

**Skills Strategy Action Plan (SSAP) - Consultative meeting for private stakeholders
Anuradhapura District
Meeting # 02**

Date: 31st August 2022

Time: 10.30 am – 2.30 pm

Venue: - Pushpananda Memorial Hall – Vipattuwa national Park

Participants:

- Mr. Gamini Nada Kumara – S4IG
- Mrs. Chamila Mudaligerada – S4IG
- Mr. Isuru Jayasundara – on behalf of S4IG-SSAP Anuradhapura
- Mr.P.S.Rathnayake- Dept. Of wildlife conservation
- Mr.P.Bandara- Gard Officer Dept. Of wildlife
- Mr.S.wijerathna - Gard Officer Dept. Of wildlife
- Mr.B.M.R.M. Basnayaka – Skills Development Officer
- Mr.S.K.T.M.D.B.Ranawaka – District Tourism Development Officer
- Mr. L.L Tiuder - Chairman, Safari jeep Association
- Mr.A.P.Yasapala– Tour Guide Association -Vilpattu
- Mr. T.Lakshan – Tour Guide -Vilpattu
- Mr.M.Madusanka– Hotel owner
- Mr.D.Dilshan – Safari jeep Driver
- Mr.K.B.K..Upulwila – Naturalist -Vilpattu
- Mr. L.Madusanka - Safari jeep Driver
- Mr. H.wimalasena - Safari jeep Driver
- Mr. C.Sadakelum - Safari jeep Driver
- Mr. S.Madusanka – Tour Guide -Vilpattu
-

Purpose of the Meeting:

1. Introduce S4IG & SSAP Process & its models
2. Discuss about the Inclusion of Tourism & skills gaps in the Anuradhapura District
3. Discuss about the ways & possibilities of building partnerships with S4IG

Mr. Gamini commenced the meeting & welcome the participants. Briefed about S4IG & SSAP in Sri Lanka. Mrs. Chamila conducted the participants introducing session & screen played the SSAP consultative meeting video with district Secretariat & Disabled Inclusion consultative program video. Started Group discussion about participants skills gaps & challenges in Tourism. Given a chance to everyone to tell their points.

Problems of Stakeholders

- Tour guide to be upskilled
- Skill Development in tourism related activities of tour guides
- Identify untapped locations to promote
- Technology related issues
- Traditional farming - Traditional methods to be restructured in long term for promoting tourism & spread for others & develop (Agro based Tourism Products)
- Entertainment places unavailability in Anuradhapura for Tourists – Ex- Boating/Dancing
- Story telling skills gap to approach with tour guides
- Soft skills training in workplace bases
- Career Guidance force unavailability
- Multi skilled training unavailability
- Need skill people for nature tourism – use community-based tourism norms
- Attitude & Job satisfaction skills development in

Mr. Gamini divided above problems in to 2 groups as below & audience allocated for each groups to discuss and suggest proposing solutions to overcome mentioned problems

1. Tourism Products
2. Events

Divided groups worked on their inclusive suggestions to overcome listed problems under each category and one member of each presented the group discussion inputs. Outcome mentioned below.

Mr.B.M.R.M. Basnayaka – Skills Development Officer addressed the gathering and said – it should have a plan for any task if it should drive to right path & SSAP is a great effort for tourism in Anuradhapura to set a proper plan under skills. Mr. Gamini addressed for vote of thanks to conclude the session with inviting lunch for all participants.

Products Group

<u>Issue</u>	<u>Suggestions/Activity</u>	<u>Target Group</u>	<u>Expected/Outcome Result</u>	<u>Responsible Agency</u>
Poor Village Tour Activities	Make new village Tourism related activities	Villagers & Service Providers	Increase availability of village experience & Stay tourist more days in Anuradhapura	Tourism Associations & Public Agencies
Poor promotion for homestays	Promotional campaign & upskill digital skills in homestay owners	Home stay community in A'Pura	Increase market awareness of homestays in A'Pura	Home Stay Owners Association & service providers of digital marketing/advertising
Hiding untapped locations	Research & identify untapped tourist attractions		Destinations development	Ministry of Tourism / District Secretariat & Responsible government agencies/ Tourism Associations in A'Pura
Authentic home stay concept issues	Aware Homestay owners about the authentic home stay concept & regularize home stay tourism proceedings	Home stay owners who running homestays away from authentic home stay concepts	Protect the authentic concepts of homestays / Promote & care the home living	Government Agencies/SLTDA & Home stay communities
Possibility of Agro Tourism	Create new Agro based tourism products	Farmers/Villagers & Agro Tourism communities	Increase new tourism experiences availability & stay tourist more days	Government Agencies / Dept of Agriculture & Tourism Stakeholders

Events Group

<u>Issue</u>	<u>Suggestions/Activity</u>	<u>Target Group</u>	<u>Expected/Outcome Result</u>	<u>Responsible Agency</u>
	Ignore 1 day validity of the ticket & issue the ticket for a one package		Resolve time management issues by Tourists & stay tourist more days around city	NAFDA / SLTDA / S4IG
	Introduce one package for Elephant riding / Boat Safari/Horse Riding	Relevant Activity organizers	Increase community inclusiveness for Tourism & Encourage community based	Relevant activity service providers in the community

	/Aurvedic Spa in A'Pura		tourism. Stay tourists more days in A'Pura	
<u>Issue</u>	<u>Suggestions/Activity</u>	<u>Target Group</u>	<u>Expected/Outcome Result</u>	<u>Responsible Agency</u>

Skills Group

<u>Issue</u>	<u>Suggestions/Activity</u>	<u>Target Group</u>	<u>Expected/Outcome Result</u>	<u>Responsible Agency</u>
Skills gap in Attitudes	Community awareness programs	Communities connected with tourism & General public	Increase soft skills in communities & tourism related employees. Avoid frustrations of Tourists	Government Agencies / SLTPB / SLTDA / Ministry of Tourism / Tourism Associations
<u>Issue</u>	<u>Suggestions/Activity</u>	<u>Target Group</u>	<u>Expected/Outcome Result</u>	<u>Responsible Agency</u>
Multi Skills gap in Tourism employees	Train employees/employers to be multitasking	Employees in Hotels & Tourism related institutes	Increase service quality of tourism services	Training providers
Issues of updating the modern trends in employments	Introduce new job categories / New courses	Employees in Tourism / Job seekers in Tourism	Create smart employees for tourism industry	SLITHEM / Training providers

Same curriculums for disable persons as an issue	Flexible learning models for disabilities	Disable persons in Tourism	Increase inclusiveness of disable person into Tourism	TVEC / Responsible government institutes
Gaps in tourism training programs / courses	Introduce or upgrade existing training programs to fill gaps between programs	Employees in Tourism	Upgrade tourism courses level up to NVQ 7 / Higher Diploma or Postgraduate	TVEC / NAITA / VTA / Agri Schools / Hotel Schools
Poor promotional skills	Implement promotional team	Tourism stakeholders	Regularly promote the destination & increase the demand	SLTDA / Governments Agencies / Tourism Stakeholders
Lack of e-Tourism skills	Develop e-Tourism skills through trainings	Tourism stakeholders	Expand market awareness to attract more tourists	Service providers / STLDA / Tourism Ministry / Youth Council

Pictures













