

Skills Planning -Skills Strategy Action Plan

Skills strategy Action Plan is ...

- a **DISTRICT STRATEGIC PLAN** in **SKILLS SECTOR** of **TOURISM INDUSTRY** in the District
- includes set of **ACTIONS & PRIORITIES** which agreed by Stakeholders in the District
- provides **STRATEGIES AND ACTIONS** that support **WOMEN** and **PERSONS WITH DISABILITIES** to gain access to diverse income earning opportunities across the **TOURISM VALUE CHAIN**
- reflects the **GOVERNMENT POLICY FRAMEWORK** that ensures access and **OPPORTUNITIES FOR ALL CITIZENS**

SSAP Consultative Meeting for Public & Private key Tourism Stakeholders

SSAP consultative meeting held on June 2022 with key Public & Private tourism stakeholders in Matale & Anuradhapura district. Workshop held at district Secretariat office, Matale & Anuradhapura with patronage of district Secretariat. Several government officials, key private tourism stakeholders & S4IG officials participated the workshop, and it has explained the SSAP process & discussed how it can be work within the district with the support and inputs of tourism stakeholders in Matale.



Individual Stakeholder Meetings and Data Collection

Several individual key tourism stakeholder meetings conducted by S4IG Regional Assistants with the district to identify skills gaps in the tourism value chain to develop SSAP. Specific TOR has been followed for data collection to support SSAP & targeted key areas considered within the individual stakeholder meetings. Over the months, it has been contacted over 103 public & private stakeholders individually to collect information/data to identify skills gaps & their ideas to develop SSAP.





Stakeholder Group Discussion - Matale and Anuradhapura

Stakeholder’s group discussion held on Matale and Anuradhapura with Key tourism stakeholders on June, July and Aug 2022. Tour Guides, Tourism Related Association Heads, State Superintends, NGO activities and few Government officials participated the event and discussed the issues related to tourism & their identified skills gaps. Dambulla with Key tourism association representatives in Dambulla area with public sector stakeholders. Central Provincial Tourism Development Cooperative Society, Central Province Tour Guide Lecture’s Association, Sigiriya Tourism Association, Dambulla Three-Wheeler Association and Dambulla Divisional Secretariat officials participated the event & discussed about the issues/skills gaps in the area stakeholders and suggestions to overcome.



Consultative meeting for Scaling the skills planning model in Matale & Anuradhapura

Consultative meeting for scaling the skills planning model held September 2022 at District Secretariat office with TVEC officials, relevant Public Sector officials and key training providers in Matale & Anuradhapura. Workshop explained the model of Scaling the skills planning by TVEC and discussed how this model uses for skills development in Tourism sector.



World Tourism Day

Welcome Back Better awareness campaign held September 2022 with celebration of the world tourism day event at Sahas Uyana-Kandy. S4IG represented in an event stall at the World Tourism Day Celebration Event organized by Department of trade commerce & tourism in Central Province. Stall provided the awareness of S4IG innovative skills initiative models to public it is planned under the SSAP.



Skills Strategy Action Plan- Activities						
No	Activity	Date	Total	Participants		Location
				Male	Female	
01	Consultative meeting -SSAP	7 th of June 2022	26	17	09	District Secretariat-Matale
02	Consultative Meeting	8 th of June 2022	23	17	06	District Secretariat-Anuradhapura
03.	Individual Discussion	July/August/Sep/Oct	103			Anuradhapura-41/Matale-62
04.	Group Discussion -Anuradhapura-Hotel Association/home stay/tour guide	19 th August 2022	24	16	8	Hotel Shalini - Anuradhapura
05.	Group Discussion -Matale (NGO/organization and Businessman)	23 rd of Aug 2022	27	18	09	Clover Grange Hotel –Matale
06.	Group Discussion-Hotel Associations Sigiriya	23 rd of Aug 2022	22	19	03	Sigiriya samanala Hotel
07.	Group Discussion-Tour Guide/Hotel/Home stay-Wilpaththu	31 st August 2022	18	17	01	Pushpananda Memorial Hall – Vipattuwa national Pak
08.	Group Discussion-Dambulla Divisional Secretariat/Hotel Association/Cooperative team	2 nd of Sep 2022	22	14	08	Hotel Lihini Village – Matale
09.	Scaling of the Planning Model - Matale	13 th of Sep 2022	29	18	11	District Secretariat-Matale
10.	Scaling of the Planning Model - Anuradhapura	14 th of Sep 2022	33	14	19	District Secretariat Auditorium

Welcome back better – Matale

Welcome back better launch held on 04th October 2022 at Grand Mountain Hotel, Matale. Several MSMEs in Tourism, Government officials, Tourism Training providers participated the event and raise the awareness for S4IG innovative skills models and how those can be used for tourism recovery. Media conference was held at the premises to aware the public om WBB initiative.



Welcome back better – Dambulla.

Welcome back better workshop helps on 10th November 2022 at Hotel Lihini Village-Dambulla for the tourism shareholders in Dambulla area. 65 Tourism stakeholders represented MSMEs, Associations & public sector participated the workshop & raise awareness of S4IG innovative skills initiative models and how those can be used to cater the booming tourism demand in tourism recovery.



SSAP & WBB Group Discussion – Habarana

Special group discussion held on 22nd December 2022 at Elephant Entrance - Habarana with Tourist Hotel Association - Habarana & Safari Association- Habarana based on the special request by them to contribute for SSAP and aware about welcome back better. SSAP process explained at the group discussion & participants inputs noted to support for SSAP. Also awareness raised about innovative skills models to use them for their business improvements and cater better service in tourism recovery.

Welcome back better – Anuradhapura.

Welcome back better workshop held on 28th Oct at Hotel Creston Park & Seedeви Restaurant for the tourism shareholders and MEMs in Anuradhapura area. 70 Tourism stakeholders represented MSMEs, Associations & public sector participated the workshop & raise awareness of S4IG innovative skills initiative models and how those can be used to cater the booming tourism demand in tourism recovery.