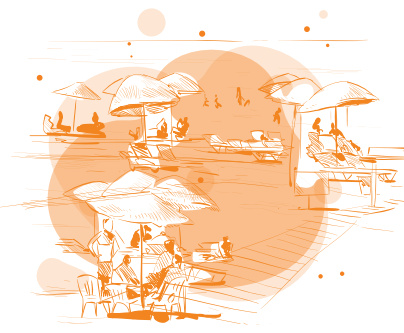


About Sri Lanka Tourism



Sri Lanka Tourism is the government authority responsible for managing tourism activities in Sri Lanka. The authority consists of four key agencies: Sri Lanka Tourism Development Authority (SLTDA), Sri Lanka Tourism Promotions Bureau (SLTPB), Sri Lanka Tourism Convention Bureau (SLCB) and Sri Lanka Institute of Tourism and Hotel Management (SLITHM).

MDF currently supports SLTDA and SLTPB. Established in 2007, SLTDA (formerly known as Ceylon Tourist Board) is the apex body of Sri Lanka Tourism, responsible for planning, development, regulation, and policy implementation of tourism and related industries. It is also the primary agency for the collection, analysis and publication of tourism data. SLTPB (formerly the promotional arm of the Ceylon Tourist Board) is the statutory body responsible for the promotion and marketing of Sri Lanka as a unique and quality tourism destination globally.



Market Constraints

Tourism is a sector with high potential to contribute to the growth of the Sri Lankan economy. However, the industry faces several challenges, particularly in terms of accurate and timely tourism data. MDF has identified some key constraints: lack of access to better tourism data to drive promotions and decision making for both public and private sector players, limited capacity of SLTDA research teams, and a lack of standardised research methods and dissemination processes.

In the tourism promotion space, MDF has identified two main constraints: lack of public-private partnerships at destination marketing level and the absence of dynamic partnerships and promotional strategies to match global trends. National-level destination promotion by SLTPB has largely been through trade fairs, with little customer segmentation beyond the main source markets. Globally, this type of marketing function entails extensive private sector participation and, in the COVID-19 landscape, increased online activity, to stay ahead of the competitive global market.

Intervention

-  Technical assistance to enhance research capabilities
-  Strategic support to manage high-level initiatives
-  Capacity building of SLTDA and SLTPB teams

MDF is providing technical assistance to SLTDA to enhance the institution's research capabilities. Supported by MDF, an international consultancy firm, Twenty31 Consulting Inc., will work closely with SLTDA to conduct a gap analysis and develop a five-year 'roadmap' focused on improving tourism data collection, analysis and usage. The roadmap will pave the way for understanding the trends around visitors to Sri Lanka, as well as assist the public and private sectors in making evidence-based decisions and investments in tourism. The consultant will also provide mentoring support to implement the recommendations and build capacity of the SLTDA team, with the goal of building up the research capability of Sri Lanka Tourism to the standards adopted by leading tourism destinations.

MDF is also providing strategic support to SLTPB to negotiate and manage high-level initiatives. The work in this space will focus on strategic partnerships; coordination with airlines, foreign media, travel agents, influencers and bloggers; high-level endorsements; development of a domestic tourism promotional strategy; and building the SLTPB team's internal capacity. The initiative is expected to diversify Sri Lanka tourism promotional efforts in order to re-establish Sri Lanka as a sought-after travel destination post COVID-19.