Capacity Building Workshop on Tourism skills planning & Development in Matale District

Capacity Building Workshop on Tourism skills planning & Development in Matale District
Conducted by

District Secretariat Matale

In collaboration with Skills for Inclusive Growth (S4IG)

09 | 10 June 2023 – Amaya Lake Hotel, Dambulla

Skills for Inclusive Growth

Australian Aid

Contents

Table of Contents

1 Background

Overview of Capacity Building Workshop on Tourism skills planning & Development

The two-day workshop on Capacity Building Workshop on Tourism skills planning & Development in Matale District was held on the 8th and 9th of June at the Amaya Lake Hotel in Dambulla. The workshop was organized by the Skills for Inclusive Growth program (S4IG) in collaboration with the Matale District Secretariat. The aim of the workshop was to address the challenges faced by the tourism industry in the Matale District and to develop strategies for capacity building in the sector.

The S4IG program, in partnership with the Ministry of Skills Development and Vocational Training, Tourism Authorities, Provincial and District Level Administration, Industry, Community-Based Organizations, and the Donor Community, has been working towards developing a Value Chain on the Tourism Industry. The program recognizes the importance of training government officers to act as coaches for enhancing the business skills of Micro, Small, and Medium Enterprises (MSMEs) involved in tourism-related self-employment and businesses.

Prior to this workshop, S4IG had already conducted several similar workshops as part of their capacity development strategy. The program focused on developing a pool of Digital Content Development Coaches and providing training through selected training providers. Activities such as training the trainers were also carried out as part of this initiative.

The statistics indicate that tourism in the Matale District has been limited to a few well-known destinations, while many other potential destinations have been overlooked. This can be attributed to the lack of laser-targeted promotion and inadequate digital presence. The purpose of this workshop was to bridge this gap by addressing these challenges and identifying opportunities to promote and develop lesser-known tourism destinations within the district.

By bringing together government officials of Decision-making level from all the Divisions , the workshop aimed to foster collaboration and generate innovative ideas for the sustainable development of tourism in the Matale District. The workshop served as a platform for sharing knowledge, discussing best practices, and formulating strategies to enhance tourism skills planning and development in the region.

Overall, the workshop provided an opportunity to explore ways to unlock the untapped potential of the Matale District's tourism industry, ultimately contributing to inclusive growth and economic development in the region.

2.Objective of Capacity Building Workshop on Tourism skills planning & Development

1. Assess and address skills gaps: The workshop aimed to assess the existing skills gaps in the tourism sector in Matale and devise strategies to address them. By discussing skills gap measurement methodologies and identifying specific areas that require improvement, participants were empowered to develop targeted training programs and initiatives to enhance the skills of tourism professionals in the district.

2. Enhance business coaching skills: The workshop focused on equipping participants with effective business coaching techniques specific to the tourism industry. Through the sharing of key points on business coaching, participants gained insights into strategies for supporting Micro, Small, and Medium Enterprises (MSMEs) engaged in tourism-related self-employments and businesses. This objective aimed to strengthen the participants' ability to provide guidance and mentorship to entrepreneurs in the tourism sector.

3. Increase awareness of untapped potential: The workshop aimed to increase participants' awareness of the untapped potential of tourism in the Matale District. By showcasing lesser-known destinations and highlighting opportunities for development, participants gained a broader understanding of the district's tourism landscape. This objective aimed to inspire participants to explore and promote the hidden gems within the district to attract more visitors and boost tourism growth.

4. Foster collaboration among stakeholders: The workshop provided a platform for stakeholders from various sectors, including government officials, tourism authorities, industry representatives, and community-based organizations, to collaborate and work together towards the common goal of tourism development in Matale. This objective aimed to foster partnerships, exchange ideas, and encourage joint initiatives that would maximize the collective impact of stakeholders in promoting sustainable tourism practices and experiences.

5. Develop comprehensive action plans: Building on the discussions on skills gap measurement, business coaching, and untapped potential, the workshop aimed to facilitate the development of comprehensive action plans for tourism skills planning and development in Matale. Participants were guided to formulate actionable strategies, including targeted training programs, promotional campaigns, and digital presence initiatives, to enhance skills, attract visitors to lesser-known destinations, and ensure the long-term growth and sustainability of the tourism sector in the district.

3.Background of the Participants

The workshop attracted a diverse group of participants with backgrounds ranging from executive decision-making level government officers to development officers responsible for directly or indirectly handling tourism-related subjects. These participants represented a

wide range of expertise and experience in the field of tourism. The executive decision-making level government officers brought valuable insights and perspectives from their

roles in shaping policies and strategies at a higher administrative level. On the other hand, the development officers, who were entrusted with the implementation and management of tourism-related initiatives, brought practical knowledge and hands-on experience to the workshop. Their involvement ensured that the discussions and outcomes of the workshop were grounded in the realities and challenges faced in the Matale District's tourism sector. With their collective expertise and dedication to the development of the tourism industry, the participants played a crucial role in shaping the workshop's discussions, sharing best practices, and formulating strategies to enhance tourism skills planning and development in the region.

List of Participants

No.	Name	Designation
01	Nishantha Karunathilake	Add .District Secretary (Admin.)
02	Chamila Atapattu	CLG- Central Province
03	S.N.K.Serasinghe	Divisional Secretary Ukuwela
04	M.C.P.Hindagoda	Divisional Secretary Matale
05	F.R.M.Riyaldeen	Divisional Secretary Rattota
06	B.P.Senadheera	Divisional Secretary Ambangaga
07	Piyal Jayasuriya	Divisional Secretary Dambulla
08	A.D.Tilakarathne	Provincial Director
09	D.S.Kapukotuwa	Director- Planning
10	Kaushika Gunathilake	Deputy Director Planning
11	H.M.W.Herath	Assistant Director Planning
12	K.R.N.Malkanthi	Assistant Director Planning
13	M.R.Wijesundara	Assistant Director Planning
14	N.N.Suwandarathne	Assistant Director Planning
15	P.M.Kumarasinghe	Assistant Director Planning
16	R.S.Herath	Assistant Director Planning
17	A.G.Leelawathi	Assistant Director Planning
18	W.N.Kumari	Assistant Director Planning
19	K.N.Rathnayake	Assistant Director Planning
20	Erick Mudalige	Development Officer
21	A.G.K.Chandrasena	Development Officer
22	Chamara Ruchiranga	Development Officer
23	W.D.G.S.Wikramasinghe	Development Officer
24	N.T.Gunasekara	Development Officer
25	Imesha Gunawardane	Development Officer
26	E.D.M.Ariyasinghe	Development Officer
27	S.K.Wanasinghe	Development Officer
28	G.B.Kumarasinghe	Development Officer
29	Sudhara Wikramasinghe	Development Officer
30	N.M.Pathirana	Development Officer
31	G.S.Thilakarathne	Development Officer
32	S.Ranaweera	Social Service Officer
33	Sepalika Rajapakse	Development Officer
34	D.S.Premarathne	Dev.Field Assistant

4. Content of the Workshop

It has been selected following topics as the essential subject coverage in this program.

- Role of District Secretariat in Promoting Tourism Sector MSME's with special focus on Digitalization and Business Coaching.
- Central Province Tourism Development. Present Status and Future Prospects.
- Skill Gap Management
- Tourism and Business coaching
- Introduction to Tourism- International, National and Regional
- Introduction to business coaching
- Field Visits to demonstrate Business Coaching

5.Pool of Resource Persons

**Mr.Thangavel Sakthivell,
Business Advisor, Skills for inclusive Growth**

**Prof Sunil Chandrasiri
Professor of Economics, University of Colombo**

**Mr.W.W.P.W.M.R Wijesundara
Assistant Director (Planning)**

Mrs.Anuri Thilakaratne,
Central Province Director of Tourism

Professor Nalin Abeysekera
Faculty of Management Studies
The Open University of Sri Lanka

Mr. Samantha Pathirathna,
Chairman, PASSAsia

6.Structure and Schedule of the Workshop

Capacity Building Workshop on skills Planning & Development in Matale District

Objective: The primary objective of the workshop is twofold: a) To familiarize officials and other stakeholders engaged in promoting business recovery of tourism sector MSMEs through skills development in Matale district.

Methodology: Short lecture sessions, case studies, demonstrations, and field visits.

Venue: Hotel Amaya Lake -Kandalama

Dates; 8th & 9th Of June 2023

Program schedule:

Day 1

Time	Session No.	Session Title	Resource person	Methodology
9.30- 9.40	1	Welcome speech	GA/AGA/Director Planning	
9.40-9.50	2	Getting to know		
9.50-10.00	3	Work arrangements	Sakthi/Chamila	
10.0-10.20		Tea break		
10.20-10.50	4	Role of District Secretariate in promoting Tourism sector MSMEs with special focus on digitalization and business coaching	Mr.Wijesundara- Assistant Planning Director	P
10.50-11.15	5	NCP Tourism development - Present status and Future prospects	Mrs.Anuri – PROVINCIAL DIRECTOR- DEPARTMENT OF TRADE, COMMERCE AND TOURISM, CENTRAL PROVINCE	P
11.15-11.30	6	Introduction to Tourism - International Sri Lankan and Regional	shakthi	P/D
11.30-12.00	7	Skills gap measurement	Prof.sunil	P/D
12.00 -12.45	8	Digital applications in tourism sector MSME development	Samantha Pathirana	P/D
12.45-1.00-1.15	9	Introduction to business coaching	Prof.Nalin Abeysekera	P/D
1.15- 2.15		Lunch break		P/D

2.00-3.00	10	Field Visit to demonstrate digital applications in MSME development		FW/D/CS
3.00-3.30		Tea		
3.30-5.00	11	Field Visit to demonstrate business coaching- Problem diagnosis		FW/D/CS
Day 2				
9.00-10.00	11	Program review and sharing experience- Skills gap analysis	Entire team	D
		Tea		
10.30-10.45	12	Video on Digital applications	Entire team	P
10.45-11.30	13	Programme review and sharing experience- digital applications	Entire team	D
11.30 -12.15	14	Clarifying issues and additional learning support	Entire team	D
12.15-12.30	15	Programme Review	Participants	D
12.30 –1.30		Lunch		
1.30-3.00	16	Field Visit to demonstrate digital applications in MSME development		FW/D/CS
3.00- 4.00	17	Field Visit to demonstrate Business Coaching -Problem diagnosis		FW/D/CS

Notes: P = Presentation; P/D = Presentation/discussion; CS= Case studies; FW=Filed work

7. Output of the Sessions

Day 1: Session 04

Role of District Secretariat in Promoting Tourism Sector MSME's with special focus on Digitalization and Business Coaching.-*Mr.M.R.Wijesundara*

This comprehensive lecture was delivered on various aspects related to small and medium enterprises (SMEs) and their role in Sri Lanka's economy. The lecture covered the following key points:

1. Understanding SMEs: The lecture began by defining SMEs as businesses that fall within a specific size range, typically characterized by factors such as revenue, number of employees, and capital investment. These enterprises play a vital role in driving economic growth, generating employment opportunities, and fostering innovation.

2. Categorization of SMEs: The lecture highlighted the different categories of SMEs based on factors such as their sector, scale, and ownership structure. This categorization helped to better understand the diverse landscape of SMEs in Sri Lanka and the unique challenges they face.

3. Types of Production in SMEs: The lecture explored the various types of production prevalent in SMEs, including manufacturing, services, and agriculture. Participants gained insights into the distinct characteristics and requirements associated with each production type, allowing for a more nuanced understanding of SME operations.

4. Role of SMEs in Sri Lanka: The lecture emphasized the significant role of SMEs in Sri Lanka's economy. SMEs contribute to employment generation, poverty reduction, and overall economic development. They foster entrepreneurship, regional development, and contribute to export earnings, thus diversifying and strengthening the national economy.

5. Connecting Small Businesses to Global Value Chains: The lecture highlighted the importance of connecting Sri Lanka's small businesses to global value chains. By integrating SMEs into these value chains, they can access new markets, technology, and expertise, leading to enhanced productivity, competitiveness, and sustainable growth.

6. Issues Faced by SMEs in Sri Lanka: The lecture shed light on the key issues faced by SMEs in Sri Lanka, including limited access to finance, inadequate infrastructure, lack of technology adoption, and regulatory challenges.

Participants gained an understanding of these barriers and the need for targeted interventions to support SME growth and development.

7. Common Challenges Faced by SMEs: The lecture addressed common challenges faced by SMEs globally, such as limited managerial capacity, market access constraints, and resource limitations. Participants learned about effective strategies to overcome these challenges and promote the growth and sustainability of SMEs.

8. Marketing Strategies for SME Growth: The lecture discussed various marketing strategies that can be employed to foster SME growth. Participants explored approaches such as market segmentation, branding, digital marketing, and customer relationship management. These strategies can help SMEs expand their customer base, increase sales, and enhance their market presence.

9. E-commerce Adoption for SME Development: The lecture emphasized the significance of e-commerce adoption as a key tool for SME development in Sri Lanka. Participants were introduced to the advantages of online platforms in terms of market reach, cost-effectiveness, and accessibility. E-commerce

provides SMEs with opportunities to expand beyond traditional boundaries and tap into global markets.

10. Advantages of E-commerce: The lecture highlighted the advantages of e-commerce for SMEs, including increased market visibility, improved customer targeting, reduced operational costs, and streamlined logistics. Participants were encouraged to explore e-commerce platforms as a means to scale their businesses and compete in the digital economy.

The lecture provided participants with valuable insights into the critical role of SMEs in Sri Lanka, the challenges they face, and the strategies that can be employed to foster their growth and integration into global value chains. It equipped participants with practical knowledge and tools to support SME development and contribute to the overall economic advancement of the country.

Day 1: Session 05
Central Province Tourism Development.Present Status and Future Prospects.
Mrs.Anuri Thilakarathne

In this session provided a comprehensive overview of the region's tourism industry. The key points covered in the lecture are as follows:

1. Geographical Location of Central Province Sri Lanka: The lecture began by highlighting the strategic geographical location of the Central Province in Sri

Lanka. Situated in the heart of the island, the province boasts breathtaking landscapes, including lush green mountains, picturesque tea plantations, and cultural heritage sites.

2. Significance as a Tourist Destination: The lecture emphasized the significance of the Central Province as a tourist destination. With its diverse attractions, such as the UNESCO World Heritage Sites of Kandy and Sigiriya, the region draws both domestic and international tourists seeking cultural experiences, nature exploration, and adventure activities.

3. Current Status of Tourism in Central Province: The lecture provided an overview of the current status of tourism in the Central Province. It highlighted the growth in tourist arrivals, the development of accommodation facilities, and the increasing popularity of unique experiences like tea plantation visits and eco-tourism activities.

4. Strategies: The lecture discussed the strategies employed to promote and develop tourism in the Central Province. This included collaborations between government bodies, tourism stakeholders, and local communities to create sustainable tourism practices and enhance visitor experiences.

5. Tourism Infrastructure and Services: The lecture focused on the existing tourism

infrastructure and services in the Central Province. Participants learned about the development of transportation networks, accommodation options, and tourist facilities such as visitor centers, interpretation centers, and guided tour services.

6. Challenges: The lecture highlighted the challenges faced by the Central Province's tourism

industry. These challenges encompassed issues such as seasonality, limited investment in infrastructure, the need for skilled human resources, and the preservation of cultural and natural heritage.

7. Opportunities: The lecture shed light on the opportunities available for tourism development in the Central Province. Participants explored avenues such as community-based tourism initiatives, niche tourism products, and the promotion of sustainable practices that align with the region's unique offerings.

8. Future Prospects and Development Plans: The lecture presented the future prospects and development plans for tourism in the Central Province. This included strategies for diversifying tourism products, expanding visitor experiences beyond traditional attractions, and fostering collaborations with other regions to create multi-destination itineraries.

9. Marketing and Promotion Campaigns: The lecture emphasized the importance of marketing and promotion campaigns to increase the visibility of Central Province as a tourist destination. Participants learned about effective strategies to showcase the region's unique selling points, engage with target markets, and leverage digital platforms to reach a wider audience.

Overall, this session provided valuable insights into the present status and future prospects of tourism in the Central Province. It covered key aspects such as the region's geographical significance, the current state of tourism, challenges and opportunities, future development plans, and marketing strategies. Participants gained a deeper understanding of the Central Province's tourism potential and were equipped with knowledge to contribute to its sustainable growth and development.

Day 1: Session 07

Skill Gap Management- *Prof.Sunil Chandrasiri*

The lecture on "Skills Gap Measurement in the Tourism Sector in Sri Lanka" provided valuable insights into the conceptual model for skills gap analysis and skill requirements specific to the tourism industry. The key points covered in the lecture are as follows:

1. Conceptual Model for Skills Gap Analysis: The lecture introduced a conceptual model for skills gap analysis in the tourism sector. Participants learned about the systematic approach to identify, measure, and address the gaps between the skills possessed by the workforce and the skills required by the industry.

2. Skill Categories: The lecture highlighted the theoretical basis and subject domains that form the foundation for skill categorization in the tourism sector. These subject domains included economics, psychology, sociology, and medical science. Participants gained an understanding of how these domains contribute to the development of cognitive, soft, and technical skills within the industry.

3. Three Broad Skill Categories: The lecture presented three broad skill categories essential for the tourism sector. These categories included cognitive skills, which encompass analytical thinking, problem-solving, and decision-making abilities. Soft skills, such as communication, teamwork, and customer service, were also emphasized. Additionally, technical skills related to specific tourism-related tasks and technologies were discussed.

4. Skill Requirements of the Tourism Sector: The lecture provided survey evidence on the skill requirements of the tourism sector. Participants learned about the specific skills and competencies demanded by employers in areas such as hospitality management, tour guiding, customer relations, event planning, and destination marketing. This information helped to identify the gaps between the existing skills of the workforce and the skills needed for optimal performance in the industry.

By covering these key points, the lecture on skills gap measurement in the tourism sector provided participants with a conceptual understanding of skills analysis models, skill categorization, and the specific skill requirements of the industry. This knowledge enabled participants to identify areas for skill development and formulate strategies to bridge the gap between the current skill levels and the desired skills needed for a thriving and competitive tourism workforce in Sri Lanka.

Day 1: Session 08

Online session on Tourism and Business coaching – *Mr.Samantha Pathirathna*

The session primarily focused on the intersection of tourism and business coaching, highlighting the various platforms and smart tools available for promoting tourism and business coaching. Participants were introduced to the potential of leveraging these platforms to enhance their businesses and attract more tourists. The session emphasized that becoming a successful business coach could lead to earning a decent income while providing valuable services to others, creating a win-win situation.

Furthermore, the session delved into the art and science of business coaching, discussing the skills and techniques necessary to effectively coach and support entrepreneurs. Participants learned about the principles and strategies involved in guiding businesses towards success, addressing challenges, and seizing opportunities. The session emphasized the importance of understanding the unique needs and goals of each business and tailoring coaching approaches accordingly.

Overall, the session provided insights into the potential of tourism and business coaching, showcasing the various platforms and tools available for promoting tourism and coaching services. Participants gained a deeper understanding of the financial benefits of becoming a business coach and the significance of adopting a thoughtful and strategic approach to coaching.

Day 2: Session 09

Introduction to Tourism-International,National and Regional - *Mr. Thangavel Sakthivell*

The session on "Introduction to Tourism: International, National, and Regional" provided a comprehensive overview of the tourism industry, exploring various key topics. The following areas were covered:

1. What is Tourism: The session began by defining tourism and its significance in the global, national, and regional contexts. Participants gained a clear understanding of the different components and stakeholders involved in the tourism sector.

2. Evolution of Tourism Definitions: The session highlighted how technological advancements have reshaped traditional definitions of tourism. Participants learned how emerging technologies have transformed the way people travel, access information, and make decisions, leading to a shift in the understanding and conceptualization of tourism.

3. Importance of an Updated Database: The session emphasized the significance of maintaining an updated database for making informed decisions and launching effective promotional campaigns. Participants learned how a comprehensive and accurate database assists in identifying target markets, understanding consumer preferences, and tailoring marketing strategies accordingly.

4. Target Audience Identification: The session delved into the process of identifying the target audience for promotional activities. Participants learned

various techniques and tools to segment and analyze the market, enabling them to identify and reach the most relevant audience for their tourism-related businesses.

5. Utilizing Social Media Platforms: The session explored the use of basic social media platforms as powerful tools for promoting tourism businesses in a short amount of time. Participants learned strategies to effectively leverage social media platforms to enhance visibility, engage with potential customers, and drive traffic to their businesses.
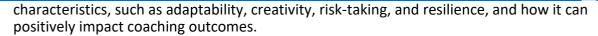
Overall, the session on introduction to tourism provided participants with a solid foundation in understanding the tourism industry at the international, national, and regional levels. It covered the evolution of tourism definitions, the importance of updated databases, target audience identification, and utilizing social media platforms for business promotion. These insights equipped participants with the knowledge and tools to make informed decisions and effectively promote their tourism-related businesses in today's digital age.

Day 2: Session 10
Introduction to Business coaching - Mr. *Prof.Nalin Abeysekara*

The session on "Introduction to Business Coaching" provided participants with valuable insights into the fundamentals of coaching and its significance in building successful client relationships. The following key topics were covered:

1. Effective Communication with Clients: The session emphasized the importance of communication in business coaching. Participants learned that using language that is familiar to clients and avoiding technical jargon can help build a strong connection and trust. They were encouraged to adopt suitable communication styles to establish rapport with clients.

2. Coaching vs Teaching: The session highlighted the differences between coaching and teaching. Participants gained an understanding of how coaching focuses on empowering clients to discover their own solutions, while teaching tends to involve imparting knowledge and providing instructions.

3. Leadership and Influence: The session introduced participants to the four aspects of leadership known as idealized influence, inspirational motivation, intellectual stimulation, and individualized consideration. Participants learned how these elements contribute to effective coaching and inspiring clients to achieve their goals.

4. Roles of the Coach and Client: The session clarified the distinct roles of the coach and the client in the coaching relationship. Participants understood that the coach's role is to facilitate growth, support, and accountability, while the client takes responsibility for their own progress and decision-making.

5. Relationship Marketing: The session discussed the concept of relationship marketing in business coaching. Participants learned that building strong and trust-based relationships with clients is vital for long-term success. They explored strategies to nurture and maintain these relationships.

6. Entrepreneurial Mindset: The session emphasized the importance of cultivating an entrepreneurial mindset as a business coach. Participants learned about the mindset's

characteristics, such as adaptability, creativity, risk-taking, and resilience, and how it can positively impact coaching outcomes.

7. Gross National Product vs Gross National Happiness: The session touched upon the concept of Gross National Product (GNP) and Gross National Happiness (GNH) as measures of a country's progress. Participants explored the significance of focusing on holistic well-being and happiness alongside economic growth.

Overall, the session provided participants with an introductory understanding of business coaching, emphasizing effective communication, the differences between coaching and teaching, leadership and influence, relationship marketing, entrepreneurial mindset, and the importance of holistic well-being. These insights equipped participants with a solid foundation to begin their journey as business coaches, fostering meaningful and impactful relationships with their clients

8.Participant Feedback / Comments

"This program has been incredibly valuable for us. In Matale, we have a significant number of SMEs and tourism service providers who are in need of proper guidance to elevate their businesses. Many of them lack knowledge in digital marketing and utilizing online platforms effectively. In today's world, keeping up with trends is crucial for survival. As government officers, it is our responsibility to identify areas for improvement and help these entrepreneurs become sustainable. This program has equipped us with the technical knowledge needed to coach and support small businesses. We are grateful to S4IG for organizing such an enriching experience."

Mr. Nishantha Karunathilake

"In these challenging times, where government investment in new projects is limited, the support provided by S4IG through this program is extremely timely. It is a commendable initiative that addresses the growth and development needs of SMEs in the tourism sector. The program has empowered us with the necessary skills and knowledge to guide these businesses effectively. Collaborating with organizations like S4IG is essential to create sustainable opportunities and enable the success of these entrepreneurs."

Mrs.Chamila Atapattu

9. Images of the Workshop