Community Development and Tourism Recovery

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Sri Lanka Tourism at a Glance

• Historically renown landmark in global travel map
• Significant geographical location ancient travel routes eg: Silk Route
• 1930s officially recognized international travellers and establishing Ceylon Tourist Bureau
• 1960s adapted as a significant sector national economy and began planned development
• 1966 establishment of Ceylon Tourist Board at present Sri Lanka Tourism Development Authority
• 1967 10 year Ceylon Tourist Plan
• 1972 Interim National Development Plan
• 1970s rapid growth of tourism
• 1983-2009 various setbacks in tourism development due to internal crisis and disasters
• 1993 10 Year Tourism Master Plan
• 2009 end of war and began present rapid growth of tourism
After the civil war and Tsunami countries situation and was healthy to increase Tourist Arrivals
Integration between Community and Tourism

• A long history of human settlement and Sri Lankan community in relation international travel and tourism
• Ethnic and cultural diversity
• Friendliness and traditional hospitality to host locals and non-locals
• More than 73% of population live in rural areas and depend on declining traditional livelihood and seeking non-traditional livelihoods
• Tourism create various direct and indirect revenues and avenues to incorporate local communities
• Diverse natural and human geography of the country offers plentiful opportunities for communities to join tourism industry
• Declining livelihoods, increasing unemployment, alleviating poverty, empowerment of community, increasing demand from tourists and alarming need of sustainable development intensify the need of integration between tourism and community development
The Area of Sri Lanka by Tsunami Affected
# Figures of affected people by Tsunami

<table>
<thead>
<tr>
<th>Country</th>
<th>Deaths</th>
<th>Missing</th>
<th>Injured</th>
<th>Displaced</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indonesia</td>
<td>167,736</td>
<td>37,063</td>
<td>–</td>
<td>&gt; 500,000</td>
</tr>
<tr>
<td>Sri Lanka</td>
<td>35,322</td>
<td>6,700</td>
<td>21,411</td>
<td>516,150</td>
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<tr>
<td>India</td>
<td>18,045</td>
<td>5,640</td>
<td>–</td>
<td>647,599</td>
</tr>
<tr>
<td>Thailand</td>
<td>8,212</td>
<td>2,817</td>
<td>8,457</td>
<td>7,000</td>
</tr>
<tr>
<td>Somalia</td>
<td>289</td>
<td>211</td>
<td>–</td>
<td>5,000</td>
</tr>
<tr>
<td>Myanmar</td>
<td>500</td>
<td>500</td>
<td>45</td>
<td>3,200</td>
</tr>
<tr>
<td>Maldives</td>
<td>108</td>
<td>26</td>
<td>–</td>
<td>15,000</td>
</tr>
<tr>
<td>Maldives</td>
<td>75</td>
<td>6</td>
<td>299</td>
<td>–</td>
</tr>
<tr>
<td>Tanzania</td>
<td>13</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Seychelles</td>
<td>3</td>
<td>–</td>
<td>57</td>
<td>200</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>2</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>South Africa</td>
<td>2</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Kenya</td>
<td>1</td>
<td>–</td>
<td>2</td>
<td>–</td>
</tr>
<tr>
<td>Madagascar</td>
<td>&gt; 200</td>
<td>–</td>
<td>–</td>
<td>1,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>230,00</strong></td>
<td><strong>45,752</strong></td>
<td><strong>125,000</strong></td>
<td><strong>1,690,000</strong></td>
</tr>
</tbody>
</table>
### Opportunities
- Historical recognition and image
- Pioneer in planned development
- Plentiful natural and man-made attraction in a small island
- Cultural and bio diversity
- Growing qualified manpower
- Willing and positive attitudes of community
- Increasing interest of investors
- Dedicated and capable Ministry and Authorities
- Peace and safe political and environmental conditions
- Interest of international travellers on Sri Lanka
- Emerging demand natural, rustic and sustainable tourism beyond urban based conventional mass tourism
- Demand for community based tourism
- Demand for local food and other products and services
- Increasing demand luxury and niche market tourist resorts and value added services and facilities

### Weaknesses
- Lack of local resource integration
- Poor capacity building and value addition
- Weaken infrastructure facilities
- Lack of capital
- Over estimation and adapting western model in planned development
- Over emphasizing mass conventional tourism and neglecting sustainable tourism
- Neglecting community integration
- Lack of sectoral and institutional integration/coordination

### Threats
- Internal Crisis; eg. war, youth insurrections, political instability
- Natural disaster; tsunami, floods, commutable diseases
- Negative impacts of conventional mass tourism
- Growth of neighbouring and regional destinations
- Misconception and misguiding among the community
- Negative criticism through media and social networks

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The way forward after SWOT Analysis

Strategic interventions are deemed to ensure the community development through tourism recoveries through; enhancing the strengths further, eliminating and rectifying the weaknesses, anticipating the opportunities and overcoming the threats.
Planned or Implemented Strategic Tourism Development Interventions

• Enabling more flexible sources of funding for quick developmental response
• Integrated and collaborated development process
• Strengthening networking and regional partnership
• Peace and rehabilitation inbuilt developmental interventions
• Community based tourism development
• Product diversification and innovation to attract emerging market to lugging regions
• Human and physical capacity building
• Appropriate policy setting and implementation
• Vibrant marketing and promotion
Enabling more effective and efficient sources of funding for quick developmental response

- Encouraging and directing potential investors to deprived regions (specially north and East)
- Mediation and contribution of NGOs and INGOs to obtain donor funding for development
- Encouraging community cooperative enterprises eg: Eco-wave Arugam Bay
- Encouraging micro-financing; eg. SANASA, Samurdhi
- BOI investment promotion
Integrated and collaborated development

- National, Provincial and Local government integration and collaboration
- Public Private Partnership (PPP)
- Community integrated development
- NGO, INGOs, authorities and community integration
- Rural and urban sectoral integrations
- Related institutional integrations; Wildlife, Archaeological, Forest, CEA etc.
Networking and Regional Partnerships

• Networking and associations within then country through public and private institutions, local NGOs. Eg: SANASA, Sarwodya
• Developmental interventions through SAARC
• Indo-Sri Lanka Partnership interventions
• Bilateral and Multilateral agreements
• Regional Alliances
• Smart partnerships among the institutions and communities
Peace and rehabilitation inbuilt developmental interventions

- Centralized focus on victimized and deprived community due to war and natural disaster
- Make victimized and deprived community as major shareholders of the development process
- Encourage and empower the self-help groups among the community
- Enhance political advocacy and civic engagement in development
- Rediscover and rebuild the heritage and traditional livelihood in conjunction with tourism
- The peace keeping and peace building supported by the interactions of multicultural community through domestic and international tourism
Community Based Tourism Development

- Integration of native socio-culture, lifestyles and rituals
- Amalgamating with traditional livelihood
- Offering ethnic/local cuisine and dine
- Community empowerment (specially women)
- Repurposing tangible and intangible heritage through tourism
- Minimize youth migration from deprived regions
- Ensure conservation and preservation of natural and cultural environment
Product diversification and innovation

- Identifying and inventorying natural and man-made tourism resources in the deprived regions
- Cooperated and integrated product development and designing
- Present innovative alternative tourism products; eg. agro-tourism, heritage tourism, community tourism, eco-tourism, adventure tourism, health tourism, aesthetic tourism and homestay tourism to anticipate the demand of emerging alternative tourism market.
- Eradicate negative impacts of conventional mass tourism
Human and physical capacity building

- Improving awareness and understanding of the community on tourism
- Skill building and knowledge enhancement
- Improving access to information, knowledge and skills
- Self-enhancement and community empowerment programmes
- Infrastructure and superstructure development
- Environmental quality enhancement programme
- Preservation and conservation of archaeological and historical resources
- Physical value additions to tourism products and sites; eg. comfort centre, sanitary facilities, recreation parks
Appropriate policy setting and implementation

- Awareness campaign on policy setting and implementation
- Stakeholders participation and integration
- Ensure local inputs in policy settings
- Creating commitment over policy implementation
- Consistent and continuous monitoring process
- Effective conflict and dispute resolutions
Vibrant Marketing and Promotion

- Creative and innovative marketing
- Segmented and branded marketing
- Selecting appropriate marketing tool
- Strategic alliances in marketing
- Social network marketing
- Image building and marketing
Disaster Management

- strengthening capacity for self-help
- providing economic opportunity
- delivering relief in emergencies
- Influencing policy decisions at all levels
- addressing discrimination in all its forms.
Thank You

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