- Ayubowan -

“May You Live Longer”
Theme: Training of Human Resources and Capacity Development in Tourism


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Tehran, Islamic Republic of Iran

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Specific Objectives of this Study

• Examine the major challenges for manpower development for tourism industry in Sri Lanka

• Explore the possible contribution of Public, Private and People Partnership (PPPP) to provide the required manpower for tourism industry in Sri Lanka
Methodology

• Data Collected from:

  – Secondary Source
    • Annual reports and other publications
  – Primary Sources
    • Questionnaire and discussion:
      o Community members
      o Key informants
      o Training institutes
The Direct, Indirect and Induced Effects

Development of Tourism Industry

Income ≈ 2
Employment ≈ 6-7
Economic Growth ≈ 10%
Government Revenue ≈ +++
Foreign Exchange Earning ≈ ++++
Economic Development ≈ ****
Great Expectations and High Vulnerability

More Than Ever Before
Five to Six Hubs

US$ 4,000+ per capita income and a US$ 100 billion
Mahinda Chintana – Vision for the Future
Sri Lanka Tourism Growth Life Cycle

Growth % of Tourist Arrivals

- Exploration
- Involvement
- Development
- Stagnation
- Decline
- Rejuvenation

Time

- 1983
- 2009
Recent Achievements of Sri Lanka Tourism

One Million Tourist Arrivals and USD One Billion Tourism Receipts

1 Hundred US$ Per Capita Daily Spending (Per Tourist Per Day)
On leaving the Island of Andoman and sailing a thousand miles, a little south of west, the traveler reaches Ceylon, which is undoubtedly the finest Island of its size in the entire world.

- Marco Polo -
A Case Study of Sri Lanka: “So Much in So Little”

- **Uniqueness**
- **Diversity**
- **Compactness**
- **Authenticity**
- **Friendliness**

World’s Most Renowned and Largest Travel Guide Book and Digital Media Publisher – “The Lonely Planet”
http://www.lonelyplanet.com/sri-lanka

Sri Lanka among world’s best six Tourist destinations – National Geographic :
http://med.gov.lk/english/?p=9130#sthash.GkFjTANH.dpuf
Key Focused Areas in Sri Lanka Tourism Development

THE GOALS AND WAYS TO REALIZE THE VISION

(1) Creating an environment conducive to tourism promotion
   - Policy Framework
   - Infrastructure
   - Transport
   - Attractions & Events
   - Service Standards
   - Manpower

(2) Attracting new tourists
   - Identifying target markets
   - Marketing communications & promotions
   - Facilitating the visit

(3) Ensuring that departing tourists are happy
   - Superior value chain
   - Tourist information
   - Public support
   - Tourist safety

(4) Support Domestic Tourism

(5) Creating awareness & positive perceptions globally
   - Involving foreign missions
   - Involving Diaspora
   - International public relations
Expressways & Highways

Development of High Mobility Network

- Colombo - Katunayake Expressway (25km)
- Southern Highway (130km)
- Outer Circular Highway (28km)
- Colombo - Kandy Highway (98km)
- Katunayake - Padeniya - Anuradhapura (153.3km)
New Airports of Sri Lanka

Aviation Hub
- Mattala – 2nd international airport
- Modernisation of the Katunayake International Airport

Domestic Airports to be renovated

Colombo
- Ratmalana
- Katukurunda
- Koggala
- Weeravila

Katunayaka International Airport
- Vavunia
- Trincomalee
- Hingurakgoda
- Polonnaruwa
- Batticaloa
- Ampara

Mattala International Airport
New Ports of Sri Lanka

Ports Development
- Colombo South Port
- Hambantota Port
- Galle Port to a Tourism Port
- Oluvil Port
- KKS Port
Proposed Resorts Development

Kuchchavelli
Kalpitiya
Passekudah
Kalpitiya Dutch Bay Resort

- Total land extent is 4,000 acres.
- It consists of Dutch Bay, Portugal Bay and the most attractive islands namely, Karaiitive, Ippantive, Periyarachchi, Eramative and Sinnerarachchial, Oddakareltivu, Battalanguduwa, Palliyawatta, Vellai, etc.
- The major tourist attractions are beach, coral reefs, whale and dolphin watching, bird watching, wildlife, shipwrecks, etc.
Integrated Resort Development

- An integrated resort expanded over 5,000 acres with beach front in West Coast - Kalpitiya
Passikudah Resort

- 13 hotel projects
- Public area development
- To reinstate water supply from Valachcheni
- Infrastructure Development
- To setup changing room and Toilet block under the NECCDEP
# Conceptual Master Plan Proposal

For the New Passekudah Tourist Development Area

## Master Plan - Option 1

<table>
<thead>
<tr>
<th>Number</th>
<th>Feature</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lake</td>
</tr>
<tr>
<td>2</td>
<td>Island</td>
</tr>
<tr>
<td>3</td>
<td>Timber Bridge</td>
</tr>
<tr>
<td>4</td>
<td>Spill Over Basin</td>
</tr>
<tr>
<td>5</td>
<td>Public Court</td>
</tr>
<tr>
<td>6</td>
<td>Beach</td>
</tr>
<tr>
<td>7</td>
<td>Extended/Private Beach</td>
</tr>
<tr>
<td>8</td>
<td>Dinghy Pier</td>
</tr>
<tr>
<td>9</td>
<td>Tsunami Memorial Tower</td>
</tr>
<tr>
<td>10</td>
<td>Main Pedestrian Access</td>
</tr>
<tr>
<td>11</td>
<td>Open Air Theatre</td>
</tr>
<tr>
<td>12</td>
<td>Aquarium</td>
</tr>
<tr>
<td>13</td>
<td>Art Gallery</td>
</tr>
<tr>
<td>14</td>
<td>Performance Art Gallery</td>
</tr>
<tr>
<td>15</td>
<td>Restaurant &amp; Tea Centre</td>
</tr>
<tr>
<td>16</td>
<td>SLIDA Office</td>
</tr>
<tr>
<td>17</td>
<td>Tsunami Warning Center</td>
</tr>
<tr>
<td>18</td>
<td>Tourist Police</td>
</tr>
<tr>
<td>19</td>
<td>Communication Facility/</td>
</tr>
<tr>
<td></td>
<td>Tourist Information Center</td>
</tr>
<tr>
<td>20</td>
<td>Shopping Bazaar</td>
</tr>
<tr>
<td>21</td>
<td>Car Park</td>
</tr>
<tr>
<td>22</td>
<td>Bus Park</td>
</tr>
<tr>
<td>23</td>
<td>Helipad</td>
</tr>
<tr>
<td>24</td>
<td>Medical Center</td>
</tr>
<tr>
<td>25</td>
<td>Sewer Treatment Plant</td>
</tr>
<tr>
<td>26</td>
<td>Services (Transformer/ CES)</td>
</tr>
<tr>
<td></td>
<td>Communication Tower / Telecom</td>
</tr>
<tr>
<td>27</td>
<td>Sports Facilities</td>
</tr>
<tr>
<td>28</td>
<td>Hotel Staff Quarters</td>
</tr>
<tr>
<td>29</td>
<td>Lifeguard Towers</td>
</tr>
<tr>
<td>30</td>
<td>Hotels</td>
</tr>
<tr>
<td>31</td>
<td>Cycle Path &amp; Golf Cart Route</td>
</tr>
<tr>
<td>32</td>
<td>Pedestrian Path</td>
</tr>
<tr>
<td>33</td>
<td>Green Belt</td>
</tr>
<tr>
<td>34</td>
<td>Venicular Road</td>
</tr>
<tr>
<td>35</td>
<td>Chaamino Rooms</td>
</tr>
<tr>
<td>36</td>
<td>Ambalama</td>
</tr>
<tr>
<td>37</td>
<td>Access Ways to Beach</td>
</tr>
<tr>
<td>38</td>
<td>Pontoon</td>
</tr>
<tr>
<td>39</td>
<td>Sea Plane Jetty</td>
</tr>
<tr>
<td>40</td>
<td>Water Tank &amp; Sump</td>
</tr>
<tr>
<td>41</td>
<td>Fishing Community</td>
</tr>
<tr>
<td>42</td>
<td>Sales &amp; Community Gathering Hall</td>
</tr>
<tr>
<td>43</td>
<td>Sea</td>
</tr>
</tbody>
</table>
CONCEPTUAL MASTER PLAN PROPOSAL

FOR THE NEW PASSEKUDAH TOURIST DEVELOPMENT AREA
Room Capacity to be increased by 35,000 within 5 years, opportunities in mega tourism resort development projects, resort hotels, city hotels, boutique hotels, apartment etc.
Other Investment Opportunities

- Domestic airlines
- Convention and exhibition centres
- Recreational Facilities i.e. Theme parks, golf parks, water sports, cable cars, night entertainment etc.
- Restaurants
- Training schools
Incentives for Investments

• One of the most peaceful and stable countries in the region
• A potential trading and logistics hub in the region
• Attractive tax holidays, exemptions from duty & For Ex controls
• No restriction on repatriation of earnings
• Safety of foreign investment guaranteed by constitution
• Double taxation avoidance treaty with 37 countries
• Minimum investment of $500,000 to qualify for BOI
• One stop shop for investment processing
RECENT TOURISM INFRASTRUCTURE DEVELOPMENT

One Stop Shop Project

Electronic Travel Authorization (ETA) System - Increased tourism revenue

DEVELOP KEY AREAS FOR TOURISM

Northeastern Coast - Kuchchaveli in Trincomalee district
East Coast - Passikudah
Northwestern Coast - Kalpitiya consisting 14 Island
Southwestern Coast - Deeduwa wetland near Maduganga in Benthota

New Hotel Projects
Avani,
Six Senses,
Hyatt
Marriott
Mövenpick
Starwood
Onyx
Shangri-La
ITC
Multi-dimensional, Interconnected and Interdependent Nature of Tourism

- Natural Environment
- Economic Settings
- Political Settings
- Socio-Culture

Tourism
Strong \textbf{Backward} and Forward Leakages

- ACCOMMODATION AND HOTEL INDUSTRY
- AGRICULTURAL INDUSTRIES
- TRANSPORTATION INDUSTRY
- HEALTH SECTOR
- EDUCATION SECTOR
- EXPORTS
- FOREIGN DIRECT INVESTMENTS
- TRAVEL AGENTS
- Industry
- Agriculture
- Services

KNOWLEDGE AND TECHNOLOGY

??
Drive-Forces of Modern Tourism Development

Demand:
- High-Middle End Customers;
- Demand Heterogeneous Services;
- Discerning Customers;
- Increasing Extra and Supplementary

Supply:
- Mass Customization;
- Quality;
- Speed;
- Highly Networks;
- Competition and Coopetition;
- Competent and Individualized Services;

Dynamism of Tourism
Importance of Manpower Development

Multi-Sectoral Based Manpower Development

Tourism Development

Heterogeneous, Responsible, Mass Customized Tourism Products/Services
Meeting the Manpower Requirement for Achieving Tourism Targets

- Highly manpower intensive and people sensitive industry
- 6 to 7 tourist arrivals generate at least one tourism related job.
- Hospitality, friendliness and continuous human touch decisive for service attraction
- Providing required training and to maintain the standards and quality assurance of the industry
<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Arrivals</strong></td>
<td>575,000</td>
<td>700,000</td>
<td>910,000</td>
<td>1,183,000</td>
<td>1,537,900</td>
<td>1,999,270</td>
<td>2,500,000</td>
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<tr>
<td><strong>Employment</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Direct Employment</td>
<td>48300</td>
<td>58800</td>
<td>76440</td>
<td>99372</td>
<td>129184</td>
<td>167939</td>
<td>210000</td>
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<tr>
<td>Indirect Employment</td>
<td>66700</td>
<td>81200</td>
<td>105560</td>
<td>137228</td>
<td>178396</td>
<td>231915</td>
<td>290000</td>
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<tr>
<td><strong>Total Employment</strong></td>
<td>115000</td>
<td>140000</td>
<td>182000</td>
<td>236600</td>
<td>307580</td>
<td>399854</td>
<td>500000</td>
</tr>
<tr>
<td>Avg. Dur. (nights)</td>
<td>8.9</td>
<td>8.6</td>
<td>8.3</td>
<td>8.0</td>
<td>7.7</td>
<td>7.4</td>
<td>7.0</td>
</tr>
<tr>
<td>Rooms Capacity</td>
<td>14,932</td>
<td>15,000</td>
<td>21,960</td>
<td>28,920</td>
<td>35,880</td>
<td>42,840</td>
<td>48,236</td>
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<tr>
<td>Foreign Ex Earnings (US $ Mn)</td>
<td>506.1</td>
<td>600.0</td>
<td>980.0</td>
<td>1,360.0</td>
<td>1,740.0</td>
<td>2,120.0</td>
<td>2,500.0</td>
</tr>
<tr>
<td>Avg spending per tourist per day (US $)</td>
<td>90.3</td>
<td>97.1</td>
<td>103.9</td>
<td>110.7</td>
<td>117.5</td>
<td>124.3</td>
<td>130.0</td>
</tr>
</tbody>
</table>
Tourist Arrival, Room Capacity and Total Employment

- No of Tourist Arrivals
- Room Capacity
- Total Employment
Professional Cookery
Restaurant & Bar Service
Hotel Reception
Hotel Housekeeping
Tourism
Hospitality

Direct
Indirect
Induced
TOURISM INDUSTRY - INTRODUCTION

Three Key Sectors in Hotel and Tourism Industry

**Essential Tourism And Hospitality Service Roles**

A. Housekeeping  
B. Food and Beverages  
C. Kitchen / Catering Operations  
D. Tour Guides  
E. Front Office duties  
F. Public area cleaning  
G. Gaming Attendant  
H. Concierge  
I. Cellar

**Ancillary Tourism and Hospitality Roles**

A. Charter boat operators  
B. Limousine and Taxi Drivers  
C. Adventure and Dive  
D. Sales and Marketing  
E. Accounting  
F. Human Resources  
G. Electricians  
H. Caravan Park Operators  
I. Cruise shipping  
J. Others (non-specified)

**Supportive Tourism And Hospitality Roles**

A. Airlines  
B. Information Communication Technology  
C. Railways  
D. Arts and Culture  
E. Retail shopping  
F. Researchers  
G. Teachers and Trainers  
H. Others (non-specified)
Employees Per Room BY Classifications of Accommodation

- Average: 1.75
- Unclassified: 1.2
- 1 Star: 1.3
- 2 Star: 1.5
- 3 Star: 1.8
- 4 Star: 2.2
- 5 Star: 2.5
Expected Human Resource Development of Sri Lanka Hotel Industry

- Professional Cookery
- Restaurant & Bar Service
- Hotel Reception
- Hotel Housekeeping
- Tourism and Hospitality
- Hotel Management

413,000

87,000 ≈ trained manpower if 48000 rooms available
Manpower Requirement for the Hotel and Accommodation Sector (2010-2016)

Estimated Newly Required Manpower for the Hotel and Accommodation Sector by 2016 is approximately 62,000
### Classification of Employment by Different Departments

<table>
<thead>
<tr>
<th>Year</th>
<th>Housekeeping (12%)</th>
<th>Front Office (7%)</th>
<th>F&amp;B (24%)</th>
<th>Coockery (22%)</th>
<th>Finance &amp; Account (10%)</th>
<th>Maintance (15%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>3,830</td>
<td>5247</td>
<td>7,743</td>
<td>5,618</td>
<td>1,2389</td>
<td>6,128</td>
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<tr>
<td>2012</td>
<td>2,554</td>
<td>3,498</td>
<td>6,405</td>
<td>7,695</td>
<td>15,371</td>
<td>19,250</td>
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<tr>
<td>2013</td>
<td>6,128</td>
<td>1,787</td>
<td>1,2389</td>
<td>11,357</td>
<td>14,090</td>
<td>18,455</td>
</tr>
<tr>
<td>2014</td>
<td>2,449</td>
<td>3,614</td>
<td>7,743</td>
<td>14,090</td>
<td>5,383</td>
<td>10,500</td>
</tr>
<tr>
<td>2015</td>
<td>3,064</td>
<td>4,197</td>
<td>9,228</td>
<td>5,383</td>
<td>9,228</td>
<td>8,750</td>
</tr>
<tr>
<td>2016</td>
<td>1,0500</td>
<td>4,197</td>
<td>1,9250</td>
<td>6,125</td>
<td>10,500</td>
<td>1,9250</td>
</tr>
</tbody>
</table>

- Housekeeping (12%)
- Front Office (7%)
- F&B (24%)
- Coockery (22%)
- Finance & Account (10%)
- Maintance (15%)
Manpower Requirements by Accommodation Types

5 Star
4 Star
3 Star
2 Star
1 Star
Unclassified


56
Tourism Manpower Requirement by Different Skill Levels

- **New Trainees**: 40%
- **Management Level**: 10%
- **Semi Skilled Employees**: 30%
- **Skilled Employees**: 20%

Legend:
- Series 1
- Series 2
Classification of Employment by Levels of Skills

- Technical, Clerical & Supervisor (58.7%)
- Manual Operating (24.4%)
- Management (16.9%)
# Required National and Chauffer Guides by 2016

<table>
<thead>
<tr>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourist Arrivals (000)</td>
<td>448</td>
<td>575</td>
<td>700</td>
<td>910</td>
<td>1,183</td>
<td>1537</td>
<td>1,999</td>
<td>2,500</td>
</tr>
<tr>
<td>Arrival growth rates</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20.10%</td>
<td>21.40%</td>
<td>29.20%</td>
<td>20%</td>
<td>25%</td>
<td>20%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Forecasted Supply of guides</td>
<td>2380</td>
<td>2540</td>
<td>2780</td>
<td>3020</td>
<td>3260</td>
<td>3500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Required No of Guides</td>
<td>1198</td>
<td>1458</td>
<td>1896</td>
<td>2465</td>
<td>3204</td>
<td>4165</td>
<td>5208</td>
<td></td>
</tr>
</tbody>
</table>
The Findings of News Paper Survey
(03rd January 2013 to 13 August 2013)

- Super manager level: 17%
- Manager level: 15%
- Executive: 11%
- Office related: 8%
- Executive Chef: 2%
- Chef: 14%
- Cooks: 3%
- Housekeepers: 1%
- Barman: 1%
- F&B: 1%
- Waiters/Waitresses: 2%
- Receptionists: 7%
- Stewards: 2%
- Trainees: 4%
- Maintaince: 2%
- Guest relation: 1%
- Hostesses: 3%
- Supervisors: 14%
- Room Boys: 2%
- Others: 61%
Current Annual Average Manpower Training for Hotel Management in Sri Lanka

- **Current Total Manpower Training ≈ 5000**
  - SLITHM ≈ 1500 personnel
  - Other Government Institutes/Organizations ≈ 1500 personnel
  - Private sector tourism training and education Institutes ≈ 1000 personnel
  - In-House Hotel Operation ≈ 1000

- **Required Manpower Training (Annually Average) ≈ 13000**
It is important to examine whether Sri Lanka can meet this manpower requirement or not?

- What are the major challenges to be faced?
- What are the most effective strategies that can be used to meet such challenges?
- How do the private and public sectors responsibly react with such challenges?
- What is the role of communities involved with tourism in this context?
Major Challenges

- Low paid and low wages jobs
- Seasonal and temporary jobs
- Lack of training facilities
- Lack of private sector investments and involvement
- High labour turnover
- Social biasness and language barrios
- Negative social attitudes on tourism employment, more specifically in women employment..
Unemployment Rate of Young People Aged (Between 15 - 24 years) in rural area is significantly high

- Sabaragamuwa: 23.9
- Uva: 23.6
- North Central: 18.6
- North Western: 19.2
- Southern: 30.3
- Central: 22.2
- Western: 17.6
UNEMPLOYMENT SITUATION IN SRI LANKA

In 2010, estimated economically active population is around eight million and about five million (66%) of them are males. Majority among the economically inactive population are females (70%).

Unemployment rate by age group and sex:

<table>
<thead>
<tr>
<th>Age group</th>
<th>Total</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 - 24</td>
<td>19.4</td>
<td>16.3</td>
<td>24.7</td>
</tr>
<tr>
<td>25 - 29</td>
<td>9.2</td>
<td>4.7</td>
<td>17.8</td>
</tr>
<tr>
<td>30 - 39</td>
<td>3.1</td>
<td>1.7</td>
<td>5.8</td>
</tr>
<tr>
<td>Over 40</td>
<td>1.0</td>
<td>0.8</td>
<td>1.4</td>
</tr>
</tbody>
</table>

Unemployment rate by sex:

Male: 7.7%
Female: 3.5%

Distribution of employed population by main industry:

- Agriculture: 43.1%
- Industry: 24.2%
- Services: 32.7%

Percentage distribution of employment status by gender - 2010:

- Contributing family worker: Male 26.2%, Female 71.8%
- Own account worker: Male 76.1%, Female 23.9%
- Employer: Male 90.3%, Female 9.7%
- Employee: Male 67.3%, Female 32.7%

Unemployment rate among the educated group [G.C.E.(A/L) and above] is reported to be 11.6 percent. It is 7.9 percent and 15.8 percent for male and female respectively. This reveals that the problem of unemployment is more acute in the case of educated females than males.

Unemployment rate:

<table>
<thead>
<tr>
<th>Level of education</th>
<th>Total</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>4.9</td>
<td>3.5</td>
<td>7.7</td>
</tr>
<tr>
<td>Grade 6-10</td>
<td>3.6</td>
<td>2.8</td>
<td>5.8</td>
</tr>
<tr>
<td>G.C.E. (O/L)</td>
<td>6.9</td>
<td>5.4</td>
<td>10.1</td>
</tr>
<tr>
<td>G.C.E. (A/L) &amp; above</td>
<td>11.6</td>
<td>7.9</td>
<td>15.8</td>
</tr>
</tbody>
</table>

Source: Census and Statistics Department
By Dushantha Gunaratne/Deab/GraphicsDesk
## Foreign Labour Migration and Annual Manpower Training Outputs

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Annual manpower training by training institutes (a)</th>
<th>Foreign Employment*</th>
<th>Foreign employment as % of annual manpower training output</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chef</td>
<td>167</td>
<td>109</td>
<td>65%</td>
</tr>
<tr>
<td>Housekeeping</td>
<td>1800</td>
<td>51</td>
<td>3%</td>
</tr>
<tr>
<td>Cook</td>
<td>2650</td>
<td>577</td>
<td>22%</td>
</tr>
<tr>
<td>Waiter</td>
<td>2900</td>
<td>645</td>
<td>22%</td>
</tr>
<tr>
<td>Total</td>
<td>7517</td>
<td>1382</td>
<td>18%</td>
</tr>
</tbody>
</table>

* Source: Findings of Survey (2011) and Labour market information bulleting (December 2010)
Community Awareness on Tourism Job Opportunities

- Very High: 46%
- High: 24%
- Reasonable: 13%
- Poor: 10%
- Very poor: 7%
Barriers to Obtain jobs in Hotel Industry

- Poor communication through English language: 30%
- Lack of training facilities: 25%
- Less acceptance by the society: 20%
- Lack of income and job insecurity: 15%
- Other reasons: 10%
Community Views On: Three major suggestions for higher community involvement

- Improve the training facilities including for foreign languages and educational programmes (53%)
- Develop new opportunities for community involvement and empower community organizations (22%)
- Ensure better income and job security (16%)
Required Tourism Manpower Training Centers
Public-Private and People Partnership (PPPPP) for Manpower Development for Tourism Industry

- Sustainable Tourism Development
- Community well-being
- Economic Development
- Ecological Balances

Private
- Creating Opportunities, Values & Value Addition

Public
- Infrastructure Development
- Maintaining Law and Order

Community
- Creating Interest, Human Resources & Value added

A
- Sustainable Tourism Development

B

C

D

E

F

S
KEY STRATEGIES FOR MANPOWER DEVELOPMENT

Manpower Development for Hotel and Tourism Sector

- Introduce New Training Programmes
- Encourage In-House and Apprenticeship training programmes
- Develop M/E-Learning Modes
- Accreditation, Franchisee Operation, partnerships
- Encourage Private Sector Training Institutes
- Pro-poor Manpower Development
CONCLUSIONS AND RECOMMENDATIONS

Key Stakeholders for Tourism Manpower Development in Sri Lanka

- Tourism Service Providers (Associations)
- Community Members and Organizations
- Government Authorities (SLITHM, SLTDA, MOED and PC-TBs)
- Tourism Training & Education Institutes

Most suitable body to coordinate and monitor tourism & hospitality
Thank You.