TOURISM POLICIES IN SRI LANKA & ITALY.

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Content

1. Introduction

Tourism is a strategically important industry for Sri Lanka contributing as the third largest export earner for the national economy, creating local jobs both direct and indirect and creating opportunities for foreign direct investments according to the world bank of Sri Lanka Strategic Plan for Sri Lanka Tourism 2022-2025. This paper discusses about national tourism policies and tourism strategic planning in Sri Lanka and Italy and also sustainable tourism policies among those countries. Highlighting recommendations to develop tourism industry in Sri Lanka.

Tourism can be defined as, "a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure". (United Nations World Tourism Organization-UNWTO)

There are four (4) basic components can be identified in tourism called 4As.

1. Accommodation

2. Access

3. Amenities

4. Attractions

2. Relationship between Tourism strategic plan and National tourism policy.

Tourism strategic plan can be defined as "a framework of desired future and an essential document which defined tourism development goals, tasks, responsibilities and indicators for monitoring the process of tourism". National tourism policy can be defined as a set of discourses, decisions, and practices driven by governments, sometimes in collaboration with private or social actors, with the intention to achieve diverse objectives related to tourism.

National tourism policy describes the position of the government tourism related decision-making process. Tourism strategy gives a big picture of how the Tourism Industry should be while national tourism Policy gives a detailed explanation especially on land use implications.

According to **Erdal Seyhan** the CEO of Hospitality Development, "Strategic planning is most important step to meet the future sustainability of tourism and tries to ensure a desirable quality of tourism products while yielding the most benefits to the local community or tourist destination". Aim of this strategy is to provide a framework for the mobilization of resources to realize long term national goals and specific targets of the National Tourism Plan. So, strategy is important for planning future tourism objectives and goals. So, we can identify that there is a link between national tourism policies and tourism strategies.

Tourism strategic framework and national tourism policy

Figure1
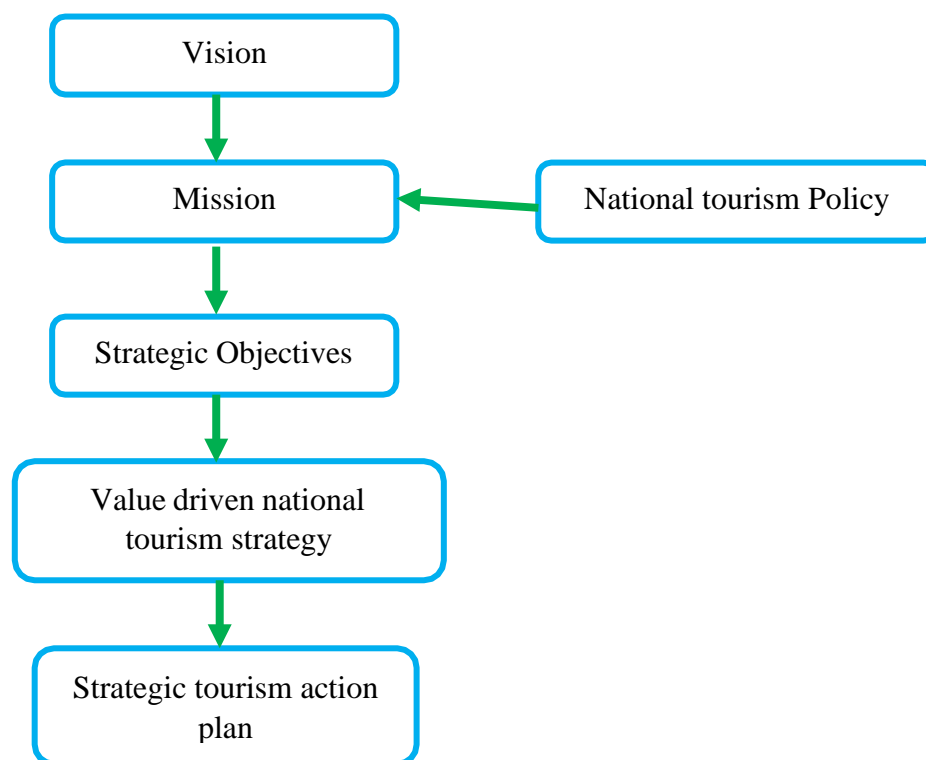
3. *Italy* – A Paradise of Tourism...

Italy, a European nation renowned for its rich cultural heritage, Mediterranean coastline, and historical significance, holds a unique place in the hearts of travelers and scholars alike. The famous quote, "*Traveling is the ruin of all happiness*; *there's no looking at a building after seeing Italy. The Creator made Italy from designs by Michelangelo*," exemplifies the profound impact Italy has on those who visit its shores. This sentiment reflects not only the aesthetic allure of Italy but also its profound influence on Western culture, particularly in the realms of art, architecture, and cuisine.

Why Italy famous for tourism?

Italy's long Mediterranean coastline, diverse geography, and historical significance have contributed significantly to its role in shaping Western culture. The nation's capital, Rome, is not only the political center of Italy but also holds the Vatican City, the spiritual heart of the Roman Catholic Church. This religious importance has played a pivotal role in the development of Western Christianity and its cultural manifestations.

Italy's impact on Western art and architecture cannot be overstated. The quote's reference to Michelangelo underscores the enduring legacy of Italian artists and architects. The Italian Renaissance, a period of great artistic and cultural achievement spanning the 14th to the 17th centuries, saw the emergence of geniuses like Leonardo da Vinci, Raphael, and Titian, alongside Michelangelo. Their contributions to painting, sculpture, and architecture not only set the stage for the development of Western art but also continue to inspire artists and art.

The architectural wonders of Italy, from the grandeur of the Colosseum in Rome to the intricate beauty of the Florence Cathedral, exemplify the country's enduring impact on architectural design. The enduring influence of Italian architecture can be seen in structures worldwide, from government buildings to religious edifices, reflecting the aesthetics and principles first popularized in Italy.

And also, Italian History and archaeology waving hands for travelers to come and enjoy their beauty. Some of the most ancient ruins In Italy are from Etruscan times (Tuscany and Lazio), Greek times (Paestum, Valley of the Temples and Segesta in Sicily), Roman times (Colosseum and Pompeii). Towns from the Middle Ages are found all over Italy, places like Siena and San Gimignano probably being among the most famous. Medieval times in Tuscany

left Italy with the world-famous landscapes with rolling hills and medieval hamlets perched on their dreamytops.

Italy's contribution to Western cuisine is equally significant. Italian food, characterized by its use of fresh ingredients and regional diversity, has become a staple of Western culinary traditions. Iconic dishes such as pasta, pizza, Coffee, Tiramisu, Cannoli, Italian truffles, Italian cheese, Italian apples, Italian Gelato, Risotto and also Italian wines have transcended borders to become beloved worldwide. The attention to culinary craftsmanship and the appreciation of flavor combinations have deeply influenced the way food is prepared and enjoyed across the Western world.

When think about Italy everyone got a big picture of Food, art cities, painters, lakes, language, opera, fashion, sports cars, football and leather goods, Italy continues to be a source of inspiration for travelers and a testament to the enduring power of human creativity. As travelers explore Italy, they not only witness its stunning landscapes and architectural marvels but also immerse themselves in a living museum of Western culture's evolution.

In 2021 A new ministry was dedicated to tourism development in Italy. The Italian Budget Law for 2022 created the Unique National Tourism Fund (FUNT), with a budget of EUR 120 million for 2022-23 and EUR 40 million for 2024.

Responsibilities in Italian Ministry of Tourism ...

- National strategic co-ordination
- Implementation of development plans
- Promotion of initiatives to enhance the tourism offer
- Planning assistance mechanisms for tourists
- Playing a leading role in innovation.
- Supports and supervises the National Agency for Tourism.

- Promoting knowledge of the mountains and safeguarding their natural environment(Club Alpino Italiano)
- Collection and management of regional tourism statistics and visitor satisfactionsurveys.

Ministry of tourism in Italy - organizational chart

Figure2

Italy: Organisational chart of tourism bodies

Source: OECD, adapted from the Ministry of Tourism, 2022.

4. Tourism policies and programs conducted by Italy…

Ministry of tourism in Italy conduct various short term and long-term decisions to respond covid-19 pandemic and to prevent their tourism industry.

- National Recovery and Resilience Plan (NRRP)

Developed in line with the Strategic tourism Plan 2017-2022 and presents a strategic framework to face the structural challenges of the sector while adapting national tourism strategies to the policy context emerging after the COVID-19 crisis. In this context, the NRRP is the main medium to long-term strategic document guiding the development of the tourism sector during the period 2021-26.

- Address the fragmentation of the Italian tourism ecosystem.
- Invest in training programs directed at SMEs.
- Digitalization.

Digitalization and innovation of the tourism ecosystem and the implementation of projects such as the Tourism Digital Hub. It affects the entire supply and value chains of the tourism product. It must arise through a process of sharing better transition experiences from a 'classic' type of tourism to an 'innovative' tourism. This is also made available through SME incubation tools at the community level.

- A shared governance and monitoring model

Tourism is constitutionally a subject of residual competence for regions, there is a need for an increased focus on a shared model of governance and monitoring. This aims to create and consolidate a participatory and effective decision-making process, ensuring continuity of action even in emergencies due to outside factors.

- A sustainable and integrated tourism system

Promoting culturally and environmentally sustainable growth. The tourism model should incorporate circularity, protection of biodiversity, and access to sustainable transport and contribute to the Green Deal's decarbonization objectives and a more sustainable global economy. This pillar includes 'proximity tourism', the promotion of sustainable tourist transportation, intramodality and facilitating local public transport access for tourists, the exchange of experiences between different localities and territories on sustainable tourism models and support for the adoption of circular economy models and sustainable waste management systems in tourist destinations.

- Tourism for all, in terms of safety, accessibility and quality

Encouraging the recovery and growth of the individual and the community. Tourism is a powerful tool for developing communities and enhancing heritage and territorial specificities. It is an important driving force for retaining and attracting jobs and businesses. Quality must be sought in the product offered at any level, with a particular focus on the high-end range, to enhance - from a tourist perspective - manufacturing excellence and the traditions of making. The main tourist products (e.g., MICE tourism, wellness tourism, health tourism, ecotourism, school tourism, cultural and religious tourism, and tourism for shopping) are covered in this strategic category.

- Offering a high-level education

Offering training through an in-depth study of existing courses and new thematic specialization schools (e.g., mountain, marine and cultural offers). This includes training in the fields of hospitality, attraction and tourism organization at a high level. Training paths from vocational schools to technical high schools, universities and postgraduate programs must be clearly traced.

5. National Tourism policy – Sri Lanka

Vision - To be recognized as the world's finest island for memorable, authentic, and diverse experiences [MADE in Sri Lanka]

Mission - To be a high-value destination offering extraordinary experiences that reflect Sri Lanka's natural and cultural heritage, are socially inclusive and environmentally responsible, and provide economic benefits to communities and the country.

Figure3 Institutional framework
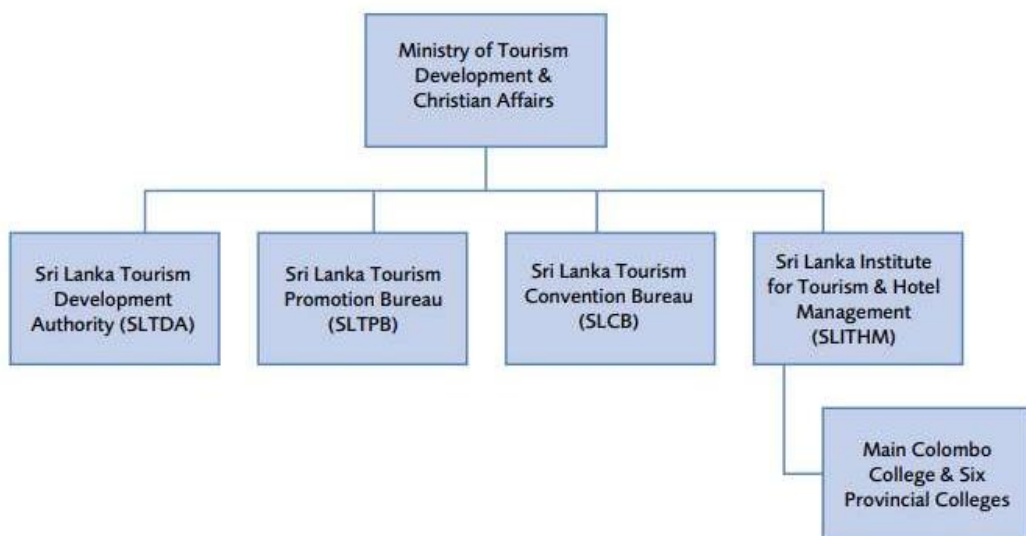
Source - Ministry of Tourism Sri Lanka

Objectives of National tourism strategies,

- Higher-skill & more jobs
- More female employment
- More opportunities for foreign direct investment & domestic investment
- Greater inclusivity & sustainability

Key guiding principles in national tourism policies in Sri Lanka.

- Capturing the benefits of tourism for Sri Lanka.
- Democratization of economic participation
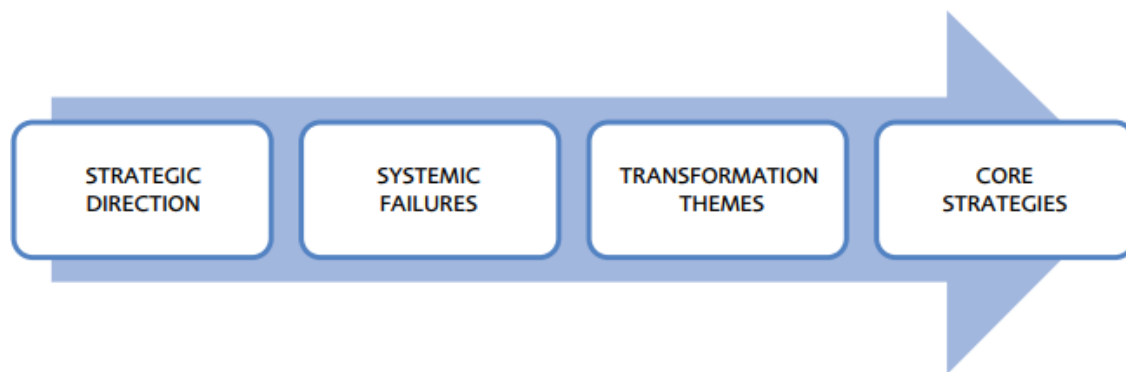- Conservation and world-class management of assets
- Local community involvement
- Memorable experiences rooted in heritage
- Responsible destination marketing
- Safety and security for all

6. Tourism strategies

According to Sri Lanka Strategic Plan for Tourism 2022-2025 there are three priorities in tourism strategies.

• First priority - to protect entrepreneurs and workers from the worst effects of the current crisis.

• Second priority - to stimulate a rapid recovery of tourist demand

• Third priority - to build back better a more resilient, sustainable and inclusive tourist sector.

(1) Improve governance & regulation: core strategies 2017-2020
- Improve relationships, communication and coordination
- Revitalize key institutions
- Reform core legislation and regulations
- Enable business and investment

(2) Understanding visitors

- Achieving robust data collection and analysis

- Monitoring success of marketing efforts

- Demonstrating economic value of tourism industry

Four types can be identified in visitor segmentation model.

a) International source markets
b) Mainstream market segments
   (Sun and beach, Historical and cultural sites, Wildlife viewing)
c) Niche market segments
   (Health and wellbeing, Pilgrimages, Bird watching, Surfing and kite surfing, SCUBA diving, Cuisine, Meetings, incentives, conventions, exhibitions (MICE), Weddings, Cruises)
d) Domestic market

(3) Marketing and Communicating Effectively

- Sharpen the brand focus
- Diversify product rang
- Harness the power of staging
- Focus on destination develop

(4) Developing sustainable destinations

- Implement integrated destination planning
- Diversify product range and create signature experiences
- Improve connectivity to tourism experiences
- Focus on destination development via 'transformative tourism projects'

(5) Lifting industry standards

- Enhance conservation, presentation and management of natural and cultural assets.
- Facilitate uptake of best practices at key touch-points.
- Improve visitor information and interpretation.

(6) Engaging the workforce & communities

- Develop an actively engaged workforce
- Promote employment and career opportunities in tourism
- Prioritize lifelong training and development
- Engage local communities in tourism

Transformative Tourism Projects

Ecotourism Discovery Circuit

Coastal Forts of Sri Lanka

Colombo Conventions & Exhibitions Centre and Other Recreation

Marvels of Ancient Wewas

East Coast Sunrise Corridors

Jaffna Islands Exploration

Religious and Spirituality Experience

7. Sustainable Tourism Development – (STD)

Sustainable Tourism can be defined as "tourism that considers its current and future impact on the environment, society and the economy, whilst meeting the needs of customers, the industry, the environment and host communities". STD gives satisfaction of travelling without damaging the environment, sustainable holidays also offer the tourist numerous other **tangible benefits** has mentioned below.

- Increasing physical exercise and reducing stress

- Saving money by reducing costs and consumption

- The possibility to combine a variety of different experiences

- Fostering cultural exchange

- Protecting historic and artistic heritage

- Conserving local resources

- Creating positive, contagious energy

Sustainable tourism in Italy

Sustainable tourism is growing in Italy. The **Bank of Italy** report published in December 2018 entitled "Tourism in Italy. The figures and the potential for development" acknowledged the direct connection between the evolution of the industry and the growing interest in **sustainability**. The report reiterates a recommendation from the Organization for Economic Co-operation and Development (OECD) to governments regarding "**green investment**" policies to,

- increase the energy efficiency of tourist facilities

- improve the management of water resources and waste collection systems

- promote the protection of the environment, the biodiversity and the cultural heritage of each country.

Of particular relevance to Italy are the safeguarding and promotion of its cultural heritage, one of the country's indisputable assets, as well as the protection of its environment. In short, sustainable holidays don't just improve the planet, they also help the tourism industry operators and the local communities involved. Once just simply a social phenomenon, this form

of tourism is now becoming an essential income source for the **local economy** and an opportunity for everyone.

Sustainable tourism in Sri Lanka

Strategic Pillar 6 - Sustainable and environment friendly tourism
Action area - Implement effective environmental regulation
Strategic Priority - Build back better
 Actions should be taken according to Sri Lanka Strategic Plan for Tourism 2022-2025

1) Strengthen the regulations
• Develop sustainability guidelines and certification and ensure coordinated efforts for environmental sustainability.

• Developing sustainability guidelines & certification for the industry to include accommodation providers, travel agents/guides, other service providers such as restaurants, souvenir shops, etc.

 • Ocean sustainability – introduce, develop and promote marine environment protection to ensure a healthy coastal and ocean environment.

2) Empower the regulators
• Establish and internal division dedicate to championing sustainable tourism
• Develop and launch Sri Lanka Tourism's Sustainability Road Map. Based on Road Map seek donor support to implement key projects

• Introduce and ensure central planning with BOI and UDA to ensure development are sympathetic to the environment

3) Integrate sustainable tourism into the development of the destination.

• Sustainable goals included within classification process

• Work in collaboration with Mahaweli Development Authority to develop an eco-tourism development zone in Kaluganga and Moragahakanda

• Green building guidelines prepared and implemented for new investments

• Yala, Palatupana tourism zone to be upgraded as a Protected Conservancy Area

• Creation of sustainability experiences for visitors such as creation of sustainability sights, beaches, parks and destinations, creation of green journeys / responsible holidays / adventures / Gastronomy.

• Sustainability related awareness creation and promotions.

• Creation of sustainability focused marketing collaterals and tools to include a dedicated micro site, video, imagery content and copy creation.

• Include nature conservation in the hotel school curriculum.

• Local and internally focused campaigns and activations to be launched to create awareness on sustainable tourism and initiatives.

• Sigiriya to be developed as the first sustainable destination.

United Nations (UN) sustainability development goals & targets…

SDG8 - Promote sustained, inclusive, and sustainable economic growth, full and productive employment and decent work for all. By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.

SDG12 - Sustainable consumption and production patterns Develop and implement tools to monitor the effect of sustainable development on sustainable tourism, which creates jobs and promotes local culture and products.

SDG14 - Conserve and use the oceans, seas, and marine resources for sustainable development. By 2030, increase the economic benefits of small island destinations and low-income countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture, and tourism.

8. Recommendations

A transformation of the tourism industry is required to make Sri Lanka competitive in the global travel market place. Sri Lanka is an island which surrounded by attractive sea which has beautiful sunset in the world. No body can be denied that it's culture, heritage, wild life, traditional foods, clothing, festivals and the climate. There are various things we can do for achieving sustainable and developed tourism industry for Sri Lanka.

- We should create people centered tourism sector and a tourism development pan
- Create an efficient public service and uplift industry standards
- We should utilize more technology for tourism industry and digitalized
- Policies for national defense and secure for tourists
- Legal and regulatory frame work
- Moving to sustainable and environmentally friendly tourism strategies
- Innovations, promotions and marketing
- Develop infrastructure facilities in Sri Lanka
- Global partnership
- Learn from higher tourism earning countries
- Invest on hospitality, Human resource and tourism related sectors
- Invest on transportation
- Make policies to protect national heritage, world heritage, religious destinations and also most eye-catching places

9. Conclusion

Tourism in Sri Lanka has been a story of untapped potential. The country is missing opportunities to increase investment and jobs and to use tourism revenues to conserve the environment and sustainably support communities in all parts of the island. There are so many countries without having resources like country Sri Lanka, but reached high tourism earning list. So, I would like to conclude that we should well manage our resources and stepping into sustainable and eco-friendly tourism strategy with more digitalized way. Learning from European countries like Italy which I have mentioned above.

10.Appendix
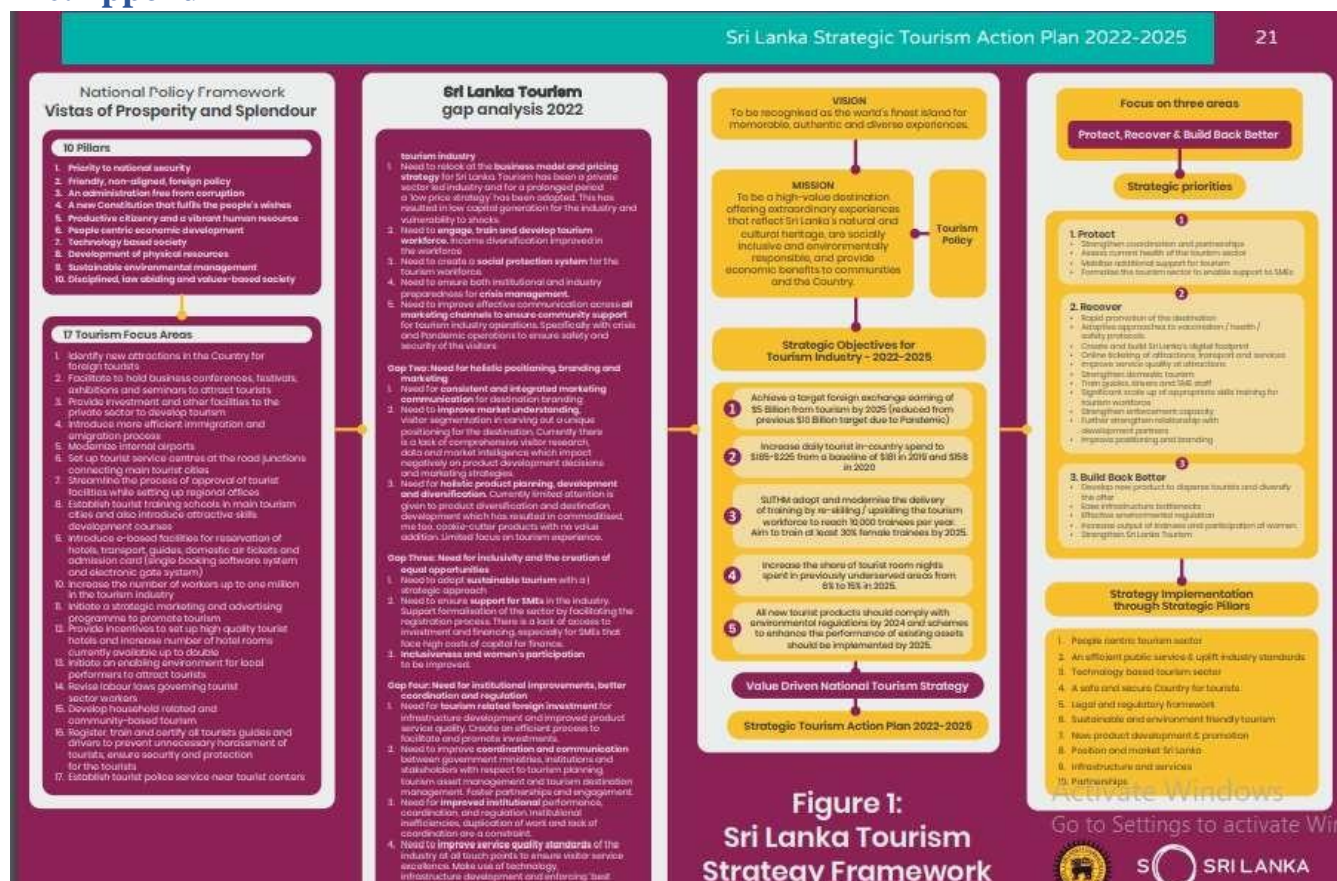
Figure 1:
Sri Lanka Tourism Strategy Framework

TABLE: Emerging Tourism Gateway Towns

Location	Significance	Access
Kurunegala	Several notable historical sites, including impressive remains of citadels and palaces built by Sri Lankan kings, Buddhist temples, and monasteries	On route to Kandy, Anuradhapura, Passikudah and BIA Airport
Ratnapura	Gem mining	On route to hill country, Sinharaja Rainforest and Ella and opening to east
Anuradhapura	UNESCO World Heritage Site but currently has only small hotels and homestays	Opening to Jaffna, north and east
Around Digana	Quality golf course and can ease congestion in Kandy	Access to Kurunegala and central highlands, eastern national parks
Around Bandarawela	Tea estates and potential for ecotourism, can ease congestion in Nuwara Eliya during peak season	Connects to Wellawaya
Okanda	Along the south coast, just outside Yala National Park; good surfing	Access to Arugam Bay and east coast
Pottuvil	Coastal town on east coast, close to Arugam Bay	Access to east coast
Mullaitivu	Historical significance and two renowned birding areas nearby—Chundikulam Sanctuary and Kokkilai Bird Sanctuary	Access to northeast coast

1. People Centric Tourism Sector

#	Key Activities to be Achieved	Tourism Strategic Priorities			Lead Agency (SLTPB/SLTDA/SLCB /SLITHM)	Responsible Division	Timeline			
		Protect	Recover	Build Back Better			2022	2023	2024	2025
1.1	Tourism Industry Support to ensure survival & recovery during the pandemic time									
	1.1.1 Ensure Strategic government support									
1.1.1.1	VAT exemptions for the Tourism Industry enacted				SLTDA	DG/Planning				
1.1.1.2	Boost retail tourism sector by enforcing proposed VAT refund				SLTDA	DG/Planning				
1.1.1.3	National tourism policy development				SLTDA	DG/Planning				
1.1.1.4	Social protection system for individual SME 's in the industry explored				SLTDA	DG/Planning				
1.1.1.5	Support extended to ensure local authority level taxes do not unfairly treat the Tourism Industry				SLTDA	DG/Planning				
1.1.1.6	Creating new opportunities for the Tourism industry such as 'Digital Nomads' 'Bubble for Non Vaccinated' etc to assist the industry operations during the pandemic period for survival				SLTDA/SLTPB	Planning/NPD				
1.1.1.7	Crisis management team appointed and a system put in place to ensure swift and effective management of crisis situations for Sri Lanka Tourism and Tourism Industry. (Internal Process in place)				SLTDA	DG/Planning				
	1.1.2 Ensure Tactical government support									
1.1.2.1	Liquors license fee waiver as a support to industry & soft liquor licence to all classified hotels with reduced restrictions				SLTDA	Standards				
1.1.2.2	Continue the 'Provisional Registration' support to assist SMEs register with SLTDA and to be benefited during the pandemic time				SLTDA	Standards				
1.1.2.3	Continuation and improvement of the color-coded identity cards system for tourism guides and drivers				SLTDA	Standards				
1.1.2.4	Support extended to the industry to continue the 'Bubble operation' for unvaccinated tourists				SLTDA	Planning				
	1.1.3 Enhance the skills & knowledge support for the industry ensuring faster and effective revival									
1.1.3.1	Continuation and improvements in the driver training sessions jointly with Vocational Training Authority (VTA). Upskill for new normal operations				SLTDA	Standards				
1.1.3.2	Continuous Professional Development (CPD) program for the registered tourist guides				SLTDA	Standards				
1.1.3.3	Awareness on 'Disaster & Crisis Management' for the industry				SLTDA	Planning/ Domestic				
1.1.3.4	Continue with the upgrading of the syllabus for tour guides with the support of Australian Skills Development. This aims at bridging the gap with destinations such as South Africa, Thailand, and Australia. Also conduct TOTs to ensure sustainability				SLTDA/SLITHM	Academic/ Standards				
1.1.3.5	Review and include English, Digital Marketing and Service Quality modules to the tour guide training to support digital empowerment, service quality standards and entrepreneurship for tourism industry				SLITHM	Academic				
1.1.3.6	Business Continuity Planning and Crisis Management courses introduced for industry specially SMEs to ensure future survival and minimum interruptions for the industry.				SLTDA	Planning				

4. A Safe and Secure Country for Tourists

#	Key Activities to be Achieved	Tourism Strategic Priorities			Lead Agency	Responsible Division	Timeline			
		Protect	Recover	Build Back Better			2022	2023	2024	2025
4.1	Use of Tourist Police Service Effectively to reinforce the safety and security of the tourists									
4.1.1	Establishing tourist police centers near tourism regional offices/key tourist sites				SLTDA	DG/Domestic				
4.1.2	Establishing an effective process for complaint lodging and follow up on progress on the complaints made				SLTDA	DG/Domestic/ Tourist Police				
4.1.3	Tourist police training on handling the tourists and progress reporting. Seek the support of a donor for th training				SLTDA	Domestic				
4.1.4	Use of technology to ensure safety and security - integrated to app				SLTDA	Domestic/ICT				
4.2	Public Awareness Campaign launch to educate the locals on the importance of ensuring tourist safety and protection and about the process to follow in case of need				SLTDA	Domestic				
4.3	Conduct periodic surveys to identify issues related to the safety and security of the tourists and create the tourist police, provincial and government organisations informed for action. Also use the information to develop public awareness campaigns				SLTDA	Research/ Domestic				
4.4	Ensure pandemic related safety and security for tourists by ensuring the updated guidelines and protocols are in place and communicated effectively				SLTDA	DG/Planning				

Strategic Pillar 1: People Centric Tourism Industry

#	Key Activities	Protect	Recover	Build Back Better	Lead Agency	Responsible Division	2022	2023	2024	2025
1.2	Supporting SMEs in Tourism									
1.2.1	SLTDA registration process to be further improved and simplified. Technology enabled				SLTDA	Standards				
1.2.2	SME training support to capacitate the sector. Specially on Digital Marketing, Financial Literacy, etc				SLTDA/SLITHM	Standards/ Academics				
1.2.3	SME grant support for identified areas through the donors				SLTDA	DG/Standards /Planning				
1.2.4	Improve SME Tourism Market linkages - opportunity to be created through Tourism channels				SLTDA	DG/Standards /Planning				
1.2.5	Income Diversification Program' targeted at Tourism SMEs to ensure the sector is resilient against macro waves				SLTDA/SLITHM	DG/Standards /Planning/ Academics				
1.3	Enhance Women's participation in the industry & Create an Inclusive Tourism Industry									
1.3.1	Hotel School Scholarship Program continued and enhanced for an inclusive workforce and opportunity creation for industry				SLITHM	Registrar				
1.3.2	Promote Women based tourism SMEs and support them to advance (women entrepreneurship development)				SLTDA/SLTPB	Planning/PR				
1.3.3	Promote more women's participation in the industry through partnerships and facilitations through awareness creation, training and capacitating and an indstry wide survey (identifying the pain points that hinder women's participation in the industry)				SLTDA/SLTPB	Planning/PR				
1.3.4	Enhance wider industry participation. Specially SMEs given opportunity at decision making points				SLTDA	Standards/ Planning				
1.3.5	Accessibility Tourism program launched. Create a concept paper identifying the scope to be implemented for a 4 year period.				SLTDA	Domestic				
1.4	Dollarization of the Tourism Industry									
1.4.1	Support the tourism industry convert to a dollarised system. Create awareness and facilitate with the required infrastructural coordination. This will ensure the industry and SMEs are benefitted from the export status.				SLTDA/MOT	DG/Planning				

3. Technology based Tourism Sector

#	Key Activities to be Achieved	Protect	Recover	Build Back Better	Lead Agency	Responsible Division	2022	2023	2024	2025
3.1	Complete the development and launch of the proposed Tourism Travel App. Digital Campaign launch to create awareness about the app		■		SLTDA/SLTPB	ICT/Advertising				
3.2	Complete the revamping of the tourism's consumer website			■	SLTPB	ICT/Advertising				
3.3	Creation of a content repository and continuous creation of digital content for Sri Lanka Tourism (Videos, Imagery, Soundtracks etc) as a means of enabling digital footprint and shared media reach. (This could be linked to website and app)		■		SLTPB	ICT/Advertising				
3.4	Continuation of the creation of the comprehensive tourist information D-base of attractions/experiences and creating content for the identified sites/experiences		■		SLTPB	NPD				
3.5	Improve on Sri Lanka Tourism's social media reach to build a social media community and thereby reach and engagement for the product/destination		■		SLTPB	Advertising				
3.6	Continue the Live telecasting of Peraharas to enhance an online engagement and viewership		■		SLTPB	NPD/Advertising				
3.7	Continue the live streaming of wildlife to enhance an online engagement and viewership		■		SLTPB	NPD/Advertising				
3.8	Introduce a technology driven tourist/customer engagement center to enhance better customer service			■	SLTPB	PR/ICT				
3.9	Use of augmented reality at identified key tourist sites/attractions to enhance visitor experience		■		SLTDA	RESEARCH				
3.10	Working in collaboration with the Department of Immigration to further streamline the tourist visa application process using technology	■			SLTDA/MOT	DG/Planning				
3.11	Continuation of the 'information portal' 'Helloagain' to communicate with visitors on new developments of travel to Sri Lanka.		■		SLTDA/SLTPB	Planning/Advertising/ICT				
3.12	Work with ICTA and Technology Ministry to include online ticket booking of all Government tourist sites and trains and later to integrate into the proposed mobile app		■		SLTDA	DG/Planning				
3.13	Enabling tourist protection by engaging the tourist police through technology		■		SLTDA	Domestic/Tourist Police/ICT				
3.14	Continue and introduce improvements to the online/digital applications for tourism industry registrations			■	SLTDA	Standards/ICT				
3.15	Develop and further improve the current technology based monitoring system (Monitoring, Evaluation, Learning - MEL) system for Sri Lanka Tourism			■	SLTDA	DG/ICT				
3.16	Creation of virtual/digital resources/products for the SLITHM students and industry to enhance knowledge		■		SLITHM	Registrar/Academic				

6. Sustainable and Environment Friendly Tourism

#	Key Activities to be Achieved	Protect	Recover	Build Back Better	Lead Agency	Responsible Division	2022	2023	2024	2025
6.1	Establish an internal division dedicated to championing Sustainable Tourism. (Scope and responsibilities defined,, resources allocated and staff trained)			■	SLTDA	DG/Planning				
6.2	Develop and Launch Sri Lanka Tourism's Sustainability Road Map. Based on the road map seek donor support to implement key projects			■	SLTDA	Planning				
6.3	Developing Sustainability guidelines & certification and ensure coordinated efforts for environmental sustainability									
6.3.1	Developing sustainability guidelines & certification for the industry to include accommodation providers, travel agents/guides, other service providers such as restaurants, souvenir shops, etc			■	SLTDA	Standards				
6.3.2	Sustainable goals included within classification process			■	SLTDA	Standards				
6.3.3	Introduce and ensure central planning with BOI and UDA to ensure developments are sympathetic to the environment			■	SLTDA	Planning				
6.3.4	Work in collaboration with Mahaweli Development Authority to develop an Eco Tourism Development zone in Kaluganga and Moragahakanda			■	SLTDA	Planning				
6.3.5	Green Building Guidelines Prepared and implemented for new investments			■	SLTDA	Planning				
6.3.6	Yala Palatupana Tourism Zone to be upgraded as a Protected Conservancy Area			■	SLTDA	Planning				
6.4	Ocean Sustainability - Introduce, develop and promote marine environment protection to ensure a healthy coastal and ocean environment			■	SLTDA/SLTPB	NPD/PR/Planning				
6.5	Creation of sustainability experiences for visitors such as creation of sustainability sights, beaches, parks and destinations, creation of green journeys/responsible holidays/adventures, creation of green gastronomy/menus etc			■	SLTDA/SLTPB	NPD/Planning				
6.6	Sustainability related awareness creation and promotions									
6.6.1	Creation of sustainability focused marketing collaterals and tools to include a dedicated Micro site, video, imagery content and copy creation			■	SLTPB	PR/Advertising				
6.6.2	Include nature conservation in the hotel school curriculum			■	SLITHM	Academic				
6.6.3	Local and internally focused campaigns and activations to be launched to create awareness on sustainable tourism and initiatives taken			■	SLTPB	PR/Advertising/NPD/Planning				
6.7	Sigiriya to be developed as the first Sustainable Destination			■	SLTDA	Planning/Research				
6.8	Introduce accessibility tourism. (Create awareness and interest, identified key sites taken as pilot to be disability friendly, inclusion of differently able people as employees in tourism)			■	SLTDA	Domestic				

11. References

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