

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

Date: 02nd September 2022

Time: 9.30 am – 2.30 pm

Venue: Hotel Lihini Village - Dambulla

Participants:

- Mr. Suranjith Wewita - Central Provincial Tourism Development Cooperative Society
- Mr. Indika Weebaddage - Central Province Tour Guide Lecture's Association
- Mr. Sunil Athapattu - Central Provincial Tour Guide
- Mr. Chaminda Jayanatha - Sigiriya Tourism Association
- Mr. Sarath Kumara Wanasinghe - District Coordinator Skill Development
- Mr. H.P.S. Janaranjana - Skills Development Officer
- Mr. Thushitha Weerasinghe - Grama Niladhari – DS Office Dambulla
- Mr. J.M.A. Rathnayake - Social Service Officer
- Mrs. H.H.R.S. Priyankara - Women Development Officer
- Mrs. P.P.M.E.M. Pathiraja - Women Development Officer
- Mrs. H.M.P.G.D.I. Herath - Youth Affairs Development officer
- Mrs. K.M.P.M. Kumarasinghe - Assistant Director Planning
- Mrs. S.S.Wicramarathna - Tourism Promotion Development Officer
- Mrs. E.M.C.K. Ekanayake - D/S Office – Dambulla
- Mrs. A.M.I.U. Thilakarathna - D/S Office – Dambulla
- Mr. M.G.S.B. Abeysinghe - D/S Office – Dambulla
- Mr. S.K. Aththanayake - R.O.T.A
- Mr. R.G.S.T. Bandara - Three-Wheeler Association
- Mr. Gamini Nada Kumara – S4IG
- Mrs. Chamila Mudaligerada – S4IG
- Mr. Gayan Nithulgaspitiya – on behalf of S4IG-SSAP Matale
- Mr. T. Thanarajah – S4IG

Purpose of the Meeting:

1. Introduce S4IG & SSAP Process & its models
2. Discuss about the Inclusion of Tourism & skills gaps in the Matale 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 S4IG Introductory Video / SSAP consultative meeting video with district Secretariat & Disabled Inclusion consultative program video.
- Started the individual discussion about skills gaps & challenges in Tourism Dambulla. Given a chance to everyone to tell their inputs.
- Mr. Suranjith Wewita / Mr. Indika Weebaddage / Mr. Chaminda Jayanatha & Mr. Sunil Athapattu added important inputs

- Once after the individual session ended, all the mentioned issues divided into 4 groups as Skills/Events/Products & asked each group to discuss & come-up with solutions they suggest to overcome identified issues.
- Each Group presented speech under their category with suggested solutions
- After the Group discussion sessions, Assistant Director Planning address the gathering & mentioned that “Dambulla & Sigiriya area is the most top important area in Matale for Tourism & many actions can be taken for further development of the industry. Also seeking financial aids from any funding agencies to running development plans especially in tourism sector in Dambulla Division”. Also she appreciated the way of S4IG doing in SSAP & said that they always ready to help for actioning initiatives beyond planning.
- Mrs. Chamila Mudaligedara further explained about S4IG Models which anyone can connect with for Skills Development, specially in Business Coaching.
- End of the session Mr. Gamini delivered the vote of Thanks & lead to the Lunch arrangements.

Issues Identified by Stakeholders

- Poor skills of Basic Hospitality Management in Tourist service providers
- Skills gap in knowledge of Ethics
- Issues of Basic Cookery Methodologies & poor knowledge of culinary
- Issues of safety
- Issues of Attitude Development's
- Poor skills & Knowledge of Village Tourism
- Poor IT skills in stakeholders
- Poor skills & knowledge in Marketing Promotions & Market Developments
- Upskilling issue of career proficiency
- Poor interconnection among Tour Guides & Tourism Associations
- Story Telling & Language proficiency issues in Tour Guides
- Poor attention for untapped tourism attractions
- Identification issues of skills gaps in home stay community
- Less availability of community-based tourism products
- Poor interconnection among intragovernmental institutes & tourism stakeholders
- Unavailability of methodology to generate tourists in to Matale District & stay them for longer days within the district
- Issues with non-licensed tour guides in sites or area
- No Proper places to experience authentic experience in local foods/local products & experiences.
- Unavailability of a methodology to teach tourism in school systems
- Unavailability of Women Tour Guides
- Poor awareness of vocational trainings & students involvements
- Poor Women involvement in Tourism & limited opportunities for women
- Limited tourism products availability & no methodology or guidance to relevant people or communities
- No guidance for Tuk-Tuk community to server better for tourists

Group Session Outcomes

Skills Group				
<u>Skill Gaps</u>	<u>Suggestions/Activity</u>	<u>Target Group</u>	<u>Expected/Outcome Result</u>	<u>Responsible Agency</u>
Poor knowledge in language & negative attitudes	Make a methodology to enhance language skills & attitude developments	Identified stakeholders in Tourism	Increase the quality of tourism services by stakeholders. Enhance stakeholders competencies	SLTDA / District Secretariat / Social Development Officer / Skills Development Officer / Skills training providers / Freelancers
Lifestyles of Religious & cultural frame and unwillingness to change	Give them knowledge based on practical approach	Identified stakeholder in Tourism	Active inclusiveness of potential persons in to Tourism & break barriers of myths in Tourism	SLTDA / District Secretariat / Social Development Officer / Skills Development Officer / Skills training providers / Freelancers
Skills GAPS in market developments	Conduct Training sessions on Marketing & digital usages	Identified stakeholder in Tourism	Increase market development & income increasing	District Secretariat / Identified training providers / Freelancers
Poor interconnection among Tourism Associations	Find a methodology to connect each Associations & conduct gatherings at least by quarter.	Leads of Tourism Associations	Build up good interconnection among Tourism Associations & intervene for industry development	District NGO Coordinator / District Secretariat / Association Chairman's or Presidents
Issues of Training Programs -Poor technical knowledge -Unavailability of professional level training opportunities - Communication GAPS	1. Give professional trainings to industry stakeholders 2. Connect school students & schools leavers to proper professional education of Tourism 3. Conduct well designed programs to develop language skills	1. Identified persons in Tourism 2. School Students & School Leavers 3. Employees in tourism with poor language skills	Increase the people inclusiveness for tourism for sustainable workforce	Ministry of Education & Education offices / TVEC / District Secretariat / Scout Association / Skills Training Providers / Freelancers

Events Group

<u>Potential Events / related issues</u>	<u>Suggestions/Activity</u>	<u>Target Group</u>	<u>Expected/Outcome Result</u>	<u>Responsible Agency</u>
Community Based Tourism	1. Provide training for soft skills about interconnection with other	Identified stakeholders in Tourism	Increase the smooth ground of Tourism for Tourists. Create a fair market for sellers & buyers (Tourists)	Consumer Affairs Authority / District Secretariat / Tourism Associations

	<p>stakeholders in the industry & tourists</p> <p>2. Use cooperative system to avoid inconveniencing between sellers & tourist buyers when products/services selling to tourists</p>			
Flat Water Rafting & OBT Training possibility	Identify & Train teams around potential areas for flat water rafting skills & OBT activities	Potential communities / Institutions	<ol style="list-style-type: none"> 1. Community inclusiveness for new tourist markets. 2. New tourism product development & income generation 3. Destination Development 	SLTDA / Divisional Secretariat / Professional training providers
Dark Sky Tourism	Identify enthusiastic people & provide training	Potential & interesting people on sky around clear outdoor areas where can see the whole sky in Nights. School Students & School Leavers	Create new segments of tourism & increase inclusiveness of community for Tourism	SLTDA / District Secretariat / Land Use Policy Planning Department / Scout Association / Identified Training institutes
Adventure Tourism & Waterfall Climbing	Identify potentiality / resources & tourist markets to provide professional & technical training to identified teams	Identified stakeholders & potential communities around identified resource areas	Utilize potential resources into tourism & create new tourism products. Increase income of potential communities through tourism	SLTDA / District Secretariat / Central Environment Authority (CEA) / Identified Training providers
Traditional Rituals in inherent villages	Train youth about inherent cultural events	Youth & Elder peoples in traditional villages who	Protect traditional rituals to next generation & connect them with tourism to create	Department of Cultural Affairs / SLTDA / SLTPB / Central Cultural Fund / Divisional Secretariats / Cultural Centers

		involve in traditional Rituals	income generating sources for traditional villagers	
Mountain Climbing	Provide proper tracings on Mountain Climbing for identified teams	Potential teams in mountain areas or interesting persons	Create new adventure tourism products & create new income sources through Tourism	STLDA / STLPB / Ministry of Sports / District Secretariat
Flora & Fauna based tourism	Provide training about Flora & Fauna around the area	Tour guides / Campers / Hikers & related service providers in the area	Attract niche tourism market & provide educational eco experience to tourists	SLTDA / STLPB / Central Environment Authority / Universities
Traditional Culinary	Conduct Training & educational sessions about traditional culinary aspects / indigenous Foods & beverages	Identified community who able to promote this. Stakeholders of hospitality service providing	Create a food culture & open it to the tourist markets. Create new income generation sources	District Secretariat / STLDA / Hoteliers Associations / Chef Guild
Traditional Farming & Spiritual Activities	Provide training on indigenous traditional nature farming	Farmers community / Investors	Create new educational Agri experience to tourist & create income sources	Department of Agriculture / SLTDA / District Secretariat / Divisional Secretariat
Night Safari	Provide proper training on night safari for potential teams	Potential Communities around forest & reservations		Dept of forest conservation / Dept of Wildlife conservation / District Secretariat / SLTDA

Products Group

<u>Products</u>	<u>Problems</u>	<u>Solutions suggested</u>	<u>Target Group / Expected Outcome or Result</u>	<u>Responsible Agency</u>
<ol style="list-style-type: none"> 1. Wood Carvings 2. Laaksha 3. Pan Leaves based products 4. Gem & Jewelry 5. Pottery 6. Traditional Foods 7. Local Clothes (Handloom /Batik) 8. Coconut/Ki thul & 	<ol style="list-style-type: none"> 1. Finishing issues 2. Poor professional skills 3. Lack of raw materials 4. Increase of production cost 5. Poor government sponsorship & legal issues 6. Poor marketing knowledge 	<ol style="list-style-type: none"> 1. Attitude development training 2. Professional skills development training 3. Increase knowledge about Raw materials & duplicate 	Relevant producers / Resolve problems of producers & connect them with tourist markets and increase their income	All relevant institutes in National / Provincial & District level

<p>Arecont based products</p> <p>9. Spices & Herbal based products</p> <p>10. Traditional Farming</p>	<p>7. Unavailability of modern technology</p> <p>8. Poor interconnecti on among producers</p>	<p>4. Taken governm ent sponsors hip</p> <p>5. Conduct Marketin g promotio n develop ment programs</p> <p>6. Entrepre neur develop ment programs</p> <p>7. Introduc e modern technolo gy & machiner y</p> <p>8. Buildup intercon nection among producer s</p>		
---	---	---	--	--

Pictures



























