



Tourism Skills Strategy and Action Plan for Anuradhapura District

8th June 2022





Structure of presentation

- **Rationale for selecting Anuradhapura District for SSAP preparation**
- **COVID-19 Impact**
- **Labour market analysis**
- **SSAP process**
- **Potential benefits of SSAP programme**
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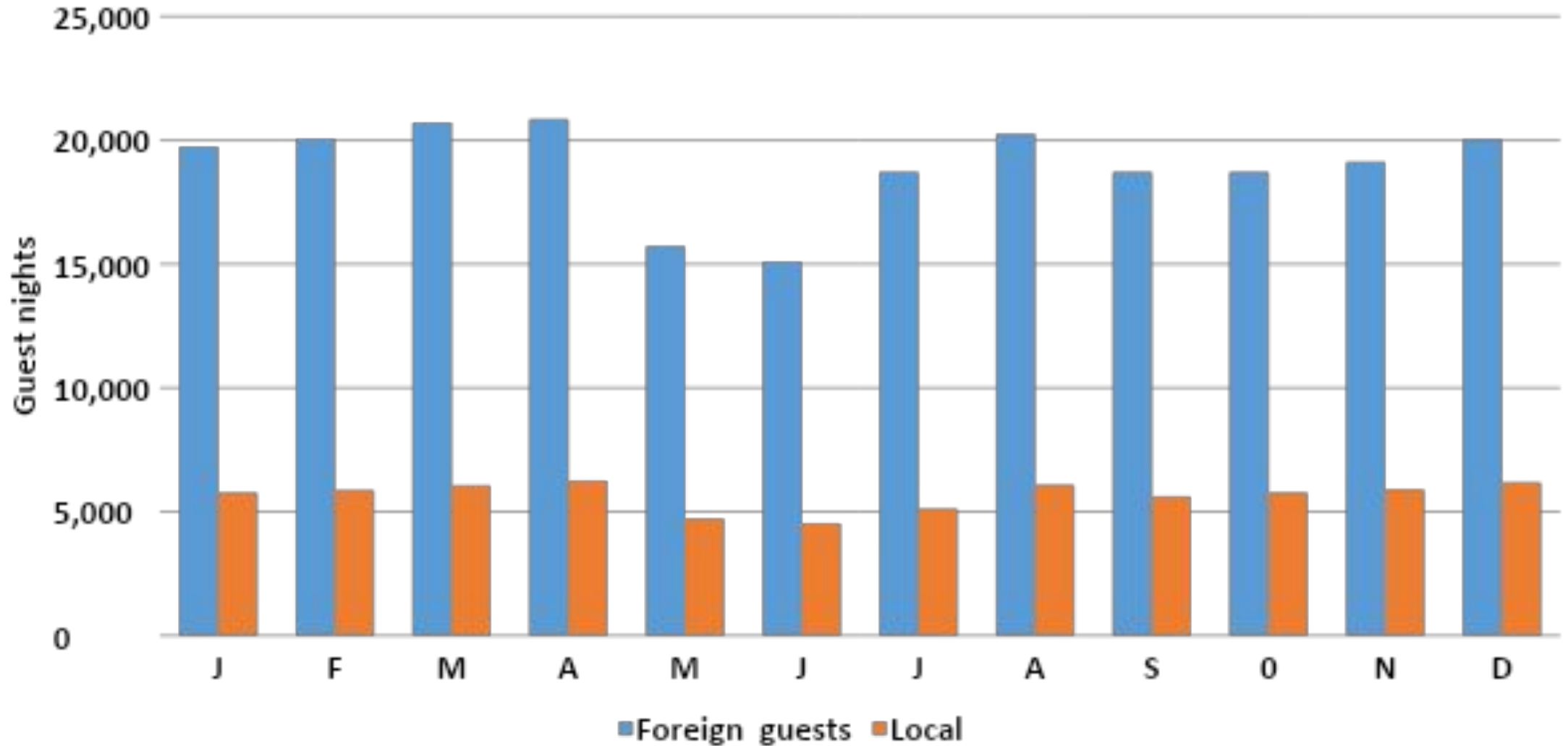


Rationale for selecting Anuradhapura district

- **High comparative advantages in tourism industry development– resource endowments**
- **Potential benefits of post-crises tourism industry recovery**
 - **Tourism emerged as a high growth sector**
 - **Anuradhapura - foreign guest night share 2 %**
 - **Anuradhapura - local guest night share 3 %**
 - **Anuradhapura - hotel rooms share 2%**
 - **Over 70% occupancy in 2018**
 - **Foreign GNS in 2018 , total - 227676**
 - **Local GNS in 2018, total - 67763**
- **Inclusive growth benefits - value chain effects**
 - **Job creation**
 - **Poverty reduction**
 - **Benefits to vulnerable groups including women**



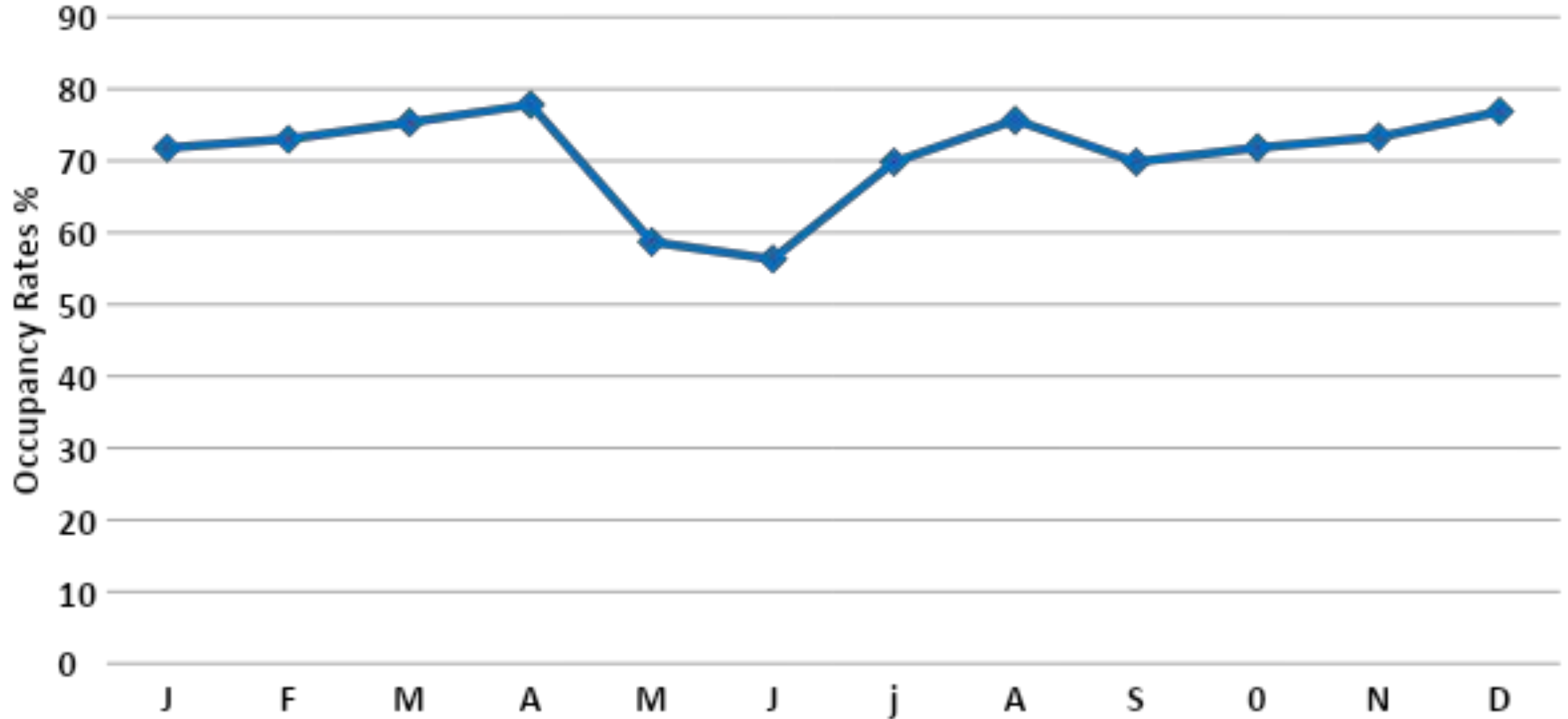
Tourism market in Anuradhapura district -2018





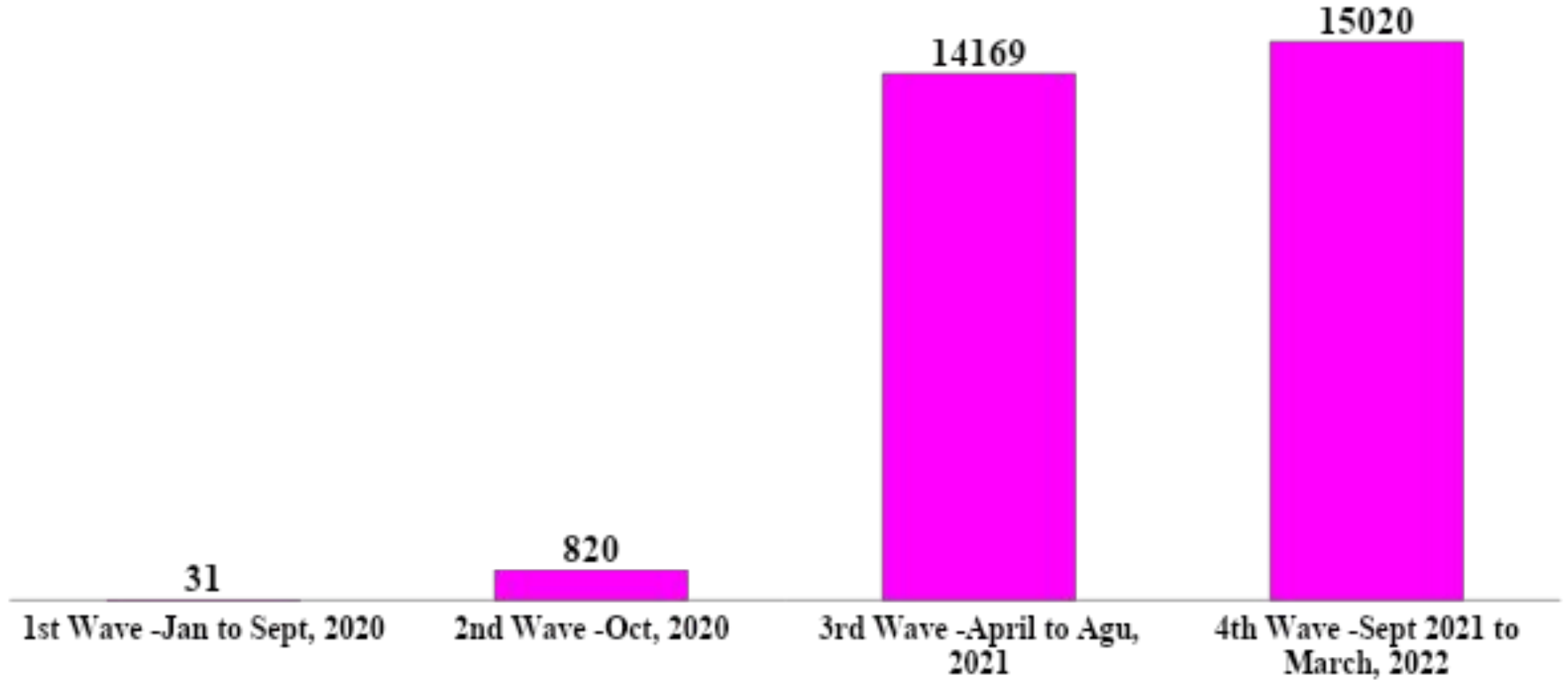
Skills for Inclusive Growth

Monthly Occupancy Rates in Tourist Hotels in Anuradhapura district -2018





COVID-19 Case Trend in Anuradhapura district- Cumulative cases



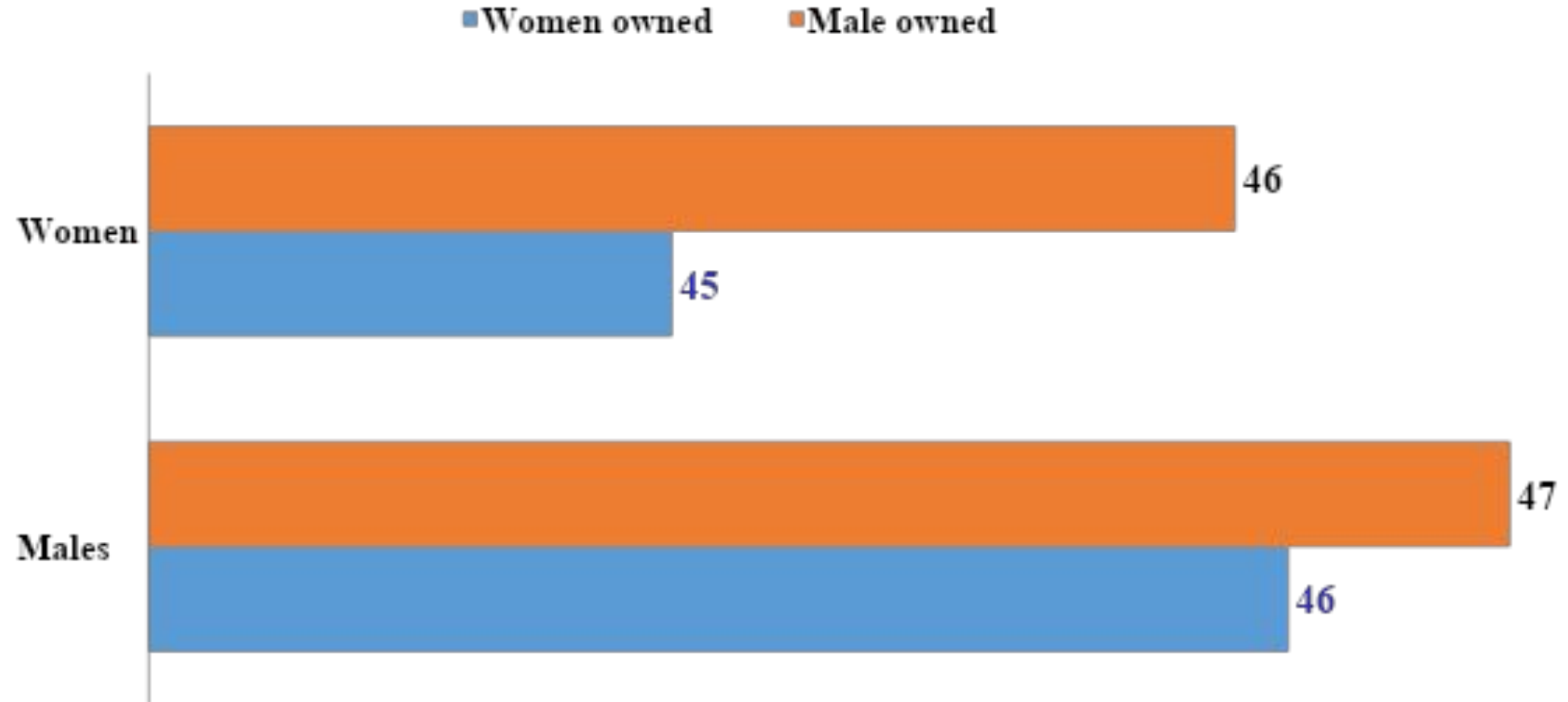


COVID-19 Impact on tourism value chain among MSMEs including Anuradhapura district

- **Drop in foreign guest nights - 92%**
- **Drop in local guest nights - 90%**
- **Loss of income - 87%**
- **Job losses nearly 50% in all skill categories**
- **Financial obligations - Rs. 3.54 mns for micro and Rs. 38.71 for small scale firms**

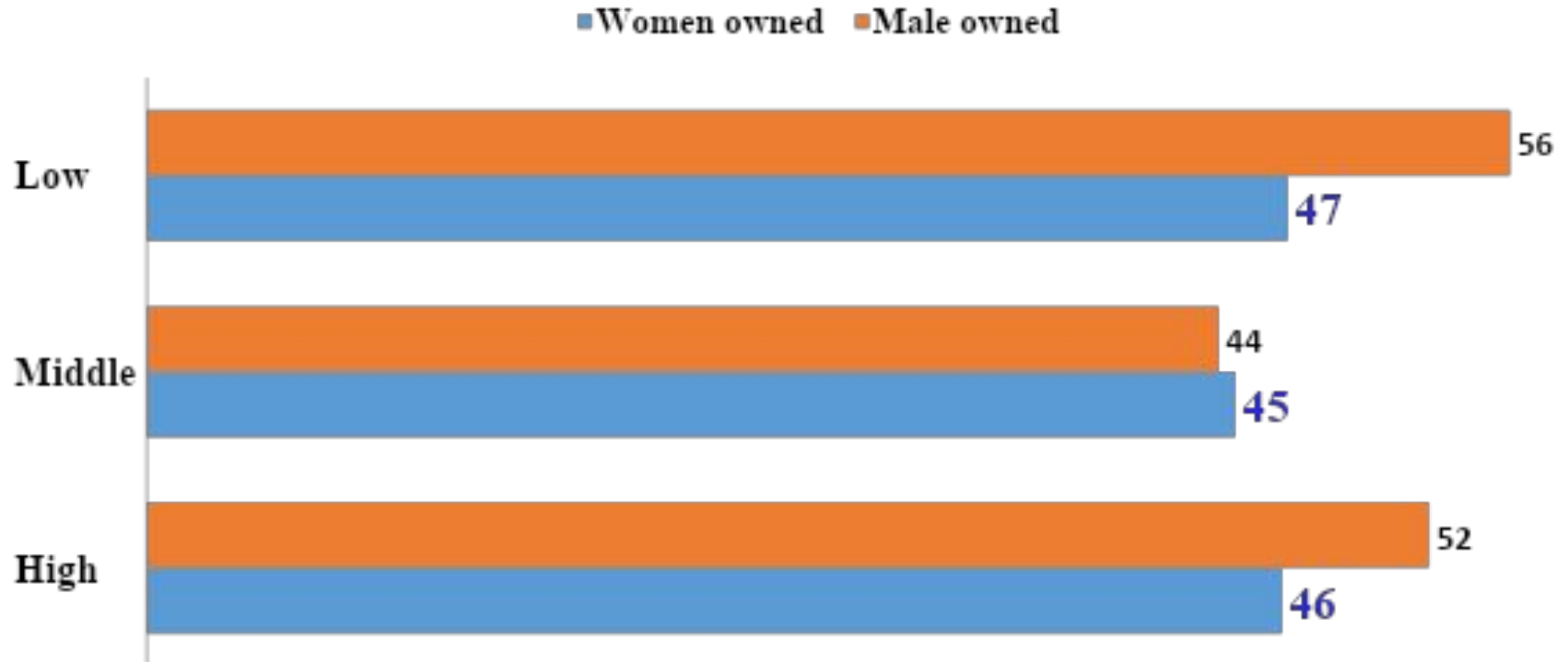


Job losses by gender due to COVID-19 in MSMEs - 9 districts including Anuradhapura -2021, %





Job losses by skill level due to COVID-19 in MSMEs in 9 districts including Anuradhapura-2021, %



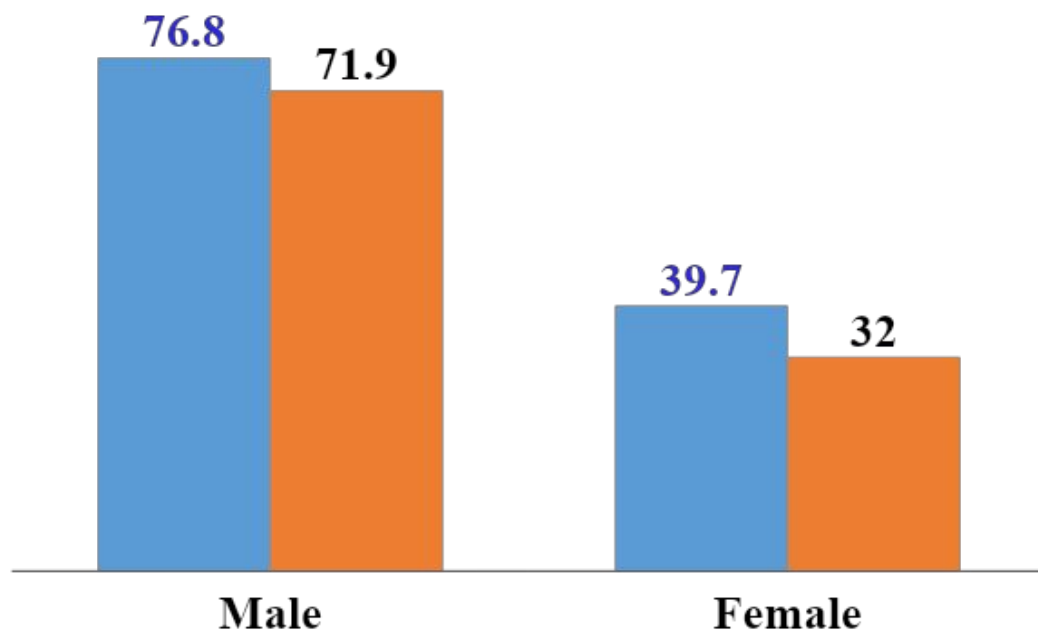


Skills for Inclusive Growth

Labour market

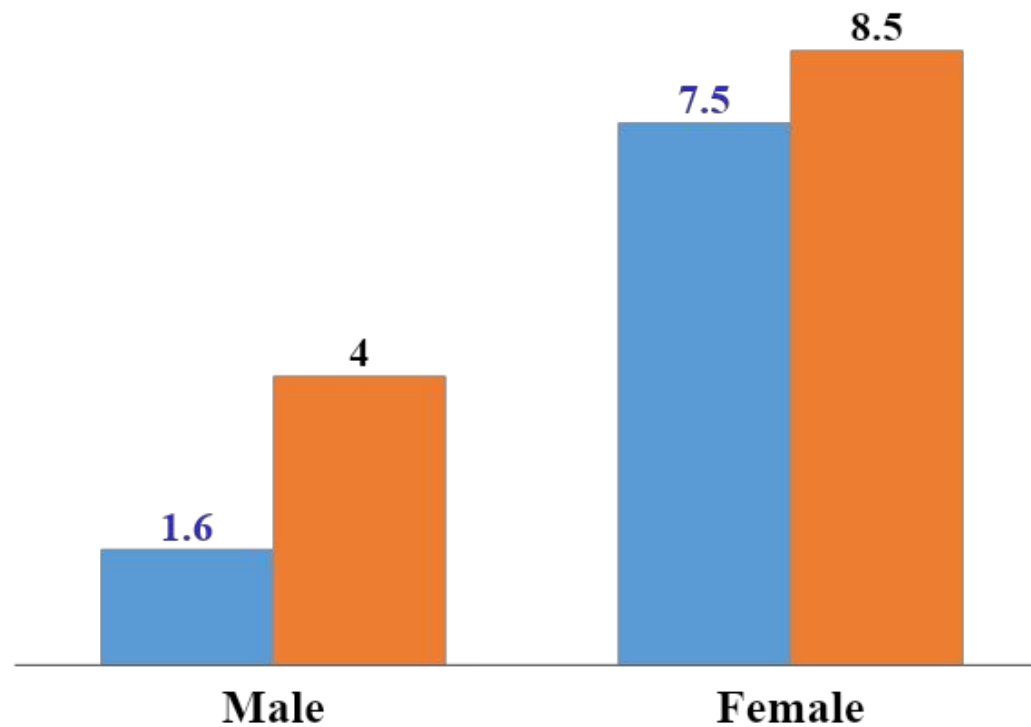
Labour force participation by gender-
2020, %

■ Anuradhapura ■ National



Unemployment by gender -2020, %

■ Anuradhapura ■ National



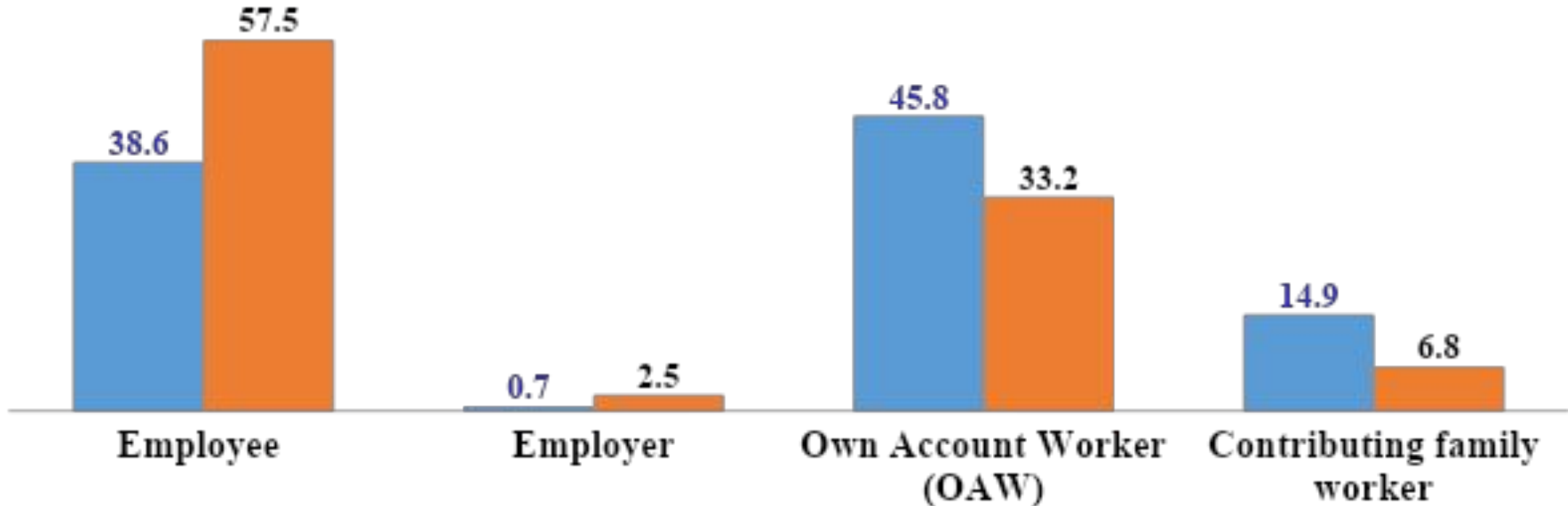


Skills for Inclusive Growth

Employment in Anuradhapura district by status of employment - 2020, %

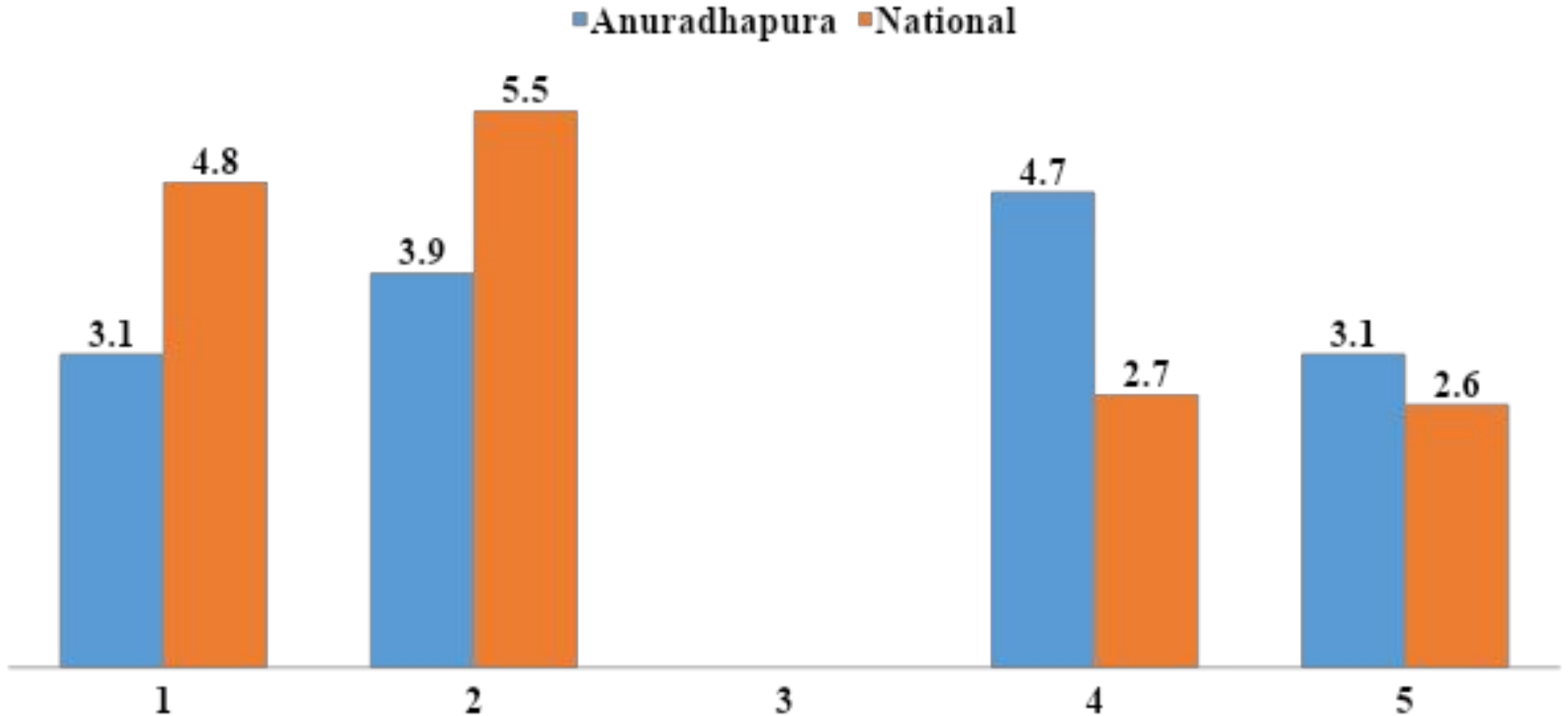
Employment by status of employment - 2020, %

■ Anuradhapura ■ National



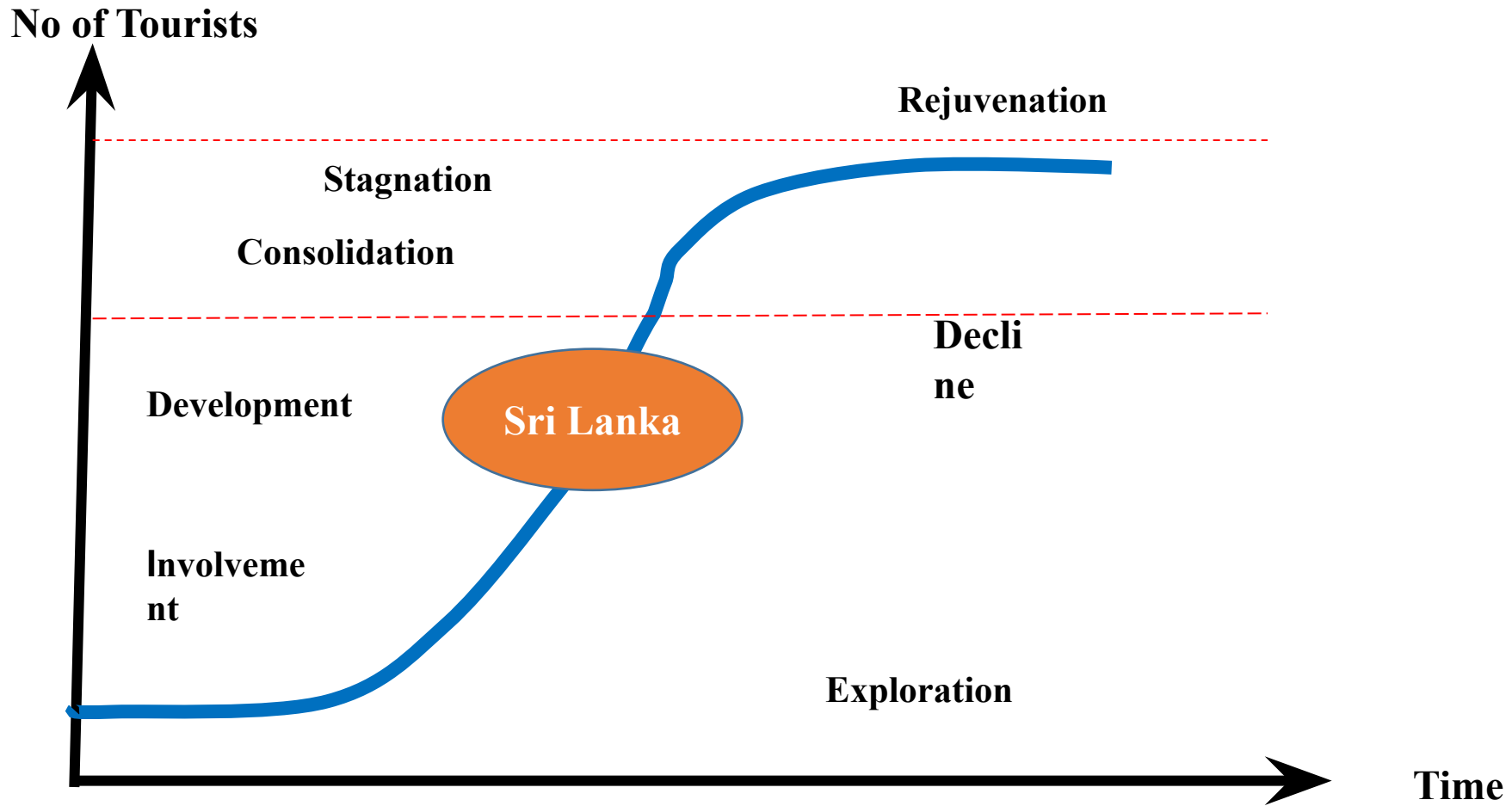


Unemployment and under-employment in Anuradhapura district- %





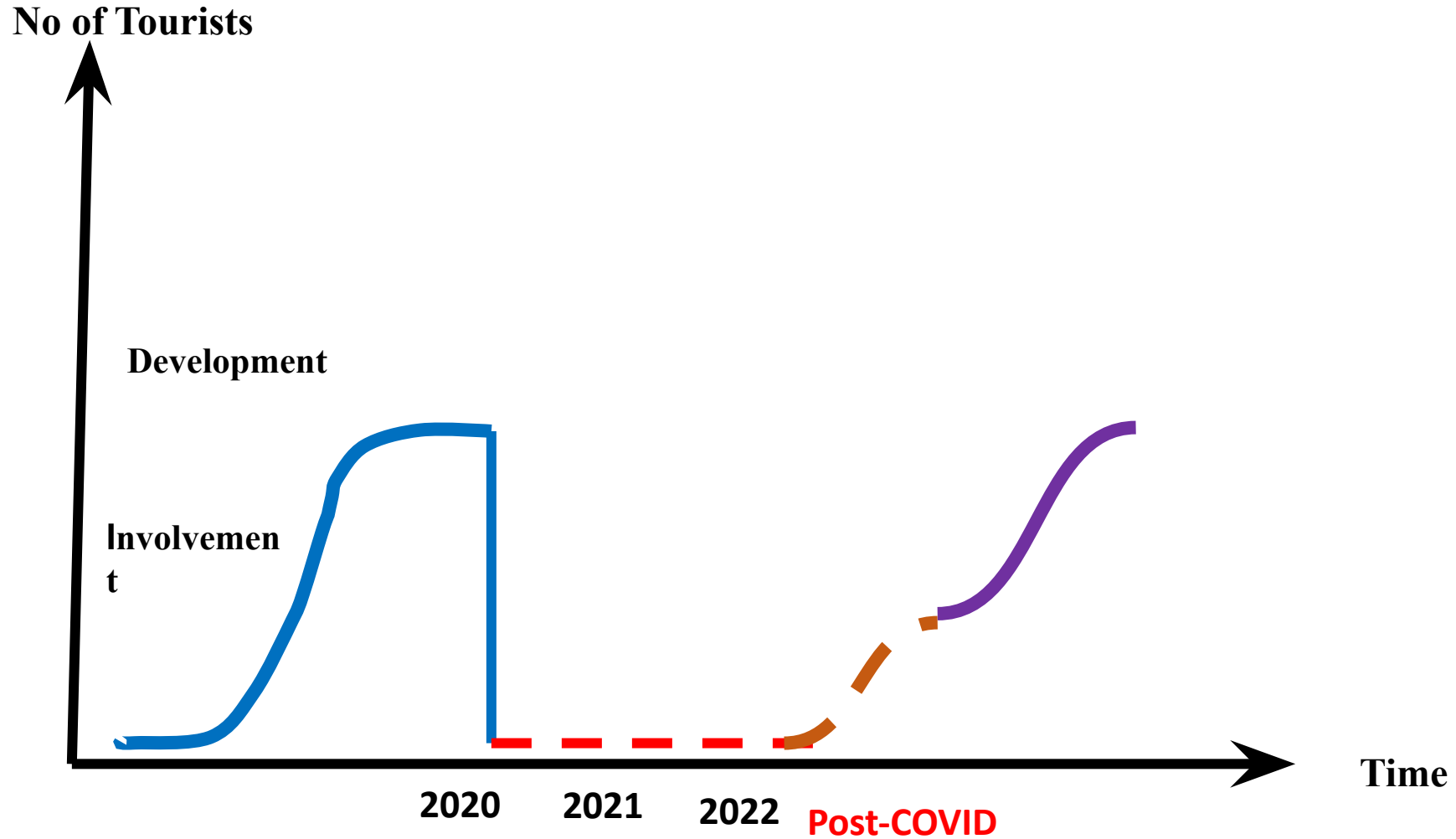
Life Cycle of Tourism industry in Sri Lanka – Pre-COVID



Source: Butler (1980) S4IG data base, 2022



Life Cycle of Tourism industry in Sri Lanka – **Early COVID Cycle**





SSAP Process

- **Labour market analysis**
- **Consult stakeholders:**
 - **District Secretariat- GA, Addl. GA, Director Planning, DSs**
 - **Training providers – NAITA, VTA, NYSC, DTET**
 - **Private and Non-Government training providers**
 - **Private Sector – Chambers, FCCISL- Regional Office**
- **Prepare an action programme for skills development in tourism value chain**
- **S4IG models:**
 - **Business Coaching, foundational hospitality skills, destination development, professional cookery**
 - **Sponsorships to promote employment among women and PWDs**



Potential benefits

- Skills development of tourism sector employees
- Estimated Economic benefits:
 - Incremental Foreign GNs : 39,000 to 153,000 between 2022 and 2024.
 - Incremental Local GNs : 10,000 to 44,000 between 2022 and 2024
- Well coordinated effort to promote tourism during post-crisis period
- Capacity building in strategic skills development
- Increased female participation in tourism value chain
- More opportunities for PWDs to engage in tourism sector
- Reduction in poverty, inequity, unemployment and underemployment



Thank you and Discussion