

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

Date: 23rd August 2022

Time: 3.30 am – 5.30 pm

Venue: Hotel Clover Grange - Matale

Participants:

- Mr. Gamini Nada Kumara – S4IG
- Mrs. Chamila Mudaligerada – S4IG
- Mrs. Ruwini Nayanathara – S4IG
- Mr. Gayan Nithulgaspiya – on behalf of S4IG-SSAP Matale
- Mr. H. Lionel Gunasekara - Sigiriya Tourist Guest House Owners & Businessmen Association
- Mr. Premarathna Gamagedara - Madhawa Rest
- Mr. P. R. Nishantha Priyankara - Jeep Safari Society
- Mr. A.A. Karunarathna - Three Wheeler Society (4th Mile Post)
- Mr. H.M.G.W.C. Herath - Jeep Safari Society
- Mr. K.G. Kelum Chaturanga - Three Wheeler Society (Sigiriya Main Entrance)
- Mr. H.M. Wijesundara - Three Wheeler Society (Hotel Junction)
- Mr. D.S. Aluvihare - Three Wheeler Society (Hotel Junction)
- Mr. H.M. Ranjith Herath - Three Wheeler Society (4th Mile Post)
- Mr. M.M.M.R. Morenada - Sigiriya Youth
- Mr. H.M.W.P. Herath - Sigiriya Youth
- Mr. K.M.T. Nimesh Kumara - Sigiriya Youth Foundation
- Mr. H.M. Dinusha Nanda Kumara - Sigiriya Youth Foundation
- Mrs. R.G.S. Wijerathna - Sigiriya Youth
- Mr. H.M. Presanna Dhanushka - Sigiriya Tour Guide Association
- Mr. A. Dissanayake - Sigiriya Mount Villa
- Mr. Gayan Nithulgaspiya – S4IG
- Mr. Gamini Nanda Kumara - S4IG
- Mrs. Chamila Mudaligerada – S4IG
- Mrs. Ruwini Nayanathara – S4IG
- 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.
- Since it is time barriers given opportunity to Key stakeholders to add their inputs briefly
- Mr. Lionel Gunasekara / Mr. Premarathna Gamagedara / Mr. Presanna Dhanushka added important inputs

- Once their inputs delivered, divided the audience into 3 groups under Skills/Products & Events, then asked them to discuss identified skills gaps/issues & come-up with solutions they suggest to overcome identified issues.
- Each Group presented speech under the category with suggested solutions
- After the Group discussion sessions, Mr. Lionel Gunasekarara, President of Sigiriya Tourist Guest House Owners & Businessmen Association said that “Lot of skills gaps can be identified in tourism stakeholders around Sigiriya Area and Digital literacy / marketing knowledge / soft skills & business guidance are major skills gaps. He suggest to implement suitable actions points on the ground from the SSAP rather than only developing a strategies & plans”. Also he appreciated S4IG for inviting them for this discussion & involve with them for skills development and they are always ready to give their support to S4IG.
- 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 refreshment’s arrangement.

Issues Identified by Stakeholders

- Language Skills Gap on Tour Guiding
- Knowledge Skills Gap on Tour Guiding
- No employment opportunities for outside people
- Tourist stay nights in Sigiriya is not a significant higher number
- Interconnection issues of stakeholders
- Skills & Knowledge gaps of ‘Basic Hospitality Management’ in the stakeholders of accommodation providers & restaurants
- Poor literacy of digital platforms & its usages to connect with business.
- Poor business sustainable knowledge of stakeholders on Plan B
- Needful of Tourist generation to Sigiriya & comparatively less tourist arrivals
- Poor coordination & interconnection of relevant Tourism Institutes with stakeholders
- Undercut pricing issues among service providers
- Supply chain issues for raw Materials to provide tourist services
- Financial issues of stakeholders
- Poor Skills knowledge of stakeholders in Marketing
- Energy issues – Electricity/Fuel
- No public awareness of Tourism
- Poor public guidance & guiding to reach untapped tourist hotspots
- Unavailability of enough internet sources
- Promotional issues of inherent products around Sigiriya
- Identification & promotional issues of untapped tourist attractions
- Poor awareness of inclusiveness in potential communities for new tourism products

Group Session Outcomes

<u>Skills Group</u>				
<u>Skill Gaps</u>	<u>Suggestions/Activity</u>	<u>Target Group</u>	<u>Expected/Outcome Result</u>	<u>Responsible Agency</u>
Poor Knowledge & Language proficiency of Tour Guiding	<ol style="list-style-type: none"> 1. Build a system to upskill Tour guides in right knowledge & language proficiency 2. Maintaining a web page for Tour Guides 	<ol style="list-style-type: none"> 1. Site Guides in Sigiriya 2. Area Tour Guides 3. Non-Licensed self-employed people who act as tour guides 	<ol style="list-style-type: none"> 1. Increase the quality of Tour Guiding 2. Lead unlicensed tour guides to having license 3. Increase income of guide community around the area 	<ol style="list-style-type: none"> 1. District Secretariat/Divisional Secretariat / Tour guide Associations /SLTDA & identified training providers or freelancers
Less employment opportunities for employees out side the area	<ol style="list-style-type: none"> 1. Build up a convention among tourism Associations with the government authority/relevant agencies to open equal employment opportunities to everyone not only for people around Sigiriya 	Tourism stakeholders looking for employment opportunities based in Sigiriya	Open equal employment opportunities for everyone & utilize right employees in right work places to increase the quality of tourist services.	Tourism Associations with government authority / Stakeholder of Employers in Tourism
Less awareness of stakeholders about increasing tourist stay nights	<ol style="list-style-type: none"> 1. Conduct awareness programs & attitude development campaigns in stakeholders. 2. Identify potential selling experiences 	<ol style="list-style-type: none"> 1. Tourism stakeholders 2. Potential communities who can make new tourism experiences / Tourism Products 	<ol style="list-style-type: none"> 1. Increase the tourist stay nights in Sigiriya 2. Encourage making new tourism products 3. Inclusiveness of potential communities in to Tourism & increase 	District Secretariat / Divisional Secretariat / SLTPB / Identified skills development service providers or freelancers

		3. General Public of the area	their Economy	
Interconnection issues of stakeholders	Build up a methodology to gather tourism stakeholders at least quarterly & increase interconnection among stakeholders	Tourism stakeholders in the area	Increase interconnection among stakeholders & increase the quality of service level in tourism services	Tourism Associations / Divisional Secretariat
Poor knowledge about Basic Hospitality Management in stakeholders of Accommodation providers	Conduct training sessions to stakeholder's in Accommodation services.	Stakeholders in Tourist Guest Houses	Increase the service level of stakeholders in guest houses	Tourist Guest House owners Association / Skills Training Providers
Poor knowledge of modern technology usage for business	Conduct training sessions to stakeholder's in Modern technology connect in to business & connect them with relevant expertise's or institutes	Small & Medium scale tourism stakeholders	Upskill the SME stakeholders in Tourism in modern technology using in to businesses & develop businesses.	Tourism Associations / SED Department of the Divisional Secretariat / Identified 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>
Fisheries & Boat Services	Create new tourism products/experiences	Potential communities / Tourism service providers	Create new income sources to potential communities / Promote destinations	Divisional Secretariat / SLTPB / Tourism Associations
Sunrise & Sunset seeing in Sigiriya	Identify suitable places & promote as destinations Create new tourism products	Potential communities / Tourism service providers – Jeep Safari / Cycle /Tuk-Tuk	Create new income sources to potential communities / Promote destinations	Divisional Secretariat / SLTPB / Tourism Associations
Sigiriya Fortress Round Tour	Make proper round tours as tourism products & Increase	Potential communities / Tourism service providers – Jeep Safari / Cycle /Tuk-Tuk	Create new income sources to potential communities / Promote destinations / increase income in zonal communities	Divisional Secretariat / SLTPB / Tourism Associations
Village Tours & poor authentic experiences	Create real authentic experiences in grounds	Potential communities /	Create new income sources to potential communities /	Divisional Secretariat / SLTPB / Tourism Associations

		Tourism service providers – Jeep Safari / Cycle /Tuk-Tuk	Promote destinations / increase income in zonal communities	
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Products Group

<u>Product / Related issues</u>	<u>Suggestions/Activity</u>	<u>Target Group</u>	<u>Expected/Outcome Result</u>	<u>Responsible Agency</u>
Inherent Craft Products in Sigiriya - Wooden Book Boxes - Sculptures - Carvings (Wood/Brass/Stone) -Batik Clothes	Promote these products to tourist markets	Stakeholders in local crafts industries	Well connect the craft industry to Tourism & generate income sources in the community. Increase income of communities	National Crafts Council / SLTPB / SED / Divisional Secretariat

Pictures








