

Community based Tourism as a Tool of Sustainability for Both Local residents and Tourists



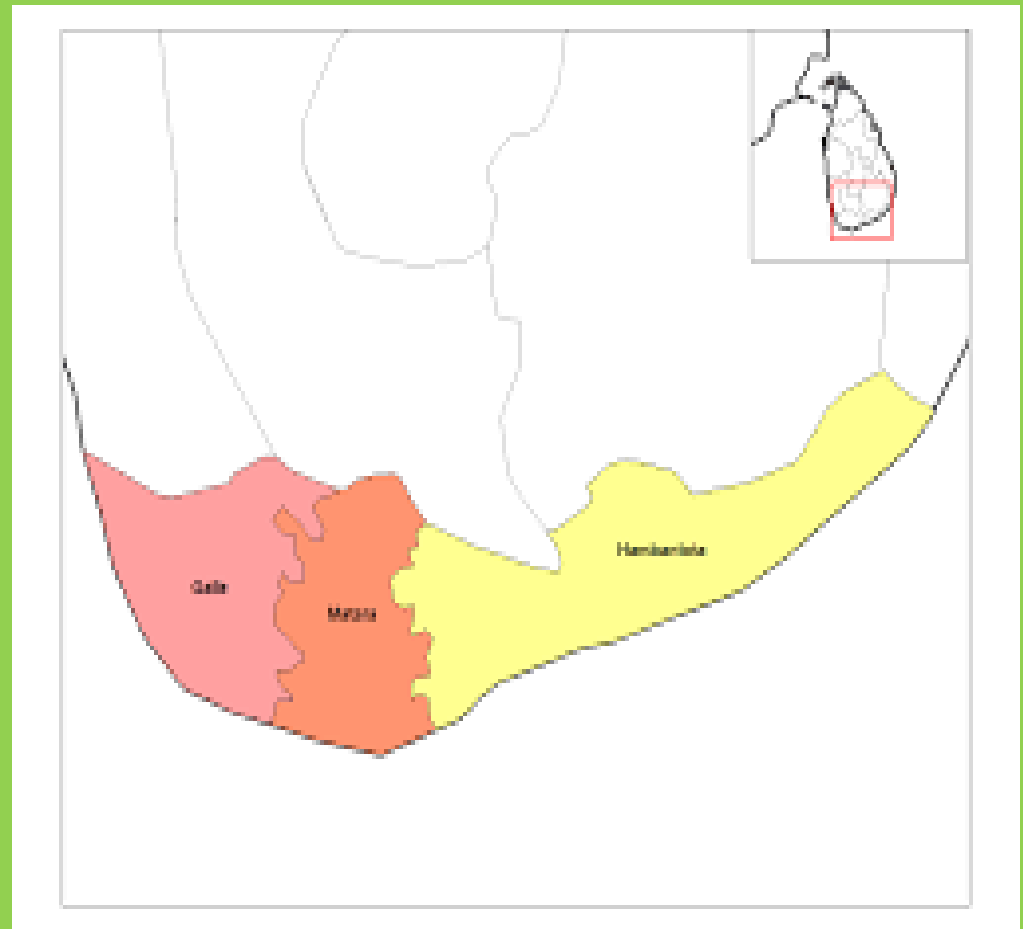
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Outline



- Introduction – Southern Province
- Background
- Success Stories
- Confronting Obstacles
- Transformational Themes

Introduction –Southern Province



Background



- **SDG 12**

Sustainable consumption and production patterns

The countries should develop and implement tools to monitor the effect of development on sustainable tourism, which creates jobs and promote local culture and products.

- **Sri Lanka Tourism Strategic Plan 2017-2020**

Guiding Principle – Local Community Involvement

Tourism development should involve local communities in a real, holistic capacity.

Success Stories - Homestay



Success Stories – Eco Tourism



Confronting Obstacles



- **Terrorism**

The tourism industry may collapsed in few seconds because of terrorism. As the bomb blasts in several churches and hotels in the recent past Southern province faced a huge challenge to resettle the environment.

- **Coordination Failures**

Poor coordination and communication between government ministries, institutions and stake holders with respect to tourism planning, tourism asset management and destination management

- **Institutional Failures**

limited awareness of host communities caused conflicts between local communities ,institutions and investors and has negatively affected local perceptions of tourism related projects

Confronting Obstacles



- **Resource Failures**

Shortage of skilled staff at levels and professions, lack of comprehensive visitor research and data, lack of access to investment and financing identified as resource failures basically

- **Market Failures**

It is identified that limited attention paid to product diversification and destination development. This restricts competitiveness, recreation and tourism choices, development of niche markets and the ability to add value to the visitor experience.

Transformational Themes



- Ensure the law and order among the province

Southern province already ensured the law and order up to a satisfied level. As the Governor of the province I have already taken all the necessary steps to resettle the environment for tourism industry

- Improving Governance Regulation

Create a system of tourism institutions, regulations and processes conducive to streamlined investment and business operations, facilitate industry best practices, monitoring and enforcement, and support the development of communities and the workforce.

Transformational Themes



- Understanding Visitors

Develop a research programme and visitor segmentation model (VSM) to profile source and niche markets systematically as input to guide product development and marketing decisions.

- Marketing and Communicating effectively

On the demand side, the focus is on yield (total revenue), not numbers. The goal is not just to attract more visitors, but to attract the right kind of visitors, using the most-effective media and making the most available digital data, platforms and applications.

Transformational Themes



- **Developing Sustainable Destinations**

On the supply side, develop and define (for the market) a range of products aligned with Sri Lanka's attractions. The goal is to ensure that these are strategically developed across the island to encourage return visits. This is particularly relevant to the UN SDGs.

- **Lifting Industry Standards**

Create mechanisms to support best practices in handling of water, energy and waste; in service and quality control; and in the protection and presentation of wildlife and other environmental, cultural and historical values.

Transformational Themes



- Engaging the workforce and communities

Develop the overall capacity of the tourism sector work force in the public and the private sector. The government has prioritized the human resources (HR) agenda for the country. Greater participation in the sector should be encouraged, particularly of women, and tourism training and skills development should be linked to industry sector needs. Local communities should become actively involved. This is particularly relevant to the UN SDGs. Overall more-effective communication and better relationships should be fostered between tourism stakeholders from relevant management agencies, the private sector, conservation groups, the education sector and communities.

Q & A



