

AYUBOWAN.....

SRI LANKA TOURISM

Domestic Tourism

- Things done since wsi & wsii

Key advantages of improving Domestic Tourism in Sri Lanka ,

- Business during the international off-peak season
- Business in periods of global economic downturn.
- Contribution to the National economy.
- Development of Infrastructure and rural areas etc.

Therefore,

Sri Lanka Tourism recently conducted two domestic related surveys to improve domestic tourism.

- 1.Study on the visitation to heritage sites.
- 2.Survey on Tourism Labor force .

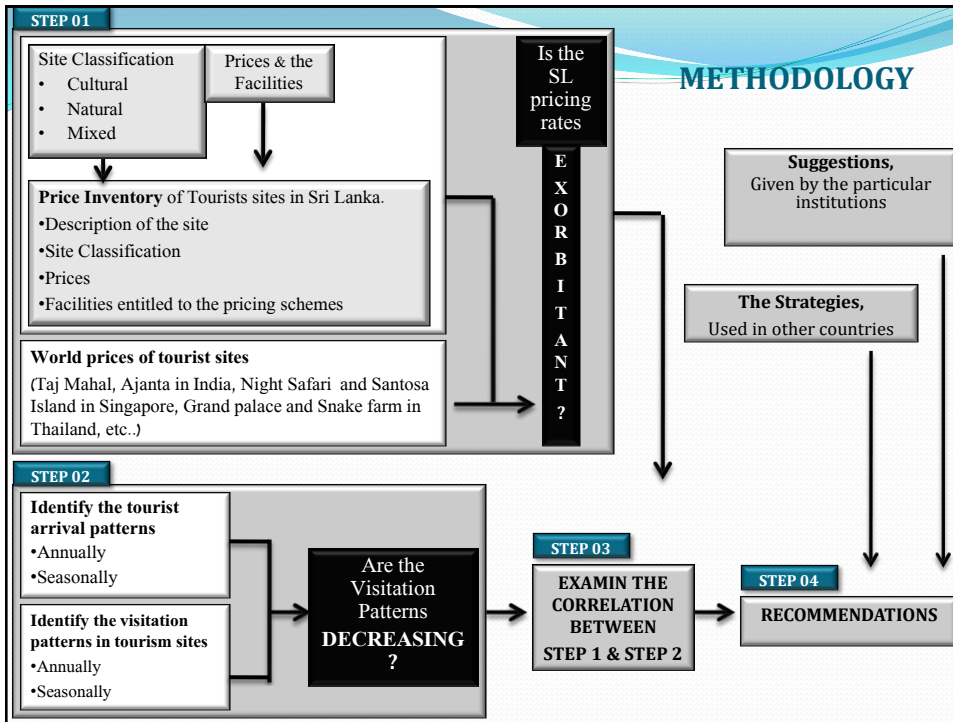
•1.Study on the visitation to heritage sites

Problem statement

As per the institutional data , the visitation to tourist sites in the country is dropping gradually , at a decreasing rate . On the other hand the desk studies reveal that the prices at various locations in Sri Lanka are higher .

Objective of study

- To identify trends and patterns of visitation to tourists sites
- To ascertain the prices charged at various tourist visiting places are truly exorbitant compared to the places in other countries.
- To find suitable strategies that can be recommended for the improvement of tourist attraction in these sites in term of entrance fees and charges.



Suggestions and recommendations.

Although tourist visitation patterns are at an increasing rate, the potential of these attraction sites to earn income are not fully harnessed. Price charged at various places are truly exorbitant in relation to equal foreign sites.

Therefore, suggestions were made upon reaching perfect pricing and charging mechanism for those sites.

- ❑ A pricing formula could be established in order to decide the price rates charged at tourist attraction sites with standing the facilities offered in the visit. This formula should be validated with the regional countries' equitable tourists attractions.
- ❑ Price discrimination between local and foreign entrance fee should be excluded, or be limited the deviation from the local ticket price through providing value added services

Suggestions and recommendations. (cond.)

- Introducing round trip entry tickets covering cultural , archaeological and natural sites which are located in the same locality as well as different localities covering bigger regions.**
- Introducing concession prices for clergy , students , aged visitors (60 years or above) and special favor groups. Additionally tickets could be issued with a validity of 1 , 3 , 7,..30 days etc. from the date of issue.**

2.Tourism Labor force survey

Main objectives:

- To estimate tourism labour demand in Sri Lanka by 2016**
- To estimate labour supply and potential demand-supply gaps in tourism regions.**
- To ensure the training requirements in relevant areas.**
- Pilot regional employment plans for tourism and hospitality to support the industry's labour and skills needs**

Methodology

This survey was conducted with business related to tourism sector covering seven major tourism regions. The database of registered tourism establishments under Sri Lanka Tourism Development Authority was used for the survey. Survey was conducted by face to face interviews. A sample of 30% of the populations was covered under following sub sectors.

- Accommodation
- Food & Beverage
- Tourist shops
- Travel Agency /Tour operator
- Cultural
- Recreational

Some of the Key findings

In general, we have found that for the whole group of core tourism occupations under analysis, labour force growth should meet the needs of labour demand by 2016.

- ❖ demand for managerial level skills,
- ❖ demand for soft skill development of employees
- ❖ demand for tour guides (including chauffer guides)

Hose keepers , waiters , Culinary staff, café & restaurant managers also will be the most demand by the time.

The Labour force report will be published by April 2012.



THANK YOU