Skills Strategy Action Plan (SSAP) - Consultative meeting for private stakeholders
Anuradhapura District
Meeting # 01

Date: 19th August 2022   **Time:** 10.30 am – 2.30 pm

Venue: Hotel Shalini - Anuradhapura

Participants:
- Mrs. Sharanya Ravikumar – S4IG
- Mr. Sinnathamby Raguramamoorthy – S4IG
- Mr. Gamini Nada Kumara – S4IG
- Mr. Mathi – S4IG
- Mrs. Marina – S4IG
- Mrs. Chamila Mudaligerada – S4IG
- Mr. Isuru Jayasundara – on behalf of S4IG-SSAP Anuradhapura
- Mr. Gayan Nithulgaspitiya – on behalf of S4IG-SSAP Matale
- Mr. Prasad – NCP.TGA
- Mr. D. D. Wijesinghe – Tour Guide Association -NCP
- Mr. A.A.P. Sampath – Tour Guide Association -NCP
- Mrs. I.L.S. Indradhipathi – SME of Craft
- Ms. Nirosha Indika – SME of Craft
- Mrs. Oshadhi Lakmali – SME of Craft
- Mrs. R.M. Thakshika – WDO/WPE
- Mr. S.H. Abewansha – Hotel owner
- Mr. M.T. Akasha – Water Garden Hotel
- Mrs. J.M.R. Geethika – Home Stay
- Mrs. K. Rupa Kumarasighe – Home Stay
- Mr. P.G.M. Premarathna – Chairman, Home stay Association
- Mr. D. Suresh Kumara - Home Stay
- Mr. M.J.L. Jayasinghe – President, Tuk-Tuk Association
- Mr. A.G.W. Piyasiri -Farm Stay
- Mr. Aseka Weerasinghe – Sachila Hotel

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 Secretariet & 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
- Inter-provincial communication skills
- North central is only
- Skill Development in tourism related activities of tour guides
- One day ticket of USD25 by CCF is impractical & it should be amended – Regulatory issue /A
    Proposal – Take $10 in Airport
- 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
- Life saving skills need to be develop in Anuradhapura stakeholders
- Attitude changing through Schools & awareness about Tourism
- Soft skills training in workplace bases
- Skilled workers not availability in Anuradhapura
- 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
- Collaboration with NACTA to promote tourism activities related fisheries & lakes

Mrs. Sharanya divided above problems in to 4 groups as below & audience allocated for each groups to discuss and suggest proposing solutions to overcome mentioned problems

1. Skills developments relating to Tourism
2. Tourism Products
3. Events
4. Advocacy

Mr. Mahti commence the session & introduce about digital platforms to be used for tourism promotion. Shared some tourism experiences with the audience regarding below.
- Boat safari & let tourist itself to operate activities
- Jungle photography & develop skills on that
- Culinary & inclusive of tourist for cooking
- Spasgathy art experience introduce to tourists
- Home stay not limit to BB & create experience around home stays

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. G.W. Wanasinghe, Additional GA 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

Issue	Suggestions/Activity	Target Group	Expected/Outcome Result	Responsible Agency
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 Secretariet & 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

Issue	Suggestions/Activity	Target Group	Expected/Outcome Result	Responsible Agency
Issue of the 1 day ticket to tourist	Ignore 1 day validly of the ticket & issue the ticket for a one package		Resolve time managements issues by Tourists & stay tourist more days around city	NAFDA / SLTDA / S4IG
	Introduce one package for Elephant riding / Boat Safari/Horse Riding /Aurvedic Spa in A'Pura	Relevant Activity organizers	Increase community inclusiveness for Tourism & Encourage community based tourism. Stay tourists more days in A'Pura	Relevant activity service providers in the community
Issue	**Suggestions/Activity**	**Target Group**	**Expected/Outcome Result**	**Responsible Agency**
	Yarn oya Boat Riding / Nature camping	Yarn oya fisheries community / Community associations	Training of relevant communities & increase inclusiveness	Tourism Associations / Tourism Ministry
	Yarn OYA OBT Training	Communities around yarn oya & Tourism stakeholders	Increase inclusiveness of communities around Yarn oya	Service Providers of Adventure & OBT
	Food Festival for lake Fish products	Villagers & Fisheries community / Culinary experts	Create new food culture & unique brands in A'Pura for tourists	Government Agencies / Hotel School / Chef Guild / Hoteliers Association
	Perehera Events in A'pura – Sangamitta Peraheta / Dharmapala Perahera / Mihindu Perahera	Buddhists & A'Pura community	Attract more tourists based on these experiences	Buddhist Temples / Municipal Council
	New Rice Festival	Farmers & Buddhist Communities	Attract more tourists based on these cultural experiences	Buddhist Temples / Dept of Agriculture / Government Agencies
	Lake fish spilling – Fish migrant observation event	Fisherman's / Communities around lakes	Promote a unique tourism experience	Dept of Irrigation / Dept of fisheries / Government agencies

	Chena Cultivation & Tour packages	Rural Chena Farmers	Promote authentic nature experiences / Inclusiveness of poor rural community – community-based tourism	Tourism Stakeholders
	Motor cross events in A'Pura	Motor sportsman's	Promote A'Pura as a motor cross destination	SL Army / Air Force
	Cycling Events	SMEs / Tour Agencies	Stay Tourist more days in A'Pura & connect with communities	Service Providers / Tourist Police / Agents Tour Attractions

Skills Group

Issue	Suggestions/Activity	Target Group	Expected/Outcome Result	Responsible Agency
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

Issue	Suggestions/Activity	Target Group	Expected/Outcome Result	Responsible Agency
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

"This time is very difficult for us to run this homestay. No matter how much we try, it is difficult for us to avoid it because of the lack of business knowledge and guidance. We have to overcome that challenge to move forward.**"**

J.M.R Geethika
Homestay Owner

"I am constantly discussing with our homestay team and by not having programs and plans to encourage them in these difficult times, the development of this tourism business is being prevented**."**
P.G.M. Premarathna – Chairman, Home stay Association

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