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