

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

**Date:** 23<sup>rd</sup> August 2022

**Time:** 9.30 am – 1.30 pm

**Venue:** Hotel Clover Grange - Matale

**Participants:**

- Mrs. A.M.L.C.K. Atapaththu – Additional District Secretary
- Mrs. Sharanya Ravikumar – S4IG
- Mr. Gamini Nada Kumara – S4IG
- Mrs. Chamila Mudaligerada – S4IG
- Mrs. Ruwini Nayanathara – S4IG
- Mr. Gayan Nithulgaspitiya – on behalf of S4IG-SSAP Matale
- Mr. Gamini Jayatissa - Director - GAFEC
- Mr. Gemunu D. Herath - Saubhagya Foundation
- Mr. Dammika K. Wijesiri - Yowun Paura
- Mr. P.M.H.U.K. Bandara - Arunalu Foundation
- Mr. T.P. Bopearachchi - National Tourist Guide Lecture
- Mr. K.H.M.N.C.B. Gunarathna - Sri Lanka Red Cross Society
- Mrs. A.I. Rajapaksha – Sarvodaya
- Mrs. D.I.W. Pamunukothge – Sarvodaya
- Mr. K.B. Rushantha Perera - Elkaduwa Plantation
- Mr. P.S. Perera - Arunalu Community Development Fund
- Mr. C.K. Aluvihare - Kelebokka State Plantation
- Mr. S.Y. Liyanage - Opalgala State Plantation
- Mr. Amila Senarath - Nikaloya State Plantation
- Mr. Manjula Weerasinghe - Midlands State Plantation
- Mr. Nimal Kanaheraarachchi - Dumbara Mithuro
- Mr. C.K. Abeywardane - Sri Lanka Scout Association
- Mrs. W.A.S. Sewwandi Karunarathna - Sri Lanka Scout Association
- Mrs. Upuli Wijekoon – Sri Lanka Girl Guides Association
- Mrs. H. Weligamage – Liyasraniya
- Mrs. A.K.G.D. Kumari - Disabled Children Parents Association
- Mr. U.C.N.B. Wickremasinghe – District NGO Coordinator
- 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 Matale. Given a chance to everyone to tell their points.
- Mr. Gamini Jayatissa / Mr. Thanuja Bopearachchi / Mr. C.K. Abeywardane added important inputs
- While the Group discussion Additional District Secretary Mrs. Chamila Atapattu Joined the session.
- Once after the individual session ended, all the mentioned issues divided into 4 groups as Skills/Events/Products & asked each group to discuss n come-up with solutions they suggest to overcome identified issues.
- Each Group presented speech under they category with suggested solutions
- After the Group discussion sessions, Additional District Secretary address the gathering & mentioned that “these kind of events are very important to networking each others in a specified industry to identify strategic inputs of planning as well as its more important to implement & action some identified initiatives on the ground in real terms rather than stop in developing only plans”. Also she appreciated the way of S4IG doing in SSAP Matale & all the efforts has been taken.
- 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 interconnection & coordination of Tourism Related institutions within the District & beyond
- Poor interpersonal skills & communication skills of several tourism stakeholders/tourism related business in the district
- Attitude problems in stakeholders & communities related to tourism industry/tourism activities
- Information GAPS in the area a such as no proper information source/mobile apps or destination development approaches
- Destinations identification & promotions are very poor
- Skills gap in ‘Basic Hospitality Skills’ in industry stakeholders in the district – Need proper trainings (Restaurants/Receptionists/Waiters Etc)
- Skills gap in Employer’s identification of ‘Skills of the right person’ of their employers.  
Eg – Culinary skilled person works as a stewards or waiter / Fluent speaker works in a Kitchen but not a th front office.
- Identification & promoting the unique products in Matale is in basic level
- Skills training for both Employees & Employers are identified needful
- Poor female inclusiveness for tourism & Flexible employment opportunities for females to be considerable.
- Lack of school leavers connecting to tourism industry in a proper way is a big negative impact to the tourism industry in Matale based on the high potentiality for tourism in Matale & specially in significant numbers of unemployed school levers around high potential tourism areas.
- No proper way to learn tourism for school students & train tourism related activities in school life.
- Needful of ‘Center for Skills Merge information Hub/Beauru’ in Matale
- Integrations Gap - between the information centers/among the organizations (Industry partners)
- Focusing on Plantation Tourism/Spiritual Tourism/Geo Tourism/Indigenous Medicine to be considered.
- High potential of Adventure Tourism (Water Rafting/Para Gliding/Hiking/Under the ground para geo trails) to be considered & special teams with relevant professional skills to be developed.
- Skills GAPS on Digital Marketing in stakeholders on several stakeholders such as connect business to Digital medial platforms – facebook/youtube/web and content developments etc.
- Poor numbers of Tourist Generating Travel Agents in Matale

## Group Session Outcomes

| <b>Skills Group</b>            |  |  |   |   |
|--------------------------------|--|--|---|---|
| <b><u>Skill Gaps</u></b>       | <b><u>Suggestions/Activity</u></b>   | <b><u>Target Group</u></b>   | <b><u>Expected/Outcome Result</u></b>   | <b><u>Responsible Agency</u></b>  |
| Poor interinstitutional skills | <ol style="list-style-type: none"> <li>1. Connect stakeholders through a social media creating common platforms for industry stakeholders</li> <li>2. Identify relevant government officers related to Tourism up to filed level &amp; connect them officially into tourism operations in the district &amp; upskill them in Knowledge/Attitude</li> </ol> | <ol style="list-style-type: none"> <li>1. Industry stakeholders in Tourism</li> <li>2. Government officers up to filed level related to Tourism</li> </ol> | <ol style="list-style-type: none"> <li>1. Overcome unresolved issues in Tourism &amp; looking for fast solutions for issues.</li> <li>2. Overcome unresolved issues in Tourism &amp; looking for fast solutions for issues. Active inclusiveness of government officers in Tourism &amp; use them as a resource for the industry</li> </ol> | <ol style="list-style-type: none"> <li>1. District Secretariat/Divisional Secretariat / Tourism Associations &amp; Key Tourism Stakeholders.</li> <li>2. District Secretariat/Divisional Secretariat/Municipal Council / Key tourism related government institutes</li> </ol> |
| Poor Interpersonal skills      | <ol style="list-style-type: none"> <li>1. Skills training on their tourism related professions &amp; basic marketing knowledge</li> <li>2. Skills Training for Basic English Language/ communication</li> </ol>  | Tourism stakeholders in Matale District  | <p>Increase interpersonal skills &amp; building strong network among different sector's stakeholders in the district.</p> <p>Increase the quality of Tourism business &amp; Growth of the business.</p>   | Identified Skills Training Providers / District Secretariat / Tourism Ministry  |

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| Employee identification skills in Employers                | Conduct Skills training to Employers on identifying Right Employees in workplaces   | Employees in Tourism business in Matale / Management level staff                                   | Increase the productivity of Tourism business & job satisfaction of employees.<br>Decrease employee turnover & ensure job security.                                       | Identified Skills Training Providers / District Secretariat / Tourism Ministry / Skills Development Ministry                 |
| Lack of Tourism Education in School Systems                | Use Scout Training System to educate/train/inspire School Students on tourism   | All School Students & Their Parents who enthusiastic with Tourism                                  | Educate & Inspire tourism enthusiastic students on Tourism Industry to identify potentials in the area at the school stage and lead them to connect with tourism industry | Scout Association / Identified Tourism Education Providers / Freelancers / District Secretariat / Zonal Educational offices. |
| Poor numbers of Tourist Generating Travel Agents in Matale | Conduct career guidance / theoretical & practical skills training based on Travel & Tourism Operation focused business starting | School leavers who looking for being entrepreneurs / unemployed people in tourism potential areas. | Increase the tourist generation & supply the demand of tourist generation to the district.<br>Increase employment.  | Tourism Education Providers / Freelancers /Ministry of Tourism / District Secretariat  |

### **Events Group**

| <b><u>Potential Events / related issues</u></b>                                      | <b><u>Suggestions/Activity</u></b>                                     | <b><u>Target Group</u></b>  | <b><u>Expected/Outcome Result</u></b>  | <b><u>Responsible Agency</u></b>   |
|--|--|---|--|--|
| Paragliding potential & very less training instructors / skilled pilots in Sri Lanka | Establish skilled Pilots/Training Instructors pool in Matale District. | Enthusiastic persons in community of the area.<br>Sportsman's in the area                           | Use the potential geographic locations in Matale to promote Paragliding & Promote Matale as Paragliding destination.<br>Coordinating local & foreign investments opportunities for this sport. | Paragliding Academy / Tourism ministry / Sports Ministry / District Secretariat                                    |
| Rock Climbing  | Same requirement as above  | Enthusiastic persons in community of the area.<br>Professional in Adventure Sportsman's in the area | Use the potential geographic locations in Matale to promote Rock Climbing/Adventure & Promote Matale as destination.<br>Coordinating local & foreign investments opportunities for this sport. | Professional Adventure Service Providers / Youth Corps / Tourism ministry / Sports Ministry / District Secretariat |
| Water Sports / Yacht/ Canyoning  | Same requirement as above.   | Professional in this sport  | Use the potential water resources in   | Professional water sports Service Providers  |

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|   | Train rural fisheries community in to these Tourism activities  | Community around water resources who protentional to provide such tourism experiences. | Matale to promote water sports. Inclusiveness of communities around water resources in to tourism & Create income opportunities for them. | / Tourism ministry / Sports ministry / District Secretariat.                                     |
| Off Road Experiences / 4WD Tracking /Cycling  | Develop infrastructure & create tourism products based on this  | Potential persons  | Promote the category & increase income in relevant areas.   | Identified institutes  |
| Mountain Climbing & Camping / Poor Knowledge in Tourist Guides & service providers. | Provide Trainings for identified people. Develop infrastructure | Hikes & Camping service providers/ Tourist Guides / Scouts                             | Use potential resources in the district for Tourism & make income sources through tourism   | Scout Association / identified skills training providers / District Secretariat                  |
| Hoarse riding / Cart riding / Tea Trails using old plantation areas                 | Identify opportunities & conduct relevant trainings             | Community around potential areas / People around state plantations                     | Use potential resources in the district for Tourism & make income sources through tourism   | Plantations / Tea Estates / Government authorities   |
| Promote Thru Festival (Matale) & Camping Feast (Wahakotte)                          | Promote two festival up to tourism attraction in Matale         | Relevant institutions & people around it   | Convert festivals in to tourism attractions   | Sri Mutthumari Amman Kovil / St. Anthony's National Shrine – Wahakotte / Divisional secretariats |

### **Products Group**

| <b><u>Product / Related issues</u></b>  | <b><u>Suggestions/Activity</u></b>                                 | <b><u>Target Group</u></b>  | <b><u>Expected/Outcome Result</u></b>   | <b><u>Responsible Agency</u></b>   |
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| <b>Matale Tea</b><br>- No proper place for tea experience<br>- No place or facility to see entire tea production<br>- No different tea tastes promoting<br>- Packaging issues | Connect professionals to relevant places for professional coaching | Tea plantations / Tea shops / Restaurants & hospitality service providers | Create a Brand for Matale Tea & increase tourism attraction   | Plantations / State Plantation Corporation / Government authority  |
| <b>Spices</b><br>-less no proper products focus on Tourism<br>- Less market awareness   | Promotional activities   | Spice gardens / SME of Spice Products / Farmers of Spices                 | Develop Spice related products & connect to tourism. Increase income of farmers through Tourism & promote | National Spice Garden / Department of Export Agriculture / Department of export agriculture / Central Research Station of DoA / District Secretariat |

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|   |  |                                 | Matale spices among tourists.  |  |
| <b>Laaksha</b><br>- no proper recognition for skills producers<br>- Skills gap of marketing | Set a system for professional recognition of skilled Laksha producers & develop them as Laksha instructors | Traditional producers in Laksha | Protect traditional industry & promote indigenous craft of Laksha for tourist attraction | District Secretariat / National Crafts Council / TVEC / Vocational Training Institutes |
| <b>Sesath</b><br>- no proper recognition for skills producers<br>- Skills gap of marketing  | Same as above  | Traditional producers in Sesath | Protect traditional industry & promote indigenous craft of Sesath for tourist attraction | District Secretariat / National Crafts Council / TVEC / Vocational Training Institutes |

**Pictures**



















